



Peterborough
Public Library

To: Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: June 27, 2017

Subject: Report PPL17-044
Library CEO Report June 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 PPL17-044 dated June 27, 2017, of the Library CEO as follows:

That the report 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

Kids Newsletter

Staff have been working to create a new **Kids Newsletter** that will be emailed monthly to parents. It will include information on library news, kids programs, and will feature

some part of the collection in a “Kelly/Laura Picks” section. We collected email addresses at various kids programs throughout the month, and will continue doing so (via the website). Patrons have the option to sign up and opt out of the newsletter as they wish.

Collections

In early May, a representative from CollectionHQ came to present a review of the Library’s use of the product and the impact of it on the collection up to now. Compared to our peer libraries, we have engaged more staff to use the product and they are using it on a consistent basis. As this occurs, the collection will become stronger over time.

One of the things discussed was a measure called D.O.A. (dead on arrival). This represents a percentage of the amount purchased over the last year that has never circulated at all -- our figure is 12% and the average within North American libraries is 17%. We are doing better than the D.O.A. market average in a number of areas: adult fiction, adult nonfiction, adult audiovisual, teen nonfiction, teen audiovisual, juvenile fiction and juvenile nonfiction items.

Library Renovation Media Tour

The media were invited to join the Mayor, members of City Council and the Library Board for a special tour of the library construction site on June 9, 2017.

Programs & Statistics

In May, the Library held:

- 5 x Drop in Storytime, with 194 participants
- 3 x Baby & Me, with 65 participants
- 3 x Toddler Time, with 52 participants
- 1 x Kids Book Club, with 6 participants
- 5 x Parent/Child Mother Goose, with 111 participants
- 3 x LEGO Club, with 24 participants
- 1 x Teen Book Club, with 10 participants
- 1 x Grade 1 class tour, with 30 participants
- 1 x Adult Book Club, with 12 participants

Interlibrary Loans transactions = 355

Book-a-Librarian appointments = 3

Reference questions = 2,947

New memberships= 263

Number of people through the door in May = 19,399

Title records loaded by technical services staff = 1,280

Electronic title records loaded by technical services staff = 1,291

Social Media Statistics:

	Website	Facebook	Twitter	Instagram	Pinterest
Visits	20,764	62	296	N/A	893
Last Month	20,841	63	611	N/A	497
New Followers	7,027	11	17	451 Followers	N/A
Last Month	7,183	16	16	410 followers	N/A
Engagement	N/A	1,133	14,300	N/A	37
Last Month	N/A	800	12,900	N/A	25

In the news:

Examiner:

- <http://www.thepeterboroughexaminer.com/2017/05/05/llf-wants-naming-rights-for-peterborough-public-library-corner> (Related to plaza next to library)
- <http://www.thepeterboroughexaminer.com/2017/06/09/behind-the-scenes-of-the-extreme-makeover-at-the-peterborough-public-library>

Kawartha Now:

- <http://kawarthanow.com/2017/06/10/final-chapter-of-peterborough-public-library-expansion-nears/>

Submitted by,

Jennifer Jones
Library CEO

Contact Name:
Jennifer Jones
Phone: 705- 745-5382 Ext.2370
E-Mail: jjones@peterborough.ca