

Library Staff Reports

November 18th, 2020

From: Tammy Robinson, CEO

Facilities

The HVAC system in the Rotary Room is now working. The Town will be sending out a tender for future servicing of the Library's HVAC system.

The Leadership Team is making plans to move the Computer Lab back up to the 2nd floor. Arrangements have been made for the move to happen at the end of January 2021.

Library in the Media

John Draper's Cobourg News BLOG "Unfinished Business" November 5, 2020.

<https://www.cobourgblog.com/news-2020/unfinished-business-november-2020>

Training

I have attended a few more training workshops over the past month:

Ontario Trillium Foundation's Resilient Communities Fund Workshop

Managing Attendance Amidst COVID

How COVID is Changing the Way Patrons Are Using Library Service

A Library Staff member also attended the Children's Youth Expo (Virtually) on November 3rd

Northumberland United Way – Emergency Community Service Funding

After submitting an application to the Community Investment Committee via Northumberland United Way, we were contacted by the organization asking if we would consider withdrawing our application and applying instead to the Emergency Community Service Funding. It was felt that our grant request was important, but they had limited funds, and perhaps we may have a better chance of succeeding by applying for the ECSF. We took their advice and applied for the same project, 'Borrow By Mail'. We should find out in December 2020 if we were successful

Staff Appreciation

This year, instead of our Annual Staff Appreciation Breakfast Buffet, we had a Boxed Luncheon on October 26th, which was catered by Ketch's Korner. All staff received a boxed lunch, a plus a Thank You gift, and a chance to win some door prizes. We also recognized two staff members this year: Rhonda Perry, for 35 years of service, and Connie Miller-May, for 15 years of service. Staff enjoyed the luncheon, and we may end up switching from a breakfast to a lunch celebration in the future, as all staff found this to be much more convenient for their schedules.

Tri-County Meeting

I attended the meeting held on October 23rd. This meeting was quite lengthy and there were many topics covered. In addition to reviewing upcoming training sessions, and some government legislation, we discussed pandemic plans and procedures as well as staffing issues related to COVID such as sick time, accommodation, federal income support, self-assessments, quarantine, etc.

Radio Show

We continue to do our monthly radio show 'Beyond Books' live on the first Wednesday of every month on Northumberland 89.7 FM, Truly Local Radio. We also continue to pre-record 1-minute Library segments about our programs and services. This advertising is all sponsored by Just Brew It! and we are hopeful to continue these great shows in 2021. We will be reaching out to our sponsor to discuss future plans for 2021

Strategic Directions – Workplan

Strategic Direction #3 – Community Collaboration – Goal #3 – Partnerships – Action #2 – Partnerships

- Library sponsorship for radio program and advertising (Just Brew It!)

Strategic Direction #4 – Alternate Funding Sources – Goal #3 – Grants – Action #1 - Grants

- Continue pursuing grants (Northumberland United Way, ECSF / Trillium)
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From: Kate Davis, Manager of Public Services

Programming:

October this year was a bit quieter on the programming front than we've seen in past months, although it is roughly on par with what we usually see this time of year. This is due to a number of factors: a) many of our planned authors and guest speakers were simply not available in October (these programs pick up again in November) so we had fewer 'large' online events b) Several staff members changed roles, temporarily reducing the amount of program planning time available, c) Restrictions on programming due to COVID meant that several of the larger, Ontario Public Library Week events that we would normally have held in October simply didn't occur this year.

That being said, overall in October we hosted 31 programs with a total of 971 attendees.

Statistics for online programs continue to be based on program interaction – so an individual who takes a moment to click on/view/download the program material. These statistics are gathered through Facebook's analytics, which allows us to track unique users by Facebook profile, making sure we aren't counting individual interactions more than once.

Adult Programs

Over October, we held 12 adult programs, 4 virtual book clubs and our online genealogy/local history group. We saw a total 374 participants. Our most popular programs this month were the DIY craft videos that staff put together.

Our online book club is now up to 50 participants. This program is currently shared between three staff, who trade off moderating and providing content each month. We also have a staff person working with Community Living Northumberland to continue to provide a weekly virtual book club for adults who use their services.

Our monthly Genealogy Resource group – the Genealogy Gurus – currently has 36 active members and will continue for the foreseeable future.

Upcoming in November we have Author talks featuring local Historian Dan Buchanan. We also have a weekly genealogy lesson and will be continuing our craft videos

Youth & Teen Programs

In October, we held 11 online programs for children and an additional 3 for teens. These drew a total 561 participants/engagements.

Some of our more popular programs this month were actually our teen programs, with the Shrunken head craft and the 6-word horror story seeing good uptake. Where we saw a decline in our children's programming this month was in Public Library week – where we're usually able to offer a variety of activities and contests. We did still offer a selection of these this year, although since they were virtual they were coordinated by Rachel Spence, who I'm sure will address them in her report.

Upcoming in November, we'll have a virtual visit from local children's author Jan Fluke as well the beginnings of some of our winter holiday programming.

Collections:

Collection use continues to grow as people return to using the whole library. Unsurprisingly, our non-fiction and DVD stats have jumped up this past month now that people have browsing access to that collection again.

We've had some requests to re-start our Quick Read collection, which is underway. We're currently trapping materials that should be on Quick Read (we've been circulating them as regular copies to help fill holds requests during COVID) and are hoping to re-instate this collection within the next few weeks.

Branches:

We've been working with Hamilton Township to return to our regular Bewdley hours and are planning to do that for the week of November 9th. Currently the branch does not offer an evening or weekend time, however with the Community Centre re-opening for November 2nd, we're now able to take those hours up again.

Staffing:

We're continuing to work on hiring a Public Services Associate. This position is presently proceeding through the internal hiring process with five internal applicants having changed classifications since it began.

We've also posted for two contract Public Services Associates and will begin interviews next week. These contracts will cover both the vacant position and a vacancy caused by an existing leave of absence. They will also allow us to assess our scheduling and staffing needs following all of the changes due to COVID this year.

Strategic Direction #2 – Community Services - Programs

- DIY Craft videos continue to be popular among our patrons. Staff are looking into further ways to offer similar video-style programs
- Virtual Author talks will continue into November with more planned for the New Year.

From: Heather Viscount, Manager of Access Services

Databases for 2021

- The databases have been ordered through SOLS for 2021. We will be providing the same databases, with one exception. We will be replacing the Hobbies & Crafts database with the Home Improvement database.
- We have also committed to continuing to offer access to e-books and e-audiobooks through OverDrive/Libby in 2021.

Cobourg Contactless Pick-up Stats

- **1001** curbside visits in October (up from **958** in September)
- Average pick-ups per day in Cobourg is **39** per day (8 per hour), up from **38** per day in September

Technology

- A new all-in-one machine has been installed in the Computer Lab, to allow for printing, scanning and copying
- **339** computer sessions were seen in October – including 33 sessions for the Local History Room
- I replaced/upgraded some staff and public computers, keyboards and printers.
- I have begun negotiations with SirsiDynix to renew our Integrated Library System for 2021
- Confirmed an upgrade to Enterprise (online catalogue) for January 4th, 2021.

Collections

- The Binge Bundles collection (six DVDs on a particular theme) continue to be popular.
- There are now 54 themes to choose from, and more will be added each month

- On average over 60% of the collection are checked out at one time.
- With the added funds from the Town of Cobourg Development charges, I have been able to order over **40 new** game titles for our collection. Many new DVDs and Music CDs have also been ordered.

Technical Services

- Our Tech Services staff catalogued and processed 160 donated items in October
- 132 new items were added to the collection, and 312 items were deleted.

Marketing and Promotion

- Continuously updating our Library webpage, especially our main page with new highlighted content
- Added our November programs to the online calendar
- Posted lists of new items to the webpage
- Added PDFs of the great activities, recipes and book reviews staff have been creating for social media to the our webpage for [Adults & Teens](#) and [Children & Families](#)
- The “November Programs and Events” [e-Newsletter](#) was delivered November 1st to 68 subscribers. **Highlights included:**
 - Opening of the 2nd Floor at the Cobourg Library
 - The great lineup of November Virtual programs for all ages.
- If you would like to receive these updates each month, [subscribe](#) to “Programs at the Cobourg Library” – and any of our other monthly e-newsletters!

Stat Highlights for October 2020

- Adult Fiction DVD use **increased 72%** in October over September, and Adult Non-Fiction DVD use **increased 40%** in response to the opening of the 2nd floor
- **Online Database use – up 37% over last year**
- **1,815** Requests were placed in October and **1,838** requested items were picked up
- **4,128** people came through the doors in Cobourg

‘Taste a Database’ with the Genealogy Gurus

- I am continuing to coordinate with fellow staff member (and genealogy guru) Gabrielle Blaschuk, to maintain our [Facebook Group](#) that highlights a different genealogy database each week for discussion among our group members.
- Our Group currently has **36 members**

Rotary Room, Work Room and Retirement Homes Stats

- No usage to report due to COVID

OverDrive Update

- **3,294** items borrowed in October, **increase of 31%**, and YTD **increase of 32%**
- These items were borrowed by 544 patrons (**up 26%**), including 18 new patrons (**up 33% YTD**)

Workplan Progress

Strategic Direction #2 – Community Services – Goal #1: Collections

- Submitted orders for our 2021 Databases and OverDrive

Strategic Direction #2 – Community Services – Goal #2: Programs

- Continuing with an online genealogy program

Strategic Direction #2 – Community Services – Goal #5: Marketing and Promotion

- Created and delivered the Monthly Program Update Newsletter
- Added virtual program information to both our Adult & Teen and Children & Families webpages
- Added programming information to our online calendar

From: Rachel Spence, Community Engagement Assistant

MARKETING & PROMOTIONS

Platform	Early October	Early November	Increase
Facebook Followers	2,051	2,036	-15 <i>*we're posting very frequently because all of our programming is running through FB and it's finally taking a toll*</i>
Instagram Followers	1,523	1,546	+23
Twitter Followers	1,728	1,734	+6
TikTok Followers	139	144	+5
TikTok Likes	2298	2,335	+37

→ **Virtual Book Club for Book Tasters (Facebook Group):**

- 50 local members!
- Posting ongoing video content
- Researching add-ons to the content that Alex, Gabe and Tasha provide
- Responded to comments on posts and kept engagement rates high

→ **Social Media (Facebook, Instagram, Twitter and TikTok)**

- Triaging posts created by our team and arranging to have them set up to be published by Buffer
- Provided ongoing updates via each platform
- Showcased as many digital resources and programs as possible.
- Shares, retweets and engagement on an ongoing basis
- Sharing certain virtual program posts to the Northumberland Community Events page on Facebook
- Updating the @CobourgPL TikTok page to reach as many people as possible
- Running OPLW 'Read Away Your Fines' promotions
- Running OPLW 'Bookish Pumpkin Decor' contest (3 local families won and there were 5 submissions; Crock-A-Doodle as sponsor for gifts and we added to make the prizes huge)
- Running 'Literary Halloween Costume' contest (1 winner; Crock-A-Doodle as sponsor)
- Filmed various 'Book Bites' videos with Rhonda and added to YouTube before airing
- Began 'Would You Rather' Wednesday's and 'Throwback Thursday's' with help of Hannah (student)

→ **Virtual Interviews, Book Bites and Craft Tutorial Videos (Facebook):**

- Arranged various virtual author interviews for November
- **Book Bites with Rhonda (shifted to YouTube and posted on Facebook; Released each Tuesday)**
 - ◆ Ted Staunton: 16 views
 - ◆ Halloween Reads: 7 views
 - ◆ Non-Fiction: 2 views
 - ◆ New Fiction: 3 views

- ◆ Fun Books for Children: 7 views
- **Craft Tutorials by Haley L for October (Released each Thursday)**
 - ◆ Felt Leaf Wreath: 5 likes, 60 views
 - ◆ Pop Can Wreath: 3 likes, 73 views
 - ◆ Colourful Paper Crane Mobile: 4 likes, 53 views
 - ◆ Cardboard Tube Snowflake: 3 likes, 60 views

COMMUNITY ENGAGEMENT

- ✓ **Community Interviews:** Radio interview with Kevin at Northumberland 89.7 in October outlining the great virtual programs, contactless pick up and interviews airing on our Facebook
- ✓ **Partnerships:** Just Brew It – Glenn has reached out to us and wants to plan something collaboratively that will involve Cornerstone and the Library. No clear details yet.

ADMINISTRATIVE

- ✓ ZOOM Leadership Meetings
- ✓ Morning meetings with student, Hannah Richardson to go over her content creation task list

VOLUNTEERS

- ✓ Currently suspended but I do send the monthly e-newsletter to them to keep them updated on Library changes and programs.
- ✓ CELA signups

STRATEGIC PLAN GOALS HIT

Direction #2 (Community Service; Social Media)

- Our social media following has increased on each platform except Facebook, which decreased by 15 followers this month. I believe it's because Ontario Public Library Week and the entire month of October, that we usually go all out for, was done virtually and we oversaturated their news feeds to the point that we were unfollowed. Kate and I will be working together on making changes so that the virtual passive programs are scheduled in a more cohesive way.
- We have continued to provide programming virtually that will appeal to our community

Direction #3 (Community Collaboration; Value Library Brings; Cost Centre to Value Creator)

- Radio interview to update people who may not have social media on what we're offering
- Sharing social media information about our community collaborators