

Date of Meeting: November 28, 2024

Report Number: A52-24

Report Subject: November 2024 Chief Executive Officer Report

Recommendation:

1. THAT the Clarington Public Library Board receive Administrative Report No. A52-24: November 2024 Chief Executive Officer Report.

Report Overview:

To provide the Board with information about operational highlights and key activities in November 2024.

Highlights

As reported in the October CEO Report, CLMA was chosen as this year's recipient of the Boston Pizza Bowmanville Kids Card campaign. The campaign ran from September 1st to October 13th, with 100% of the sale of \$5 Kids Cards proceeds being donated to CLMA. In total, 464 cards were sold, resulting in **\$3,935** being donated to CLMA in the coming weeks!

Social Work placement students Merlinda and Kayla assisted with the weekly free lunch program at the St. Paul's United Church in addition to providing individuals with assistance in completing applications for housing, income support and food security. From November to December, the students are conducting a youth survey at the Courtice Library to engage students in the library services and programs.

Programs and Outreach



On October 23rd, all CLMA locations hosted Customer Appreciation Day from 1:00 pm-6:00 pm to celebrate our dedicate CLMA users with refreshments, prizes, and activities. Customers were treated to cupcakes while taking turns to spin the prize wheel to receive CLMA merchandise. Each location featured a different activity station, including STEM toys, Giant Jenga, polaroid photo stations, and Giant Connect 4.



Above left: CEO M. Machacek and staff member Nikki at the Bowmanville Library and at right: Board member Donald McKenzie at the Orono Library.

CLMA attended many outreach events in October and November including:

- Orono BIA Pumpkin Walk
- School visits
- Good Neighbours visits to retirement residences

October programming reported a total of 1,916 attendees at 134 programs. Highlights include:

- 100 attendees at Islamic History Month Storytime
- 44 attendees at Celebrate Clarington Culture: Islamic History Month
- 40 attendees at the Hallowe'en Hoot n' Howl



On October 3rd CLMA hosted the first “Celebrating Courtice History” Day at the Courtice Complex in partnership with the Municipality’s 55+ Older Adult Program, the Courtice Vintage Group, and the Courtice Rotary Club.

Highlights included a speaker’s panel, many historic displays depicting Courtice heritage and a special welcome message from Mayor Adrian Foster (image at left).

There was a near capacity attendance for the following programs:

- Learn to Knit (returning after the pandemic)
- Kindergarten Readiness (8-week series to help prepare pre-K children)

In addition, a Mobile ID and Benefits Access Hub, held in partnership with the Social Services Department of Durham Region and Services Canada provided assistance to 23 people with their government ID and benefits

December Program Guide

CLMA launched the December edition of the In the Know program guide on November 13, highlighting programs and services happening at CLMA this holiday season. The guide can be viewed online at cplma.ca/guide or picked up at an CLMA location, and was featured in CLMA’s bi-weekly [eNewsletter](#).

Project Outcome

Program evaluation is now under way utilizing the platform Project Outcome and our own [MS form on our website](#). The evaluation system will ensure our programs and events are fun, inspirational, educational and culturally diverse, and will help to guide the direction of future CLMA programs. To date there have been 60 feedback surveys received with a 90% positive response rate.

Public Service

Counting Week

The annual Counting Week was held during the week of November 18 – 24, which tracks library activities throughout the week, in compliance with the Ministry of Heritage, Sport, Tourism, and Culture. Counting Week is a mandatory requirement for all Ontario Public Libraries that receive the Ministry of Heritage, Sport, Tourism and Culture's annual Public Library Operating Grant (PLOG). The information collected during Counting Week is used to complete the 2024 Annual Survey of Public Libraries, which will be posted on the Ministry's website.

During Counting Week, customers are encouraged to show their support by attending programs, borrowing items, dropping in for study space, downloading an eBook or eMagazine, streaming a movie or TV show, accessing an eResource, contacting staff with a question, or following CLMA on social media.

Collections

The 12 Days of Reading

In early November, customers registered online to receive a special holiday book bundle!

Each bundle of 12 wrapped books includes holiday, winter, and fun children's books that families can pick up at the beginning of December to unwrap and enjoy together during the holiday season.



New Interlibrary Loan Software

On November 12th, Resource Sharing for Groups (RS4G) was introduced by the Ontario Library Service as the new software for Ontario libraries to search, request, and fulfill Interlibrary Loan requests.

RS4G is connected to CLMA's ILS, provides full bibliographic information for searched items, displays item images, and lists all library systems where an item is held, allowing staff and patrons to make requests quickly and easily.

Information Technology

Square Point-of-Sale System

On November 1st, the Square Point-of-Sale (POS) System was rolled out to five locations, as well as a terminal to be used at outreach events. Square is a modern and

user-friendly POS system that allows CLMA to provide a staff and user-friendly service and will assist in streamlining payment processes.

Security Gate Removal

CLMA will be removing security gates from the Bowmanville, Courtice, and Newcastle locations. The removal of security gates in libraries is a growing trend across North America. Many libraries have either removed or decided to not install gates in new builds and the response has been positive and there is very little correlation between the gates and the rates of stolen materials. Removing security gates has been found to create more welcoming environments and reducing barriers to use of space.

In early December, the first set of gates will be removed in Bowmanville followed by Courtice and Newcastle in the new year. Foot traffic counters purchased will be installed to replace the technology that the gates provided for recording visitors.

Customers and Staff Comments

- (October 22) A customer posted a five-star review of the Bowmanville Library on Google, writing "I love our library and our librarians"
- (November 2) A customer posted a five-star review of the Bowmanville Library on Google, writing "I always find the library staff incredibly helpful and well-informed about whatever I inquire about."

Report Submitted by:
Monika Machacek, Chief Executive Officer
November 28, 2024