



**Peterborough
Public Library**

To: Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: May 30, 2017

Subject: Report PPL17-026
Library CEO Report April/May 2017

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 PPL17-026 dated May 30 2017, of the Library CEO as follows:

That Report PPL17-026, be received for information.

Budget and Financial Implications

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

Background

Staffing updates

The Assistant Clerical Supervisor's contract with CUPE has been extended until early September. We will be able to extend internal contracts with his replacement, and with the staff member working as the Temporary Full Time Clerk to cover for his absence.

Collections

The staff have been preparing for the implementation of our new acquisitions module. This product will help simplify the accountability for our ordering of materials and allow us to keep better track of our collections budget. Final implementation and training should be complete before the end of the year so that we can work in the product 100% by the beginning of our new budget year in January. Staff will be working with the City's IT department on this project as well.

The Collections Development Librarian has created a collections feedback and proposal form for staff use. This will provide all staff with a mechanism for commenting on existing collections within the library, as well as an opportunity to suggest new collections. An internal Collections Committee has also been created to ensure better communication and collaboration amongst the staff with regards to Library Collections and they plan to meet quarterly.

We are in the process of integrating our paperback collection with our general fiction collection. This will allow us to limit the duplication of titles and free up some shelving space for other collections that have been growing in size and use (e.g.: Large Print).

Whenever possible, we have started adding an audio book component to our “Book Club in a Bag” kits. This may be challenging in some cases as there are no audiobooks produced for a particular title, however we will be including inserts that make mention of online alternative format resources available as well (such as eBook and/or eAudiobook) of a “Book Club in a Bag” title.

There has been a significant change with the PressReader platform, so all information staff have undergone training on the new interface and should be able to assist patrons with this change.

The children's graphic novels have now been moved to their own section at the beginning of the non-fiction area. This should prove to highlight them and provide easier access to the collection as they are incredibly popular.

We are also looking into a solution for organizing and managing the library's internal photo collection. We would like a service that allows our patrons to view photos from events and programs, but also provides some reasonable storage options.

Patron Communication

We are trying a new way of communicating closed days with our patrons by using the text field on the bottom of the checkout receipts. We announced our Easter weekend closure and our Victoria Day closure in this fashion. We have also continued to put up signs, change the phone message, and place announcements on our website and on our social media channels.

The Clerical Supervisor and the Marketing and Communications Coordinator have been working on getting a "Welcome Package" created. This is something that can be handed out to all new card holders with important information about Library services and programs offered. The package may include a small Library branded token (such as a pen, tote, or other library swag). They are also looking into cross promotion of services with other City facilities.

We have also been working on a set of newsletter templates. We are hoping to launch the Children's themed newsletter in June in order to promote the "TD Summer Reading Club" and all the children's activities that take place in the library during the summer months. Staff have begun collecting email addresses from those wishing to voluntarily sign up for the newsletter.

PTBO Canada mini-documentary

The Marketing and Communications Coordinator is in the process of working with a representative from PTBO Canada to create a mini-documentary. It will contain some fun and interesting facts about the library. We will be able to share the finished product online and on our social media sites.

City Rebranding

The City has begun a community consultation process for their rebranding project. The Library's Marketing and Communications Coordinator assisted the City in the facilitation of the Town Hall meetings.

Community Partnerships

We are working with the Ontario Genealogical Society towards the integration of their collection with our Peterborough Collection at the renovated main library. There is some work to be done to determine the quantity of duplicates and the process in which the materials will be treated.

The Library is in the initial phases of working with St. Joseph's at Fleming to determine the logistics of providing a digital library service for their residents. They were successful in obtaining a New Horizons grant for this project.

Website

The first round of changes to the website have been completed. Some pages have been moved around to be less hidden and a lot of the clutter (such as excessive menus) was cleaned up. Next step is an update to the style sheet.

March Break Children's Programs:

Monday, March 13 – Folk Dance & Music with Martha & Lotus = 60 participants

Tuesday, March 14 – Author Helene Boudreau = 45 participants

Wednesday, March 15 – Paddling Puppeteers = 79 participants

Thursday, March 16 – Hula Hooping with Basia = 55 participants

“Let’s Sprout” Family Storytime = 24 participants

Friday, March 17 – St. Patrick’s Day Crafts = 49 participants

Author J. Torres = 22 participants (in partnership with Peterborough Public Health)

67 kids completed Library scavenger Hunts over the March Break, and 25 winners were drawn for prizes donated by Pita Pit and Gerri’s Arts and Crafts.

85 March Break program evaluations were completed by parents/caregivers and 5 winners were drawn for prizes donated by Galaxy Cinemas.

Some highlights of the feedback: 70 respondents thought March Break programs were Excellent, 72 respondents thought the program facilitators were Excellent, the number one way people heard about March Break programs was on the library website (#2 was word of mouth, #3 was the library flyer). When attending March Break programs 71 respondents also visited the library and 53 respondents checked out library materials.

Programs & Statistics

In March, the Library held:

1 x Baby & Me, with 19 participants

1 x Toddler Time, with 18 participants

1 x Kids Book Club, with 4 participants

1 x Adult Book Club, with 17 participants

1 x Teen Book Club, with 5 participants

5 x Parent/Child Mother Goose, with 126 participants

Interlibrary Loans transactions = 521

Book-a-Librarian appointments = 6

Reference questions = 3175

Number of people through the door in March = 22,248

Title records loaded by technical services staff = 1,465

Electronic title records loaded by technical services staff = 503

Spotted playing Board Games = 19 people

New memberships: 318

In April, the Library held:

3 x Baby & Me, with 88 participants
 4 x Toddler Time, with 64 participants
 1 x Kids Book Club, with 5 participants
 4 x Drop-in Story Time, with 150 participants
 1 x Adult Book Club, with 13 participants
 4 x Lego Club, with 22 participants
 1 x Teen Book Club, with 4 participants
 2 x Parent/Child Mother Goose, with 58 participants
 1 x special Easter Story Time at Lansdowne place, with 12 participants

Interlibrary Loans transactions = 423

Book-a-Librarian appointments = 8

Reference questions = 2846

Number of people through the door in April = 18,181

Title records loaded by technical services staff = 766

Electronic title records loaded by technical services staff = 2,031

Library Tours = 1

New memberships: 250

Social Media Statistics:

MARCH	Website	Facebook	Twitter	Instagram	Pinterest
Visits	24,106	83	690	N/A	237
Last Month	21,026	105	477	604	265
New Followers	8,833	18	30	391 followers	N/A
Last Month	13,519	14	33	366 followers	N/A
Engagement	N/A	1,993	25,100	N/A	4
Last Month	N/A	1,734	24,700	N/A	11

APRIL	Website	Facebook	Twitter	Instagram	Pinterest
Visits	20,841	63	611	N/A	497
Last Month	24,106	83	690	N/A	237
New Followers	7,183	16	16	410 followers	N/A
Last Month	8,833	18	30	391 followers	N/A
Engagement	N/A	800	12,900	N/A	25
Last Month	N/A	1,993	25,100	N/A	4

In the news:

Examiner:

- <http://www.thepeterboroughexaminer.com/2017/03/09/fire-hall-foundation-unearthed-during-peterborough-public-library-renovations>
- <http://www.thepeterboroughexaminer.com/2017/03/06/elevator-along-for-ride-in-peterborough-city-hall-renovations>
- <http://www.thepeterboroughexaminer.com/2017/03/04/city-of-peterborough-buying-fairbairn-street-duplex-for-the-parkway-project>
- <http://www.thepeterboroughexaminer.com/2017/04/03/acting-library-manager-ceo-jennifer-jones-named-permanent-ceo-of-peterborough-public-library>

Kawartha Now:

- <http://kawarthanow.com/2017/03/30/canada-150-downtown-peterborough/>

PTBO Canada:

- <http://www.ptbocanada.com/journal/2017/3/14/did-you-know-peterborough-has-a-sister-city>

Submitted by,

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