

Library Staff Reports October 21st, 2020

From: Tammy Robinson, CEO

Facilities

The HVAC system in the Rotary Room is still not working. The Town has directed us to look for another company to service our Library if we do not hear from Crown in the next couple of weeks.

Library in the Media

Snap'd – September 18th, 2020. *“Story Time on the Lawn”*.

<https://northumberlandwest.snapd.com/events/view/1330941>

Today's Northumberland. October 6th, 2020. *“Read Away Your Fines at the Cobourg Public Library This October”*. <http://todaysnorthumberland.ca/2020/10/03/read-away-your-fines-at-the-cobourg-public-library-this-october/?fbclid=IwAR2DBeSR0FkdKldkSMsyajoEMSNKE8CKsvjBLDtwmet5H0h2FEkWYstQNiY>

Training

I have attended several training workshops over the past few weeks:

Paths: Providing the Best Service to Meet the Needs of Our Community (SOLS)– a full day virtual conference

A Healthier You (Mosey & Mosey Benefit Plan Consultants)

Communications Planning for Libraries (SOLS)

Cortex Design-UVC Buddy (SOLS)

Ontario Trillium Foundation's Resilient Communities Fund Workshop (SOLS)

Library Staff also participated in training on October 8th and 9th in preparation for the opening of our 2nd floor on October 13th.

Young Canada Works Grant

Our Young Canada Works student started at the Library on September 30th and will be here until mid-January. Our student is working with both K.Davis and R.Spence on a variety of projects.

Northumberland United Way – Community Grant

We submitted an application asking for funding for a new Library service called “Borrow by Mail”. This is an outreach service that will enable residents of Northumberland County who have a valid Cobourg Public Library card and who are unable to visit our physical branches due to limited mobility or health concerns, to request to have Library items delivered directly to their residence by mail for free. We have asked for funding to offer this service for 1-year as a pilot project.

Bargaining

Bargaining was held on September 17th and wrapped up on the same day. CUPE presented the draft Collective Agreement to the Library Union members and was ratified at the end of September. We are awaiting the final draft of the Agreement so that Management can sign-off on the document.

Library Tours

On October 2nd, Local MP, Philip Lawrence, visited our Library and had a full tour. He was impressed with how we have adapted our services to meet the restrictions and safety protocols required for COVID-19.

Strategic Directions – Workplan

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

- MP, Philip Lawrence tours the Library

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

- Continue pursuing grants (YCW Grant; Northumberland United Way Community Grant)
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From: Kate Davis, Manager of Public Services

Programming:

September was a busy month for programming. We continue to do the majority of our programming virtually, although we did successfully trial an outdoor, socially distanced storytime this past month. We also hosted three separate virtual author talks, two for adults and one for children, as well as a variety of online instructional videos.

Overall, in September we hosted 45 programs with a total of 1,692 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 August, we held 13 adult programs, three virtual book clubs and our online genealogy/local history group. We saw a total 998 participants. This included author talks by Keith Ross Leckie and Kelly S. Thompson, as well as very-popular series of “Trash Craft” video tutorials (crafting with recyclables) done by one of our staff.

Our online book club gained another member, bringing it up to 49 participants. This program is currently shared between three staff, who trade off moderating and providing content each month.

Our monthly Genealogy Resource group – the Genealogy Gurus – currently has 33 active members and will continue for the foreseeable future.

Our Fall line-up continues into October/November with another Author talk featuring local Historian Dan Buchanan.

Youth & Teen Programs

In September, we held 23 online programs for children, 3 in-person outdoor programs for children and an additional 2 for teens. These drew a total 694 participants/engagements.

September was also the first month we tried some in-person, socially distant programming with our Outdoor Storytime. This program ran for three weeks (to avoid the cool-down in the weather) and we were lucky enough to have no rain for all three. Outdoor Storytime was well-received, drawing comparable numbers to our regular indoor Storytime programs, and it is definitely something we will consider doing again once the weather warms up in the Spring.

September also saw a children’s virtual author visit from Marie Prins, which drew over 350 engagements on social media.

Collections:

The collection has seen a number of changes this past month. We received our Development charges from the Town of Cobourg, so we have gone ahead with ordering our Fall materials for this year as well as extra copies of popular items to address long waiting lists. Those will all start arriving shortly.

We've also had a large number of materials donations from the public – so many that we have actually had to temporarily stop accepting them as, with the additional need to isolate all incoming items, we are running into backlogs in sorting and processing the items. Since stopping intake, though, we've been able to catch up so hopefully this measure will not need to be in place much longer.

Overall, collection usage is steadily growing over last month, which isn't unusual considering more people are returning to the Library. Curbside pick-up continues to be popular, although we are seeing more and more people wanting to come in and browse for items.

Staffing:

Currently we're working on hiring a Public Services Associate. This position is presently proceeding through the internal hiring process with two internal applicants having changed roles since the process began.

As of September 30th, we have a student working with us under the Young Canada Works grant. She'll be with us until mid-January and will assist with online promotions and content creation.

Strategic Direction #2 – Community Services - Programs

- Outdoor storytime was a success and is something we'll look into doing more, once the weather warms up again.
- Virtual Author talks continue to be very well received in our community and we're looking at offering more of these going forward

From: Heather Viscount, Manager of Access Services

Envisionware Upgrade

- The new payment kiosk is now live in the Computer Lab.
- Currently only payments by cash are available, as our Credit Card terminal has not arrived.

Marketing and Promotion

- Added our October 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 "October Programs and Events" [e-Newsletter](#) was delivered October 1st to 67 subscribers (up 17 from last month). **Highlights included:**
 - The hours at all branches, and the opening of the 2nd floor on Tuesday, October 13th
 - Contactless Pick-up process at Cobourg
 - Read Away Your Fines and the 25th anniversary of the Library on Ontario Street
 - The great lineup of October 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!

'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**

Cobourg Contactless Pick-up Stats

- **926** curbside visits in September
- Average pick-ups per day in Cobourg is **53**

Computer Lab

- The Lab is open during our current hours for 45-minute (max.) sessions.
- **308** computer sessions were seen in September (up 90 from August)

Collections

- The Binge Bundles collection (six DVDs on a particular theme) is going well.
- There are now 42 themes (up from the original 24)
- On average over 65% of the collection are checked out at one time.
- I will be adding more titles to this collection

Technical Services

- Our Technical Services Department received, processed and made available **352** items in September – including **125 donated titles** (catalogued and process in-house)
- The department also created lists for these items, which can be found on our [webpage](#)

Stat Highlights for September 2020

- **Online Database use – up 30%**
- Requests placed - **1,955 (up 66% over Sept 2019)**
- **4,108** people came through the doors in Cobourg

Stats – Rotary Room, Work Room and Retirement Homes

- No usage to report due to Covid

OverDrive Update

- **3,246** items borrowed in September, **increase of 30%**, and YTD **increase of 32%**
- These items were borrowed by 548 patrons (**up 23%**), including 24 new patrons (**up 35% YTD**)

Workplan Progress

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

- Continuing with an online genealogy program

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

- Updated the monthly program update emails
 - Added online content from social media to our webpage for patrons to access
 - Added programming information to our online calendar
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From: Rachel Spence, Community Engagement Assistant

MARKETING & PROMOTIONS

Platform	Late August	Early October	Increase
Facebook Followers	1,977	2,051	+74
Instagram Followers	1,484	1,523	+39
Twitter Followers	1,718	1,728	+10
TikTok Followers	71	139	+68
Tik Tok Likes	0	2298	+2298

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

- 49 local members (up 1 member! We hit 50 but lost one)
- 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)**

- Initiated the process to access CANVA Pro due to our non-profit status with the help of a document Jocelyn provided proving that we're a non-profit. This allows our team to access different photos and resources on Canva, which is a content creation website/app.
- 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

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

- **Marie Prins Interview: 362 views**
- **Keith Ross Leckie Interview: 116 views**
- **Watton Employment Services Interview: 122 views**
- **Kelly S. Thompson Interview: 223 views**
- **Craft Tutorials by Haley L for September (Released each Thursday)**
 - ◆ **Button Flower Bouquet: 82 views**
 - ◆ **Book Page Feathers: 100 views**
 - ◆ **Painting with Coffee: 128 views**
 - ◆ **Cereal Notebook: 67 views**

COMMUNITY ENGAGEMENT

- ✓ **Community Interviews:** Radio interview with Kevin at Northumberland 89.7 in September outlining the great virtual programs, contactless pick up and interviews airing on our Facebook; Discussed re-starting advertisements (Tammy will be doing these recordings)
- ✓ **Snap'd Feature for Outdoor Story Time:** Snap'd Northumberland West contacted by me to attend at Story time on the Lawn and provided with tour of the Library; Photos were taken and can be found [here](#)

- ✓ **Today's Northumberland Feature on 'Read Away Your Fines':** Created Read Away Your Fines media release and it was published online [here](#).
- ✓ **Partnerships:** Crock-A-Doodle reached out to us to form a partnership and to sponsor our upcoming Halloween Costume and Pumpkin decorating contests by offering gift bags.

ADMINISTRATIVE

- ✓ ZOOM Leadership Meetings
- ✓ Interviews for YCW student with Kate Davis and chose Hannah Richardson who I will be working closely with from October to January 2021.
- ✓ Various Lobby Attendant shifts when staff were unavailable to work
- ✓ Ryan Dowd training on how to deal with being hit-on at work

VOLUNTEERS

- ✓ Suspended volunteer program due to safety concerns
- ✓ Ongoing communication with our 2 garden volunteers about watering, weeding and readying the garden for Fall
- ✓ Sent out October newsletter to Volunteers
- ✓ Took out the wild veggie garden with the help of 2 volunteers (1 hour on a Saturday)

STRATEGIC PLAN GOALS HIT

Direction #2 (Community Service; Volunteers)

- We have a volunteer (Harvey) who is and has been filling our pop-up Libraries throughout the pandemic which saves massive staff time from having to do so. He does this weekly, sometimes more than once.
- We have another 2 volunteers (Joanne and Kimberly) who water and weed our community garden, which saves staff from having to spend at least 30 minutes a day doing so.
- Volunteers were shown thanks for their hours and kept updated to maintain the program and our relationship with them, despite COVID-19

Direction #2 (Community Service; Social Media)

- Our social media following has increased on each platform
- We have continued to provide programming virtually that will appeal to our community
- We have been connecting people digitally at a time that matters, in the same way that we do with our brick and mortar walls.

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