

CEO Report

February 17th, 2021

From: Tammy Robinson, CEO

Facilities

The Fire Department was called to the Library on Monday February 1st to extricate me from the elevator. The elevator was stuck between floors and I was unable to get out. Schlinder Elevator sent a tech person out later in the day to find the problem. The elevator was repaired on February 10th.

Town Staff continue to work on the HVAC system and the lights at the Library – this will be an ongoing project.

Town Staff along with myself are looking into installing a “walk-up” window in the Rotary Room for our curbside service. One of the smaller windows on the east side of the Rotary Room will be temporarily removed and replaced with an insulated metal door that patrons can walk up to and request their holds from staff. This will be a much more efficient and economical way to offer our curbside service.

American Library Association: Mid-Winter Conference

I attend the ALA virtual conference held on January 22-25. It was a very worthwhile conference to attend. There were exceptional speakers, excellent workshops and break-out sessions and some interesting exhibitors. It was fascinating to interact with librarians from all over North America – there were so many different perspectives on various topics and issues. I came away energized and excited to share the information with my Team, and in fact, there are already a few ideas that we have begun to work on that came directly from this conference.

Ontario Library Association: SuperConference

I attended the OLA virtual Conference held on February 3-6. A total of 6 library staff attended this conference. Again, this was such a valuable conference to attend, and I was very grateful to be able to share ideas and best practices for libraries and our community while operating under COVID restrictions. There were many sessions and live discussions that focused on adapting, staying strong and improving services despite tight budgets and COVID. I’ve shared my findings with the Leadership Team and we are excited about implementing new ideas.

Training: Steward Your Donors Into The New Year

Myself, along with J. Gard and R. Spence attended this webinar on January 14th. It was offered through CanadaHelps. It focused on donor stewardship, donor retention and best practices (i.e. communicating with donors). The Library has been registered with CanadaHelps for fourteen years, and has proven to be of great value to us.

Cable TV Interview

On January 18th I was interviewed by Lynda Kay for “All Around Town”. I spoke about our curbside service, virtual programs and our databases/virtual collections.

Strategic Directions – Workplan

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

- Meet the accessibility needs of our community (Installing “walk-up” window in Rotary Room)

Strategic Direction #3 – Community Collaboration – Goal #1 – Municipality – Action #3 – Economic Impact

- Education & training opportunities (Conferences / Webinar)
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From: Kate Davis, Manager of Public Services

Programming:

January was a quieter month for programming, coming off of December. For adults, we held two author visits as well as our usual book clubs and a variety of craft classes. We also featured local yoga instructor Lisa O'Leary for an online lesson in laughter yoga.

Overall in January we hosted 26 programs with a total of 435 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

In January, we held 5 adult programs, 4 virtual book clubs and our online genealogy/local history group. We saw a total 926 participants. Our most popular programs this month, unsurprisingly, were the author visits and craft tutorials.

Our online book club had 50 participants again this month. This program is currently shared between three staff, who trade off providing the content each month. Beth also continues to work 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" – is up to 38 active members and will also continue for the foreseeable future. This group is largely run by one of our Public Service Associates along with Heather, as she oversees the databases and local history collection.

Upcoming in February, we're featuring several more crafting tutorials as well as a virtual trivia challenge.

Youth & Teen Programs

In January we held 15 online programs for children and an additional 1 for teens. These drew a total 216 participants/engagements.

Our most popular program this month was a virtual visit with UK author Tom Perry. We did have several of our usual children's programs delayed this month due to Rhonda's absence.

Upcoming in February, we're working in partnership with EarlyON to see about offering live virtual Mother Goose programming to our patrons. We'll also be partnering with the Town of Cobourg and the Northumberland County Archives to host a virtual James Cockburn day with a variety of activities and learning resources for parents and teachers.

Collections:

Collection numbers are down in January, which really isn't surprising considering we had to drop back to curbside pick-up only. That being said, the amount of pick-up orders we've been doing is much higher than during our last lockdown.

Unlike the last lockdown, we have been able to keep our Quick Read Collection running by displaying it in our Rotary Room windows – allowing patrons to pick items to add to their order. Thus far, this has been fairly well received.

Starting in late January, we've also gone back to putting two collection features each week up on our social media. Since patrons aren't currently able to physically view new items as they come in, this is a way for us to feature new things as different collections for people who would normally have chosen to browse for reading material.

We've also started planning for the re-opening of the Seed library (likely in March) and have been adding seeds to the collection for circulation this year.

Branches:

Hamilton Township branches continue to operate for curbside pick-up in both Gores Landing and Bewdley. Interestingly enough, Gores Landing's numbers are actually down quite a bit less than our other locations this month, with Non-Fiction, DVDs and Paperback novels actually seeing an increase in use over December 2020.

Staffing:

Our two contract Public Service Associates are now in place and fully trained. In response to the Stay-at-Home order and the changing needs of our Curbside service, this past month has seen us alter the position layout of staff within the library in order to minimize the number of people in the building at one time. Staff working from home have been predominantly putting together our next month of programming as well as working on local history projects and creating some of our online promotions.

Strategic Direction #2 – Community Services - Programs

- Virtual programming continues into February, featuring author visits, tutorials and a trivia challenge

From: Heather Viscount, Manager of Access Services

Cobourg Contactless Pick-up Stats

- **1,575** curbside visits in January – **up 51%** from December
- Average pick-ups per day in Cobourg:
 - **63 per day** in January (up from 43 in December)
 - **14 per hour** in January (up from 9 in December)

Technology

- I have been working with our vendor to develop our new app, which has now entered the testing phase. The interface looks wonderful, and it performs extremely well. Looking forward to the finished product, and rolling it out to patrons.
- Ordered new antivirus software (Bitdefender) for our staff computers from TechSoup, which will be installed shortly

Special Collections

- **Seed Library**
 - Inventory of the seeds on-hand has been completed, and new seeds ordered
 - Rachel Spence put out the call to her volunteers for interest in packaging seeds, and had an overwhelming response
- **Ontario Park Permits**
 - Records and circulation rules for these kits have been created in Horizon
 - Created insert for kit
- **Binge Bundles**
 - There are now 75 bundles available
 - Created and posted an "e-book" of the covers on our [New Items](#) page

Health & Safety

- Our Joint Health & Safety Team met via Zoom on February 1st
- Topics discussed included: Activities for 2021, updates to the Emergency Procedures, and First Aid
- There will be activities for staff every other month, beginning in February – and we will plan to partner with the Social Committee for at least one activity this year

Technical Services

- Our Technical Services staff catalogued and processed **48** donated items in January
- **210** new items were added to the collection in January, and **1,540** items were deleted.

Marketing and Promotion

- Continuously updating our Library webpage, especially our main page with new highlighted content
- Added our February 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 webpage for [Adults & Teens](#) and [Children & Families](#)
- The “February Programs and Events” [e-Newsletter](#) was delivered February 1st to **144** subscribers (up 2 from January) – **Highlights included:**
 - Ontario Parking Passes – available to borrow beginning February 16th
 - February Giveaway on [Facebook & Instagram](#)
 - Databases – Ancestry (from home), Home Improvement Database and Flipster
- 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 January 2021

- **47** new members applied for e-cards
- Online Database use **up 88%** over last January
- **3,945** Requests were placed and **3,753** requested items were picked up
- **1,575** patrons used our Curbside service in Cobourg, **17** in Bewdley, and **48** in Gores Landing.

“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 **38 members** (up 2)

Rotary Room, Work Room and Retirement Homes Stats

- No usage to report due to Covid

OverDrive Update

- **3,663** items borrowed in January, **increase of 29%**, and YTD **increase of 34%**
- These items were borrowed by 572 patrons (**up 17%**), including 24 new patrons (**up 29% YTD**)

Workplan Progress

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

- Seed Library underway for 2021
- Ontario Parking Pass Kits – to be released February 16th
- Binge Bundle collection – now 75 titles

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

- Continuing with 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
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From: Rachel Spence, Community Engagement Assistant

MARKETING & PROMOTIONS

Platform	Early January	Early February	Increase
Facebook Followers	2,139	2,152	+13
Instagram Followers	1,591	1,615	+24
Twitter Followers	1,750	1,764	+14
TikTok Followers	150	154	+4
Tik Tok Likes	2,432	2,540	+108
YouTube Subscribers	11	13	+2

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

- ◆ 50 local members! (*we gained the 2 back we lost*)
- ◆ Responded to comments on posts and kept engagement rates high

→ **Social Media Platforms**

- ◆ Pivoted anything that we had happening inside the Library to be virtual instead (Patron appreciation day)
- ◆ Triaging posts created by our team and arranging to have them set up to be published by Buffer
- ◆ Provided ongoing updates to patrons on each platform
- ◆ Showcased as many digital resources and programs as possible.
- ◆ Created campaign around Ancestry.ca access
- ◆ 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
- ◆ Teaching seminars with staff on how to hold virtual programs effectively (zoom, video editing and questions)
- ◆ Held Kate Hilton and Kerry Clare virtual author interviews and posted to Facebook and YouTube
- ◆ Created Bell Let's Talk campaign around the importance of Libraries on Mental Health

COMMUNITY ENGAGEMENT

✓ **Community Interviews and Promotions:**

- o **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
- o **Classical 103.1** – Advertisements are running until March 2021.

✓ **Partnerships:**

- o **Just Brew It** – Continuing to support our spot on 89.7FM.
- o **Northumberland Humane Society** – Created Shelter Buddies Show + Tell program and worked with the NHS to promote it across our social media channels.
- o **Period Project** – Ongoing communications with Maggie Darling and Nicole Beatty about how we can be involved in being a distribution point when we re-open to the public.

✓ **Community Support**

- o Sharing posts from local businesses, downtown Cobourg, Town of Cobourg and Cobourg Police more often.

ADMINISTRATIVE

- ✓ ZOOM Leadership Meetings
- ✓ Switched Hannah's tasks over to virtual for her final week and created a daily check-in plan.

VOLUNTEERS

- ✓ **Virtual Coffee Chat** – Scheduled our second virtual coffee chat for the end of February
- ✓ **Seed Library Volunteers** – Reached out to volunteers to find out who would be interested in packaging seeds. Had response of over 20 people.

STRATEGIC PLAN GOALS HIT

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
- Collaboration with Northumberland Humane Society to do a virtual Shelter Buddies program