

CEO Report

January 20th, 2021

From: Tammy Robinson, CEO

Facilities

Town Staff were called to the Library on November 25th to look at the Library eaves troughs. The one located on the northeast corner either has a hole or is unable to take the overflow of water. In addition, the joints that were reinforced two summers ago were dripping quite a bit with rain and melting snow. This could cause a “slip and fall” issue if not dealt with soon.

Town Staff began work on the Library’s heating/cooling exhaust system on November 24th and found multiple issues:

- A section of flex pipe was disconnected in the children’s program room. Above the ceiling was almost 70 degrees Celsius. This has been re-connected.
- A wire was off the stat in the same room.
- The room to the far north had a stat that was not functioning. Found it was connected to 3 ceiling mounted electric heaters. We did get them working by the time we left BUT a new stat is required.
- One Tech office diffuser was shut off above ceiling. Turned it back on.
- Found that the stat that was disconnected in children’s room ran an electrically actuated damper above the tech room. For whatever reason the wires have been ripped out of this unit and the actuator rod has been locked in place with a pair of vise grips. My guess is the motor is gone and it was just jerry rigged???
- The exhaust fan for the children’s washrooms is dead. We came across it over the tech room ceiling.
- No heat in the children’s washrooms. Unknown which trunk it is fed from right now or which RTU.

Some things they were able to fix right away and some will be dealt with at a later date. There are electrical issues, HVAC issues, and other issues that require further research.

On November 26th, Town Staff were back at the Library with an electrician. The radiant panels in the far north ground floor office were deemed to be “okay”, but the thermostat was not working and was replaced with a standard manual one. The children’s washroom exhaust fan proved to me a more difficult situation. Accessing the dead motor with no access panels was a difficult task, and it is unknown where the power comes from (the blueprints for the building are incorrect). The electrician will be able to change out the motor and install a switch once they can get proper access to the area.

On December 10th two Town Staff and an electrician were back at the Library. Here is what they reported:

- Installed new exhaust fan motor for the children’s washroom. Found that it does not run from the panel or circuit plans indicated. It runs off the washroom light circuits. It currently will run 24/7. Decisions need to be made as to if we want these to run constantly or if we should put timers on them.
- Elevator room exhaust fan works now. Stats are now set.
- 2nd floor washroom exhaust fan checked and is dead. Replacement parts are not available, so we will need to replace the whole unit. Staff are researching specs and pricing.
- Staff washroom fan was found to be working however, we suspect that it is so dirty that it is not working correctly. Will need to remove motor and clean squirrel cages.
- Electrical room exhaust fan is missing.
- We checked some of the mechanical bypass dampers (electrically actuated dampers). A number of them are no longer operational because the actuators are dead. It appears that the former contractor vise gripped a number of them in the open position. We can replace the actuators on them but I need to know what you want to do. They are a couple hundred dollars apiece and there is two per unit. I believe there are upwards of 15 units in the building so you can see this cost is going to creep up fast. We may need to look at key locations first and go from there.

Lighting: Town staff will begin replacing the library’s interior lights. The cove lights require simple bulb replacements, but the large pendulum lights need to be changed out, as bulbs are no longer available. The outdoor bollard lights are very dim and will need a retro fit, as the bulbs are no longer available. The parking lot lights also need a retro fit, as bulbs are not available.

Ontario Parks Permit Library Lending Program

Our Library was invited to take part in the Ontario Parks Day-Use Vehicle Permit Library Lending Program. Our Library has been supplied with several Annual Day-Use Vehicle Permits to Ontario Parks, free of charge, which we will loan to our patrons. Our Library users will be able to borrow a park permit from our Library during 2021, providing access for one vehicle and its occupants to more than 100 provincial parks in Ontario. We will also include a set of binoculars, a compass and a variety of activity sheets. The goal of this program is to help Ontarians spend more time in nature, by making it easier and more affordable for people to enjoy the benefits of provincial parks. We anticipate launching this special collection on February 1st, 2021.

Northumberland Eats Program

Our Library is participating in the pilot program “Northumberland Eats”. This is an exciting collaboration between Northumberland County and the United Way. This program is designed to provide food support to vulnerable individuals or families through the COVID pandemic. If a Library staff member recognizes a need for an individual or family to obtain a meal, the staff person may use their discretion and issue vouchers to the individual or family. Vouchers are available in \$5 and \$10 denominations. These vouchers can be used at participating local businesses for food and/or beverages. The vouchers are valid up to and including March 31, 2021. The Library will be responsible for collecting data for gender and age range.

Northumberland United Way – Emergency Community Service Funding

Unfortunately, we were not successful in obtaining funding for our “Borrow By Mail” grant proposal. We still think this idea has value, and we will continue to look for grants and explore alternative options to support this service.

Trillium Resilient Communities Fund

In December, we applied for a total of \$15,500 in funding from Trillium. This funding is to be used towards the recovery and rebuilding efforts of the non-profit sector impacted by COVID-19. We asked for funding to be used for mobile shelving (picture book and board book) in the children’s area; mobile display units in the children’s area; additional Zoom licensing; and programming supplies (including PPE). We should find out sometime in March 2021 if we were successful in our request.

Summer Student Grants

On January 6, we applied for a Young Canada Works grant for this summer. We have asked for one full-time Community Program Assistant for 10 weeks (mid-June to mid-August). This grant will cover 50% of the cost. On January 13, we applied for a Canada Summer Jobs student grant. We have asked for one part-time Community Outreach Assistant for 14 weeks (mid-Sept to mid-Dec). The grant covers 50% of the cost.

Tri-County Meeting

This meeting was held on January 11th, and it was quite informative. Many topics were discussed, with focus on virtual programming, government grants and surveys and staffing.

Strategic Directions – Workplan

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

- Meet the diversity of community needs (Adding Park Passes as a Special Collection)

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

- Explore new partnership opportunities (Northumberland Eats Program)

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

- Continue pursuing grants (Young Canada Works; Canada Summer Jobs; Trillium Resilient Fund)

From: Kate Davis, Manager of Public Services**Programming:**

November held steady for programming, with two author visits as well as a variety of local history workshops. December, which is generally quiet for programming due to the holidays, was also fairly typical.

Overall, in November we hosted 37 programs with a total of 1777 attendees. In December, we had 26 programs with 416 participants.

Over the past year, staff really rose to the challenge of shifting our programming from physical spaces to a virtual environment. While we weren't able to offer many of the traditional library programs our patrons are used to seeing, we were able to offer an average of 30+ programs each month and continue reaching members across a broad demographic. It's very likely that virtual programming will continue to be a part of our program plans, even as we move forward (and hopefully past) the pandemic.

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

In November 2020, we held 12 adult programs, 6 virtual book clubs and our online genealogy/local history group. We saw a total of 926 participants. Our most popular programs this month consisted of author visits as well as genealogy and craft tutorials.

In December 2020, we held 7 adult programs, 4 virtual book clubs and our online genealogy/local history group. We saw a total of 232 participants, with our tutorial videos once again proving to be the most popular.

Our online book club seems to have evened out between 48-50 participants from month to month. 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 January, we're featuring several more crafting tutorials as well as a virtual Laughter Yoga Session with one of our local instructors. We'll also have two more virtual author visits.

Youth & Teen Programs

In November, we held 14 online programs for children and an additional 4 for teens. These drew a total 851 participants/engagements.

Our most popular program this month was a virtual visit with local author Jan Fluke. Rhonda's Book Bites segments, featuring the library collection was also quite well received.

In December, we held 13 online programs for children and an additional one for teens. These drew a total 184 participants. For this month, our two most popular programs were the Teen Book-folding craft and our Family Christmas Song Trivia.

Upcoming in 2021, we're working in partnership with EarlyON to see about offering live virtual Mother Goose programming to our patrons. Rhonda has also been working with our partners to offer the annual James Cockburn Day program virtually to the schools.

Collections:

Collection use has been interesting these past two months. We've seen a bump in the use of Graphic Novels, Manga and Non-fiction through November, but that switched to Fiction being the more popular item again in December. It's quite possible this is largely due to the bulk of our new materials delivery really picking up just before the holidays.

Our Quick Read Collection is back up and running and was in full swing over the past few months. Even as we moved back to curbside service, we've kept this collection up and displayed in our windows – allowing patrons to pick items to add to their order. Thus far, this has been fairly well received.

Branches:

While we were able to re-open our Hamilton Township branches to full hours for the short term, we did have to return to reduced hours as curbside pick-up came back into affect. That being said, we are currently able to offer full curbside service at both locations, following the same plans and protocol we followed back in the Spring.

Staffing:

Our two contract Public Service Associates are now in place and are already help mitigate some of the staffing challenges. Overall, we are still facing scheduling challenges, but thus far, we have been able to manage them with reasonable management intervention.

Strategic Direction #2 – Community Services - Programs

- Virtual programming will continue to be a large part of our program strategy in 2021, and we're currently working on ways to incorporate it with our existing programming strategy.
- Virtual Author talks will continue into 2021 with more planned for as early as January in the New Year.

From: Heather Viscount, Manager of Access Services

Databases for 2021

- Our new Home Improvement Reference Centre Database is now live
- Our patrons can now access Ancestry Library Edition from home until March 31, 2021
- Flipster (online magazines) is in its second month, and proving to be popular – **191** uses in December

Cobourg Contactless Pick-up Stats

- **1041** curbside visits in December – **989** in November
- Average pick-ups per day in Cobourg:
 - **43** per day (9 per hour) in December
 - **40** per day (8 per hour) in November

Technology

- Upgrade to Enterprise (online catalogue) completed on January 4th, 2021.
- Removed computers and equipment from the main floor to the 2nd floor – ready to install when the movers complete the move of the computer tables.

Collections

- With the added funds from the Town of Cobourg Development charges, over **40 new** game titles, **50 new** Adult Music CDs, and **170 new** DVD titles were ordered, received and added to our collection.
- DVD usage increased **30%** in December over November, and **27%** in November over October.

- Game usage increased **14%** in December over November, and **21%** in November over October
- CD usage increased **10%** in December over November, and **16%** in November over October

Technical Services

- Our Technical Services staff catalogued and processed **192** donated items in December, and **109** items in November
- **371** new items were added to the collection in December and **393** new items in November.

Marketing and Promotion

- Continuously updating our Library webpage, especially our main page with new highlighted content
- Added our January and December 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 our webpage for [Adults & Teens](#) and [Children & Families](#)
- The “January Programs and Events” [e-Newsletter](#) was delivered January 1st to **142** subscribers. **Highlights included:**
 - Access to Ancestry Library Edition from home
 - Home Improvement Database and Flipster
 - Three author visits
- 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 November and December 2020

- Online Database use in December **up 67%** over last year, and November – **up 29%** over last year
- **2,199** Requests we placed in December and **2,153** requested items were picked up
- **4,009** people came through the doors in Cobourg, and **1,041** used our Curbside service in December
- **4,183** people came through the doors in Cobourg, and **989** used our Curbside service in November

‘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

- **2,981** items borrowed in November, **increase of 28%**, and YTD **increase of 30%**
- These items were borrowed by 529 patrons (**up 25%**), including 26 new patrons (**up 31% YTD**)
- **3,220** items borrowed in December, **increase of 28%**, and YTD **increase of 32%**
- These items were borrowed by 543 patrons (**up 21%**), including 23 new patrons (**up 31% YTD**)

Workplan Progress

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

- Access to new database Home Improvement Reference Centre
- Home access to Ancestry Library Edition
- Influx of new DVD, Game and Music titles, due to Development Charges funds

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
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From: Rachel Spence, Community Engagement Assistant

MARKETING & PROMOTIONS

| Platform | Early November | Early January | Increase |
|---------------------|----------------|---------------|----------|
| Facebook Followers | 2,036 | 2,139 | +103 |
| Instagram Followers | 1,546 | 1,591 | +45 |
| Twitter Followers | 1,734 | 1,750 | +16 |
| TikTok Followers | 144 | 150 | +6 |
| Tik Tok Likes | 2,335 | 2,432 | +97 |
| YouTube Subscribers | | 11 | +11 |

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

- ◆ 48 local members! *(we lost 2 over the holidays, but many people are deleting their accounts due to overwhelm produced by social media)*
- ◆ Researching add-ons to the content that Alex, Gabe and Tasha provide
- ◆ Responded to comments on posts and kept engagement rates high

→ **Social Media Platforms**

- ◆ Contacted Buffer (scheduling site we use) and asked for non-profit rate, saving us 50% in 2021.
- ◆ Updated and organized our YouTube page so that we can start using it more. Many do not subscribe to other forms of social media so YouTube is a great alternative option so that people can access our video content.
- ◆ 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
- ◆ Sharing our TikTok content as Reels on IG to reach more people with it
- ◆ Filming and editing video content
- ◆ Creating teaching materials to help staff learn how to record on zoom effectively, record videos with high production quality and edit them to empower them to create more virtual programs using video.

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

→ **Book Bites with Rhonda Perry**

- ◆ Holiday Books (56 views, 7 likes)
- ◆ Young Adult Picks (81 views, 3 likes)
- ◆ New Books (104 views, 5 likes)
- ◆ Christmas Crafts and Cooking (503 views, 11 likes)
- ◆ Youth Books (94 views, 3 likes)

→ **Craft Tutorials by Haley Letch**

- ◆ Mini Hat Ornaments (144 views, 6 likes)
- ◆ Clothespin Stars (70 views, 1 like)
- ◆ Duct Tape Flowers (88 views, 3 likes)
- ◆ Woven Bookmark (101 views, 6 likes)
- ◆ Book Page Star (104 views, 6 likes)

→ **Virtual Interview**

- ◆ Held Kelly S. Thompson virtual workshop on Zoom (8 participants)

COMMUNITY ENGAGEMENT

✓ **Community Interviews and Promotions:**

- **89.7FM** - Radio interview with Kevin at Northumberland 89.7 in November/December outlining the great virtual programs, contactless pick up and interviews airing on our Facebook
- **Classical 103.1** – Connected with them to find out the fee associated with running advertisements as many of the same demographic that use the Library, listen to this station. We're running ads from January to March that they've created based on our notes.

✓ **Partnerships:**

- **Just Brew It** – Continue to send Glenn promotions to play on his screen at the store.
- **Northumberland Humane Society** - Communications with NHS about creating Shelter Buddies Show + Tell which is planned to launch in February. This program will be held on Zoom. It will allow children ages 3-10 to do a show and tell about their pet or stuffed animal to the shelter animals. NHS will be on the Zoom from their end and we will host. They will explain what the shelter is, how it works and introduce the kids to animals there. We will also have PDFs created collaboratively to share parts of our collection relating to animals and their care on our website for the kids who attend.
- **Period Project** - Connected with Nicole Beatty (Thrive) and Maggie Darling (United Way) about The Period Project and how we can support it as a non-profit community organization. Advised that while we have no funds to direct to product purchases, we could promote it and be a distribution point. Ongoing communications will determine our role.

✓ **Community Support**

- Sharing posts from local businesses, downtown Cobourg, Town of Cobourg and Cobourg Police more often. Connected with our volunteer, Chris Worsnop, to promote their radio show that aims to reach seniors in the community with stories read by local authors (created a few pieces of promotional content for them to share)
- Reached out to all of our previous partners (Farmer's Market, Thrive, Cobourg Cougars, NHS etc.) to remind them that we would love to collaborate on future pandemic-pending partnership programs with them.

ADMINISTRATIVE

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

- ✓ Created merchandise for safe sale with the help of our grant student, H. Richardson, and did a virtual launch around it.

VOLUNTEERS

- ✓ **Virtual Coffee Chat** – Held a pre-holiday Zoom meetup with the Volunteers called a “Coffee Chat” on a weekend for a little over an hour and it was awesome! We had 7 that attended and it was so nice to catch up with everyone who was missing the Library.

STRATEGIC PLAN GOALS HIT

Direction #2 – Community Service – Goal #5 – Marketing and Promotion – 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

Direction #3 – Community Collaboration – Goal #1 - Value Library Brings

- Monthly Radio Interview (89.7 FM)
- Radio Promotional Ads (Classical 103.1)

Direction #3 – Community Collaboration – Goal #3 – Partnerships

- Northumberland Humane Society (Shelter Buddies Show + Tell)
- Thrive and United Way (Period Project)