

## ATTACHMENT D

### DIRECTOR'S REPORT

- The Marketing Department started making video productions to promote products and services. The videos are sent out in our weekly newsletters. If you haven't seen them, they are really great! Please see link below or visit the Library's YouTube channel from the website to view.

[https://youtube.com/playlist?list=PLTrd8\\_dMBZjOm-Sqj\\_7ikBLfV5wWKS94](https://youtube.com/playlist?list=PLTrd8_dMBZjOm-Sqj_7ikBLfV5wWKS94)

- Last Tuesday, February 6, was one of the busiest days in the Library since the pandemic began. We actually had a patron tell us the lot was full! It's refreshing to see more patrons enjoying the space.

# ADULT SERVICES DEPARTMENT REPORT

Jan 2022

## Patron Interactions

Patron interaction in January 2022 remained 29% lower than January 2020, but 36% higher than January 2021. This is similar to November/December numbers. We are beginning to see a greater number of extended interactions (>15min), typically technology questions.

## Virtual Meetings

Use of the virtual meeting rooms doubled in January likely due to the combination of the Omicron variant and colder weather.

## Winter Reading Challenge

The Winter Reading Program in Adult Services, called the Winter Reading Challenge, started in mid-December and runs through February. As of 1/31/2022, 85 patrons were given 141 reading challenges. Of those, 109 challenge books have been read thus far, creating entries for the prize drawing for 1 of 3 \$50 Elmhurst City Centre Gift Certificates.

## Displays

ADS Displays of note currently include Celebrate Black Voices, an interactive display for Black History Month where patrons choose titles to appear in second half of month, and the Agency of the Month display focusing on Metropolitan Family Services.



## New Research Tools

This month we added two new genealogical tools in response to patron interest, Newspapers.com and FamilySearch. Newspapers.com is a research tool that provides access to more than 4,000 regional and local newspapers from the early 1700s into the 2000s from across the U.S. and the world. FamilySearch is a non-profit genealogy organization that is not open access, but grants free use to libraries who sign up for affiliate status. Access to it allows patrons in-Library viewing of billions of digitized genealogical records.

# KIDS' LIBRARY DEPT REPORT

## January 2022

The Kids' Library was virtually joined by Elmhurst University Speech-Language instructor Dana Morgan on Mondays January 10<sup>th</sup> and 24<sup>th</sup> to continue our exploration and training on augmentative and alternative communication (AAC) book kits and picture boards. Dana discussed considerations that should be made in creating these interactive communication tools and shared tips for comfortable and inclusive interactions with library users.

**Neil Bonk** installed 4 new English/Spanish bilingual AWE computers in the department, which staff took the time to familiarize ourselves with.

### Programs

Due to a surge in Omicron cases in late December and January, Kids' programs pivoted to be online and took great leadership from **Gloria Walsh-Rock**, with tons of help from other staff. Staff put together early literacy kits for our storytime attendees. One caregiver shared, via email, "Thank you for making these. My daughter loves these kits and is very proud of what she makes!" Another caregiver shared "Thank you so much for doing this during this Covid peak—so appreciated!"

### School, Scouts, & Community Outreach

More dinosaur outreach fun this month! Visits were made to Sunbeams and Rainbows (January 3 and 4), Jefferson Elementary (January 21), and the YMCA (January 27). After one visit, our resident dinosaur staff **Katie Stringwell** shared that "While [they were] on desk after taking the suit off, an adult patron asked if the dinosaur was still around! She had seen us walking back from the YMCA."

Jefferson also gave us a nice shout-out on Twitter!



Erin Howe  
@JeffersonLib205

What a fun afternoon here! The dinos arrived to promote the winter reading program! Thank you [@askelmhurst](#)



3:29 PM · Jan 21, 2022 · Twitter for Android

**Heather Forster Jensen** has also continued to provide materials for schools. Erin from Jefferson says, "A huge thank you to the amazing [@askelmhurst](#) for doubling the amount of Space Books our 5th graders have access to for their research project!"

### Staff Training

**Kelsey Wilcoxon, Carol Chlystek, Lori Hoegler, Allison Davis, Katie Stringwell, Gloria Walsh-Rock, Heather Forster Jensen, Jan Simmons, Nuala Maloney-Murphy, Shaira Rock, and Alea Perez** participated in **57.5 hours** of training and networking opportunities. Topics included the foundations of early literacy, augmentative and alternative communication book adaptations, school facilitators, and the LACONI Supervisors, Admin, Asst. Managers, and Managers (SAAM) section.

# MARKETING DEPARTMENT REPORT

January 2022

Starting in January, Marketing debuted a new series of videos featuring Library Services, Collections, and Inside Scoops. Find the videos on the Library's YouTube page under the EPL Highlights playlist. This is another way to share the vast offerings the Library provides the community. Our goal is to connect and communicate with our community in a deeper way through this mode of storytelling.

[elmlib.org/youtube](http://elmlib.org/youtube)

## **January Marketing Topics included:**

**Programming:** *Mark your calendars for our Black History Month events*

Celebrate Black History with the Library! Throughout the month of February, the Library hosts a number of programs featuring the Black experiences. Highlights include a presentation by historian Clarence Goodman about the Great War and the Great Migration and the weekly kits available in the Kids' Library designed to feature Black inventors through crafts and activities.

**Collection:** *Homework Help resources*

Between EPL's special Learning Links collection in the Kids' Library, reference materials, online databases, and one-on-one tutoring available through Tutor.com, EPL was ready to support students in our community returning to school!

[elmlib.org/homework](http://elmlib.org/homework)

**Services:** *Business database resources*

Businesses can find tools to make their compies run smoothly and grow with the Library's subscription-based databases.

[elmlib.org/businessstools](http://elmlib.org/businessstools)

**Inside Scoop:** *Puzzle Swap*

Colder weather outside means it's the perfect time to do jigsaw puzzles. Join fellow community puzzle enthusiasts by participating in the ongoing Puzzle Swap at Elmhurst Public Library. Puzzles are available in the Lobby, near the Book Sale area.

**Community Connection:** *Elephant and Piggie Celebrate You*

We invited the community to be inspired by their family's unique traditions and, with the help of Elephant and Piggie, to create their own special day. Celebration sheets were made available to download and share ideas. The public was encourage to use the hashtags #MoWillems and #ElmhurstPublicLibrary. Began Jan. 3 – For Families.

[elmlib.org/community](http://elmlib.org/community)





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Get inspired by your family's unique traditions and with the help of

527


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Boost post

Post details

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**Elmhurst Public Library**  
January 7 · 🌐  
[elmplib.org/shareyourstory](#)

ELMLIB.ORG/SHAREYOURSTORY

“

Anne in Adult Services was a lifesaver! At the end of Sunday, she assisted me in printing important documents I was having trouble with. She was not only professional and courteous, she did not hesitate to help me with a smile at the end of library hours on Sunday. Her customer service is refreshing in this day and age!

CONSUELO, EPL CARDHOLDER

👍 Get more likes, comments and shares

When you boost this post, you'll show it to more people.

1,006  
People reached

29  
Engagements

Boost post

👤 Beth Swartz, Jeanne O'Halloren Bronge and 17 others

1 Comment

👍 Like

💬 Comment

➦ Share

📷 🗨️

**Performance for your post**

1,006 People Reached

20 Likes, Comments & Shares 🔍

19  
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9 Post Clicks

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Negative Feedback

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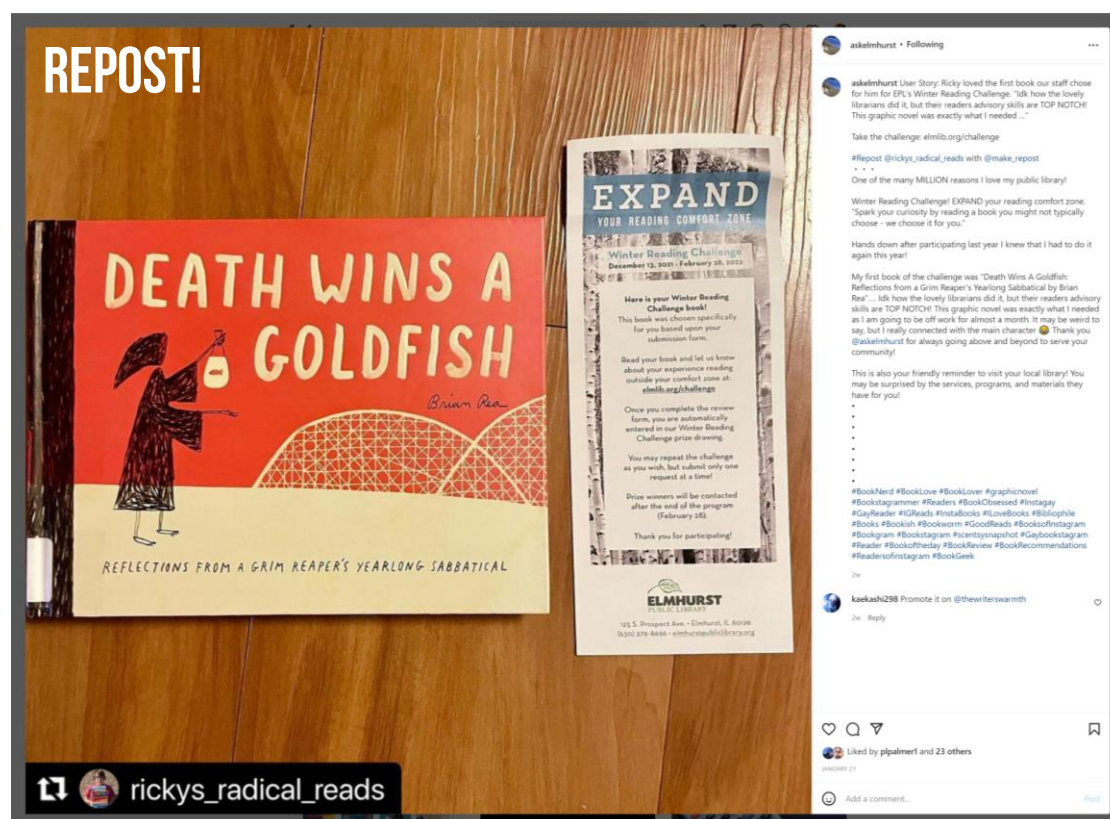
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facebook



## Instagram

# PROGRAM STATISTICS

January 2022

Adult Programs	Primary Event Type	Attendance	Sessions
Adult Book Discussion: <i>Deacon King Kong</i> by James McBride	Adult Book Discussion	8	1
Adult Book Discussion: <i>Deacon King Kong</i> by James McBride	Adult Book Discussion	2	1
American Mah Jongg: Open Play	Adult Program	8	4
Apple Watch	Technology	8	1
Bridge & Pinochle Club	Games	41	4
Building the Magic: Walt Disney World's Magic Kingdom (In-Person)	Common Connection	1	1
Building the Magic: Walt Disney World's Magic Kingdom (Virtual)	Common Connection	56	1
Buy Your First Home (Virtual)	Common Connection	37	1
Chair Yoga	Seniors	13	1
Ciao Italia!	Adult Program	8	1
Coloring for Mindfulness	Library Club	3	1
Culture Club: St. Petersburg (In-Person)	Adult Program	10	1
Culture Club: St. Petersburg (Virtual)	Adult Program	31	1
Elmhurst Business Connection	Business	39	1
Excel Intermediate	Technology	13	2
French Discussion Group	Adult Program	6	1
Friday Features:	Adult Program	39	4
Great Decisions	Adult Program	17	1
Houseplants 101 (In-Person)	Adult Program	5	1
Houseplants 101 (Virtual)	Adult Program	39	1
How to Travel on Public Transportation with RTA (In-Person)	Adult Program	3	1
How to Travel on Public Transportation with RTA (Virtual)	Adult Program	16	1
In Stitches Needleworkers	Create	5	1
Kawaii Clay Creatures	20 and 30 Somethings	7	1
Learn & Grow Book Discussion: Range: <i>Why Generalists Triumph in a Specialized World</i> by David Epstein	Adult Book Discussion	2	1
Library Board Meeting	Adult Program	10	1
Newly Acquired Tech Help	Technology	4	1
Next Chapter Book Club	Library Insiders	21	2
Plug In & Play (for 20 + 30 somethings)	20 and 30 Somethings	9	1
Prepare for a Successful Job Search (Virtual)	Career	6	1
Reduce Your Phone, Cable, and Internet Bills with CUB (Virtual)	Consumer	30	1
Scrabble Club	Games	5	1
Senior Housing 101 (In-Person)	Common Connection	6	1
Senior Housing 101 (Virtual)	Common Connection	24	1
Streaming Video with Your Library Card	Technology	9	1
Winter Stitch-Along	Adult Program	297	5
<b>TOTALS</b>		<b>838</b>	<b>51</b>
<b>Makery Program</b>	<b>Primary Event Type</b>	<b>Attendance</b>	<b>Sessions</b>
DIY Ideabook	Create	6	1
Metal Stamped Pendant	Makery	14	1

Sublimation Mug Drop-In	Create	35	1
<b>TOTALS</b>		<b>55</b>	<b>3</b>
<b>Teen Programs</b>	<b>Primary Event Type</b>	<b>Attendance</b>	<b>Sessions</b>
Draw Comics and More with Gene Ha (In-Person)	High School	10	1
Draw Comics and More with Gene Ha (Virtual)	High School	1	1
Dungeons & Dragons	High School	4	1
High School Crafternoon	High School	3	1
Spill!	High School	2	3
Teen Video Game Tourney	High School	24	3
Winter Night's Movie	High School	1	1
<b>TOTALS</b>		<b>45</b>	<b>11</b>
<b>Middle School Programs</b>	<b>Primary Event Type</b>	<b>Attendance</b>	<b>Sessions</b>
Psychedelic Art	Middle School	3	1
<b>TOTALS</b>		<b>3</b>	<b>1</b>
<b>Kids' Library Programs</b>	<b>Primary Event Type</b>	<b>Attendance</b>	<b>Sessions</b>
Bad Guys Academy	Elementary School	8	1
Design Your Dream	Elementary School	10	1
Dino Day Drop-in	Family	280	4
Early Literacy Kits	Family	220	4
Fascinating Fossils	Elementary School	4	1
Fun for 3s, 4s, and 5s (Virtual)	Storytime	114	4
Jefferson Elementary WRP Visit	Elementary School	200	1
Jurassic Party	Elementary School	8	1
Little Wiggles Storytime (Virtual)	Storytime	116	4
National LEGO Day: Open Build	Family	10	1
Offline :Elephant & Piggie Adventures	Family	100	1
Online Scout Visit LD	Scout Visit (P)	20	1
Songs and Stories	Storytime	42	4
Sunbeams & Rainbows Wilder (3s) Preschool WRP Visit	Preschool	25	1
Sunbeams & Rainbows Wilder (4s) Preschool WRP Visit	Preschool	15	1
Wendy & DB Music for All	Family	24	1
Winter STEM Fun	Family	23	1
YMCA Preschool WRP Visit	Preschool	23	1
Zoom in Your Jammies Storytime	Storytime	12	1
<b>TOTALS</b>		<b>1,254</b>	<b>34</b>
<b>Passive Programs</b>	<b>Primary Event Type</b>	<b>Attendance</b>	<b>Sessions</b>
<b>Adult Passive Programs:</b>			
Collections Spotlight: Homework Help	Marketing	55	1
Coloring Books	Adult Program	75	3
Inside Scoop at EPL: Puzzle Swap	Marketing	94	1
Interactive Display	Adult Program	29	1
Library Services: Business Resources	Marketing	76	1
Recording of Building the Magic	Adult Program	26	1
Recording of Culture Club St. Petersburg	Adult Program	40	1
Recording of Prepare for a Successful Job Search	Adult Program	10	1
Recording of Senior Housing 101	Senior Program	23	1
Teen Maker Cart Snowmen and Gratitude Jars	Adult Program	12	2
<b>Kids' Passive Programs:</b>			

1,000 Books before Kindergarten Passive Stats	Preschool	15	1
<b>Adult Program Grand Total Attendance</b>		<b>1333</b>	
Total Passive Program Attendance		440	
Total Program Attendance		893	
<b>Teen Program Grand Total Attendance</b>		<b>45</b>	
Total Passive Program Attendance		0	
Total Program Attendance		45	
<b>Middle School Program Grand Total Attendance</b>		<b>3</b>	
Total Passive Program Attendance		0	
Total Program Attendance		3	
<b>Kids' Program Grand Total Attendance</b>		<b>1,269</b>	
Total Passive Program Attendance		15	
Total Program Attendance		1,254	
<b>Passive Program Total Attendance</b>		<b>455</b>	
<b>Total Attendance</b>		<b>2,650</b>	
<b>Total Programs</b>			<b>114</b>



# STATISTICAL REPORT

## January 2022

### Circulation

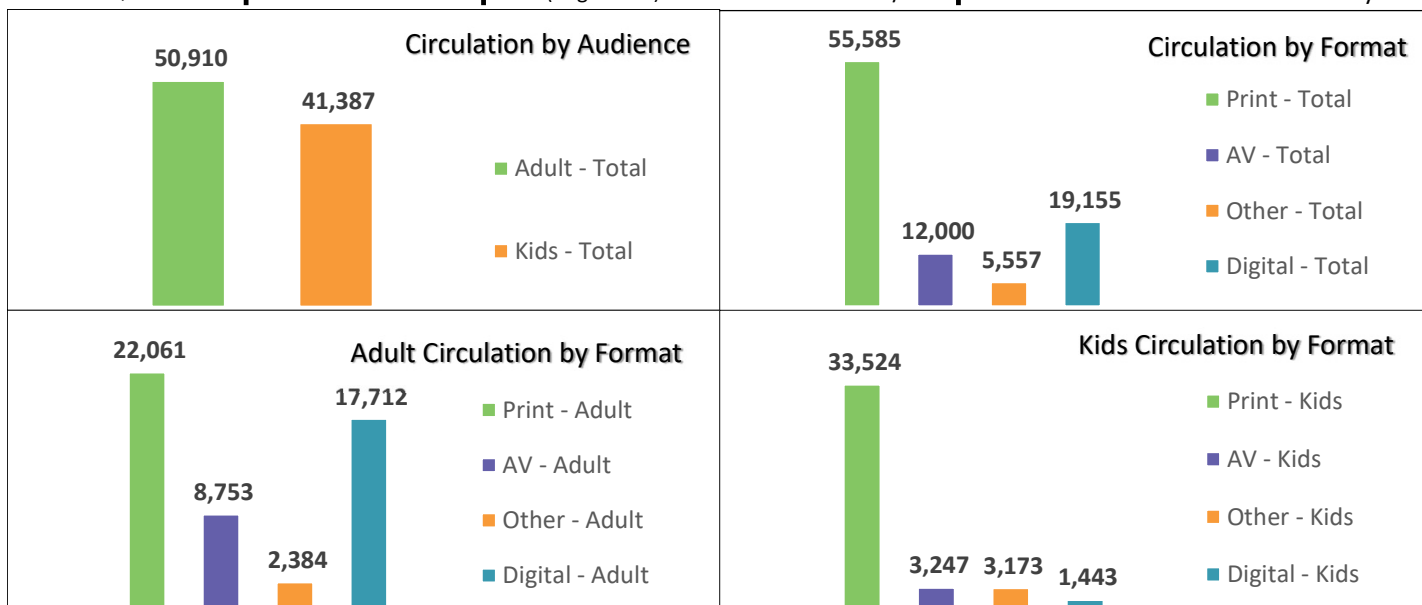
**Total Circulation**  
**93,478** ↓ -7%  
 100,760 last year  
**Card Holders**  
 24,910

**Library Card Usage**  
**8,433** ↑ 12%  
 7,555 last year

**Library Cards Issued**  
**Elmhurst**  
 (Issued)  
**Reciprocal Borrower**  
 (Registered)

**183** ↑ 138%  
 77 last year  
**38** ↑ 100%  
 19 last year

**Interlibrary Loan**  
**Borrowed** **1,265** ↓ -7%  
 1,367 last year  
**Lent** **844** ↓ -5%  
 886 last year



### Technology Usage

#### Public Computer Use

**12,862** ↑ 399%  
 2,575 last year

#### Website Visits

**138,765** ↑ 33%  
 104,283 last year

#### Self Checkout

(% of total checkouts)

**39%** ↑ 8%  
 36% last year

#### WiFi Sessions

**18,135** ↑ 110%  
 8,618 last year

### Reference Queries

#### Reference Questions Total

**4,039** ↑ 19%  
 3,397 last year

#### Reference Questions

**Adult**  
**3,101** ↑ 38%  
 2,252 last year

**Kids**  
**938** ↓ -18%  
 1,145 last year

### Meeting Room Use

#### Library Programs

**114** ↑ 15%  
 99 last year

#### Public Meetings

**75** ↑ 178%  
 27 last year

#### Group Study Rooms

**1,446** → 0%  
 - last year

### Programs

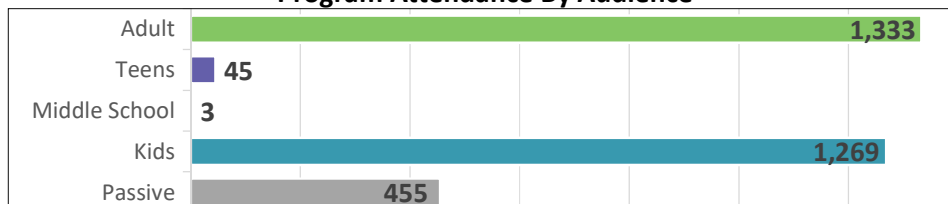
#### Program Attendance

**3,105** ↓ -36%  
 4,853 last year

#### Library Programs

**114** ↑ 15%  
 99 last year

#### Program Attendance By Audience



### Library Visits

#### Total Visits

**25,262** ↑ 47%  
 17,130 last year

#### In House Visits

**Makery** **349** → 0%  
 - last year

**Walk-In**  
**22,981** ↑ 79%  
 12,863 last year

**Drive-Up Visits**  
**2,281** ↓ -47%  
 4,267 last year


**Creative Studio** **82** → 0%  
 - last year

## Monthly Comparison

## Total Circulation

93,478  -7%  
100,760 last year

## Adult Circulation

50,860  -7%  
54,792 last year

## Kids Circulation

41,353  -7%  
44,601 last year

## ILL Borrowed from Other Libraries

1,265  -7%  
1,367 last year

## Digital Material Circulation

19,155  1%  
18,905 last year


## Databases

13,117  -99%  
1,515,358 last year

## Reference Questions Total

4,039  19%  
3,397 last year


## One on One Tutorials

51  -47%  
96 last year

## Number of Programs

114  15%  
99 last year


## Program Attendance

3,105  -36%  
4,853 last year

## In-Person Visitors

22,981  79%  
12,863 last year

## Drive-Up Visitors

2,281  -47%  
4,267 last year

## Year To Date Comparison

## Total Circulation

93,478  -7%  
100,760 last year

## Adult Circulation

50,860  -7%  
54,792 last year

## Kids Circulation

41,353  -7%  
44,601 last year

## ILL Borrowed from Other Libraries

1,265  -7%  
1,367 last year

## Digital Material Circulation

19,155  1%  
18,905 last year


## Databases

13,117  -99%  
1,515,358 last year

## Reference Questions Total

4,039  19%  
3,397 last year


## One on One Tutorials

51  -47%  
96 last year

## Number of Programs

114  15%  
99 last year


## Program Attendance

3,105  -36%  
4,853 last year

## In-Person Visitors

22,981  79%  
12,863 last year

## Drive-Up Visitors

2,281  -47%  
4,267 last year

### Collection Totals

**Books and Magazines**

191,940

**Library of Extraordinary Things and Electronics**

5,947

**Audio Visual**

40,481

**Digital**

143,775

### Notable Happenings in Circulation

- We renewed two *Cards for Kids* library cards last month.
- Three Non resident cards were purchased this month for a total of \$1,021.03
- We filled 6,338 holds this month.