

CEO Report November 17th, 2021

From: Tammy Robinson, CEO

Facilities

Town Maintenance Staff repaired the sidewalk on the north side of the building where we had issues with water overflow through the eaves troughs.

Library In The Media

Today's Northumberland, October 24th 2021. *"Community Comes Through for Cobourg Public Library"*.
<https://todaysnorthumberland.ca/2021/10/24/community-comes-through-for-cobourg-public-library/>

Curbside Service

This service ended on Monday November 1st, and all holds materials were moved from the Rotary Room back into the Library on the former "Holds Shelf". We have left the curbside window in place for the time being, just in case we need to bring this service back due to COVID-19 and legislation requiring us to once again close our doors.

By removing curbside service, this will allow us to once again make use of the Rotary Room for programming and for rentals.

2022 Budget Presentation

On November 9th, I presented the 2022 Budget for the Cobourg Public Library. We had a PowerPoint presentation outlining the value of the Library and identifying our community priorities as they pertain to both the Town of Cobourg and the citizens of Cobourg. We also had a few slides that outlined in greater detail our current economic position, our funding needs and gaps for 2022. Council will review the budgets on November 25-26, and the budget approvals will be announced on December 13th.

Staff Appreciation Day

This special day was held on Monday October 29th. We had a boxed lunch catered by Ketch's Korner, we had fun door prizes, and everyone received a 'Thank You' gift from the Library to show its sincere appreciation to all staff who worked extra hard this past year and contributed to the Library's success. Two staff were recognized for their 5 years of service at the Library. Rachael P. and Mandy S. were presented with their 5 year gift, and were congratulated on achieving this anniversary with the Library.

Tri-County Meeting

This meeting was held on Monday October 29th. We had some updates from the Ontario Library Service (upcoming training, provincial database licenses, governance resources, etc.). There were some Ministry updates (Typical Week Surveys, PLOG), and news items from some of our partners OLA, FOPL. As always, the Roundtable Discussion is always interesting, and its great to be able to touch base with other Library CEO's to hear what they are doing at their locations.

Youth Services Specialist

It is my pleasure to announce that Alexine Marier has joined our team as our new Youth Services Specialist. Alexine has 10 years experience in libraries, and prior to accepting this position, Alexine's role was working in Children's Program Development at the Ottawa Public Library. She has also served as CEO of the Edwardsburgh Cardinal Public Library in Spencerville & Cardinal Ontario.

Alexine brings experience and a proven track record of success in children's and youth services, which will be invaluable in helping CPL meet our strategic goals and objectives.

Strategic Directions – Workplan

Strategic Direction #1 – Community Space – Goal #2 – Indoor Space – Action #5

- Removing Curbside Service from Rotary Room back into the Library for holds pick-up

Strategic Direction # 3 – Community Collaboration – Goal #1 – Municipalities – Action #3

- Economic Impact (2022 Budget presentation to Town of Cobourg)

From: Kate Davis, Manager of Public Services

Programming:

Like most years, October saw our regular programming along with our Ontario Public Library Week events. We did see fewer programs this month than in previous years – something that is largely due to our staffing challenges throughout the Fall. While we were able to keep many of our core programs running, the lack of available staff to prepare programs over the past two months has impacted the overall number that we're able to produce.

That being said, overall in October, we were able to host 22 programs and events with a total of 591 attendees. This month we saw the return of a few in-house passive programs (scavenger hunts), some more of our popular Take & Make kits for all ages, as well as a variety of staff-made videos featuring "how-to" instructions for crafts & activities. As of October, the majority of our virtual programming is now done by video, which is far more accessible to patrons than passive instructions. We also hosted another Book Walk outside of the Cobourg Library.

Upcoming in December, we have a number of holiday programs –both virtual and in-house - before slowing down to wrap up the year. Our popular New Years programs will be back with a twist (to meet COVID restrictions) and we'll be hosting one more author visit in 2021.

Adult Programs

In October, we held 2 adult programs, 3 virtual book clubs and our online genealogy/local history group. We saw a total 297 participants. We had originally planned to host an author visit this month, but had to push that into November due to challenges with the author's availability. We also continued offering adult Take & Make Kits, and saw a decent uptake once again, with 11 Kits going out to patrons.

Our monthly Genealogy Resource group – the Genealogy Gurus – has bumped up to 58 active participants. We also continue to partner virtually with Community Living Northumberland to provide a weekly online book club for adults who use their services and saw 26 participants this month. This was down a bit due to the fact that one of their regular meeting days fell on a holiday.

Upcoming in November, we've got another Take & Make program lined up, as well as a few online craft tutorials and a virtual author visit from Mary McDonough.

Youth & Teen Programs

In October we held 10 programs for children and an additional 5 for teens. These drew a total 288 participants/engagements.

Our Virtual Storytimes continued this month, and are still quite popular, even though the numbers appear down. The drop in the numbers is due largely to the posting restrictions in the AccessCopyright contract that were not completely followed in the prior month. This has now been resolved, and all storytimes are posted in accordance with our contract. At this time, we're planning to bring in-house storytimes back for our patrons by March 2022.

Additionally, we ran an in-house Spooky Scavenger Hunt in the week leading up to Halloween. This was quite popular, drawing 33 families to participate as well as a number of positive comments about having a safe Halloween event in the community. We also hosted another outdoor Book Walk, featuring the book “Leaf Man” by Lois Ehlert. In November, we’ll be hosting another Book Walk as part of Winterfest featuring the title “Goodbye Autumn, Hello Winter” by Kenard Pak.

For teen programming, we had another Teen Take & Make Kit this month, as well as a weekly Costume Hack feature on our social media, teaching teens how to make their own low-budget, costumes. Teen programs in October drew a total of 34 participants.

Since we have our new Youth Service Specialist starting in November, for my next report I’m looking forward to including updates from her planning. You’ll likely start seeing her doing our online storytimes starting in December.

Collections:

Cobourg’s circulation numbers are shifting back this month. Most print collections – adult and children’s saw increases this past month (with the exception being romance paperbacks, oddly). Many of these collections are seeing this increase both over last month and over this same time last year.

In the Branches, Gores Landing continues to see a bit of a decline in book usage (with the exception of mystery titles), but an increase in Binge Bundle usage, specifically. Bewdley is seeing its increase in children’s collection use continue – quite significantly this past month. This jump has happened across all children’s print genres, both fiction and non-fiction

On another positive note, a portion of the donations raised by our Loonie for the Library Campaign have gone back into purchasing for adult collections, so we’ve been able to add a number of titles that our patrons have been waiting for over the past few weeks. We’re hoping to have all of these titles on the shelves before the end of the year. Thus far, I’ve been able to add nearly 100 books that we otherwise would not have been able to purchase.

Partnerships:

The Northumberland Eats Program, now run through the Northumberland United Way, continues to be offered at our Cobourg location, although as of November 1st it’s moved to our South Desk instead of the curbside window.

Let’s Talk Books continues to host our online purchasing WishList. They also generously donated the book for our upcoming Winterfest Book Walk.

Staffing:

Our new contract Public Services Associate has now completed her training and is working at her regular schedule. We will be posting again for a second contract Public Service Associate to start in January 2022

Strategic Directions - Workplan

Strategic Direction #1 – Outdoor Space - Programs

- In October we hosted another Book Walk – Leaf man by Lois Ehlert. We’re also planning on doing another, as part of our Winterfest program in November, although this one will be posted in the Rotary Room windows due to the challenges the colder weather would bring for an outside program.

Strategic Direction #2 – Community Services - Collections

- Donation money has provided a boost for adult collections this past month and I’m working on getting all of those orders in to ensure we have the materials in hand before the end of this year.

Strategic Direction #2 – Community Services - Programs

- Fall has seen us move into a more hybrid programming model, offering virtual programs, but also a selection of in-house programs.
- Moving into 2022, we're hopeful to bring back in-house storytimes.

Strategic Direction #3 – Partnerships

- Northumberland Eats continues to be offered at Library locations, in partnership with the Northumberland United Way.
 - Our partnership with Let's Talk Books continues with the donation of books for our Book Walks as well as the hosting of our online WishList
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From: Heather Viscount, Manager of Support Services

Patron Holds Pick-up Change

- Our Curbside window closed at 5pm on October 31st.
- Patrons can now pick up their holds from our Self-Pick-Up shelf inside the Library
- These items will be held for 4 days (as they were previous to the start of COVID), and will need to be checked out at the Main Desk

Cobourg Curbside and Visitor Stats

- **928** curbside visits in October (down 59) – open 28 days, 156 hours
- Average pick-ups per day in September at the Cobourg location:
 - **33 per day** (down 2 from previous month)
 - **6 per hour** (same as previous month)
- October Door count (in-person visitors) – **5372 (down 222)**
- We served **14,493** patrons at our Curbside Window this year!

Technology

- Access to our public computers changed November 1st. Patrons can now walk-in and use any available computer for a 90-minute session, with up to another 90 minutes if the station has not been reserved
- Pre-Overdue Emails are now sent daily, to those patrons with valid email addresses associated with their account, who have materials due in 3 days
- Databases offered through the OLS Consortium pricing have been ordered for 2022.
- These include Ancestry, LibraryAware (staff-use) and the EBSCO products (NoveList Select, NoveList Plus, NoveList K-8 Plus, Canadian Reference Centre, MasterFile Premier, Primary Search, Canadian Points Of View Reference Centre, Consumer Health Complete (with French), and the Home Improvement Reference Centre).
- The OLS Consortium voted in favour of including access to magazines with our 2022 OverDrive subscription, so we will not be renewing Flipster. With OverDrive, we will gain access to hundreds of magazine titles for a fraction of the cost. This subscription will begin in January 2022.

Special Collections – October

- LEGO Borrow and Build sets – 5 loans
- [Ontario Parking Permit Kits](#) - 3 loans
- [Binge Bundles](#) – 79 Bundles borrowed
- Telescopes – 2 loans
- Seed Library – 76 loans

Technical Services

- Our Technical Services staff catalogued and processed **140** donated items in October
- **45** new items were added to the collection, and **217** items were deleted.

Marketing and Promotion

- Created a poster for our new Membership Renewal process
- Continuously updating our Library webpage (www.cobourg.library.on.ca) - especially our main page with new highlighted content
- Added our **September program information** to:
 - Online calendar (calendar.cobourg.ca/library)
 - Adult and Teen Page (www.cobourg.ca/en/my-cobourg/Adults-and-Teens.aspx)
 - Child and Family Page (www.cobourg.ca/en/my-cobourg/Children-and-Families.aspx)
- Added to our New Items Page (www.cobourg.ca/en/my-cobourg/New-Items.aspx)
- The October e-Newsletter was delivered October 1st to **902** subscribers (up **24**).
- To view the newsletter, or to subscribe to receive it each month, please visit our Events page (<https://www.cobourg.ca/en/my-cobourg/Program-Registration-and-Guide.aspx>)

Stat Highlights for October 2021

- Wireless Usage – **198** (up 33 from the previous month)
- Online Database Use – **13,680** (up 13% over last October)
- App Usage – **84** new users ; **221** Unique users ; **11,662** page views

Genealogy Gurus

- Each week, our Gurus will post a new genealogical tidbit, historical resource, photo or other information we hope our members will find helpful in their research. Join the conversation - <https://www.facebook.com/CobourgPL/groups>
- Our Group currently has **58 members** (up 1)

Rotary Room, Work Room and Retirement Homes

- No room booking usage to report due to Covid
- Our volunteer is delivering materials to 4 local retirement homes each month (Legion Village, Palisade Gardens, Extendicare and Golden Plough)

OverDrive Update

- **3,315** items borrowed in October, by 584 patrons, including 21 new patrons

Workplan Progress

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

- Ordered OLS Consortium databases for 2022

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

- Continuing with weekly updates to our Facebook program – Genealogy Gurus

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

OUTREACH & FUNDRAISING

- ✓ Socktober – Collected **425 pairs of new socks** that were provided to Greenwood Coalition to reach people in our community at a grassroots level.

- ✓ Loonie for the Library Campaign – In only 4 months, we were able to raise **\$8,700+** to go towards our collections
- ✓ Farmer's Market - The October Farmer's Market was something we tried to do but it was pouring down rain so we left after an hour and a half.

ONTARIO PUBLIC LIBRARY WEEK

- We did a giveaway for a full 7 days featuring cozy reader's gift baskets including: a gift card to the Black Cat in Cobourg, books, gourmet hot chocolate and a throw blanket.
- Whenever someone checked out an item they were automatically entered to win. Staff recorded their information in a spreadsheet and I contacted them to pick up at curbside. This way, we could reward those who were directly using the Library. The feedback on the gifts was extremely positive.
- We showcased an outdoor book walk using materials that we had left over from our TD Summer Reading Storywalk. This allowed us to effectively use our outdoor space.

SOCIAL MEDIA AND CONTENT CREATION

Platform	September	October
Facebook Followers	2,350	2,667
Instagram Followers	1,777	1,777
Twitter Followers	1,791	1,792
TikTok Followers	540	631
Tik Tok Likes	4,475	5,057
YouTube Subscribers	19	19

- ✓ Constantly reviewing community content to share
- ✓ Responding to all inquiries across all platforms
- ✓ Review of all TikTok draft content by CSJ grant student
- ✓ Scheduling all content across each platform and caption-writing
- ✓ Sharing to our Instagram stories every-day
- ✓ Engaging across each platform every-day
- ✓ Creating content outside of the content created by staff that helps relay updates
- ✓ Updating Facebook and Twitter covers
- ✓ Updating Facebook Events section
- ✓ Updating our blog regularly to reflect larger news items
- ✓ Creation of Facebook Group for Virtual Family Story Time
- ✓ Promotion of our community partnerships and support
- ✓ Creation of Instagram reels

COMMUNITY ENGAGEMENT

- ✓ **Community Interviews and Promotions:**
 - **89.7FM** - Radio interview with Kevin at Northumberland 89.7
 - **Just Brew It** – Created posters for their screens; Met with G. Keeling and representatives from Humane Society and 89.7FM at Just Brew It to discuss future fundraising opportunities
 - **Rainbow Cinema** - Created posters for their screens
 - **Today's Northumberland** – Created media release that was picked up to let the community know how much we were able to fundraise through the 'Loonie for the Library' campaign.

Link here: https://todaysnorthumberland.ca/2021/10/24/community-comes-through-for-cobourg-public-library/?fbclid=IwAR1MI6VWG2_K87Qu8bFq1TajShjNAIkhhtZcGrgcwTXIEE2KKbwNbRXyXiM

✓ **Partnerships:**

- **Greenwood Coalition** – Through Socktober, we provided them with 425 pairs of new socks to distribute locally.
- **89.7FM** - Radio Show for October to showcase what's happening here
- **Just Brew It:** Created September posters for screens in their store and at Rainbow Cinemas; Drop off location for used books; Drop off location for Loonie for the Library campaign
- **Rainbow Cinemas:** Showcasing our programs and their support for us on their screens.
- **Period Promise Northumberland** – We now have period products in every washroom at the Library. We continue to be a distribution and drop off point. Products are moving steadily.
- **Let's Talk Books:** They donated 3 books for our October and soon, November "Outdoor Book Walk" saving us over \$100 total and are continuing partnership with our wish list on their website

ADMINISTRATIVE

- ✓ Managing task lists and overview of tasks by our CSJ Grant student, L. Halligan.
- ✓ Leadership Zoom Meetings
- ✓ Creation of foyer displays and in-house displays
- ✓ Created thank you letters and sent out to Silent Auction contributors

VOLUNTEERS

- ✓ Met with six new volunteers by phone; Met each in person to do an orientation and to teach them how to shelf read.
- ✓ Met with K. Morita to go over book covering duties in tech, now that she can return
- ✓ Home Services – issue with outbreak at one of the homes; had to advise volunteers that they were on hold until it had cleared.

STRATEGIC PLAN: GOALS HIT

Direction #1 – Community Space

- ✓ We showcased an outdoor book walk using materials that we had left over from our TD Summer Reading Storywalk. This allowed us to effectively use our outdoor space.

Direction #2 – Community Services

- ✓ Goal #4: Volunteers - Utilizing volunteers to assist with projects such as shelf reading
- ✓ Goal #5: Promotions and Marketing – We now have a blog that I update frequently allowing anyone who does not have social media to still understand what's going on here. Further, our social media is highly active.

Direction #3 – Community Collaboration

- ✓ **Goal #1: Moving from Cost Centre to Value Creator** – Free vaccine printing, free period products, bi-monthly giveaways in-house or on social media, Socktober distribution of socks to those in need through community partners.
- ✓ **Goal #2: Communication & Community Engagement** – We're providing ongoing communication through all social media platforms and our website, blog and actively engage the community through our outreach events, partnerships and fundraising.

- ✓ **Goal #3: Pursuing Partnerships to Achieve Goals** – Working with Just Brew It and a few community non-profit organizations to build a virtual and in-person fundraiser for 2022.
- ✓ **Goal #4: Outreach** – working with partners like Thrive and United Way to create Period Promise in our library; Just Brew It to create two annual fundraising projects, with book donation centre and support of our radio show each month; Starting Socktober to help give back to those in need in the community;

Direction #4: Alternative Funding Sources & Support

- ✓ Goal #2: Loonie for the Library fundraising campaign
- ✓ Goal #5: Giving Tuesday campaign created and scheduled for November.