

# CEO Report

## April 21<sup>st</sup>, 2021

### From: Tammy Robinson, CEO

#### Facilities

On March 25<sup>th</sup>, the anchors were poured for the 3 new flag poles. Two new poles will arrive later in April. Our existing pole will not be discarded – instead this pole will be moved and it will become our new center pole. The old flag pole location will be dealt with over the summer.

Gutter repairs on the east side of the building took place on April 7<sup>th</sup>, and the work was performed by Crawford Roofing.

Exterior windows on both the first and second floor were cleaned on April 11<sup>th</sup> by Ed Earl Window Cleaning Company. Town staff are currently still working on:

- Hanging pendent light bulb retrofits (light on order)
- Main stair light sconce retrofit
- Parking lot light retrofit (planned for Spring; working on bulb sizes for fixture)

#### Library in the Media

Northumberland News, March 27<sup>th</sup>, 2021. *Cobourg Public Library Seed Library Launch March 29.*

<https://www.northumberlandnews.com/whatson-story/10359382-cobourg-public-library-seed-library-launch-march-29/>

#### Cable TV Interview – All Around The Town

I was interviewed by Lynda Kay, host of *All Around The Town* on March 29. It was a great interview, and we focused on all the activities happening at the Library in April, as well as our services overall.

#### Webinar: Mindfulness in Action – Inspiring Change and Resilience

This free webinar was held on March 23<sup>rd</sup> and was offered through our benefits consultant Mosey & Mosey. The speaker was Dr. Geoff Soloway who specializes in mindfulness and well-being. Mindfulness has a variety of research-backed impacts, including reduction in stress, and improvements in job satisfaction, emotional regulation, and focus. I found this to be a very enlightening and relaxful webinar.

#### Webinar: Development Charges Training with Hemson Consulting Ltd

On April 9, both Jocelyn and I attended this very informative training session regarding changes to Bill 108: More Homes, More Choices, and the successful increase to library funding through Development Charges. Topics covered:

- Changes to the legislation and implications for capital development planning for libraries
- Municipal best practices for assessing capital project needs
- Developing capital budgets & long-term forecasts
- Financing and funding “growth-related” infrastructure
- Administering and reporting on the revenue
- Practical steps that library Boards can take to ensure they fully participate in Municipal capital asset planning

#### Webinar: Ontario Library Association – Community-Led Think Tank: Engaging in Community Conversations

The free event was held on April 14<sup>th</sup>. This event was all about collaborating, networking and learning about developing community relationships in the middle of a pandemic. Quick, practical and real-life examples of how other libraries are connecting with their community was discussed. There was also an opportunity at the end to chat with other libraries which proved to be very interesting and useful.

#### APLL Meeting – Let’s Talk Leadership

As a graduate of the Advancing Public Library Leadership Program, I was invited to attend a conversation on April 14<sup>th</sup> with other graduates and current students about what leadership looks like in a time of crisis. It was a casual conversation that created an opportunity for us to reflect on this past year and think together

as library leaders about what we saw that was good and helpful, and what we saw that was troubling and ineffectual. This was an interesting and timely conversation that was filled with observations, experiences, convictions, and questions and concerns.

#### Radio: Northumberland 89.7 FM

I continue to record all of the weekly Public Service Announcements (PSAs) for this radio station. Each announcement is approximately 1 minute in length and is played several times each day. Our sponsor for this advertising is local business owners Glenn and Carin Keeling of Just Brew It!

#### Strategic Directions – Workplan

##### **Strategic Direction # – Community Collaboration – Goal #2 – Communication & Engagement – Action #1**

- Reach members of the community, both users and non-library users (Newspaper article & Cable TV)

##### **Strategic Direction #4 – Alternative Funding Sources & Support – Goal #6 – Development Charges**

- Examine funding and future goals (Development Charges Training Session)

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

#### Programming:

March saw a huge jump in our programming, largely due to children's programs. This past month we were able to offer online storytimes due to AccesssCopyright allowing posting of book readings (unfortunately all of these had to be removed after March 31<sup>st</sup>), so were able to record and post a weekly storytime.

Fortunately, we saw fewer unplanned staff absences this month as well, so a larger number of programs were able to be pre-recorded recorded and posted.

Overall in March we hosted 37 programs with a total of 2088 attendees. This included our recorded storytimes, a live weekly Mother Goose session in partnership with EarlyON as well as our Paper Bag Princess Day, at the beginning of the month. For adults, we saw the return of our popular Genealogy research series as well as a virtual visit from bestselling author Jennifer Robson

We're also working on preparing this year's Summer Reading Club. TD has announced that the theme will be Game On! – just as it was intended to be last year and we're already working on setting up our Beanstack platform to run this year's program. We're planning for all of our Summer Reading Programs to launch for the first week of July.

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 March, we held 3 adult programs, 6 virtual book clubs, 2 genealogy programs and our online genealogy/local history group. We saw a total 579 participants. Our most popular programs this month, unsurprisingly, were the genealogy tutorials and our visit from author Jennifer Robson.

Our online book club had 50 participants again this month. This program has now gone on hiatus, as the workload involved in preparing and running it was simply not sustainable now that our staff have returned to their front desk

hours. We'll be looking at the possibility of resetting this program for the Fall. We also continue to partner virtually with Community Living Northumberland to provide a weekly online book club for adults who use their services.

Our monthly Genealogy Resource group – the Genealogy Gurus – is up to 45 active members and will also continue for the foreseeable future, although with a slightly different posting schedule. I'll be working with Heather to determine exactly what the 'new' version of this program will include.

Upcoming in April, we're hosting a visit with author Bryn Turnbull as well as a "blind date with a book" readers advisory program, the final two genealogy workshops for the Spring session, and a few more craft tutorials.

## **Youth & Teen Programs**

In March we held 24 online programs for children and an additional 1 for teens. These drew a total 1509 participants/engagements.

Since we saw a much lower number of unplanned absences this past month, staff were able to put together a larger number of programs. We were also able to work ahead a month, so that we have some programming in reserve should we have a large number of unplanned absences again.

In early March, we launched our partnered live virtual Mother Goose program with EarlyON. This program has 10 families registered and regularly sees between 6-9 each week.

We also featured a very popular visit with children's author and illustrator Barbara McClintock, which drew 320 participants.

Due to AccessCopyright lifting a few restrictions, we were also able to bring back an online storytime each week. These were very popular, but unfortunately the permissions to create and post them online ended on March 31<sup>st</sup>.

As I mentioned in my last report, we were also able to participate in Paper Bag Princess Day – a week of activities in early March celebrating the anniversary of the classic children's book "The Paper Bag Princess." Staff worked with our Community Engagement Assistant to put together a variety of family activities throughout the week, culminating in a visual storytelling session on March 6<sup>th</sup>. This drew a total of 204 participants across all of the activities.

## **Collections:**

Collection numbers here in Cobourg were up quite a bit over February – particularly in our browsing collections: graphic novels, large print, paperbacks, quick reads, etc. While this is great to see, it's very likely we'll see that drop off again to reflect the return to curbside service in April.

Like in Cobourg, both branches have seen an uptick in the use of their print/physical collections as patrons were able to browse them once again. Bewdley saw its increase largely in fiction, while Gores Landing was predominantly in non-fiction. We'll have to see what sort of impact the return to Curbside service has on branch circulation.

We've continued scheduling two collection features each week up on our social media, and have been able to add features for children's/YA material as well over the past month. While we do feature new materials, one of the main things we try to accomplish with these promotions is to show something that patrons might not realize we have.

Telescopes will also once again be available for loan, starting on April 12<sup>th</sup>. These will no longer have a wait list and will be available from Cobourg and Bewdley on a first-come-first-served basis.

## **Partnerships:**

March was the last month of our partnership with Northumberland Eats. This program was quite popular in distributing food vouchers to those members of our community who experience food insecurity. While the initial

program ended on March 31<sup>st</sup>, it looks like this will be becoming a permanent fixture in our community and we're looking forward to continuing to work with the program and its sponsors.

### Branches:

Hamilton Township branches remain open their regular hours for curbside pick-up.

### Staffing:

As of April 9<sup>th</sup>, we've added another Public Service Associate to the team. Els Buchanan has finished enough upgrade course to allow her to step up into the Public Service Associate role. She's currently working on curbside training at the branches and will get further training in Information & Branch Services over the next few weeks.

We've also had two resignations: One of our Contract Public Services Associates has left to pursue fulltime work and one of our staff on long-term leave has chosen not to return

### **Strategic Direction #2 – Community Services - Programs**

- Virtual programming continues into March, featuring new author visits, tutorials and the temporary return of Storytime, due to changes in copyright restrictions
- We were able to participate in Paper Bag Princess Day at the beginning of March, celebrating the anniversary of the classic story.

### **Strategic Direction #3- Community Collaboration - Partnerships**

- Partnered with EarlyON to offer live Mother Goose programming starting March 9th
- Partnered with County Community & Social Services to offer the Northumberland Eats Program; we're hopeful to continue as a part of this program in its future iteration

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## **From: Heather Viscount, Manager of Access Services**

### Cobourg Curbside and Visitor Stats

- **1,421** curbside visits in March – over 27 days, 128 hours
- Average pick-ups per day in Cobourg:
  - **53 per day** in March (down 11 from February)
  - **11 per hour** in March (down 3 from February)
- **April 1<sup>st</sup> to 10<sup>th</sup> – average per day is 71 and per hour is 29** (open 7 days for 30 hours)

### Technology

- Reviewing quotes and installation costs for a new server
- Received a replacement part for our coin and bill acceptor, and will install shortly
- Attended a webinar entitled “Best practices for Summer 2021” on March 16<sup>th</sup> to prepare for the Summer Reading Club on Beanstack, and another April 13<sup>th</sup> on Beanstack Admin.

### Special Collections

- **Seed Library**
  - Our Seed Library went “live” on Monday, March 29<sup>th</sup> at all three branches and [online](#)
  - Over 390 seed packages were checked out in the first 3 days
  - Many thanks to all the volunteers who packaged seeds, and to staff for labelling packages
- **Ontario Parking Permit Kits**
  - Borrowed 9 times in March

- **Binge Bundles**

- 13 Bundles added in March
- 86 Bundles borrowed in March

#### 20<sup>th</sup> Annual CobourgPL Oscar Contest

- Patrons can vote [online](#) for their choices in nine categories for this years nominees
- The prize will once again be donated by our vendor CVS Midwesttapes
- Contest closes at 5:00 p.m. on Sunday, April 25<sup>th</sup>

#### Health & Safety

- Registered our Library Team for the 2021 Big Bike for Heart & Stroke
- The ride will take place on Sunday, June 6<sup>th</sup>
- The H&S Committee is engaging all staff this month with a fun Safety Slogan Game

#### The Cobourg and District Historical Society

- On Tuesday, March 23<sup>rd</sup>, I was the guest speaker at the CDHS monthly meeting via Zoom.
- My presentation was on the history of the Cobourg Public Library, from the early years as a Mechanic's Institute, to the present.
- I have placed a PDF of my presentation on our [Library History](#) page

#### Technical Services

- Our Technical Services staff catalogued and processed **91** donated items in March
- **215** new items were added to the collection in March, and **898** items were deleted.

#### Marketing and Promotion

- Continuously updating our Library webpage, especially our main page with new highlighted content
- Added our **April programs** to the online calendar and to the [Adults & Teens](#) and [Children & Families](#) pages
- Posted lists of new items to the webpage
- The "April Programs and Events" [e-Newsletter](#) was delivered April 1<sup>st</sup> to **158** subscribers (up 12 from February) – **Highlights included:**
  - **New hours** at Cobourg as of Monday, April 12<sup>th</sup>
  - **Seed Library** and our Green Thumb Give-a-way
  - **Telescopes** available as of Monday, April 12<sup>th</sup>
- 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 March 2021

- **132** new members applied for cards
- Online Database use **up 142%** over last March
- **2,345** Requests were placed and **2,477** requested items were picked up
- **94** new users for our new App.

#### Genealogy Gurus

- Each week, our Gurus will post a new genealogical tidbit, historical resource, photo or database – and hope our members will respond with their thoughts or some interesting resources to share of their own. [Join the conversation!](#)
- Our Group currently has **45 members** (up 1 from the previous month)

## Rotary Room, Work Room and Retirement Homes Stats

- No usage to report due to Covid

## OverDrive Update

- **3,674** items borrowed in March, **increase of 16%**, and YTD **increase of 34%**
- These items were borrowed by 580 patrons (**up 16%**), including 17 new patrons (**up 16% YTD**)

## Workplan Progress

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

- Seed Library launched for 2021
- Added new Binge Bundles

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

- Continuing with updated 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

### **Strategic Direction #3 – Community Collaboration – Goal #3: Partnerships**

- Presentation to the Cobourg and District Historical Society about the history of the Cobourg Library

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**From: Rachel Spence, Community Engagement Assistant**

## MARKETING & PROMOTIONS

| Platform            | Early March | Early April | Increase |
|---------------------|-------------|-------------|----------|
| Facebook Followers  | 2,166       | 2,207       | +41      |
| Instagram Followers | 1,644       | 1,679       | +35      |
| Twitter Followers   | 1,770       | 1,780       | +10      |
| TikTok Followers    | 159         | 163         | +4       |
| Tik Tok Likes       | 2,613       | 2,655       | +42      |
| YouTube Subscribers | 13          | 18          | +5       |

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

- ◆ We'll be going on a hiatus until the Fall due to a lack of programming hours available to effectively plan and execute this program.

### → **Social Media and Content Creation**

- ◆ Triaging posts created by our team and arranging to have them set up to be published by Buffer
- ◆ Ongoing tweets, re-tweets, reels, stories, shares, tags, posts, replies, engagement and more.
- ◆ Seed Library promotion and campaign

- ◆ Telescope Loan campaign and promotion
- ◆ Would You Rather Wednesday's
- ◆ Throwback Thursday's
- ◆ Good in Every Grain: We didn't receive the seeds from the "Good in Grain" company and I contacted them on Instagram and they had them shipped so we could launch the program swiftly. Created content around it, specifically on Facebook, Instagram and Twitter.
- ◆ Created passive garden programming for kids and families running from May to August 2021 using social media. We will have draws based on engagement and we'll be promoting our own garden space as well as getting kids outside and learning more through our collection.
- ◆ Campaigns around virtual resources: Novelist, Flipster and more.
- ◆ Answering all inquiries ASAP (especially with the lockdowns)
- ◆ Seed Library Giveaway: Patrons have to comment to let us know why they love the seed library to be entered. Running until April 13<sup>th</sup> and has had a significant amount of entries already on Instagram, specifically.
- ◆ March Break Teen Giveaway: We had 2 participants in this on Instagram (it got a lot of likes but only 2 entries). It was one of our teen volunteers who won.
- ◆ Ontario Park Pass: Campaign around the park pass
- ◆ Period Promise promotion and campaign: This has received significant positive interest and feedback from the community. We're now a donation and distribution point and I've arranged it so that if anyone is in need of supplies they can get them through curbside.
- ◆ Let's Talk Books Wishlist: Ongoing promotion.
- ◆ Youth Knitting Program: Have 2 local students participating.
- ◆ Coordinating schedule for Virtual Programming Room and ensuring that it is clean

## **COMMUNITY ENGAGEMENT**

### ✓ **Community Interviews and Promotions:**

- **89.7FM** - Radio interview with Kevin at Northumberland 89.7
- **Just Brew It:** Posters on their screens (they're still open for curbside and low-traffic)

### ✓ **Partnerships:**

- **Just Brew It** – Continuing to support our spot on 89.7FM
- **Period Promise (Thrive and United Way Northumberland)** – Now a distribution and donation location, even during the pandemic, by using our curbside window.
- **Let's Talk Books** – To date, we have received various copies of books on our wishlist
- **Film Access Northumberland** - We were contacted by Micol, to be involved in promoting and showcasing the art that will be shown for their partnership with the Town of Cobourg and Murdoch Mysteries writer. They're holding an art contest reflecting the theme of "Murdoch Mysteries" and we will promote it and showcase it in our windows (if on lockdown) or the foyer displays (if open). We're more passively involved in this project, but they would like to have us more involved in the future.
- **Farmer's Market:** They've asked us to have a monthly booth beginning in possibly July. We're waiting on confirmation of what we'd be able to use the booth to do, particularly, whether we could do a mini book sale.
- **Cobourg DBIA:** Contacted Tracey about being a part of the DBIA's paddleboard art project. Participants were to paint a paddleboard reflecting the marina and its history in Cobourg so that they could be displayed downtown and auctioned off. Proceeds go back into the Town. I used historical images from OurOntario.ca and painted the board. Dropped it off and showcased how the Library resources were used to create it, on social media.

### ✓ **Community Support**

- Sharing posts from the Cobourg DBIA, Farmer's Market, Just Brew It and more to show our support.

## **ADMINISTRATIVE**

- ✓ ZOOM Leadership Meetings
- ✓ Managing the book sale and sale item shelves
- ✓ Creating new sale items and showcasing on social media (all of them purchased the day after we posted them on Instagram so we had to create more!)
- ✓ Webinar by Orange Boy on Outreach Tactics and Meeting with Tammy and Heather; Created window displays showcasing April events and that we're open with hours and how curbside works for garden windows; Also created Seed Library Window; Worked with our team to start creating a spreadsheet of our local contacts;

## **VOLUNTEERS**

- ✓ **Seed Library Volunteers** – Organized volunteers to access Ziploc bags full of seeds and materials to pack them in, with instructions, at our curbside window
- ✓ **Youth Knitting Project** – 2 local students have signed up to participate and I've met with them on zoom!
- ✓ **Home Services to Retirement Homes** – The re-launch went very well for March, and then the lockdown happened so we're on hold at the moment. Luckily, our volunteer, Ken, has gotten his first vaccination in March so hopefully he'll be fully vaccinated by the time we're running again.

## **STRATEGIC PLAN GOALS HIT**

### **Direction #2 (Community Service; Social Media, Volunteers)**

- Our social media following has increased significantly on each platform
- Our social media is now being used as a tool to not only support the local community and businesses during the lockdown, but to support an increase in donations to us.
- Seed Library was completely packaged by our volunteers and will continue to be while more seeds come in.

### **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
- Connected with United Way and Thrive to be a distribution and donation point for The Period Promise providing those who cannot afford feminine products with free resources.

### **Direction #4 (Alternative Funding Sources)**

- Using Instagram to showcase our "mugs gift sets for sale" right before Easter resulted in every mug we had being purchased and us having to create more.