

## Executive Director’s Report October 2020

### Diversity and Inclusion

#### **Inclusion Awareness Month**

The library celebrated *Inclusion Awareness Month* by distributing suncatcher project kits in the community and launching closed captioning services for 2 October programs, *Spy vs. Spy* and *Dann & Raymond*.

The suncatcher project was a hit with residents – 1500 kits were distributed via the circulation desks at the library and Senior Center, the bookmobile, Kids’ World desk and on the clothes line in front of the library.

Suncatchers were displayed throughout the library and at community partners including the Village of Arlington Heights, the Senior Center, Clearbrook and Northwest Special Recreation Association.

Senior and Accessible Services Supervisor Katie Myers planned and coordinated the many aspects of this project from developing the initial project, sourcing materials, connecting with staff and community partners and distributing kits throughout the community. She had assistance from many staff but especially from Volunteer Coordinator Jennifer Begich, who supervised her team of volunteers in the assembly of the kits and Graphics Supervisor Brian Benson, who helped in too many ways to list them all.



## Cross-Departmental Collaboration to Serve Businesses

Business Services Advisor Diane Malik collaborated with Bilingual Advisor Catalina Shin to host the *Northwest Hispanic Chamber of Commerce Meet Up*. Together they were able to reach both English and Spanish-speaking businesses, sharing information about the library's services. As a result of this partnership, the library will create a highlights version of the business services page that Catalina will translate and have printed in Spanish to expand our reach.



## ESL Conversation Lab

ESL Advisor Brigitte Nohra piloted the *ESL Conversation Lab* that focuses on the employment of specific strategies in particular conversational paths. At the end of the three-week program, 100% of participants requested this become a regular offering.

## Citizenship Classes

The library partnered with the Hebrew Immigrant Aid Society's (HIAS) Immigration and Citizenship organization to provide citizenship classes this month. Throughout the month, HIAS Immigration and Citizenship staff taught five sessions of speaking, reading and writing English, along with U.S. History and civics preparation for customers dreaming of becoming a United States citizen.



- In addition to our tutoring sessions with volunteers and staff, October saw 322 ESL participants across 48 programs throughout the month, the highest ever number of both programs and participants under COVID safety restrictions.

## **Programs and Services**

### **Virtual Spooky Photoshop**



Digital Services Advisors Lee Anne Davis and Alex Niemiec presented “*Spooky Photoshop*” on October 15. Twelve attendees learned how to give their family photos a spooky, frightening, and memorable makeover. Lee Anne and Alex showed attendees how to transform ordinary people into zombies, monsters and more just in time for Halloween.

### **New Virtual Technology Classes**

Digital Media Specialist Chris Smith presented two new virtual technology programs in October. “*Streaming with Twitch*” gave attendees an overview of the basics of streaming, covering what equipment is needed, how to use *Open Broadcaster Software* (OBS) and how to set up a Twitch channel. “*Halloween Stop Motion Animation*” went over the tools and techniques needed to create spooky stop motion videos with *Stop Motion Studio* software.

### **Useful Bookmarks Added to Public Computers**

During the pandemic, the public computer lab is a crucial library service for customers who do not have internet or a computer at home. The library is the only place for many users to check their email. Digital Services is seeing more customers who need additional help with basic computer operation. From a suggestion from Digital Services Advisor Mini Radhakrishnan, Digital Services Supervisor Gregory Berger added bookmarks to the internet browsers that direct right to the login pages for the most popular email clients (including Gmail, Yahoo, Comcast and others). Beginners will now struggle less navigating to their desired email provider.

### **Changes to Business Center**

In preparation for the relocation of the ESL/Literacy Office to the former Business Center, Collection Supervisor Cyndi Hamann weeded the Business & Investment reference, determining which items would be recataloged. Acquisitions Supervisor Marie Szymanek handled moving the investment newsletters, magazines, and newspapers. Cataloging Supervisor Gosia Bylinska recataloged 49 items that were moved from the Business Center to the stacks, and Processing staff handled all the label changes. Material Handling staff relocated the Business Reference collection from the former Business Office to the Reference collection in Nonfiction.

## Author Dan Gemeinhart Visits Local Students

Last school year, author Dan Gemeinhart was selected for South and Thomas Middle Schools' *One Author One School* reading initiative. Over the summer, students were required to read one of Gemeinhart's five middle-grade novels. Youth Outreach Librarian Emily Koch worked with District 25 school staff and the author to develop a personalized, pre-recorded multimedia presentation viewed by the entire student body asynchronously prior to small-group, live Q&A sessions. Each middle school received five Q&A sessions, moderated by Emily in a Zoom webinar format with 10-15 student representatives acting as panelists to ask author Gemeinhart questions while the rest of their classmates watched. The Zoom sessions totaled 1,926 participants over the course of two days.



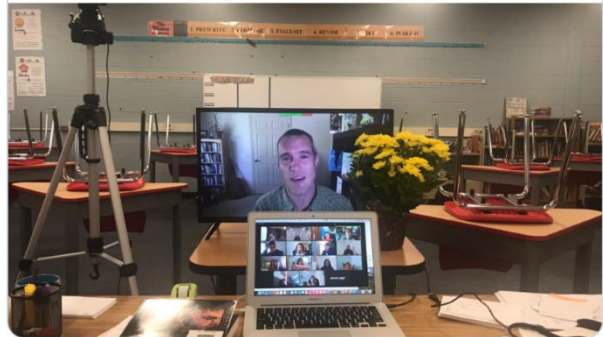
South LMC @D25SouthLMC · Oct 4

Ms. Emily @ahml did a lot of work to organize our visit with @DanGemeinhart ! So glad that your students are excited @CBarbaric . @AHSD25South



Christina Barbaric @CBarbaric · Oct 2

Ss @sms6West @AHSD25South are watching author Dan Gemeinhart and they are 100% engaged! "Dreams only come true if you decide to make them come true." His universal truths are inspiring. Thanks @D25SouthLMC @ahml



Heather Vittore @heathervittore · Oct 6

This photo was taken of the #BackyardBookClub last summer 2019. This was a BBC FAVORITE!! 2 of these readers are lucky enough to be able to talk virtually to @DanGemeinhart today thanks to @D25SouthLMC & @ahml! What an experience they'll always remember!!!! @AHSD25South



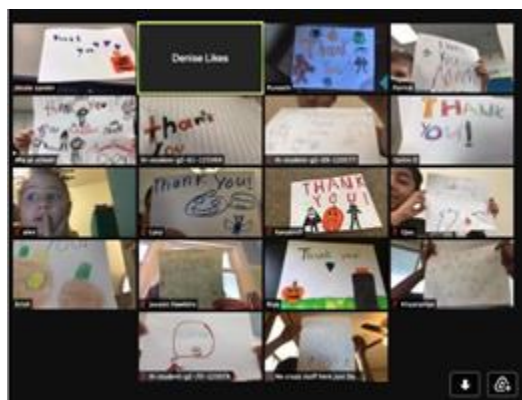
### 3Doodler Jack-o-Lanterns

With support from Collection Services, a set of 3Doodler 3D printing pens that were previously reserved for in-house program use were made available for virtual programming. Participants in our recent 3Doodler Jack-O-Lantern program were able to check out a pen along with all the supplies needed to create a glowing 3D Jack-O-Lantern. On October 29, ten tweens joined Tween Librarian Kerry Bailey and Kids' World Advisor Jan Pinotti for a live Zoom program. After reviewing the project tutorials and tips for using the pens, the tweens created three-dimensional pumpkins. Enough filament was included in each kit so that participants could continue to create beyond the initial projects. This hands-on project gave the tweens the opportunity to use a tech tool not available in our circulating collection and the live program gave them the chance to ask questions and interact with other tweens while completing the project.

### 2<sup>nd</sup> Grade Virtual Bookmobile Visits

Bookmobile and Youth Services outreach staff conducted virtual bookmobile tours for Ivy Hill second graders throughout the month. An autumn tradition, library staff schedule bookmobile visits for all second graders to promote exploration of books and independent reading during this transitional reading phase. This year required a tour adapted to a virtual learning environment. Staff used an iPad to present the tour and familiarize students with current safety procedures. Outreach staff went onto the bookmobile to highlight the collection, read a story and answer questions. Students and educators shared their feedback about the unique tour:

*“Thank you so much for coordinating the bookmobile tour for Ivy Hill 2nd grade last week. They LOVED it. Please pass on our thanks to all the staff who helped and were so patient with the students and their questions/comments : ) Here is the way we thank virtually these days : )”*



## Teen Taste Test Tournament



The month of October was both bitter and sweet as teens tasted their way through eight unique flavors of KitKat chocolates for our first ever *Teen Taste Test Tournament*. Week-by-week, we pit two flavors against each other, ranging from classic Milk Chocolate to special flavors like Pumpkin Pie and Citrus Mint. Twenty-four teens took on this challenge, picking up candy weekly and voting on the more worthy treat. In the end, Dark Chocolate KitKat prevailed to earn the top spot. The tournament was coordinated by Rolling Meadows High School intern Alexandra, who promoted the contest on Hub social media channels and tracked the winners each week.

## Genealogy Awards to Local Students

As part of her work as the *Illinois State Genealogical Society's* (ISGS) Honors and Awards Chair, Genealogy and Local History Librarian Jaymie Middendorf presented the ISGS awards at their fall conference. In a full-circle moment, three students from District 214's Prospect High School received the Youth Award. In September 2019, these students had attended a field trip with their genealogy class at the library, planned and hosted by Jaymie. Their honored projects originated in this class, having used the library's genealogy resources for research and work. The students' award was for the completion of an outstanding genealogy project, and their videos were shown to conference attendees. Jaymie will continue in her role as Honors and Awards Chair in 2021.

## October Booklists

Info Services Advisors created Booklists on the Readers' Services page for customers to access recommended items from home. October booklists included [Hispanic Heritage Month](#) and [Wicked Good Reads](#). The lists feature print, eAudio and eBooks.

## Teen Halloween Murder Mystery Returns



Teen Librarian Evan Mather and Teen Advisor Mariel Fechik hosted the third annual *Teen Halloween Murder Mystery* on October 30. As in years past, teen creative writing club *Inklings* worked to write an original, interactive mystery for other teen attendees to solve, all during a Halloween party full of costumes and games. *Inklings* took on the extra challenge of planning the virtual event this year. They spent two monthly meetings and more on how costumes and evidence could most effectively be shared over Zoom. They also determined a murder method for their fictional victim; Evan who choked on a costume fang hidden in a brownie delivered to his house. Twenty teen attendees interrogated suspects, collected evidence and observed odd behaviors, all while joining in the costume contest and trivia game.

### Halloween Fun

Kids' World hosted the library's annual *Halloween Fun* program on Wednesday, October 28th. Considering COVID mitigation guidelines, the event was held from 10 a.m.–7:15 p.m. One hundred and sixty customers attended seven small group sessions throughout the day. Activities included games, crafts and a photo opportunity. Age-appropriate goodie bags were given out that included additional take-home crafts and giveaways. Lead Youth Outreach Specialist Laura Dakas, Youth Programs Specialist Becky Clesen and Youth Services Supervisor Lynne Priest organized the event with craft and game contributions by Kids' World staff. Families expressed their gratitude for the event and caregivers enjoyed participating in the activities and crafts along with the kids: *Halloween Fun day was awesome – we aren't trick or treating this year so the kids were excited to show off their costumes.*

*“I want to thank the Kids World department for putting together an awesome event for Halloween. My granddaughter and I have been visiting the library weekly for many years. She was so sad when Covid shut her world down. We are now back visiting weekly even though it is just to return and checkout new books. It brings such joy to her to see her usual favorite things. The Halloween event was the icing on the cake. She loved the punching paper and the candy scavenger hunt as it reminded her of the summer reading program. She was so excited to receive craft projects to do at home. It kept her busy all afternoon for two days. The variety of crafts were wonderful. The staff was adorable in their costumes and so sweet to the children. Thank you all so much for your hard work to make this a truly delightful time.”*





## StoryWalk at Lake Arlington

Lead Youth Outreach Specialist Laura Dakas coordinated a *StoryWalk* at Lake Arlington in collaboration with the Arlington Heights Park District. The library installed two *StoryWalks* during the month of October.

## Chapter Chat Parents' Book Club

On October 27, Kids' World Librarian Christina Giovannelli-Caputo and Info Services Senior Supervisor Pam Schwarting, collaborated to offer a parenting book discussion. The classic parenting book *How to Talk so Kids will Listen, and Listen so Kids will Talk* by Adele Faber and Elaine Mazlish was discussed by a lively group of 11 participants. Christina, Pam and attendees shared tips on how to implement the book into modern real life.

## Page Turners Facebook Discussion Group



Info Services Advisors Sherri Tader and Lucy Sears and Info Services Librarian Alison Lowery launched a Facebook Group to support the *Page Turners* adult reading program. The group's focus is to engage with readers in our community and discuss all things books and reading. Posts include prompts, polls, articles and other interesting ways to start online conversations. In October, 112 members joined the Facebook Group. The library posted 19 times in October and received 159 comments.

Postive comments include:

*"I didn't know this group was out there and am so glad that I found out about it and to be able to talk about books and find people who love them like I do."*

*"Where has a group like this been all my life? Oh that's right, I grew-up before the Internet."*

## Election Day

Info Services Librarian Barb Powers put together both a book display with informative documents as well as take-home packets with information, forms and a small craft for voters. During October, 21 items were checked out from the display and 107 packets were distributed via the clothesline outside the library.



The [Civics & Voting web page](#), maintained by Info Services Librarians, was viewed 971 times from September 1 through November 5. Over 45% of visitors exited the page via one of the links on it—indicating a high rate of interest and interaction with the information on the page. Additionally, the average visitor spent 5 minutes 43 seconds on the page, which is over 4.5 times the average time spent on our site’s other pages. Throughout election season, staff reported numerous questions about voting and the election. This page served as a resource of information for staff and customers.

To be ready for Election Day on November 3, Material Handling staff adapted procedures to empty out thousands of returned materials being quarantined in the Cardinal Room to the temporary Hendrickson Room location. The item quarantine returned to the Cardinal Room upon the closure of the room as a polling location.



## COVID Conversations

October 21 marked the second in a series of *COVID Conversations*. This monthly program features community members from different industries sharing how they have been impacted by and persevered during the COVID-19 pandemic. The conversations are recorded and will become a permanent record in the library’s *COVID-19 Story Project*. October’s topic was *Food, Beverage and Hospitality* with guests Colin Gilbert, owner of *Tuscan Market & Wine Shop*, Terry Park, owner/operator of *Ttowa Korean Bistro*, and Matt Priest, General Manager of *Beer on the Wall* of Arlington Heights.

Exhibits Coordinator Carol Ng-He introduced the live event, sharing background of the *COVID-19 Stories Project* with 15 attendees. Programs and Exhibits Manager Jennifer Czajka then led the guests in a conversation that covered everything from the immediate impact of the restaurant shutdown in March 2020, pivoting service models, adjusting staffing levels and PPP to the great support from community members and Village of

Arlington Heights' *Arlington Al Fresco*. The audience shared thoughtful questions and comments. They expressed appreciation for the efforts the presenters made during the pandemic and asked questions about other ways the Village and community could support businesses.

### **Biomimicry: Looking to Nature to Solve Today's Problems**

Arlington Heights Memorial Library and the Arlington Heights Garden Club partnered to bring Kim White, a Master Naturalist, to talk about the wonders of biomimicry. With 19 years of experience at the Brookfield Zoo, co-steward for the DuPage County Forest Preserve and Education Coordinator for the DuPage Monarch Project, Kim expertly discussed how scientists use animals and nature to solve today's problems. A fun fact: the same method that hedgehog's use to cushion themselves is used in football helmets. Audience members also met Uni, a hedgehog, and Chowder, a gecko, during this presentation, as Kim demonstrated their different features. Programs and Exhibits Specialists Tracy Recklaus and Megan Young welcomed the audience of 72, 19 of whom were members of the Arlington Heights Garden Club. Attendees shared glowing feedback via our post-event survey. A portion of the accolades:

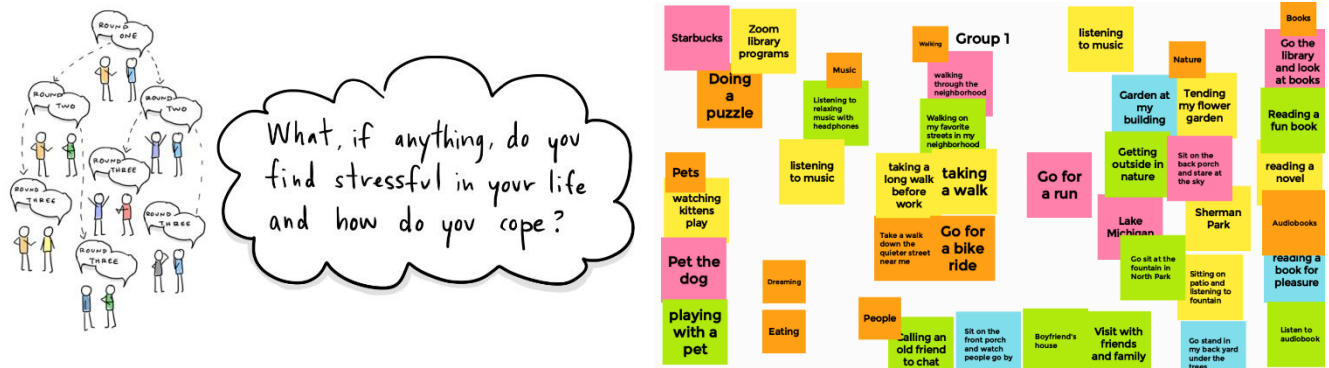
- “The program was excellent; opened my eyes more to how science and technology are patterned after nature.”
- “I really enjoyed learning about all the ideas and connections there are in nature and human inspiration and creativity.”
- “Extremely interesting and informative presentation.”
- “It was fascinating to see how some people can see outside the box and create such innovations.”
- “I loved it - I had no idea about so many of these things and the research that is improving the way we do things”
- “I love to learn and this was by far the BEST Zoom presentation I have seen in years!”



## Designing Our Attention series offers a reflective space for the community

Arlington Heights Memorial Library was fortunate to collaborate with designer, teacher and scholar Beck Tench for a unique four-part series this fall. A current PhD student at the University of Washington Information School, Beck researches how the design of physical and digital spaces cultivates contemplative experience and practice. Before returning to academia, she spent her career helping museums, libraries and other non-profits embrace risk-taking, creativity and change through technology and personal space-making.

Working with Info Services Librarian Alison Lowery and Programs and Exhibits Manager Jennifer Czajka, Beck adapted parts of her past and current work to offer a contemplative space and targeted skill-building around the topic of attention. The four highly participatory sessions, held bi-weekly in September and October, were *Attention & Technology*, *Attention Restoration*, *Paying Attention to Ourselves*, and *Paying Attention to Others*. With thanks to Beck's deeply thoughtful and interactive facilitation, the series built a dedicated group of participants who got to know one another through small group exercises and conversations. The below slides exemplify the enchanting tone of the series.



The impact on attendees was apparent in every session. Many shared how much they needed the connection during COVID-19 and others talked about their favorite sessions and the skills they were building along the way. Some highlights of the feedback shared in our survey:

- “The classes were thoughtful and insightful.”
- “It was amazing! Beck is a great teacher. The material was well thought out and engaging. She had thought out how to help us engage with each other and my fellow attendees were open and insightful.”
- “I learned. Needed to think of this topic in a new way counter to my traditional approach. I grew by listening and participating.”

## **One Book, One Village Program Highlights**

On October 8, ex-FBI Special Agent Joe Navarro presented *Catching Spies, Catching Lies: Joe Navarro on the Hidden Art of Deception* from his home in Florida. One hundred and sixteen enthusiastic attendees listened to one of the most riveting OBOV programs we offered this year. Joe discussed his path from Cuban immigrant to the youngest Special Agent ever recruited by the FBI, sharing engaging graphics including mugshots, maps and more to enhance his unique story. The Q&A at the end received more questions than could possibly fit in the 30 minutes allotted. Joe has written several novels, including one that is being adapted into a film with George Clooney. Three copies of his most recent book were raffled off to customers at the end of the program.

Another popular and unique OBOV program, *New Spy, Who This? Gadgets and Gizmos of Counterintelligence*, welcomed 77 attendees on October 15. Guest speaker, Perry Myers – a private investigator and president of the *U-Spy* franchise - brought fun gadgets to show and tell. Discussing cases he's worked on, Perry gave an inside look into the life of a private investigator. Programs and Exhibits Specialists Tracy Recklaus and Megan Young facilitated the seemingly non-stop questions.

On October 22, librarian and cookbook collector Amy Alessio presented *Cold War Era Delights: Food Trends from 1945-1990*. Eighty-three customers enjoyed her humorous descriptions and wonderful pictures as she chronicled interesting and memorable food trends. Customers clearly enjoyed the program as they asked questions and shared family memories and comments via the chat function on the Zoom webinar. Amy incorporated foods discussed in *The Secrets We Kept* into her presentation and provided guests with recipes for all of the dishes discussed in the program. The post-event survey results made it clear people connected with the content on many levels:

- “It was delicious! It was a trip down memory lane and the time passed much too quickly.”
- “I thoroughly enjoyed it. The speaker was knowledgeable about her subject as well as entertaining in her delivery.”
- “I liked all the history info as related to the foods”
- “It was a program to get away from the seriousness of the times right now and reflect on those ‘comfort’ foods and snacks we ate years ago. The program was also a reminder that there were very serious times in years past, but others lived through those times so there is hope for us too!”

## **Senior Services**

With 188 checkouts this month, Senior Center use is the highest it has been since February.

Senior and Accessible Services Advisor, Janet McDonnell has been selecting book excerpts and short stories for the weekly phone program. Everyone on the call loved her selection, *Fall in New England* by Bill Bryson and enjoyed reminiscing about nature, including taking care of lawns and going for walks and drives to look at the trees.

It was such a hit, she followed up with a discussion of the preface from *The Eight Master Lessons of Nature* by Gary Ferguson. One participant was brought to tears “by the beauty of the writing and the memories of the mountains, the desert and trees” and said he was especially touched by the descriptions of, and appreciation for, nature, since he is so lonely being confined to his room during this pandemic. He said “thank you for the memories, this made my week.”

## **Multi Library Event**

Bookmobile, Circulation and Youth Services staff joined the Mount Prospect Public Library at a joint event promoting literacy and library services at Juliette Low Elementary School. With classes made up of students living in both library districts, 40 visitors checked out 29 of our AHML items!

## **Tour of Optimal Design**

Executive Director Mike Driskell, Makerspace Branch Assistant Manager Chris Krueger and Digital Services Manager Jack Bower were given a tour of *Optimal Design* in Arlington Heights. Sajid Patel and Steve Oshga from *Optimal Design* expressed interest in offering advice, suggestions and programs/training for the community at the makerspace. Sajid and Steve presented a fascinating tour of their industrial design and engineering spaces with many suggestions for hardware, furniture and layout design for our future makerspace.

## **Cake Box Kitchen Auction**

Sadly, *The Cake Box* bakery in Arlington Heights closed its doors this fall after 71 years in business. The vast majority of their kitchen equipment was listed for sale on an online auction. Makerspace Branch Assistant Manager Chris Krueger worked with Lauree Harp, Chair of the Library Foundation to identify and set bids for items in this auction to benefit the makerspace project. While all of the items sold for over our maximum bids, bakery owner Paul Gardner offered us any equipment that did not sell after the auction. Thanks to Paul’s generous donation, the makerspace now has three rolling pan racks, 30 sheet pans and a rolling sheet pan rack in its inventory. This equipment will not only be a great addition to our makerspace, it also carries with it 71 years of Arlington Heights history.



### **Makerspace Cabinetry Donation**











Arlington Height Memorial Library board member Debbie Smart sourced a generous cabinetry donation for future use in the makerspace art space. The cabinets are very well made, in great condition and will act as excellent storage and workspaces. Makerspace Branch Assistant Manager Chris Krueger and Maintenance staff Clint Anderson and Leonel Vargas delivered the donation to the space.













## Virtual Resource Usage

### Top ten visited web pages

**September 2020:**

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

**October 2020:**

Page ?	Pageviews ?	↓
1. /www.ahml.info 	<b>104,442</b> (32.90%)	
2. /borrow/bmm 	<b>3,268</b> (1.03%)	
3. /attend/events 	<b>3,149</b> (0.99%)	
4. /borrow/ebooks 	<b>2,698</b> (0.85%)	
5. /research/databases 	<b>2,499</b> (0.79%)	
6. "DVDs Coming Soon" 	<b>1,218</b> (0.38%)	
7. /StayInformed 	<b>1,182</b> (0.37%)	
8. /attend/events/202011?undefined= 	<b>1,065</b> (0.34%)	
9. /research/genealogy 	<b>973</b> (0.31%)	
10. /form/contact 	<b>956</b> (0.30%)	



## October 2020

### Spotlight on Facebook

#### Communications and Marketing

Facebook is an important social media channel for the library. It allows us to post information, resources share photos about the library services, customers and staff, and create events to highlight programs and create opportunities for social sharing. Communications Specialists Pat Aichele and William Tolan create our social media content and calendar along with Editorial Supervisor April Harder. This team knows the type of content our followers will engage with, and does an excellent job mixing up promotional, informational and social content.

In October, posts with the highest engagement rates were:

[The sun is shining, Arlington Heights – a great day for our StoryWalk®](#) (8059)

[Kanopy movie streaming promotion](#) (2246)

[Registration opens for Dr. Ibram X Kendi](#) (1541)

[Happy Monday from our ESL staff](#) (1444)

[Meet another amazing member of our ESL team](#) (1410)

Worth noting in late September, our most popular content was our first [Banned Books Week video](#) (posted September 28), which reached 14,358 customers, and had 608 engagements as of this writing. The campaign carried over to October, when two other videos were added. We successfully pitched the Banned Books Week video content to ALA the week before, and benefitted from them sharing our content on a larger scale, resulting in over 90 libraries nationwide sharing our content.

Facebook's algorithms pick up on popular original content, which makes it more likely to appear in news feeds. The after-effects of these popular videos will help boost our reach weeks after they're posted.

We often receive instant messages on Facebook for questions on customer service issues several times a week. Communications and Marketing staff replies with answers and connects customers with other staff as necessary.

Note our reporting has changed slightly for this channel. Recently, Facebook stopped sharing metrics with third party apps. We use the Hootsuite app to schedule posts, monitor mentions and access metrics. We're still able to schedule content, but the metrics have disappeared, and we now must use Facebook's own reporting features which don't exactly match our previous metric categories.

**Staff placed 43 promotional requests** related to virtual programming this month. Requests include social media promotion, web graphics, email marketing, video processing and editing.

## **Social Media Engagement**

	March	April	May	June	July	August	Sept	Oct
<b>Facebook</b>								
Posts	56	60	47	41	56	15	40	33
Fans*	5217	5291	5376	5436	5469	5501	5613	5664
Engagement	3531	3642	2725	3148	1886	861	2581	2850
Reactions	2696	3001	2419	2755	1673	752	991	2853
Comments	347	389	180	211	111	69	54	110
Shares	488	252	126	182	102	40	134	N/A
Daily Total Reach								51177**
<b>Twitter</b>								
Tweets	111	139	148	143	137	100	127	120
Followers*	4362	4388	4404	4410	4424	4446	4444	4442
Tweet impressions	116000	120000	127000	100000	94300	76800	90438	88600
Engagement	534	394	399	387	283	240	366	324
Likes	386	294	348	300	211	187	289	253
Retweets	134	92	56	79	64	48	75	66
<b>Instagram</b>								
Posts*	859	875	898	922	978	1002	1027	1055
Followers*	1852	1904	1947	2006	2081	2106	2129	2154
Impressions	25878	24608	19,188	21052	45279	14405	19017	16542
Average Reach	485	451	435	459	560	344	389	318
<b>Constant Contact</b>								
Campaigns	22	27	26	27	21	17	15	18
Sends	127872	85980	43,351	110,385	52314	39158	63951	47932
Opens	57487	30772	12245	37071	12690	10550	19827	12280
Clicks	2500	2262	1169	2196	889	786	821	797
Open rate	45%	36%	28%	34%	24%	27%	31%	26%
Click rate	17%	3%	3%	-4%	7%	7%	4%	6%
Open percentage +/- industry avg.	27%	11%	6%	12%	2%	6%	10%	5%
Total contacts*	32650	32957	33157	33594	33721	33889	33897	33989
Unsubscribed	171	98	19	130	34	27	81	30
New contacts	1006	446	184	436	106	166	8	94
<b>LinkedIn</b>								
Followers*	659	660	672	684	685	689	693	696
Posts	5	1	1	8	0	7	4	8
Impressions	839	620	235	738	352	1100	749	992

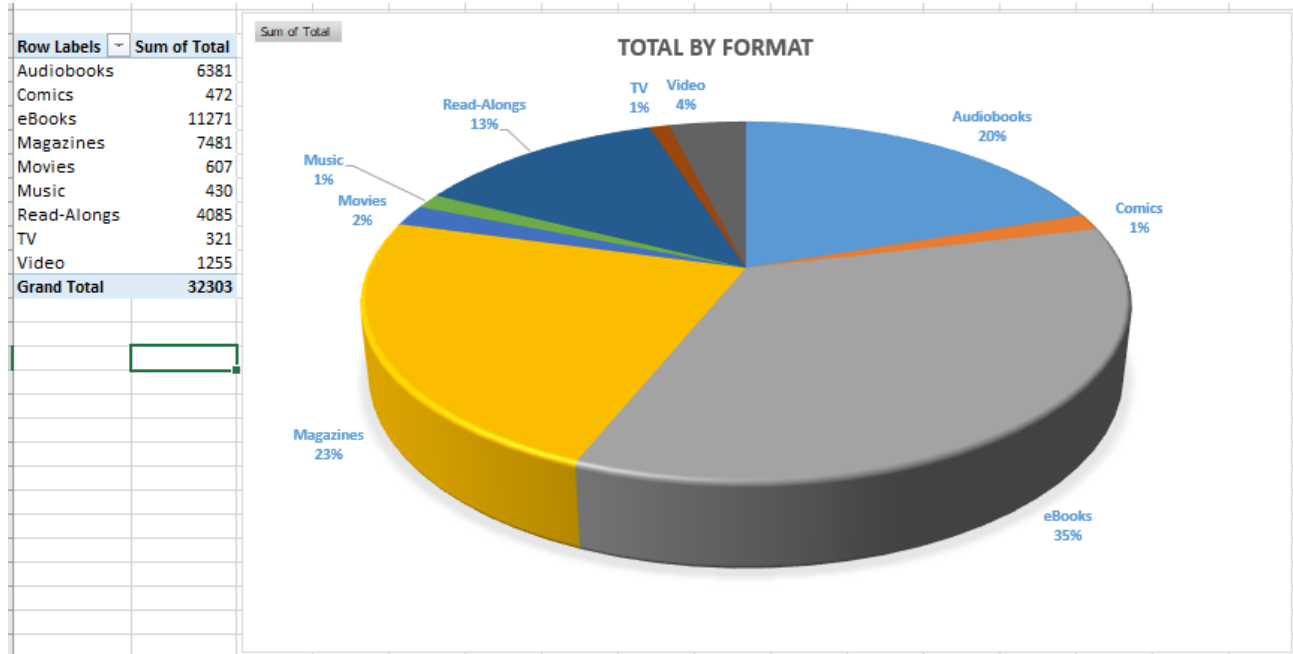
<b>YouTube</b>								
Subscribers*	456	514	585	603	627	658	691	723
Videos added	6	23	34	33	30	15	21*	19*
Views	2,875	5102	5053	3202	3086	2900	3159	3763
Watch time hours	83.3	452.2	437	292.7	306.4	130.6	257.5	418

**\*Cumulative**

**\*Includes unlisted videos**

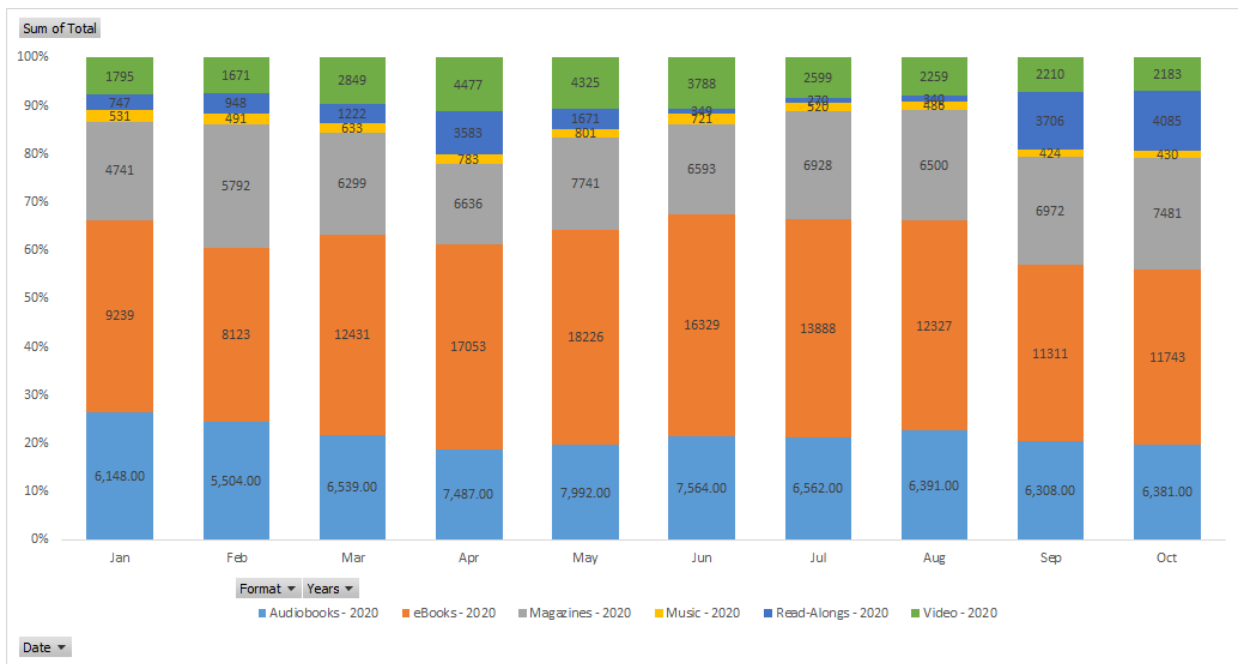
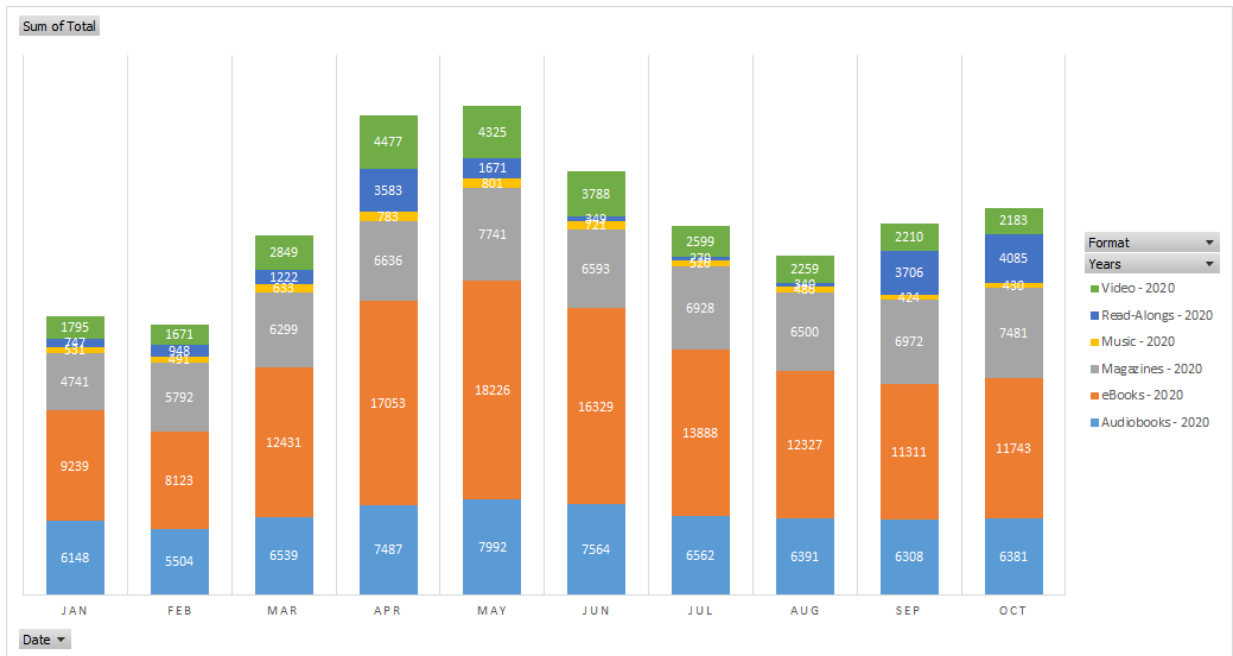
\*\*Unique users who had any content from your Page or about your Page enter their screen through with social information attached. As a form of organic distribution, social information displays when a person's friend interacted with your Page, post or story. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page.

## October eResource overview



eLibrary 2020	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Total
<b>Total eBook checkouts</b>	8,308	10,969	11,785	11,375	10,463	11,839	10,852	11,271	65,574
<b>Total eAudio checkouts</b>	3,377	4,011	4,415	4,338	3,893	6,391	6,308	6,381	26,186

## What Are We Watching? What Are We Learning?



## **Professional Engagement**

### **Library Trustee and Finance Present at ILA**

Board Trustee Debbie Smart, Director of Finance Donna Ekl and Cary Library's Assistant Director of Support Services, Karen Long, presented [\*Developing Your Library's Fiscal Plan\*](#) to approximately 90 attendees at ILA's virtual, annual conference. Library budget development, forecasting, long range fiscal planning, revenue and expenditure tracking, capital projects and auditing were the main topics discussed. A long-range fiscal planning tool was prepared and distributed to all attendees.

### **Youth Services Staff Present at ILA**

Youth Outreach Librarian Emily Koch, Teen Services Supervisor Alice Son and D25 community partners Idelle Malamed and Becky Fahnoe presented [\*Book It! Collaborating With Schools to Provide Author Visits\*](#) to about 75 attendees at ILA's virtual, annual conference. Alice also presented [\*How to Interact with Teens When You're Not a Teen Librarian\*](#) with librarians from Park Ridge, Schaumburg and Oak Lawn libraries.

### **Kids' World Librarian Shares Homeschool Expertise**

Kids' World Librarian Christina Caputo taught a five-week, online course for ALA/ALSC in May and again in October on *Homeschoolers and the Public Library*. In addition, she was a guest lecturer for Middle Tennessee State University graduate students, sharing information about how public libraries can serve homeschooling customers. Christina also contributed to the recently-published book, *Homeschooling and Libraries: New Solutions and Strategies*. A staff member who is attending an LTA program noted using one of Christina's articles from her column, "Hangin' With My Homies" in *VOYA Magazine*, to learn more about library services to homeschoolers.

### **Congrats!**

Collection Supervisor Cyndi Hamann was named as chair of the *YALSA Collection Development Grant Jury* committee.

### **DECODE 2020 Literacy Summit**

On Friday, October 2, Megan Young attended day one of *DECODE 2020: Literacy, Liberation, & Civic Life*. Presented by the *Chicago Literacy Alliance (CLA)*, this annual thought-leadership summit offered three days of sessions and networking focused on challenges and possible solutions to increasing literacy in Chicago and the Chicagoland area. CLA gathered educators, literacy professionals, students, philanthropists and civic decision-makers to break down the barriers between students and literacy.

## **Bookmobile Outreach**

Bilingual Advisor Catalina Shin and bookmobile staff Teri Scallon, Ron Moravec, Renu Khurpa and Al Garcia attended the *Association of Bookmobile and Outreach Services* (ABOS) virtual conference, where they each increased their understanding and knowledge about promoting outreach and bookmobile services from libraries around the country offering similar services.

## **Equity in Action**

Sixteen staff members participated in the three-week course, *Equity in Action: Fostering an Antiracist Library Culture*. Topics covered explicit bias, dismantling white supremacy in libraries, equity audits and cultivating antiracist/antibias workplace and hiring practices.

## **Proliteracy**

ESL Advisor Allie Gourley participated in the following *Proliteracy* webinars from the *Ideas in the Field* series: *LearnerWeb.org*, *Reopening*, *Using YouTube in Instruction* and *Working from Home*.

## **Customer Comments**

### **Digital Services**

Customers expressed their appreciation of the help Digital Services Advisors:

- “Thank you for doing such great work sanitizing the Public Computing Lab!”
- "I have a compliment on an employee. I was graciously treated by Dennis Tracy in Technology Services (Computer Lab). I had a unique request: trying to print a document from an outdated laptop. He was knowledgeable, helpful and kind and addressed my every need. He went the ‘extra mile’ and deserves credit for it and was professional in giving great customer service.”
- “Thanks to Alex Niemiec and Lee Anne Davis. Wonderfully eager to help me.”
- "I had a one-on-one meeting with Rich Fabits on Monday and he was SO HELPFUL. He should be the employee of the month. He was very patient and knowledgeable. Rich helped me with three different devices and gave me pointers above and beyond what I was even asking. Thank you to Rich!"
- "Charlie Crane has been very helpful. I had several items to fax and Charlie was wonderful and a big help!"

### **SAS Home Delivery Book Selections Made a Real Difference to Our Customers**

A customer shared this memory of his father in his written comments to us after reading *A Man Called Ove* – he appreciated the book being selected for him:

“Ove and my father were very much alike. My dad never finished high school, but he went on to take courses by mail for electronics and wound up fixing radios and cars for others. My dad worked for the railroad also and gradually worked his way up to be an engineer for the Sante Fe. Dad had a few “old ways” about himself also. He kept his old car for years because he believed firmly all those new cars were too complicated and he could continue to fix his old car himself, sometimes taking from old heaps in the used car lot. I think my father really was an Ove himself.” – Norm H.

“Since I had such an exceptionally good month of reading, I think I would like you choose this month also. Go!” Alyce D.

This month’s delivery was "the most fun bag I ever opened. It's like Christmas." She also said the joke books were wonderful and "my 12-year-old great grandson will think I am great with these jokes." – Doris B.

“Thanks for your dedicated service. The library and its patrons are lucky to have you.” – Doris C.

“You did a marvelous job picking out books this past month. I enjoyed them very, very much.” – Karen K.

“Thank you for introducing me to the Talking Book program. It is such a good fit for me, since reading large type was becoming too difficult. I look forward to talking to you each month about what I am going to read next.” – Mary M.

## **Youth Virtual Programs**

- We love your storytimes, Miss. Christina! You are like a celebrity in our house!
- A customer said the story time videos are so helpful to keep their child entertained; she specifically complemented the songs Amy chose for Family Time.
- A family who participated in the read aloud book club attended a school outreach visit; they told us how they enjoyed the last read aloud book club and are going to sign up for the next one!
- Hey all, wondering what happened with all of Miss Maria's storytimes on the AHML YouTube channel recently? She is honestly one of the only things helping to keep us sane with our toddler home over the last 6 months 😊. Glad to see Miss Maria on the schedule for baby time on the 8th. We've definitely got a soft spot for her videos with as many as she cranked out back when everything was shut down.

## **Info Services**

There were 107 chat surveys completed in October. Of the 107 chat surveys complete, 90 surveyors rated their chat experience as “Excellent”. The rating average for the month was 3.73. Here are some of the October chat comments:

- I don't know what I would do without AHML. You are all great!
- I appreciate the help!
- Rosa was very helpful!
- Neal was very responsive and helpful!
- Laura when over and beyond to help me with my password reset issue!
- The online chat people at the library are always helpful.
- Alison answered my questions promptly and with much detail.
- Yes, Allison was wonderful. Very patience and just great in every way.
- Andrea Naughton assisted me with finding books and provided me with resources to complete a project. She was very efficient and thorough. She saved me a lot of time.

## **CCS Customer Service**

- Customer Comment over the phone: "I have been to a lot of different libraries in the area and your (AHML) customer service is bar none."
- From a customer email: “Thanks for being so through and following up with me. Love this library for the great people who help us. Have a wonderful weekend and thoughts for good health.” – Louise D

## **ESL Virtual Programs**

- “Thank you so much. The way you teach us, it’s easy to remember rules and how to use in sentences. I am looking forward to keep learning from you. Thank you once again.” - from a Culture & Conversation student
- “Thank you for your lesson. It is very useful. It can help me express what I want to say.” - from a tutoring student
- “It was nice meeting with you. I enjoyed your class. I must say you feel the pain of ESL students, sometimes ESL students feel shy. Initially I also felt shy but now I am able to ask my doubt or questions. I Appreciated your efforts.” - from an ESL Conversation Lab student