



Peterborough Public Library

To: Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: November 5, 2019

Subject: Report PPL19-052
Library CEO Report November 2019

Purpose

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

Recommendation

That the Library Board approves the recommendation as outlined in Report PPL19-052 dated November 5, 2019, of the Library CEO as follows:

That the report 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

Mascot

We have named our new Mascot. We received over 200 suggestions, and the staff narrowed this down to the top six names. After staff and the community at large voted, **Patch** was the winning name.

Social Media

Our digital media intern has been analyzing our social media, website and newsletter interactions in a new way. She is looking at engagement levels in order to help us continue to grow and expand our online presence and relevance.

- Our Facebook page received 229 referral link clicks to our website (5.5% more than the previous month) from our content.
- Instagram Impressions reached 21,278, which is an 8.9% increase (vs. previous month)
- Instagram Engagements also increased by 15% (vs. previous month)
- We started utilizing relevant hashtags to reach more people who would be interested in our content (who are not following us). Our top hashtags drawing in engagement are #ptbo, #ptbolibrary and #pplcurious.
- Twitter organic impressions increased by 47.6% (vs previous date range); the number of times users saw our content almost doubled (due to retweets and favorites)
- Twitter engagements increased by 17.4% (vs previous date range)

Our top posts on Facebook in October:

Peterborough Public Libr...

Sat 9/28/2019 6:30 am PDT

It's hard to say goodbye.....We're wishing Moira a happy retirement after 32 years at the #ptbolibrary. @CityPtbo

Total Engagements 311

Reactions 113

Comments 17

Shares 1

Message Clicks 180

Peterborough Public Libr...

Fri 10/4/2019 6:50 am PDT

Flashback Friday! Did you know that the very first library in Peterborough was actually the Peterborough Mechanics

Total Engagements 217

Reactions 58

Comments 15

Shares 9

Message Clicks 135

Peterborough Public Libr...

Mon 10/7/2019 6:52 am PDT

Thank you to everyone who submitted a name suggestion for our mascot! We had over 200 suggestions and we've

Total Engagements 147

Reactions 9

Comments 25

Shares 4

Message Clicks 109

The takeaway from these top posts: Our audience cares about the internal culture of the library. Peterborough is a close-knit community; they enjoy participating and learning about our 'behind the scenes'.

In our October eNewsletter, 36 people responded to the poll "Have you ever attended one of our programs?"

- 22 – Yes, within the last 12 months
- 5 – Yes, but not within the last 12 months
- 6 – No, but I plan on attending soon
- 3 – No, nothing has interested me

Programming

The Library held its first Human Library® event on October 26 during Ontario Public Library Week. The Human Library® is, in the true sense of the word, a library of people. It's an opportunity for readers to borrow human "books" and have 20-30 minute conversations. Every human book from our bookshelf represents a group in our society that is often subjected to prejudice, stigmatization or discrimination because of their lifestyle, belief, disability, social status, ethnic origin, or other. Our Human Books include a: Blind Person, Muslim Woman, Baha'i Man, Muslim Young Adult, Non-binary Person, and Brain Injured Woman. Come chat with them and learn to unjudge someone!

The 'People in your Neighbourhood' program was quite successful, and something we would like to offer again in the future. Children and parents/caregivers were able to ask the featured guest any question and we had them share what their favourite childhood books were. Mayor Diane Therrien really captured the groups' attention and an article about her visit was published in The Examiner on October 8. Constable Lacey White was also a very informative and interesting guest – did you know that all the police gear they wear (vest, radio, etc.) adds an extra 30 lbs onto them? Unfortunately, Firefighter Amanda Nichols had to cancel her scheduled visit, but she has agreed to come another time.

The Library's fall What's Happening Guide provides all the information you need for programs offered September-December 2019. You can check out the Events Calendar on the Library website for up to date information about library programs and events.

Staff Training

Library staff had the opportunity to attend Part 1 of Resiliency Training in October. This training is designed to help prepare front line staff who may on occasion witness potentially traumatic events such as overdoses, injuries, mental breakdowns, accidents, etc. in the course of their work. There are two sessions: #1 that gives tips and tricks, and #2 that brings the groups back together to talk about what we have learned and how it is working in practice. Part 2 will take place later in November.

Strategic Plan

An easy way to access a version of the Library's strategic plan can be found on our website: <https://www.ptbolibrary.ca/en/about-your-library/resources/documents/Strategic-Plan-2018-2021.pdf>

The plan was divided into 3 strategic directions each with their own focused goals:

- ✓ Promoting lifelong learning and discovery
- ✓ Building community through outreach, programs and partnerships
- ✓ Providing welcoming and accessible environments

In addition to our strategic initiatives, we are also committed to

- ✓ Valuing and empowering our people
- ✓ Using progressive technology
- ✓ Enhancing administration and resourcing

We have been working on many elements at once (See Appendix A) and have made some good progress thus far.

Submitted by,

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Attachement
Appendix A : Strategic Plan Progress Report