



# Peterborough Public Library

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**To:** Library Board of Trustees

**From:** Jennifer Jones, Library CEO

**Meeting Date:** December 10, 2019

**Subject:** Report PPL19-054  
Library CEO Report December 2019

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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 approves the recommendation as outlined in Report PPL19-054 dated December 10, 2019, of the Library CEO as follows:

That the Library CEO Report of December 2019, 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

### Café

Efforts continue to finalize arrangements for a Library Café vendor. Plumbing work has now been completed and inspected. We are hopeful for a fresh start and some good news to share in the new year.

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## **Library Service Review**

Planning is on track for the 2020 Library Service Review. We are organizing four in-person feedback sessions and a number of pop up survey opportunities, along with online surveys and an interactive online forum at <https://www.connectptbo.ca/>

## **Programs**

We have applied for and received two grants from the Writers' Union to help fund two author visits during the 2020 March Break for Children's programming.

As part of our Healthy Families partnership, the children's librarian attended a presentation in November on the topic of Oppositional Defiant Disorder. The event provided valuable information to the attendees and offered an opportunity to promote library services and reintroduce the library to those who have not visited in a while.

Local Author Day took place on November 30. It was a great event providing members of the community with the opportunity to meet some local literary celebrities. This event also acknowledge the end of NaNoWriMo. We were an official 2019 "Come Write in" location again this year and aimed to help encourage participants to write a 50,000-word novel by 11:59 pm on November 30.

The winter What's Happening Guide is now out with the next set of program offerings for the New Year.

## **Training**







In continued efforts to ensure that all library staff have the tools and skills required to provide excellent customer service (Strategic Plan element D1), staff participated in two sessions on "Resiliency Strategies and Tactics". This training was designed to help prepare frontline staff who may on occasion witness potentially traumatic events such as overdoses, injuries, mental breakdowns, accidents, etc. in the course of their work. Feedback from staff has been incredibly positive.



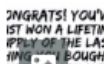







## **Social Media & Newsletter**


Library followers on social media like to engage with easy and fun questions. Top performing posts are similar to last month in that the best performers were library lifestyle and cultural posts.

The newsletter now includes a new feature "What's Patch Reading" in an effort to add a component to the newsletter that subscribers cannot find elsewhere.


Top posts in November on Facebook, Twitter, and Instagram:

<div>  <b>Peterborough Public Libr...</b>          Thu 10/31/2019 8:04 am PDT       </div> <p>Vote for your favourite!</p>  <div> <b>Total Engagements</b> 501  <b>Reactions</b> 49  <b>Comments</b> 41  <b>Shares</b> 3  <b>Message Clicks</b> 408         </div>	<div>  <b>Peterborough Public Libr...</b>          Sun 11/10/2019 11:23 am PST       </div> <p>Why does every community need a library? Libraries ensure that knowledge and technology are available to</p>  <div> <b>Total Engagements</b> 313  <b>Reactions</b> 126  <b>Comments</b> 10  <b>Shares</b> 21  <b>Message Clicks</b> 156         </div>	<div>  <b>Peterborough Public Libr...</b>          Sat 11/23/2019 6:36 am PST       </div> <p>Facebook friends and followers, we need your help! Some of you may have noticed, we've entered into the DBIA</p>  <div> <b>Total Engagements</b> 215  <b>Reactions</b> 47  <b>Comments</b> 6  <b>Shares</b> 4  <b>Message Clicks</b> 158         </div>
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Profile	Message by Sent Date	Potential Reach	Responses	Clicks	Organic Impressions	Likes	Retweets	
Message Lifetime Activity		389,332	-	1,353	N/A	N/A	N/A	
Oct 24, 2019 – Nov 28, 2019								
 ...	 <b>CONGRATS! YOU'VE WON A LIFETIME SUPPLY OF COFFEE! YOUR TURN #PTBO</b> 	Wed 10/30/2019 11:00 am EDT	2,171	14	0	1,914	4	0
	We're <a href="#">#pplcurious</a> - we now have a lifetime supply of coffee! Your turn <a href="#">#ptbo</a> <a href="https://pic.twitter.com/BXgd9RcWH4">pic.twitter.com/BXgd9RcWH4</a>							
	 Tweet by Becky W.							
 ...	 	Sun 11/17/2019 2:54 pm EST	10,006	10	0	1,958	16	9
	We love our local <a href="#">#ptbo</a> artists! If you or someone you know would like to showcase artwork at the library get in touch with us.							
	<a href="#">Show Retweeted by</a>							
 Tweet by Becky W.								
 ...	 Tue 11/19/2019 3:39 pm EST	Tue 11/19/2019 3:39 pm EST	20,553	8	0	1,649	10	8
	If you're collecting stamps for your <a href="#">@downtownPtbo</a> Holiday Shopping Passport, come by the library and get a free stamp when you check out an item! <a href="#">#ptbolibrary</a>							
	<a href="#">Show Retweeted by</a>							

 ptbolibrary  
Tue 11/5/2019 1:34 pm PST

"Would I want to know the ending to my own story? No. I want the adventure that comes with finding out." – Heather




Total Engagements 97


Likes 95

Comments 1

Saves 1

 ptbolibrary  
Wed 11/20/2019 9:05 am PST

"Do your thing and don't care if they like it." - Tina Fey, Bossypants If you need a good laugh, pick up this clever read!




Total Engagements 78


Likes 78

Comments 0

Saves 0

 ptbolibrary  
Mon 11/18/2019 12:21 pm PST

Mid-November Mondays can feel extra... well monday-ish. You got this, let's make today count! Maybe pick up a book and



Total Engagements 72

Likes 63

Comments 2

Saves 7

Submitted by,

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