

## Executive Director's Report April 2021

### What's New @ AHML

#### License Plate Renewals



Illinois residents can now conveniently renew and purchase their license plate stickers at the circulation desk. This service is available seven days a week from opening until a half hour before closing. Customers will need their Illinois Vehicle Registration Renewal Notice, current registration card or Vehicle Identification Number (VIN) and their current driver's license and license plate number. Nine license plate stickers were sold in April! Thanks to Senior Accountant Susan Beckman and Finance Clerk Liz Scheiner for organizing the operation. Thank you to Circulation Services Supervisor Megan Maier and her team for processing renewals.

### Outreach and Community Engagement

#### In-person Preschool Visits

Youth Services Outreach Specialists Laura Dakas and Kim McGuire began in-person classroom visits in April. Preschool partners were anxious to get library storytimes back into the classroom. Our first visit since the stay-at-home order to Northwest Suburban Special Education Organization site Timber Ridge School demonstrated the importance of these regular library visits. The students were attentive and excited. When Miss Kim closed out the storytime with handing out library storytime visitor stickers, English Language Learner student Oli ran to his cubby and returned with his folder, where he had saved every sticker from last year's visits.



## **Summer Volunteer Squad**

After a hiatus last year, teens participating in Summer Volunteer Squad will be a welcome sight in the library this summer! Applications were accepted throughout the month of April. Youth Services received 104 applications from customers eager to participate. Teens were asked to select a squad based on their interests from a list as varied as the teens themselves. From art activism to gaming, teen volunteers will contribute to programs and activities for library customers. Staff from Digital Services, ESL/Literacy, Programs and Exhibits and Youth Services are offering a mix of virtual, in-person and hybrid volunteer opportunities, giving families a level of comfort and flexibility.

## **Partnership with Arlington Heights Park District**

The library and Arlington Heights Park District (AHPD) will be offering a variety of events together this summer. Programs and Exhibits Manager Jennifer Czajka, Programs and Exhibits Supervisor Megan Young and Youth Services Manager Trixie Dantis worked with AHPD's Superintendent of Recreation Facilities Steve Neill, and Superintendent of Recreation Programs Kristy McCann, planning physically distanced and flexible partnership events such as Concerts in the Park, Movies in the Park, Storytimes in the Park and more of the popular Story Walks.

## **Diversity and Inclusion**

### **Diversity, Equity and Inclusion Partnership with Village of Arlington Heights**

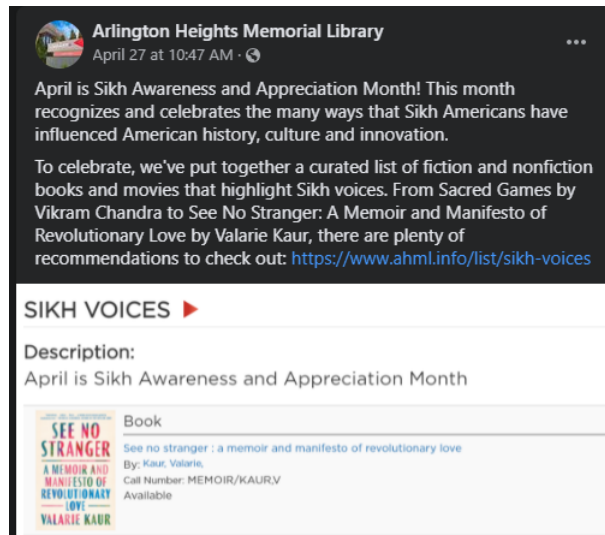
Programs and Exhibits staff Jennifer Czajka and Megan Young met with Village of Arlington Heights Manager Randy Recklaus to discuss the Village's ongoing DEI work. Referencing information from the Diversity, Equity and Inclusion report completed by the Village's consultant, The Kaleidoscope Group, the library and the Village will partner to present two events this summer – a Bystander Intervention Training presented by Advancing Justice Chicago and CAIR-Chicago (June 20) and a Community Panel on DEI (August 19). These events will continue conversations around race, gender, abilities and many more topics which fall under the umbrella of DEI.

## Tenants' Rights During COVID and Beyond

Info Services Librarian Alison Lowery hosted the North Suburban Legal Aid Clinic (NSLAC) to present about the evolving landscape of housing law and evictions during the COVID-19 pandemic and beyond. Attendees learned about rental assistance and tenants' rights. This program was presented in English with Spanish closed captions. NSLAC presented essential information and answered questions from the audience.

## Sikh Awareness and Appreciation Month

Info Services Advisors published four *Booklists* on the Readers' Services page including [Sikh Voices](#) and [Arab American Voices](#). Communications and Marketing promoted lists on social media, specifically recognizing Sikh Awareness month.



## Serving our Community

### Summer Reading Promotion

With support from Graphic Designer Stephanie Battista, Youth Services staff produced a music video to promote this year's Summer Reading Challenge. Youth Outreach Librarian Emily Koch rewrote the lyrics to Bobby Day's *Rockin' Robin* to explain the basics of the challenge and encourage kids to participate. Teen Advisor Mariel Fechik provided the vocals, and the rest of the Youth Services staff contributed clips of their families and pets reading at home. Promotional visits to the school classrooms, both in-person and virtually, are already scheduled throughout May and early June. [You can view the video on the library's YouTube channel.](#)

## Your City @ Home Partnership Series

On Saturdays in April and May, Your City @ Home brings nine museums and institutions to the homes of 42 area public library communities. The Shedd Aquarium kicked off the series with a virtual penguin encounter. The DuSable Museum of African American History featured Dr. Kim Dulaney who presented on the history of aviation and the contributions of Black Americans and Chicago. Garfield Park Conservatory shared a tour through the greenhouses, Horticulture Hall and a glimpse of the beehives. The National Museum of Mexican Art discussed the exhibit *Nuestras Historias*, which focuses on the stories of Mexican identity. Throughout these webinar events, attendees expressed appreciation for the Arlington Heights Memorial Library for the opportunity to virtually visit these institutions.

The series will continue through the end of May and will additionally feature Chicago Children's Museum, Illinois Holocaust Museum and Education Center, Art Institute of Chicago, Field Museum and the Elmhurst History Museum.



## Twisted Tales

Teens and tweens crafted an engaging virtual theater performance with twists on a classic tale at the annual Twisted Tales program on Saturday, April 3. In February, teen mentors from Inklings (the library's creative writing club for teens) worked with members of the Tween Advisory Group to write scripts that put fun and weird spins on *Goldilocks and the Three Bears*, changing the setting to places like outer space or under the sea. Those scripts were sent to Beth Wells' theater class at Buffalo Grove High School, who created and recorded amazing remote productions. [You can see the video performances here.](#)

## Teen Job Fair

The library's annual Teen Job Fair changed gears for its ninth year by offering the program virtually on Zoom. In response to local businesses and teens in our community inquiring about whether the event would take place this year, Teen Services Supervisor Alice Son planned a virtual event with each participating business hosting a breakout room that teen job seekers could visit on Tuesday, April 13. Eighty-five teens visited nine participating businesses seeking to hire seasonal and permanent positions.

## Meet the Maker – Ill Gotten Games

Continuing the Meet the Maker series, Arian “Duchmogel” Croft, and Jeremy and Laurel Larsen of *Ill Gotten Games* shared their craft of model creation and 3D printing. The presenters began with a background of who they are and what they do, ending with a demonstration of free software available at-home to create mini models. *Ill Gotten Games* masterfully blended tech and art in one hour’s time. This program was recorded and is available on the library’s YouTube channel [here](#), as well as [ahml.info/makers](http://ahml.info/makers).

## Bill the Baker Bakes Bagels



One hundred and fifty-five customers explored home-made bagels with Bill the Baker. Bill walked the audience through how to make your own bagels (and cream cheese!) at home. Attendees learned the science behind baking as well as the importance of experimentation and tasting. Customers walked away with great answers and ready to try something new in the kitchen. This program was recorded in full and is available on the library’s YouTube channel [here](#), where it has been viewed 350 additional times.

*“Bill was just great. He said this was his first zoom cooking program but you couldn’t tell. He was so organized and aware of camera placement. We learned a lot and really liked Bill’s teaching method. This was a winner!”*

*“Fabulous experience. I love the fact that Bill talked about the science of the ingredients which was extremely interesting. Great program. Thank you!”*

*“Really fun!! Bill changed the camera views to show us what was happening and his explanation was wonderful. The science behind ingredients is amazing!”*

*“This was a great program. We couldn’t believe it when Bill said at the close that this was his first live stream. He did a great job. Your events are always so well done and managed--always excellent”*

## **Rain Gardens and Rain Barrels**

One hundred and eleven people gathered around their devices to learn from Meredith Schnelle, a Master Gardener, Nature Photographer and Citizen Scientist for Plants of Concern at the Chicago Botanic Garden. Meredith brought a wealth of information regarding both Rain Gardens and Rain Barrels. Programs and Exhibits staff Megan Young and Emily Muszynski partnered with the Arlington Heights Garden Club to bring this presentation to the community. Feedback from attendees indicates the convenience of virtual programming:

*“Loved it. I was able to sit on my front porch, enjoy the beautiful weather outside, and learn more about gardening! Whoo hoo! Thank you.”*

*“Great information this evening. Meredith speaks from personal experience and knows what is practical and what works. She seems trustworthy and experienced. Good program.”*

## **Preserve your Pictures, Home Movies and Slides**

Digital Media Specialist Chris Smith taught the virtual program *Preserve your Pictures, Home Movies and Slides* on April 27 over Zoom. Fifty-four customers learned how to clear out space in their home by converting photos, home videos, and 35mm slides to digital. Chris went over the right equipment to use, how to get the best image quality, the best way to store and backup these newly digitized memories and promoted the offerings available through the Studio that aid in these efforts. Interest was so high that Technology Instruction Coordinator David Olichwier scheduled a repeat session for May 4.



## Social Media Engagement – April 2021

	May	June	July	August	September	October	November	December	January	February	March	April
<b>Facebook</b>												
Posts	47	41	56	15	40	33	42	38	28	43	28	40
Fans <sup>1</sup>	5,376	5,436	5,469	5,520	5,563	5,610	5,638	5,647	5,670	5,691	5,717	5,744
Engagements	2,725	3,148	1,886	861	2,581	2,850	1,677	2,295	1,733	3,029	3,084	4,958
Impressions									57,082	59,948	66,798	87,428
<b>Twitter</b>												
Tweets	148	143	137	100	127	120	118	101	117	117	113	120
Followers <sup>1</sup>	4,404	4,410	4,424	4,446	4,444	4,442	4,461	4,474	4,462	4,471	4,486	4,492
Engagements	399	387	283	240	366	324	340	322	1,289	1,207	1,688	1,716
Impressions									83,333	69,972	90,460	89,066
<b>Instagram</b>												
Posts <sup>1</sup>	898	922	978	1,002	1,027	1,055	1,080	1,112	26	43	35	38
Followers <sup>1</sup>	1,947	2,006	2,081	2,106	2,129	2,154	2,179	2,210	2,229	2,257	2,285	2,310
Engagements	435	459	560	344	389	318	425	502	1,355	1,395	1,162	1,243
Impressions									20,797	27,864	23,674	23,983
<b>Constant Contact</b>												
Campaigns	26	27	21	17	15	18	16	13	14	18	17	14
Sends	43,351	110,385	52,314	39,158	63,951	47,932	92,920	46,325	94,378	66,199	41,962	63,690
Open rate	28%	34%	24%	27%	31%	26%	39%	32%	34%	29%	26%	31%
Total contacts <sup>1</sup>	33,157	33,594	33,721	33,889	33,897	33,989	34,044	35,274	36,083	35,869	36,030	36,057
<b>LinkedIn</b>												
Followers <sup>1</sup>	672	684	685	689	693	696	707	712	716	721	725	739
Posts	1	8	0	7	4	8	0	1	9	1	4	5
Impressions	235	738	352	1,100	749	992	298	313	1,000	420	554	1,356
<b>YouTube</b>												
Subscribers <sup>1</sup>	585	603	627	658	691	723	747	765	796	812	830	849
Videos added <sup>2</sup>	34	33	30	15	21	19	18	14	12	14	21	19
Views	5,053	3,202	3,086	2,900	3,159	3,763	2,859	2,443	2,803	2,656	3,061	2,808
Watch time (hrs)	437	293	306	131	258	418	275	230	338	296.8	242.3	255.6

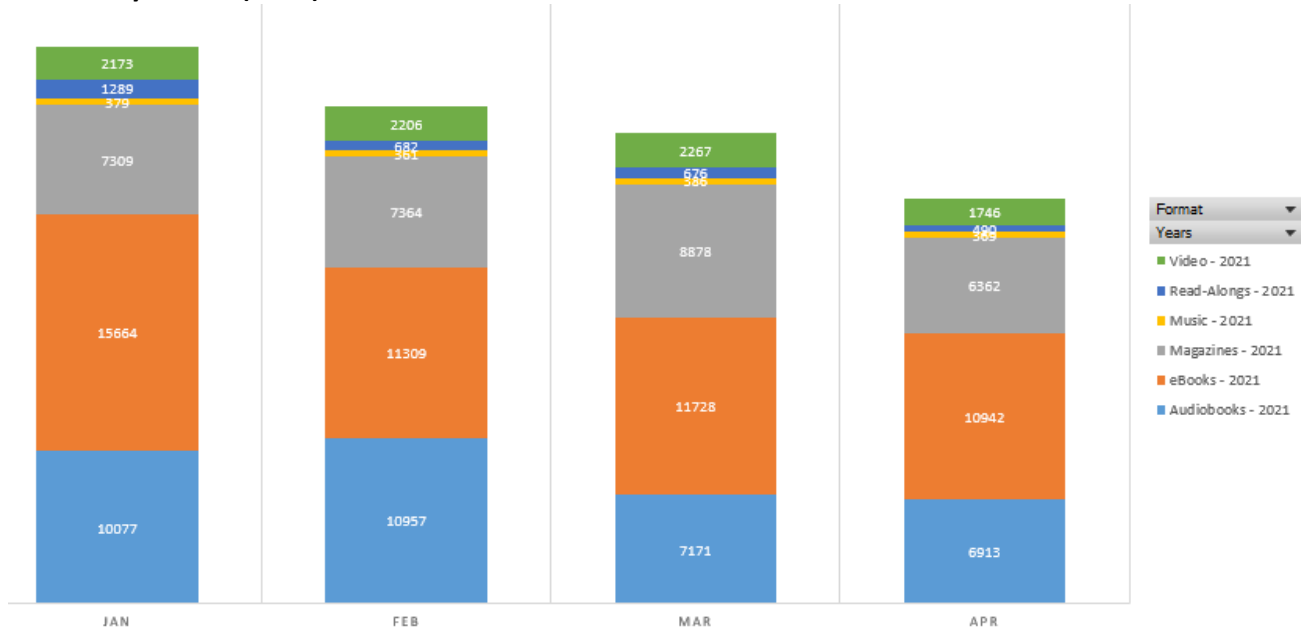
<sup>1</sup>Cumulative

<sup>2</sup>September – December includes unlisted videos

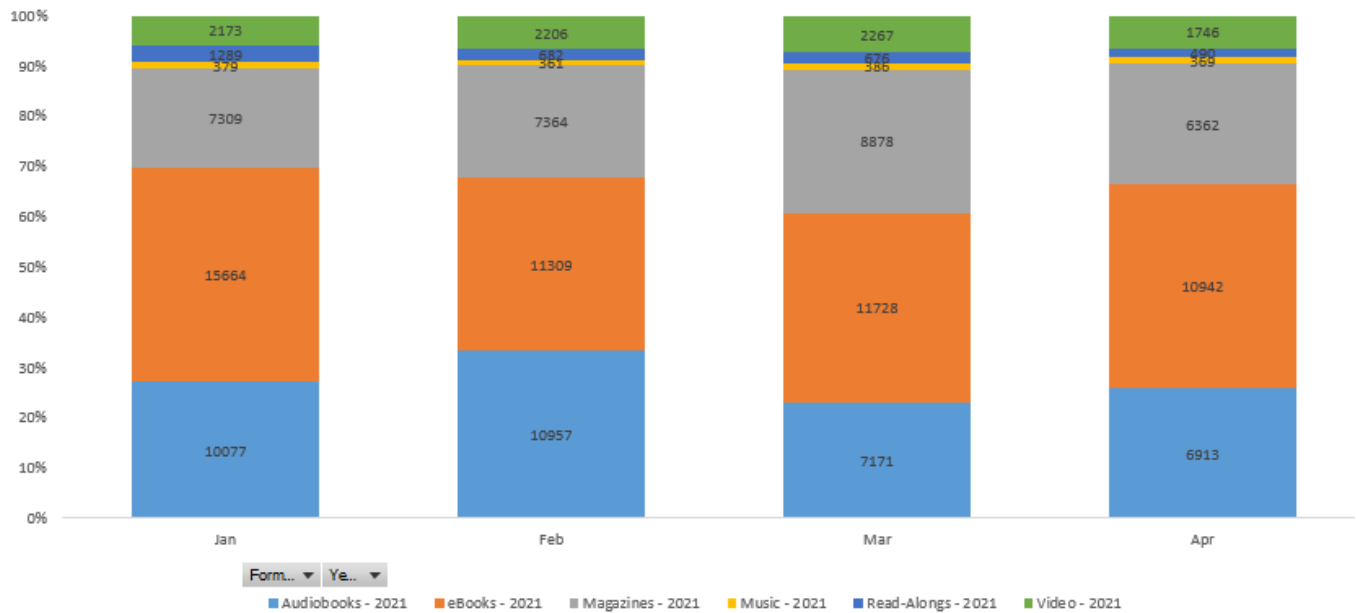
# April eResource overview

eLibrary checkouts	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
eBook	10,852	11,271	10,870	11,746	15,237	10,750	11,275	10,494
eAudio	6,308	6,381	6,325	6562	10,077	10,957	7,171	6,913

## Formats by Month (Total)



## Formats by Month (Percentages)





## **Professional Engagement**

### **Selma K. Richardson Award in Children's Literature**

Teen Services Advisor Mariel Fechik was honored by University of Illinois School of Information Sciences faculty with the Selma K. Richardson Award in Children's Literature, a new award made to a graduate student in Library Sciences who demonstrates excellence in children's literature and will work in either a school or public library. Faculty selected Mariel as the first ever recipient. Mariel will graduate from the University of Illinois at Urbana-Champaign School of Information Sciences with a Masters in Library Science in May.

### **LACONI Presentation**

Genealogy and Local History Librarian Jaymie Middendorf recently presented to a group of area library staff at LACONI POP's Spark Talks, highlighting the Arlington Heights Memorial Library's ongoing COVID-19 Stories Project

### **Effective Survey Questions**

On April 29, the Programs and Exhibits team, Senior and Accessible Services staff and Info Services Librarian Lev Kalmens attended *How to Write Effective Survey Questions to Get Useful Data* - a webinar presented by Library Works. Presenter Kathy Dempsey, marketing consultant and author of *The Accidental Library Marketer*, included tips for avoiding survey pitfalls, being careful with open-ended questions and delved into what motivates people to take surveys. A discussion of how the library can improve surveys continued at a May 5 meeting of adult programmers across departments.

### **Bystander training**

On April 7, the supervisor and management team attended Bystander Intervention Training to help this staff identify hate incidents as they happen and take action safely and effectively. Further discussion and breakout sessions immediately followed the training.

## **Customer Comments**

- *“Used the computer lab today. It had been a year! Not since the start of the pandemic. [Digital Services Advisor] Donna Radlicz was very patient, understanding and helpful. Great to be back at the library. Great staff.”*
- *“What an exciting (Book Me) list! I will start at the top and work down. Thanks to you and the selection makers I will have hours and hours of listening. This is going to be great. Thank you.”*
- *“I cannot stress enough how proud I am of this community and the services that the library offers. You are truly focused on serving your community and we appreciate it.” - Program registrant*
- A first in Programs and Exhibits --- A customer who cannot attend an upcoming program (Sound Opinions ‘10 Most Important Artists in Chicago Music History’), registered to share *“I am registering, not because I can attend, but to show my interest! What a great program!*