

CEO Report May 19th, 2021

From: Tammy Robinson, CEO

Facilities

On April 21st, the sump pump alarm went off and Town Maintenance was immediately contacted. Staff reacted quickly and this is what they found:

- Checked the float switches and found that they were not acting reliably. Changed out all three as they were 10 years old.
- Retested system and found that the switches would activate the contacts but the pumps were not pumping. Found one pump was 21 years old and the second was 10 years old. Both pumps were replaced.
- Tested new pumps and found the main line running out of the pit had cracked open. Had to repair the pipe. This may have been the reason the pumps finally burnt out?

The whole system was tested the following morning after refilling the pit. Both pumps activated on a rotation basis and the alarm also functioned properly.

While onsite, Town staff also installed the curbside pick-up window weather drip edge. This should solve our water issue.

Town staff also found replacement bulbs for the parking lot lights. They are just waiting on a convenient time to bring in the lift and the electrician. They are planning to bring in a scissor lift to do the work, and hopefully they can also replace the “Lamp of Learning” lights while at it (these lights are located in the tower of the library).

We’ve had an ongoing plumbing issue at the main branch, and on May 10th, Town Staff had Doyle Plumbing come out to unclog the line. The back-up was found at the 75 foot mark (under King Street). The plumber will be coming back to hydro-flush the line, which should greatly reduce the number of washroom plumbing incidents.

Staffing – Public Service Associates

The remaining four library staff members have been re-classified as PSA’s and began their training the week of May 3rd. Once the current lockdown has ended, they will only need to do a few job-shadowing shifts prior to moving into their new role.

Grant – Canada Summer Jobs

Our student grant proposal for a Community Outreach Assistant was approved. This will be a part-time student position, working 16 hours per week for a total of 14 weeks. The position will start in mid-September and end in mid-December. Employment and Social Development Canada will contribute 50% of the total cost.

Free Library Shelving & Slat Walls

On Friday April 16th I picked up some free library shelving from Vaughan Public Library. We picked up 6 double-sided picture bookshelves and 11 slatwall shelf end panels. Our custodian is currently cleaning and painting the children’s shelving and hanging the slatwall panels. We are hopeful to have everything completed and in place by mid-May.

Presentation: Canadian Federation of University Women – Northumberland Club

On Monday May 3rd I did a Zoom presentation to the CFUW on the “Changing Role of the Library”, and the enormous challenges presented by the pandemic. The talk went very well, and the group was quite impressed with how our Library, despite shutdowns and closures, has found ways to successfully and safely serve our community.

Ontario Library Service – Informal Library CEO’s Chat

This is a new offering from OLS, which just started in April 2021. These are bi-weekly chats that provide a casual, facilitated environment for CEOs to gather, share ideas, ask questions of other CEOs in attendance, and cover current topics of interest. The first “chat” was on April 29th, and I found it to be very informative. I am hopeful to continue attending these meetings every two weeks.

Library Garden Pergola

Last year we received a restricted donation in memory of Mr. & Mrs. Lowe, that went towards the purchase of a pergola for the Library's garden. Given the unexpected outbreak of COVID-19, this purchase was put on hold until this year. Our pergola has now arrived, and we are hopeful that it will be assembled and ready to be enjoyed by our community by the end of May.

Strategic Directions – Workplan

Strategic Direction #1 – Community Space – Goal #1 – Outdoor Space – Action #1

- Having a thriving outdoor garden space for the community to enjoy (addition of the Pergola)

Strategic Direction #1 – Community Space – Goal #2 – Indoor Space – Action #3

- Create more accessible and attractive shelving (free shelving from Vaughan PL)

Strategic Direction #3 – Community Collaboration – Goal #4 – Outreach – Action #1

- Attend community meetings to reach Library members and non-members (CFUW Presentation)

Strategic Direction #4 – Alternative Funding Sources & Support – Goal #3 – Grants

- Continue pursuing reasonable grants (Canada Summer Jobs, Student Grant)

From: Kate Davis, Manager of Public Services

Programming:

April saw our program numbers settle into something more on par with what we were seeing last year. Our adult program numbers were very similar to last month and compared to this time last year, we ran a few less programs but saw higher attendance.

Overall in April we hosted 32 programs with a total of 1109 attendees. This included our live weekly Mother Goose session in partnership with EarlyON (which has wrapped up for the moment, but is due to restart for a new session on May 18th). This month, we saw the conclusion of our popular Genealogy research series, which drew 223 participants as well as a virtual visit from author Bryn Turnbull.

In addition to getting the Children's Summer Reading Club up and running, staff have been working on putting our Adult Summer Reading Club together as well as planning for the Fall. Heather and I have made tentative plans to offer a Library-wide Reading Challenge to our community – which is a new feature that Beanstack has added this year. We feel this could work well with the possibility of our summer programs remaining virtual. Moving into the summer, we're planning to start offering Make-and-Take craft kits to patrons in limited numbers.

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 6 adult programs, 3 virtual book clubs, 2 genealogy programs and our online genealogy/local history group. We saw a total 624 participants. Our most popular programs this month, were the genealogy tutorials and our virtual author visit.

Our monthly Genealogy Resource group – the Genealogy Gurus – is up to 47 active members and will also continue for the foreseeable future. We also continue to partner virtually with Community Living Northumberland to provide a weekly online book club for adults who use their services. We also held our annual Oscar Contest, albeit virtually, this year.

As we get closer to the summer, staff are working on a Murder Mystery themed Adult Summer Reading club. This will feature a Clue-esque murder mystery game as well as two mystery author visits. At this time, we've confirmed Linwood Barclay as our July author. We're not certain at this time if we'll be able to offer our check-out stamp cards again, but we will have an online option to record overall items read.

Upcoming in May, we're hosting a visit with author Cathy Marie Buchanan as well as a few more craft tutorials.

Youth & Teen Programs

In April we held 17 online programs for children and an additional 2 for teens. These drew a total 447 participants/engagements.

This month we wrapped up our partnered live virtual Mother Goose program with EarlyON. This program had 10 families registered and regularly saw between 6-9 each week. Due to the success, we'll be running another partnered session in May & June

Unfortunately, AccessCopyright did not continue allowing us to offer online story times, so we did have to stop those for this month. We are hopeful to offer an outdoor story time in-person over the Summer, but these plans are entirely contingent on the province lifting current COVID restrictions.

Although we weren't able to offer Story Times, we were able to offer a weekly Book Bites segment, book talking items new to the collection, or on topics that we've had a lot of requests for. These were quite popular, drawing 60+ views for each segment.

Collections:

As expected, our overall numbers did decline over April as we returned to curbside service only. That being said, we did see a mostly sustained interest in fiction novels – both regular and paperback, with our numbers only dropping slightly in these.

To help move holds lists along during the closures, we've also altered our Quick Reads to work as regular items during this time – so they can be checked out to fill holds and will have a regular loan period. In past closures we discovered that people weren't often browsing these collections, even when displayed in our windows, and it seemed a waste to have popular items sitting here while people waited on hold for them.

Like in Cobourg, both branches have seen decline in overall circulation during the return to only curbside service. Bewdley did, however, see an increase in the use of its Binge Bundle movies, while Gores Landing saw a slight bump in its Talking Book usage. I'm hopeful that once we're able to return to full service, we'll have a better idea of where branch numbers stand.

We've had a large number of donations of used books/DVD's come in over the past few weeks, and have also updated our Wish List with Let's Talk Books. We're currently processing all of the Wish List donations in our collection. The used item donations are processed either in the collection, in the pop-up libraries, or are boxed up for a future book sale.

Partnerships:

The Northumberland Eats program, run through Community & Social Services, has wrapped up in its first iteration and has been taken over by Northumberland United Way. At this time, we received a small batch of vouchers on April 22nd and, while the program is still running, we have not had any indication on when we may receive more. At this time, staff are instructing interested patrons to contact the United Way for alternate pick-up points or more information.

Staffing:

Since our last Board meeting, we've had two staff members who've chosen to take Infectious Disease Emergency Leave (IDEL) due to family circumstances. We do not have return dates for either at this time.

Several of our staff have also attended training to update their First Aid certifications. These re-certifications were put on hold last year due to the pandemic, but have been re-opened this year, so we'll be updating everyone whose certificate has lapsed.

As Tammy details in her report, we've begun training all remaining staff as Public Service Associates. This structural change to our team make-up should allow us to continue to maintain our current level of operation with a slightly smaller team, overall.

Strategic Direction #2 – Community Services - Programs

- Virtual programming continued into May, featuring new author visits, tutorials and activities. Virtual Programming is likely to remain a large part of our line-up for the foreseeable future.
- Summer Reading plans are underway. This year we'll once again be planning to run a largely virtual club.

Strategic Direction #3- Community Collaboration - Partnerships

- We wrapped up the Northumberland Eats program, coordinated by County Community & Social Services. At this time the program has been taken up by United Way, but seems to be running at a much smaller scale.

From: Heather Viscount, Manager of Access Services

Cobourg Curbside and Visitor Stats (Library closed to the public for all of April)

- **1,811** curbside visits in April – over 26 days, 148 hours (extended hours began April 12th)
- Average pick-ups per day in Cobourg:
 - **70 per day** in April (up 17 from March)
 - **12 per hour** in April (up 1 from March)

Technology

- Ordered a new server which should be installed by the end of May
- Installed a new Wi-Fi access point in our Virtual Program Room to allow for a stronger signal for staff for Zoom programs
- Attended the 3-day COSUGI Virtual Conference (Customers of SirsiDynix User Group, Inc.)
 - I viewed a number of sessions, and have access to other sessions until July 28th
 - Interesting and informative sessions

Special Collections

- [Seed Library](#) – **970** packages of seeds were checked out in April
 - **Added 132** new seed packages to the collection
- [Ontario Park Pass Kits](#) - **7** loans in April
- [Binge Bundles](#) – **39** Bundles borrowed in April, for a circulation count of **234**

- [Discovery Backpacks](#) – created new labels and inserts, and these are now available to borrow and return via our Curbside Window

Designing for a Flexible Future (Online Course)

- I am currently engaged in this 3-week course, along with J Gard
- Brief Course Description – “Learn ways to reimagine your library spaces so that they can be quickly adapted to meet the current and future needs of your library and patrons.”
- I will be focusing on the 2nd Floor of the Library, and J. Gard will be focusing on the Youth Area on the 1st Floor

20th Annual CobourgPL Oscar Contest

- 17 public ballots received, and 8 staff ballots
- Our public winner picked up her gift basket (donated by CVS Midwesttapes) at Curbside

Health & Safety

- Two staff attended CPR/First Aid training in April, and two more will attend later this month.
- In April, we ran a Safety Slogan Contest. A new slogan was posted each week, and each weekday, T. Robinson or I would randomly choose a staff member to see if they knew the slogan. If they answered correctly, they chose a prize from the “goodie cart.” Every staff member won something.
- **Ride For Heart** – our team the [Cobourg Library Dewey Decimators](#), is 8 members strong, and close to reaching our fundraising goal for Heart & Stroke.
- The ride, walk or run will take place on Sunday, June 6th
- Our next H&S Meeting is Friday, May 14th

Technical Services

- Our Technical Services staff catalogued and processed **114** donated items in April
- **220** new items were added to the collection in April, and **449** items were deleted.

Marketing and Promotion

- Continuously updating our [Library webpage](#), especially our main page with new highlighted content
- Added our **May programs** to the [online calendar](#), the [Adults & Teens](#) page and the [Children & Families](#) pages
- Posted lists of [new items](#) to the webpage
- The “May Programs and Events” [e-Newsletter](#) was delivered May 1st to **223** subscribers (up **65** from last month)
- We added an option to our [Seed Library](#) and [Online Membership](#) forms for people to opt-in to subscribe to our monthly newsletter.
- 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 April 2021

- **34** new members applied for cards
- Online Database use **up 319%** over last April
- **4,241** Requests were placed and **4,001** requested items were picked up
- **77** 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 **47 members** (up 2 from the previous month)

Rotary Room, Work Room and Retirement Homes Stats

- No usage to report due to Covid

OverDrive Update

- **3,916** items borrowed in April, **increase of 4%**, and YTD **increase of 29%**
- This is the highest monthly total to date
- These items were borrowed by **587** patrons, including 23 new patrons

Workplan Progress

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

- Seed Library – 970 packages checked out
- Discovery Backpacks – revamped to allow Curbside borrowing and return

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
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From: Rachel Spence, Community Engagement Assistant

MARKETING & PROMOTIONS

Platform	Early April	Early May	Increase
Facebook Followers	2,207	2,207	<i>SAME</i>
Instagram Followers	1,679	1,698	<i>+19</i>
Twitter Followers	1,780	1,786	<i>+6</i>
TikTok Followers	163	171	<i>+10</i>
TikTok Likes	2,655	2,709	<i>+54</i>
YouTube Subscribers	18	18	<i>SAME</i>

→ **Social Media and Content Creation**

- ◆ We suspect that with everyone shifting to virtual learning, we've had our numbers on Facebook stay the same because of this. We are aiming to post less so as not to overwhelm folks.
- ◆ Created new TikTok Videos to promote the collection, the library, talking books and discovery backpacks
- ◆ 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 Kits: Weekly promotion on Instagram stories (demographic that has children uses Instagram)
- ◆ Created "Name the Library Garden" post and monitoring answers in comments so that Leadership can vote on a name

- ◆ Answering all inquiries ASAP (especially with the lockdowns)
- ◆ Ontario Parks Pass: Sharing on Twitter and Instagram, primarily
- ◆ Period Promise promotion and campaign: Sharing that we're still offering products to the public and donations, despite lockdown.
- ◆ Let's Talk Books WishList: Ongoing promotion and communications with J.Bogart at Let's Talk Books. Picked up new books to be put into isolation.
- ◆ Coordinating schedule for Virtual Programming Room and ensuring that it is clean

COMMUNITY ENGAGEMENT

✓ **Community Interviews and Promotions:**

- **89.7FM** - Radio interview with K.Andrade 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)** –We are involved in the Period Promise Donation campaign to request further donations in light of May 28th, which is Menstrual Hygiene Day. I have created a window display, am sharing on social media and they have also created an email, social media and media release campaign. One email they have sent so far, mentioning us, can be found here: <https://conta.cc/3euMDFL>
- **Let's Talk Books** – To date, we have received various copies of books on our WishList
- **Farmer's Market:** We are confirmed to have a booth at the Market starting in July, and each month until October. We're just waiting until after their opening date, for proper dates.
- **Cobourg DBIA:** Paddleboard walk-through was put on hold due to COVID-19 but we're hopeful to be in the news about it when they re-launch.
- **Art Gallery Northumberland:** Awaiting Town's approval to be a part of the mini art gallery boxes that the AGN is putting up around town.

✓ **Community Support**

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

ADMINISTRATIVE

- ✓ ZOOM Leadership Meetings
- ✓ Payroll creation two times a month
- ✓ Attended on my own time, at the PFLAG Proper Pronoun Usage zoom webinar in an effort to better represent the Library on social media and otherwise.
- ✓ Began creating Google sheet containing all donor information and community contacts so that Leadership can all access it anytime
- ✓ Ironed on "Return Directly to Staff" vinyl on Discovery Backpacks
- ✓ Updated window display for May programs
- ✓ April 13th: Prejudice: How to respond to prejudicial comments from customers.
- ✓ April 14th: OLA's "Community-Led Think-Tank on Engaging our Community" virtually
- ✓ April 15th: Orange Boy Webinar - Beyond Library Giving Day: Strategies for Year-Round Fundraising

VOLUNTEERS

- ✓ **Seed Library Volunteers** – Organized volunteers to continue packing seeds that are dropped off
- ✓ **Garden Volunteers** – Secured 2 volunteers to weed and 1 to water this summer
- ✓ **Youth Knitting Project** – We still only have 2 students that have signed up for this program.
- ✓ **Home Services to Retirement Homes** – On hold due to COVID-19

- ✓ **April 29th: Virtual Volunteer Coffee Chat** - 4 attended and we spent an hour talking about grammar, what we were reading, new local spots to go, the pandemic and proper pronoun usage)

STRATEGIC PLAN GOALS HIT

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

- Our social media following has increased or stayed the same on each platform
- We're using social media as the primary way we connect with our patrons outside of curbside, so it's become a more vital tool and we're updating it frequently.
- We're using social media to request patrons to name our garden so that they know their input is important to us
- Our Seed Library and Garden will be almost completely maintained by volunteers.

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
- Ongoing collaboration with Thrive and United Way re: Period Promise

Direction #4 (Alternative Funding Sources)

- Planning a mini book sale at the Farmer's Market this summer and fall.
- Added icon to the footer of my email so if anyone wants to donate, they can click it.