



To: Peterborough Public Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: November 13, 2018

Subject: Report PPL18-061
DS4Y Intern

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,

Jennifer Jones
Library CEO

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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.