

Executive Director’s Report May 2021

What’s New @ AHML

Virtual Programming in the Catalog!

Over the past year, staff have created virtual programs for library customers to enjoy from the comfort and safety of their homes. Now, Collection Services staff have added 54 of those virtual programs to the catalog, with more added weekly. If a customer is looking for information on watercolor painting, the *Art with Alayne* virtual programs will come up. If a customer searches for a particular book, and there is a *Top Shelf Book Review* video, it will come up too.

Outreach and Community Engagement

Finals Survival Kits

The Hub’s Teen Advisory Board (TAB) developed Final Exam Survival Kits to support students as they prepared for the end of the school year. Kits included study supplies like notecards, highlighters, snacks and related activities. Teen Librarian Evan Mather worked with school librarians to offer kits in schools and the Hub. Hersey High School librarian Katie Alexander shared that students used the kits for brain breaks in between sessions by creating poetry with the magnetic poetry kit.



DAR Outreach

Genealogy and Local History Librarian Jaymie Middendorf presented to the Eli Skinner Chapter National Society Daughters of the Revolution (NSDAR) about the library's genealogy resources and services. The Daughters of the Revolution (DAR) is a service organization dedicated to promoting historic preservation and education for women who are directly descended from a person involved in the United States' efforts towards independence. Several of the members expressed interest in volunteering with the library in the future.

Diversity and Inclusion

Senior Center Reading Room



As restrictions lift, the Senior Center Reading Room is returning to life. Mid-May, seating areas and newspapers were back, and hours extended to 9 a.m. – 2 p.m., Monday through Friday. Afternoon hours will be extended as volunteers return or are recruited.

While still a far cry from 2019, Reading Room visitors and circulation had an impressive jump from the prior month with 62% and 23% increases, respectively. Lifting restrictions on room capacities, a return to some in-person

programming for most agencies and more gathering places throughout the center planned for July should help with further gains this summer.



Staff Collaborate to Address a Unique Need



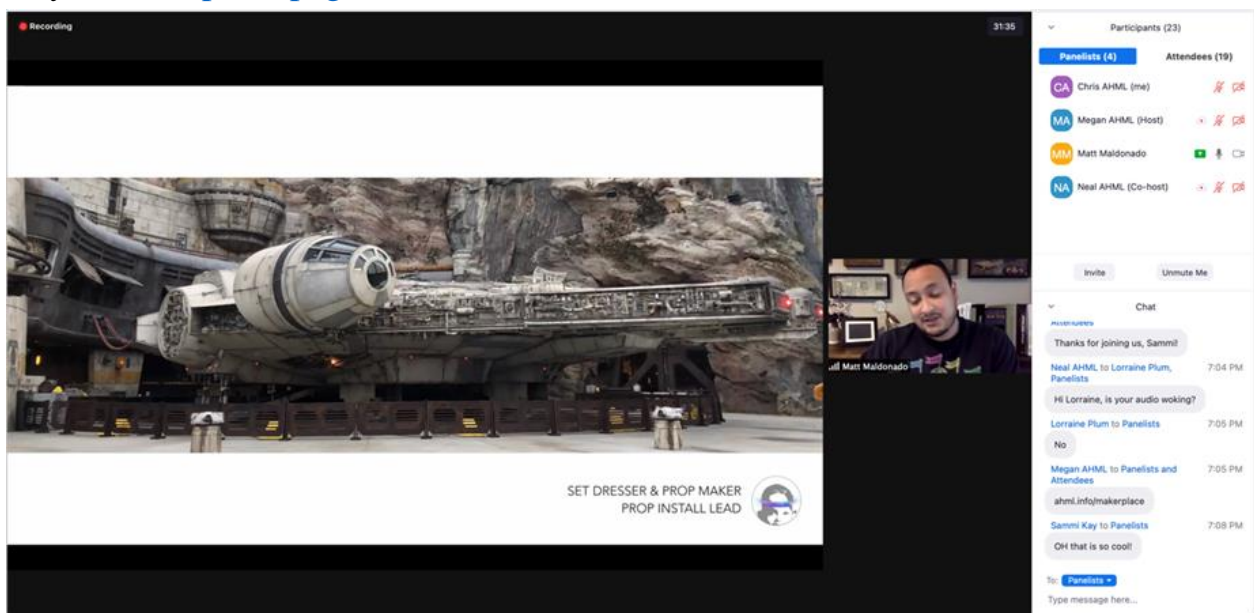
A customer asked for assistance on behalf of her sister, an older adult resident who is deaf and is not fluent in reading, writing or American Sign Language. She had been trying to identify an organization who can help her sister increase her literacy and expand her ability to communicate. Upon hearing her request, library staff responded

quickly to identify a way to assist. Staff met with the customer to fully understand her needs and identified that Circulation staff member Lindsay McRae, a former ASL teacher, had the skill set and the interest in helping tutor the customer for one hour a week. The customer is thrilled with the plan to assist her sister, and she and her sister will begin a weekly tutoring session in the ESL/Literacy office in June.

Serving our Community

Meet the Maker Program Series Continues

Makerspace Branch Assistant Manager Chris Krueger and Programs and Exhibits Supervisor Megan Young welcomed the most recent *Meet the Maker* program with guest Matt Maldonado who spoke about his time working as an Imagineer at The Disneyland Resort, his work at Universal Studios Hollywood and his most recent project, the Haunted Mansion book nook. The program had 47 attendees. This program was recorded and is available on the [library's YouTube channel](#), Matt's YouTube channel and the library's [Makerplace page](#).



Preserve your Pictures, Home Movies and Slides

Digital Media Specialist Chris Smith taught the virtual program *Preserve your Pictures, Home Movies and Slides* in May. Sixty-seven customers learned how to clear out space in their home by converting photos, home videos and 35mm slides to digital format. 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 library Studio offerings that aid in these efforts. The program is posted it on the library's [YouTube page](#).

Newspaper Database Upgrades

Digital Services Librarian Bill Pardue upgraded Newsbank's *America's News: Chicagoland Edition* to their *Chicago Community Collection* product, which provides access to more full-text and full-image regional newspapers, including the *Daily Herald*, *Sun-Times*, *Arlington Heights Journal* and *Arlington Heights Post*. He also added access to the full-page, browsable *Daily Herald* via Newsbank. Between Newsbank and PressReader, customers now have daily full-page access to the *Daily Herald*, *Chicago Tribune* and *Chicago Sun-Times*.

This new access is a boon to customers that have become used to reading periodicals electronically while sheltered in place in 2020. The *Chicago Community Collection* upgrade was free of charge and the *Daily Herald* upgrade was only \$500.

Tax Season Wrap up

The tax deadline was extended to May 17 this year. While the building was closed in January, forms were available at the Dunton Avenue walk-up and in the parking garage. Total forms distributed were 2,625 federal tax forms and 2,200 state tax forms. Tax forms were available in English and Spanish. One hundred tax forms in Spanish were distributed. The popular self-print station was also available when the library building reopened.

Create Graphics for Your Small Business

Digital Media Specialist Chris Smith taught the virtual program *Create Graphics for Your Small Business* on May 10. Chris showed twelve attendees how to use Canva and Adobe Spark to create quick, easy and professional graphics for their business and personal needs.

Design It: Mother's Day Cards and Bookmarks

Digital Services Advisor Lee Anne Davis taught the virtual program *Design It: Mother's Day Cards and Bookmarks* just in time for the holiday on May 5. Participates learned some of the basics of Adobe Illustrator while creating a flower scene for Mother's Day. With the design, attendees discovered how to make cards, bookmarks and more.

Storytime in the Park

Young library customers and families enthusiastically welcomed back Storytime in the Park on May 4. With support from bookmobile staff, Youth Outreach Specialists Laura Dakas and Kim McGuire delivered seven storytimes, engaging 586 customers in May. Storytimes will continue on Tuesdays and Wednesdays through August at Pioneer and Frontier Parks respectively.



eBooks, eAudiobooks, Movies and More

Digital Services Advisor Rich Fabits conducted the virtual program *eBooks, eAudiobooks, Movies and More* on May 18. Rich led the class of seventeen through the eBooks, audiobooks, movies, TV shows, music and magazines that Arlington Heights Memorial Library cardholders can access from home or on the go. He demonstrated many of the library's different platforms and answered attendee's questions.

30 Books in 30 Minutes

Youth Services staff developed a program to connect parents and caregivers to award winning picture books for them to share with their children this summer. Staff took turns talking about each book for up to one minute, with a timer noting when it was time to move on to the next award winner. The selection of books included fiction and non-fiction, diverse cultures, wordless picture books and stunning illustrations. The event was well-received by the thirty customers in attendance. The books presented are shared on the library's [Wakelet](#).

Monarch Month

Youth Services celebrated Monarch Month with storytimes, activities and a butterfly release. Youth Services Supervisor Rebecca King coordinated with the Sierra Club to distribute milkweed seeds for young customers and families to grow as a food source for monarch migration. Seeds were distributed at the Kids' World desk along with an information sheet, featured beside books for checkout and a live display showing the lifecycle from caterpillar to butterfly. On May 18, Storytime in the Park culminated with releasing the library-grown butterflies. On Saturday May 22, Youth Outreach Librarian Emily Koch developed and presented Magic of Monarchs storytime for 31 customers. The Tween Advisory Group and Tween Librarian Kerry Bailey crafted wooden butterfly ornaments that can be viewed flying over the Arlington Heights Memorial Library's butterfly garden.

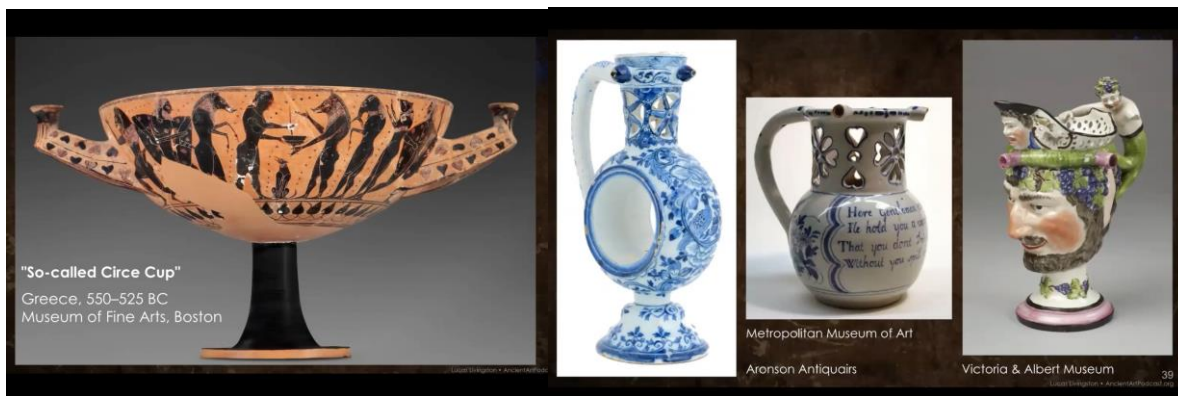


Your City @ Home

May marked the second and final month of the *Your City @ Home* partnership with over 40 area libraries. Between April and May, the library offered experiences on Saturday afternoons with nine museums and institutions, including the Chicago Children's Museum, the Illinois Holocaust Museum and Education Center, the Art Institute of Chicago, the Field Museum and the Elmhurst History Museum. Programs and Exhibits staff attended each with more than 300 Arlington Heights residents taking advantage of the niche tours and lectures. Because so many libraries partnered to offer this, the library's cost was a low \$300 for the full set of experiences, or around \$1 per Arlington Heights Memorial Library attendee. These programs were posted to the Algonquin Area Library YouTube channel for a duration of two weeks each.

Drinking Games in History

Art and alcohol historian Lucas Livingston weaved together art, history, drinking games and mythology in this very unique virtual program. Seventy-nine customers logged on with Info Librarian Alison Lowery and Programs and Exhibits Supervisor Megan Young. Prior to the event, Lucas and Matt Priest of Beer on the Wall curated a suggested sips list, that Beer on the Wall made available for purchase. Purchase was not required to register or participate in this program, but dozens of participants picked up the pack before the program with more grabbing it after the event to sip while enjoying the recording. Some praise:



"This was fun, different, imaginative. Thank you for picking out a program like this"

"I hope you guys arrange more of these, this was fantastic! I think even a follow up to this with the same host would be great to learn more from his expertise."



Art 101: Images of Patriotism in American Art

Programs and Exhibits staff Emily Muszynski and Megan Young welcomed back art historian Jeff Mishur for the second installment of the *Art 101* series. Fifty-eight participants enjoyed Jeff's knowledge of American art including a wide range of artists and styles. At the end of the presentation, Staff moderated questions from the participants as well as promoted the next in the series -- artists of the Harlem Renaissance. Library customers continue to value exposure to art education and programming:

The 10 Most Important Artists in Chicago Music History

Programs and Exhibits Manager Jennifer Czajka and Programs and Exhibits Specialist Neal Parker led a partnership event which brought WBEZ's Sound Opinions to a virtual audience of 574 music lovers across communities. Music critics Jim DeRogatis and Greg Kot presenting their "10 Most Important Artists in Chicago Music History". Due to high interest in this topic and event, thirteen libraries partnered to make it happen affordably -- under \$210 per partner library.

Jim and Greg brought their deep knowledge of the Chicago music scene through this diverse list of the most important musicians in the city's history, including fascinating background and biographical information along the way.

The event was recorded with Jim and Greg's permission for limited rebroadcast. Arlington Heights Memorial Library hosted the edited recording on YouTube until May 31. By that time, the video had over 440 views.

Fireside Chat with Alex Kotlowitz

Programs and Exhibits staff presented another compelling author event in partnership with Westchester Public Library. Together with almost 20 libraries across the suburbs welcomed journalist, author and filmmaker Alex Kotlowitz. Best known for his national bestseller, *There Are No Children Here*, and his Emmy-award winning work producing *The Interrupters*, Alex Kotlowitz has been telling deeply intimate tales of struggle and perseverance from the heart of America for 40 years. He spent the evening in conversation with *Chicago Tribune*'s Mary Schmich, answering thoughtful questions. Total event attendance was 608. Of this, 169 Arlington Heights customers registered to attend the event. Actual attendance is estimated at 100 and was the highest among participating libraries. Through the Programs and Exhibits' event survey, Arlington Heights attendees shared what they enjoyed most about this intimate author experience:

"Mary was an excellent interviewer. The combination of an outstanding writer and her interviewing skills were a good match."

Social Media Engagement – May 2021

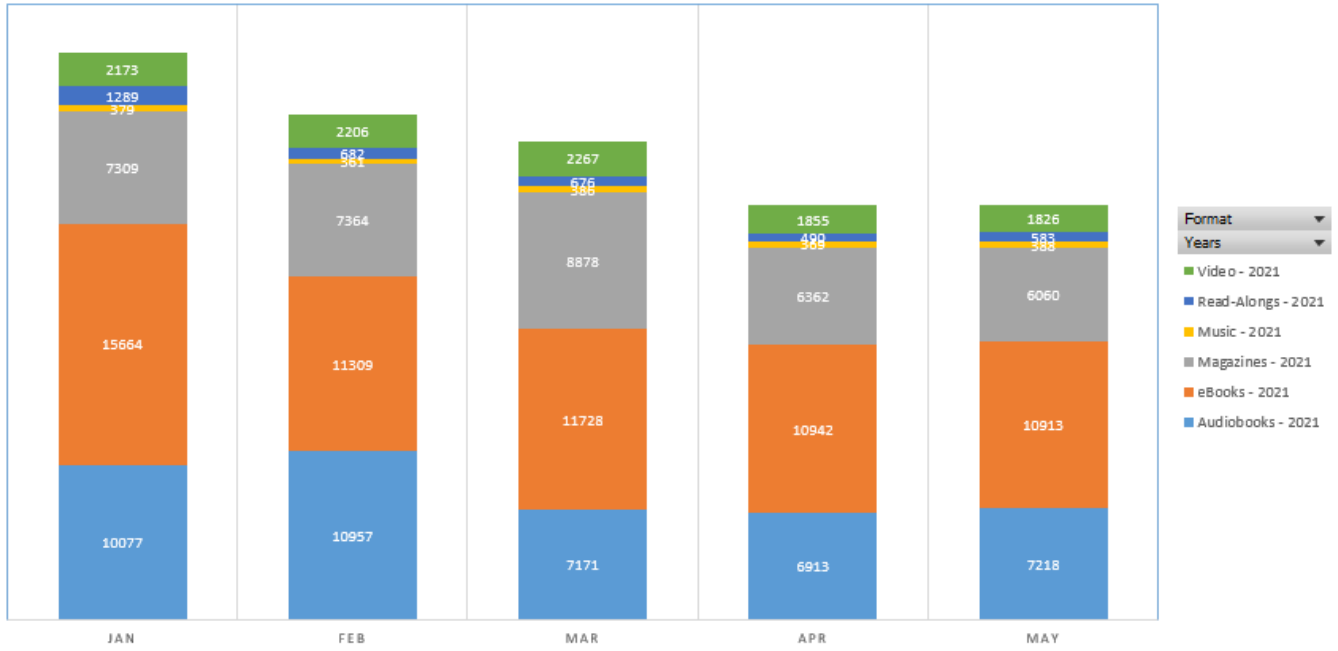
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Facebook												
Posts	41	56	15	40	33	42	38	28	43	28	40	33
Fans ¹	5,436	5,469	5,520	5,563	5,610	5,638	5,647	5,670	5,691	5,717	5,744	5,768
Engagements	3,148	1,886	861	2,581	2,850	1,677	2,295	1,733	3,029	3,084	4,958	2,318
Impressions								57,082	59,948	66,798	87,428	49,275
Twitter												
Tweets	143	137	100	127	120	118	101	117	117	113	120	146
Followers ¹	4,410	4,424	4,446	4,444	4,442	4,461	4,474	4,462	4,471	4,486	4,492	4,474
Engagements	387	283	240	366	324	340	322	1,289	1,207	1,688	1,716	1,407
Impressions								83,333	69,972	90,460	89,066	83,509
Instagram												
Posts ¹	922	978	1,002	1,027	1,055	1,080	1,112	26	43	35	38	31
Followers ¹	2,006	2,081	2,106	2,129	2,154	2,179	2,210	2,229	2,257	2,285	2,310	2,331
Engagements	459	560	344	389	318	425	502	1,355	1,395	1,162	1,243	974
Impressions								20,797	27,864	23,674	23,983	21,058
Constant Contact												
Campaigns	27	21	17	15	18	16	13	14	18	17	14	15
Sends	110,385	52,314	39,158	63,951	47,932	92,920	46,325	94,378	66,199	41,962	63,690	32,924
Open rate	34%	24%	27%	31%	26%	39%	32%	34%	29%	26%	31%	25%
# of contacts ¹	33,594	33,721	33,889	33,897	33,989	34,044	35,274	36,083	35,869	36,030	36,057	36,074
LinkedIn												
Followers ¹	684	685	689	693	696	707	712	716	721	725	739	741
Posts	8	0	7	4	8	0	1	9	1	4	5	10
Impressions	738	352	1,100	749	992	298	313	1,000	420	554	1,356	1,212
YouTube												
Subscribers ¹	603	627	658	691	723	747	765	796	812	830	849	871
Videos added ²	33	30	15	21	19	18	14	12	14	21	19	13
Views	3,202	3,086	2,900	3,159	3,763	2,859	2,443	2,803	2,656	3,061	2,808	2,870
Watch time (hrs)	293	306	131	258	418	275	230	338	296.8	242.3	255.6	234.5

¹ Cumulative (2021-Instagram tracked monthly with new SM management software)

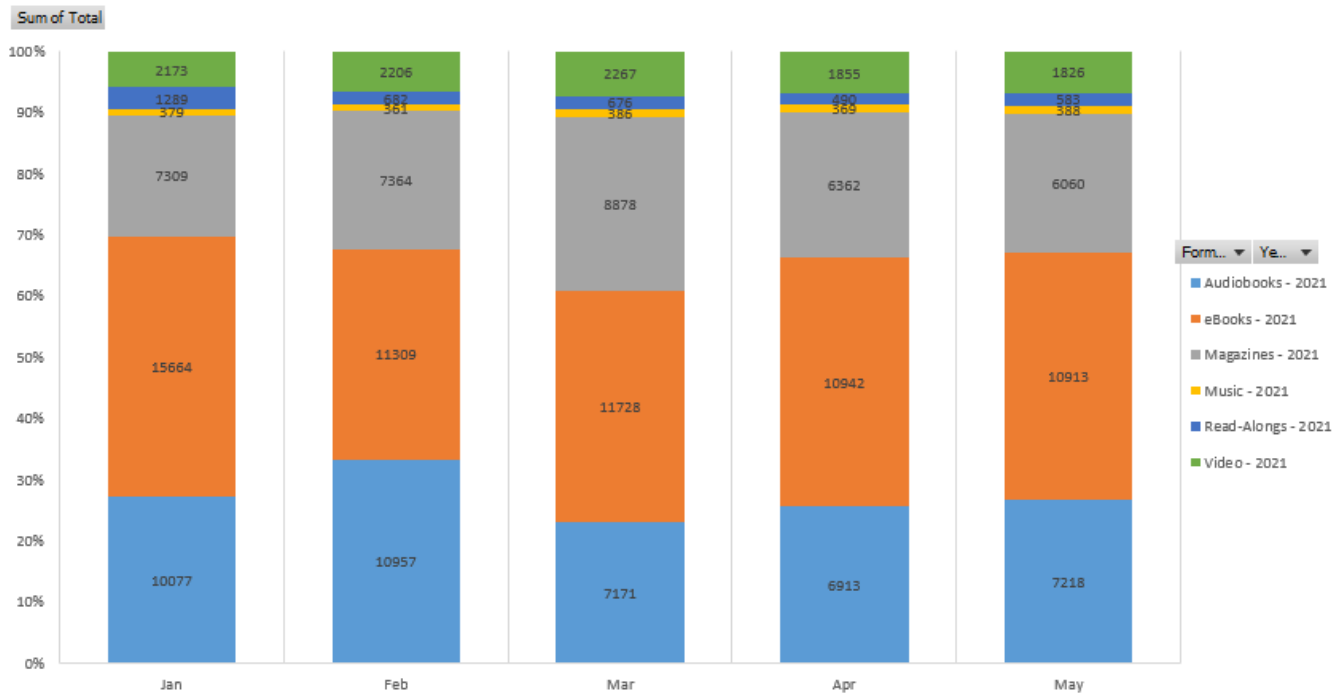
² Includes unlisted videos

May eResource overview

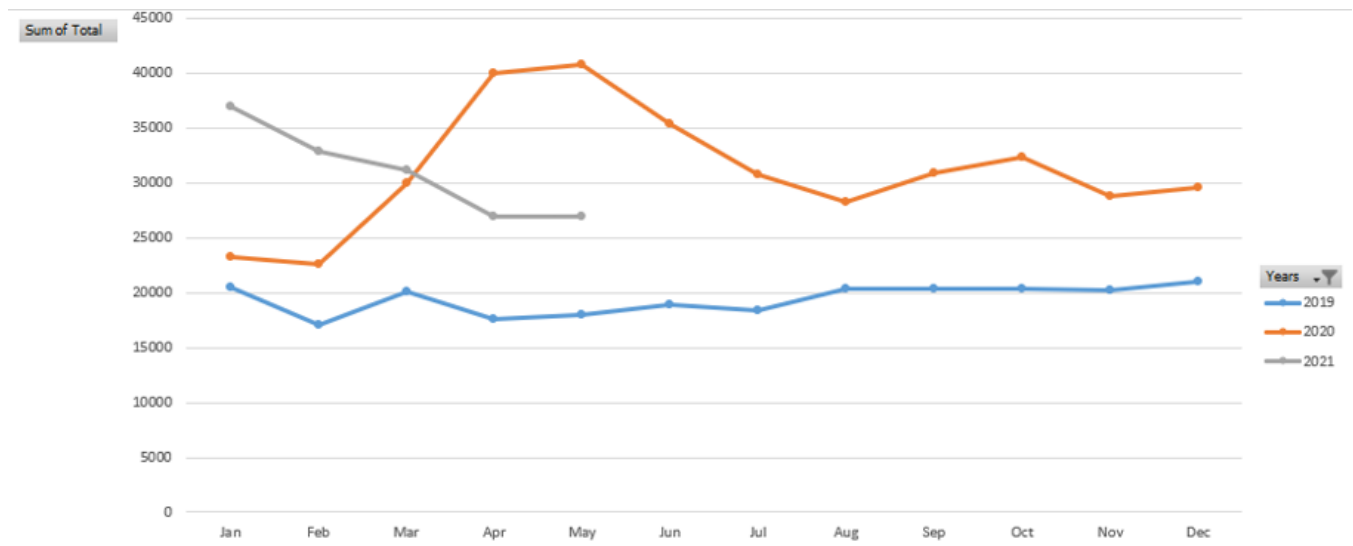
Formats by Month (Total)



Formats by Month (Percentages)

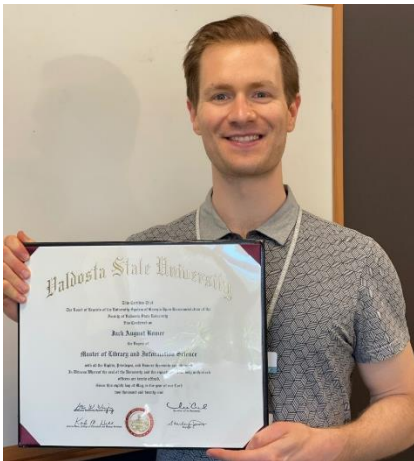


e-Resource usage by year



Professional Engagement

Congratulations Jack!



In May, Digital Services Manager Jack Bower graduated from Valdosta State University with his Master’s in Library and Information Science. He began Valdosta State’s online program back in Fall of 2019 and worked to graduate early (for a part-time student) within five semesters. Jack gained a deep understanding of the library field and specialized his elective coursework in library management. He is thrilled to have completed this accomplishment, excited to be among the ranks of Arlington Heights Memorial Library’s librarians and grateful to the library in its support of his studies.

Congratulations Maggie!

In May, Circulation Assistant Maggie Rountree graduated from Dominican University with her Master’s in Library and Information Science and a focus in Public Libraries. Maggie has worked at Arlington Heights Memorial Library since March 2019. While in school Maggie frequently shared with colleagues the interesting facts she learned and looks forward to a career as a librarian.

In addition to Jack and Maggie, congratulation to the following staff, who also graduated this month:

Bachelor's Degree

Alexis Michalak, Materials Handling
Megan Doss, Circulation
Rachel Delaney, Circulation

High School Diploma

Annica Gerstung, Materials Handling

PLA Program Proposals Review

Info Services Supervisor Elizabeth Ludemann is volunteering her time to review Public Library Association (PLA) program proposals. She is using her presentation experience to provide feedback to prospective conference presenters.

Recharge Committee Panelist - Emotional Labor in Library Work

Info Services Supervisor Jackie Moreno was invited to participate as a panelist at the Recharge Committee's May Workshop: Emotional Labor in Library Work; organized by Info Services Supervisor Elizabeth Ludemann and Materials Handling Supervisor Matt Williams. Jackie, along with two other library professionals from the DeKalb and Chicago Public Libraries, presented strategies and tactics staff could utilize to combat the negative effect of emotional labor in a library setting. A total of 45 attendees joined this very in-demand session—learning from their peers and participating in small group discussions.

Customer Comments

Customer Expresses Appreciation

A long-time customer is in the process of a potential move from Arlington Heights and wrote this note to Senior Accessible Services Advisor Janet McDonnell:

“Thank you so much for all your help. I have so enjoyed working with you. I would have continued on for a very long time. I moved back here to Arlington Heights 19 years ago specifically because of the library and the Senior Center. The library was my favorite place for 10 years when I was a kid here. And I loved the Bookmobile. I will miss talking to you and working with you and I will miss the Arlington Heights library. It was so convenient to be able to get things from the Reading Room at the Senior Center. For now, I will continue to get emails from the library and I will continue to tune in to Zoom programs. It will be a while before my condo will go on the market so I will still have my Arlington Heights address and my library card for now. You have been a lifeline for me. Thank you, thank you, thank you. You are the best!”

Customer Survey Feedback

Through post-event surveys, the number of adult attendees supporting continued virtual programs is growing. This feedback will help adult programmers find the best balance of in-person and virtual events going forward. The following is a selection of comments from a variety of May programs. Of note, there have not been requests to return to in-person across this same selection of events.

“The Zoom format is fantastic. I hope programs will continue to be offered virtually.”

“Keep up the distance learning programming, please.”

“Thank you for offering online educational programs.”

“As events go back to live, I really liked being able to watch via Zoom and have it open to so many more people across the Chicagoland area. I hope even when we go back to live, we explore also having the presentation online also.”

“Great that Zoom enables coordinating with other libraries and I hope it continues after the pandemic. Also good for those who do not like to drive at night.”

“Please continue offering the movie club virtually. It is fantastic to have a front row seat from home!”

“I love having the opportunity to see the shows on zoom.”

“Thank you for captioning! Also, will you be able to continue virtual presentations (at the time of the event or afterwards) even after the pandemic. It is so great for those of us who don't get around so easily anymore or when the weather is bad to go out.”

“Thank you for offering captioning. Please continue virtual presentations even after the library is fully open”