2021 Summer of Engagement

That’s a Wrap!
Summer of Engagement

- EPL on the Fly
- EPL in the Parks
- Teen Loft
- My City, Your City, Our City
- Community Fairs and Festivals
EPL at the Parks!

- Highlighted Events:
  - All-Star Weekend with Powerhouse Sports
  - Evolution of Hip Hop with DIME Dance
  - Artmaking with Antiracist AF
  - Yoga en el Parque
• Locations/Ward
  ○ 2nd Ward, 8th ward, and 9th ward
  ○ Mason Park, Brummel Park, Kamen Park, Robert
    Crown - Reading Garden
• Total Patrons Reached at Highlighted Events:
  ○ ~289 people
• Future Considerations:
  ○ More cohesive summer plan
  ○ Partner with more community organizations and
    compensate their service
  ○ Develop a clear strategy and plan for engagement
Teen Loft

- 230 Teens connected with us
- 180 Books distributed
- 10 library cards distributed
- Video of Taste of Loft experience

65 Teen programs offered

240 STEM kits shares

Over 2,000 buttons were made
Robert Crown Community Block Party

- Approx. 400 people attended
- There were 19 different community partners total
- 6 different library-led activity stations/tables (Teens, Engagement, ELL)
- 3 local authors led storytime in the Reading Garden
- Partnered with COE to host event at RC
- Guest speakers included the City Mayor, City Clerk, 4th Ward Alderperson, EPL Board President, Executive Director
  - Announced new library hours
  - Official recognition of Hispanic Heritage Month by the City of Evanston
- Number of library cards made: 17
Summer Reading Program 2021

- Total participants: 1,321
- Total days of reading logged: 7,615
- Number of participants who finished reading 30 days: 137
- Summer camp participants (D65, Fleetwood, Family Focus): 171
- Patron feedback and anecdotes
Total Participants: 805 (283 adults, 522 kids)
8 weeks of outreach
Brummel Park: 187 (69 adults, 118 kids)
Fleetwood-Jourdain: 217 (56 adults, 161 kids)
Mason Park: 221 (85 adults, 136 kids)
Various parks (5, 8, 9 wards): 180 (73 adults, 107 kids)
(Dobson-Brummel (2), Penny, Twiggs, Baker, Dawes playground, Leider, Elks (rained out))

Activities and Partnerships:
○ Community Cares Art Project (incl. in above): 61, collaboration w/Angela Lyonsmith
○ D65 STEM Read-aloud & activity (incl in above): 145, collaboration w/D65 librarians
○ Created kits (STEAM and craft): 451
○ Magnetic Slime STEM kit (purchased): 72
○ Nest STEM kit (purchased): 63
○ Summer Reading Challenge reg. & book: 42
○ Book giveaway at parks: 300+
My City, Your City, Our City

Block Parties:
- Hovland Ave - 5th Ward, 150
- Beck Park - 5th Ward, 50 (rain)
- 9th Ward Fest - Kamen Park, 80 (rain date x 2!)
- Bethel AME Health Fair and Back to School Jam, 5th Ward, 200

First Friday Events - June through October, avg 250
- Fleetwood-Jourdain, 5th Ward
- Mason Park, 5th Ward
Community Fairs and Festivals

- Juneteenth Parade & Community Celebration - Crown to Ingraham Park, 2nd, 4th & 5th Wards - 400
- Evanston Pride Picnic - Ingraham Park, 5th Ward - 150 (Rain date)
- Jamaican Independence Day - James Park, 8th Ward - 500
- Haitian Congress Community Festival - Harbert Park, 8th Ward - 75 (Rain)
- Second Baptist Back to School Event - Church & Dodge, 5th Ward - 75
- 7th Annual Free Haircut Day - Church & Dodge, 5th Ward - 150
- Joint Back to School Fair (EC2C, D65, EPL, NU, Y.O.U., COE) - Mason Park, 5th Ward - 300
- YMCA Family Night - Butler Park, 5th Ward - 50
- Baby Toddler Nursery Parent Night and Library Card Sign Up - 9th Ward - 15
- Kit’s, Kats, and Kids - ETHS, 2nd Ward - 300
- Family Focus Preschool Resource Fair - 5th Ward - 30
- PEER Services Step Up to Recovery - Ecology Center, 5th Ward - Forthcoming
What We Did

- Staff from across all departments and locations
- Library cards: +/-50 across community
- Interacted with 6,300 residents
- Distributed 3500 Books at events and locations throughout Evanston (ARPA town halls, Little Free Libraries, home daycare locations)
- Distributed 750 STEM kits: 350 birds nests/350 magnetic slime kits/50 rockets
- Community Information: Vaccination info, library programs and services for all ages Film It challenge, Dedicated to the Dream, Oakton GED/College Certificate pilot, Evanston Care Network,
- Most importantly - built relationships with residents, businesses, faith based organizations, COE colleagues. Created or visited spaces and places in the community for residents to engage with the library on their own terms.
Next Steps

- Take a deep breath
- Consider what went well/what could be improved
- Location, location, location - were we successful in our intention?
- Start to plan!