

Executive Director’s Report June 2020

What’s New @ AHML

Stay-at-Home Activity Kits

On May 19, Youth Services staff began distributing kids craft and tween DIY projects outside of the Dunton entrance. Each kit is clipped to a clothesline for customers to grab as they walk or drive past. Customers enjoyed 257 Stay-at-Home Activity Kits in May. The kits mimic the crafts and DIY Kits available in Kids’ World when the library building is open. Kits for teens will launch in early June.



Teens Volunteer in Place

In response to the need for volunteer hours during the stay at home order, Teen Services staff launched [*Volunteer in Place*](#), an online volunteering program for teens. Forty-four teens signed up for *Volunteer in Place* in the first month! The teens have a variety of volunteer opportunities to choose from, such as making cards for the elderly and completing citizen science projects.

Diversity and Inclusion

ESL Programming

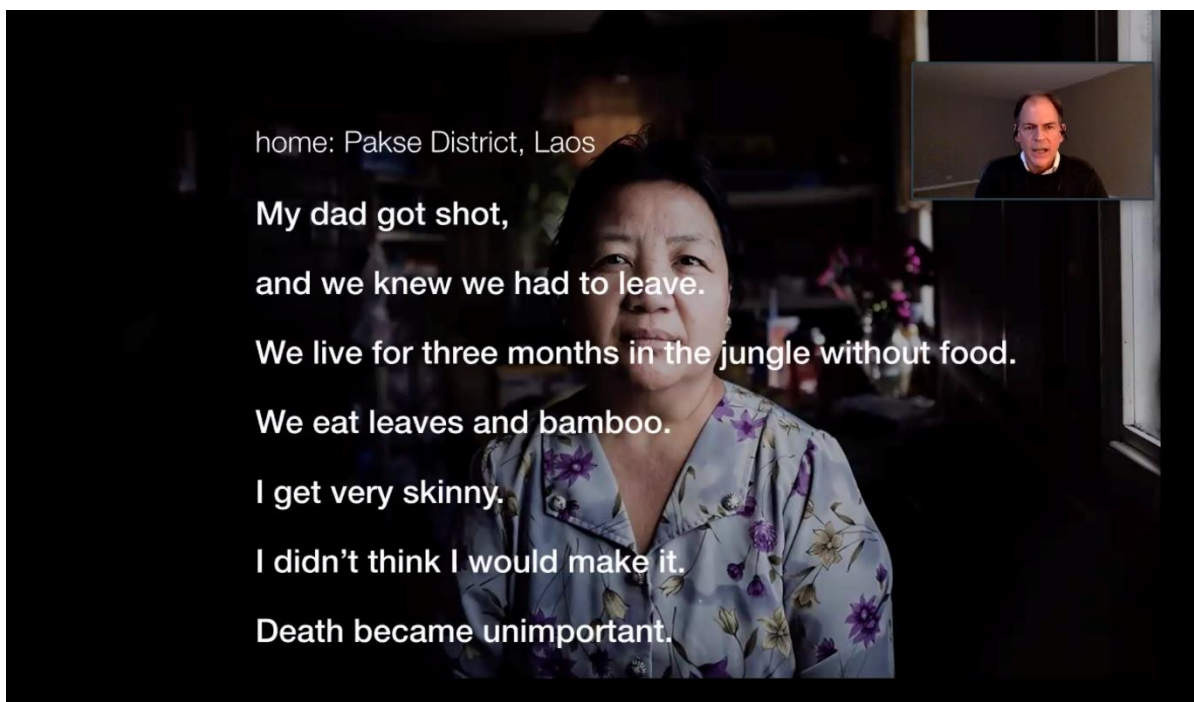
The ESL team hosted 28 programs with 210 participants in May. To compare, in May 2019 we offered 30 programs with 154 participants. ESL students continue to be overwhelmingly appreciative of the virtual programs available to them.

English Learner Family Storytime and Activity Set

Youth Programs Specialist Becky Clesen and ESL Advisor Allie Gourley collaborated to bring our *English Language Learner* families on-demand storytimes and activity sets biweekly. Becky develops and films a [storytime](#) from her home and Allie creates a [Wakelet](#) with related eBooks and crafts.

The Language of Empathy with Artist James Bowey

Artist and documentary photographer James Bowey worked with Programs and Exhibits Specialist Megan Young and Programs and Exhibits Manager Jennifer Czajka to create a virtual event to mark the end of our February-March exhibit, *When Home Won't Let You Stay*. On May 1, James joined 28 community members on Zoom for a conversation about his body of work, the library exhibit and the importance of empathy. The power of personal stories and empathy are even more relevant in the landscape of COVID-19. [The event recording was shared on the library's YouTube channel May 11](#) and has been viewed 57 times.



Family Concert with 123 Andrés

Latin Grammy-winning duo *123 Andrés* presented a virtual family concert on the library's YouTube channel from May 23-30. The performance featured songs in English and Spanish. The duo highlighted words from their songs in American Sign Language, encouraging the audience to try signing and singing along. The concert attracted 153 views over the 7-day period.

Serving our Community during COVID-19

3D Printing Surgical Mask Extenders

Makerspace Branch Assistant Manager Chris Krueger printed an additional 474 surgical mask extenders, bringing the total to over 1,000 extenders. Extenders move the rough elastic straps above workers' ears and provide relief to those who must wear masks for several hours daily. Two hundred and forty of these extenders were donated to *The Moorings in Arlington Heights* and 250 are for library staff during the library's expansion of services. Additional extenders were donated to *Lakewood Chapel, Northwest Community Hospital Allergy Department* and several customers working in medical fields. Chris will continue to print these extenders until there is no longer a community need.



3D Printing Face Shields

Digital Services Advisor Donna Radlicz and her son Vince have continued to use donated library supplies to 3D print face shields for community members. Once the awaited order of 3D printers and filament for the makerspace arrive, Digital Services will also begin to print face shields.

Virtual Technology Classes

In May, Digital Services offered two virtual programs over Zoom, *eBooks*, *eAudiobooks*, *Movies and More* and *Make a Photo Slideshow with iMovie*. Technology Instruction Coordinator David Olichwier selected topics that translate well into the virtual environment and provides an interactive experience. Digital Services will continue to introduce new classes until in-person programming resumes.

Virtual Appointments

Digital Services continued to provide virtual appointments for customers who prefer or require personal interaction with Digital Services staff for their technology questions. May saw an increase in appointments, staff provided 25 appointments in May compared to 10 in April when the virtual service debuted. Over the phone and through Zoom Digital Services staff, including part-time advisors, answered questions on setting up email on a phone, what to look for when buying a new computer, getting library content onto new devices, using Zoom and more.

Graduation Parade

On May 19, Deputy Director Shannon Distel, Digital Services Manager Jack Bower, Youth Services Manager Trixie Dantis, Makerspace Assistant Manager Chris Krueger and Teen Services Supervisor Alice Son congratulated Hersey High School and Prospect High School graduates as they paraded past the library. Chris [captured](#) drone footage of the parade as it proceeded down Dunton Avenue.



Summer Reading Promotion

Youth Outreach Librarian Emily Loeffler, Preschool Outreach Specialist Laura Dakas and Youth Outreach Specialists Kim McGuire and Emily Muszynski connected with 1,987 students to promote this year's summer reading challenge. They visited nearly 100 elementary and middle school Zoom 'classrooms' to read stories, book talk and promote summer reading.



QuaranZine!

At May's Inklings meeting, teen writers collaborated, with support from Teen Librarian Evan Mather and Teen Advisor Mariel Fechik, to create the first issue of [QuaranZine](#). This zine includes creative nonfiction, listicles and original artwork about the quarantine experience. *QuaranZine*'s premiere issue was submitted to the library's [COVID-19 Stories Project](#). Inklings will work on a second issue at their upcoming July meeting.



Animal Crossing Meetup for 20s/30s

A college-aged customer (and former Hub student!) expressed interest in an *Animal Crossing* meetup for young adults. Programs and Exhibits Specialist Megan Young, with help from Teen Services Supervisor Alice Son and Studio Manager Chris Smith, welcomed eleven young adults to the May 5th event created just for them. One participant requested other types of video gaming programs for adults. We hope to create a virtual space for adults who enjoy gaming.



Positive feedback received from attendees points to more gaming for adults to come, with several events planned for our 3-day, online *FanCon* on July 10-12.

- [What drew you to this program]: *“The chance to play a game I enjoy with other new people. We had a ton of fun! **Would love to do something like it again.**”*
- *“It was fun and adorable. The hosts did well coming up with creative ways to get people interacting in the game, and it was a nice, gentle bit of socializing as a respite from the constant background stress of the pandemic. **I’d go again!**”*

Virtual Writer’s Ink

Facilitator Jacob Knabb and Programs and Exhibits Manager Jennifer Czajka coordinated a virtual meeting for *Writer’s Ink*, a monthly meetup for writers. Writers shared their work and critiques to support each other’s novels, short fiction and autobiographical pieces. Becoming comfortable using Zoom as a new virtual meeting space was an added bonus!

Discover Your Memory Power

On May 20th, Programs and Exhibits Specialist Tracy Recklaus welcomed Robb Zbierski, Arlington Heights author of best-selling book *Master Your Mind*. Eighty-six participants joined the author on Zoom, as Robb demonstrated how memory works and how to leverage it to remember names and faces, to-do lists, important details from books, meetings and conversations. Robb answered the steady stream of questions and comments via chat. In case you missed it, [a video recording of the live program can be viewed on the library's YouTube channel](#).



Gardening Myths and Misinformation

Horticulturist Sharon Yiesla returned for her second virtual program with the library this season. Programs and Exhibits Specialist Tracy Recklaus invited her back to share more timely info with our audience of gardeners and aspiring gardeners. Seventy-six customers attended *Gardening Myths and Misinformation* on May 30th, a program to dispel misinformation shared between gardeners on the internet. Sharon covered which garden myths are beneficial and which can be harmful to your plants, lawn and trees. Sharon answered questions via chat during her presentation.

Special Two-Part Workshop for Writers on Zoom

Creative writing instructor and author Rebekah Frumkin presented '*On Writing*', a special two-part workshop on May 22 and 29th, that invited writers to learn how to incorporate humor when writing about serious subjects. In the first session, participants shared things they found humorous (photos, essays, memes, quotes, etc). Rebekah and the group discussed what made these things funny and how to incorporate humor into writing. They covered the importance of punching up, never down and practiced humorous pairings. The writers returned for the second session with their essays, ready to share and workshop.

Curbside Delivery is Here!

Curbside Hold Pickup began on Thursday, May 21. Material Handling staff deliver holds to customer vehicles and have been processing returns and holds that have accumulated during the library's closure. Customers can also pick up their holds at the Walk-up Hold Pickup at the Dunton entrance. Circ Assistants have been working the curbside stations in the parking garage, the drive-up, and in the lobby with Express, Bookmobile, and Senior Center holds. Bookmobile staff have been checking in new items and assisting with item returns. Staff feel grateful that thoughtful guidelines were established before resuming services.



Our custom curbside pickup system allows library staff to meet the demand of our customers through a scalable pickup system that can handle up to 25 cars simultaneously, while keeping wait times at a minimum.

Mountain of Returns

In May, the library began accepting returns in addition to offering holds via curbside hold pickup. Bookmobile and Materials Handling staff are checking in new items and the mountain of returns. In the course of one day, we received enough returns to fill up an entire wall of the

Cardinal Room.

Bookmobile staff began collecting preschool and school bag returns as well as picking up any items returned in the park book drops while they have been closed.



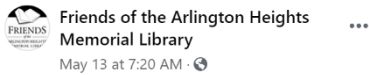
Butterfly Garden Takes Flight!

This month, dedicated library staff and gardening enthusiasts volunteered to plant a butterfly garden. The volunteers, Janet Landeweer, Ron Moravec, Shelley Plischke, Teri Scallon, Lucy Sears, Mary Weber and Terri Webster, planted what will become a colorful garden that will attract butterflies and hummingbirds. Thank you to the Friends of the Library for the funding to seed this project. The volunteers also donated flowers from their own home gardens.



Little Free Libraries

With over 250 books donated from the Friends of the Library, library staff stocked 16 Little Free Libraries throughout Arlington Heights. Little Free Libraries help fill the need for reading materials in our community during COVID-19.



Running low on books? 📖

Check out your closest Free Little Library in Arlington Heights! The Friends of the Library donated adult as well as children's book to refill the libraries around town!

Thank you to the **Arlington Heights Memorial Library** and the book mobile for helping with the delivery ❤️

Don't forget to see if you can bring a book to swap when you browse!

Happy reading!

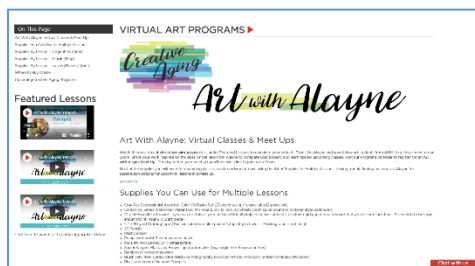


Creative Aging: Art with Alayne Goes Virtual!

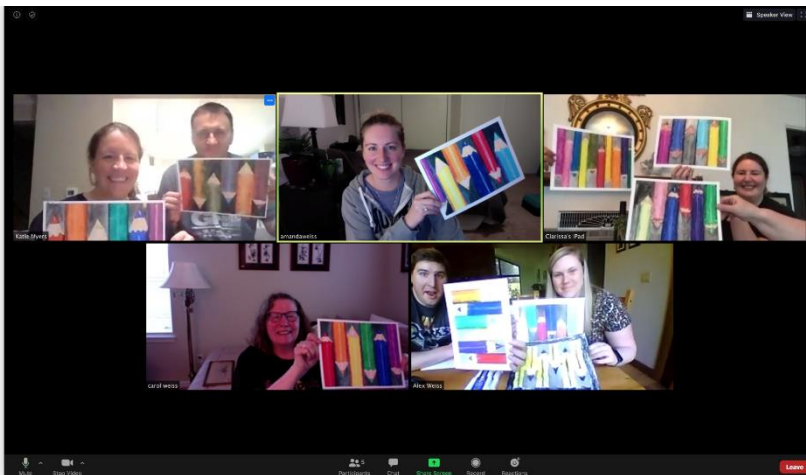


Senior and Accessible Services Manager Mary Jo Lepo worked with presenter Alayne McNulty to develop a virtual version of the very popular in-person art class. *Creative Aging: Virtual Art with Alayne* went live in May with two classes.

The YouTube videos offer step-by-step lessons. Later, participants can join a virtual meet up session on Zoom where Alayne demonstrates



techniques, answers questions and gives tips for upcoming projects. The meet ups have also prompted good feedback from attendees who are finding it beneficial to talk about the project after they finish it. Going virtual has enabled many more people to experience these always popular classes.



A library webpage with videos, supply lists, purchase information and links to register for upcoming meetups put all the program components in one place. In May, the videos had 495 views on YouTube!

Virtual Reference

Chat was extremely busy in May, with over 900 chats. This is a 132% increase from this time last year. Chat surveys sent out in May show that 95% of surveyors found chat easy to use and 93% would recommend the service to someone else.

These results reflect the dedication of our Info Services Staff to continue delivering unparalleled service to our customers. Here are some of the comments received:

- *“You people are great! I have really missed being able to come in to the library during the lockdown but know it was the right decision. Of all the things we've missed since the beginning of the pandemic, on a personal level my top two are the library and barber shop.”*
- *“I LOVE this service. I always get very specific answers and links. This librarian was really helpful. Thank you!!!!!!”*
- *“Michele was extremely helpful! Thank you for this great service especially in these times of shelter in place.”*

Favorite Things: New Readers Advisory Program

Info Services Supervisor Pam Schwarting and Program and Exhibits Manager Jennifer Czajka collaborated with staff across departments to offer a new readers advisory program: *Favorite Things*. Rather than a traditional book discussion, this program provides an informal and conversational space for staff and customers to share their current “favorite things”—what they are watching, reading or listening to.

Book Me and Booklists

Info Services Advisors curated nine *Book Me* requests. One *Book Me* submission requested eBook suggestions on hoopla for a book club of 15 active members. Positive feedback includes: *“I really liked the books that were recommended and have put a couple on hold. Looking forward to when the library opens. Thank you for the great recommendations.”* Info Services staff created Booklists on the Readers’ Services page so customers can access recommended items from home. The lists feature eAudio and eBooks. May lists include: [If you Liked the Last Dance](#), [Get Cooking This Memorial Day](#), and [Asian Pacific American Heritage month](#).

Virtual eBook Discussions

A total of 35 readers attended our four virtual Book discussions in the month of May. All titles selected for discussion were available via hoopla as an eBook or eAudiobook. Book discussions are a great way to connect online and talk with other readers.

Virtual LinkedIn Program Helps Customers Enhance Online Visibility

On Monday, May 18th, Info Services Librarian Alison Lowery hosted local LinkedIn expert Bruce Bixler as a presenter for the live virtual program, *LinkedIn Profiles for Virtual and Mobile Visibility*. Bruce focused on networking virtually and enhancing visibility on the mobile platform. Members of the 73-person audience took the opportunity to ask questions, actively participating in this informative event.











Book Recommendations on Instagram

Check out recommended titles for some easy reading by Info Services Advisor Joan Lasky:













Virtual Resource Usage Top ten visited web pages

April 2020

1.	/www.ahml.info		44,082 (28.24%)
2.	/borrow/ebooks		6,659 (4.27%)
3.	/research/databases		2,933 (1.88%)
4.	/attend/events		2,383 (1.53%)
5.	/borrow/bmm		1,349 (0.86%)
6.	/research/genealogy		1,172 (0.75%)
7.	/zoom		992 (0.64%)
8.	/onlinelearning		937 (0.60%)
9.	/c19stories		816 (0.52%)
10.	/online_resources/kids		746 (0.48%)

May 2020

1.	/www.ahml.info		55,467 (29.11%)
2.	/StayInformed		8,987 (4.72%)
3.	/borrow/ebooks		5,423 (2.85%)
4.	/research/databases		3,041 (1.60%)
5.	/attend/events		2,847 (1.49%)
6.	/borrow/bmm		1,978 (1.04%)
7.	/onlinelearning		912 (0.48%)
8.	/research/genealogy		898 (0.47%)
9.	/zoom		832 (0.44%)
10.	/form/contact		790 (0.41%)

Social Media Engagement

	January	February	March	April	May
Facebook					
Posts	25	22	56	60	47
Fans*	5067	5113	5217	5291	5376
Engagement	1164	1723	3531	3642	2725
Reactions	1014	1505	2696	3001	2419
Comments	92	128	347	389	180
Shares	58	90	488	252	126
Twitter					
Tweets	65	51	111	139	148
Followers*	4313	4324	4362	4388	4404
Tweet impressions	75.4K	59.9K	116K	120K	127K
Engagement	247	203	534	394	399
Likes	181	164	386	294	348
Retweets	65	33	134	92	56
Mentions**	57	76	74	77	61
Profile visits**	937	819	2040	2060	1240
Instagram					
Posts*	n/a	n/a	859	875	898
Followers*	1767	1802	1852	1904	1947
Impressions*	n/a	11889	25878	24608	19,188
Average Reach	n/a	286	485	451	435
Constant Contact					
Campaigns	20	19	22	27	26
Sends	46572	44518	127872	85980	43,351
Opens	10681	12536	57487	30772	12245
Clicks	498	925	2500	2262	1169
Open rate (percentage)	24%	28%	45%	36%	28%
Click rate growth over previous 30 days	2%	4%	17%	3%	3%
performance over industry average	6%	10%	27%	11%	6%
Total contacts*	31770	31790	32650	32957	
Unsubscribed in last 30 days**	30	15	171	98	19
New in the last 30 days**	3	25	1006	446	184

LinkedIn						
Followers*	655	657	659	660	672	
Posts	7	1	5	1	1	
Impressions	2335	308	839	620	235	

YouTube						
Subscribers*	397	402	456	514	585	
Videos added	0	3	6	23	34	
Views	1601	1821	2,875	5102	5053	
Watch time hours	55.6	63.8	83.3	452.2	437	

*Cumulative

**New metrics added

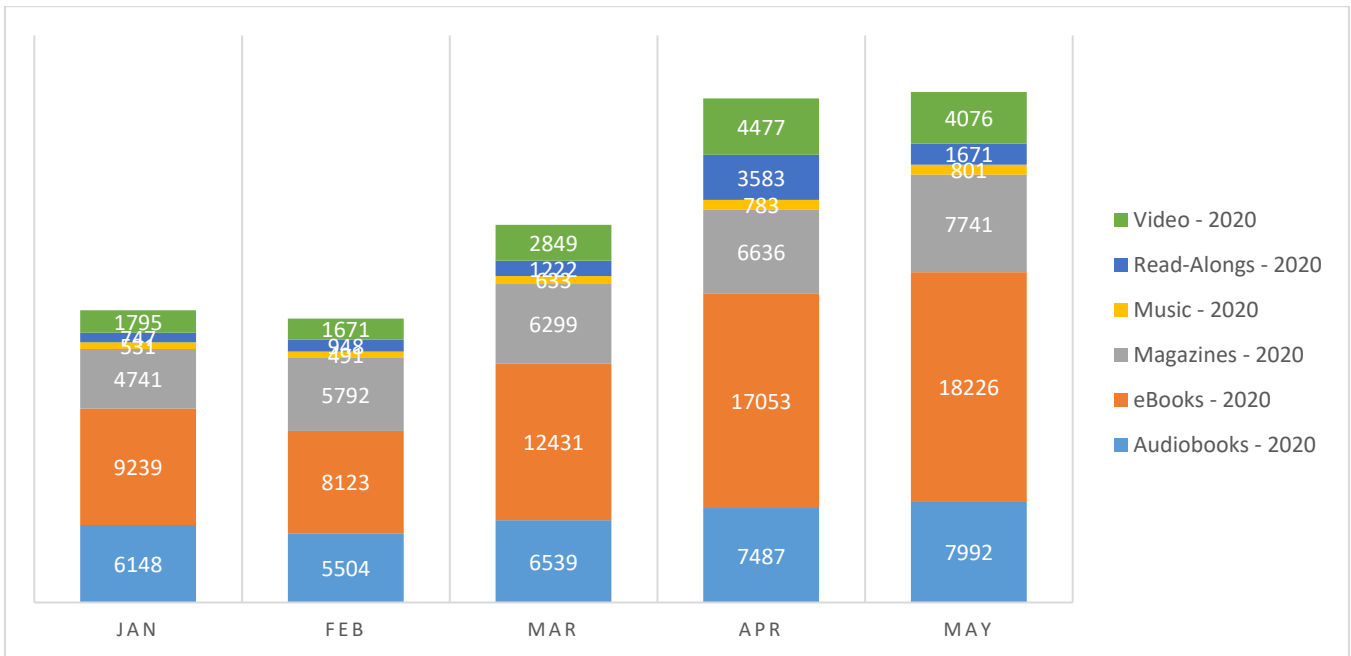
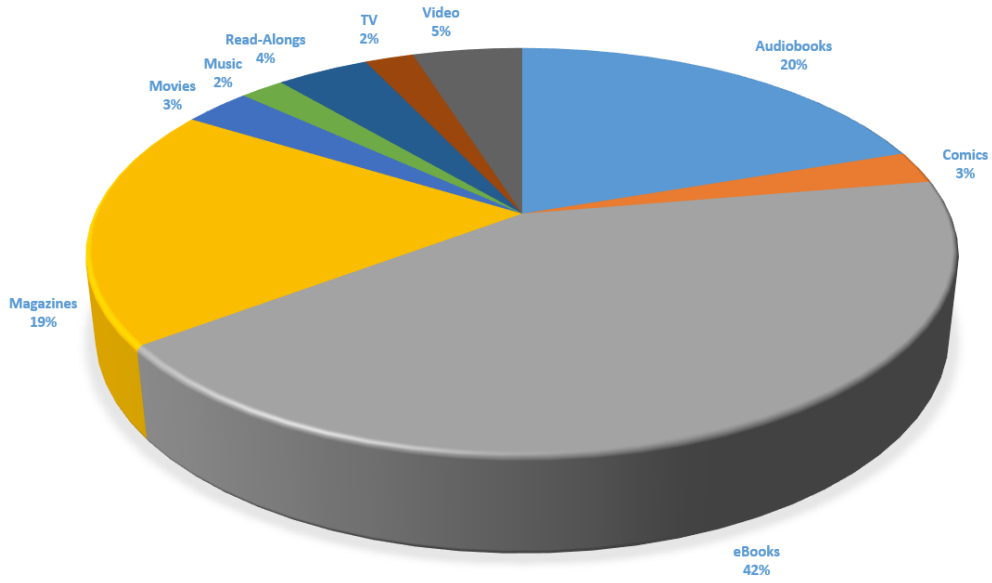
eResource Usage

Sum of Total	Month					Grand Total
	Jan	Feb	Mar	Apr	May	
Row Labels						
2020						
Acorn TV						
Video	663	489	875	1519	1396	4942
Acorn TV Total	663	489	875	1519	1396	4942
BookFlix						
Read-Alongs	87	301	315	577	97	1377
BookFlix Total	87	301	315	577	97	1377
Cloud Library						
Audiobooks	3237	2915	3377	4011	4415	17955
eBooks	6759	5915	8308	10969	11785	43736
Cloud Library Total	9996	8830	11685	14980	16200	61691
Flipster						
Magazines	370	281	426	476	455	2008
Flipster Total	370	281	426	476	455	2008
Great Courses						
Video	79	86	133	189		487
Great Courses Total	79	86	133	189		487
Hoopla						
Audiobooks	2911	2589	3162	3476	3577	15715
Comics	298	295	659	983	1041	3276
eBooks	2182	1913	3464	5101	5400	18060
Movies	518	508	853	1354	1222	4455
Music	531	491	633	783	801	3239

TV	298	336	643	946	878	3101
Hoopla Total	6738	6132	9414	12643	12919	47846
IndieFlix						
Video	6	2	7	8		23
IndieFlix Total	6	2	7	8		23
Kanopy						
Video	231	250	338	461	580	1860
Kanopy Total	231	250	338	461	580	1860
PressReader						
Magazines	2504	3370	3389	3533	3957	16753
PressReader Total	2504	3370	3389	3533	3957	16753
RBDigital						
Magazines	1867	2141	2484	2627	3329	12448
RBDigital Total	1867	2141	2484	2627	3329	12448
StoryCove						
Read-Alongs	22	16	43	36	24	141
StoryCove Total	22	16	43	36	24	141
TumbleBooks						
Read-Alongs	632	626	820	2959	1542	6579
TumbleBooks Total	632	626	820	2959	1542	6579
TumbleMath						
Read-Alongs	6	5	44	11	8	74
TumbleMath Total	6	5	44	11	8	74
2020 Total	23201	22529	29973	40019	40507	156229

- Due to the COVID-19 library closure, overall circulation is down 72.6% for the month. However, electronic checkouts are up 125% for the month, with 40,507 total echeckouts. These echeckouts represent 96.6% of all checkouts in May.

TOTAL BY FORMAT



Staff Development

Virtual Dunton Street Social Club

Members of the Virtual Dunton Street Social Club hosted nine events in May over Zoom, including a trivia night, *Formal Fridays* and *Pictionary*. The club's continued efforts are keeping staff connected and raising spirits during these difficult times.



Screen Recordings Tutorial for Staff

Digital Media Specialist Chris Smith conducted training for Info Services Librarians on using various screen recording software. Chris outlined the most popular options that the librarians could use from home to record virtual programs or tutorial videos. This will enable staff to communicate most effectively to customers while working remotely.

LibAnswers Training

Digital Services Librarian Bill Pardue provided training for Info Services managers and supervisors on the transition from our current chat reference platform *QuestionPoint* to the new chat platform *LibAnswers*.

Youth Librarians Panel

Teen Services Supervisor Alice Son was invited to speak on a panel of youth librarians for the University of Illinois' Youth Services Librarianship class. The panelists spoke to graduate students about youth librarianship in practice and answered students' questions. Alice shared how Teen Services at Arlington Heights Memorial Library worked to pivot services to a virtual platform during the pandemic, as well as providing tips on effectively putting library theory into practice.

Master’s Degree Graduate!

Circulation Services Manager Shannon Meyer graduated from Valdosta State University with a Master’s Degree in Library and Information Science in May 2020.

Dual-Degree Graduate!

Youth Outreach Specialist Emily Muszynski completed a dual-degree program through Loyola University Chicago and Dominican University. She earned master’s degrees in Public History and Library Information Science.

Digital Services Training

Digital Services staff completed dozens of comprehensive Udemy courses and relevant webinars. Highlights include:

- “*Rebooting and Managing After COVID-19*”
- “*Lessons from Model Makerspaces*”
- “*Virtual Storytimes: Filming Before, During, and After COVID- 19*”

Certified as ADA Coordinator (ADAC)



Library Delivery and Accessibility Supervisor Katie Myers completed the *ADA Coordinator Training Certification Program (ACTCP)* that verifies participants have completed training in required content areas and have an in-depth knowledge of *Americans with Disabilities Act (ADA)* issues. The ADA certification requires 40 hours of training credits which include Conducting Evaluations and Developing Transition Plans, Standards for Accessible Design, Emergency Preparedness and Effective Communications. Thanks to Katie’s dedication, she

completed the course work in two months and was able to sit for and pass her certification exam in May. Through Katie’s certification, the library has access to up-to-date information, training and guidance from the *ADA National Network* and the *U.S. Access Board*, as well as a network of ADA professionals throughout the region and country.

SAS Staff Learning American Sign Language

Senior and Accessibility Services (SAS) staff members Janet McDonnell, Renee Witt, Elcin Akdeniz and Catherine Maxwell are busy learning the basics of American Sign Language (ASL) through the eight-week Gale course *Discover Sign Language*. Once course work is completed, staff will continue with additional ASL classes and practice sessions. ASL training has become critical as those in the deaf and hard of hearing

community face heightened challenges due to the use of facemasks and social distancing implemented to prevent the spread of COVID-19.

Info Services Professional Development

In May, Info Services staff completed 98 hours of professional development. Highlights include:

- *National Genealogical Society virtual conference*
- *Simple & Powerful Customer Service Tips*
- *Connect with Customers and Manage Your Business Remotely*
- *Awkward, Ill Timed, Startling Situations*
- *Own Voices for All Readers: Incorporating EDI Values into Readers' Advisory Service*

Customer Comments

Feedback from our ESL students:

- From an Hablemos Espanol student:
“Thank you for your wonderful classes. You make every person comfortable. As a high school teacher, I know how important that is. You (Catalina) are a wonderful teacher.”
- From an ESL student who joined us in the library just before lockdown:
“When I talked to her (ESL staff) in the library in March, I could only understand a few words. Now my English is so much better because we’re on Zoom every day.”