

Wilmette Public Library Director's Report – September 17, 2024

Library Activities for August-September 2024

Anthony Auston, Director

Welcome Desk & Shelving (Manager Patsy deVuono)

The Welcome Desk transferred 288 phone calls in August (down slightly from July, continuing the trend of fewer than half of all external calls to the library being answered first by the Welcome Desk operator since the introduction of the new telephone system and its autoattendant feature earlier this year). They answered 82 reference questions, and gave directions to 24 patrons over the phone.

In person, Welcome Desk staff answered 235 reference and 478 directional questions in June. The library had 21,803 visitors in August, averaging nearly 726 users each day.

Shelving staff receive and unpack interlibrary deliver bins every weekday morning. These bins include Wilmette items returned to other libraries as well as holds from other libraries to our patrons. Shelving staff unpacked and processed 313 bins in August.

The monthly AMH totals included 67,380 items processed in August.

In August, Shelving staff supported other departments by:

- Charging nearly 500 WonderBooks and Vox Books
- Cleaning 24 discs that patrons had returned with notes for cleaning

Activities for the team this month included:

- Shelving staff continue to pull materials that need weeding for librarians. These areas are then back-shifted, re-merchandised, and new signage is created to reflect the new locations of collections. This month, work continued in the non-fiction 300s, 600s, and Media Room collections.
- With the help of Mary Dormin, Jill McKeown weeded the Large Type collection, and we were able to back shift in that area. One entire shelving unit is now open, and the Non-Fiction Large Type books are no longer on the wall shelving. Jill also weeded the audiobooks on CD; these were back shifted and are no longer shelved along the wall.
- Also in the Media Room, Aarin Olsen moved the large bookcase that was near the staircase. It now houses the adult and teen video games so they have room to grow.
- Colleen Reese made endcap signage updates for the range of book collection shifts. Sarah Rose made the signs for the Documentary/Non-Fiction films as well as some of the CD signage that needed updating.
- Thanks to Cathleen Blair for weeding the Periodicals, Patsy was able to back shift the collection and Aarin Olson and Marcos Levy took down one of the shelving units to make more room for seating.

- Due to all of the collection maintenance this summer, we have gained a lot of space. In the 900s, we gained 185 shelves. In the 700s, we were able to not only shift the books but also add physical shelves going from four in a unit to five in some areas; we gained almost 90 shelves by doing this. The 800s gained 58 shelves. Large Type gained 60 shelves. We are making great headway for new spaces and merchandising goals.

Collections / Technical Services (Manager Jessica Thomson)

Physical (Adult and Youth Services)

Technical Services Manager Jessica Thomson created numerous collection reports for selectors in both the Adult and Youth Departments to facilitate collection review in order to right size the physical collection. As a result of strong coordinated efforts from our librarian collection management team, staff met our library-wide goal to weed 10,000 items based on a variety of criteria before Labor Day. Our selectors surpassed the goal, having withdrawn 12,689 items by the end of August (this number is the amount of withdrawn items minus the amount of added items). The entire Technical Services team continues to manage a significant influx of withdrawn materials as part of the project to right size the collection, while the Facilities and Safety team have facilitated the library's effort to sustainably move these items along through our partners in the Friends of the Wilmette Public Library, Thrift Books, and B2.

Acquisitions Assistant Megan Brown continues to work on the remaining titles that need to have the call numbers updated in the Adult non-fiction collection.

Technical Services Assistant Emma Standard received and found homes for the two new youth and six new adult periodicals.

Cataloging Librarian Carly Stauss continues to work on numerous tasks including the lost items report, 6 months past due report, updating Dewey numbers in the youth collection, converting hot picks/book club call numbers and changing the location for the 4th grade reading rally titles.

Processing Assistant Laura Krimsin-Morales met with Youth Services Librarian, Sarah Zaharako, to review best practices for Youth mending requests.

Carly Stauss and Laura Krimsin-Morales met with Youth Services Librarian Jennifer Lee to review and update the cataloging and labeling of the Youth J Kit language books.

Megan Brown has created a new procedure for ordering the highly popular Youth VOX books via Baker & Taylor's online ordering platform via standing order.

The following items were added to the Library of Things collection in August: we purchased two wagons to make transporting the outdoor movie kits easier for patrons and staff.

Top circulating titles in August:

- Adult fiction: *The Heaven & Earth Grocery Store* by James McBride
- Adult non-fiction: *The Demon of Unrest: A Saga of Hubris, Heartbreak, and Heroism at the Dawn of the Civil War* by Erik Larson
- Teen fiction: *Demon Slayer* by Koyoharu Gotouge
- Teen non-fiction: *The Ultimate Scholarship Book*
- Youth fiction: *Yotsuba to!* by Kiyohiko Azuma
- Youth non-fiction: *Guinness World Records*
- Adult multimedia: *Furiosa: a Mad Max saga*
- Youth multimedia: *IF*

Digital (Digital & Maker Services Manager Lauren Kelly)

Online Resources and eContent

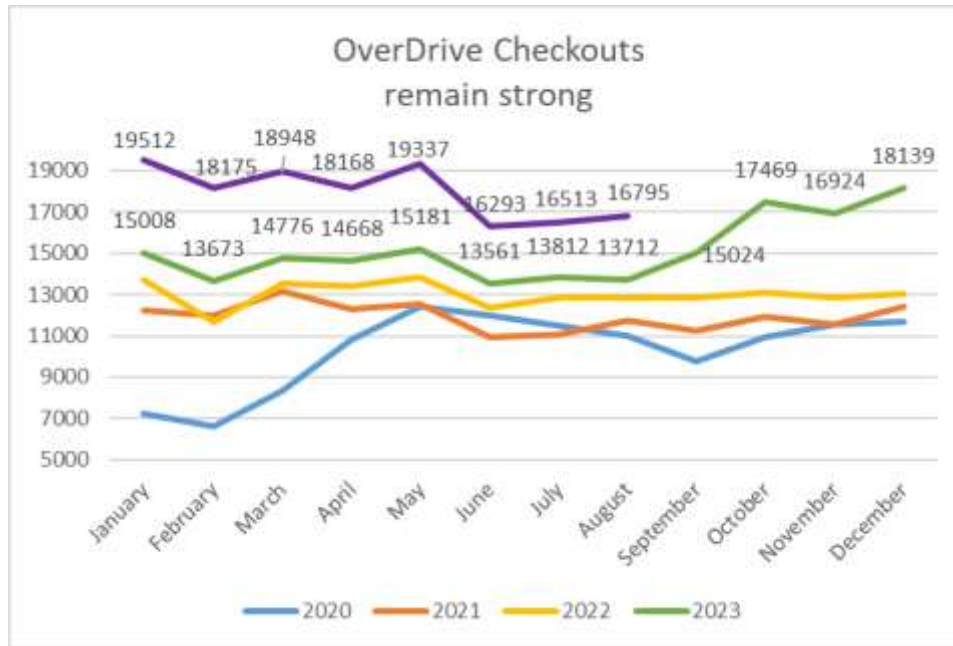
In August, Digital & Maker Services Manager Lauren Kelly added many new products to the Online Resources page of the website as a result of the Illinois State Library database contract with EBSCO. Lauren worked with the vendor to get direct links to the products, set up authentication, and get descriptions and images for the new tools. Lauren also met with YS Manager Andrea Vaughn Johnson and is scheduled to meet with AS Manager Cathleen Blair to orient them and their staff to the new offerings. New products include Auto Repair Source, LearningExpress Library, and many content repositories such as Legal Information Source, Home Improvement Source, and Small Business Source.

We have been unable to get usage statistics for our Newsbank products for the last couple of months due to a ransomware attack on the company. All of the patron facing news content is now back up and accessible, but the back end statistics portal is still down.

Online Resource Highlights for August 2024

- Hoopla had 1645 circulations this month, up from 1506 the same time last year (a 9% increase).
- New York Times Proquest database saw high for two months in a row, with an average of 610 documents accessed. This is up from an average of 63 the same time last year.
- Statista had a spike in usage this month, with 221 clicks (up from an average of 20). Especially popular this month were digital marketing insights, as well as advertising and consumer market reports.
- Many general reference resources still showed slightly low usage, as the fall semester has not yet gotten back into full swing. We hope to see usage increase next month as students return to their studies.

OverDrive



16,795 total checkouts

- 8,586 ebooks (51.12%)
- 6,335 digital audiobooks (37.7%)
- 1,874 digital magazines (11.1%)

Top eBook titles by checkout:

1. The Women by Kristin Hannah (eBook) - 76
2. Funny Story by Emily Henry (eBook) - 49
3. The Wedding People by Alison Espach (eBook) - 37
4. The Heaven and Earth Grocery Store by James McBride (eBook) - 34
5. Just for the Summer by Abby Jiminez (eBook) - 27

Top eAudio titles by checkout:

1. The Women by Kristin Hannah (eAudio) - 55
2. Funny Story by Emily Henry (eAudio) - 43
3. First Lie Wins by Ashley Elston (eAudio) - 28
4. The Anxious Generation by Jonathan Haidt (eAudio) - 28
5. Demon Copperhead by Barbara Kingsolver (eAudio) - 26

The most popular magazines:

1. The New Yorker - 360
2. Us Weekly - 97
3. The Week - 82

Full summary of digital items added in the past three months:

Collection	June	July	August
eAudiobooks	809	835	1447
eBooks	3688	1948	2343
eMagazines	135	9	82
Hoopla items	922	992	929
Monthly total:	5554	3714	4801

Full summary of digital items withdrawn in the past three months:

Collection	June	July	August
Hoopla	1785	1224	701

The complete July to-date FY2024-25 digital resource statistics are appended to this report.

Technical Services Statistics

Full summary of materials added in the past three months:

Collection	June	July	August
Adult Fiction	380	471	418
Adult Non-fiction	349	227	352
Teen Fiction	27	21	29
Teen Non-fiction	10	6	15
Youth Fiction	362	332	340
Youth Non-fiction	71	25	112
Adult Magazines	452	472	435
Youth Magazines	25	50	28
Adult Multimedia	108	72	115
Youth Multimedia	14	15	18
Other (Library of Things, etc.)	38	23	37
Monthly total:	1836	1714	1899

Full summary of items withdrawn in the past three months:

Collection	June	July	August
Adult Fiction	1224	833	1063
Adult Non-fiction	2318	2141	1858

Teen Fiction	18	10	8
Teen Non-fiction	0	1	0
Youth Fiction	486	747	787
Youth Non-fiction	597	1011	972
Adult Magazines	573	375	489
Youth Magazines	2	3	5
Adult Multimedia	398	679	1281
Youth Multimedia	27	246	7
Other	2	3	4
Monthly total:	5645	6049	6474

Circulation (Manager Matthew Hoffman)

The library welcomed 263 new patrons in August.

Circulation staff helped close out the summer reading program with a total circulation of 56,000+, which is just under last month's total of 58,000+. Some of the events we participated in included the French Market, which Rebecca Vrana-Naquin and Kathy Kraemer tabled during a Saturday morning shift. Around 60 patrons visited the Wilmette table to offer their support of the library and pick up some library swag. Rebecca also assisted Mike Boone on the Hospitality Committee for National S'Mores Day!



At the August 22 ILL/Tech Group meeting at CCS, Megan Noone served as secretary for the first time. Megan and Amy Jung shared their observations of how Find More Illinois is working out to date. They listened to a discussion on the progress and concerns related to the new service.

Jamie Heslin will be reducing some of their weekday hours in Circulation due to their new position at Winnetka Public Library. Circulation will be posting for a substitute position in order to fill some vacated hours.

During the week of August 19-August 23, Circulation participated in the quarterly RAILS survey. Of note, we sent back 2,283 items in 68 bins, averaging 33.5 items in a bin. Additionally, with our Find More Illinois stats, we lent out 19 items and borrowed 2.

Mark Cielgeski, Kathy and other members of the team assisted with the D39 school cards which were processed starting on August 5. There were two separate reports from the district sent in August listing all the local students who qualify for library cards. About 40 cards were mailed out.

Matthew and Mark pulled up a report for Sarah Beth listing all the available patron emails. This will be used for updating our emailing list for e-newsletter. Matthew also worked with Bob Barth at CCS to finalize a new report specific to Wilmette that lists all the checkouts from the public and private schools that we serve. This report was requested by Youth Services librarian Eti Berland and will help show the significant checkout usage by area teachers.

Finally, Matthew participated in his first DISC assessment workshop and gained a better perspective on the personality/work types of his colleagues as well as how to best communicate with them. The workshop did create a greater self-awareness for one's own communication style.

Current and Past Circulation by Fiscal Year

	2020/2021*	2021/2022	2022/2023	2023/2024	2024/2025
July	33,804	59,462	59,742	60,736	58,994
Aug	50,795	21,368*	59,932	62,545	56,891
Sept	55,261	64,184	53,587	49,229	
Oct	55,820	50,538	53,994	55,226	
Nov	46,631	53,720	54,850	52,926	
Dec	35,822	51,141	51,452	53,499	
Jan	31,822	53,798	57,424	56,360	
Feb	32,640	49,767	52,127	54,534	
March	52,239	55,073	61,616	58,430	
April	52,875	53,537	54,517	54,773	
May	54,781	51,235	53,990	51,671	
June	56,560	55,012	56,630	56,941	
Total YTD	559,050	618,835	669,861	666,870	115,885

Wilmette Public Library Monthly Statistics as a Whole For 8/2024	
Total Checkins	32,273
Checkout Stations	18,897
Leap Checkout and Renewal	10,973
Total Checkouts	29,875

Auto-renewal	26,148
Power PAC Renewal	361
Leap Checkout and Renewal	193
Checkout Stations	188
Total Renewals	27,016
Number of your Library's items checked out system-wide	30,096
Holds Placed through your interface	5,837
Holds placed for/by your patrons	6,353
Holds Held	7,158
Holds Checked out	6,022
Holds Cancelled	1,507
Holds Unclaimed	1,137
Number Of Items Currently Out	34,962
Unexpired Patrons on file	16,646

Wilmette Public Library 24/7 Pickup Lockers Monthly Statistics For 8/2024	
Total Checkouts	335
Wilmette Cardholder	86
CCS and/or Reciprocal Borrower Cardholder	38
Holds Held	395
Holds Unclaimed	61

August to-date FY2024-25 circulation statistics are appended to this report.

Adult and Teen Services (Manager Cathleen Blair)

Collection and Advisory Services

Traditionally August is a transition month in Adult Services, as we celebrate the final weeks of Summer Reading Club (details appear later in this report), take opportunity for staff reset, and prepare for an equally active fall season. One benefit of a lighter event slate is to support additional time and energies for ongoing initiatives without competing demands. Selectors in Adult Services invested many productive hours in collection assessment activities, advancing key directives in preparation for interim steps in our strategic space needs goals.

Though a key element of collection curation is allowing circulation data to inform understanding of what the community seeks in on-shelf materials, there is also value in pairing selector curation insights with display advisory. To determine if select high-appeal items are truly no longer of interest to visitors, a new highlight of “Hidden Gems” is featured in the Recent Arrivals area to amplify materials that may have been obscured in overstocked areas. Learning which do successfully catch the eye of a potential reader, viewer, or listener helps selectors make determinations not only for the single item but also for those similar, both current holdings and potential new acquisitions.



One popular facet of reader suggestion is to map potential suggestions to a trending property in media. This strategy provides opportunity to highlight appealing backlist titles to readers, illustrates that the Library is both aware of and excited to engage in current culture, and demonstrates the skill set of specialist librarians to make those connections. One such pilot pop-up display was a feature of books for those who delight in the movie *Beetlejuice*, introduced in conjunction with the release of the new sequel, which scored the second-highest September box office opening.

In a twist on a back-to-school themes, staff were excited to collaborate on a list of “Dark Academia” suggestions in adult and teen materials to be published as part of the September-October WPL print newsletter, and the theme was translated to literal display for our teen building visitors.



Teen Services

In culmination of expanded seasonal opportunities for students on summer vacation, Teen Services Librarian Krista Hutley hosted an August 14-16 series of drop-in Snack and Craft programs. For two hours each day, teens painted ocean scenes, tried their hands at crochet, played board and video games, and enjoyed tempting treats. Experience has informed the strategy of this type of programming the week prior to school year starts, as most teens have returned from travel, finished with summer camps, and, as one teen articulated, “are bored at home.”

Support of onsite video gaming is integral to teen services in libraries in this era, and Krista invests time and resources into keeping Wilmette Public Library’s opportunities accessible and appealing. Taking cues from both usage patterns and student recommendations, three fresh offerings were introduced to the Teen Room Nintendo Switch options: Minecraft, Overcooked 2, and Mario Party Superstars. These enhancements contributed to heightened use of the space and technology: despite competing draws during summer months, the console was active fifteen days of August and for an average of two hours each day.

Adult and Teen Services Outreach

Though evolving technology offers multiple options for those with visual challenges, a still-valued service for library patrons is the partnership with the Illinois Talking Books program. As Senior Services Librarian Jillian McKeown exemplified in August, librarians assist eligible users in establishing an account and applying for a special, accessible player. Once in effect, the individual may work directly with the service to receive thumb drives with desired audiobooks delivered to their homes at no cost to them.

As the Department continues to assess the balance between hosted programming in the building and services deployed to partnerships and opportunities in the greater community, we have begun a new project of expanded documentation. Insights gleaned will inform staff assignments and allocation of resources as we move into new seasons. Select facets of August data are included below:

Date	Event	Audience	Location	Interactions/Impact	AS Staff
8/6	Short Story Discussion	Older Adults	Mather Place	18	J McKeown
8/7	Maker Activity: DIY Bubble Tea	Teens	Warming House	8	K Hutley
8/8	Delivery Service	Older Adults	multiple	17	J McKeown, N Wagner
8/16	Technology Assistance Drop-In	Older Adults	Mather Place	1	J McKeown (in partnership with S Nizzi, DMS)
8/17	Community Event Presence	All Ages	Wilmette French Market	50+	J Franklin
8/22	Delivery Service	Older Adults	multiple	13	J McKeown, N Wagner
8/29	Community Event Presence: Fun Fair	Youth and Pre-Teens	Sears School	100+	K Hutley (in partnership with E Berland, YS)

Staff Activities

Several Adult Services staff serve as members or organizers of RAILS specialist staff groups, supporting shared learning and problem-solving among peers. These roles are an investment in the profession as well as a benefit to the Wilmette community in opportunity discovery and continuing education for dedicated staff. In August, Senior Services Librarian attended the first RAILS Conveners Networking Group, in which the facilitators of over 90 groups discussed best-practices and addressed common challenges. John Amundsen attended the first in-person, post-COVID meeting of the Business Interest Group, a community-of-practice of librarians in the north, west, and northwest suburbs who work in business services and financial literacy. In addition to a presentation from Illeana Serrano with the US Census Bureau, plans for Financial Fitness 2025, an expert-quality series of virtual financial literacy programs, was announced.

Business Services Librarian John Amundsen authored the headline article “Building the First Business Outreach Program at Wilmette Public Library” in the Examples to Emulate series of *Marketing Library Services*, September-October 2024 issue. The full text is appended at the end of this report.

EvaAnne Johnson contributed the highlighted feature “What Does a Genealogy and Local History Librarian Do?” in the September 2024 issue of *ILA Reporter*. The full text is appended at the end of this report. Of note: Adult Services Librarian Suzanne Arist serves on the ILA Reporter Advisory Committee and assisted in coordinating the specifics of the opportunity.

Summer Reading 2024 in Review



Though summer reading clubs are most closely associated with young patrons, Wilmette Public Library believes in celebrating readers of all ages. Adults and Teens were encouraged to “Read, Renew, Repeat” with books of their choosing, and those participating were given opportunity to take home a new book from librarian-curated selections. Prizes and event sponsorship is possible through the generous support of the Friends of the Library.

New This Year

- **Kick-off Event for Adults:** For the first time, an energetic lawn concert by local musicians The Jolly Ringwalds heralded the start of summer reading season for adults as well as for families. Key partners: Programming Coordinator Jennifer Bartel (C&E) and Adult Services Assistant Manager Rachel Garcia.
- **Interdepartmental Activity:** Partners in Digital and Maker Services designed a drop-in eco-friendly sewing project using upcycled fabric. Key partner: Janet Piehl.
- **Middle-School Participant Option:** Students who were ready to move on from the children’s activities but not quite ready to transition to the older teen program had an option created just for them. Key partners: Youth Services Librarian Jennifer Lee and Teen Services Librarian Krista Hutley.
- **Delivery Patron Participation:** To create a heightened welcome and accessibility for those unable to visit in person, home delivery patrons were encouraged to take part. Those who completed were given the option of a prize book or a “swag bag” with a curated assortment of small WPL-banded items. Key partner: Senior Services Librarian Jillian McKeown.

Theme and Events

- **Current and Engaging Topic:** “Read, Renew, Repeat” offered opportunity to connect with environment-conscious resources available in the library’s collections.
- **Programming Partnerships:** To provide a variety of experiences beyond the page, an array of themed supplemental events were hosted. Examples spotlighting sustainability include Gardening Reimagined, Mending Workshop, and a Bike Maintenance Workshop. Library book groups discussed *The Sound of a Wild Snail Eating* by Elisabeth Tova Bailey and *Birnam Wood* by Eleanor Catton.

By the Numbers

- **Adults:** The Library had a strong turnout for Summer Reading Club this year. In total, 151 patrons participated by reading at least four books during the program. Ninety-nine paper forms were submitted in person, and fifty-two readers opted to submit online.

	2024	2023	2022	2021	2020	2019
Adult Reported Completions	151	154	130	76+* [incomplete data]	165*	150

* COVID era: online only

- **Teens:** It is a recognized, ongoing challenge for libraries to connect with teens juggling summer schedules, but nineteen students reported reading or a combination of reading and program attendance to participate this year.

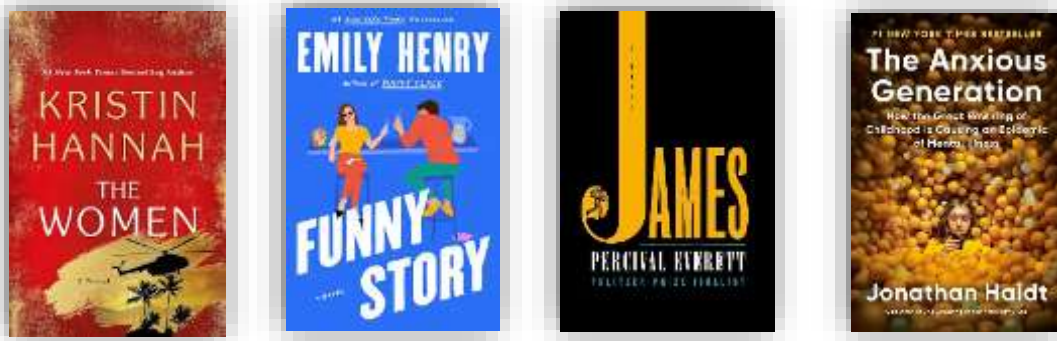
	2024	2023	2022	2021	2020	2019	2018
Teen Reported Completions	19	20	25+	30*	58*	21	23

* COVID era: online only

- Students entering grades 10-12 made up 37% of participation, which is significantly higher than in most public libraries.
- New Trier High School was the most represented school, with over half the participants. Of note: one visiting student from Maryland was inspired to participate.

Wilmette Reader Insights

- **Most Popular Reported Reads:** *The Women* by Kristin Hannah, *Funny Story* by Emily Henry, *James* by Percival Everett, and *Anxious Generation: How the Great Rewiring of Childhood is Causing an Epidemic of Mental Illness* by Jonathan Haidt



- **Unique Reported Reads:** *Assistant to the Villain* by Hannah Nicole Maehrer, *ADHD Is Awesome: A Guide to (Mostly) Thriving with ADHD* by Penn Holderness, *Every Time I Go on Vacation, Someone Dies* by Catherine Mack, and *Clown in a Cornfield* by Adam Cesare



- **Bookish Conversations:** Whether submitting completed titles in person or through the website, readers delighted to share their opinions. Staff received rants, raves, and thoughtful analyses both about the books participants chose to read and also those they selected as reward. As one patron commented, “Thanks so much! I really enjoyed this program and I was thrilled to see my “fifth” summer read was a prize book (and one that I had started but just had to return to the library and had re-requested a hold for this week, so it was SO well timed!).”

Additional program details and statistics are appended to this report.

Youth Services (Manager Andrea Vaughn Johnson)

Programs



Youth Services presented 40 events which were attended by 2,039 patrons in August. These include three pop-up programs to accommodate crowds on some busy mornings: a Coloring Party, a Block Party (Legos, etc.), and a Mother Goose storytime, presented in character by Youth Services Associate Diane dos Santos. Children practiced their early literacy skills (talking, playing, singing, listening) while strengthening attention spans and vocabulary and building imagination.

On Saturday, August 17, Diane and Youth Services Associate Reenie Ruckdaeschel presented our first Mother Goose Olympics, where families could try activity stations connected to classic rhymes. This event was enjoyed by 62 patrons.

Summer Reading Club



This year's Summer Reading Club participation rose by 12% from last year to 700 children!

Children from under age 1 to age 15 completed one reading log and chose a prize book, thanks to funding from the Friends of the Library.

162 participants went on to complete a second reading log and earn a second prize book.

Each reading log tracks 20 days of reading and literacy-building activities. At ten days, children visited the Summer Reading Club booth to talk about their reading with a staff member or volunteer. They were offered a vinyl sticker as a halfway prize and got their photo taken for our Wall of Readers.

Our team of 26 teen volunteers supported our Summer Reading Club Assistants to staff the booth June through August. They engaged children in conversation about their favorite books, distributed prizes, and took photos for our Gallery of Readers. School Engagement Librarian Eti Berland hosted several orientations to train teen volunteers for this work.

New to the program was a separate reading log and halfway prize for older children in grades 5 and up. This reading log works much like the younger reading log, but has a design that appeals to older children. Instead of the steep drop we usually see at age 10, participation among 10 year olds increased to 70 participants in 2024 from 40 in 2023.

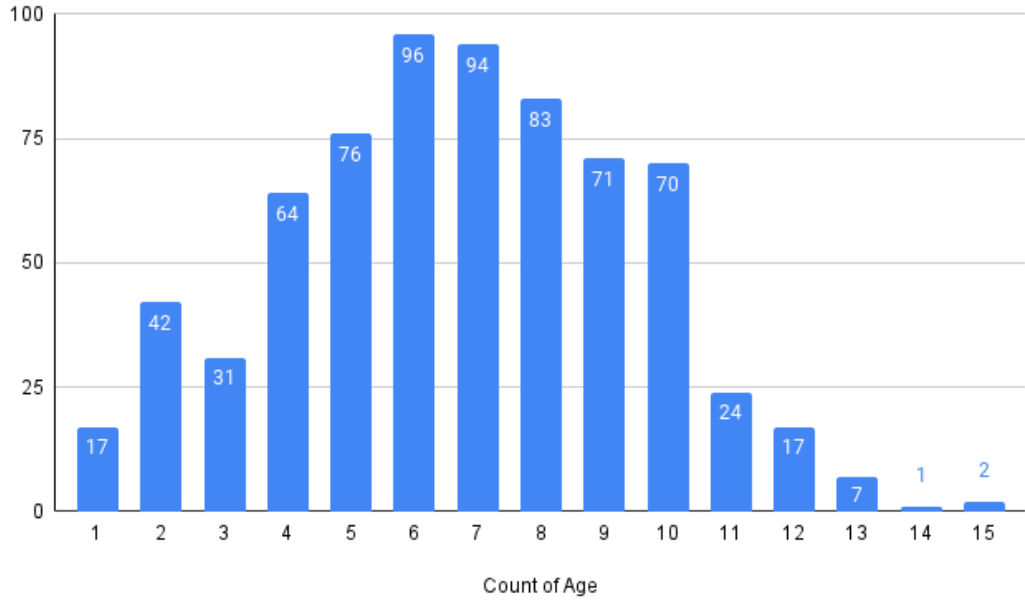


Participation by Age, 2023 vs 2024

Age	2023	2024
>1 year	0	4
1 year	21	17
2 years	23	42
3 years	40	31
4 years	52	64
5 years	49	76
6 years	80	96
7 years	88	94
8 years	91	83
9 years	86	71
10 years	40	70
11 years	26	24
12 years	19	17
13 years	8	7
14 years	0	1
15 years	0	2

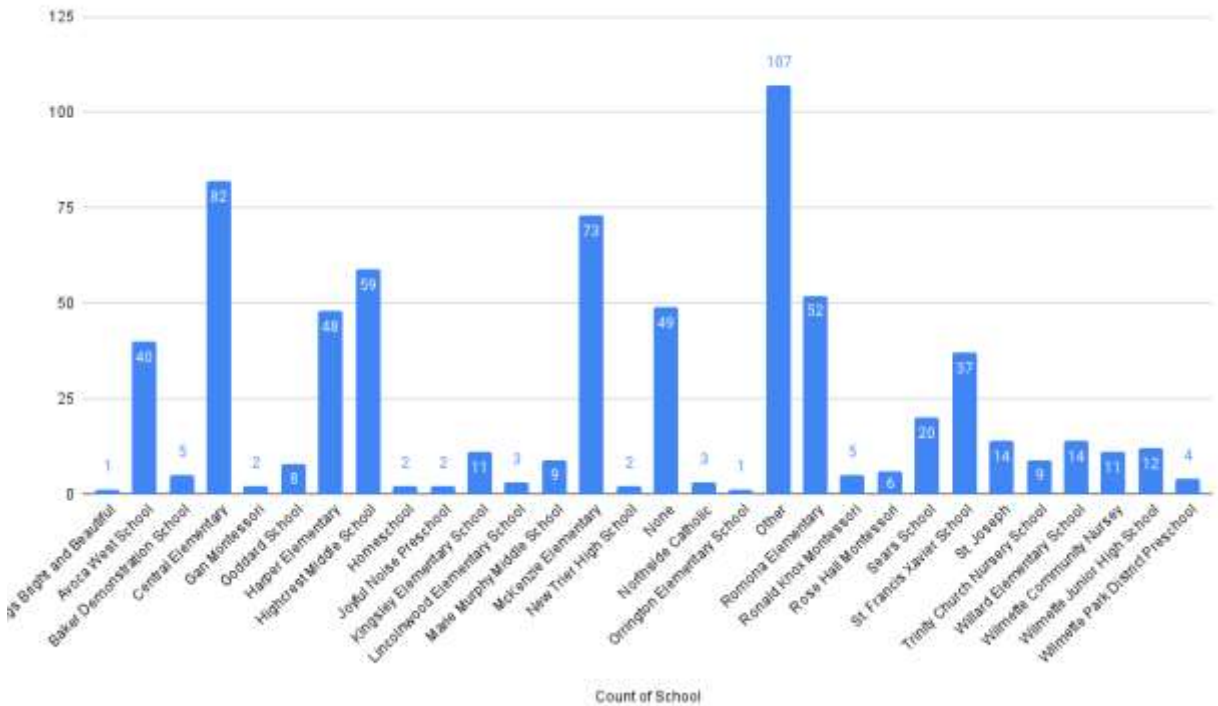


SRC 2024 Count of Age



Children from 30 preschools and grade schools participated in Summer Reading Club. In May and June, Eti Berland, accompanied by Youth Services staff, visited 11 area schools to share Summer Reading Club excitement with more than 3,361 students and educators.

Summer Reading Club 2024 Count of School



Summer Reading Club culminated on August 15 with our annual Summer Reading Club Celebration. Grammy-nominated Justin Roberts performed with his band in the Auditorium while outside, the Kona Ice truck gave out free shaved ices, compliments of the Friends of the Library. The event was attended by over 90 patrons.

Outreach

Our StoryWalks in Hibbard Park and Vattmann Park continued in August.

Community Engagement Librarian Sarah Jo Zaharako presented a Let's Learn Together workshop on Gender in the Preschool Classroom for educators at the Wilmette Park District Early Childhood Center on August 20. She shared the new LLT Preschool Kit and modeled resources for building welcoming classrooms and supporting students and their families. Preschool Kits on Gender and Race were available for check out to school accounts. The workshop was attended by 26 teachers.



Let's Learn Together Gender in the Preschool Classroom Kit

Desk staff are always available to help with technology.



Sarah Jo Zaharako launched a new [adult accessibility video](#) this month. The social story video, narrated by Welcome Desk Assistant and former educator Peter Sandstrom, is available on the library's Accessibility landing page and helps patrons with all abilities prepare for their visit to the library. This project was made in partnership with the Northern Suburban Special Recreation Association's Enhanced Lifestyles for Adults program.

Feedback from NSSRA Recreation Specialist Peyton Schulte: "WOW! I love that Social Story. You all did a wonderful job putting this together. We will 100% share this with our families; thank you for the opportunity to collaborate on this!"

On August 26 Youth Services hosted a library visit from 9 participants in NSSRA (Northern Suburban Special Recreation Association) programs.

School Engagement Librarian Eti Berland attended Marie Murphy's 6-8 grade Open House on August 28 and shared library resources, library card sign-ups, curated book recommendations, and library swag with over 30 students.



Eti Berland and Teen Librarian, Krista Hutley, attended Joseph Sears Family Fun Day to sign people up for library cards, promote upcoming programs, answer questions, and more. More than 115 people stopped by their table to connect and share about their love of the library!



Book Displays

In August, Youth Services displayed picture books and non-fiction about outer space and going to school. In the Junior High Room, Youth Services Librarian Jennifer Lee displayed books to celebrate Mountain Day (Aug 12) and highlighted our short story collections.

Special projects

Due to high demand, Jennifer Lee has expanded our new World Languages Kits collection, adding “Sentences” kits in Spanish and Chinese in addition to our “Words and Phrases” kits. The kits include instructional picture books and a “magic wand” that reads aloud as it touches each word or phrase. These kits give younger children an interactive, screen-free option for language learning.



One patron thanked Youth Services Librarian Susan Kaplan-Toch for recommending ten picture books about community helpers and putting them on the hold shelf for pickup. In an email reply, the patron said, “Thank you so much! These will be such a treat to read!! Thank you for offering this service through the library. We appreciate you and your work so much!”

Our July 18 visit from author and cartoonist Lucy Knisley was featured in an August 15 article in *Publishers Weekly*. Knisley, who lives in Evanston, is on a book tour to promote her new picture book about the joy of riding a bicycle called *Ride Beside Me*.

the long on the cane had getting to sign books holding a grocery list.



A visit to Wilmette Public Library in Wilmette, Ill., featured a large screen on a stage, which provided Knisley with more options. "This event was more of a workshop than my other events, so I got to do a presentation on comics, as well as some draw-alongs with the audience." Books were supplied by The Bookstall in Winnetka.

Additional program details and statistics are appended to this report.

Digital & Maker Services (Manager Lauren Kelly)

Programs and Classes



Digital & Maker Services Librarian Janet Piehl ran this month's Maker Garden. This month's theme was "In the Loop?" Patrons were invited to design and play with wooden frames and hoops. Patrons have been stacking and combining the hoops, making flowers and shapes.

Digital & Maker Services Assistant Manager Linnea Lundberg hosted a Flower Potion Bookmark program, where patrons could design a bookmark to cut on the Silhouette Cameo, then apply dried flowers to the design. The results were gorgeous!



Digital Services Assistant Sabrina Nizzi hosted an iMovie Basics program this month, where one participant asked for a 1:1 session after the program to continue the discussion and work on his iMovie in greater depth.

Digital & Maker Services Associate Ethan Herdrich ran Let's Design a 3D Print. The kids that attended were all very new to 3D design and Ethan guided them through designing their first 3D models. One of the kids was there with his grandma and she also got into it and designed her own 3D print.

Ethan also ran the monthly Minecraft Club, with 8 attendees. Participants picked up from the previous session to test out their obstacle/parkour courses they created last month.



The Studio

In August the Studio team had 317 reference interactions in the space, down from 472 in July. The drop in numbers is due to the week we were closed for our Reenergizing Recess. When the space was open we were quite busy, with many groups working simultaneously on projects. Picture shows five separate groups in the space on August 18.



Studio Projects and Patron Stories

- Two patrons of different ages, a teen and an older adult, were both sewing in the space at the same time. Both were skilled sewists, and it was a joy to see folks of different generations working on fabric arts projects.



- A young patron commented “This place is amazing. Can I come here every day?”

- Another young adult patron who came in to pick up a 3D Print said “You can't keep me away from here for too long. It's that awesome!”
- An elementary aged girl said “Who knew the library could be this fun?” after making magnets.
- A French teacher used the Silhouette Cameo to cut vinyl stickers for a wooden sign to welcome her students to her class. C'est magnifique!
- A teen hung out in the space for a few hours working on a hand sewn ferret stuffie.
- Patrons clearly had Olympics fever in August, and a teen patron made a custom sticker for a triathlon gold medal.



Studio Updates

- The Studio was closed from August 19-25 for a “Reenergizing Recess.” During this time Studio staff performed machine maintenance, engaged in professional development and learning, worked on displays, cleaned, and experimented with new materials and techniques. When Ethan reopened the space on the 26 there were three patrons waiting! Folks missed us while we were on or break.
- Studio staff have been focusing on improving our displays in the space. Linnea spearheaded a refreshed embroidery display.
- August 15 marked the end of Summer Reading Club and the end of the high school age volunteers’ time in the Studio.
 - 58 hours total volunteered
 - 6 high school student volunteers
 - 3 of the volunteers also helped with programs.

Volunteers all learned the button maker and software, explored the other machines based on their interests, and helped staff with materials prep and organization. DMS enjoyed having the volunteers helping in the Studio, especially at busy times when families wanted to use the button maker. Initial feedback indicates some of the volunteers are hoping to help in the Studio or at programs during the school year and/or next summer.

- DMS also finished up the Summer Reading Club sewing projects- the unpaper towel and the plastic bag holder. According to Gimlet, patrons completed 12 SRC sewing projects. Anecdotally, patrons used the unpaper towel supplies for other small sewing and embroidery projects.
- The Digital & Maker Services team continued to implement instructional documentation for The Studio, including introductory projects and instruction binders. This month Janet

finished the Sewing instruction binder. The intention with these binders is for patrons to follow along to get started in the event the Studio staff member is helping another patron. We have just one more to go, a binder for the Hatch embroidery software, which Ethan will finish in early September.

- In August, Doug McGillivray created projects for the display to show examples of what the Silhouette Cameo can create. The theme was “End of Summer” and included a paper pattern, a heat transfer, and Print & Cut examples to inspire patrons.

Technology Desk & Department Updates

- In August DMS Staff had 746 interactions at the Technology Desk, including 14 1:1s. Tutorial topics include: mobile phone voicemail access, creating an APA cover page in Microsoft Word, using the digitization station with VHS-C format tapes, wireless printing, changing from PC to Mac operating systems, using an external storage drive, setting up new iPhone, and more.
- In August, 2684 pages were scanned at the Scan Station.



Scan to Email	1422	53.0%
Scan to Fax	226	8.4%
Scan to Smart Phone	3	0.1%
Scan to USB	784	28.5%
Scan to Copy	289	10.0%
Total	2684	100.0%

- The TBS computer management system also allows for usage reports. In August, we had 1652 computer bookings (all locations)
- Ethan Herdrich ran the Board of Trustees livestream this month.
- Patrons are taking advantage of our new digital 1:1 booking tool launched in July. We’ve had many of sessions booked through the website, and have added another service to our offerings – Basic Tech Help in Spanish, provided by Digital Services Assistant Alex Barzallo.
- This month Alex Barzallo began working on a blog post for the WPL website on the topic of AI.
- Digital Services Assistant Sabrina Nizzi supported the library’s booth at the French Market on August 17.



- Sabrina continues to visit Mather once each month with Senior Services Librarian Jillian McKeown to provide technology help for residents. Mather greeted them with this new sign to remind residents that Tech Help is also available during the visits from the library.



Technology Desk Patron Stories

This month Sabrina worked with an older couple from Sweden, who had also attended her August program, on a large scanning project. They had medical notes they needed to scan then upload the scanned files to a medical portal. It was a long project, but it worked out. After leaving they called the Tech Desk and left her a voicemail thanking her for spending the time to work with them until the project was completed. The couple also left a positive comment card at the Welcome Desk.

Additional program details and statistics are appended to this report.



Communications and Events (Manager Sarah Beth Brown)

On August 7, Communications & Events Manager Sarah Beth Brown attended a project management workshop at Mount Prospect Public Library. While somewhat introductory to the concept, this workshop was full of practical ideas, tips, and workflows to improve project management specifically at libraries. I'm excited to bring some of these tools to my own work here at Wilmette!

August Programming

- On Saturday, August 3, program coordinator Jennifer Bartel hosted a Community Puzzle Exchange. Community members donated 391 puzzles, and 302 puzzles found new homes with 84 patrons. Jennifer is working with staff to donate the remaining puzzles to community partners.



- A popular virtual program this month was *Barbie: The History of America's Most Famous Doll* with historian Leslie Goddard, with 32 patrons attending. The program combined the life of founder Ruth Handler with the significance of this pop culture icon. Although the program didn't reference the recent namesake movie, the film did help generate a lot of enthusiasm for the program.
- On August 6 we held an Empowerment Doll Workshop for teens and adults with teaching artist, creativity coach and doll maker Victoria Reeves. There was a lot of interest in the class from teens as well as adults, and we had 18 patrons attend and make dolls.
- Walk & Talks continued in August with steady patron participation. Staff from Adult Services and Digital & Maker Services joined Jennifer on walks and were able to chat with patrons and answer both library-wide and department-specific questions.

Outside of programs, Jennifer continued working with other departments on updating our Communico calendar service. A major project has been updating the way that we book not only rooms but assets like computers and other tech, and Jennifer has been spearheading this project and ensuring that the updates have met the needs of each department as they have been rolled out.

August Communications

We kicked off the start of the school year in August, with the publication of our September-October newsletter, which went to all homes in Wilmette the last week of the month. This issue highlighted dozens of programs for all ages, and featured a large promotional push in support of Library Card Sign-Up month.

We also finished a brochure for new cardholders, which is the first of a package of new materials aimed at new patrons and those returning to the library after some time. We are looking forward to creating a full package of materials for this audience, including web content and targeted email marketing, which will roll out this fall. The new brochure will be distributed by Circulation staff to patrons who sign up for a card for the first time, or have questions about how to use their card. This brochure was produced in-house with design by Graphic Designer Sarah Rose, but printed by the same print house as our newsletter, creating a high-quality print piece.

We were also pleased to wrap up a major website project following an accessibility audit. Over the course of several months, Sarah Beth worked with our website vendor as well as our calendar vendor to ensure that our website was up to current accessibility standards, and made design changes throughout both platforms to improve the experience for users of all abilities.

Sarah Rose, in addition to the above projects, had a busy month. She was working on a number of long-range projects we hope to wrap up this fall, in addition to a number of smaller projects to assist other departments:

- Provided graphics, files, and design consulting as needed across departments
- Met with Adult Services librarian Suzanne and planned a new hand out to replace the current Social Services brochure
- Created multiple new name badges
- Updated and created multiple new business cards and name badges
- Produced, updated and/or replenished a number of printed materials and signage such as The Studio Closure signage
- Designed and produced graphics and signage for display around the library, including Labor Day Closure signage
- Updated and replenished numerous handouts including many for or popular digital services, like Libby

Content Coordinator Lydia Fair also managed a good number of projects this past month, in addition to contributing work on the new cardholder brochure, including:



- Took photos at the Summer Reading Club Celebration with Justin Roberts on August 15 and more photos of patrons with the giant library card for the Sep-Oct newsletter.
- Continued to encourage participation in Summer Reading on social media and in the email newsletters. Posts about the 8/3 Community Puzzle Exchange generated positive patron feedback in the comments.
- A big focus in August after Summer Reading wrapped was creating content for Library Card Sign-Up Month. I'm planning on highlighting a different service, collection, or resource every day of September on social media.
- Lincolnwood Public Library organized a fun collaborative video for LCSUM which will spotlight all of the libraires in the consortium. I worked with Sarah Beth to film our short clip for the video.
- Finished editing the webpage for new library cardholders.
- Updated the Hispanic Heritage Month webpage to reflect this year's programming and added new resources and virtual events from area libraries.
- Shared September book discussions with The Book Stall for inclusion in their enewsletter and social media.
- Published four blog posts to the staff blog.
- Sent weekly email newsletters, biweekly Youth Services family e-news, and a business newsletter.

Email, Social Media, and Communications

Email newsletter statistics from August:

- 60,279 sends
- 1,083 clicks

A few of our more popular posts from August:



Wilmette Public Library is at Wilmette Public Library.
 Published by Lydia Wpl
 August 13 at 5:00 PM · Wilmette

Our travel books have moved! 📖 Head to the Lower Level, directly after the 800s section to discover travel and destination guides, hidden gems in Illinois, and much more.

See insights and ads Boost post

8

wilmettelibrary
 Wilmette Public Library

Last call for summer readers! Tomorrow is the last day of reporting for our Summer Reading Clubs. Make sure to turn in your reading log or online reporting form, and claim your prize book! 📖

#readrenewrepeat #summerreadingclub #wilmette #wilmettepubliclibrary

susansarasota So sweet!
 6/11 Reply

View insights Boost post

Liked by jillie__mae and 23 others
 August 14

Add a comment...

Information Technology (Manager Michael Pocrnich)

IT Manager Michael Pocrnich continued to plan and develop the scope and specifications for the library's first major computer systems replacement project in the past 8 years in collaboration with partners at CVI and HP. He prepared the final details and received the necessary quotes for the hardware (including 101 desktop computers, 30 notebook computers, and 30 desktop stands), as well as updated operating system software for all, new perpetual licensing for shared staff computers and all public workstations, as well as new cloud-based collaborative office productivity software (Microsoft 365) for staff. Michael and Director Auston prepared the final proposal for board approval, as one this year's major project goals. The project is part of the Strategic Plan and has been identified in the past 2 fiscal years' Special Reserve Fund project goals. The total cost of the project as presented in the proposal in the September 17, 2024 board meeting packet is \$242,475. When approved, we expect to place the orders right away and begin the process of preparing the equipment for software imaging, configuration, and installation following necessary communications and training with staff later this fall. We expect the project to be complete by the end of calendar year 2024.

Michael and IT Assistant Christine Hightower completed a wide range of troubleshooting and system improvements for both the staff and public in August. Projects this month included: researching and applying equipment and software updates and replacements, workstation, software, and peripheral troubleshooting, configuration, and installation. Department staff assisted with hardware and software updates and troubleshooting; document and instruction creation; coordination with CVI on resolution of open tickets; digital signage maintenance; routine maintenance; equipment cleaning; and other updates.

The library's cyber security training platform, KnowBe4, was launched earlier this summer and nearly every employee successfully completed the 3 training modules, including training on identifying malicious emails and making strong passwords. Staff found the training informative and helpful. Monthly phishing tests started in August to help provide staff with firsthand experience recognizing and applying expected standards for responding to potential cyber threats.

Michael continued to work with vendors and staff in implementing the various aspects of the new Help Desk software for both IT and Facilities departments this month. The support teams from Zendesk (help desk software) and AssetSonar (asset management software), along with implementation partner Satrdé, worked with Michael to lay out an order for the types of issues being submitted by staff and the information that would be required when needing help with those issues. We started creating a ticketing template for how staff will submit tickets as well as implementing the asset inventory. The system will help IT and Facilities staff to manage workflows, track progress on projects, keep a record of troubleshooting solutions, and maintain a robust asset inventory.

Facilities/Safety (Manager Marcos Levy)

Geothermal System Maintenance

In August, Our geothermal system required a few components to be replaced in the cooling section. The circulation pump and drier developed a restriction that prevented the cooling operation. Since the affected zone was in the lower level, which is always cooler, the downtime did not affect the air quality running on “fan only” until the maintenance was complete.

Overall the geothermal systems has presented minimal problems in operating over the years. Wilmette’s HVAC renovation plan several years ago was a successful idea that other libraries have since incorporated into their designs for building renovations.

Human Resources (Manager Michael Boone)

Recruiting & Personnel

Administration

It’s been a long road, but we finally hired **Renee Grassi** as our new **Assistant Director**. Renee comes to us with 12 years of public library experience. Most recently she has been serving as the Director for the Lake Bluff Public Library for the past year and a half. During her time there, she has implemented the creation of job descriptions and a subsequent new Pay Grade Structure and Salary Scale. Renee has also had hands on experience with space enhancement projects at the library. Previous to Lake Bluff, Renee has managed the Youth Services operations at several libraries include, Glencoe, Glen Ellyn, Deerfield, and Dakota, Minnesota. We are excited to see where Renee’s experience and skill set takes us. Renee’s first day will be Monday, September 30th.

Facilities

As we were unable to find a successful candidate for the previous posting, we have decided to repost our need for the full-time **Facilities Technician** position. We are currently in the process of screening and interviewing a candidate and hoping to have a potential hire soon for this key role which will cover most evenings.

Policy/Procedure

Personnel Records Review Act

On August 20, HR Manager Michael Boone attended a quick seminar regarding updates to the Personnel Records Review Act. The changes are subtle, but mainly clarify and formalize that:

- Requests for personnel records should be made in writing, which includes requests made via email or text message.
- Employees may request personnel records related to their benefits, any contracts or agreements that were binding on the employee, any handbooks that were made

available to the employee or which the employee acknowledged receiving, and any policies or procedures that the employee was subject to which related to qualifications for employment, promotion, transfer, compensation, benefits, discharge, or other disciplinary action.

- Employees must sign a waiver if requesting medical information or records be released to a representative of the employee.
- Records related to the organization’s trade secrets, client lists, sales projections, and financial data do not have to be provided in response to an employee’s request for personnel records.

None of these formal clarifications change our procedures. We currently ask staff who wish to review or receive copies of their personnel file, submit the request in writing to Human Resources.

Benefits

Mission Square

On August 23, HR Manager, Michael Boone attended a webinar on SECURE 2.0 Provisions Overview and Key Adoption Considerations. The Secure 2.0 Act, which went into effect back in 2022, allows for additional features in various employer retirement plans to encourage use of these plans. During the webinar, they addressed the following topics:

- Recent required minimum distribution guidance.
- Exceptions to the 10% penalty on early withdrawals.
- Higher catch-up limits for ages 60-63.
- The Roth mandate for age-based catch-ups.

Training

DISC Assessment

On August 29, members of the Leadership team participated in an HR Source facilitated training called, Communicating with DiSC. Prior to the training we all took an on-line assessment questionnaire, which assigned us to a category based on our answers. These categories were determine by what type of a communicator you are and how you like to receive training. The workshop delved into these categories and addresses how each category can have impactful and productive communication and interactions with one another.

Staff Appreciation

August Anniversaries

Name	Department	Date of Hire	Years of Service
Patsy de Vuono	Shelving	8/24/1994	30
Al Frumkin	Facilities & Safety	8/07/2001	23

Jim Kaspari	Facilities & Safety	8/28/2001	23
Joan Blecher	Adult Services	8/29/2006	18
Christine Hightower	IT	8/26/2011	13
June Bowe	Circulation	8/29/2011	13
Jill McKeown	Adult Services	8/21/2012	12
Ted Remus	Adult Services	8/29/2014	10
Jamie Heslin	Circulation	8/17/2022	2
Reenie Ruckdaeschel	Youth Services	8/10/2023	1

Select Staff Meetings & Workshops

Staff regularly attend conferences and developmental webinars, and are actively cultivating new skills through dozens of programs and workshops on a diverse range of topics.

Throughout August, all staff participated in cyber security training, including “Creating Strong Passwords” and “A Guide to Avoiding Password Reuse.”

This month, the Leadership Team participated in a professional development initiative built around the communication effectiveness assessment and training through the DiSC model.

Select Staff Meetings and Trainings

- 8/1: Folge.me Meeting with AS Manager Cathleen Blair (Linnea Lundberg)
- 8/1: RAILS West Suburban Adult Programmers Group (Jillian McKeown)
- 8/6: Fall Adult Faves [ALA webinar] (Jessica Thomson)
- 8/6: RAILS Conveners’ Group (Eti Berland, Jillian McKeown)
- 8/7: Project Management for the Rest of Us [RAILS at Mt. Prospect Library] (Sarah Beth Brown, Jessica Thomson)
- 8/8: Community Engagement Committee meeting
- 8/8: Community Engagement Committee (Krista Hutley, Jillian McKeown)
- 8/8: RAILS Business Interest Group (John Amundsen)
- 8/8: Weeding Your Collection [ALA webinar] (Jessica Thomson)
- 8/9: Cataloging in Leap (7.6) [CCS webinar] (Jessica Thomson)
- 8/8: Young Adult Services Forum (Krista Hutley)
- 8/14: Charmm’d Creating Psychologically Healthy Teams to Support Healthy Individuals (Linnea Lundberg)
- 8/14: LACONI Unconference (Sarah Jo Zaharako)
- 8/15: Hoopla Webinar “A Library’s Guide to Building a Long-Term Digital Strategy” (Lauren Kelly)
- 8/21: All Staff Meeting
- 8/21: CCS Cataloging and Metadata Meeting (Carly Stauss)
- 8/21: Electronic Content Consortium Governing Board Meeting (Lauren Kelly)
- 8/22: CCS ILL/Tech Group meeting (Amy Jung, Megan Noone)

8/22: Charmm'd Strengthening Your Leadership Toolbox for Difficult Conversations (Linnea Lundberg)

8/27: Charmm'd Peer Advisory Group (Michael Pocrnich)

8/27: Jamf: Mac Management for Beginners (Michael Pocrnich)

8/28: Webinar: Alien Files: Researching Immigrant Ancestors at NARA, presented by the US National Archives (EvaAnne Johnson)

8/29: Leadership Team Development Workshop: Communicating with DISC (Cathleen Blair)

8/30: FAN Liaison Orientation (Cathleen Blair)

Attachments

- August/FYTD program statistics;
- August /FYTD circulation statistics by item and material collections;
- August /FYTD online resource statistics by title and category;
- Business Services Librarian John Amundsen's headline article "Building the First Business Outreach Program at Wilmette Public Library" in the Examples to Emulate series of *Marketing Library Services*, September-October 2024 issue;
- Local History & Genealogy Librarian EvaAnne Johnson's highlighted feature "What Does a Genealogy and Local History Librarian Do?" in the September 2024 issue of *ILA Reporter*

August 2024 Program Statistics

Dept	Contact	Title	Virtual/In-Person	Date	Start time	Reg. #	Attend #
AS	Jillian McKeown	Dementia Caregiver Support Group (Virtual)	Virtual	8/12/24	7:00 PM	14	12
CE	Jennifer Bartel	Armchair Travels	In-person	8/1/24	1:00 PM	N/A	20
CE	Jennifer Bartel	Jeanne Becker Trio	In-person	8/2/24	7:00 PM	N/A	0
CE	Jennifer Bartel	Community Puzzle Exchange	In-person	8/3/24	1:00 PM	N/A	84
CE	Jennifer Bartel	Empowerment Doll Workshop for Teens and Adults	In-person	8/6/24	1:00 PM	18	16
CE	Jennifer Bartel	Wilmette Walk & Talk	In-person	8/8/24	9:30 AM	N/A	7
CE	Jennifer Bartel	Hidden Meanings in Chinese Art (Virtual)	Virtual	8/9/24	2:00 PM	30	21
CE	Jennifer Bartel	Barbie: The History of America's Most Famous Doll (Virtual)	Virtual	8/12/24	2:00 PM	41	32
CE	Jennifer Bartel	Armchair Travels	In-person	8/15/24	1:00 PM	N/A	7
CE	Jennifer Bartel	Wilmette Walk & Talk	In-person	8/19/24	9:30 AM	N/A	7
CE	Jennifer Bartel	Life in Yemen as a Peace Corps Volunteer (Virtual)	Virtual	8/22/24	7:00 PM	29	21
CE	Jennifer Bartel	Pianist Simon Cegys	In-person	8/25/24	2:00 PM	N/A	34
CE	Jennifer Bartel	The Color Purple	In-person	8/27/24	1:00 PM	N/A	4
DMS	Lauren Kelly	Down with Paywalls: Digital Magazines & Newspapers	In-person	8/1/24	6:00 PM	11	5
DMS	Janet Piehl	Morning Metal Stamping	In-person	8/6/24	10:00 AM	9	8
DMS	Janet Piehl	Morning Metal Stamping	In-person	8/6/24	11:15 AM	7	8
DMS	Doug McGillivray	Using the Computer	In-person	8/6/24	6:00 PM	6	4
DMS	Sabrina Nizzi	iPhone & iPad iMovie Basics	In-person	8/15/24	10:00 AM	6	4
DMS	Ethan Herdrich	Minecraft Club	In-person	8/15/24	4:30 PM	9	8
DMS	Ethan Herdrich	Let's Design a 3D Print	In-person	8/21/24	11:15 AM	10	5
DMS	Linnea Lundberg	Language Learning Online Resources (Virtual)	Virtual	8/27/24	6:00 PM	20	13
DMS	Linnea Lundberg	Flower Potion Bookmarks	In-person	8/29/24	5:30 PM	7	4
DMS	Alejandro Barzallo	Intro to the Internet (Virtual)	Virtual	8/30/24	5:00 PM	3	1
TEEN	Krista Hutley	Dungeons & Dragons: Candlekeep Mysteries	In-person	8/3/24	1:00 PM	6	7
TEEN	Krista Hutley	Teen Take & Make: Mini Cork Board (Take-Home Kit)	In-person	8/9/24	12:00 AM	14	14
TEEN	Krista Hutley	Pokemon Go Explorers Club	In-person	8/12/24	2:00 PM	N/A	1
TEEN	Krista Hutley	Snack and Craft	In-person	8/14/24	2:00 PM	N/A	7
TEEN	Krista Hutley	Snack and Craft	In-person	8/15/24	2:00 PM	N/A	2
TEEN	Krista Hutley	Snack and Craft	In-person	8/16/24	2:00 PM	N/A	11
YS	Andrea Vaughn Johnson	Babytime	In-person	8/1/24	9:15 AM	N/A	35
YS	Andrea Vaughn Johnson	Babytime	In-person	8/1/24	9:45 AM	N/A	23
YS	Jennifer Lee	Toddler Explorers	In-person	8/2/24	10:30 AM	N/A	112
YS	Andrea Vaughn Johnson	Stories in Russian	In-person	8/3/24	2:00 PM	17	14
YS	Andrea Vaughn Johnson	Stories and Savasana	In-person	8/6/24	10:00 AM	N/A	71
YS	Andrea Vaughn Johnson	Stories and Savasana	In-person	8/6/24	10:30 AM	N/A	68
YS	Andrea Vaughn Johnson	Andertoons: Princesses vs. Ninjas	In-person	8/7/24	3:30 PM	25	20
YS	Andrea Vaughn Johnson	Andertoons: Adventure Quest	In-person	8/7/24	4:30 PM	25	10

August 2024 Program Statistics

YS	Andrea Vaughn Johnson	Chess Club	In-person	8/7/24	6:30 PM	N/A	0
YS	Andrea Vaughn Johnson	Wigglegorms Party!	In-person	8/8/24	10:00 AM	N/A	90
YS	Andrea Vaughn Johnson	Wigglegorms Party!	In-person	8/8/24	10:45 AM	N/A	53
YS	Andrea Vaughn Johnson	How to Meet Friends at a New School	In-person	8/11/24	2:00 PM	6	5
YS	Eti Berland	Music Appreciation	In-person	8/12/24	4:00 PM	9	7
YS	Andrea Vaughn Johnson	Wigglegorms Party!	In-person	8/13/24	10:00 AM	N/A	92
YS	Andrea Vaughn Johnson	Wigglegorms Party!	In-person	8/13/24	10:45 AM	N/A	50
YS	Andrea Vaughn Johnson	Stories and Savasana	In-person	8/14/24	10:00 AM	N/A	50
YS	Andrea Vaughn Johnson	Stories and Savasana	In-person	8/14/24	10:30 AM	N/A	30
YS	Andrea Vaughn Johnson	Summer Reading Club Celebration with Justin Roberts	In-person	8/15/24	6:00 PM	N/A	90
YS	Andrea Vaughn Johnson	Mother Goose Olympics	In-person	8/17/24	9:45 AM	N/A	62
YS	Lisa Bigelow	Family Lego Drop-In	In-person	8/17/24	2:00 PM	N/A	10
YS	Lisa Bigelow	Family Movie: Babe	In-person	8/19/24	10:00 AM	N/A	21
YS	Eti Berland	Music Appreciation	In-person	8/19/24	4:00 PM	9	13
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/20/24	9:30 AM	N/A	100
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/21/24	9:30 AM	N/A	100
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/22/24	9:30 AM	N/A	100
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/23/24	9:30 AM	N/A	100
YS	Sarah Zaharako	Between the Lines: Butterfly in the Sky Screening	In-person	8/23/24	4:30 PM	10	7
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/24/24	9:30 AM	N/A	100
YS	Andrea Vaughn Johnson	Mandarin Storytime	In-person	8/24/24	10:00 AM	N/A	24
YS	Andrea Vaughn Johnson	Spanish-English Bilingual Storytime	In-person	8/24/24	2:00 PM	N/A	4
YS	Andrea Vaughn Johnson	Chess Club	In-person	8/25/24	2:30 PM	N/A	6
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/26/24	9:30 AM	N/A	100
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/27/24	9:30 AM	N/A	100
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/28/24	9:30 AM	N/A	50
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/29/24	9:30 AM	N/A	50
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/30/24	9:30 AM	N/A	50
YS	Andrea Vaughn Johnson	Imagination Playground	In-person	8/31/24	9:30 AM	N/A	50
YS	Andrea Vaughn Johnson	Pop-up Mother Goose	In-person	8/16/24	10:30 AM	N/A	25
			In-person				
YS	Andrea Vaughn Johnson	Hibbard Park StoryWalk	In-person	8/1/24	n/a	NA	360
YS	Andrea Vaughn Johnson	Vattmann Park Storywalk	In-person	8/1/24	n/a	NA	360

09/01/2024

**Wilmette Public Library District
Activity At Wilmette Library Stations
Monthly Statistics For 08/2024**

Material Type	Number Of Items	Local Charges	Local Renewals	Total	Total + Lender	CCS ILL Lender	CCS ILL Borrower	Ratio
AV equipment	4	33	0	33	33	0	0	8.25
Bag	550	348	286	634	634	0	0	1.15
Blu-ray	1,614	240	177	417	476	59	54	0.26
Blu-ray New	116	115	8	123	130	7	11	1.06
Book	157,310	19,860	20,798	40,658	42,691	2,033	2,432	0.26
Book Hot	898	1,185	9	1,194	1,194	0	0	1.33
Book New	5,237	2,868	1,805	4,673	5,312	639	401	0.89
Boxset	0	10	6	16	16	0	10	0.00
Boxset New	0	3	0	3	3	0	3	0.00
Cassette	60	0	0	0	0	0	0	0.00
CD	13,582	484	358	842	1,108	266	124	0.06
CD Audiobook	3,972	160	174	334	395	61	19	0.08
CD Audiobook New	151	61	43	104	121	17	5	0.69
CD New	167	90	39	129	149	20	12	0.77
DVD	13,482	1,934	1,234	3,168	3,494	326	310	0.23
DVD New	281	364	35	399	405	6	27	1.42
eAudiobook	65,899	0	0	0	0	0	0	0.00
eBook	83,718	0	0	0	0	0	0	0.00
eMagazine	5,250	0	0	0	0	0	0	0.00
ILL Material	0	47	3	50	50	0	0	0.00
Kit	9	5	4	9	9	0	0	1.00
Large Print	5,742	345	330	675	839	164	63	0.12
Large Print New	365	100	52	152	245	93	16	0.42
Magazine	4,036	297	628	925	925	0	3	0.23
Magazine New	242	0	0	0	0	0	0	0.00
Mobile Hotspot	20	29	0	29	29	0	0	1.45
MP3 Audiobook	0	2	2	4	4	0	2	0.00
Multimedia Kit	28	2	1	3	3	0	2	0.11
Newspaper	975	0	0	0	0	0	0	0.00
Online Resource	16	0	0	0	0	0	0	0.00
Other	21	344	2	346	346	0	1	16.48
Other Audiobook	0	0	5	5	5	0	0	0.00
Playaway	2,230	351	441	792	821	29	21	0.36
Playaway Audio New	63	27	32	59	73	14	2	0.94
Record	1,560	0	0	0	0	0	0	0.00
Scores / sheet music	0	2	6	8	8	0	2	0.00
Seasonal AV	139	6	0	6	6	0	0	0.04
Seasonal Book	2,284	93	0	93	94	1	2	0.04
Special Collection	162	88	3	91	91	0	0	0.56
VHS	148	0	0	0	0	0	0	0.00
Videogame	1,161	355	529	884	907	23	16	0.76
Videogame New	55	27	6	33	36	3	2	0.60
Totals	371,547	29,875	27,016	56,891	60,652	3,761	3,540	0.15

Item Count is where the Item Owing Library = YOUR LIBRARY

Local Charge is where the Station_Library = YOUR LIBRARY

Local Renewal is where the Station_Library = YOUR LIBRARY

Lender is where the Item Owing Library = YOUR LIBRARY and the Station_Library not = Item_Library

Borrower is where the Station_Library = YOUR LIBRARY and Item Owing Library not = Station_Library

09/01/2024

**Wilmette Public Library District
Activity At Wilmette Library Stations
Monthly Statistics For 08/2024**

Collection	Number Of Items	Local Charges	Local Renewals	Total	Total + Lender	CCS ILL Lender	CCS ILL Borrower	Ratio	Auto Renewal
Fiction	46,253	5,483	3,652	9,135	10,339	1,204	951	0.20	3,502
Magazines	4,579	215	424	639	639	0	0	0.14	424
Multimedia	32,619	2,850	1,741	4,591	5,333	742	565	0.14	1,633
Nonfiction	56,634	3,889	4,491	8,380	9,324	944	832	0.15	4,335
Online	147,508	0	0	0	0	0	0	0.00	0
Other	730	881	292	1,173	1,173	0	0	1.61	269
Teen Fiction	2,879	454	577	1,031	1,107	76	176	0.36	558
Teen Multimedia	82	9	20	29	33	4	3	0.35	18
Teen Nonfiction	475	54	68	122	130	8	22	0.26	64
Teen Online	2,914	0	0	0	0	0	0	0.00	0
Youth Fiction	44,145	12,205	11,840	24,045	24,622	577	723	0.54	11,542
Youth Magazines	674	82	204	286	286	0	3	0.42	202
Youth Multimedia	6,081	1,378	1,331	2,709	2,794	85	63	0.45	1,290
Youth Nonfiction	21,475	2,363	2,372	4,735	4,856	121	202	0.22	2,307
Youth Online	4,461	0	0	0	0	0	0	0.00	0
Youth Other	36	12	4	16	16	0	0	0.44	4
Totals	371,547	29,875	27,016	56,891	60,652	3,761	3,540	0.15	26,148

Item Count is where the Item Owing Library = YOUR LIBRARY

Local Charge is where the Station_Library = YOUR LIBRARY

Local Renewal is where the Station_Library = YOUR LIBRARY

Lender is where the Item Owing Library = YOUR LIBRARY and the Station_Library not = Item_Library

Borrower is where the Station_Library = YOUR LIBRARY and Item Owing Library not = Station_Library

The number of Auto Renewals is included in the numbers found in the Renewals Column

Category and Product	Metric Captured	July	August	Total
General Reference				
AP Stylebook	Page Views	6	30	36
CLCD: Children's Literature	Results	0	180	180
Consumer Reports	Page Views	1414	1193	2607
Consumers' Checkbook	Logins	3	6	9
EBSCO Database Package	Total Requests	10	56	66
Encyclopedia Britannica	Documents + Media	42	24	66
Explore More Illinois	Uses	4	13	17
Facts on File (Infobase)	Total Views	5	16	21
FirstSearch (OCLC)	Total Searches	100	104	204
Gale Directory Library	Retrievals	15	0	15
Gale eBooks	Retrievals	14	1	15
Gale General One File	Retrievals	1	10	11
Novelist	Total Requests	58	158	216
Oxford English Dictionary	Total Item Investigations	41	0	41
Pebblego and Pebble Go Next	Article Views	55	0	55
ProQuest: CultureGrams	Total Pages Viewed	23	30	53
Public Records / Check Illinois	Total Visitors	169	161	330
Scholastic Teachables	Documents	381	105	486
World Book	Content Views	34	8	42
Periodicals				
DLIL magazines	Checkouts	2113	1874	3987
LexisNexis - NexisUni	Retrievals	114	65	179
Newsbank Chicago Community Collection	Full Text Views	0	0	0
Newspaper Archive	Total Page Views	118	38	156
New York Times Digital Edition	Usage Sessions	1678	0	1678
PressReader	Issues Opened	645	611	1256
ProQuest: Chicago Tribune	Total Documents	135	204	339
ProQuest: Chicago Tribune Historical	Total Documents	134	116	250
ProQuest: Newspapers.com	Total Documents	122	105	227
ProQuest: New York Times	Total Documents	615	605	1220
ProQuest: New York Times Historical	Total Documents	13	18	31

ProQuest: Research Library	Total Documents	57	87	144
ProQuest: Wall Street Journal	Total Documents	639	650	1289
Genealogy				
Find My Past	Total Views	14	32	46
Local History Digital Collection	Page Views	3560	1456	5016
Newsbank Heritage Hub	Full Text Views	0	0	0
ProQuest: Ancestry Library Edition	Total Documents	244	1075	1319
ProQuest: Fold3	Total Documents	19	172	191
ProQuest: HeritageQuest	Total Documents	37	11	48
Online Learning				
Brainfuse	Database Usage	30	27	57
CreativeBug	Total Views	83	58	141
Gale Courses	Enrollments	1	2	3
Gale Peterson's Career & Test Prep	Sessions	13	0	
Gale Udemy	Total Videos Viewed	73	71	144
LinkedIn Learning	Total Videos Viewed	164	70	234
Mango Languages	Total Sessions	87	150	237
Niche Academy	Total Views	22	40	62
Business / Finance				
Gale Business Insights	Full Text Retrievals	0	0	0
Gale Business: Demographics Now	Retrievals	0	0	0
Gale Business: Entrepreneurship	Full Text Retrievals	6	0	6
Gale Business: Plan Builder	Retrievals	44	0	44
Mergent Archives	Pages Viewed	3	3	6
Mergent Intellect	Pages Viewed	40	33	73
Morningstar	Record Views	91	298	389
Reference Solutions	Total Searches	38	25	63
S & P Net Advantage	Total Usage	207	200	407
Statista	Searches	21	221	242
Value Line	Logins	480	456	936
Weiss Ratings	Page Views	13	4	17

eBooks / AV				
DLIL eBooks	Checkouts	7988	8586	16574
DLIL audiobooks	Checkouts	6412	6335	12747
Hoopla	Circulations	1553	1645	3198
Kanopy	Plays	1097	951	2048
Tumblebooks	Book Views	8	19	27
OTHER				
App	Sessions	1545	1286	2831
Website	Sessions	17343	16826	34169
Scan EZ Scan Station	Pages Scanned	2058	2684	4742
Patron Computer Use	Sessions	1526	1652	3178

Product	Metric Captured	Category	Jul-24	Aug-24	Aug-23	% +/-	FY24-25 YTD	FY 23-24 YTD	FY23-24 Total	FY 24-25 Avg	Cost per Use
AP Stylebook	Page Views	General Reference	6	30	8	275.00%	36	14	152	18	\$ 1.63
Brainfuse	Database Usage	Online Learning	30	27	46	-41.30%	57	104	659	29	\$ 11.39
CLCD: Children's Literature	Results	General Reference	0	180	25	620.00%	180	80	995	90	\$ 0.99
Consumer Reports	Page Views	General Reference	1414	1193	1130	5.58%	2607	2532	16507	1304	\$ 0.16
Consumers' Checkbook	Logins	General Reference	3	6	1	500.00%	9	1	39	5	\$ 9.57
CreativeBug	Total Views	Online Learning	83	58	35	65.71%	141	49	1125	71	\$ 0.68
DLIL eBooks	Checkouts	eBooks / AV	7988	8586	7604	12.91%	16574	15418	110816	8287	\$ 2.37
DLIL audiobooks	Checkouts	eBooks / AV	6412	6335	5536	14.43%	12747	10929	69106	6374	\$ -
DLIL magazines	Checkouts	Periodicals	2113	1874	572	227.62%	3987	1177	25552	1994	\$ 0.03
EBSCO Database Package	Total Requests	General Reference	10	56	31	80.65%	66	62	378	33	\$ -
Encyclopedia Britannica	Documents + Media	General Reference	42	24	29	-17.24%	66	78	1847	33	\$ 0.30
Explore More Illinois	Uses	General Reference	4	13	8	62.50%	17	17	53	9	\$ -
Facts on File (Infobase)	Total Views	General Reference	5	16	12	33.33%	21	12	346	11	\$ 10.28
Find My Past	Total Views	Genealogy	14	32	34	-5.88%	46	47	869	23	\$ 1.15
FirstSearch (OCLC)	Total Searches	General Reference	100	104	732	-85.79%	204	1275	3189	102	\$ -
Gale Courses	Course Logins	Online Learning	1	2	12	-83.33%	3	12	117	2	\$ 51.51
Gale Business Insights	Searches	Business / Finance	0	0	0	0.00%	0	0	60	0	\$ 90.98
Gale Business: Demographics Now	Retrievals	Business / Finance	0	0	0	0.00%	0	5	13	0	\$ -
Gale Business: Entrepreneurship	Searches	Business / Finance	6	0	11	-100.00%	6	11	34	3	\$ 188.24
Gale Business: Plan Builder	Searches	Business / Finance	44	0	18	-100.00%	44	18	106	22	\$ 14.91
Gale Directory Library	Searches	General Reference	15	0	4	-100.00%	15	4	37	8	\$ 78.48
Gale eBooks	Retrievals	General Reference	14	1	2	-50.00%	15	3	126	8	\$ 27.30
Gale General One File	Searches	General Reference	1	10	37	-72.97%	11	59	350	6	\$ 38.32
Gale Peterson's Career & Test Prep	Sessions	Online Learning	13	0	0	0.00%	13	0	0	7	\$ -
Gale UDemoy	Lectures Completed	Online Learning	73	71	293	-75.77%	144	405	1641	72	\$ 3.99
Hoopla	Circulations	eBooks / AV	1553	1645	1506	9.23%	3198	2932	18269	1599	\$ 0.39
Kanopy	Plays	eBooks / AV	1097	951	724	31.35%	2048	1569	10731	1024	\$ 0.18
LexisNexis (NexisUni)	Retrievals	Periodicals	114	65	115	-43.48%	179	185	1423	90	\$ 3.53
LinkedIn Learning	Total Videos Viewed	Online Learning	164	70	182	-61.54%	234	285	2176	117	\$ 3.29
Local History Digital Collection	Page Views	Genealogy	3560	1456	5441	-73.24%	5016	16899	62852	2508	\$ 0.07
Mango Languages	Total Sessions	Online Learning	87	150	101	48.51%	237	193	871	119	\$ 3.73
Mergent Archives	Pages Viewed	Business / Finance	3	3	1	200.00%	6	1	57	3	\$ 18.98
Mergent Intellect	Pages Viewed	Business / Finance	40	33	60	-45.00%	73	117	736	37	\$ 12.75
Morningstar	Record Views	Business / Finance	91	298	77	287.01%	389	117	2542	195	\$ 2.82
Newsbank Chicago Community Collection	Full Text Views	Periodicals			28	0.00%	0	49	311	0	\$ 20.28
Newsbank Heritage Hub	Full Text Views	Genealogy			35	0.00%	0	38	246	0	\$ 9.09
Newspaper Archive	Total Page Views	Periodicals	118	38	31	22.58%	156	73	836	78	\$ 5.26
New York Times Digital Edition	Usage Sessions	Periodicals	1678		870	0.00%	1678	1685	10046	839	\$ 0.24
Niche Academy	Total Views	Online Learning	22	40	15	166.67%	62	64	393	31	\$ 4.32
Novelist	Total Requests	General Reference	58	158	202	-21.78%	216	282	1848	108	\$ 0.59
Oxford English Dictionary	Total Item Investigations	General Reference	41		39	0.00%	41	54	382	21	\$ 4.63
Pebblego and Pebble Go Next	Article Views	General Reference	55	0	0	0.00%	55	1	387	28	\$ 4.53
PressReader	Issues Opened	Periodicals	645	611	1140	-46.40%	1256	2257	10711	628	\$ 0.55
ProQuest: Ancestry Library Edition	Total Documents	Genealogy	244	1075	2154	-50.09%	1319	3124	7566	660	\$ 0.31
ProQuest: Chicago Tribune	Total Documents	Periodicals	135	204	443	-53.95%	339	805	2824	170	\$ 2.53
ProQuest: Chicago Tribune Historical	Total Documents	Periodicals	134	116	519	-77.65%	250	634	3023	125	\$ 1.70
ProQuest: CultureGrams	Total Pages Viewed	General Reference	23	30	0	300.00%	53	0	2209	27	\$ 0.63

ProQuest: Fold3	Total Documents	Genealogy	19	172	46	273.91%	191	72	537	96	\$ 1.94
ProQuest: Heritage Quest	Total Documents	Genealogy	37	11	6	83.33%	48	62	2252	24	\$ 0.33
ProQuest: Newspapers.com	Total Documents	Periodicals	122	105	481	-78.17%	227	573	1888	114	\$ 4.21
ProQuest: New York Times	Total Documents	Periodicals	615	605	53	1041.51%	1220	126	753	610	\$ 2.91
ProQuest: New York Times Historical	Total Documents	Periodicals	13	18	20	-10.00%	31	82	318	16	\$ 15.82
ProQuest: Research Library	Total Documents	Periodicals	57	87	84	3.57%	144	149	1315	72	\$ 4.19
ProQuest: Wall Street Journal	Total Documents	Periodicals	639	650	524	24.05%	1289	1004	6090	645	\$ 0.16
Record Information Service (Public Record)	Total Visitors	General Reference	169	161	251	-35.86%	330	530	2169	165	\$ 0.29
Reference Solutions (Reference USA)	Total Searches	Business / Finance	38	25	85	-70.59%	63	160	859	32	\$ 11.10
Scholastic Teachables	Documents	General Reference	381	105	123	-14.63%	486	268	1065	243	\$ 0.74
S&P Net Advantage	Total Usage	Business / Finance	207	200	231	-13.42%	407	356	2935	204	\$ 4.14
Statista	Result Clicks	Business / Finance	21	221	10	2110.00%	242	35	222	121	\$ 15.84
Tumblebooks	Book Views	eBooks / AV	8	19	14	35.71%	27	21	565	14	\$ 1.12
Value Line	Logins	Business / Finance	480	456	448	1.79%	936	841	6234	468	\$ 0.53
Weiss Ratings	Page Views	Business / Finance	13	4	8	-50.00%	17	39	237	9	\$ 13.00
World Book	Content Views	General Reference	34	8	10	-20.00%	42	27	460	21	\$ 4.48
										0	
OTHER											
App	Sessions	Library Technology	1545	1286	1466					18451	
Website	Sessions	Library Technology	17343	16826	18477					223936	
Scan EZ Scan Station	Pages Scanned	Library Technology	2058	2684	1783					29168	
Patron Computer Use	Sessions	Library Technology	1526	1652							

REPORTER

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What Does a Genealogy & Local History Librarian Do?

As a Genealogy and Local History Librarian at Wilmette Public Library (WPL), my daily routine is an interesting mix of genealogical and local historical inquiries alongside standard reference librarian duties, such as staffing the reference desk and managing a segment of the nonfiction collection. It's a specialized position that perfectly aligns with my interests, combining my passion for teaching, genealogy, and local history with my professional expertise as a librarian.

My journey into genealogy began at the age of ten, sparked by a curiosity about my own family's roots. During my college years, I enjoyed both researching and teaching and I worked on developing those skills. Initially, my career in libraries began in circulation at Wilmette Public Library, where I quickly transitioned to a full-time role as an interlibrary loan assistant. It was during this time that I decided to pursue a career as a librarian and subsequently obtained my Master of Science in Library and Information Science (MSLIS). During my studies, I realized the potential to merge my love for genealogy and local history research with my library degree, paving the way for my current role. Since September 2020, I've been serving in my current position as Genealogy and Local History Librarian at Wilmette Public Library.

In this specialized role, I am able to assist patrons with their specific research, and maintain our archival collections. One of the most fulfilling aspects of my job is conducting one-on-one consultations with patrons seeking guidance on their genealogical questions. Whether it's helping them navigate Ancestry.com or uncovering their ancestor's elusive immigration records, each appointment offers a new puzzle to solve. I particularly enjoy helping patrons get started in genealogy, such as one patron who brought in his giant family Bible. I showed him how to transfer that information onto a family tree and look for records online to verify its information. In our first preliminary search, we found his grandfather's birth record on Ancestry! I am able to help guide patrons through their family history journeys, relying on my genealogical research experience, knowledge of different kinds of records, and teaching skills.

Similarly, I enjoy assisting patrons in the Local History Room, where WPL's collection of resources is a window into our community's past. From Sanborn Fire Insurance atlases and photos to ownership indexes and old city directories, each item holds a small piece of our Wilmette history. One particularly memorable interaction was a visit from descendants of Archange Ouilmette, a Potawatomi woman after whom our village was named. I showed them biographical sketches written about their Native American ancestors, old documents, and maps that describe the area before the white settlers arrived, as well as suggested that they visit the site where their family's ancestral cabin once stood. It's moments like these that remind me of the importance of preserving and sharing our local heritage.



“One of the most fulfilling aspects of my job is conducting one-on-one consultations with patrons seeking guidance on their genealogical questions.”





Many visitors to the Local History Room are particularly interested in learning about the history of their house. I have developed a worksheet with a checklist to help patrons navigate all the resources at our library and beyond that could help them research their home. While our Local History collection isn't very big, there is always something that they can learn about their house at the library. Patrons can inspect the outline of their home in our Sanborn Fire Insurance atlas, trace the previous owners in our city directories and ownership indexes, and discover newspaper clippings or photos of their house in our House History binders. One patron even learned that her house was moved from another location in the village, and was originally built much earlier than she thought!

Ensuring the organization and accessibility of our Local History Room is a key part of my role. I make sure that materials in our Local History Room are carefully preserved and protected from damage, taking proactive measures to digitize or preserve fragile items. I work to preserve history from today, as well. I am always on the lookout for materials to add to our clippings files or library archive, and I evaluate potential donations to our Local History Collection. I occasionally collaborate with archivists from local museums to grow our collection or work on special projects. I rely on my understanding of archival best practices and organizational skills when managing our archival collections.

In addition to physical collections, I oversee our Digital Local History Collection, which offers digitized newspapers, photos, directories, oral histories, and more. Currently, I am leading a digitization project to digitize

DESIGNING A BETTER FUTURE FOR LIBRARIES



Building Condition Studies

Needs Assessment

Construction Grant Assistance

New Construction

Additions & Renovations

Interior Design & Furniture Selection

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Andy Dogan, Managing Principal
ardogan@williams-architects.com



more of our newspapers to improve access to local news and obituaries. To ensure that these resources remain accessible to future generations, I regularly monitor our digital content and index non-digitized materials. I also enjoy curating digital exhibits that enhance the experience of our users and help them discover hidden treasures in our collections. Managing our Digital Local History Collection requires a slightly different set of skills, including digital preservation, indexing, understanding copyright, and basic HTML.

Library programming is another vital aspect of my job, allowing me to engage the community with genealogical and local history topics. From beginner topics to specialized research, I strive to offer something for everyone. Our annual House History workshop, in particular, has been a highlight, offering patrons a hands-on exploration of some of the resources in our Local History Room and fostering a deeper connection to our community's past. While I usually hire an outside speaker for these programs, I do occasionally present programs myself, leaning into my teaching and lecturing skills. I recently gave a presentation about incorporating family stories and recipes into a family cookbook! I often collaborate with others at the library to enhance programming series with a genealogical or local history offering. For example, during the library's Stories in Exile series last year, I coordinated a program about understanding migration patterns in Eastern Europe to trace

your Jewish ancestors. I also partner with a local genealogical society during several programs throughout the year. Offering a variety of programs is highly enjoyable because I always learn something from our knowledgeable speakers, and I have the opportunity to meet other genealogists in the community.

Lastly, continuing education plays a vital role in my work, as staying informed of current genealogical practices ensures that I can provide patrons with the most up-to-date assistance. Whether it's attending conferences, participating in webinars, or pursuing specialized training, there's always something I can learn in order to better serve our community.

Beyond these core duties, I handle other responsibilities as needed, from updating genealogy handouts and collaborating with the local historical museum, to writing blog posts and preparing a quarterly genealogy e-newsletter. Additionally, I am honored to serve the larger library and archive community as a member of the Illinois State Historical Records Advisory Board. No work day is identical to another, and I appreciate the variety of projects that I get to work on, as well as the genealogical mysteries that I get to help with! Each day brings new challenges and opportunities, deepening my appreciation for the stories that shape our community. Through all of these efforts, I strive to ensure that our collective and individual histories remain accessible and relevant for generations to come. **ILA**

LIBRARY

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MARKETING LIBRARY SERVICES

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Building the First Business Outreach Program at Wilmette Public Library

Examples to Emulate | By John Amundsen



In 2021, I was given the opportunity to build a business outreach program from scratch at Wilmette Public Library. Situated in Chicago's North Shore suburbs, the Wilmette Public Library District serves a population of around 30,000 residents in the communities of Wilmette and Kenilworth, Ill. The library's adult services staff had long been a group of generalists who wore many hats. My predecessor, for example, handled local history, genealogy, home delivery, and business services—all in addition to her duties as the department's assistant manager. Following retirements in the wake

of COVID-19, the library decided to pivot to a new specialist model, in which full-time librarians would focus on individual areas such as senior services, local history and genealogy, teen services, and business.

I was a relatively inexperienced librarian, but had been a long-term denizen of Library Land, having worked in PR at ALA for 12 years before

STRICTLY BUSINESS continued on page 2

AI Tools to Help With Library Marketing

How-To | By Regina Burgess

Are you curious about how artificial intelligence (AI) could boost your library's marketing efforts? You're not alone! Whether it's drafting blog posts, creating social media content, or designing promotional materials, AI tools are making these tasks easier. AI cannot replace your creativity, but it can enhance it, making your library's marketing more engaging and impactful.

Other AI tools I use, such as image generation tools Leonardo.Ai and Midjourney, excel at one task.

There are thousands of AI tools available. None of us has the time to conduct hours of research, but happily, Future Tools (<https://www.futuretools.io>) has a database of nearly 3,000 AI tools. You can filter them by topic (Marketing, For Fun, Inspiration, etc.) and by cost (free, freemium, and paid). I recommend checking out this site and subscribing to its weekly newsletter. I also subscribe to the YouTube channel of the site's creator, Matt Wolfe.

Let's explore how we can use AI in library marketing.

Discovering and Selecting AI Tools

I have a few AI tools that I use regularly, such as ChatGPT, Microsoft Copilot, and Claude. These tools perform multiple tasks that can assist with marketing, including generating content, editing, and brainstorming. Microsoft integrates the premium version of Copilot with Microsoft 365, allowing users to access it within appli-



An adult coloring page created with Midjourney

AI-Powered Content Generation

Large language models (LLMs) excel at content creation. While

AI TOOLS continued on page 9

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deciding to take the leap into librarianship. While in library school, I undertook a practicum at Loyola University-Chicago’s Water Tower campus library, conveniently located a few blocks away from my day job at ALA. At Loyola, I worked alongside library faculty who liaised with the business and education schools. Through this, I saw the potential of libraries as economic incubators, and I started to have a vision of what I’d like to do as a librarian. With this in mind, I enrolled in the M.B.A. program at Northeastern Illinois University to position myself as a business librarian, most likely in an academic library—though things would turn out differently, and in my opinion, for the better.

My hiring at Wilmette was almost out of happenstance. Following a serious illness that necessitated my departure from ALA and a pause in my M.B.A. program, during my recovery, I was momentarily underemployed and looking to cobble a living out of a couple of part-time library positions. In September 2020, I applied and interviewed for a part-time opening at Wilmette. Although I was unaware of it then, my M.B.A. and past experience had piqued my supervisor’s interest for a potential new position. After working in the part-time role for 9 months, I was promoted to the full-time, brand-new position of business librarian in May 2021 and given the assignment of building out the library’s services to the business community. So I had the job I had dreamed of when I was in library school, though instead of working with business students and faculty, I would be working directly with the local chamber of commerce, business owners, principals, and early-stage entrepreneurs.

Like many libraries in the Chicago area, Wilmette Public Library is its own governing district and has a long-standing record of strong support, excellent staff, and healthy budgets and collections. As such, the collections were in great shape. The problem lay with awareness. After attending a few chamber networking events, for example, it became apparent that the library typically didn’t factor into local business owners’ day-to-day existence. Many would remark on how they loved bringing their kids there and that they love reading, but to them, business information was something they could buy or subscribe to.

Envisioning and Planning Targeted Outreach

I approached the task of increasing patron awareness and engagement with the library’s business services primarily as a communications and marketing challenge, drawing upon lessons

learned early on in my career. In my past roles as a PR professional, whenever I would tackle an event or initiative that required a concerted communications effort, I would draft a communications plan—a document that outlines the vision, challenges, goals, potential partners, tactics, and evaluation methods of a given project. I sat down with my manager and discussed the plan and talked through the tasks that would need coordination and approval from our communications and marketing team.

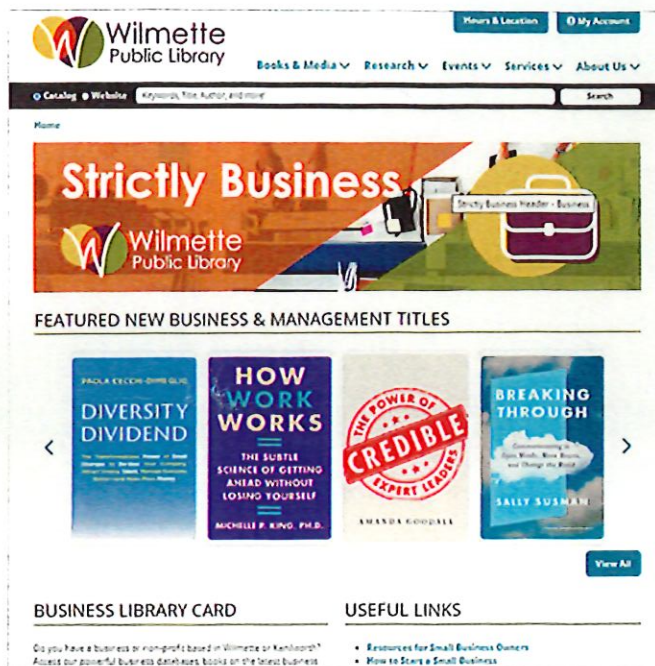
My vision for business services in my library was, and is, relatively simple: “Wilmette Public Library will support and enrich the Wilmette and Kenilworth business communities with out-

standing resources, programming, partnerships, and expertise.” These services are rooted and supported within the library’s 2023-2027 Strategic Plan (<https://www.wilmettelibrary.info/strategic-plan>), particularly its stated values to “deliver specialized programming and services” and “cultivate strong community connections.” Essentially, I wanted to build a suite of business programming and services to match the excellence throughout our building and to become as known to our business constituencies as our youth programming is to our local families.

As I mentioned earlier, the primary objective was building awareness of the library’s services and value among members of our business community. Here’s one way I did that: During a networking breakfast at the chamber, I circulated around the room

introducing myself and chatting with attendees I had previously worked with, who would say some variation of “I love working with John—the library is the best kept secret in town!” Shortly thereafter, attendees were invited to go around the table and mention a business problem and solicit suggestions from the group. I finally came up in the rotation and stated my primary business problem—that the library was “the best kept secret in town.” They responded with a variety of helpful suggestions, including bringing in keynote speakers and distributing brochures to local businesses.

To measure my progress, I identified near-term, medium-term, and horizon goals. My most pressing task was to package our suite of business services and resources into something I could refer business patrons to right away. To this end, I opted to create a brand called *Strictly Business @ Wilmette Public Library* to differentiate the library’s business services, collection, and programming from the larger library collection and to target the local business community. This branding would be applied to a new business landing page (<https://www.wilmettelibrary.info/business>), a blog, a quarterly newsletter, and all business programming. I worked with our



A screenshot of the page created for the business outreach initiative

in-house graphic designer, who developed a logo and a variety of web badges for use on our business website, print collaterals, and wayfinding materials. At the time, the library was in the process of redesigning its website, so it was a great opportunity to build from scratch, bringing together featured new business and economics books, online resources, mentorship opportunities, and information on business library cards, which are available to nonresidents who have a physical presence in the library's service area.

In the mid-term, I looked to establish a series of business-focused programs throughout the year, including trends, demonstrations, and tutorials of the library's business resources. Internally, I set a goal to acquaint my colleagues in the adult services department with the fundamentals of business reference. I wanted to demystify business inquiries for them and reduce any anxiety or reticence to tackle such questions, thereby improving customer service and preparing the ground for when inquiries would be referred to me.

Further ahead, I am envisioning a situation in which we've moved along from being "the best-kept secret in town" to being a widely known and appreciated resource due to offering excellent services, programming, and resources. I also am advocating for a business collection where books, periodicals, and electronic resources are eventually collocated in a dedicated space in the library. Essentially, I am looking to build something that is sustainable and responsive to our community and that can outlast me.

Getting Inspiration From Other Libraries

As library services don't typically exist in a vacuum, I naturally looked to others in similar positions for best practices and innovations, and I found regional communities of practice indispensable as I set out my plans to build out our services. When I started my position in May 2021, I immediately got involved in the Reaching Across Illinois Library System's (RAILS) Business Interest Group of Librarians (BIG), which consists of dozens of public librarians in an area encompassing Chicago's northern, northwestern, and western suburbs. BIG meets quarterly (mostly virtually, occasionally in person) to view presentations on a variety of business reference topics and to discuss issues we all face.

Shortly after I started, I saw an announcement for the Midwest Business Librarian Summit (MBLS; <https://guides.lib.purdue.edu/MBLS>), an annual (and free!) 1-day conference hosted by Purdue University Libraries that brings together public, academic, and corporate librarians. The energizing conversations and ideas I've brought back from MBLS have been crucial as I shape my programs and services in Wilmette.

To gain inspiration, I identified libraries across the area with notable business services and collections. The stronger business

sections I saw all had one thing in common: collocation of materials and resources. To illustrate, Naperville Public Library, about 30 miles due west of downtown Chicago, has an area that includes a large classroom, a dedicated conference room, and stacks of business books and periodicals next to the library's makerspace. In the next town over, Wheaton Public Library's business space features a large-screen TV by the business desk that has a rotating slideshow of upcoming business programs and various services and resources, as well as branding elements, such as a large banner stand and handouts. While physical limitations in my library may preclude some of the larger elements like a classroom, these visits helped shape my vision of what our collections could look like.

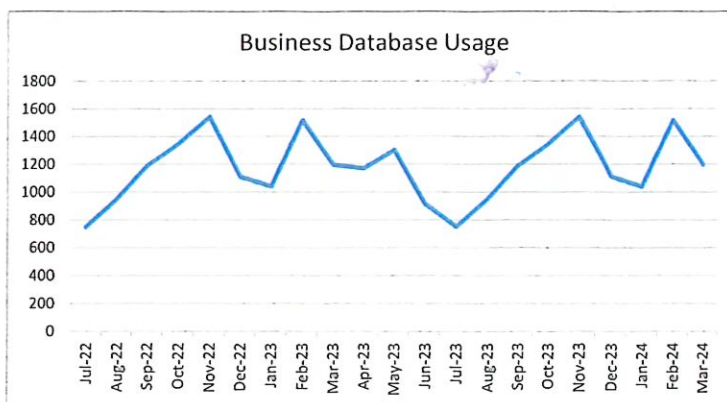
The Chamber of Commerce: A Vital Partnership

Once our plan was set and approved, it was on to the hard (but fun) work of going out and introducing myself and the library to the wide array of businesses in our district. My springboard for this was, and is, our relationship with the Wilmette-Kenilworth Chamber of Commerce. While it is important to note that chambers don't encompass all businesses in a given place and that most of a given chamber's members often don't have the bandwidth to participate beyond cutting a check, it is nonetheless an essential entree to the business community. I have been incredibly lucky to work with some very supportive and collaborative chamber leaders in our community. I've garnered in-name-only sponsorships, publicity assistance for business programs, and refreshment purchases for events.

The chamber's various networking events have been invaluable not just for sharing information about the library, but also for connecting with potential presenters and content contributors for our blog

and social media. It's also helped me identify additional avenues for message dissemination. Through these events, I've met and recruited several subject matter experts who were willing to present at the library, and I even met a publisher of a local lifestyle magazine who wound up running an article I wrote highlighting the library's business services.

Additionally, the chamber provides the library with a list of newly established businesses in our service area on a monthly basis. To take advantage of these lists, I've assembled welcome packets that include a letter introducing myself and the library, our business services brochure, a flier highlighting our newest business databases, and information on how to apply for a business library card. These lists enable me to reach out to those new enterprises that may not be members of the chamber, but nonetheless could benefit from library resources.



The use of business databases has clearly increased since this initiative began.

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Entrepreneur Support From SCORE

One of the most valuable assets we promote to our business community also happens to be one of our longest-running partnerships. The Service Corps of Retired Executives, or SCORE, a “resource partner” of the Small Business Administration, serves our early-stage entrepreneurs who come into the library looking for resources. As its name implies, SCORE consists of retirees who volunteer their time to mentor and to provide educational opportunities on a wide range of business topics.

Our relationship with the local SCORE chapter goes back almost 2 decades, enabling us to offer and host one-on-one small-business mentoring on-site and to collaborate on virtual programming on a wide array of topics, which SCORE hosts and records for future use. Our SCORE mentor works closely with me to identify any informational needs that arise from the one-on-one consultation sessions and refers clients to me for one-on-one research interviews and resource tutorials.

Challenges Still Remain

While the chamber has been an invaluable resource for outreach efforts, it has proven much more challenging to grow awareness among established businesses beyond the active core of chamber members who regularly attend meetings and events. One can hope that through making a positive impact with the core members, word of mouth could start to influence the outliers. Particularly following COVID-19, the chamber reported that many business owners in our community were pushed to the limit, and, as a result, had very little bandwidth to spare, lessening inclinations to consider what the library has to offer.

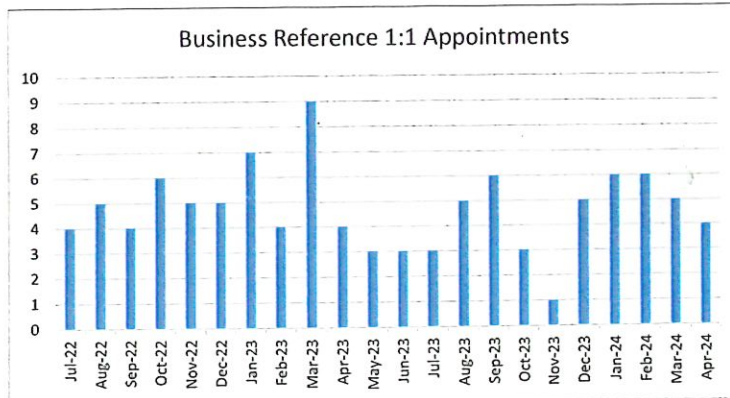
Virtual programs have been a go-to since the pandemic began and have proven useful, particularly in collaborating with neighboring libraries to present programs. However, scheduling programming that attracts entrepreneurs can be hit or miss, both in terms of subject matter and finding the optimal time of day to hold them. Like many other virtual programs my library hosts, actual attendance can fluctuate from 15% to 90% of registered attendees.

Another challenge is the reality of spatial limitations in our library building, which keep us from collocating business resources. The original part of our building was constructed in the early 1950s, with subsequent additions being made in the past 7 decades. As it stands, our business and economics books are interfiled with the rest of our nonfiction holdings in our lower level, while our business newspapers, periodicals, and reference books are situated in a dedicated corner in our reference area on the main floor. As I mentioned earlier, during my visits to other libraries, I was particularly struck by some institutions’ ability to bring together economics

and management science titles, business periodicals, computer workstations, collaborative study rooms, classrooms, and, in some instances, proximity to a makerspace in one unified space. We are currently undergoing a space-needs assessment to inform an upcoming renovation, and I am advocating for an integrated business area as the library considers its options.

Beginning to Measure Results

To evaluate my efforts, I look at quantitative and qualitative factors. Since the previous fiscal year (2022–2023), we’ve measured standard metrics, including numbers of one-on-one reference consultations, SCORE mentoring referrals, business database usage statistics, program attendance, outreach events, and newsletter subscription and open rates. I also monitor feedback we get from programs, reference interviews, and mentoring consults, as well as other anecdotal feedback. The library didn’t break out business reference statistics from general reference until FY2022–2023, but by tracking this information going forward, we’re building a solid foundation by which we can evaluate our progress.



This chart shows how many business reference and mentoring meetings have happened at Wilmette Public Library since it started measuring business statistics separately.

Looking Back and Looking Ahead

Building and leveling up our business resources has been an incredibly satisfying experience. I consider myself very lucky to work in such a supportive institution that recognizes the value of business outreach and to be given latitude and responsibility to shape this part of the library’s offerings. My efforts are enriched by the network of

fellow business librarians from whom I gain encouragement and inspiration in my work.

Looking ahead, I am very excited about our future prospects. This year will see the launch of regular marquee initiatives like our quarterly Strictly Business Lunch & Learn keynote series and Donuts & Databases, a partnership with the chamber of commerce that combines a networking event in the library with a demonstration of an online business resource. I am also looking forward to collaborating with colleagues who’ll run our brand-new makerspace, seeking ways we can pitch it as a resource for business owners.

While this new project is not without its challenges, I’ve found that serving our thriving and dynamic business community is an incredibly fulfilling calling.



John Amundsen is the business librarian at Wilmette Public Library in Wilmette, Ill. He holds an M.L.I.S. from Dominican University in River Forest, Ill., and an M.B.A. from Northeastern Illinois University in Chicago. He has worked in public and academic libraries in the Chicago area since 2018. Prior to his work in libraries, he held public relations positions at ALA headquarters in Chicago for more than a decade. His email address is jamundsen@wilmettelibrary.info.