



ACDL

The Month In Review

LIBRARY EXPERIENCES / TESTIMONIALS / REPORTS – January 2022

A participant left written feedback on how much fun their family had at our Holiday Bingo, and thanked us especially for doing a separate chance drawing for prizes after all the bingo rounds so even “non-winners” could win something.

~Ryan, Ashtabula Branch Manager

I noticed a gentleman struggling to use a public computer and also entertain a toddler at the same time. I sat down at the desk next to his computer and spent about ten minutes doing an impromptu story time about colors and shapes. When he was finished doing his work, the gentleman said, “I can’t thank you enough for that, I only had this little bit of time today to do my work. Thank you for helping me get that done.”

~Lauren, Geneva Branch Manager

A lady came in looking for DVDs. She was browsing the Christmas-themed Binge Bags and asked if we had one with just Hallmark movies. We put a Binge Bag together for her with 4 Hallmark movies and the happy patron left with 8 Christmas movies and hot chocolate.

~Karen, Administrative Assistant

Patron David shared that he had made some life changes recently and has begun to read books again after many years of not reading. He wanted to build his vocabulary so I gave him some tips on easy ways to do so. I helped him find books that caught his interest. It was rewarding to see the excitement expressed by this patron who previously had not explored the collection. I let him know that everyone here in the library would be willing to help him on his reading journey!

~Lyn, Ashtabula Public Services Coordinator

I helped a patron set up her new Cricut machine, download the design software and cut her first images. The process took less than half an hour and the patron left excited to create her own projects at home.

~Brianna, Public Services Associate

As an Outreach Event, Dwight conducted a book discussion of *A Man Called Ove* at the Ashtabula Senior Center. Following the session, Lisa B, the Director of the Senior Center passed on, via email, the following comment: “So they like you, and said that they liked that you interacted with them!”

~Dwight, Adult Programming & Outreach Coordinator

Patrons are LOVING the Binge Bags! People who typically use the library for computers and printing have stopped at the Holiday display and asked what they need to do to get a binge bag. Front desk staff let them know they only need a library card and they can check them out for seven days. We have had several people who come in frequently, but never had a card, sign up for one in order to check out a Binge Bag; enough that we ran out of library cards!

~Sybil, Ashtabula Front Desk Manager

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An Ashtabula patron remarked, “Ellen is a Keeper! We love her book recommendations.”

~Sybil, Ashtabula Front Desk Manager

A homebound patron told Jim, “I’m so grateful for what you do. I don’t know what I would do without you bringing me library materials. You have a special job, and I am so thankful that you do this for us.”

~Jim, Bookmobile/Outreach Assistant

An Ashtabula patron told Sybil, “Hannah was very helpful in finding the books we were looking for and ordering other books we wanted. She was fast and friendly - we like her!”

~Sybil, Ashtabula Front Desk Manager

Sybil forgave fines for a patron that were several years old, and when they asked how much the fines were (\$15.00 from 2013), they donated the money to the library.

~Sybil, Ashtabula Front Desk Manager

We had a few patrons ask how much a library card was and when they found out it was free they put money in the donation box.

~Sybil, Ashtabula Front Desk Manager

Reported to Sybil regarding our technology trainer, “Amanda was GREAT! She taught me how to use my laptop so now it doesn’t sit around and collect dust. She was really helpful & I appreciate what she taught me!” The customer also left a donation to show his thanks.

~Sybil, Ashtabula Front Desk Manager

Your staff are THE BEST at recommending books and locating them for me.

~Ken (Ashtabula patron)

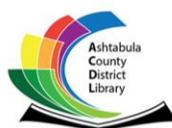
“My son passed away and I don’t like to be home all alone. I like to get out as much as I can. I like coming here. It’s quiet, nice, and warm.”

~Judy (Ashtabula patron)

“I love the Ashtabula Public Library, what an amazing resource! If you have children, be sure to check out story time or the Critter Club with Melissa! Melissa has an amazing personality and is always so kind to my son. Thank you ACDL and thank you, Melissa! We are so thankful to have you in our lives.”

~Tara (Ashtabula Patron) via Google

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“I love the Ashtabula Library, especially the amazing story time activities that Melissa leads for the children. Melissa is so patient, kind, attentive, and fun to be around! I am so thankful for her patience and her genuine joyful personality keeps us coming back. Thank you Ashtabula County District Library, and thank you Melissa for everything you teach my son.”

~Tara (Ashtabula Patron) via Facebook

A Geneva patron pulled Codi aside to say, “Thank you so much for giving out these COVID tests to the community. They’re out everywhere and I was getting desperate. The library really does have everything.”

~Codi, Geneva Circulation Manager

A new Geneva patron stopped in and was very enthusiastic about the record player available for checkout: “I’m so excited to try this out! I have old records from my grandparents that I’m dying to listen to. I’m going to hook it up to my computer and save as much of the music as I can.”

~Codi, Geneva Circulation Manager

Geneva branch staff have been working amazingly well together to keep COVID test kits moving and library patrons happy. I’ve been consistently impressed with staff members’ work ethic and drive to do their best, despite the high volume of phone calls and in-person requests. It has been an enlightening experience. I’m grateful for everyone here!

~Codi, Geneva Circulation Manager

Talking with patrons when we had COVID tests has been such a joy. Especially around Christmas, many people were excited to be able to receive this valuable service from their library. Many commented that they felt that the rapid tests provided an added level of safety prior to family get-togethers.

~Dwight, Adult Programming and Outreach Coordinator

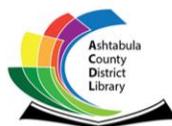
While I was at the veterinarian’s office, the receptionist saw my library name badge and commented that she “loves our library, and so do her kids.” She thinks it’s beautiful and we have a lot of stuff for everyone. They visit as often as they can. She said that she would vote for a levy if we ever have one.

~Karen, Administrative Assistant

While performing notary service, a patron mentioned that he had not been in this library since he went to high school next door. He was amazed at how nice and big the library is now.

~Karen, Administrative Assistant

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We posted photos on social media of the day cars were lined up down the street for COVID tests, lauding the efforts of our staff. We got some great feedback from that post:



Jess Leveto
I'm incredibly grateful for, and to all of you! Thank you!!
Love · Reply · 1w

Janis Iarocci Brown
Thank you for taking care of the community
Love · Reply · 1w

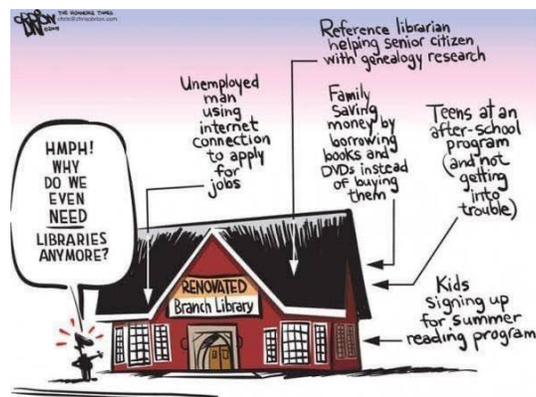
Chelsea Yalibrarian
Libraries are amazing and wonderful things
Love · Reply · 1w

Top fan
AJ Eland
What would we do without libraries honestly
Love · Reply · 1w

Sandi Kleps
Yes, we thank Geneva Branch for ours!
Like · Reply · 1w

Melanie Baker Majikas
Glad to see people taking COVID seriously!

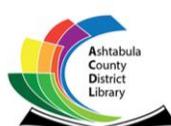
The following meme on Facebook resulted in some wonderful patron responses.



CY Farrell
Love to borrow books and DVDs. Makes me feel rich to walk out with 5+ books at a time. Can get books from across the state, ones that are out of print. Also love the job search area. The Staff at the Geneva Library is awesome, kind, helpful and friendly always!
Love · Reply · 1w

Toni Otto
I love the Ashtabula Library. It is one of the best local libraries that I have visited. I use the "business solutions" a lot. Facing is free. The notary is free. The Web Printing is great. I love the study rooms and the selection of books. The programming is great too. Ashtabula is fortunate to have such a wonderful library. Oh, and the staff is super helpful and nice!

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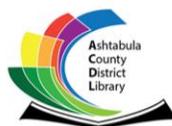
PUBLIC SERVICE

- Community organizations that used the Robert S. Morrison Foundation and Ashtabula Foundation meeting rooms in December included: Youth LEADERship, Ashtabula Kiwanis, Ashtabula County Community Action, Zonta Club, Alzheimer's Association support group, NEOFund, Ashtabula County Beekeepers, Ashtabula County Board of Developmental Disabilities, Ashtabula County Prevention Coalition, Ashtabula County Genealogical Society, Buckeye Online School and Ashtabula Library Foundation.
- Geneva meeting rooms were utilized by a variety of community groups including Kiwanis Club of Geneva, Life Without Chains, Geneva Country Quilters, Spencerian Writers, and Geneva Academic Boosters.
- Between March 2021, when the BinaxNOW COVID-19 Home Test Kits became available for distribution from the Ohio Department of Health, through the end of December 2021, the ACDL distributed more than 14,000 COVID-19 Home Test Kits; 7,900 in December, alone.
- Over 100 patron documents were notarized through ACDL in December.
- Carrie scanned an oversized document on the Zeuschel for a patron. It was a rendering/blueprint for a 5-acre greenhouse / job bid for western Ohio. He was extremely thankful as he had no other way to convert his plans to a PDF in order to submit his bid for the job.
- Dennis Osborn's photocopy of the inmates who died at the Kingsville County Home, 1926-1979 has resurfaced. A patron came across it and brought it in. This is the only listing in the area. Nobody knows where the original is, nor where any other copies may exist. It lists every inmate who died, when they died, and where they are buried – including the stone numbers in the pauper's field in Lulu Falls cemetery. We have scanned and made this information available on our website. Carrie also shared this information with the sexton at Lulu Falls Cemetery, and Marianna Branch of the Kingsville Public Library. For ancestors of those who died in the infirmary, especially those who were destitute at the time of their passing, access to this information is a rather frequent request.
- Jim completed 28 Homebound visits with patrons throughout our service area and provided more than 230 circulating items at those visits. Additionally, he was able to add 270 new items to our book drop collections and complete 14 Express Home Delivery stops.

COMMUNITY INVOLVEMENT & OUTREACH

- Lauren attended a public meeting of the Trumbull Township trustees. She took advantage of the opportunity to inquire about the types of services needed in the community, including Bookmobile service and technology training, and she provided information about library services such as hot spots and Express Home Delivery. Lauren looks forward to using the information gained at the meeting to reestablish Bookmobile service for Trumbull Township in the coming weeks.

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- Lyn presented an overview of the collection and library services to two groups from the Catholic Charities *Getting Ahead/Parent Cafe* program held at the Ashtabula YMCA. The purpose of the *Getting Ahead* program is to strengthen the community by supporting, nurturing and assisting those who wish to rise out of poverty, especially generational poverty. Resources for education, building a resume, applying for jobs, and resources for helping children with school work were presented. Sixteen (16) participants learned about the services ACDL provides which will aid them in building life skills. (One of the participants brought her family to the Holiday Craft Art Lab the next day and they signed up for library cards!)
 - Lyn set up a partnership with Sub Zero mission out of Painesville to provide new hats, gloves and “kits” containing survival essentials to any homeless patrons who may need them. Sub Zero will supply the items and the Front Desk staff will distribute them.
 - Dwight received excellent feedback from Chris Panzone, the owner of *In The Zone Gaming* with regard to which chess sets that he recommended. Based on his recommendations, we obtained “triple weighted” archer chess sets for our circulating collection. We also have designated sets of these to be available at our buildings during ACDL Chess Club meetings.
 - Dwight and Ryan met with Ann Rapose from *League of Women Voters* to plan collaborative programs on elections, voting registration, and a comprehensive look at “running for office.”
 - Carrie found a home for many of our multiple volumes of directories. Thirty-three Polk and telephone directories were sent to the Ohio Genealogical Society Library in Bellville, Ohio. These directories helped fill gaps in their collection and will be made available to both society members and the public.
 - Melissa continues to go to Michigan Primary on Friday afternoons to do story time with After School Discovery. Linda Coblitz, the executive director of After School Discovery, was pleased to have Melissa stay for an “end of season” program on December 10, and publicly acknowledged her as a part of the ASD family.
 - The City Council for Geneva has voted to enter into an agreement with Geneva Library for the purpose of creating a Community Garden. Lauren partnered with councilperson Jeff Griffiths and Geneva Sustainability Commission member Allison Anderson to work through the details of the agreement and select appropriate green space on the grounds of the library.
 - The Bookmobile continues to visit Saint John School and several local daycare centers. We were able to serve 127 Bookmobile customers in December, an average of 25 customers for every hour of service.

MARKETING / PUBLIC RELATIONS

- Lauren, Tina and a crew of Geneva's Teen Action Group (TAG) members decorated the library van and joined in with the Geneva Christmas Parade festivities. TAG members handed out candy and program flyers for *25 Days of ACDL*. Enthusiastic cries of "It's the library!" and "Miss Tina! Miss Tina!" were heard by all. Lauren noted the size of the crowd gathered to watch the parade and their exuberant holiday spirit were truly uplifting sights to behold.



- Social Media:
 - December was a great month for social media with a few posts that triggered some great community interactions. The biggest surprise this month was the interest shown in our Maker Space digitizing equipment in Ashtabula. An advertisement posted on Friday, December 17 at 4pm had reached 6,335 people by December 31, with 75 shares and 548 post engagements. This post has performed over 9 times better than any other post we've made this year (within two weeks of posting).
 - Stats:
 - We gained 73 followers and 66 page likes on Facebook - (compared to 18 follows and 15 likes from last month).
 - We gained 3 followers on Instagram.
 - Facebook reach was at 20,998 and post engagement was 2,279 (compared to 17,353 reach and 1,249 engagements last month).
- Google Ads:
 - Our average Click Through Rate (CTR) – the number of clicks that your ad receives divided by the number of times your ad is shown – for the month of December is 8.7%, which is a comfortable place to be. We hope to continue to improve this rate by optimizing our web pages for effective google searching.



PROGRAMMING

- Geneva Library hosted our first ever **Smash Brothers Video Game Tournament** in early December. This event was coordinated and managed by Cindi and our fantastic TAG members. We had 32 participants and 20 additional spectators. This after school event was incredible fun for all involved. Prizes were awarded to the Grand Champion, Semi-Finalist, and Quarter-Finalists.
- Geneva averaged 86 student visitors on school days during the month of December. The greatest number of student visitors for a single day was 108, low was 62.
- **Gadgets, Gizmos and Games (GGG), Anime Club, and Coding Club** remain popular after school programs at Geneva. GGG is so popular that we have expanded to offering it twice a week and spreading the fun across both the Teen Tech Room and the Meeting Room.
- Ashtabula and Geneva Libraries both offered a **Holiday Bingo** program to help our local communities get into the holiday spirit. Geneva had 35 bingo players in attendance, all wearing masks and enjoying the time spent together. Ashtabula had 30 players in attendance—and experienced a 3-way tie on the last Bingo card of the night (all 3 winners were youth, and, yes, all three won prizes).
- Tina and Stephen hosted an evening of **Caroling in the Gazebo** with 26 community members in attendance. The balmy weather and good cheer made for a truly festive gathering in the ribbon bedecked Geneva Gazebo. The highlight of the evening was Stephen leading several of our young guests in singing “Let It Go” from *Frozen*.
- Lauren led Geneva’s **Handmade Holiday Jars** program where attendees each prepared and decorated two mason jars filled with dried soup ingredients that could be given as holiday gifts. Attendees enjoyed interacting with one another and brainstorming additional ways to use mason jars to create heartwarming holiday gifts.
- **Holiday De-Stress With Kate Yankie** was a relaxing and fun program during the 25 Days of ACDL.
- Dwight submitted a finalized budget for the **ACDL Chess Club** to Ryan, and all items have been received and are ready to go. This new club will kick off with “Chess Boot Camp” sessions in both Ashtabula and Geneva in January. Dwight is a lifelong casual chess player, which makes him the ideal leader of this new club!
- Cheryl Charlillo from AACS organized the last session of our **ESL F.I.R.E.** (Families Inspiring and Reinforcing Education) Workshops. Lyn and Cheryl have a plan to implement the program again next fall, hosting it after the LJH/LHS “It Takes A Village ESL Festival” to be held in September 2022. This will allow marketing of the workshop at the festival, where ACDL will have a presence.
- There were six attendees for the final **D&D One-Shot** program. Players fought bandits and a yeti to save a small town's delivery of "Winterfest" gifts. Brianna plans to host two “Dungeon Master Training” classes in 2022.

- As part of the “25 Days of ACDL”, Lyn had a delightful time helping 22 patrons make handmade cards and ornaments at our **Holiday Craft Art Lab** in Ashtabula. They used wood, paper, pinecones, ink, watercolors, colored pencils, markers, glue, and glitter, to make unique items for their friends and families.
- The **Take-and-Make Holiday Crafts** were a hit with patrons, too. All 40 craft templates were distributed by Christmas. With these kits, patrons made Christmas cards, Yeti money holder cards and gift tags.
- The **DVD Binge Bags**, first introduced in November, have proven quite popular with ACDL patrons! Each Binge Bag contained four holiday-themed movies packaged together with popcorn or hot chocolate, all wrapped together in a cellophane bag with a festive ribbon and tag. Overall, Ashtabula circulated over 50 Binge Bags. Geneva also created and circulated over a dozen additional DVD Binge Bags.
- Display themes this month at both libraries included Christmas Craft Books, Holiday Baking, and Holiday Movies & Books.
- The **Gallery** featured Georgian artist Ratson Tsikolia, curated by Rebecca Moisio, as well as a selection of graphic novels and cyberpunk-themed books.
- **Tai Chi** continues to draw a small, dedicated crowd to the Ashtabula Library on Saturdays.
- Amanda presented **Using Technology To Connect Over The Holidays** both as an in person program and online. The attendance for each was modest but extremely appreciative. This also offers us an ongoing tool to share with patrons looking for more information on video chat, social media, etc.
- Our Weekly **Tech Tuesday** (Ashtabula) and **Tech Thursday** (Geneva) programs and the once a month **Tech Saturday** resulted in nine patrons assisted. In these more hands on tech support programs Amanda answered questions including how to access concert tickets online; copy multiple files from iPhone to flash drive; choose relevant and safe Google results; access apps from the Windows taskbar; use the internet to search for an apartment; install a pop-up blocker on Chrome; navigate the Medicare application website; run Windows Updates; save an email as a PDF; set up Google Assistant; and understand antivirus messages/notifications.
- After seeing the program listed on our website, three (3) new patrons joined the “regulars” for **Illustrate!** this month. Featured artists were Vashti Harrison (*Sulwe, Festival of Colors*) Ella Bailey (*No Such Thing, When I’m Big, My Monster & Me*), Oliver Jeffers (*There’s a Ghost in this House, This Moose Belongs to Me, Lost & Found*) and Crockett Johnson (*Harold and the Purple Crayon, The Carrot Seed*).
- **Story time** in December at Ashtabula was full of joy. The themes included cats, bears, and hats. On the last session before Christmas a parent brought in treats and gifts for all the story time regulars.
- For **25 Days of ACDL**, Rebecca recorded Melissa giving a review of *When Santa Was a Baby* by Linda Bailey.

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- The December critter for **Critter Club** was Reindeer. In addition to using nonfiction books on Hoopla to aid in the presentation, Melissa read *The Naughtiest Reindeer* by Nicki Greenberg (also available on Hoopla).
 - After completing the slate of **25 Days of ACDL**, we had approximately 200 participants at our 20 in-person events with an average attendance of 10 people per event. We also had good participation in our Facebook and online events. The most popular event was Holiday Bingo which we limited to 35 participants due to our pandemic strategy.

COLLECTION DEVELOPMENT

- Melissa, Phoebe (volunteer), and Gabby (YO!) shifted the picture and board books in the children's area. The board books are now prominently featured when you enter the children's area.
- Lauren and Tina have been busy adding new children's materials to the Bookmobile collection. These materials will be used to support both browsing on the vehicle and teacher collections for classroom use.
- Youth services staff collaborated with their branch managers to select a collection of Vox books for each library. Vox books pair a physical children's book with an integrated audio unit that can read the book aloud. We hope to have our new Vox materials cataloged and ready to circulate early in 2022.

PROFESSIONAL DEVELOPMENT

- Lyn attended a *Human Trafficking: Identification and Awareness Training* webinar presented by the Cleveland Rape Crisis Center.
- Ellen attended *Diverse Reads and Resources for Growing Lifelong Readers*
- Myah completed *ALICE* training online
- Hayley completed the Ohio Library Council - *Ohio Reference Excellence* training online.
- Myah and Sybil completed the *NEO-RLS Professional Office Etiquette Basics*