

## Executive Director's Report April 2020

### Diversity and Inclusion

#### Exhibit Community Engagement

Programs & Exhibits and Youth Services staff collaborated with Mario Perez at District 214's Newcomer Center to engage his students in the library's current exhibit, *When Home Won't Let You Stay*. This partnership, led by Programs & Exhibits Specialist Megan Young in collaboration with Teen Librarian Evan Mather, resulted in multiple ways Newcomer students could interact with an exhibit very close to their hearts. Newcomer Center students took more than 200 black and white photographs of their everyday experience and culture. Of these 200 photographs, Exhibits Coordinator Carol Ng-He curated a display of 44 photos called, *"Picture Me in America"*, featured alongside photographer James Bowey's exhibit.





## **Library Highlights**

### **One Book, One Village kicks off with Community Vote and Outreach**

Our 7th annual *One Book, One Village* community read initiative launched February 28 with an invitation to participate in the library's second *OBOV* community vote through March 31. The top three book choices were unveiled in a library display, on the cover of the March newsletter, on social media and a dedicated voting web page: [ahml.info/voteonebook](http://ahml.info/voteonebook). The choices are:

- ***Ask Again, Yes*** by Mary Beth Keane (a multigenerational family saga that has echoes of Romeo and Juliet)
- ***The House of Broken Angels*** by Luis Alberto Urrea (A deeply felt portrait of a Mexican-American family exploring the passing of time and the inevitability of death)
- ***The Secrets We Kept*** by Lara Prescott (A debut novel that follows the parallel stories of two CIA typists-turned-spies and a literary muse in Soviet Russia.)

Programs and Exhibits Specialist Tracy Recklaus and Communications and Marketing Specialist William Tolan created ten outreach locations throughout the community, to promote the three titles and encourage participation. Outreach locations were strategically selected to meet community members where they were at throughout the

community and to introduce them to the top three books and encourage participation. The first three outreach events took place as scheduled, beginning with an enthusiastic group at Metropolis Center for the Performing Arts. Tracy Recklaus and Info Advisor Alisa Stanfield collected an impressive 70 votes to kick off the season. William with Pat Aichele from Communications and Marketing collected an additional 42 votes at the Northwest Community Wellness Center. Staff also visited the Senior Center. After closing for COVID-19, all planned outreach was canceled, and the voting period was extended through April 15.



### **Top 10 Things to Consider as a New Entrepreneur**

Info Services Librarian Alison Lowery and Business Services Advisor Diane Malik worked together to identify a speaker who could address the needs of those considering the leap in career to entrepreneurship. Career coach and entrepreneur Julie Kittredge spoke to an engaged audience of 15 on Wednesday, March 4, highlighting the top ten things new entrepreneurs should know.



### **Creative Daytime Programs for Adults**

Two daytime programs offered an opportunity for adults to connect and create in a laid-back environment. The first Adult Crafternoon designed as a drop-in event to meet demand for more hands-on art, was DIY Coasters on Tuesday, March 3. Twelve participants designed their own set of four cork drink coasters and were very satisfied with their results. On Tuesday, March 11, Coloring and Tea resumed with a new weekday morning time slot. Ten customers attended and greatly enjoyed the creative outlet and space for conversation on the last day the library offered programming before announcing program cancelations related to COVID-19.

### **Milk and Cookies Storytime @ Panera**

Twenty-five customers joined Youth Outreach Specialist Kimberly McGuire, Miss Kim, at Panera on Tuesday, March 3 to listen to stories, songs and rhymes. They come for the stories and stay for the milk and cookies. Through the partnership, Panera donates the space and refreshments. Panera expressed their appreciation for the library's partnership with coupons for a mac and cheese lunch to share with participants.



### **Twisted Tales**

For the fifth year, the Tween Advisory Group and teens in Inklings collaborated to rewrite a familiar tale for a library performance. Led by Tween Librarian Kerry Bailey and Teen Librarian Evan Mather, the two groups reworked the classic Hansel & Gretel by placing the story in various settings. Inklings teens served as mentors by guiding tweens through the script writing process, while tweens inserted wacky ideas for each retelling. Buffalo Grove High School students brought the works to life with their performance of Twisted Tales Theatre to a crowd of 73 eager kids and their adults on

Saturday, March 7. Families shared their joy and appreciation for the performance and BGHS teacher Beth Wells shared that it was an amazing learning experience for the high schoolers.



### **College Knowledge: All About Scholarships**

Teen Librarian Evan Mather coordinated with a representative from the Illinois Student Assistance Commission, to present *College Knowledge: All About Scholarships* on Tuesday, March 10. Twenty-five teens and parents learned how to find, discern and apply for quality scholarships.



### **STEM Expo**

The library hosted its first STEM Expo on Sunday March 8th, including science, engineering and mathematics. Staff from Digital Services, Programs and Exhibits and Youth Services, along with adult and teen volunteers, offered various stations featuring robotics, 3D printing, a Studio showcase, a math escape room, an automaton craft project, a green screen, circuitry, engineering spaghetti towers and soldering. Argonne National Laboratory, FermiLab, Chicago Women in STEM Initiative, District 214 Wildstang

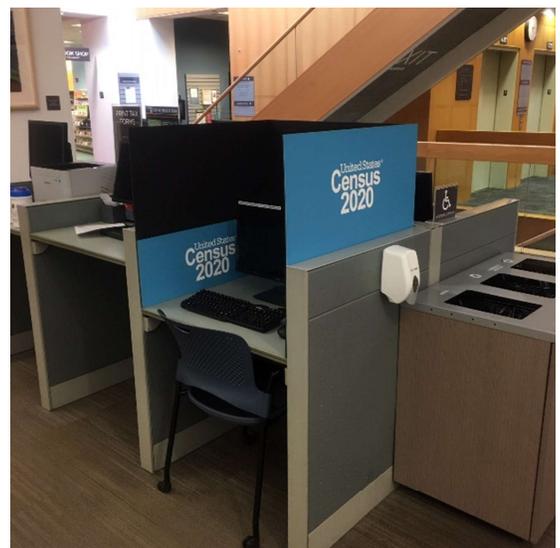
Robotics Team, Thomas Middle School 3DRD class and Northwest Suburban Astronomers Club provided presentations and activities for participants.

Two 45-minute Mr. Freeze Cryogenics shows were a hit for all ages. Fermilab scientist Jerry Zimmerman, otherwise known as Mr. Freeze, entertained and educated audiences about supercooling using liquid nitrogen. The event saw 420 participants of all ages over three hours.



### Census Station

On March 12, to support the 2020 Census, Digital Services Manager Jack Bower worked with IT and Graphics to install a dedicated census station for customers to complete the survey. While the census is available from any internet-connected device, including all computers in the computer lab, the station aims to make the census as easy to take as possible for customers. For privacy, the station has a privacy screen and taller barriers and the computer resets after 10 minutes of inactivity. Due to Coronavirus, the deadline for the census has been extended to August 14. When the library reopens, additional stations may also be installed in the ESL Office and Kids' World to further encourage a complete count in Arlington Heights.



### **AARP Appointments**

AARP prepared 116 returns during the first two weeks in March. After all tax appointments were canceled as a result of COVID, AARP is investigating the feasibility of virtual appointments.

### **Handling Materials**

Prior the library's closure, staff began taking extra precautions when processing materials. Material Assistants Terri Webster and Sue Widdis disinfected all items that came back from District 25. On March 13 and 14, Circulation and Community services staff came together to help check in and out items, process reserves, and shelve. They were able to help the Call Center to move holds, handle the abundant returns and the long lines of customers with items for check out. Digital Services Advisor Mini Radhakrishnan jumped in to help with the long line of customers. It was a great collaboration amongst team members, and customers continuously gave positive feedback for providing excellent service and maintaining patience and order before closing.

## **Serving our Community during COVID-19**

### **Online Library Card Registration**

Information Technology and Circulation staff planned, organized, tested, communicated and implemented online library card registration. Using online library card registration 149 new library cards have been issued. With 61,562 AH residents holding library cards, this is an increase of 7.4% over last year and represents 82% of our community.

### **Kanopy and hoopla Limit Raised**

Digital Services Librarian Bill Pardue, Digital Services Manager Jack Bower, Collection Services Supervisor Violet Jaffe and Collection Services Manager Lisa Bobis increased the borrowing limits for video streaming platform Kanopy from 10 to 15 items per month and eBook, audiobook and video streaming platform hoopla from 10 to 25 in response to customer need. The limits will go back to normal levels once the library reopens to the public.

## **Virtual Programs**

Upon the decision to cancel in-person programming beginning March 12, Programs & Exhibits staff quickly launched into action to begin coordination of the first mass cancelation the library has known. During the initially announced cancelation, Programs & Exhibits staff led the work to update 111 programs across departments. This included updating all REV and public calendar information, launching cancelation emails and making telephone calls to hundreds of customers registered for impacted programs, coordinating with Communications & Marketing, and beginning dialogue with all outside partners and presenters who were scheduled to work with AHML through March 26. Once the building closure was announced, Programs & Exhibits staff were ready to create a strategy to meet residents where they are, online, with programs which offer the same high quality our customers have come to rely on in person. This meant first scanning the upcoming calendar to determine while types of programs might translate into a virtual environment, then working the already scheduled presenters and experts to assess their comfort level and interest to pivot. All details were reimaged to modify and create the best online programs (content, length, days and start times, participatory elements, library host duties and facilitation, etc). Second, Programs & Exhibits focused on establishing new best practices and procedures for scheduling programs, which includes managing digital tools and calendars, plus the library REV system and public calendar, and which involves greater prep time, including one or more tech run-throughs with each presenter or facilitator.

## **Virtual ESL**

In an effort to help students polish their English language skills, Culture & Conversation went virtual on Monday, March 30. Two students were able to join us for our first session, held via Zoom. Both students were grateful for the opportunity to socialize while practicing English. After two virtual Culture & Conversation sessions with eight customers, students are clamoring for more. Per student request, three weekly sessions have been added, with potential for more. Last week, one student said *“I haven’t used my English in weeks, thank you so much for this opportunity!”*

## **Remote Collection Management**

Collection Selectors shifted focus to our ematerials. They created new lists like fun reads and fun listens, series starters, fresh starts (nonfiction titles), readers for young children, homeschooling books and crafts, available in both cloudLibrary and hoopla. The lists are updated regularly and new titles added to ensure that customers have access to available titles without experiencing hold times. Additional copies of in-demand titles have been purchased to reduce the hold ratios for econtent. In addition, they continue to order physical items and purchase suggestions in anticipation of reopening to meet the demand for popular titles. Cataloging Supervisor Gosia Bylinska and Cataloging Librarian Eve

Lashley were able to bring in new bibliographic records for the physical items that were ordered, so that customers searching the catalog will see them. They also brought in bibliographic records for all the additional e-content that was being added to our e-content platforms.

### Item Orders and Deliveries

Marie Szymanek Acquisitions Supervisor has been in the building to sort the mail, submit invoices and organize boxes. By continuing to order and receive materials, we will be able to have fully stocked shelves upon reopening and be first in line for new release titles and get items to customers sooner.

### Librarians Compile Crisis Information

Info Services Supervisor Elizabeth Ludemann worked with her team of librarians, Barb Powers, Alison Lowery, Rebecca Thornton, as well as Business Services Advisor Diane Malik to compile essential information for community members on specialized topics. Working with Communications and Marketing and IT staff, a set of pages created for topics around unemployment, small businesses, financial assistance, community resources and job seekers have been added to the library's website. In addition, curated information on disaster resources and crisis response is listed. Staff are working to feature these resources in a local paper, in an effort to reach an audience without internet access.



In this climate of uncertainty and crisis, it can be overwhelming to know where to turn for the answers you need. Circumstances and information are changing daily. Our librarians will regularly update these pages to help you find the information you need for up-to-date support and resources.



#### Information for Unemployed Individuals

Unemployed due to COVID-19? We're here to direct you to the resources you need.  
[ahml.info/online\\_resources/adults/unemployment](http://ahml.info/online_resources/adults/unemployment)



#### Information for Small Businesses

It's hard to overstate the impact that the COVID-19 pandemic is having on small businesses. Get information for your business, from the local to the federal level.  
[ahml.info/online\\_resources/adults/small-business-help](http://ahml.info/online_resources/adults/small-business-help)

[Chat with us](#)

## YouTube Book Recommendations

Youth Outreach Librarian Emily Loeffler created three videos for the library's YouTube channel. She booktalked titles available through hoopla, that would be good for ranges: [2-4 grades](#), [4-7 grades](#) and [7-10 grades](#). One parent shared her 4th grader's reaction upon viewing Miss Emily's recommendations: *"Oh she is the one all my friends were so excited about coming to visit our classroom! She had different colored hair and my friends were whispering to me, I'm so excited for her to talk to us!"*

## Curated Activity Sets

Youth Services staff began using [Wakelet](#), a visual content platform, to share resources with customers. Staff created themed collections around programs offered such as Tween Tuesdays and Inklings. These collections extend learning beyond the programs and offer a way for those who missed the program to try some of the activities. In addition to creating stand-alone collections on poetry and the solar system, do-it-yourself storytimes that include songs, craft instructions and recorded picture book read alouds, were developed.

## Tween Tuesdays

Tween Librarian Kerry Bailey developed a new virtual program called Tween Tuesdays. Viewers follow along with projects in real time. The programs are archived so customers can continue to access them and complete the activities beyond the live program. One parent shared this comment: *"I just wanted to say how cute this tween cooking project was. My girls loved it!! Thank you for thinking of this age over break, tough to keep occupied and off an iPad!"*

Thanks so much for hosting, Tween Tuesday today, @ahml  
😊 We had a very happy tween on our hands and a delicious treat too!



## Virtual Storytimes

Early Literacy Services Supervisor Rebecca King and Kids' World Assistant Manager Maria Papanastassiou recorded weekly storytimes from their homes for families during the stay-at-home order. Songs, stories, rhymes and more with Dewey, our storytime mascot, have been appreciated by our customers: *"Thank you Ms. Rebecca! Today my son got to enjoy story time with Ms. Rebecca from our home via her YouTube channel story time video and it made his whole day. He was so excited to hear her familiar voice and sing songs with his favorite teacher! "Thank you so, so much to Ms. Rebecca and the library for this home connection that is keeping life a little more normal for our little ones. It means so much to us!"*



## Readers Advisory

Youth Services staff are providing reading recommendations to our customers through the library's BookMe form with a new emphasis on electronic materials available via Hoopla, cloudLibrary and more. Within the last month, seven young readers have taken advantage of this service.

- Elementary – 4
- Middle school – 2
- High school – 1

## The Hub @ Home

Teens continued to connect with Youth Services staff online through virtual versions of programs they were familiar with, as well as new ways of engaging with the library on social media. Staff pictured below are Teen Services Advisor Kate Henry, Teen Librarian Evan Mather, Teen Services Advisor Mariel Fechik, and Teen Services Supervisor Alice Son.



## Teen Dice Guild!

Nine dedicated teen gamers joined Teen Librarian Evan Mather in the world of Dungeons and Dragons at Dice Guild over three sessions—this time on a website called Roll20 for virtual tabletop gaming. A parent emailed a comment that Dice Guild was “*the highlight of their teen’s week.*”

## Teen Social Media Outreach

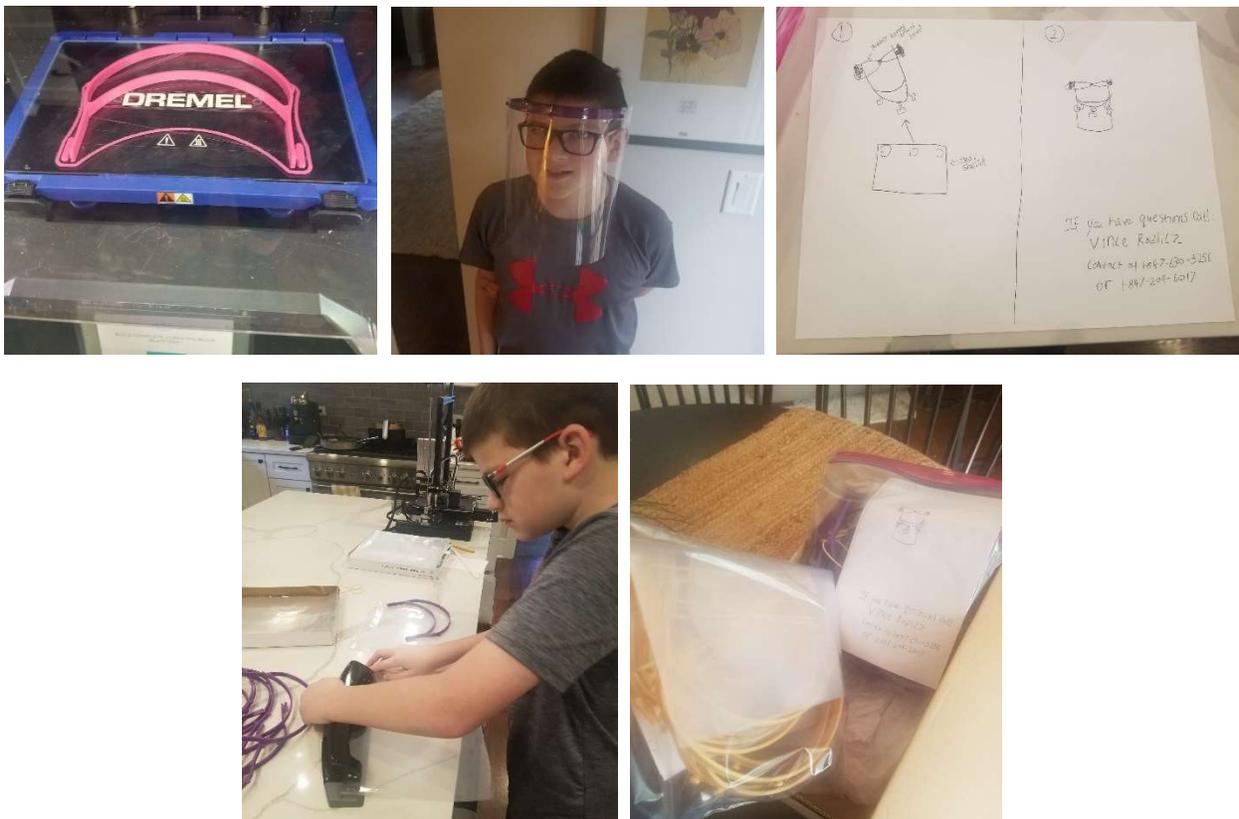
Using the Hub’s social media channels, Youth Services staff prompted teens to share their current reads with the Hub. These were reposted with increasing online engagement. On Instagram, staff also answered teens’ direct questions about book recommendations and instructions on how to access ebooks.

### Teen Advisory Board

On March 29, four teen members of the Teen Advisory Board (TAB) met with Teen Services Supervisor Alice Son, and provided insight for staff into what teens are currently experiencing due to school closures as well as expressing a desire to connect with other teens during this time.

### 3D Printing Personal Protective Equipment

Digital Services is using its 3D printing resources to combat COVID-19 by printing personal protective equipment for local medical organizations. Makerspace Branch Assistant Manager Chris Krueger gauged community need and the possibilities for how the library could help. The library lent Digital Services Substitute Donna Radlicz and her eleven-year-old son Vince a Dremel 3D printer and filament to increase the output of face shield pieces Vince was already printing for donation. They have printed over 100 face shields for their Arlington Heights neighbors working at area health care centers such as Northwest Community Hospital, Evanston Hospital and Mt. Sinai Hospital. You can view the Daily Herald article [here](#).



Digital Services Advisor Alex Niemiec also printed face shields for medical workers during the ongoing crisis from his home 3D printer with filament the library donated. Chris Krueger will continue to monitor the situation and make recommendations on how the library can support health care workers and library staff through maker technology for the duration of the crisis.



### **Current Events**

Multiple Current Events sessions were hosted by Senior and Accessible Services manager Mary Jo Lepo to get facilitators and participants familiar with using Zoom teleconferencing to continue their weekly current events group. The Current Events Group has been meeting for more than 30 years. Digital Media Specialist Chris Smith assisted Mary Jo Lepo with tech support for their Zoom meetings for participants who have trouble joining. Chris made Zoom tutorials for each different piece of commonly used hardware to connect to the app and troubleshoot issues with attendees over the phone. This very valuable format will encourage this vulnerable population to further social isolate while still staying active in their library consumption as well as teach them

concepts to aid in staying in touch with friends and family while social isolating during the pandemic. Group members shared how grateful they were to us for finding a way to keep them together.

### **Pen Pal Program**

Senior and Accessible Services staff created a pen pal program and shared with two partner senior living communities; their activity leadership was very enthusiastic:

- From Julie at Hearthstone: *“I think that’d be nice – especially with some topics that interest them to narrow the focus. I think that sounds like a great idea. I will try to brainstorm some residents who may be interested and show them the form, too. Send it my way!”*
- From Paul at The Moorings: *“We would love to do this!”*

Staff from multiple departments are being matched with pen pals.

### **Reaching Out**

Senior and Accessible Services Manager Mary Jo Lepo and Library Delivery and Accessibility Supervisor Katie Myers developed a resource document containing online virtual tours, recommended books and movies that can be downloaded from the library website. A list of call in programs were shared with homebound residents and senior site activities staff that we usually visit.

- From Maribeth (activities coordinator) at The Moorings: *“Thanks SO Much!”*
- From Sandy (activities manager) at the Lutheran Home: *“AWESOME!!!! WE APPRECIATE THIS!!!”*

Since March 16, Senior and Accessible Services staff have made 92 calls to homebound residents in our program. They have provided reader’s advisory to customers and have answered approximately 20 in-depth questions ranging from cloudLibrary issues and library card issues to providing scripture, phone numbers, obituaries, newspaper articles and other reference material over the phone.

### **Chat Services**

Our chat service for the month of March was the highest on record. There were 760 chats this month, a 66% increase from March last year (458 chats). During the library’s closure in March multiple staff including Info Supervisor Elizabeth Ludemann, Info Services Librarians Alison Lowery, Barb Powers, Becky Thornton, Genealogy and Local History Librarian Jaymie Middendorf, Deputy Director Shannon Distel, Youth Services Manager

Trixie Dantis, Digital Services Supervisor Gregory Berger and Digital Services Librarian Bill Pardue covered chat and email shifts.

### **COVID-19 Story Project**

Exhibits Coordinator Carol Ng-He, Genealogy and Local History Librarian Jaymie Middendorf, and Bill Pardue, Digital Services Librarian, collaborated to establish Arlington Heights Memorial Library as the primary collector of local stories about dealing with COVID-19. As a collected body, a collection like this will reflect the impact of the current pandemic on our residents, businesses, and community partners and tell a story of resilience for years to come and future generations. They determined the eventual goal of being collector will be to create a digital exhibit, possibly accompanied by a physical exhibit, and eventually national digital archives.

Launched April 7, the Arlington Heights COVID-19 Story Project invites individuals, families, local organizations and members of our community to share stories, artifacts and any form of creative expression about living during the pandemic. Submissions will be accepted in multiple formats ongoing. Library staff have begun outreach to a broad representation of organizations, businesses and individuals to create an inclusive collection which represents the experience of all members of the Arlington Heights community. To introduce the opportunity, library staff are leading information sessions via Zoom which include creative prompts and exercises to help interested community members get involved. Social media promotion has begun with full project details living at <https://www.ahml.info/c19stories>



### **New phone line**

IT staff are taking advantage of the closure and the quiet phones to replace our existing phone service provider with another vendor. With this change, the library will save approximately \$60,000 annually.

## Remote services

During the closure, the IT department has worked hard to make remote work possible for library staff. This included deploying, training for and supporting Microsoft 365, a cloud-based office product, remote email service, VPN services, and hardware for staff working from home.

## Virtual resource usage

### Top ten visited web pages

#### February 2020:

|     |   |   |         |
|-----|---|---|---------|
| 1.  | <a href="#">/www.ahml.info</a>          |    | 134,269 |
| 2.  | <a href="#">/merci/availabilitygrid</a> |    | 11,911  |
| 3.  | <a href="#">/attend/events</a>          |    | 5,145   |
| 4.  | <a href="#">/borrow/bmm</a>             |    | 3,919   |
| 5.  | <a href="#">/research/databases</a>     |    | 3,137   |
| 6.  | <a href="#">/about/jobs</a>             |    | 2,353   |
| 7.  | <a href="#">/dashboard</a>              |  | 2,329   |
| 8.  | <a href="#">/advanced-search</a>        |  | 2,312   |
| 9.  | <a href="#">/borrow/ebooks</a>          |  | 1,824   |
| 10. | <a href="#">/kids</a>                   |  | 1,764   |

#### March 2020:

|     |  |   |        |
|-----|--|---|--------|
| 1.  | <a href="#">/www.ahml.info</a>                                 |  | 97,648 |
| 2.  | <a href="#">/borrow/ebooks</a>                                 |  | 8,861  |
| 3.  | <a href="#">/merci/availabilitygrid</a>                        |  | 4,997  |
| 4.  | <a href="#">/voteonebook1</a>                                  |  | 3,848  |
| 5.  | <a href="#">/attend/events</a>                                 |  | 3,723  |
| 6.  | <a href="#">/research/databases</a>                            |  | 3,096  |
| 7.  | <a href="#">/Closures-Cancellations &amp; Library Card FAQ</a> |  | 2,971  |
| 8.  | <a href="#">/borrow/bmm</a>                                    |  | 2,730  |
| 9.  | <a href="#">/Coronavirus-Information</a>                       |  | 2,219  |
| 10. | <a href="#">/onlinelearning</a>                                |  | 1,391  |

## eResource Usage

| Sum of Total               | Month        |              |              |              |
|----------------------------|--------------|--------------|--------------|--------------|
| Row Labels                 | Jan          | Feb          | Mar          | Grand Total  |
| = 2020                     |              |              |              |              |
| [-] Acorn TV               |              |              |              |              |
| Video                      | 663          | 489          | 875          | 2027         |
| <b>Acorn TV Total</b>      | <b>663</b>   | <b>489</b>   | <b>875</b>   | <b>2027</b>  |
| [-] BookFlix               |              |              |              |              |
| Read-Alongs                | 87           | 301          | 315          | 703          |
| <b>BookFlix Total</b>      | <b>87</b>    | <b>301</b>   | <b>315</b>   | <b>703</b>   |
| [-] Cloud Library          |              |              |              |              |
| Audiobooks                 | 3237         | 2915         | 3377         | 9529         |
| eBooks                     | 6759         | 5915         | 8308         | 20982        |
| <b>Cloud Library Total</b> | <b>9996</b>  | <b>8830</b>  | <b>11685</b> | <b>30511</b> |
| [-] Flipster               |              |              |              |              |
| Magazines                  | 370          | 281          | 426          | 1077         |
| <b>Flipster Total</b>      | <b>370</b>   | <b>281</b>   | <b>426</b>   | <b>1077</b>  |
| [-] Great Courses          |              |              |              |              |
| Video                      | 79           | 86           | 133          | 298          |
| <b>Great Courses Total</b> | <b>79</b>    | <b>86</b>    | <b>133</b>   | <b>298</b>   |
| [-] Hoopla                 |              |              |              |              |
| Audiobooks                 | 2911         | 2589         | 3162         | 8662         |
| Comics                     | 298          | 295          | 659          | 1252         |
| eBooks                     | 2182         | 1913         | 3464         | 7559         |
| Movies                     | 518          | 508          | 853          | 1879         |
| Music                      | 531          | 491          | 633          | 1655         |
| TV                         | 298          | 336          | 643          | 1277         |
| <b>Hoopla Total</b>        | <b>6738</b>  | <b>6132</b>  | <b>9414</b>  | <b>22284</b> |
| [-] IndieFlix              |              |              |              |              |
| Video                      | 6            | 2            | 7            | 15           |
| <b>IndieFlix Total</b>     | <b>6</b>     | <b>2</b>     | <b>7</b>     | <b>15</b>    |
| [-] Kanopy                 |              |              |              |              |
| Video                      | 231          | 250          | 338          | 819          |
| <b>Kanopy Total</b>        | <b>231</b>   | <b>250</b>   | <b>338</b>   | <b>819</b>   |
| [-] PressReader            |              |              |              |              |
| Magazines                  | 2504         | 3370         | 3389         | 9263         |
| <b>PressReader Total</b>   | <b>2504</b>  | <b>3370</b>  | <b>3389</b>  | <b>9263</b>  |
| [-] RBDigital              |              |              |              |              |
| Magazines                  | 1867         | 2141         | 2484         | 6492         |
| <b>RBDigital Total</b>     | <b>1867</b>  | <b>2141</b>  | <b>2484</b>  | <b>6492</b>  |
| [-] StoryCove              |              |              |              |              |
| Read-Alongs                | 22           | 16           | 43           | 81           |
| <b>StoryCove Total</b>     | <b>22</b>    | <b>16</b>    | <b>43</b>    | <b>81</b>    |
| [-] TumbleBooks            |              |              |              |              |
| Read-Alongs                | 632          | 626          | 820          | 2078         |
| <b>TumbleBooks Total</b>   | <b>632</b>   | <b>626</b>   | <b>820</b>   | <b>2078</b>  |
| [-] TumbleMath             |              |              |              |              |
| Read-Alongs                | 6            | 5            | 44           | 55           |
| <b>TumbleMath Total</b>    | <b>6</b>     | <b>5</b>     | <b>44</b>    | <b>55</b>    |
| <b>2020 Total</b>          | <b>23201</b> | <b>22529</b> | <b>29973</b> | <b>75703</b> |

## Social Media engagement

|                  | January | February | March |
|------------------|---------|----------|-------|
| <b>Facebook</b>  |         |          |       |
| Posts            | 25      | 22       | 56    |
| Fans*            | 5067    | 5113     | 5217  |
| Engagement       | 1164    | 1723     | 3531  |
| Reactions        | 1014    | 1505     | 2696  |
| Comments         | 92      | 128      | 347   |
| Shares           | 58      | 90       | 488   |
| <b>Twitter</b>   |         |          |       |
| Tweets           | 65      | 51       | 111   |
| Followers*       | 4313    | 4324     | 4362  |
| Engagement       | 247     | 203      | 534   |
| Likes            | 181     | 164      | 386   |
| Retweets         | 65      | 33       | 134   |
| <b>Instagram</b> |         |          |       |
| Posts*           | n/a     | n/a      | 859   |
| Followers*       | 1767    | 1802     | 1852  |
| Impressions*     | n/a     | 11889    | 25878 |
| Average Reach    | n/a     | 286      | 485   |

| <b>Constant Contact</b>           |       |       |        |
|-----------------------------------|-------|-------|--------|
| Campaigns                         | 20    | 19    | 22     |
| Sends                             | 46572 | 44518 | 127872 |
| Opens                             | 10681 | 12536 | 57487  |
| Clicks                            | 498   | 925   | 2500   |
| Open rate (percentage)            | 24%   | 28%   | 45%    |
| growth over previous 30 days      | 2%    | 4%    | 17%    |
| performance over industry average | 6%    | 10%   | 27%    |
| Total contacts*                   | 31770 | 31790 | 32650  |
| <b>LinkedIn</b>                   |       |       |        |
| Followers*                        | 655   | 657   | 659    |
| Posts                             | 7     | 1     | 5      |
| Impressions                       | 2335  | 308   | 839    |
| <b>YouTube</b>                    |       |       |        |
| Subscribers*                      | 397   | 402   | 456    |
| Videos added                      | 0     | 3     | 6      |
| Views                             | 1601  | 1821  | 2,875  |
| Watch time hours                  | 55.6  | 63.8  | 83.3   |

\*Cumulative numbers

### Communications and Marketing Notes:

Facebook posting and tweet production doubled due to the closure and pace of content provided by staff.

Followers and contacts on most channels showed growth. Significant adds include Constant Contact email self-subscribes, with net +860 subscribers.

Communications and Marketing is editing YouTube videos produced by staff and also training staff for better production. These videos are then promoted on our social media

channels and hosted on YouTube and some have become on demand content promoted on our website.

The April newsletter was nearly completed when growing cancellations and closures made us realize the issue had to be scrapped.

We worked with IT to create new website pages and reorganize the landing page to host new types of content.

Promotion for online library card registration and digital library continue to be successful, as well as moving customers to follow us on social media, subscribe to email news and rely on the library website for the latest information.

## **Staff Development**

### **ServSafe Certification**

Program & Exhibits Specialists Megan Young, Tracy Recklaus and Sam Ryan and Makerspace Assistant Manager Chris Krueger are now ServSafe certified food handlers, each having completed ServSafe's Illinois Food Handler program online. Law requires all food handlers (persons who work in food facilities and performs any duties that involve the preparation, storage or service of food in a food facility) in the state of Illinois to have ANSI Accredited Food Handler Training. While library staff are not required by definition, staff felt it was a good, basic course on food handling safety which provides an important information foundation for processes and procedures given the large variety of food programs offered to the community , soon to increase with a hands-on kitchen at the Makerspace.

### **Scalar Training with Illinois State Library Staff**

As part of the library's ongoing exploration of digital exhibits, Exhibits Coordinator Carol Ng-He and Digital Services Librarian Bill Pardue participated in training with Andrew Bullen, Information Technology Coordinator at the Illinois State Library. Andrew provided a free, two-hour training via Zoom which highlighted the functionalities of Scalar, a free web-based, open source publishing platform that Illinois State Library adopts for hosting digital exhibits.

### **Carol Ng-He Co-facilitating ARLIS/NA Book Club: *Exhibits in Archives and Special Collections Libraries***

On March 12, Exhibits Coordinator Carol Ng-He began co-facilitating a book club as part of her participation in ARLIS/NA's Exhibitions Special Interest Group. The group meets online to discuss Jessica Lacher-Feldman's *Exhibits in Archives and Special Collections Libraries* over five weeks. Each session focuses on exploring various aspects of the

making of exhibitions in library environments. This has been a great opportunity to be connected with colleagues doing similar work and allows the library to gain insights of successful tips and tricks of exhibit planning.

**Professional Development During Pandemic** *(a focus on staff learning post March 13, many in direct response to serving the community during a pandemic)*

### **Youth Services**

Using Udemy, Kids' World Assistant Manager Maria Papanastassiou learned to play the ukulele, which she featured in a virtual storytime.

Youth Outreach Librarian Emily Loeffler, Lead Outreach Specialist Laura Dakas and Kids' World Assistant Manager Maria Papanastassiou delivered presentations focused on youth outreach services at Digital Services and Circulation and Community Services department meetings. Staff highlighted community partnerships and outreach services already in place and encouraged collaboration on existing and future services.

Tween Librarian Kerry Bailey and Youth Outreach Librarian Emily Loeffler attended Library 2.0 virtual mini-conference on the COVID-19 pandemic. Sessions included: Self-care during a crisis, Why and how to promote your online services during the quarantine, Serving patrons in a crisis and Preparing your digital branch for increased use.

### **Programs & Exhibits**

Programs & Exhibits staff began developing programs and immersing in relevant continuing education and professional development. Webinars and networking meetings attended focused on addressing the COVID-19 crisis, many offered opportunities to explore new tools both as users and event planners. The combination of webinars and development helped create the infrastructure for virtual programs on the library's new platforms.

Programs & Exhibits launched a Virtual Programming for Adults channel on Microsoft Teams, allowing all staff responsible for programming to connect and share. The primary goals of the platform are to share resources and ideas for meeting community needs virtually, share learning, and share any updates related to programs we're developing. This channel has successfully engaged staff with sharing resources for exploring digital tools; links to upcoming online events offered by peer libraries or similar peer community organizations, which library programmers participate in to learn from; webinars which spur program ideas and conversation; and recommended reading relevant to program planning.

## **Collection Services**

Collection Services staff participates in training in a variety of topics including webinars on upcoming hot titles presented by Ingram, Macmillan Library Absolutely Fabulous Picks, New Books, New Worlds: Diverse Titles for Youth and Young Adult, and Summer 2020 Adult Book Buzz. Staff attended A Librarian's Crash Course in Marketing: The Beginner's Guide to Promoting Your Collection and Events and Telling Your Story: Articulating Your Value as a Technical Services Librarian. Staff also attended Libraries and COVID-19: Managing Strategies and Stress, and Mitigating COVID-19 When Managing Paper-Based, Circulating, and Other Types of Collections.

## **Senior and Accessible Services**

Library Delivery and Accessibility Supervisor Katie Myers completed most of the elective credits and 1/3 of the foundation credits towards obtaining her ADA Coordinator certification. In the process, she has also identified several courses that are free and will provide useful training for other library staff.

## **Digital Services**

Digital Services Librarian Bill Pardue cohosted a virtual Electronic Subscription Managers Group meeting via RAILS' Zoom subscription on March 25. Participants discussed adjustments for electronic services during the shelter in place quarantine as well as a proposed project to review databases' privacy policies.

Makerspace Branch Assistant Manager Chris Krueger continued a multiweek ALA advanced eCourse "Creating Makerspaces & Other Modern Community Spaces".

Digital Service Librarian Bill Pardue and Digital Services Manager Jack Bower attended Library 2.0 online webinars on "Why and How to Promote Your Online Services During the Quarantine" and "Preparing Your Digital Branch for Increased Use".

Digital Media Specialist Chris Smith and Technology Instruction Coordinator David Olichwier attended "Libraries and COVID-19: Managing Strategies and Stress" and "Public Libraries Respond to COVID-19". Additionally, David attended "Hey Siri, What Does the Future of Public Libraries Look Like?", "Instruction at a Social Distance: Moving Library Instruction Online" and "Pandemic Pedagogy: Resources for Library Instruction at a Distance".

Several staff attended the mini conference “Libraries Stepping Up! Serving the Needs of Communities in Crisis” and took the 4-hour Udemy course “Mastering Office 365”.

### **Info Services**

Info Services Librarians Alison Lowery, Becky Thornton, Jaymie Middendorf and Elizabeth Ludemann attended continuing education opportunities, including webinars about COVID-19 leadership strategies, serving customers virtually, voter education, and genealogy.

Genealogy and Local History Librarian Jaymie Middendorf participated in German Research for the Everyday American and City Directories and other New Collections at MyHeritage.

Specialty Info Services Librarian Alison Lowery participated in TED Talk “How Great Leaders Inspire Action”; PLA webinar “Understanding Power, Identity, and Oppression in the Public Library; PLA webinar “The Public Library’s Role during Elections: Voter Education in the Age of Misinformation; “Library Leaders Are Failing Librarianship: Soft Skills Needed for Human Library Leadership,” a session of “Wholehearted Librarians” presented by Steven Bell; RAILS webinar “The Accidental Leader,” presented by George Needham; and EveryLibrary Institute webinar “How to Combat COVID-19 Related Misinformation,” presented by Sarah Brandt (NewsGuard) and Christopher Harris (Genesee Valley School System).

Specialty Info Services Advisor Diane Malik participated in a Nexis Uni webinar.

Specialty Info Services Librarian Becky Thornton participated in a Census Roundtable.

Specialty Info Services Supervisor Elizabeth Ludemann participated in Library 2.020: Wholehearted Libraries online conference; AL Live—Libraries and COVID-19: Providing Virtual Services; Libraries Stepping Up! Serving the Needs of Communities in Crisis Mini-Conference; and Leadership in the Time of Coronavirus: Real-time Strategy Sharing.

**Circulation and Community Services** Supervisor and staff have been working on professional development through webinars, news articles, online classes, etc. Some of these include:

- Mitigating Covid-19: When Managing paper-based materials, circulating, and other types of collections.
- Libraries Stepping Up! Serving the Needs of Communities in Crisis Mini-Conference: A Crash Course in Protecting Library Data While Working From Home
- Flipping the Script: What’s Next for Libraries

- Libraries & COVID-19: Providing Virtual Services
- How to Sanitize Collections in a Pandemic
- Information Literacy Instruction at a (Social) Distance: Strategies for Moving Online
- Managing Change in Emergency Preparedness
- Cultural Competency Program for Disaster Preparedness and Crisis Response
- How to Manage a Remote Team Well
- Ryan Dowd's Homelessness 201
- Management & Leadership: The Practical Application of the Theories Behind Team Building

### **Dunton Street Social Club**

The Dunton Street Social Club is now on Facebook! The DSSC-V Facebook Group has over 100 staff members sharing videos, stories and more.

