

## Oshkosh Public Library Highlights November 2022

1. An annual event marking National Chemistry Week brought 30 kids to the library on Oct. 15 for Fabulous Fibers. Presenters demonstrated what scientists can learn from examining fibers at archaeological sites, museums, crime scenes and more. The program is an ongoing partnership with the Northeast Wisconsin American Chemical Society.
2. Members of Learning in Retirement learned how the railroad shaped Oshkosh's development as a lumber powerhouse and Wisconsin's largest city in the mid-19<sup>th</sup> century. Local History Librarian Michael McArthur also delved into how the railroads shaped the cityscape and what led to their eventual removal. Seventy LIR members and guests attended the program.
3. October featured contests for all ages, with the library offering the public opportunities to express themselves creatively and share their talents with the community. Entries for each contest are currently on display at [oshkoshpubliclibrary.org](http://oshkoshpubliclibrary.org).
  - a. The Creature Carnival drew 21 entries from children ages 5-18, inviting them to indulge their imagination to make a creature and write its story. Prizes were given in several categories, including a People's Choice Award.
  - b. The Two Sentence Horror Story Contest brought in 61 entries from teens who penned tales that packed a surprising amount of terror into small packages. Prizes were awarded in middle and high school categories.
  - c. F Stop: Joy invited community members to share original photographs that expressed their interpretation of joy. Participants submitted 29 photos covering a wide array of visuals that symbolize what brings them joy. In addition to displaying the photos on our website, there will be an exhibit of the 2022 entries at the library on Thurs., Dec. 1, after the Downtown Oshkosh Holiday Parade.
4. OPL's eNewsletter reached a new high recently, with 50 percent of subscribers opening the November edition. OPL's eNews typically scores an open rate of at least 30 percent, while 2022 averages across industries are reported at 21 percent. Staff Picks, a short list of monthly book recommendations for all ages continues to be the top item read and the monthly trivia question scores in the top five consistently. More than 90 percent of subscribers who opened the current newsletter did so on their desktop. Ongoing study of analytics from the eNewsletter have helped to shape content, inform when it is delivered and improve engagement.
5. The library is once again the site for weekly COVID vaccine clinics. Three clinics were scheduled for Thursdays in November and organizers at Winnebago County Public Health are working to extend the schedule. A variety of COVID vaccines are being offered, including an updated booster, which is designed to protect against the original COVID-19 virus and the Omicron variant.