

## Director's Report

One of the goals of the Strategic Plan is to develop a marketing plan. The newly formed Marketing Committee has been meeting for the past few months. The group's first task was to develop the plan and as part of the plan, the committee will remain standing and meet several times a year to implement marketing campaigns. The first campaign is a "Spread the Word" internal campaign encouraging staff to actively use word of mouth advertising to promote Library services and collections. The roll-out will be in January with several staff meetings and encouragement to always promote. Our goal is to fill the long wall between the circulation area and the staff lounge with Post-It notes listing incidents where staff members spread the word.

The makerspace committee has been meeting regularly to develop plans and policy for the makerspace. I'll present policy to the Board at the January meeting. Josh Jurss, Lead Creative Specialist, has been purchasing equipment for the space. He's planned several staff trainings and patron programs, during January and February, to demonstrate the gadgets and machinery in anticipation of the opening of the Makery. We are all very excited about the creative pursuits made possible with the addition of the Makery.

# Adult Services Department

November 2016

## Programming

November	15 Technology Classes	96
November 1,8,16	In Stitches Needleworkers	21
November 2,16,30	Next Chapter Book Club	24
November 2,9,16,23,30	NaNoWriMo Come Write In!	8
November 3	Elmhurst Job Club	0
November 3	Deeper into Meditation Part 2	14
November 4	Wine Club	5
November 4,11,18,25	Friday Features	102
November 5,12	Music Production Class	7
November 6	Lyric Opera Lecture: <i>Don Quichotte</i>	12
November 7,7	Creative Card Making	32
November 7	Maker Mondays	15
November 7,14,21	Teen Sketch & Improv Jam	29
November 7,28	Conversemos en Espanol!	10
November 7	[VIP] Bread Making with Little Goat	80
November 8	Coloring for Mindfulness	0
November 8	Beer Club	16
November 8	Genealogy Club	8
November 9	Dish! Club for Cooks	8
November 9,10,10	Book Discussion: <i>The Blackhouse</i>	33
November 9	Teen Painting Class	3
November 9	Ciao Italia! Culture and Conversational Group	22
November 9,29	In Stitches @ Brewpoint	4
November 10	VIP: Zentangle Ornaments	9
November 10	The Price is Right	14
November 11	York Chamber Music	80
November 14	Free Career Counseling - 30 Minute Session	5
November 14	RESCHEDULED: [VIP] Culture Club: Colombia	42
November 14	[VIP] Paleo Cooking Demo	42
November 16,16	Great Decisions Series: Cuba	27
November 16	Holiday Bottle Art	15
November 17	Elmhurst Business Connection	6
November 17	Sewing Lab: Vintage-Inspired Dinner Roll Holder	5
November 17	Women of Steel and Stone: Architects, Engineers, and Landscape Designers	63
November 17	Board Game Club	10
November 17	Open Bridge Club	6
November 17	Girls Who Code Club - Informational Meeting	9
November 18	Read to Me! A Storytime for Grown-Ups	9
November 19	After Hours Mini Golf	14
November 22	Read Between the Wines - Book Discussion at Flight 112	6
November 26	DIY Craft Day Crop	8
November 27	<i>Check, Please!</i> Elmhurst	2
November 28,29,30	Help Decorate the Teen Space	13
November 28	Improv Jam	9

## Group Study Rooms

	Dec	Nov	Oct	Sept	Aug	July	June	May	Apr	Mar	Feb	Jan
<b>2016 Total Uses</b>		<b>1418</b>	<b>1434</b>	<b>1350</b>	<b>1302</b>	<b>1100</b>	<b>1276</b>	<b>1484</b>	<b>1388</b>	<b>1409</b>	<b>1472</b>	<b>1368</b>
2015 Total Uses	1309	1411	1467	1331	1068	1098	1205	1035	544	435	395	462
2014 Total Uses	400	400	438	433	365	381	385	410	408	436	411	382

## Online Research Tool Statistics

	Nov 2016	Oct 2016	Sept 2016	August 2016	July 2016	June 2016	May 2016	Apr 2016	Mar 2016
All Magazine/News Indexes	14,055	13,357	8047	7578	6952	8517	7983	8195	8961
Ancestry	3469	1878	2633	1154	1187	1821	1188	2072	3127
Consumer Reports.org	182	157	183	177	142	150	175	146	130
Morningstar	180	213	345	171	240	231	234	321	404
Novelist	207	279	251	197	221	335	328	369	303
Public Records	438	427	437	463	414	421	406	397	467
Reference USA	454	815	576	408	550	388	512	556	662
Valueline	3703	3117	2908	2759	2914	3309	3145	2906	2730

## Digital Media Report

	Nov 2016	Oct 2016	Sept 2016	August 2016	July 2016	June 2016	May 2016	Apr 2016	Mar 2016
<b>E-Audiobooks</b>	<b>1658</b>	<b>1593</b>	<b>1514</b>	<b>1542</b>	<b>1636</b>	<b>1495</b>	<b>1488</b>	<b>1437</b>	<b>1382</b>
Hoopla	300	258	177	224	265	211	206	176	195
MyMediaMall	1358	1335	1337	1318	1371	1284	1282	1261	1187
<b>E-Books</b>	<b>2809</b>	<b>2953</b>	<b>3017</b>	<b>3480</b>	<b>3721</b>	<b>3578</b>	<b>3228</b>	<b>2992</b>	<b>3479</b>
Hoopla	133	98	81	87	89	90	118	87	97
MyMediaMall	2327	2475	2516	2906	3134	2963	2667	2462	2891
cloudLibrary	349	380	420	487	498	525	443	443	491
<b>E-Classes</b>	<b>1113</b>	<b>1205</b>	<b>1171</b>	<b>1258</b>	<b>850</b>	<b>635</b>	<b>1030</b>	<b>657</b>	<b>599</b>
Gale Courses Trial	7	4	3	2	11	8	5	4	4
Lynda.com	1106	1201	1168	1256	839	627	1025	653	595
<b>E-Serials</b>	<b>1283</b>	<b>1405</b>	<b>1369</b>	<b>1374</b>	<b>1327</b>	<b>1495</b>	<b>1576</b>	<b>2394</b>	<b>1508</b>
PressReader(News)	640	579	660	582	706	720	842	786	670
Zinio(Magazines)	643	826	709	792	621	775	734	1608	838
<b>E-Music</b>	<b>3875</b>	<b>4585</b>	<b>3260</b>	<b>4723</b>	<b>4367</b>	<b>3977</b>	<b>4993</b>	<b>3805</b>	<b>5425</b>
Freegal Downloads	936	1135	1052	1127	1118	1083	1144	997	999
Freegal Streaming	2631	2699	1757	2799	2756	2533	3255	2203	3735
Hoopla	164	160	142	218	245	180	178	136	173
Naxos	144	591	309	579	248	181	416	469	518
<b>E-Tutoring (Tutor.com)</b>	<b>47</b>	<b>36</b>	<b>43</b>	<b>28</b>	<b>3</b>	<b>6</b>	<b>20</b>	<b>12</b>	<b>10</b>
<b>E-Videos</b>	<b>190</b>	<b>164</b>	<b>161</b>	<b>214</b>	<b>263</b>	<b>250</b>	<b>270</b>	<b>230</b>	<b>196</b>
Hoopla	183	161	149	206	258	245	259	223	191
InstantFlix/IndieFlix	5	0	4	0	1	2	7	2	0
MyMediaMall	1	0	3	4	0	2	4	0	1
PBS Video Collection	1	3	5	4	4	1	0	5	4
<b>Transparent Languages</b>	<b>36</b>	<b>20</b>	<b>27</b>	<b>45</b>	<b>35</b>	<b>50</b>	<b>65</b>	<b>44</b>	<b>72</b>

<b>Patron Interactions</b>	Reference Questions	Library Info Questions	3D Prints	Poster Prints
November 2016	4672	1436	67	6

## KIDS' LIBRARY

November 2016

PROGRAMS	Sessions/Date	Kids	Adults	Total
Chicka Chicka Baby ST (infants)	8 sessions	79	90	169
Fun for Ones ST (age 1)	2 sessions	23	22	45
Rhyme Time (ages 1 – 2)	8 sessions	95	116	211
Rise and Shine Storytime (ages 1 – 5)	18 sessions	596	423	1019
Time for Twos ST (age 2)	5 sessions	62	60	122
Free to be Three ST (age 3)	4 sessions	64	36	100
Pajama Party ST (families)	5 sessions	27	20	47
Road to Reading ST (ages 3-5)	6 sessions	80	27	107
Saturday Family ST (families)	4 sessions	49	31	80
We Love Reading ST (gr K-1)	2 sessions	34		34
Cursive Writing (gr 4-8)	5 sessions	54		54
Drive-in Movie (families)	November 3	17	7	24
Way Cool Adventures (gr K-1)	November 3	15		15
Culture Craft: Colombia (all ages)	November 4	20		20
Junior Scientists (gr K-2)	November 10	18		18
Spanish Storytime (families)	November 11	8	8	16
Minecraft (gr 1-5)	November 11	8	1	9
Read to the Dogs (gr K-8)	November 12	30		30
York HS Storytellers (families)	November 15	9	6	15
3D Printing Workshop (gr 3-5)	November 15	12		12
Science Friday (gr 3-5)	November 18	9		9
Make a Thankful Tree (families)	November 19	28	33	61
Chopped Jr. (gr 3-5)	November 21	17	2	19
Jr LEGO (gr K-2)	November 22	20		20
Open LEGO (families)	November 26	10	6	16
Scratch Jr Coding (gr K-3)	November 26	11		11
Votes for Book Character Duos	November	899		899

Thank you to York High School's Childhood Education class for hosting a storytime for families on November 15. Thank you also to Dulce Goldstein in the Circulation Department who presented Spanish Storytime this month and last month. The EPL "Favorite Duo" Book Character Election was won by Elephant and Piggie, with Harry Potter and Ron Weasley coming in a close second in the polls.

## MIDDLE SCHOOL PROGRAMS

3D Printing	1 session; 10 kids
Iron Chef	1 session; 17 kids
POWS Rehearsal	2 sessions; 12 kids

## SCHOOL SERVICES

Thirty classroom collections totaling 1,067 items circulated to sixteen Elmhurst schools: Conrad Fischer, Emerson, Edison, Lincoln, Jackson, Hawthorne, Jefferson, York High School, Sandburg Middle School, Immaculate Conception, Wee 3's Preschool, Tree Town Preschool, Courts Plus, Kensington Preschool/K, YMCA Preschool/K, and Buttons & Bows Preschool.

On November 16 and 18, Lori Hoegler visited 64 third grade students to booktalk the Bluestem Award books.

Destination Imagination teams from Immaculate Conception Grade School enjoyed workshops hosted by Sarah Burnside. The 6<sup>th</sup> grade team learned about fables on November 18, and the fifth grade team studied improvisational acting on November 28<sup>th</sup>. A total of 13 students and three adults attended.

## PRESCHOOL SERVICES

Thanksgiving Stories were presented by Sarah Burnside at three preschools this month: four visits at Buttons and Bows on November 7<sup>th</sup> and 8<sup>th</sup> for 83 children and 12 adults; one visit to Kindercare on November 15 for 15 children and three adults; and one visit to Wilder Preschool (EPD) on November 21<sup>st</sup> for 15 children and five adults.

## PROGRAM TOTALS

Children's Programs:	95
Children's Program Attendance:	3,411
Middle School Programs:	4
Middle School Attendance:	39
<b>Total programs offered:</b>	<b>99</b>
<b>Total attendance:</b>	<b>3,458</b>



*Kids made Cubs banners to celebrate the World Series win!*

## VOLUNTEERS

Five middle school volunteers donated ten hours of service to the Library in November.

## TRAINING

Lincoln Story League	November 2	Sarah B. and Lori H.	6 hours
Management Book Club	November 2	Sharon and Gloria	3 hours
Prairie State Story League	November 11	Marti Valasek	3 hours
School Facilitator's Network Group	November 14	Lori H	5 hours
<b>Total Training hours for October:</b>			<b>17 hours</b>

**Board Report  
November 2016**

	<b>Nov-16</b>	<b>Nov-15</b>	<b>PER CENT CHANGE</b>	<b>CUMULATIVE TOTAL FY 16</b>	<b>FY 15</b>	<b>PER CENT CHANGE</b>
<b>Circulation</b>						
Adult	53,671	58,050	-8%	670,652	663,930	1%
Kids' Library	41,108	44,357	-7%	500,206	514,102	-3%
Unspecified	1,324	1,678	-21%	17,224	19,646	-12%
Total	96,103	104,085	-8%	1,188,082	1,197,678	-1%
Number of Days Open	29	29				
Digital Material	11,644	11,841	-2%			
<b>Web Site</b>						
Visits	352,607	308,057	14%	3,514,680	3,305,624	6%
Unique Visitors	336,509	290,129	16%	3,314,622	3,107,252	7%
Page Views	386,115	346,429	11%	3,929,527	3,753,251	5%
<b>Reference Queries</b>						
Adult Reference	4,672	4,723	-1%	53,991	59,733	-10%
Kids' Library	1,401	1,723	-19%	18,631	21,210	-12%
Total Reference Req.	6,073	6,446	-6%	72,622	80,943	-10%
<b>Meeting Room Use</b>						
Library Programs	179	139	29%	2,067	1,762	17%
Public Meetings	120	70	71%	898	774	16%
*Group Study Rooms	1,418	1,411	0%	15,001	10,451	44%
Total Programs/Meetings	1,717	1,620	6%	17,966	12,987	38%
<b>Program Attendance</b>						
Adults & Teens	943	854	10%	14,090	10,637	32%
Kids	3,458	2,175	59%	42,319	32,945	28%
Total Program Attendance	4,401	3,029	45%	56,409	43,582	29%
<b>Visitor Count</b>						
In-house	44,564	46,200	-4%	528,184	505,310	5%
Drive-up	2,200	2,323	-5%	26,746	25,827	4%
Total	46,764	48,523	-4%	554,930	531,137	4%
<b>Elmhurst Library Cards</b>						
Card Holders 11/01/16	28,235					
Added	291					
Withdrawn	87					
Card Holders 11/30/16	28,439					
<b>Elmhurst Cards Used</b>						
	9,188	9,341	-2%			
<b>Nonresident Cards</b>						
Card Holders 11/01/16	79	13	92	<b>Reciprocal Borrower Cards</b>		
Added	6	3	9	Card Holders 11/01/16	2,270	
Expired	3	0	3	Added	79	
<b>Card Holders 11/30/16</b>	<b>82</b>	<b>16</b>	<b>98</b>	Expired	120	
				Card Holders 11/30/16	<b>2,229</b>	

**Board Report  
November 2016**

<b>Materials (Selected Statistics)</b>	<b>Adult Added</b>	<b>Adult Withdrawn</b>	<b>Juvenile Added</b>	<b>Juvenile Withdrawn</b>
Books, Non-Fiction	550	525	298	1,335
Books, Fiction	1,024	1,438	603	533
Compact Discs	175	77	37	23
Playaways Audio	8	2	0	0
DVDs	142	82	84	119
Blu-ray	19	62	28	2
CD-ROM	0	0	0	0
Console Video Games	11	0	7	6
Launchpads	0	0	0	0
Vinyl Records	0	0	0	0
Culinary Cupboard	0	0	0	0
Board Games	0	0	0	1
Kits	2	0	0	1
Toys	0	0	1	0
<b>TOTAL</b>	<b>1,931</b>	<b>2,186</b>	<b>1,058</b>	<b>2,020</b>

<b>Collection Totals</b>	<b>Adult</b>	<b>Juvenile</b>	<b>Total</b>
Books	132,295	97,806	230,101
Compact Discs	22,699	3,915	26,614
Playaways Audio	1,149	432	1,581
DVDs	15,652	8,833	24,485
Blu-ray	1,191	288	1,479
CD-ROM	0	184	184
Console Video Games	762	760	1,522
Launchpads	7	19	26
Vinyl Records	78	0	78
Culinary Cupboard	50	0	50
Board Games	54	47	101
eReaders	72	0	72
Knitting Needles	31	0	31
Kits	51	0	51
Toys	434	0	434
<b>TOTAL</b>	<b>174,525</b>	<b>112,284</b>	<b>286,809</b>

# CIRCULATION REPORT

## November 2016

### TOTAL CIRCULATION:

**November 2016 = 96,103**  
**November 2015 = 104,085**

Circulation for November 2016 decreased 8% compared to November 2015.  
 % of checkouts done on self-checks = 28%

### Holds:

- Placed this month: 7,558
  - Staff placed = 1,475
  - Patron placed = 5,144
  - Placed in LINKin = 939
- Placed a year ago: 8,581
- Percent Change: -12 %
- Amount of holds filled this month: 6,467
  - Elmhurst items = 5,401
  - LINKin items = 907
  - OCLC items = 159
- Filled a year ago: 7,427
- Percent Change: -13%
- Holds Not Picked Up: 690
- Percent of holds filled: 11%

### ILL:

- ILL sent this month: 920 (LINKin = 710 / OCLC = 210 )
- ILL sent a year ago: 996
- Percent Change: -1%
- ILL received this month: 1,324 (LINKin = 1,165 / OCLC = 159)
- ILL received a year ago: 1,443
- Percent Change: -1%

**Non-Resident Cards purchased:** 2 for a total of \$813.81

### Unique Management Services:

- Accounts submitted this month: 11 @ \$8.95 = \$98.45
- Total cumulative recovery of \$182,734.73 yielding an ROI of 12 to 1.

### Book Sale Room:

- Revenue: \$ 287.93

### Ecommerce:

• Non-Resident Fees	\$	0.00
• Lost items/Misc.	\$	319.00
• Fines & Processing Fees	\$	1,633.60
• Out of State Fees	\$	0.00
• Total.....	\$	1,952.60

### Breakdown of Monthly Circulation by Users:

Elmhurst Patrons	72,956	76%
Digital Material	11,644	12%
Reciprocal Borrowers	7,445	8%
Teachers	1,067	1%
Interlibrary Loans Sent	920	1%
Elmhurst College Students	635	1%
Non Residents-Unincorporated	542	1%
Outreach Patrons	439	<1%
Elmhurst Work Perks	161	<1%
Elmhurst Businesses	147	<1%
Non Resident Taxpayers	137	<1%
Homeless	10	<1%
Total	96,103	100%



### # of Patrons Served at Drive-up Window:

- November 2016 = 2,200
- November 2015 = 2,323
- Percent Change: -1%

### Highest Hourly Rate of Circulation Transactions:

Sunday, November 27: Average 1,711 items/hour!\*

\*items checked in, checked out and renewed

### Of Note:

- Sam attended WILIUG at Palatine PL November 4.
- Sam and Darlene visited Ela PL November 4.
- Sam facilitated In Stitches on November 8.
- Debbie represented the Library at the City's Wellness Committee November 10.
- Debbie facilitated In Stitches on November 16.
- Chris, Dina, Debbie and Dulce assisted or led various programs in November.
- Thirteen volunteers worked for a total of 60 hours.

### Notable Circulation Figures

- 11,644 Digital Material
  - 3,686 My Media Mall
  - 349 Cloud Library (*formerly 3M Cloud*)
  - 936 Freegal downloads
  - 2,631 Freegal songs streamed
  - 5 IndieFlix
  - 780 Hoopla
  - 643 Zinio
  - 1 PBS Video Collection
  - 1,980 eLearning
  - 343 BookFlix
  - 53 TrueFlix
  - 237 Tumblebooks
- 2,405 Magazines (ADS and KIDS)
  - 1,041 *Magazines to Go*
- 323 Electronic Devices
  - 1 Assistive Technology iPad
  - 118 Laptop
  - 30 ADS Nook
  - 26 KIDS Nook
  - 9 Projector
  - 11 VHS to DVD Converter
  - 75 Creative Studio Audio and Visual Equipment
  - 48 KIDS LaunchPad
  - 5 ADS LaunchPad
- Items from Alternative Collection
  - 117 Creative Studio Rooms
  - 89 Adult Board Games
  - 39 KIDS' Board Games
  - 378 KIDS' Toys/Puzzles
  - 10 Cake Pans
  - 47 Appliances
  - 26 Umbrellas
- Items checked out for use in Library
  - 14 iPad (KIDS)