

## Executive Director's Report September 2020

### What's New @ AHML

#### Library of Things

- DJI OM 4 foldable stabilizer gimbal, a motorized smartphone video stabilizer
- DJI Osmo Pocket camera to smooth out movements of handheld and smartphone videography
- New/updated automobile diagnostics scanners
- Skittle Scatter (yard game)



## **Book Bundles at the Drive-up!**

At the suggestion of the Circulation Workgroup, we started offering a display of books and book bundles for checkout in the window next to the drive-up. The display is currently autumn themed with a selection of primarily children's items. With kids being in the back seat while their parents are busy at the pickup window, they have an unobstructed view of the display.



## **Diversity and Inclusion**

### **ESL Virtual Help Desk**

In an effort to be available to customers virtually in a way that does not require making appointments, we started a weekly Wednesday “Virtual help desk for ESL students” where customers can ask questions or get extra help via Zoom.

### **ESL Programs**

There were 270 ESL participants across 38 programs in September. We have also received more inquiries as to what we offer and how new learners can join us

## **Serving our Community**

### **Designing Our Attention Program**

Info Services Librarian Alison Lowery teamed up with Programs and Exhibits staff to plan and host a series of programs featuring speaker Beck Tench on the topic of “*Designing Our Attention*”. With our reliance on technology increasing, how do we use it wisely? And how do we manage and protect our attention when our lifeline to the outside world is designed to exploit it? The first two programs in this four-part series had a combined 61 attendees. Beck Tench is a thoughtful and engaging speaker, and her sessions have a heavy element of participation from the audience.

### **TAG-TAB Mask Donation**

The library’s volunteer groups Tween Advisory Group (TAG) and Teen Advisory Board (TAB) teamed up to tie dye and decorate masks for teachers and staff in District 25 and District 214. Teen Services Supervisor Alice Son created the project with the help of the TAB board. Tween Librarian Kerry Bailey and Youth Outreach Specialist Emily Muszynski helped to coordinate the in-person programs with the school districts. D214 Community Engagement staff sent this message of gratitude: *“Thank you so much for your email and for the generous donation of the decorated masks for our D214 teachers. We truly appreciate your consideration and thoughtfulness in thinking of our teachers during this time.”*



### **Tween Giveaway Winner!**

Additionally, the Friends of the Library funded giveaways as an incentive for customers to use their library card and access our collection during the month of September. Pictured is the winner of the tween giveaway, a color-changing backpack and Hydro Flask. His caregiver emailed: *“Thank you so much to AHML! Jaeden was over the moon excited about being a winner and said these are the coolest prizes ever. He will use them for his first day back to school next week. So glad he had this awesome experience with the library.”*



## Library Card Signup Month

To celebrate *Library Card Signup Month*, bookmobile and Youth Services staff brought storytimes, booktalks and readers' advisory services to parks and schools, promoting library resources throughout the month. At a weekly *Storytime in the Park*, a dad commented that he had never experienced anything like this—good books, music and learning in a fun atmosphere. He said that in 'normal times' a caregiver would be the one to bring his daughter to the library or community events during the day. He felt very fortunate to have the time to participate with his daughter, something positive during the pandemic. On Saturday, September 21, Youth Outreach staff Emily Koch, Kim McGuire and Emily Muszynski and bookmobile driver Al Garcia stationed themselves outside of Riley and Poe Elementary Schools, registering nearly 30 Arlington Heights residents for library cards. One customer described how she was educating her kids and that getting materials from the library was the key to making it work for her family. She also was able to update her library card and make sure each of her children had their own card.



## At-Home-Learners Parents Night Out

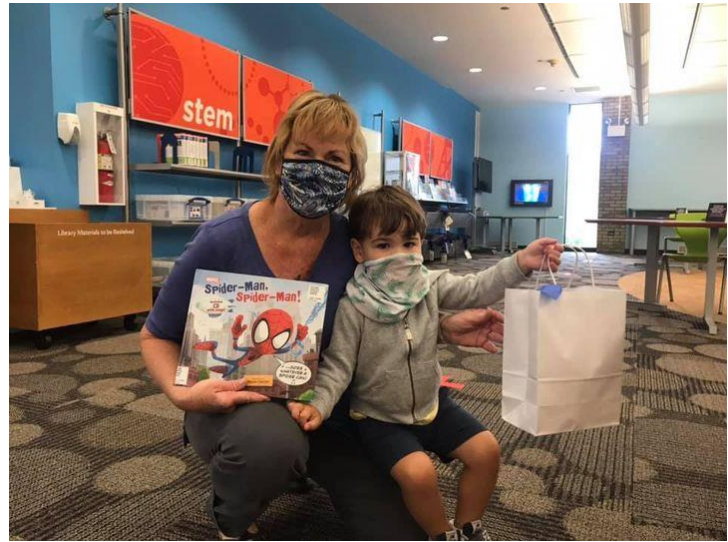
On Tuesday, September 15, Digital Services Librarian Bill Pardue and Kids' World Librarian Christina Caputo collaborated to present [At-Home Learner Parents' Night In](#). Staff responded to the remote learning environment by adjusting the content of the annual, in-person Homeschool Parents Night Out program ([highlighted in VOYA magazine last year](#)). [District 25](#) supported and promoted the program by interviewing both librarians and sharing via social media. Thirty-one participants learned about the comprehensive milieu of the AHML's collection, subject experts and staff, educational programs and innovative space to support remote learners. Another 112 customers have viewed the rebroadcast on YouTube. There were significant increases in usage of TumbleBook Library read-alongs and Miss Humblebee's Academy's lessons completed in September, both of which were featured in the presentation.

## Banned Books Week

Info Services Advisors played a key role in the planning and recording of videos celebrating *Banned Books Week* and the freedom to read. These videos were promoted on social media and posted on the library's [YouTube](#) channel.

## Storytime Fun Kits

Thanks to the generous support of the Friends of the Library, Kids' World Assistant Manager Maria Papanastassiou, Early Literacy Services Supervisor Rebecca King and Youth Services Advisor Susan Hollars collaborated to create 300 *Storytime Fun Kits* to complement live, virtual storytimes. Arlington Heights cardholders took home a kit with library information, a sun stick puppet, various flannel animals as well as a musical shaker egg and colorful scarf to participate in the storytimes from home. Kids' World staff observed several families waving their scarves and shakin' their sillies out in the Zoom sessions. When picking up a *Storytime Fun Kit*, a customer commented *"We miss you so much! This is my first time back at the library; I came just for the Storytime Kits."*



## Electronic Device Drive Continues



The small electronic device drive continued in September. Twenty-one devices have been collected, to be donated to Chicago Public Schools and others in need. The Arlington Heights Memorial Library is the sole donation site. With the drives' increased publicity, the library expanded its duration, originally slated to end in September, to October 16. The Daily Herald ran an article

["Suburban students collect technology to help others with remote learning"](#) on September 29 featuring the students running the drive.

## Let's Go on a Story Walk®: *Duck on a Bike*

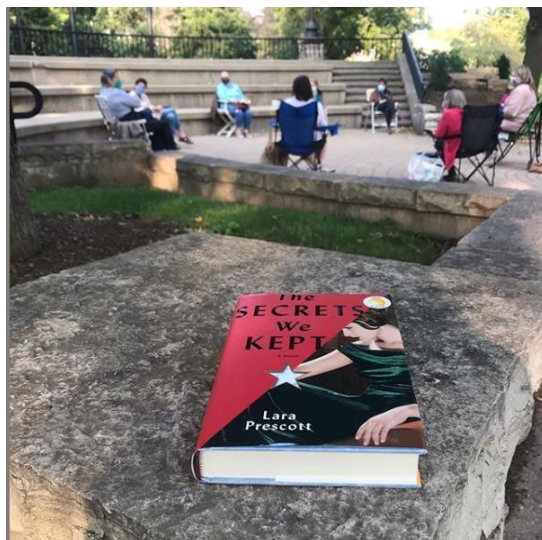


On Saturday, September 26, 95 customers enjoyed a story walk outside of the library's future makerspace. Families followed signs set up on the Belmont Avenue building lawn, reading and acting out the story together. Lead Youth Services Advisor Amy Belford and Youth Programs Specialist Maureen Vela planned and delivered the story walk – including a bike with a duck on its seat for young customers to discover as they walked. Families took home a bike handlebar craft with a mini duck to create together.



## One Book, One Village in the Park

Info Services Advisors hosted an in-person book discussion in North School Park as part of *One Book, One Village* with 15 attendees. Customers expressed how happy they were to meet in person for the discussion. Wearing masks and keeping a safe social distance, it was great to connect face to face.



## Connecting Through Social Media

Info Services Advisors continue to work with Communications and Marketing to promote our readers services and engage with our community via social media. In September, Instagram posts included promotion of our Ruth Bader Ginsburg display and RBG booklist.



## Art with Alayne Create Kits Debut



Residents who registered for the September *Creative Aging: Art with Alayne Lion* project picked up kits at the drive up, containing a set of oil pastels, liquid watercolor, art paper and other supplies. These supplies will also be used for the October project.

Customers loved the project! Many, like Janet, did the project with family members.

Alayne's video lesson is recorded and posted on YouTube at the

beginning of every month. The Lion video class on YouTube had 229 views in September. Meet-ups are at the end of every month for students to share their work, ask questions about the lessons and get help. Customers can view all of the Art with Alayne lessons and supply lists on our website at: [https://www.ahml.info/virtual\\_art](https://www.ahml.info/virtual_art)

## Preparing for Election Day

Info Services staff prepared the library's voter registration station and a special display with essential forms, an informational handout and election-themed books. Also available are take-home kits with forms, information and a coloring sheet for the library's outdoor activity kit line. Finally, Info Services staff coordinated a pop-up voter registration drive with the local chapter of the League of Women Voters for National Voter Registration Day. Set up right outside the library, it was the most popular registration drive yet.



#NationalVoterRegistrationDay is underway @ahml! @lwahbg are outside of the library helping people get registered, find their polling place + answer questions about voting in the November election, They're here today until 1 pm. Drop by!



10:14 AM · 9/22/20 · Twitter for iPhone

5 Retweets 2 Quote Tweets 17 Likes

## Schitt's Creek Trivia

On Thursday September 17, days before the beloved series collected a slew of Emmy's, fans of the television show Schitt's Creek gathered to play some virtual trivia! This is the third trivia challenge offered for adults since March and continues to keep people's spirits high. A remarkable 56 teams played the game, designed and hosted by Programs and Exhibits Specialist Tracy Recklaus and Info Services Advisor Joan Lasky. Graphic Designer Colleen Mele managed a live YouTube broadcast, where an additional 76 people watched the game live. In response to customers' requests for more trivia challenges, we will strive to offer bi-monthly events to meet this demand.

Crowdpurr Q7. What is the name of the business that made the Rose family rich?

0:11 37 points

A. Rose Apothecary

B. Rose Video

C. Rose Investments

D. Rose Realty

To play, go to [crowd.live](https://crowd.live) & enter code DW8W4

Head to [crowd.live](https://crowd.live) and enter the code DW8W4 to play!

TRIVIA

Schitt's Creek



## **September Booklists and Book Discussions**

Info Services Advisors created booklists on the Readers' Services page for customers to access recommended items from home. September booklists feature print, eAudio and eBooks:

- [Banned Books Week Challenged Books](#)
- [Favorite Things Music Edition](#)
- [New Food Memoirs](#)

Info Services staff hosted five book discussions in September with 75 attendees.

## **Senior Book Discussions**

Senior book discussions resumed in September on Zoom with 24 participants joining discussions of *The Dutch House* by Ann Patchett, *And Then She Was Gone* by Lisa Jewell and *Olive, Again* by Ann Patchett. All participants enjoyed seeing SAS (Senior and Accessible Services) staff and book group members again. New participants enjoyed the book discussions for the first time. Many mentioned the importance of these programs for those who do not have other opportunities to socialize and is an activity that can be done safely from home.

## **Virtual Cord Cutting 101**

On Tuesday, September 8, Digital Services Supervisor Gregory Berger taught the virtual class *Cord Cutting 101: Exploring Cable Alternatives*. The class had 55 attendees, far more than could be accommodated in person, and explored cost-effective alternatives to cable (Netflix, Roku, Sling, Apple TV, Hoopla, etc.) and traditional land line phones (mobile, Google Voice, etc.). An attendee commented, "*The things I learned from the Cord Cutting 101 class allowed me to help my parents save \$160 per month.*"

## **Virtual Buying and Selling Online**

Digital Media Specialist Chris Smith taught the virtual class *Buying and Selling Online* on Tuesday, September 1. Fifty-six customers attended, learning about tips on buying and selling items on sites such as Craigslist, eBay, Facebook Marketplace and more. The class was especially popular since many people cleaned out their homes and storage during the stay-at-home order and are looking for additional income streams.

## **Library Delivery Services**

In September, 6 new home delivery customers and a new healthcare site customer were added and one new customer was enrolled in the NLS Talking Book service. There were a total of 82 deliveries that provided approximately 737 items to home and healthcare customers this month.

## Jane Addams Hull-House Partner Programs Celebrate Women’s Suffrage

September marked the beginning of a three-month partnership with Jane Addams Hull-House, RAILS, Aurora Public Library, Gail Borden Public Library and Schaumburg Township District Library. The partner programs feature modern voices celebrating the historical movement that resulted in the passage of the *19<sup>th</sup> Amendment – Women's Right to Vote*. Programs and Exhibits Manager Jennifer Czajka and Specialist Megan Young have worked with the event partners to prepare the first program series we have presented via Facebook Live.

The programs kicked off with *Championing Women’s Activism in Modern America* with Author Anya Jabour on Sunday, September 13. The program focused on the subject of Anya Jabour’s book, educator and activist Sophonisba Breckinridge who advocated for labor legislation for workers, voting rights for women, social services for immigrants, civil rights for blacks and financial support for poor families. The author was joined in conversation by Breckenridge’s relatives. All partners broadcast the video simultaneously and it has been viewed 1,700 times.

The second program presented on Thursday, September 17 was *Vanguard: How Black Women Broke Barriers, Won the Vote and Insisted on Equality for All*. The event kicked off with the author, acclaimed historian Martha S. Jones, introducing her book which details how suffrage was an overwhelmingly white women’s movement and did not win the vote for most black women. Securing their rights required a movement of their own. She was then joined in conversation by Northwestern Professor of African American Studies Leslie Harris. This video has been viewed 1,700 times. The full series continues into November and includes virtual tours of two exhibits at Jane Addams Hull-House Museum. Full details are found at [www.ahml.info/suffrage](http://www.ahml.info/suffrage)



## **Paying for College Without Going Broke**

As part of the *College Knowledge* series, Programs and Exhibits Specialist Megan Young and Teen Librarian Evan Mather welcomed the *My College Planning Team* (MCPT) to present an important topic for parents: *Paying for College Without Going Broke* on Wednesday, September 16. The professionals of MCPT navigated the tough, and often elusive, ins-and-outs of financial planning for college students. Twenty-five student caregivers came with questions and left with answers. This program, along with other *College Knowledge* programs, are featured on the [College & Career](#) page.

## **Outdoor Composting**

Thirty-one customers attended the event on Wednesday, September 9, event co-sponsored with the Arlington Heights Park District, an outdoor, physically distanced composting program at North School Park. With an almost 100% turnout on a chilly evening, program attendees were happy to be back in a live program setting. Kay McKeen, founder and Executive Director of SCARCE (School & Community Assistance for Recycling and Composting Education) shared the critical importance of composting for our planet, how to set up a backyard composting system, bin options and more. Several requested Kay return to present on other green topics. Feedback below:











- *Enjoyed the presentation and being outside for the program. The presenter was so knowledgeable and there was plenty of time for questions.*
- *Felt very comfortable with the set up and social distancing.*
- *Outside was fine. People kept their distance/masks so Covid did not feel like it was an issue. Laura was good about making sure people felt comfortable where they were sitting. Presenter did a great job. She definitely knew her topic and the time went by quickly.*













## Virtual Resource Usage

### Top ten visited web pages

**August 2020:**

Page ?	Pageviews ?	↓
1. <a href="#">/www.ahml.info</a> 	<b>107,985</b> (56.56%)	
2. <a href="#">/borrow/bmm</a> 	<b>3,571</b> (1.87%)	
3. <a href="#">/borrow/ebooks</a> 	<b>2,971</b> (1.56%)	
4. <a href="#">/research/databases</a> 	<b>2,871</b> (1.50%)	
5. <a href="#">/attend/events</a> 	<b>2,627</b> (1.38%)	
6. <a href="#">/advanced-search</a> 	<b>2,076</b> (1.09%)	
7. <a href="#">/StayInformed</a> 	<b>1,621</b> (0.85%)	
8. <a href="#">/onebook</a> 	<b>1,188</b> (0.62%)	
9. <a href="#">/form/contact</a> 	<b>1,058</b> (0.55%)	
10. <a href="#">/research/genealogy</a> 	<b>888</b> (0.47%)	

**September 2020:**

1. <a href="#">/www.ahml.info</a> 	<b>104,822</b> (32.98%)
2. <a href="#">/borrow/bmm</a> 	<b>3,254</b> (1.02%)
3. <a href="#">/attend/events</a> 	<b>2,907</b> (0.91%)
4. <a href="#">/borrow/ebooks</a> 	<b>2,747</b> (0.86%)
5. <a href="#">/research/databases</a> 	<b>2,679</b> (0.84%)
6. <a href="#">/StayInformed</a> 	<b>1,387</b> (0.44%)
7. <a href="#">Upcoming DVD Releases</a> 	<b>1,135</b> (0.36%)
8. <a href="#">/form/contact</a> 	<b>1,097</b> (0.35%)
9. <a href="#">Keyword Search</a> 	<b>937</b> (0.29%)
10. <a href="#">/attend/events/202010</a> 	<b>917</b> (0.29%)

## Social Media Engagement

	January	February	March	April	May	June	July	August	September
<b>Facebook</b>									
Posts	25	22	56	60	47	41	56	15	40
Fans*	5067	5113	5217	5291	5376	5436	5469	5501	5613
Engagement	1164	1723	3531	3642	2725	3148	1886	861	2581
Reactions	1014	1505	2696	3001	2419	2755	1673	752	991
Comments	92	128	347	389	180	211	111	69	54
Shares	58	90	488	252	126	182	102	40	134
<b>Twitter</b>									
Tweets	65	51	111	139	148	143	137	100	127
Followers*	4313	4324	4362	4388	4404	4410	4424	4446	4444
Tweet impressions	75400	59900	116000	120000	127000	100000	94300	76800	90,438
Engagement	247	203	534	394	399	387	283	240	366
Likes	181	164	386	294	348	300	211	187	289
Retweets	65	33	134	92	56	79	64	48	75
<b>Instagram</b>									
Posts*	n/a	n/a	859	875	898	922	978	1002	1027
Followers*	1767	1802	1852	1904	1947	2006	2081	2106	2129
Impressions*	n/a	11889	25878	24608	19188	21052	45279	14405	19017
Average Reach	n/a	286	485	451	435	459	560	344	389
<b>Constant Contact</b>									
Campaigns	20	19	22	27	26	27	21	17	15
Sends	46572	44518	127872	85980	43351	110385	52314	39158	63951
Opens	10681	12536	57487	30772	12245	37071	12690	10550	19827
Clicks	498	925	2500	2262	1169	2196	889	786	821
Open rate (percentage)	24%	28%	45%	36%	28%	34%	24%	27%	31%
Click rate	2%	4%	17%	3%	3%	-4%	7%	0%	4%
open rate vs. industry average	6%	10%	27%	11%	6%	12%	2%	6%	10%
Total contacts*	31770	31790	32650	32957	33157	33594	33721	33889	33897
Unsubscribed in last 30 days	30	15	171	98	19	130	34	27	81
New contacts in the last 30 days	3	25	1006	446	184	436	106	166	8
<b>LinkedIn</b>									
Followers*	655	657	659	660	672	684	685	689	693
Posts	7	1	5	1	1	8	0	7	4
Impressions	2335	308	839	620	235	738	352	1100	749

YouTube									
Subscribers*	397	402	456	514	585	603	627	658	691
Videos added	0	3	6	23	34	33	30	15	12
Views	1601	1821	2,875	5102	5053	3202	3086	2900	3159
Watch time hours	55.6	63.8	83.3	452.2	437	292.7	306.4	130.6	257.5

### Spotlight on YouTube

Although the library has had a YouTube channel for many years, it has really grown in the last six months.

Video production pre-COVID 19 was something done just a few times a year for major events including some large exhibits, the D25 Art Show, Harry Potter Book Night and FanCon.

Beginning in mid-March, we reassigned Graphic Artist Stephanie Battista to lead video production full-time, resulting in a major shift of priorities for the Graphics team. Graphics Supervisor Brian Benson and Graphic Artist Colleen Mele are doing the majority of the graphics work previously done by the three-person team, along with a large amount of COVID 19-related signage and our monthly library newsletter. We have adjusted priorities, including cutting production of promotional signage and most other print materials. We did not produce an April or May newsletter, and the cancellation of in-person programming, the annual school Art Show and several Exhibits, has allowed for video production time. We are also utilizing Digital Services staff time for processing some videos. Video is time-consuming to produce. Staff records content, the file is uploaded to OneDrive (sometimes downloaded from Zoom first), and then downloaded into editing software. Editing time ranges from adding the library logo slides, to full editing of presenter content, such as the Art with Alayne videos. Content is then edited, and uploaded to our YouTube channel. The upload/download process is time intensive, especially for longer videos. Our team also lead in producing original content, like the Banned Books Week videos. Editorial Supervisor April Harder has been the conduit between Communications and Marketing and other departments, managing workflows and shaping content to optimize views. She leads promotion on all channels for every video, including writing descriptions and creating monthly production calendars.

In September, we reorganized our content on YouTube by topic or audience, using featured playlists that help customers to find the video content they want more quickly. We list the newest videos first, and we're able to link to playlists in various promotions, including promotional emails and social media posts.

Once content is added, it can have a very long life. For instance, the most popular video on our channel consistently for several months in a row has been the Space Launch Party Planetarium (2019). YouTube likes popular content, so the image of the Planetarium appears quite often in the suggested videos panel. An interesting and original photo preview gets clicked on and viewed. The after effect of popular views is favorable and ongoing.

We're continuing to build our Top Shelf series on YouTube, and now have 15 book recommendation videos in the Top Shelf playlist, with a steady plan for constant content coming for this series in the coming months.

### **Number of Videos per YouTube Playlist**

March 20, 2020 – September 30, 2020

74	AHML Storytime	9	FanCon
23	Tweens & Teens	8	Art with Alayne Creative Aging
17	Programming for Adults	3	Banned Books Week
15	Top Shelf: Staff Book Recommendations	2	One Book, One Village
12	School Outreach (Unlisted)		

## Views by YouTube Playlist

March 20, 2020 – September 30, 2020

Playlist	Playlist starts	Views ↓	Average view duration	Watch time (hours)
<input type="checkbox"/> <b>Total</b>	<b>750</b>	<b>1,238</b>	<b>2:59</b>	<b>61.6</b>
<input type="checkbox"/> AHML Storytimes	474 63.2%	793 64.1%	3:30	46.4 75.4%
<input type="checkbox"/> Bringing the library to you	66 8.8%	102 8.2%	2:00	3.4 5.5%
<input type="checkbox"/> Tweens & Teens	42 5.6%	89 7.2%	2:02	3.0 4.9%
<input type="checkbox"/> Creative Aging	33 4.4%	61 4.9%	4:25	4.5 7.3%
<input type="checkbox"/> Arts & Crafts	51 6.8%	57 4.6%	1:46	1.7 2.7%
<input type="checkbox"/> Programming for Adults	28 3.7%	45 3.6%	0:13	0.2 0.3%
<input type="checkbox"/> Top Shelf: Staff Book Recommendations	22 2.9%	38 3.1%	0:25	0.3 0.4%
<input type="checkbox"/> FanCon: Comics & Pop Culture	11 1.5%	19 1.5%	1:46	0.6 0.9%
<input type="checkbox"/> One Book, One Village	8 1.1%	16 1.3%	0:31	0.1 0.2%
<input type="checkbox"/> Kids' World	11 1.5%	12 1.0%	0:08	0.0 0.0%
<input type="checkbox"/> Just for Kids	4 0.5%	6 0.5%	13:29	1.3 2.2%

Not every video on our YouTube channel is on a playlist, and because playlists are relatively new, we could see a shift in views per playlist in the months ahead.

Kids' World, Outreach and Just for Kids playlists are unlisted; these videos are available only by direct link.



# Watch Time Hours by Video on YouTube

## March 20, 2020 – September 30, 2020

Video	Watch time (hours) ↓	Views	Playlist starts	Average view duration	Impressions	Impressions click-through rate
<input type="checkbox"/> <b>Total</b>	<b>1,931.5</b>	<b>23,900</b>	<b>—</b>	<b>4:50</b>	<b>300,740</b>	<b>2.7%</b>
<input type="checkbox"/> Board Meeting - May 19, 2020	199.5 10.3%	240 1.0%	— —	49:51	1,200	10.7%
<input type="checkbox"/> Board of Library Trustees - April Board Meeting	166.0 8.6%	295 1.2%	— —	33:45	2,908	5.7%
<input type="checkbox"/> AHML Board Meeting - 6/16/2020 6:30 PM	85.6 4.4%	238 1.0%	— —	21:35	2,017	5.8%
<input type="checkbox"/> Schitt's Creek Trivia!	70.6 3.7%	127 0.5%	— —	33:21	188	5.3%
<input type="checkbox"/> An Evening with William Kent Krueger	47.1 2.4%	222 0.9%	— —	12:43	982	8.2%
<input type="checkbox"/> Space Launch Party Planetarium 2019	44.5 2.3%	1,431 6.0%	— —	1:52	16,194	6.5%
<input type="checkbox"/> Baby Time Storytime with Maria: Week of March 23	40.8 2.1%	710 3.0%	— —	3:26	5,332	3.3%
<input type="checkbox"/> Special Board Meeting 4-6	39.4 2.0%	173 0.7%	— —	13:39	1,263	6.6%
<input type="checkbox"/> FanCon: Where in the World is Carmen Sandiego? featuring Tamara...	31.9 1.7%	130 0.5%	— —	14:43	2,350	3.0%
<input type="checkbox"/> Art with Alayne: Lion	30.4 1.6%	226 1.0%	— —	8:03	1,338	2.5%
<input type="checkbox"/> Special Board Meeting 4/29/20	29.9 1.6%	169 0.7%	— —	10:37	1,222	6.3%
<input type="checkbox"/> Art with Alayne: Pencils	26.8 1.4%	316 1.3%	— —	5:05	1,702	6.1%
<input type="checkbox"/> FanCon: Video Game Development Panel	26.8 1.4%	69 0.3%	— —	23:17	988	2.4%
<input type="checkbox"/> FanCon: Cosplay 101	26.3 1.4%	113 0.5%	— —	13:56	7,477	0.7%
<input type="checkbox"/> Family Storytime with Rebecca: Week of March 30	25.3 1.3%	321 1.3%	— —	4:44	1,654	4.0%
<input type="checkbox"/> FanCon: Movies and TV Trivia	24.8 1.3%	78 0.3%	— —	19:03	2,803	1.4%
<input type="checkbox"/> Virtual Foodscaping	24.1 1.3%	162 0.7%	— —	8:55	2,856	1.5%
<input type="checkbox"/> Art with Alayne: Leaves	23.1 1.2%	320 1.3%	— —	4:20	2,122	5.4%
<input type="checkbox"/> Discover Your Memory Power	21.3 1.1%	134 0.6%	— —	9:32	958	2.4%
<input type="checkbox"/> Family Time with Rebecca: Week of May 18	20.8 1.1%	286 1.2%	— —	4:21	1,721	5.1%
<input type="checkbox"/> Toddler Time Storytime with Maria: Week of April 6	20.6 1.1%	258 1.1%	— —	4:47	2,087	3.6%
<input type="checkbox"/> Ragtime/Boogie-Woogie Pianist Bob Milne	20.4 1.1%	723 3.0%	— —	1:41	3,533	7.4%
<input type="checkbox"/> FanCon: Oregon Trail Speed Run featuring Tamara Chambers	19.5 1.0%	73 0.3%	— —	16:02	1,473	2.9%
<input type="checkbox"/> Art with Alayne: Giraffes	18.9 1.0%	183 0.8%	— —	6:12	2,268	1.8%
<input type="checkbox"/> Toddler Time with Maria: Week of May 11	18.9 1.0%	158 0.7%	— —	7:11	1,792	3.6%
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<input type="checkbox"/> Art with Alayne: Dragonflies	17.6 0.9%	211 0.9%	— —	5:00	1,573	2.9%
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<input type="checkbox"/> Redlined	11.4 0.6%	125 0.5%	— —	5:29	1,433	2.4%
<input type="checkbox"/> Medicare 101	11.1 0.6%	55 0.2%	— —	12:03	66	4.6%
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# Average View Duration by Video on YouTube

## March 20, 2020 – September 30, 2020

Video	Watch time (hours) ↓	Views	Playlist starts	Average view duration	Impressions	Impressions click-through rate
<input type="checkbox"/> <b>Total</b>	<b>1,931.5</b>	<b>23,900</b>	<b>—</b>	<b>4:50</b>	<b>300,740</b>	<b>2.7%</b>
<input type="checkbox"/> Board Meeting - May 19, 2020	199.5 10.3%	240 1.0%	— —	49:51	1,200	10.7%
<input type="checkbox"/> Board of Library Trustees - April Board Meeting	166.0 8.6%	295 1.2%	— —	33:45	2,908	5.7%
<input type="checkbox"/> AHML Board Meeting - 6/16/2020 6:30 PM	85.6 4.4%	238 1.0%	— —	21:35	2,017	5.8%
<input type="checkbox"/> Schitt's Creek Trivia!	70.6 3.7%	127 0.5%	— —	33:21	188	5.3%
<input type="checkbox"/> An Evening with William Kent Krueger	47.1 2.4%	222 0.9%	— —	12:43	982	8.2%
<input type="checkbox"/> Space Launch Party Planetarium 2019	44.5 2.3%	1,431 6.0%	— —	1:52	16,194	6.5%
<input type="checkbox"/> Baby Time Storytime with Maria: Week of March 23	40.8 2.1%	710 3.0%	— —	3:26	5,332	3.3%
<input type="checkbox"/> Special Board Meeting 4-6	39.4 2.0%	173 0.7%	— —	13:39	1,263	6.6%
<input type="checkbox"/> FanCon: Where in the World is Carmen Sandiego? featuring Tamara...	31.9 1.7%	130 0.5%	— —	14:43	2,350	3.0%
<input type="checkbox"/> Art with Alayne: Lion	30.4 1.6%	226 1.0%	— —	8:03	1,338	2.5%
<input type="checkbox"/> Special Board Meeting 4/29/20	29.9 1.6%	169 0.7%	— —	10:37	1,222	6.3%
<input type="checkbox"/> Art with Alayne: Pencils	26.8 1.4%	316 1.3%	— —	5:05	1,702	6.1%
<input type="checkbox"/> FanCon: Video Game Development Panel	26.8 1.4%	69 0.3%	— —	23:17	988	2.4%
<input type="checkbox"/> FanCon: Cosplay 101	26.3 1.4%	113 0.5%	— —	13:56	7,477	0.7%
<input type="checkbox"/> Family Storytime with Rebecca: Week of March 30	25.3 1.3%	321 1.3%	— —	4:44	1,654	4.0%
<input type="checkbox"/> FanCon: Movies and TV Trivia	24.8 1.3%	78 0.3%	— —	19:03	2,803	1.4%
<input type="checkbox"/> Virtual Foodscaping	24.1 1.3%	162 0.7%	— —	8:55	2,856	1.5%
<input type="checkbox"/> Art with Alayne: Leaves	23.1 1.2%	320 1.3%	— —	4:20	2,122	5.4%
<input type="checkbox"/> Discover Your Memory Power	21.3 1.1%	134 0.6%	— —	9:32	958	2.4%
<input type="checkbox"/> Family Time with Rebecca: Week of May 18	20.8 1.1%	286 1.2%	— —	4:21	1,721	5.1%
<input type="checkbox"/> Toddler Time Storytime with Maria: Week of April 6	20.6 1.1%	258 1.1%	— —	4:47	2,087	3.6%
<input type="checkbox"/> Ragtime/Boogie-Woogie Pianist Bob Milne	20.4 1.1%	723 3.0%	— —	1:41	3,533	7.4%
<input type="checkbox"/> FanCon: Oregon Trail Speed Run featuring Tamara Chambers	19.5 1.0%	73 0.3%	— —	16:02	1,473	2.9%
<input type="checkbox"/> Art with Alayne: Giraffes	18.9 1.0%	183 0.8%	— —	6:12	2,268	1.8%
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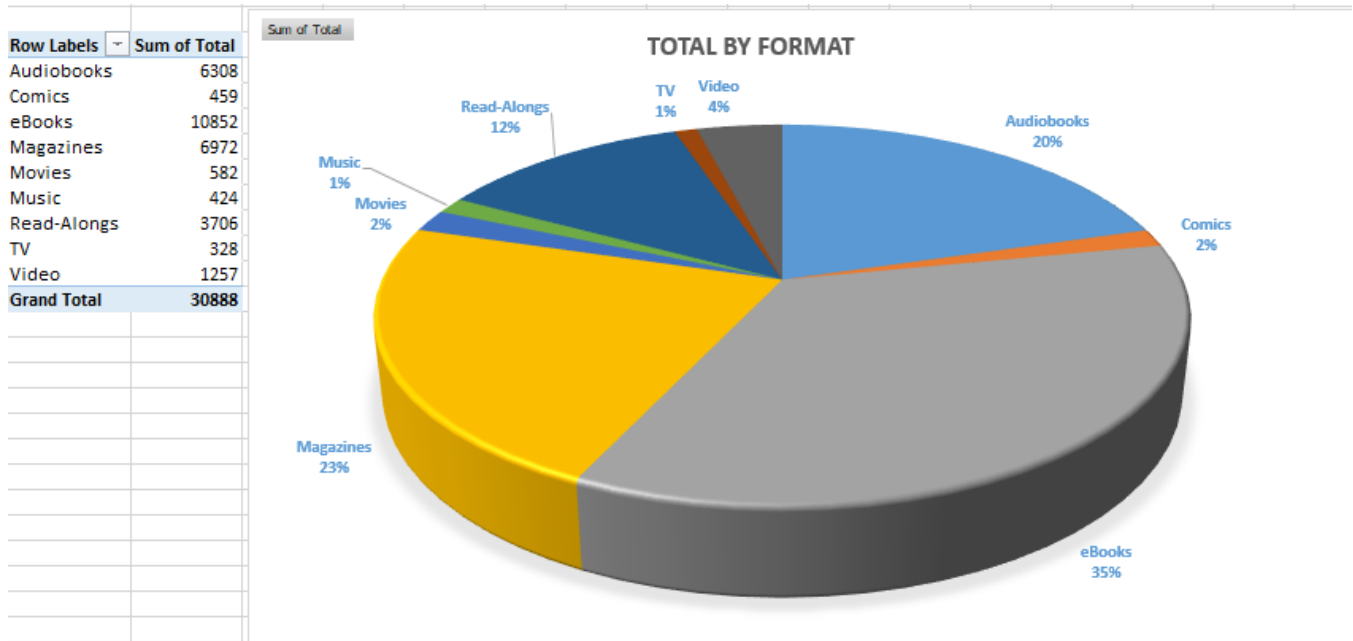
## Graphics and Design

Staff placed 47 promotional requests related to programming this month in addition to designing our October (32 page) newsletter production. Requests include social media promotion, web graphics, email marketing, video processing and editing. There are also many sign and graphics requests that come in via email and our Grapewiki; we'll include a way to show these metrics in the October report.

## Other

Communications Specialist Pat Aichele led the pitch to ALA for our Banned Books Week video series. It was successful, and with ALA's shares contributing to video views, the metrics are outstanding. Only one video was published in September; two others will show in our October reporting.

## eResource overview



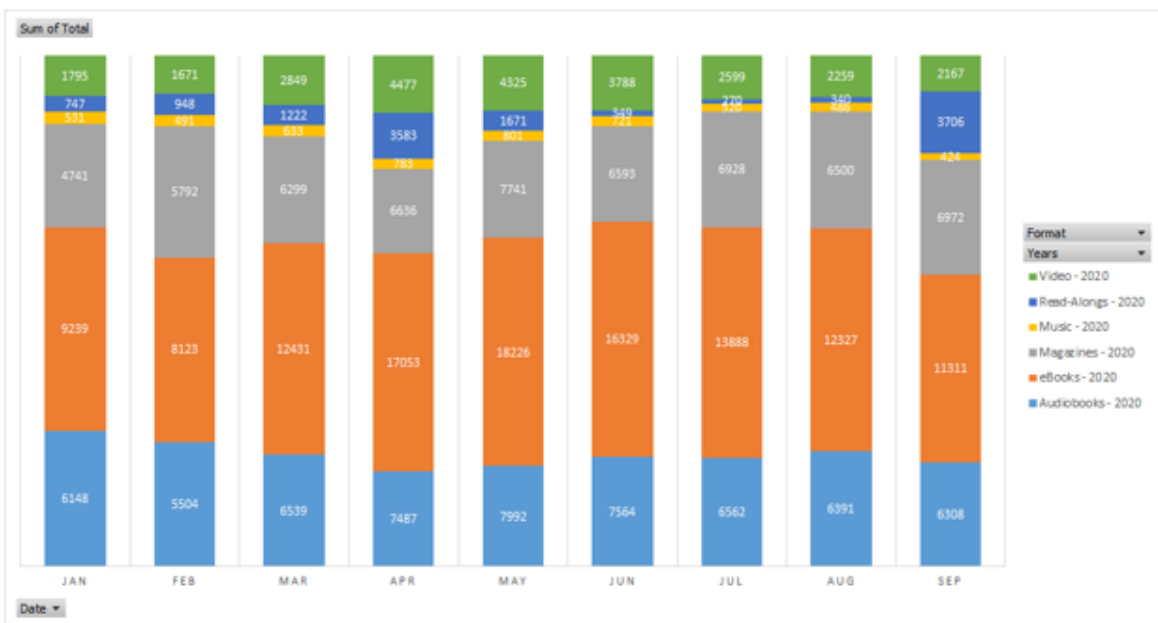
eLibrary 2020	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Total
<b>Total eBook checkouts</b>	6,759	5,915	8,308	10,969	11,785	11,375	10,463	11,839	10,852	65,574
<b>Total eAudio checkouts</b>	3,237	2,915	3,377	4,011	4,415	4,338	3,893	6,391	6,308	26,186

# What Are We Watching? What Are We Learning?

## Formats by Month (Total)

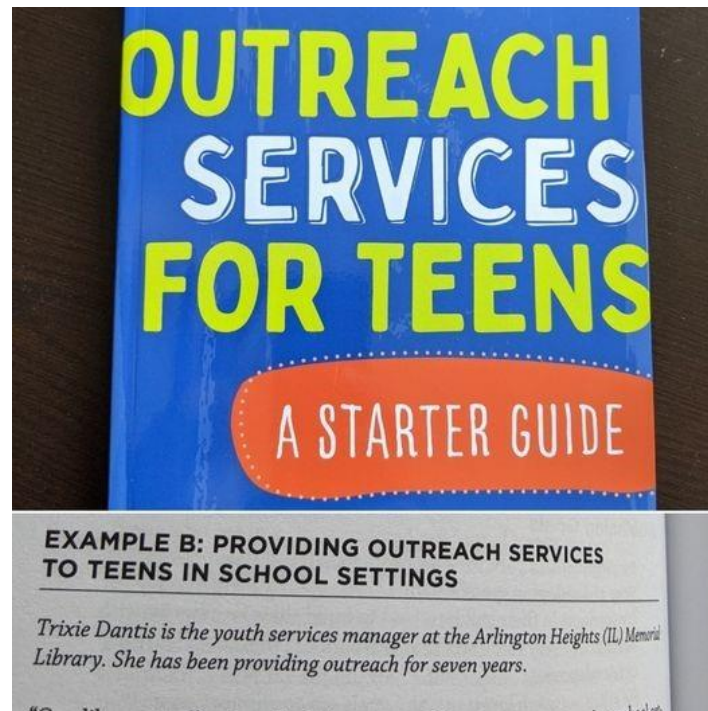


## Formats by Month (Percentages)



## **Professional Engagement**

Youth Services Manager Trixie Dantis contributed to *Outreach Services for Teens: A Starter Guide* published in September by ALA Editions. She highlighted the library's collaboration with local schools as a practical example of outreach services targeting teens in a school setting.



Deputy Director Shannon Distel presented with Billie Moffett from the Gail Borden Public Library and Ryann Uden from the Indian Trails Public Library at the September 25<sup>th</sup> Recharge Committee meeting on the subject of personality tests for staff development. Shannon spoke on the leadership development day that she organized for the management team in November, 2019.

## Customer Comments

- *Thank you for all your service, the library has been doing a fantastic job during these last several months!!*
- *We loved having opportunities to watch our big kids reading with our little kids. It's so special watching them do stuff together and help the younger kids develop their own love of literacy.*
- *Reading has been a soul saver!*
- *We love reading, but my kids loved having an opportunity to work toward goals through the whole summer*
- *Thanks so much for continuing to offer such fun virtual classes! My kids loved the tiny treats class & Lily & Ella had so much fun at the tie dye project yesterday. We're so grateful to have such a wonderful library!*



- *“The selections are perfect and all eAudiobooks. I am so glad the library has this program with such good people recommending great reads. I am lost without recommendations!”*
- *“THIS LIST IS PERFECTION! I cannot wait to read every. single. one. I can't believe how spot on your picks are! I feel so... predictable :) But excited! Thank you so so so very much for giving me something to look forward to this week!”*
- *There is nothing I could do if it wasn't for this service. It is wonderful. I just wish I knew about it earlier. – Library Delivery Customer*

- *I just wanted to call and thank you for the movies you provide. This is a great program, I am so happy I learned about it. – Library Delivery Customer*
- *“I want to acknowledge how really wonderful the Tech department has been to me. Mini [Radhakrishnan], Rich [Fabits] and Chris [Smith] have been so patient, and so non-judgmental about my ignorance of technology. They never fail to find out my problem and fix it.”*
- *"before 6 months ago, I could not understand Americans when they speak, and they could not understand me when I talk. Now, because I study with ESL, I feel comfortable and I can talk to people easily."*
- *"Thank you so much for always helping. COVID has given me more free time, so I decided to make a YouTube channel. Your help and the help of the people at the computer desk appointments gave me confidence and the language to try new things." -ESL Student*
- *We love the bookmobile! We feel safer to pick up items and return! My kids are always so impatient to go and pick up new books! Great customer service!*

# Metrics for September 2020

## Service Point Traffic

**Total visits**  
**29,785** ↓ -61%  
 76,108 last year

**Main Library visits**  
**27,842** ↓ -61%  
 71,482 last year

**Sr Center Visits**  
**128** ↓ -92.47%  
 1,700 last year

**Bookmobile Visits**  
**1,815** ↓ -37.97%  
 2,926 last year

## Circulation

**Total Circulation**  
**120,874** ↓ -23%  
 156,343 last year

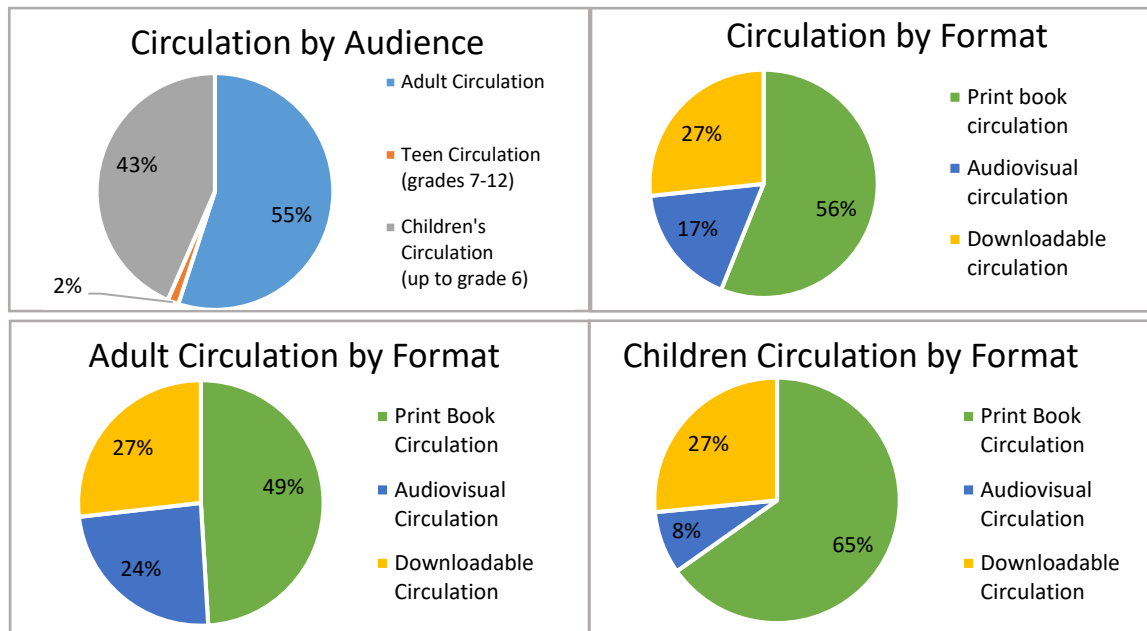
**Card Holders**  
**63,022**

**Library Cards Issued**

Resident (issued)	<b>210</b> ↓ -49.88%
	419 last year
Non-Resident (Registered)	<b>74</b> ↓ -61.26%
	191 last year

**Interlibrary Loan**

Borrowed	<b>367</b> ↓ -20.56%
	462 last year
Lent	<b>332</b> ↓ -49.24%
	654 last year



## Programs

**Program Attendance**  
**2,602** ↓ -65%  
 7,514 last year

**Number of Programs**  
**134** ↓ -57%  
 310 last year

**Cost of Programs**  
**\$3,580**  
 \$700 funded by FOL

## Questions

**Reference Questions**  
**10,558** ↓ -30%  
 15,178 last year

**Reference Questions**  
 (via call center)  
**3,163** ↓ -27%  
 4,356 last year

**Chat sessions**  
**588** ↑ 57.22%  
 374 last year

## Technology Usage

**Public Computer Use**  
**2,951** ↓ -67.74%  
 9,147 last year

**Website Visits**  
**104,822** ↑ 6.30%  
 98,606 last year

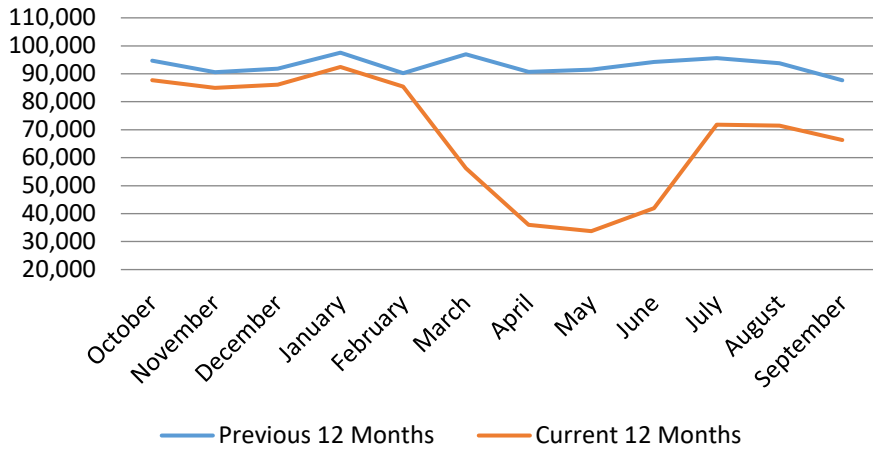
**Self Checkout**  
 (% of total checkouts)  
**62%** ↓ -4.65%  
 67% last year



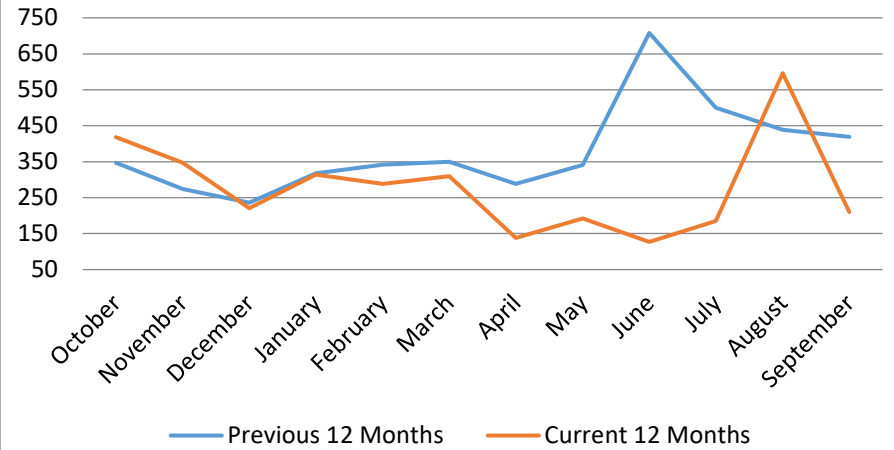
**AHML - DASHBOARD - September 2020**

	September 2020	September 2019	% change from last September	Jan 2020-Sep 2020	Jan 2019-Sep 2019	% change from last YTD
Total circulation	120,874	156,343	-23%	920,239	1,462,713	-37%
Adult circulation	66,285	87,677	-24%	555,152	838,204	-34%
Teen circulation	1,827	2,216	-18%	13,251	22,812	-42%
Children circulation	52,376	66,450	-21%	351,450	601,697	-42%
Print book circulation	64,889	83,679	-22%	399,586	769,274	-48%
Audiovisual circulation	19,958	43,963	-55%	190,870	442,805	-57%
Downloadables circulation	30,888	20,341	52%	291,814	170,413	71%
Self-check as % of main floor circ	62%	67%	-5%	52%	66%	-14%
Circulation to reciprocal borrowers	5,650	9,599	-41%	42,962	91,274	-53%
ILLs borrowed for our customers	367	462	-21%	2,337	4,347	-46%
ILLS lent to other libraries	332	654	-49%	2,679	4,844	-45%
Resident cards issued	210	419	-50%	2,360	3,705	-36%
Reciprocal cards registered	74	191	-61%	567	1,504	-62%
Reference questions	10,558	15,178	-30%	75,007	150,661	-50%
Number of Programs	134	310	-57%	1,472	2,554	-42%
Program attendance	2,602	7,514	-65%	40,648	66,977	-39%
Public computer use	2,951	9,147	-68%	29,254	83,130	-65%
Website visits	104,822	98,606	6%	896,398	896,619	0%
In-person visitors	29,785	76,108	-61%	305,157	755,904	-60%
New & Popular - % of adult coll	9.0%	8.1%	11%	8.4%	8.2%	2%
New & Popular - % of circ	32.5%	32.9%	-1%	32.7%	34.2%	-5%
Kids' New & Popular - % of KW coll	4.4%	4.8%	-8%	4.4%	4.6%	-4%
Kids' New & Popular - % of circ	13.9%	15.8%	-14%	13.0%	15.8%	-21%
Individual Staff Sessions	97	89	8%	672	906	-35%
Volunteer hours	793	2,303	-66%	8,746	22,856	-161%

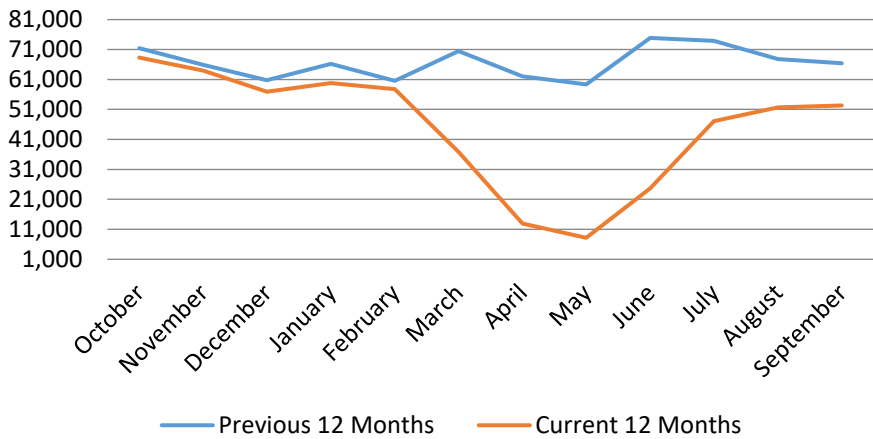
### Adult Circulation



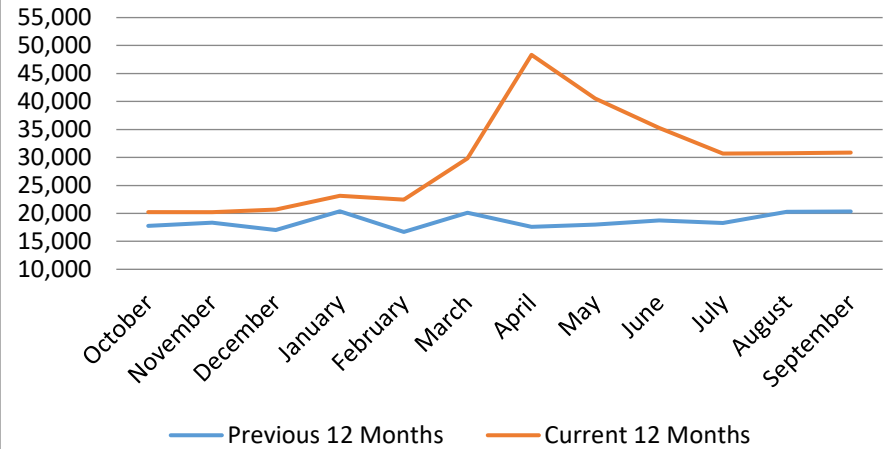
### Resident Library Cards Issued



### Children's Circulation

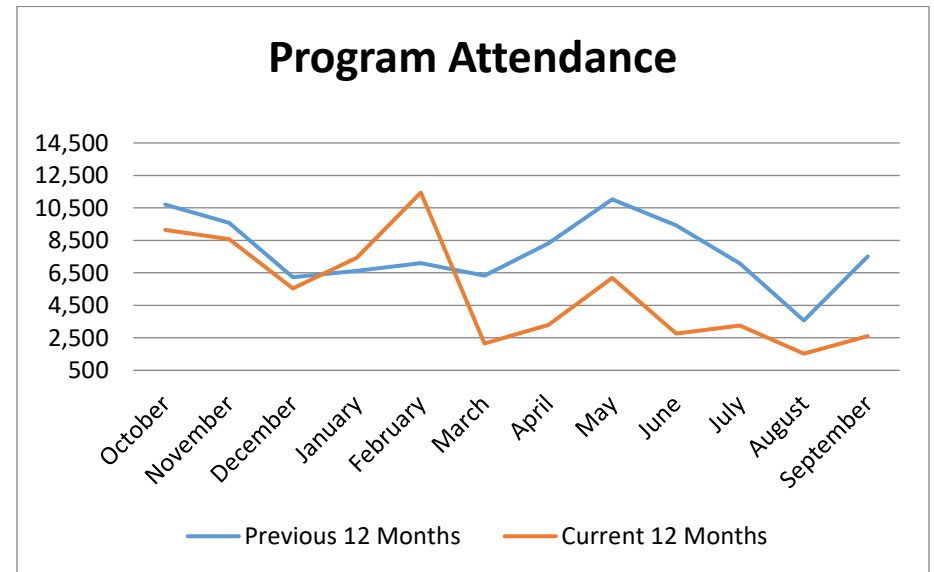
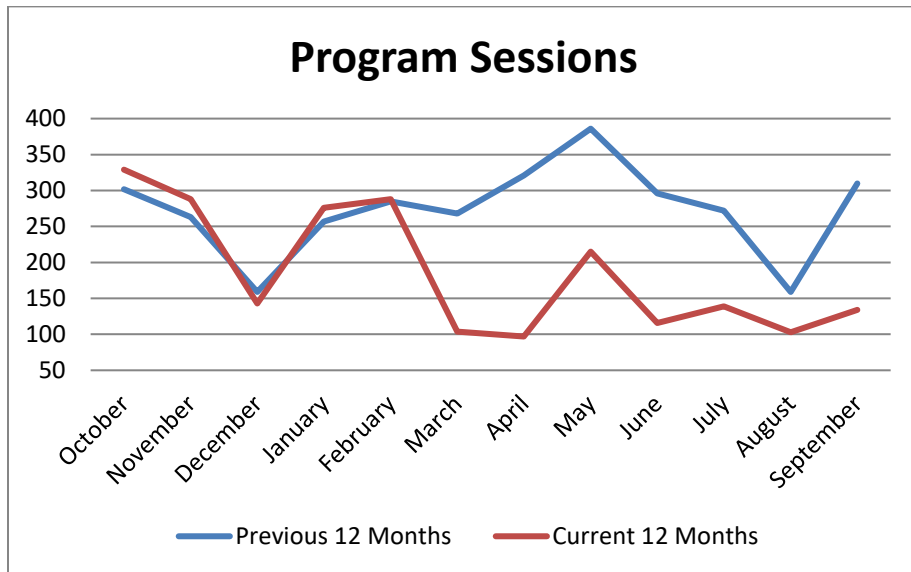


### Downloadables Circulation

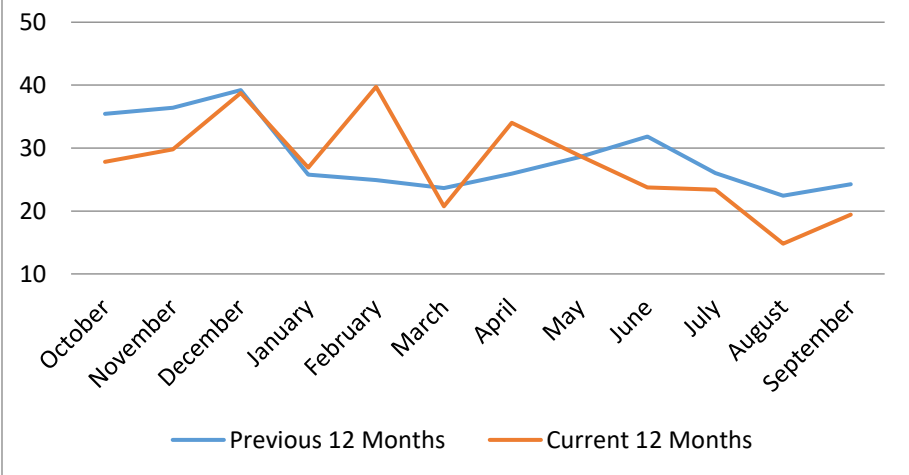


## Notes Relating to Circulation

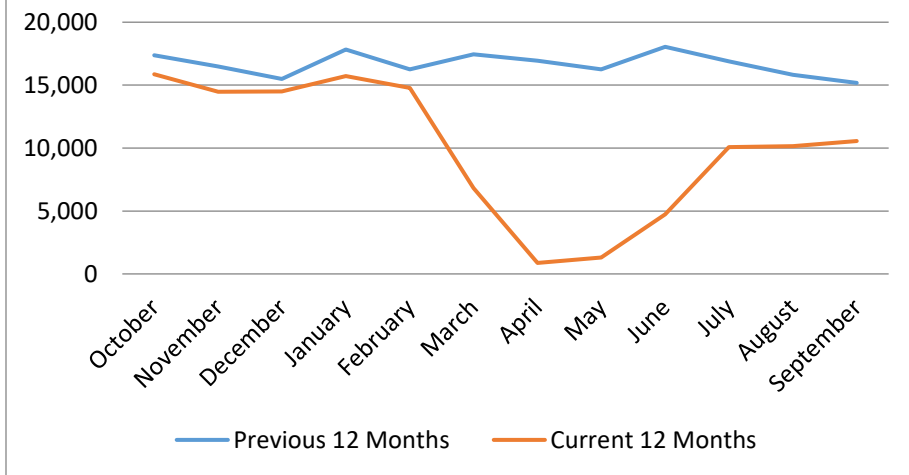
- In September 2020, Material Handling checked in 63,327 items and 25,274 holds were triggered. In September 2019, 110,853 items were checked in and 20,062 holds filled. The 2020 statistics reflect a decrease in service hours of 18% and 7 fewer staff members.
- Customers checked out 13,499 materials via Drive-up, an increase of 28.8% of materials via this service point over last September.
- eMaterial checkouts are 51.9% higher than the same month last year, up 71.2% for the year.
- This month, 210 residents signed up for library cards via online registration or in-person. With 63,022 Arlington Heights' residents holding library cards, this represents 84% of our community.



### Attendance Per Program



### Reference Questions (Library Wide)



### Website Visits

