

Executive Director's Report November 2020

What's New @ AHML

Providing Services While the Building is Closed

As of Friday, November 27, copying, printing, faxing and scanning services are available to customers at a new self-service station located in the north vestibule of the library's underground parking garage. The area is self-directed and is available for customers to use for up to ten minutes. Equipment includes a *SimpleScan* station for faxing and scanning, a color copier, a black and white printer, an express computer station and a shredder. The self-service area is limited to one party at a time. A Digital Services Advisor is available at all times to provide verbal guidance tech support. The self-service station is available from library opening until 15-minutes before library closing.



Additionally, from the same location, Arlington Heights cardholders can check out a laptop at the tech station on a first come, first served basis. Checkout is for one hour each day. Customers can use the laptop in their car (library Wi-Fi covers the underground garage) or wherever they wish as long as it is returned on time and a half-hour before closing.

Customers can also submit remote print jobs from the library website (*ahml.info/print*) then pay for and print them at the self-service printer. The Digital Services Department continues to field one-on-one appointments virtually and over the phone.

Teen collection relocation

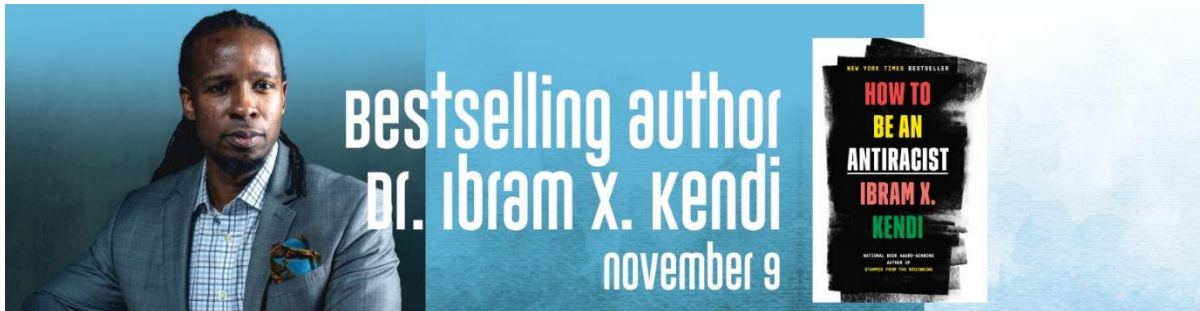
It was a team effort to relocate the popular Teen Graphic Novel and Manga collections to a location more accessible to all readers. Collection Services staff, Youth Services staff, Circulation Services staff and Facilities staff collaborated on the changes including reusing a shelving unit from the recently redesigned New & Popular area.



New Booklists

Info Advisors created booklists on the Readers' Services page so that customers can access these recommended items from home. November booklists included lists to support the [Ibram X. Kendi author event](#) and [Best of 2020](#) lists. The booklists were marketed via e-mail and social media.

Diversity and Inclusion



Welcoming Dr. Ibram X. Kendi in Multi-Library Partnership

Upon invitation from the Highland Park Public Library, the Arlington Heights Memorial Library was one of eleven libraries presenting historian and author Professor Ibram X. Kendi in a special virtual event on Monday, November 9. On event night, 5,931 viewers attended the conversation with Dr. Kendi and WBEZ's Natalie Moore exploring the cause and effects of racism. More than 690 of these viewers identified themselves as learning about the event through AHML, making us the library with the second highest attendance. Dr. Kendi offered insights on how to confront racism including, "The most important aspect for organizations and institutions is we need to be asking what can we do to support equity," Kendi said. "Every institution need to assess impact of practices and policies and then figure out ways to change policies and practices so that they are just and equitable." Chicago Tribune's Elizabeth Schiele covered the [event](#).

We are grateful to the evening's bookseller partners and our library partners: Aurora Public Library, Deerfield Public Library, Glencoe Public Library, Highland Park Public Library, Lake Villa District Library, Northbrook Public Library, Schaumburg Township District Library, Skokie Public Library, Vernon Area Public Library and Wilmette Public Library.

Book Buddies

Youth Services staff teamed up with ESL staff to provide a new programming series allowing kids to practice their reading skills called Book Buddies. Over two sessions during the month of November, fourteen volunteers (Big Buddies) met virtually with twelve K-2nd grade students (Little Buddies) on Zoom where they read eBooks together using Hoopla Digital. Big Buddies go through an orientation led by Teen Librarian Evan Mather and ESL Advisor Amy Duffey to teach guided reading principles prior to their first session.

Serving our Community

One Book, One Village 2020 wraps with Dr. Zhivago, Pierogis and Author Lara Prescott

Doctor Zhivago: A Film Discussion

Film historian and our regular partner Raymond Benson joined Programs and Exhibits Specialist Megan Young in offering a second *One Book, One Village* (OBOV) program this season - a discussion of the 1965 film *Dr. Zhivago*, based on the novel by Boris Pasternak on November 2. Twenty-two film lovers viewed the film in advance, then joined Raymond for a thoughtful discussion. They discussed everything from actors to cinematography to storyline and the film's relation to *The Secrets We Kept*.

Pierogi Pop-Up and Super Secret Swag Giveaway

On Sunday, November 8, "Super Secret Swag" kits were given away at a pop-up event held in front of the Dunton Avenue entrance. Seventy-seven customers registered for the author event took home novelties to enhance their evening with Lara Prescott, from a playlist created by the author to Russian candies and magnifying glasses. Simultaneously, the *Pierogi Rig* pierogi truck sold the traditional Russian comfort food to countless Arlington Heights residents and visitors; a huge success on an unseasonably sunny and warm Sunday afternoon. The event provided invaluable visibility to our OBOV program and customers enjoyed their pierogi al fresco and posted pictures on social media.

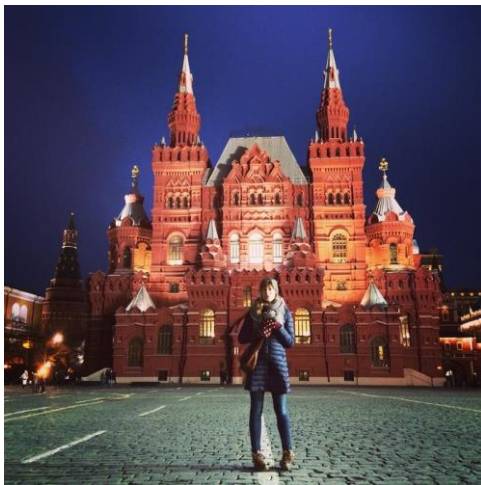


An Evening with Lara Prescott

Five days later, fans of the historical fiction novel *The Secrets We Kept* took a closer look into the history behind the book with its author Lara Prescott on Thursday evening, November 12. *An Evening with Lara Prescott* was the signature event for the 7th Annual

One Book, One Village. It was the first time the library held a virtual *One Book, One Village* signature author event, hosted on Zoom, leading to the library welcoming its largest OBOV author audience of more than 390. Lara Prescott kicked off the evening by sharing a look into her research and the world of *The Secrets We Kept*. Info Services Advisors Alisa Stanfield and Joan Lasky led Lara in a conversation through excellent questions from attendees, they did an amazing job keeping the conversation moving, approachable and relevant to the Arlington Heights Community.

New this year, a survey was launched through Zoom, collecting responses within minutes of the program's end. 86% had read the book and another 12% planned to read it after the event. 56% of attendees indicated this was their first OBOV author event, illustrating that with each book choice comes new interest and unique reach.



Photos from Lara Prescott's research for The Secrets We Kept

Dinovember

Kids' World hosted several dinosaur-themed activities for kids and their families during the month of November. A scavenger hunt set up throughout Kids' World challenged 116 participants to solve riddles as they searched and learned about different dinosaurs. Children also had the opportunity to look for our Kids' World dinosaur, hanging out in the department; 280 customers successfully found it hanging above the stacks. Early Literacy Services Supervisor Rebecca King and Kids' World Assistant Manager Maria Papanastassiou starred in *Dino Stories* and *Dance Party!* on the library's YouTube channel, viewed by nearly 300 customers throughout the month.

Buying and Selling Online Virtual Programming

Digital Media Specialist Chris Smith created two classes, *Tips for Buying Online* on November 4 went over tips when it comes to buying items on sites such as Craigslist, eBay, Facebook Marketplace, OfferUp and Etsy, there were 7 attendees. *Selling Online Overview* on November 11 explored selling on the same platforms and had 25 attendees! These platforms have been even more popular throughout the pandemic as people turn to them to make a bit of extra money, and customers found the overview of their mechanics valuable.

Zoom Classes for Seniors Hit the Spot

The newest virtual Senior Center tech class, *Host a Zoom Meeting* has proved popular with all classes filled and 100% attendance. Senior and Accessible Services (SAS) Manager, Mary Jo Lepo developed the new virtual class to include opportunities for students to have some hands-on experience.

Demand for *Learn Zoom* senior classes continues with SAS Advisor Catherine Maxwell and Digital Services Advisor Rich Fabits instructing the popular class for beginners. SAS staff call students in advance to answer questions and support them joining their first session.

Jim Gibbons Presents: The Vietnam War

Eighty-eight customers joined the library for a special Vietnam War Veteran's Day program featuring historian and seasoned lecturer Jim Gibbons on Sunday, November 8. Programs and Exhibits Specialist Tracy Recklaus partnered with Greg Padovani, Chairman of the Veteran's Memorial Committee of Arlington Heights, to conceive the event. Jim Gibbons engaged customers with his incredible depth of knowledge, accessible (and at times humorous) delivery and infectious love of history. Greg graciously thanked the library for giving him the opportunity to reach out to Veterans in our community and provide a program to commemorate the holiday at a time when COVID has made the usual ways to honor Veterans impossible. Closed Captioning was provided during this program, which was a welcomed service as the audience was attended by many seniors.

Tinker Kits @ BGHS

In November, teens who attended in-person classes at Buffalo Grove High School (BGHS) were able to pick up a *Tinker Kit* inside at their school library. Using the clothesline that was once located on Dunton Ave outside AHML as inspiration, Teen Services staff sent string and clothespins to BGHS library so that teens could easily grab a kit to complete during a study break, at lunch or when they got home. Thirty kits were picked up by students who were hybrid learning.



Round and Round: Classic Cocktails Demo

To ring in the holiday season, Programs and Exhibits Specialist Megan Young coordinated a program with beloved mixologist - Dr. Kevin Peterson, co-owner of *Castalia*, a fragrant cocktail bar in Detroit, Michigan. Kevin guided 83 customers step-by-step through making two classic cocktails: *Old Fashioned* and a *Daiquiri*. Participants were treated to insights as he highlighted the science behind cocktail-making. Customers received ingredient and equipment lists ahead of the program to make the drinks alongside Kevin during the live demo. The [program was recorded](#) and is now available on the library YouTube channel, just in time for the holiday season.

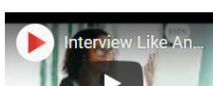
Featured Program Videos for Job Seekers

Info Services Librarian

Alison Lowery worked with Technology and Solutions Expert Ken Pedersen to embed program videos on the library's subject page for [Jobs & Careers](#). Videos of past programs now appear alongside highlighted local agencies and informational resources.

Many recent career programs have been timely and relevant in the COVID era, including the recent *"How to Successfully Navigate the Remote Job Market"* which had 99 in-person attendees and over 100 views of the video.

Featured Videos



Local Resources for Job Seekers

- National Able Network
- Career Resource Center
- Barrington Career Center
- Harper College Career Center
- Illinois WorkNet (Arlington Heights Location)
- Illinois WorkNet (main site)



Resume Resources

- VisualCV Resume Creator (Te & Education Reference Center)
- Resume Writing Workshop (G Courses): Six-week, instructor course
- Free Resume Templates (Hloom.com)

Page Turners Adult Reading Program Concludes



Adults


The 2020 adult reading program "Page Turners" concluded this month. This program was created as an alternative to a traditional summer reading program. In response to the current environment of the COVID pandemic, Info Services staff created an ongoing reading challenge to provide activities for engagement during this potentially isolating time. Out of this program, the advisory Page Turners Facebook group was also created, with 141 people joining the group. Over the course of the actual reading challenge program from June through November, some statistical highlights include:

- 304 total signups
- 862 total completed activities by
- 187 unique readers
- 22,435 total minutes of reading logged

Makerspace News

Makerspace Article Published in Prospect High School Newsletter

An article featuring the library makerspace and an interview with Makerspace Branch Assistant Manager Chris Krueger was included in an issue of Prospect High School's [The Prospector](#). Executive News Editor Charlie Dahlgren provided a great place to share information about the makerspace with one of its target markets.



New makerspace opens opportunities for community

CHARLIE DAHLGREN
Executive News Editor

The Arlington Heights Memorial Library (AHML) is in the design phase of their brand new makerspace which will replace the current Arlington Heights Teen Center, adjacent to Recreation Park, with a high-tech workspace.

A makerspace is a designated place for entrepreneurs, small businesses, hobbyists and students to collaborate, build and learn with hands-on experience. It houses shared equipment suited for different art forms and technologies as well as provides public spaces where professionals can give classes and presentations.

The AHML Makerspace includes new, state-of-the-art equipment that will be completely free to use. Among the new equipment is 3D printers, laser cutters, quilting, embroidery and sewing machines, computers for programming, educational robots and a commercial kitchen.

AHML deemed these the best tools by looking at the most used equipment in other makerspaces as well as community feedback through a survey they conducted locally, according to Chris Krueger, the makerspace branch assistant manager at AHML.

"The community response has been great," Krueger said. "It's really exciting to see people with all these unique talents reaching out to us to get involved, and I think we're going to be able to have some really cool partnerships and classes in the space once we're open."

Krueger is a self-described maker (a general term used to describe those with a passion for building or creating) and has worked at AHML for almost two decades. As a maker, he is experienced in laser cutting, 3D printer construction and do-it-yourself electronics.

Krueger first started to connect with the maker community in 2010 when he started blogging about his experiences with building 3D printers online. His attachment only grew when he started to attend makerspaces and join their communities.

One of the makerspaces Krueger attended was [Pumping Station, One](#) (PS1) in Evanston which is Chicago's oldest and largest makerspace. Aushra Abouzeid, a member

a new library was built in 1968 with the old building being converted into a teen center. 50 years later, the village no longer had a real use for the space.

Now, library officials feel the building is ready for its next big contribution to the community. The Village of Arlington Heights was able to transfer the property to AHML, and the library plans to use the space to its full potential.

"There's a lot of really cool history involved too," Krueger said. "It is really cool to be able to see that space go from a historic location to moving our library to the future"

AHML knew they had to find an external building for this space in order to preserve a peaceful environment inside the library. Often, makerspaces are loud, with the equipment running and people collaborating on projects. In addition, AHML administrators feared equipment like the kitchen, 3D printers and laser cutters could cause some unwanted smells to disrupt the library.

This new building is ideal for the makerspace. It spans 8,000 square feet over two levels and is located only a few blocks away from the main library building. The makerspace will not interfere with any services AHML already provides.

The project is currently undergoing its design phase through the [Williams Architects of Jansco](#), and the construction project is now out to bid. AHML is funding this project with help from a \$100,000 [State of Illinois Capital Infrastructure Improvement Plan](#) grant as well as a \$50,000 Live and Learn Construction Grant.

All things considered, the AHML is planning to have the makerspace completed by the first quarter of 2021, and those involved are excited to see what new projects the space fosters to residents of Arlington Heights and anyone who may utilize the AHML makerspace.

"When you first walk into a makerspace ... the possibilities that are there can be really exciting and intoxicating," Abouzeid said. "Since you have access to a variant of tools and techniques, there is great potential for cross fertilization and taking the techniques and ideas from one area and combining them with things from another area to create stuff that is even more creative than you might be able to do in a space that is dedicated to just one process." 

Sam's of Arlington Kitchen Auction

Sadly, *Sam's of Arlington* in Arlington Heights closed their doors this fall after 50 plus 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 and JoAnne Gunderson from the Arlington Heights Memorial Library Foundation to identify several pieces of equipment that would make good additions to the makerspace kitchen.

Communications and Marketing

Communicating COVID-19 related changes in services and operations

As it is maintained by us, easily updated and available to customers at any time, the library website is the first place we note services changes. A bright yellow alert bar on the website landing page links to a [Stay Informed](#) page detailing services changes as they roll out. The website address is easy to remember and makes sense for the type of information it contains.

We also use email messaging via our Constant Contact and can send to all our email subscribers-- about 30,000 contacts. We get particularly good open rates on service change emails, typically at 30-45 percent.

Social media messaging is another effective communication channel for us. Often when we post services changes, we link to our website so that we can fine tune the messaging as needed. This channel allows for individual and organizational followers to share our messaging.

Recent messaging on service and operations updates includes:

Constant Contact email

[November 13 – Library services changes due to rising COVID cases in Illinois](#)
(This email had a 50.8% open rate on 29,249 sends)

Facebook

[November 18 - Notice of Upcoming Closure](#)

[November 23 – Virtual Digital Appointment promotion](#)

[November 27 – Return bin available in underground parking garage](#)

[November 28 – Bookmobile now a contactless pickup location](#)

[December 2 – Walk-up Service available at Dunton Ave. entrance](#)

[December 3 – Walk-up Copy, Print, Fax and Scan services, Laptops available](#)

Twitter

[November 13 – Bookmobile now a contactless pickup location](#)

[November 18 – Notice of Upcoming Closure](#)

[November 23 – Virtual Digital Appointment promotion](#)

[November 24 – Virtual Digital Appointment promotion](#)

[November 28 – Virtual Digital Appointment promotion](#)

[December 2 – Walk-up Service available at Dunton Ave. entrance](#)

[December 3 - Self-service Print, Fax, Scan, Copy Service](#)

[December 3 – Virtual Digital Appointment promotion](#)

[December 4 - Self-service Print, Fax, Scan, Copy Service](#)

[December 5 - Pick up library items closer to home with Bookmobile contactless service](#)

[December 6 - Need to fax, scan copy and print? Walk-up service](#)

[December 7 – Walk-up Copy, Print, Fax and Scan services, Laptops available](#)

Instagram

[November 13 – Bookmobile now a contactless pickup location](#)

[November 19 - Notice of Upcoming Closure](#)

[November 28 – Virtual Digital Appointment promotion](#)

[December 2 – Walk-up Service available at Dunton Ave. entrance](#)

[December 3 – Walk-up Copy, Print, Fax and Scan services, Laptops available](#)

Social Media Engagement

| | April | May | June | July | August | September | October | November |
|---|--------|--------|---------|-------|--------|-----------|--------------------|--------------------|
| Facebook | | | | | | | | |
| Posts | 60 | 47 | 41 | 56 | 15 | 40 | 33 | 42 |
| Followers ¹ | 5291 | 5376 | 5436 | 5469 | 5501 | 5613 | 5664 | 5695 |
| Engagement (post clicks) | 3642 | 2725 | 3148 | 1886 | 861 | 2581 | 2850 | 1677 |
| Reactions (likes, etc.) | 3001 | 2419 | 2755 | 1673 | 752 | 991 | 2853 | 1289 |
| Shares (no longer specified individually) | 252 | 126 | 182 | 102 | 40 | 134 | N/A | N/A |
| Daily Total | | | | | | | 51177 ² | 36813 ² |
| Reach (new metric provided by FB) | | | | | | | | |
| Twitter | | | | | | | | |
| Tweets | 139 | 148 | 143 | 137 | 100 | 127 | 120 | 118 |
| Followers ¹ | 4388 | 4404 | 4410 | 4424 | 4446 | 4444 | 4442 | 4461 |
| Tweet impressions | 120000 | 127000 | 100000 | 94300 | 76800 | 90438 | 88600 | 97300 |
| Engagement | 394 | 399 | 387 | 283 | 240 | 366 | 324 | 340 |
| Likes | 294 | 348 | 300 | 211 | 187 | 289 | 253 | 295 |
| Retweets | 92 | 56 | 79 | 64 | 48 | 75 | 66 | 37 |
| Instagram | | | | | | | | |
| Posts ¹ | 875 | 898 | 922 | 978 | 1002 | 1027 | 1055 | 1080 |
| Followers ¹ | 1904 | 1947 | 2006 | 2081 | 2106 | 2129 | 2154 | 2179 |
| Impressions | 24608 | 19,188 | 21052 | 45279 | 14405 | 19017 | 16542 | 18427 |
| Average Reach | 451 | 435 | 459 | 560 | 344 | 389 | 318 | 425 |
| Constant Contact | | | | | | | | |
| Campaigns | 27 | 26 | 27 | 21 | 17 | 15 | 18 | 16 |
| Sends | 85980 | 43,351 | 110,385 | 52314 | 39158 | 63951 | 47932 | 92920 |
| Opens | 30772 | 12245 | 37071 | 12690 | 10550 | 19827 | 12280 | 35725 |
| Clicks | 2262 | 1169 | 2196 | 889 | 786 | 821 | 797 | 1029 |
| Open rate | 36% | 28% | 34% | 24% | 27% | 31% | 26% | 39% |
| Click rate | 3% | 3% | -4% | 7% | 7% | 4% | 6% | 3% |
| Open percentage +/- industry avg. | 11% | 6% | 12% | 2% | 6% | 10% | 5% | 18% |

| | | | | | | | | |
|-----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Total contacts ¹ | 32957 | 33157 | 33594 | 33721 | 33889 | 33897 | 33989 | 34044 |
| Unsubscribed | 98 | 19 | 130 | 34 | 27 | 81 | 30 | 127 |
| New contacts | 446 | 184 | 436 | 106 | 166 | 8 | 94 | 155 |

LinkedIn

| | | | | | | | | |
|------------------------|-----|-----|-----|-----|------|-----|-----|-----|
| Followers ¹ | 660 | 672 | 684 | 685 | 689 | 693 | 696 | 707 |
| Posts | 1 | 1 | 8 | 0 | 7 | 4 | 8 | 0 |
| Impressions | 620 | 235 | 738 | 352 | 1100 | 749 | 992 | 298 |

YouTube

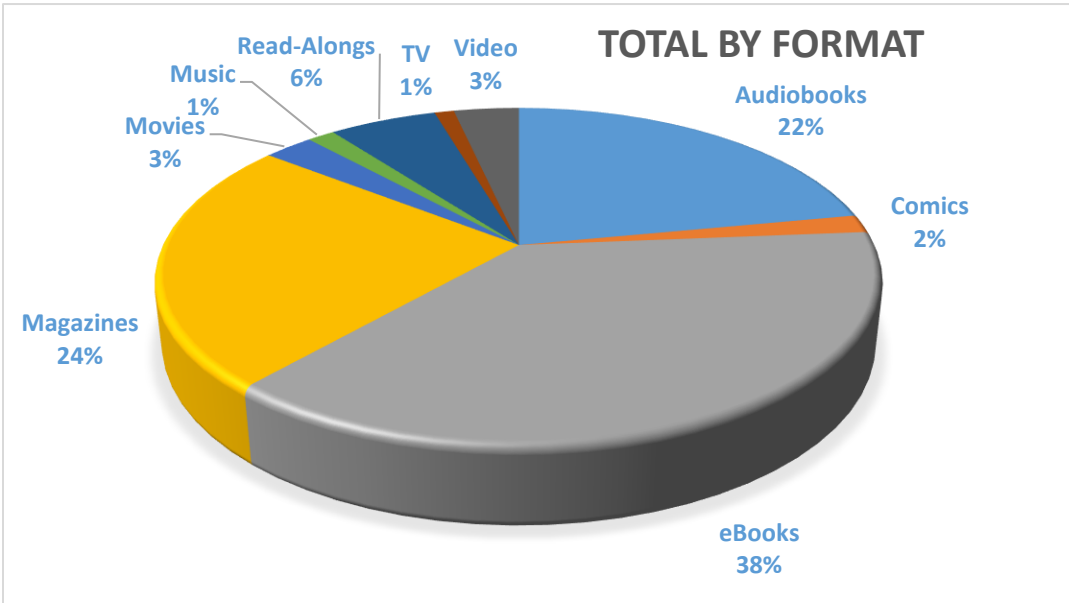
| | | | | | | | | |
|--------------------------|-------|------|-------|-------|-------|-----------------|-----------------|-----------------|
| Subscribers ¹ | 514 | 585 | 603 | 627 | 658 | 691 | 723 | 747 |
| Videos added | 23 | 34 | 33 | 30 | 15 | 21 ³ | 19 ³ | 18 ³ |
| Views | 5102 | 5053 | 3202 | 3086 | 2900 | 3159 | 3763 | 2859 |
| Watch time hours | 452.2 | 437 | 292.7 | 306.4 | 130.6 | 257.5 | 418 | 274.9 |

¹Cumulative

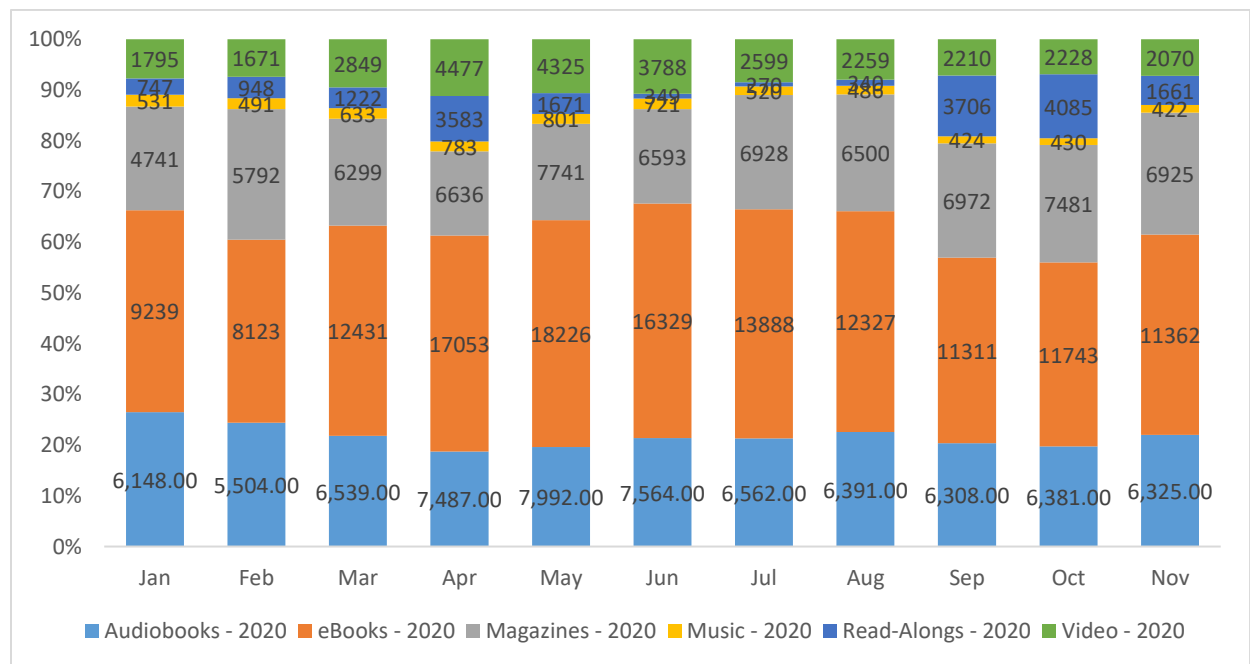
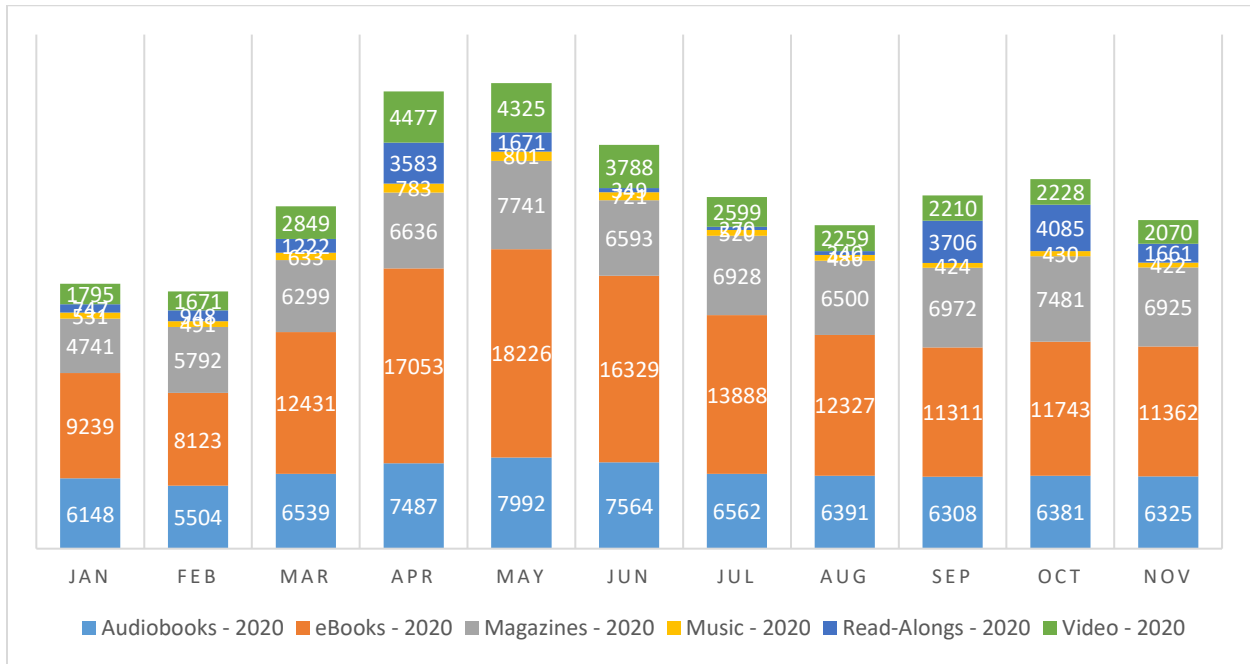
²Unique users who had any content from your Page or about your Page enter their screen through with social information attached. As a form of organic distribution, social information displays when a person's friend interacted with your Page, post or story. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page.

³Includes unlisted videos

November eResource overview



| eLibrary 2020 | Mar-20 | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Total |
|-------------------------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Total eBook checkouts | 8,308 | 10,969 | 11,785 | 11,375 | 10,463 | 11,839 | 10,852 | 11,271 | 10,870 | 65,574 |
| Total eAudio checkouts | 3,377 | 4,011 | 4,415 | 4,338 | 3,893 | 6,391 | 6,308 | 6,381 | 6,325 | 26,186 |



Professional Engagement

Beginning January 1, Programs and Exhibits Manager Jennifer Czajka will become LACONI (Library Administrators Conference of Northern Illinois) President, guiding it through an unprecedented year ripe with possibility to connect library professionals through the continued pandemic.

Customer Comments

A Talking Books Success Story

A resident in our Library Delivery Services program was diagnosed with macular degeneration and experiencing significant eye strain when reading. When she called and discussed her concerns, we shared information about the *Illinois State Library Talking Book* service and completed the application with her. She transitioned from our Library Delivery Services to the *Illinois State Library Talking Book Service* this fall with great success – we are able to source her needs from the state and national catalogs, and she has been thrilled with the service. She calls us monthly for reader advisory services and to place her order, and this month told us, “thank you for saving my life!” She went on to share that living in a senior living community during this pandemic has been very challenging and the ability to continue to read has been life-changing, as it is her main source of diversion.

- *“Thank you for everything that you are doing! I don’t know what I would do without my books!”* – customer at Drive-up
- From a Thanksgiving card to Bookmobile staff from one of our regulars: *“Thank you for always going above and beyond to make sure every visitor to the Bookmobile gets what he/she needs. You make each of us feel like your best customer – and we appreciate you!”*
- *“I’m so grateful that you are still working! This is the only time I leave my house, and it’s worth it!”* – customer at Drive-up
- From a thank-you card received from a customer who frequents the Drive-up: *“To all library employees (especially those in the Drive-up), you will never know how grateful I am for AHML. The movies for my husband who has dementia and the books for me are priceless. Thank you all very, very much!”*