

Date of Meeting: September 26, 2024

Report Number: A41-24

Report Subject: July - September 2024 Chief Executive Officer Report

Recommendation:

1. THAT the Clarington Public Library Board receive Administrative Report No. A41-24: July - September 2024 Chief Executive Officer Report.

Report Overview:

To provide the Board with information about operational highlights and key activities in July to September 2024.

Highlights

Boston Pizza Kids Card Campaign

Boston Pizza runs an annual campaign where customers can donate \$5 and receive 5 free kid's meals. This year, local Boston Pizzas have selected local organizations and CLMA has been selected as the Bowmanville location's recipient.

All proceeds of the campaign will be invested back into the Library & Museum to provide services and opportunities for our Clarington community! The restaurant will sell cards from September 1 to October 13.

In the Know: Staff Edition

On July 16th, the first Staff Quarterly Newsletter was released. *In the Know: Staff Edition* features celebrations and milestones, member stories & notable moments, fun facts & statistics, strategic plan highlights, coming up items, and answers to Ask the CEO questions.

Seniors Community Grant

On June 19th, CLMA received approval of its application to the 2024-25 Seniors Community Grant Program, for up to \$17,740 in funding. This grant will be used toward the costs of our new project entitled "Golden Tales: Chronicles of our Community". The project is an initiative aimed at curating a treasury of narratives and portraits contributed by local seniors who have either settled in or were born in the Municipality of Clarington.

Human Resources

On October 15th, Hesam Teghati will join CLMA as the Manager, Public Services. Hesam has several years experience in public libraries and holds a Bachelor of Social Work and Bachelor of Science in Kinesiology and Health Science.

On September 23rd, Lillian Preskar returned to CLMA as a Member Service Associate after a brief pause in her employment. Lillian is a skilled program facilitator; passionate about customer service and enjoys delivering story times.

On September 16th, Lee Higginson began a part-time contract position as Project Lead for the “Golden Tales: Chronicles of our Community” project partially funded by the Ministry for Seniors and Accessibility Seniors Community Grant Program.

On September 11th, two (2) Bachelor of Social Work Students from Trent University started their placements (until April 3rd, 2025) as part of our Strategic Deliverables to create spaces that are supportive, compassionate and welcome diversity and inclusion.

In August, three (3) new student pages, Shiloah, Hannah and Mia, were hired. Shiloah is located at the Bowmanville Library, Hannah is located at Newcastle/Orono libraries and Mia works at the Courtice Library.

Facilities

Hygiene shields have been removed from all CLMA locations. In consultation with the Joint Health and Safety Committee, management determined that the shields, which were originally installed during the COVID-19 pandemic, had become detriments to providing service excellence to the community and created accessibility barriers.

In partnership with the Municipality of Clarington, all CLMA locations have been added to the *GoHere Washroom Access Program*, an initiative led by Crohn’s and Colitis Canada. The program helps people find the closest available washroom, anywhere in Canada.

Collections

Kobo Readers

On July 31st, Clara 2E Kobo eReaders kits were introduced to the Library of Things circulating collection. Each kit allows users to sign into a Kobo with their library card and explore the library’s eBook collection in OverDrive.

Watt Readers

On August 28th, watt readers were introduced to the Library of Things circulating collection.

As part of CLMA's commitment to sustainability, watt meters enable consumers to become more aware of the energy consumed daily by reading directly how much power their household appliances are consuming. Watt meters help determine the actual cost of power consumed, and helps users manage their energy use.



Orono Library Book Sale

On September 8th, Board member D. McKenzie, volunteered with staff at the Orono Library Book Sale. Approximately \$450.00 was raised during this two-day community event.

At left: Staff member E. Currie at the Orono Library Book Sale

Programs and Outreach

TD Summer Reading Club

The annual TD Summer Reading Club (SRC) was well received this year with 958 registrants enjoying weekly book reporting, in-library STEAM and literacy activities, as well as many special themed programs.



The annual CLMA offered 192 SRC programs with 4,116 SRC program participants.

On June 28th, 130 children joined us for the TD SRC Kick-Off Party held outside on the grounds of the Newcastle Library. Attendees enjoyed lawn games and an interactive performance by acclaimed magician Scott Deitrich. At the SRC Wrap-Up Party held on August 21st, 90 children enjoyed a show and face-painting with Butterfly Barbi and a special appearance by Spiderman, held again on the grounds of the Newcastle Library.



Including the SRC numbers reported above, a total of 244 summer programs were offered this year with 5,158 participants.

Expanding on the SRC's theme of "To the Stars", the museum team developed a weekly summer program



series called “Observing Past and Present’, focusing on how to identify constellations and folklore related to navigation, travel, and mythology. Interactive activities explored the history of the Farmer’s Almanac, and participants learned about the weather’s impact on crops and human life.

Each week, the Mill in ClaringTown was transformed into an observatory with black curtains and twinkle lights to form constellations.

This summer, a new Feedback Form was introduced to collect feedback regarding summer programs. A total of 71% of SRC registrants reported this was the first year they attended SRC. As this is only the second year of SRC since the pandemic, this is not unexpected.

Baby Book Club

On July 18th, in partnership with Ajax, Oshawa, Pickering, Whitby, and Scugog libraries, CLMA launched Baby Book Club, an early literacy initiative. This initiative aims to support parents and their newborns (0 to 18 months) in the development of early literacy skills by providing library resources, early literacy information, and their own board book to get started on their literacy journey. Staff are to engage with patrons who come in with babies, have them sign themselves and their child up for a library card, and present them with a free Baby Book Club bag.

CLMA and the aforementioned Durham libraries will partner with Lakeridge Health in Phase 2 of this initiative to promote the Book Club bags in hospitals and other healthcare facilities.

Good Neighbours

The Community Engagement team conducted 18 Good Neighbours visits through the summer, visiting 213 residents. CLMA makes visits to local retirement and nursing homes, including Community Care Durham, White Cliffe Retirement Residence, Seasons Retirement Community, and Bowmanville Creek Retirement Residence.

On September 10th, CLMA celebrated Good Neighbours member, Blanche’s achievement of reading 1000 books through the Good Neighbours program! Blanche passed on her sincere thanks to all staff for providing this service. With a special shoutout to Community Engagement staff member, Heather Millar, for making sure Blanche was recognized for this achievement!



Summer Outreach

CLMA attended 37 outreach events through the summer, interacting with over 2,200 community members, including:

- Youth Pride Durham
- Orono BIA Canada Day Event
- Canada Day in Clarington
- Tuesdays on the Trail
- Orono Farmers Market
- Bowmanville Farmers Market
- Clarington (Newcastle) Farmers Market
- Summer camp visits
- Daycare visits
- Bowmanville Older Adults Association Open House
- Terry Fox Run

StoryWalks

The Darkest Dark by Chris Hadfield was this year’s Summer Reading Club StoryWalk book. The StoryWalks were placed throughout the community June to August, including CLMA locations and in partnership with the Central Lake Ontario Conservation Authority. StoryWalks were placed at the Westside Marshes and Enniskillen Conservation Areas and in partnership with the Municipality of Clarington, at Orono Park.



Mayor and Councillors Storytime

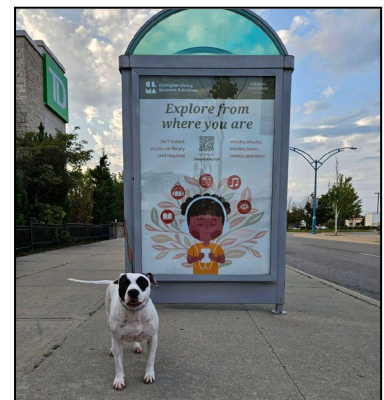
The Municipality of Clarington’s Mayor and Councillors participated in a Storytime Series to read to young children at the following library locations as part of their civic engagement.

Marketing

Hoopla Engage

On August 5th, Hoopla Engage advertising was placed in a bus shelter in Bowmanville, on Prince William Boulevard. This initiative was sponsored by Ed & Sylvia Vanhaverbeke

Hoopla Engage allows community members to check out 3 items on Hoopla from their device on the spot, without a library card. Once the user has borrowed 3 items, they will be prompted to sign up for a library card to keep borrowing items! The campaign is intended to highlight CLMA to community members that may not be aware of what services we have to offer and puts us in lines of sight of the community at large.



CLMA plans to expand to other community locations to continue to grow our presence in the community.

CLMA Customer Satisfaction Survey

The first annual CLMA Customer Satisfaction Survey launched July 29 to August 26th, 2024, and we received 98 responses.

Participants of the survey were entered into a gift basket draw from Algoma Orchards and the winner of the basket was local Bowmanville resident and library lover, A. Megna.



- The top three scores included:
 - Average overall satisfaction was rated 4.52 out of 5
 - 97% say CLMA is an important part of the community
 - 95% say that CLMA provides good value for their tax dollars
- The opportunities were
 - Improved website navigation, and visits to eNewsletter and social media
 - Increased visits to SJW and use of their local history resources
 - Increased variety of programs (topics) and evening offerings

Comments from the survey included:

- ✓ You guys are doing awesome. Seeing that its only \$50 of tax cost per year really is crazy value to my family for how often we use the services
- ✓ Love the Maker Space & all the locations. Lived in Toronto for 20yrs and find these locations far better
- ✓ Putting more archive exhibits in the library, I like what you have done with the local history display
- ✓ I think you have been doing a great job! It's been nice seeing frequent posts on Facebook

A fulsome report will be presented at the October Board Meeting. CLMA will be hosting a Customer Appreciation Day on October 23rd from 1:00-6:00 pm at all locations.

Our Customers and Staff Comments:

In July, a parent mentioned that they usually go to library programs at Oshawa and Ajax libraries, but they were so excited about the Bath Science STEAM Workshop they came to the Courtice Library participate and were thrilled to learn about our full range of programs.

Staff member observed how dedicated participants were with their book reporting, some coming in multiple times every week and even filling up multiple books because they had read SO many books. Children loved spinning the wheel and getting prizes, so the spinning wheel should definitely continue on next year!

Report Submitted by:
Monika Machacek, Chief Executive Officer
September 26, 2024