

# Peterborough Public Library Board Meeting Agenda

November 13, 2018

6:00 p.m.

345 Aylmer Street North

Library Board Room

## Pages

1. **Call to Order**
2. **Confirmation of Minutes**
  - 2.1 October 2, 2018 1 - 4
3. **Disclosure of Pecuniary Interest**
4. **Closed Session**

**Section 239(2)(b) Personal matters about an identifiable individual, including municipal or local board employees**  
**Subject: Performance Appraisal**
5. **Consent Agenda**

6.2, 6.3, 6.4, 6.5, 6.6 and 6.7
6. **Reports and Communications**
  - 6.1 Updates from the Foundation and Friends of the Library Report PPL18-056 5 - 6
  - 6.2 Reserve Funds Request Report PPL18-055 7 - 8
  - 6.3 Library CEO Report November 2018 Report PPL18-057 9 - 12
  - 6.4 Proposed 2019 Meeting Dates for the Peterborough Public Library Board of Trustees Report PPL18-058 13 - 14
  - 6.5 Art Policy (revised) Report PPL18-059 15 - 18

6.6 Refund and Privacy Statements 19 - 21  
Report PPL18-060

6.7 DS4Y Intern 22 - 28  
Report PPL18-061

**7. Other Business**

**8. Next Meeting - December 11, 2018**

**9. Adjournment**

## **Peterborough Public Library Board Minutes City of Peterborough**

**Date:** **October 2, 2018**

**Present** Leslie Woolcott, Vice Chair  
Barb Connor  
Mauro DiCarlo  
Jayne White  
Garth Wedlock  
Dan Moloney

**Regrets** Paul Stern, Chair  
Councillor Baldwin  
Councillor Riel

**Staff** Natalie Garnett, Deputy Clerk  
Jennifer Jones, Library CEO

### **Call to Order**

The Vice Chair called the meeting to order at 6:01 p.m.

### **Confirmation of Minutes**

Moved by Jayne White

**That the minutes of the meeting of the Library Board of Trustees meeting on September 11, 2018 be approved.**

Carried

### **Disclosure of Pecuniary Interest**

There were no disclosures of Pecuniary Interest.

## **Consent Agenda**

Moved by Barb Connor

**That Items 5.3 and 5.5 be approved as part of the Consent Agenda.**

Carried

Memorandum of Understanding Final Update

Report PPL18-053

Moved by Barb Connor

**That the Library Board approve the recommendation outlined in Report PPL18-053 October 2, 2018, of the Library CEO, as follows:**

**That the report of the Library CEO be received for information.**

Carried

Library CEO Report October 2018

Report PPL18-051

Moved by Barb Connor

**That the Library Board approve the recommendation in Report PPL18-051 dated October 2, 2018, of the Library CEO as follows:**

**That the report be received for information.**

Carried

Updates from the Foundation and Friends of the Library

Report PPL18-050

Moved by Dan Moloney

**That the Library Board approve the recommendations outlined in Report PPL18-050, dated October 2, 2018, of the Library CEO, as follows:**

- a) **That a verbal report to inform the Library Board on the status of the Foundation by Jayne White be received for information; and that,**
- b) **That a verbal report to inform the Library Board on the status of the Friends of the Peterborough Public Library by Barb Connor be received for information**

Carried

Library CEO Annual Evaluation Process

Report PPL18-047a

Moved by Dan Moloney

**That the Library Board approve the recommendations outlined in Report PPL18-047a, dated October 2, 2018, of the Library CEO, as follows:**

- a) That the report be received for information;**
- b) That the process outlined be adopted by the Board; and,**
- c) That an appropriate timeline be determined for an annual evaluation.**

Carried

Memorandum of Understanding Final Update

Quarterly Budget Update

Report PPL18-052

Moved by Dan Moloney

**That the Library Board approve the recommendations outlined in Report PPL18-052 dated October 2, 2018, of the Library CEO, as follows:**

- a) That the report on the status of the second quarter of the 2018 Library budget be received for information; and,**
- b) That a report on the frequency of budget reporting be provided to the Board at the November meeting.**

Carried

### **Other Business**

There were no items of Other Business.

### **Adjournment**

Moved by Barb Connor

**That the meeting adjourn at 6:42 p.m.**

Carried

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Natalie Garnett

Deputy Clerk

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Leslie Woolcott, Vice Chair



## Peterborough Public Library

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**To:** Peterborough Public Library Board of Trustees

**From:** Jennifer Jones, Library CEO

**Meeting Date:** November 13, 2018

**Subject:** Report PPL18-056  
Updates from the Foundation and Friends of the Library

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### Purpose

A report to inform the Library Board on the status of the Peterborough Public Library Foundation and the Friends of the Peterborough Public Library.

### Recommendations

That the Library Board approve the recommendations outlined in Report PPL18-056, dated November 13, 2018, of the Library CEO, as follows:

- a) That a verbal report to inform the Library Board on the status of the Foundation by Jayne White be received for information; and,
- b) That a verbal report to inform the Library Board on the status of the Friends of the Peterborough Public Library by Barb Connor be received for information.

### Budget and Financial Implications

There is no budget or financial implications associated with the recommendations of this report.

## Background

Jayne White, from the Library Foundation Board, will attend the Library Board meeting on November 13, 2018, to provide a verbal update on the current status of the Foundation.

Barb Connor, co-chair of the Friends of the Library, will attend the Library Board meeting on November 13, 2018, to provide a verbal update on the current status of the Friends of the Library.

Submitted by,

Jennifer Jones  
Library CEO

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**To:** Peterborough Public Library Board of Trustees

**From:** Jennifer Jones, Library CEO

**Meeting Date:** November 13, 2018

**Subject:** Report PPL18-055  
Reserve Funds Request

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## **Purpose**

A report to request the transfer of funds from the Library Surplus reserve.

## **Recommendations**

That the Library Board approve the recommendations outlined in Report PPL18-055 dated November 13, 2018, of the Library CEO, as follows:

- a) That Report PPL18-055 be received for information; and,
- b) That the Library Board approve the use of up to \$200, 000 from the Library surplus reserves into the 2018 Operating Account.

## **Budget and Financial Implications**

If approved, up to \$200,000 of funds would be transferred from the Library surplus reserves into the 2018 operating account.

Any funds remaining at the end of 2018 would be redirected back into the library surplus reserves as per the Board practice established in 2010.

## Background

The Library retained a 2017 operating budget surplus of roughly \$200,000 which was transferred into Library Surplus Reserves at the end of the fiscal cycle, as per the Library Board practice established in 2010.

This 2017 operating surplus was primarily due to vacant full time staffing positions and a reduction in operating spending needs due to the prolonged stay at the temporary library location in Peterborough Square.

The Library CEO is requesting that the \$200 000 in surplus funds from 2017 be transferred back into the operating budget for 2018 to cover some additional initial set up costs and the increased use of the renovated library space.

The additional funds will assist with the costs of outfitting the Library's new programming spaces, improving the user experience at the library, and providing finishing touches to the new space.

The money will be used to purchase items such as: art rails, people counters, additional book trolleys, new and additional wayfinding signage, an additional vinyl vision strip on the glass frontage, in-shelf signage for the collection, new programming equipment and supplies, additional window coverings, as well as a number of other needs resulting from the uptake in use of the library by the Peterborough community.

There is also the opportunity to purchase items featuring the library's new logo which can be used at outreach and community events. This may include items such as a roll up banner and flags for the light standards along Aylmer and Simcoe street.

Submitted by,

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# Peterborough Public Library

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**To:** Library Board of Trustees  
**From:** Jennifer Jones, Library CEO  
**Meeting Date:** November 13, 2018  
**Subject:** Report PPL18-057  
Library CEO Report November 2018

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## Purpose

A report to inform the Library Board of Trustees on general matters concerning Library operations and services.

## Recommendation

That the Library Board approve the recommendation in Report PPL18-057 dated November 13, 2018, of the Library CEO as follows:

That Report PPL18-057 be received for information.

## Budget and Financial Implications

There are no budget or financial implications resulting from the approval of the recommendation of this report.

## Background

### Training

The library staff had an amazing staff development day on October 18, 2018. There were two primary training sessions: Bridges out of Poverty and Customer Service Training. Both guest speakers were excellent and there were many positive comments from the staff who attended.

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**New website**

Staff have been busy with preparations for the new website. This is a very exciting project for us! A draft design has been completed and staff are currently creating content for the new site following their training sessions. There has been a great deal of work and effort put into the website, and we are looking forward to sharing it with the Peterborough community in late January 2019.

**Strategic Plan - Action Planning**

After the completion and approval of the strategic plan, steps have been taken to begin the action planning process. There was an action planning session held on August 22, 2018 where 3 goals from the framework were identified as starting points for 2018 - an organizational review, a one-stop-shop procedures manual for staff, and developing a framework for ongoing evaluation and assessment of library programs. Timelines were considered and steps were taken to lay out the groundwork for the completion of these elements within the next year.

Along with the 3 goals listed above, staff are continuing to excel and grow library program attendance, participate in community events, and to welcome new members into our space.

Management has also been looking into additional training opportunities and staff supports to implement to ensure the continued growth of staff. This will include the introduction of a Personal Development Assessment (PDA) tool for all staff.

The next set of goals will be identified in early 2019 at another action planning session once work on the new website is complete and staff are able to devote additional time to continuing projects laid out in the strategic plan framework.

**Collections**

The Collection Development Committee discussed the renewals of selected electronic products for the library for 2019. Due to insufficient use and the challenges of competing with Wikipedia and Google, the library will no longer subscribe to the electronic version of World Book Encyclopedia. The Committee also opted to not renew its PebbleGo subscription – an early learner research product. This was also due to low use and a high cost.

The library is retaining its subscriptions to Ancestry, Lynda, Transparent Language Online, Rbdigital as well as Novelist Plus and Novelist Select.

The library will be acquiring patron access rights to the New York Times for 2019. We are working to establish internal and remote access to the product which will include unlimited access on or off-site, with the exception of the crosswords and cooking apps.

The library was also the recipient of a donation of a collection of books from the Peterborough Butterfly Run committee which help those affected by miscarriage and the loss of a child.

### **Café**

Staff have completed work on the joint Request for Proposals (RFP) with the Peterborough Sport & Wellness Centre (PSWC) for the café space. At the time of this report, it is under review in the finance department and the hope is that it will be out to the public before the end of this month.

### **Programs & Statistics**

As there is such a demand for baby and toddler programs, staff created one program for children birth to 12 months and one program for children 12-24 months. Both filled very quickly; *Baby & Me* (with 18 spaces) filled within 2 hours of registration being open. *Learn to Play Chess* is a new program introduced this month with a wonderful volunteer from the Peterborough Chess Club.

Use of the children's toy area, maker boxes (25 uses) and board games (21 uses) continues to be popular, providing families with a comfortable meeting space and opportunities to play and create together.

Programs offered in October:

5 x Drop In Story Times = 21 participants  
 1 x Baby & Me = 32 participants  
 4 x Toddler Times = 98 participants  
 4 x Picture Book Crafternoons = 27 participants  
 1 x 'Tween The Pages Book Club = 5 participants  
 2 x Learn to Play Chess = 22 participants  
 1 x Paddling Puppeteer Puppet Show = 40 participants

3 x DIG: Drop in Genealogy (with KBOGS) = 3 participants  
 3 x Tech Time = 15 participants  
 1 x Kniterary Club = 5 participants  
 1 x Afternoon Book Club = 19 participants  
 1 x Evening Book Club = 10 participants  
 1 x Storm Chasing in Ontario = 14 participants  
 1 x Paint Party = 24 participants  
 1 x CNIB technology Fair = 20 participants

Reference questions = 2368  
 Online LibraryInfo inquiries = 18  
 Research requests = 4 completed

Public Computer Use = 4709 (almost double 2017)

Wifi Use = 2033 [we were not able to meet wifi demand most days in October].

ILLO transactions = 393

### Social Media Statistics

	Website	Facebook	Twitter	Instagram
Visits	161,192	475	918	N/A
Last Month	154,940	467	757	N/A
New Followers	11,338	26	27	1,260
Last Month	10,860	25	13	1,220
Engagement	N/A	2,902	39,800	N/A
Last Month	N/A	1,900	37,300	N/A

### IN THE NEWS

<https://www.thepeterboroughexaminer.com/news-story/8941512-internet-voting-starts-next-tuesday-in-peterborough/>

<https://www.thepeterboroughexaminer.com/news-story/8962651-peterborough-municipal-election-advance-poll-turnout-up-16-6-from-2014/>

<https://www.mykawartha.com/community-story/8982637-peterborough-library-hosting-giant-fall-book-sale/>

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## Peterborough Public Library

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**To:** Library Board of Trustees

**From:** Jennifer Jones, Library CEO

**Meeting Date:** November 13, 2018

**Subject:** Report PPL18-058  
Proposed 2019 Meeting Dates for the Peterborough Public  
Library Board of Trustees

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### Purpose

A report to provide information to the Board regarding Proposed 2019 Meeting Dates for the Peterborough Public Library Board of Trustees.

### Recommendation

That the Peterborough Public Library Board of Trustees approve the recommendation outlined in Report PPL18-058, dated November 13, 2018, of the Library CEO as follows:

That the Peterborough Public Library Board of Trustees adopts the 2019 meeting schedule as presented in this report.

### Budget and Financial Implications

There are no budget or financial implications associated with the recommendation.

## Background

The Peterborough Public Library Board of Trustees meet on Tuesdays, with a meeting start time of 6 p.m. Dates proposed are in alignment with Council's meeting schedule, the budget cycle as well as the holiday season.

Additional meetings may be called by the Chair if required.

The Library CEO recommends meetings be held on the following dates in 2019:

Tuesday, January 8, 2018  
Tuesday, February 12, 2018  
Tuesday, March 12, 2018  
Tuesday, April 9, 2018  
Tuesday, May 14, 2018  
Tuesday, June 11, 2018  
Tuesday, September 10, 2018  
Tuesday, October 8, 2018  
Tuesday, November 5, 2018  
Tuesday, December 10, 2018

Submitted by,

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## **Peterborough Public Library**

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**To:** Library Board of Trustees

**From:** Jennifer Jones, Library CEO

**Meeting Date:** November 13, 2018

**Subject:** Report PPL18-059  
Art Policy (revised)

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### **Purpose**

A report to seek the Library Board of Trustees approval for an Art Policy for the Library.

### **Recommendations**

That the Library Board approve the recommendation in Report PPL18-059 dated November 13, 2018, of the Library CEO as follows:

That the Art Policy be approved.

### **Budget and Financial Implications**

There are no budget or financial implications resulting from the approval of the recommendation of this report.

### **Background**

With the success of Spark at the Library, it is recommended that the Library continue to offer rotating art exhibits throughout the year. The Library is not in a position to accept permanent donations of art works, but would be able to host temporary exhibits following the Art Policy parameters (see Appendix A).

Submitted by,

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Library CEO

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Attachment:

Appendix A – Art Policy

## Appendix A – Art Policy

Department	<b>Community Services</b>	Effective Date	<i>December 1, 2018</i>
<b>Division</b>	<b>Arts Culture &amp; Heritage</b>	<b>Approval Level</b>	<b>Library Board</b>
Section/Facility	<b>Public Library</b>	Policy #	

The Peterborough Public Library recognizes the importance of culture and art in the community and may from time to time be able to provide space(s) that support the display of works of art, recognizing that the Library is neither a gallery space nor an art vendor. Free exhibit space supplies a venue for a number of educational and cultural experiences and contributes to creating a welcoming environment in the library.

The Library may choose to host temporary art exhibits for the purpose of enhancing educational and cultural experiences among residents of the City of Peterborough. The terms and conditions outlined below have been developed to ensure consistent and fair use of select areas within the Library as exhibit space. All prospective and approved exhibitors are subject to the terms and conditions defined by this policy.

### Terms

1. The Library retains the right to determine the suitability of any proposed exhibit and has final authority over the review, selection and arrangement of all exhibits, whether in whole or in part.
2. Exhibits must be appropriate to the Library environment and not contravene federal, provincial laws and regulations or municipal by-laws.
3. If an entire exhibit or any part of the same are determined to be unsuitable and not permitted, a request for reconsideration may be submitted to the Library Services Manager in writing.
4. Use of a Peterborough Public Library facility does not imply endorsement of the policies or activities of any individual or group.
5. The display is limited to the area designated by the Library and will be accessible only during library hours of operation.
6. Admission charges will not be levied by exhibitors.
7. All artwork must be framed or mounted appropriately. The Library will supply the appropriate accessories (such as clips and cables) for use on the installed art rails. Use of adhesives is not permitted in the display area without Library administration approval.
8. A master list including ownership, physical description and exhibitor contact information will be forwarded to the Library by the exhibitor prior to the opening of the exhibit.

9. Exhibit descriptions and exhibitor contact and biographical information must accompany the exhibit. All relevant materials, such as an exhibit brochure, will be prepared by the artist in a professional format.
10. No works shall be sold through the Library or commissions taken by the Library. All inquiries regarding art sales will be handled directly by the exhibitor. Receptions may be arranged in conjunction with Library administrative staff. Costs associated with the opening including refreshments and any necessary permits are the responsibility of the artist/exhibitor.

### **Conditions**

1. Exhibitors will provide all required insurance coverage and arrange necessary supervision for their exhibits.
2. The Peterborough Public Library will not be responsible for loss, theft or damage to exhibits while on library premises.
3. Any property damage incurred at the Library as a result of visiting exhibits or displays will be the responsibility of the exhibitor.
4. The artist/owner is responsible for the installation and removal of exhibits at times confirmed at the time of booking. Any items not removed or left unclaimed will be returned to the exhibitor at their cost.



## Peterborough Public Library

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**To:** Library Board of Trustees

**From:** Jennifer Jones, Library CEO

**Meeting Date:** November 13, 2018

**Subject:** Report PPL18-060  
Refund and Privacy Statements

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### **Purpose**

A report to inform the Library Board of Trustees on draft refund and privacy statements for the Library.

### **Recommendations**

That the Library Board approve the recommendations in Report PPL18-060 dated November 13, 2018, of the Library CEO as follows:

- a) That report PPL18-060 be received for information;
- b) That the refund statement be approved; and,
- c) That the privacy statement be approved.

### **Budget and Financial Implications**

There is no budget or financial implications resulting from the approval of the recommendation of this report.

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## Background

With the implementation of the new website, the Library will soon have the opportunity to accept online payments for memberships and program materials fees. There is also the possibility of accepting online payments for library fines and fees through a patron's personal account in the catalogue.

It is recommended that the Library Board adopt the following refund and privacy statements.

## Refunds

- Program registration, special program admission, and program material fees are non-refundable, including where the program does not meet the expectations of the user, except under the following circumstances:
  - If the library user cancels registration before the program begins, all fees less a \$5.00 administrative fee will be refunded. If the program fee is less than \$5.00 no refund will be given.
  - A refund may be provided after the program has begun only if another user can fill the space. If a refund is given it will be pro-rated based upon the number of sessions attended minus a \$5.00 administrative fee.
  - If the Library cancels the program, all fees will be refunded in full.
- Library fines and material fees for lost and/or damaged items are non-refundable.

## Privacy

The information you provide the library when you use the library or become a member is protected in the following ways:

- It is used to permit access to computers and online resources, ensure that books are returned, fines are paid, and to enforce our Code of Conduct.
- The only people who can view your information are you, or anyone you have authorized to do so. By giving someone your card, you are providing them with authorization. Parents or guardians can view the information of children under 12.
- The only time we may share information with others is for police investigations, debt collections, or child welfare.

- We never share your information with online resource sites. We only allow them to check that your card is active/valid.
- We never share your information with our Internet provider unless we are forced to by law.
- If you use our Wi-Fi, we record your device number. We only use these for the reasons above. We have no way of tracking which sites you visit.
- We have no way of finding out the identity of people who visit our website.
- We only keep a list of the items you have borrowed in the past if you ask us to.
- We only use a few letters of your name and your card number when we put items on the hold shelf for you.
- We only send you e-mails with updates on library services and programs if you have given us permission to do so.
- We record video inside and outside the library. Only administrative staff can view it and they can only use it to enforce our Code of Conduct and in compliance with the City of Peterborough Video Surveillance Policy.

Submitted by,

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Library CEO

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**To:** Peterborough Public Library Board of Trustees

**From:** Jennifer Jones, Library CEO

**Meeting Date:** November 13, 2018

**Subject:** Report PPL18-061  
DS4Y Intern

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## **Purpose**

A report to inform the Board of a possible Digital Skills for Youth (DS4Y) intern and to request approval to use reserves to match the grant funding.

## **Recommendations**

That the Library Board approve the recommendations outlined in Report PPL18-061 dated November 13, 2018, of the Library CEO, as follows:

- a) That Report PPL18-061 be received for information; and,
- b) That the Library Board approve the use of reserves to match funding for a grant subsidized position.

## **Budget and Financial Implications**

The Library has applied for a Digital Skills for Youth (DS4Y) intern grant. Maximum grant funding would be \$12,006, and matching funds are a requirement if the Library is successful in obtaining the grant.

## Background

The Library has applied for a Digital Skills for Youth (DS4Y) intern grant (see Appendix A for grant criteria).

Should the Library be awarded the grant, the library would hire a Social Media Intern (see Appendix B for a draft job description). The Intern would report to the Communication and Marketing Co-ordinator and be responsible for creating a framework that supports the Library's strategic goals of increased social engagement, collaborative content creation and increased use of library collections, services and databases.

The Library's social media presence has grown exponentially in the last two years. It is a wonderful problem to have, but staff are finding it difficult to keep up and are finding the lack of a cohesive plan challenging. The Social Media Intern would provide the opportunity to formulate a proper social media strategy and set the foundation for further success for the Library.

At the time of this report, it is unknown if the Library has been successful in its application for the grant.

Submitted by,

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Attachment:

Appendix A – DS4Y criteria and requirements

Appendix B – Draft social media intern job description

## **Appendix A – DS4Y Intern requirements**

Information found on the Digital Skills 4 Youth website. A project of the Ontario Library Association. <https://ds4ontario.ca/>

### **What a Library Would Receive**

- Opportunity to hire one or multiple eligible youth interns.
- \$11.50 per hour wage subsidy between 900 hours of an intern. It would be considered to be full-time work;
- Approximately 16% for CPP, EI, WSIB for a total of \$1,470.00
- Amount of funding available would be to a max. of approximately \$12,006 inclusive of taxes per intern.
- Enrolment in a Digital Skills for Libraries Certificate (Issued by The Education Institute) for the Youth Intern providing approximately 45 hours of training and evaluation during their Internship led and directed by the OLA and their partner The Education Institute, including the option to attend the OLA Super Conference and use the career services offered (or by remote access if attendance is not an option). The Intern is required to complete this as part of the formal evaluation of the DS4Y program. Approximate value \$1,600.

### **What a Library Would Need to Provide**

- A 50% top up of the wage. At a minimum of \$11.50 per hour.
- Approximately 16% to cover Mandatory Employment Related costs like CPP, EI, WSIB, etc.
- Supervision of the intern; including some mentorship opportunity.
- Detailed and complete training and supervision plans for the length of the program.
- Equipment like computer, space, and other workplace items.

### **Hiring a Youth Intern**

The criteria for the hiring of Youth Interns is not written in stone. Each IHO must have a large amount of autonomy in operating their program in order to meet their particular needs.

### **Career Focus**

Prospective interns are responsible for applying to the libraries. To be eligible for DS4Y, interns must meet the following criteria:

- Be between 15 and 30 years of age at the start of the internship.
- Have recently (within two years prior to the start of their internship) completed post-secondary studies. Graduates of degree or diploma programs from universities, colleges, post-secondary schools of technology, postsecondary institutes and CEGEP. These may be either publicly or privately funded institutions.
- Legally entitled to work in Canada.
- Canadian citizen, permanent resident, or person who has been granted refugee status.
- Not in receipt of Employment Insurance during their internship.
- Self-assess as underemployed, meaning they are employed below their level of education and/or hold part-time employments.
- Has not previously participated in a YES Career Focus internship.

The position should be filled fairly and equitably. When hiring please remember that these youth are looking for meaningful work experiences and, given the right direction, will be valuable assets to your community, your organization, and Canada as a whole.

The wages and benefits outlined above are for one Youth to work between their start date and March 31, 2019 (possible extension). This allocation cannot be divided among multiple Youth Interns. The work term is designed to maintain the quality of the

employment experience and to provide a sufficient number of work hours for each Intern.

Due to the date the contract from ISED was received by OLA we have already sought permission from ISED for positions to extend beyond March 31, but the youth needs to begin working before December 15th. Extensions will be considered on a one-by-one basis. The internship can conclude after March 31, if at least 50% of the 900 hour internship is completed by March 31, 2019.

**Appendix B – draft job description and work plan****Job Description - Social Media Intern (DS4Y grant)****Overall Job Purpose:**

The Social Media Intern is responsible for creating a framework that supports the Library's goals of increased social engagement, collaborative content creation and increased use of library collections, services and databases.

**Reports to:**

Marketing and Communications Coordinator

**Responsibilities:****1. Coordinating and Distributing Content**

- Develop and implement a strategy for content collection across divisions of the library and liaising with staff internally to ensure they are updating department specific content
- Create and maintain a monthly multi-channel social media calendar
- Perform research to find articles, stories, photos, video or other content that is on brand and would fit within our social media strategy
- Organize evergreen content so that it is easily found and used in ongoing campaigns

**2. Monitoring and Reporting Analytics**

- Build monthly reporting tools on social media analytics and develop baseline targets to review statistics against.
- Track how well specific content performs and develop A/B testing parameters to determine optimal posting schedule
- Gather, classify, and organize keywords, hash tags, and followers through various tools and techniques

**3. Social Media**

- Using tools like Hootsuite, plan forward-looking tweets over weekend and holidays (under supervision from the Marketing and Communications Coordinator)
- Work with the Marketing and Communications Coordinator to refine social media strategy and best practices
- Monthly brainstorming to establish content ideas for the month ahead as well as identifying any notable dates that should be highlighted on our social channels.

**Requirements:**

- Preferred coursework in marketing, advertising, communication or related field
- Be between 15 and 30 years of age at the start of the internship.

- Have recently (within two years prior to the start of their internship) completed post-secondary studies.
  - Graduates of degree or diploma programs from universities, colleges, post-secondary schools of technology, postsecondary institutes and CEGEP. These may be either publicly or privately funded institutions.
- Legally entitled to work in Canada.
- Canadian citizen, permanent resident, or person who has been granted refugee status.
- Not in receipt of Employment Insurance during their internship.
- Self-assess as underemployed, meaning they are employed below their level of education and/or hold part-time employments.
- Has not previously participated in a YES Career Focus internship.

### **Commitment and Compensation:**

- Enrolment in a Digital Skills for Libraries Certificate (Issued by The Education Institute) for the Youth Intern providing approximately 45 hours of training and evaluation during their Internship led and directed by the OLA and their partner The Education Institute, including the option to attend the OLA Super Conference and use the career services offered (or by remote access if attendance is not an option). The Intern is required to complete this as part of the formal evaluation of the DS4Y program
- 900 hours at a rate of \$23/hour

### **Mentorship Plan**

1. Identify what sort of mentorship relationship the intern would be interested in i.e.: Networking, career advancement etc.
2. Look at options available depending on what the intern is looking for. For example, they can join us when we attend networking events for business, women in business, etc.
3. We will provide ongoing communication and discussion around work and expectations to ensure the Intern is feeling as though they are learning and contributing in a positive way.
4. Opportunity to work and consult with their supervisor who has a background in marketing and communications, as well as with librarians and other library professionals.
5. We can advise them on career advancement and opportunities related to their profession and suggest training and other learning avenues to pursue to grow and further advance their career.