GREY HIGHLANDS
PUBLIC LIBRARY
The place to connect, explore and learn



June 2023 CEO Report

Library Services

Since November of 2022, the Library has remained open one evening a week in Markdale (Thursday - 1:00-8:30 p.m.) and Flesherton (Tuesday - 10:00 a.m. - 8:30 p.m.) with the understanding that standard hours of operation will be re-evaluated in 2023 with community consultation. Meeting rooms are available to the general public and all programs are listed on the Library's website. The Library continues to accept donations and volunteer applications.

The current hours of operation are as follows:

Walter Harris Memorial (Markdale) Branch

Tuesday-Wednesday, Friday: 10:00- 5:30 p.m.
Thursday: 1:00-8:30 p.m.
Saturday: 10:00-3:30 p.m.

Flesherton Branch

Tuesday: 10:00-8:30 p.m.
Wednesday-Friday: 10:00 a.m.- 5:00 p.m.
Saturday: 9:00 a.m.- 2:00 p.m.

Kimberley Branch

Tuesday: 1:00-5:00 p.m.
Thursday: 10:00 a.m.- 2:00 p.m.
Saturday – 10:00 a.m. - 2:00 p.m.

Adult Programming

Probus and Kimberley Community Association (KCA) Partnership Series



Caption: Neil Aitchison laughing while standing at the podium at Kimberley Hall.

On Wednesday, May 10 radio personality Neil Aitchison visited Kimberley Hall, leading an uplifting and humorous conversation about his life, working in the theatre industry in rural Ontario. With over 50 participants, the event was well attended. A full recording is available on the Grey Highlands Cultural Channel.

This program series will continue with an upcoming event on June 14 with Sarah Tacoma, a local herbalist and health coach who crafts small-batch products from herbs she grows or gathers in and around the Beaver Valley. After studying herbalism for well over ten years, Sarah began her product line, Bloem Botanicals in 2020 which took off at the height of the pandemic. Since then, she's offered many workshops and runs a 1-on-1 practice, empowering people to take their health into their own hands, connect with the medicine growing around them, and lessen the burden on the medical system through preventative care. Information about Sarah and the event has been featured in an article on South Grey news, written by John Butler.



Digital Archiving

The Grey Highlands Public Library is pleased to welcome back Digital Archiving. Digital Archiving will be taking place on Tuesday, June 27th and Thursday, July 6th. The program will allow patrons to bring in their old photos and home videos to be digitally preserved. Patrons are encouraged to do the scanning themselves, but staff will be available to offer assistance.

Children's and Teen Programming

Storytime

Throughout May, the Library continued weekly family storytime. The themes included were:

• Flowers: Just in time for Spring, participants made flower necklaces, read stories, and sang songs.

• Mother's Day

• Rain: Staff read books about rain and sang the infamous "Umbrella Song" accompanied by a real umbrella and spray bottle. The kids enjoyed it!

• Pete the Cat: Staff read stories about Pete the Cat, made a groovy Pete the Cat craft, and handed out Pete the Cat “swag” including door ornaments.

• Hat storytime: Participants were encouraged to attend wearing their favourite hats! Staff read about hats and sang a new hat song.



Caption: A child enjoying the rain song while holding an umbrella and patrons making a Pete the Cat craft.

Special Storytime with Carolyn j Morris

On June 3, the Library will be welcoming back local author Carolyn j Morris for a special storytime with real ducklings! This program will be taking place at the Flesherton Library branch for free. Registration is not required.

Looking Forward

Staff have begun planning a full roster of summer programming events, which will be executed with the assistance of a contract student position. Interviews have been taking place and a student will start their employment in early July.

Partnerships and Outreach

Elementary School Class Visits

In May, the Library welcomed two grade 1/2 classes from Macphail Memorial Elementary School visit the Flesherton Library we read a story about Kindness. They are learning about kindness in their classes. Children received their Library cards and were able to take a book out.

On May 16, children's librarian, Michelle Campbell, visited the Osprey school on May and read to 5 classes, three Kindergarten and two grade 1-2 classes. She read a story about visiting the zoo.

High School Class Visits

On Thursday, May 11 students from Grey Highlands Secondary School (GHSS) got a staff-led tour of the Flesherton Library. Staff highlighted the Library's physical and digital collections, provided an overview of the Grey Highlands Cultural Channel, as well as volunteer and co-op opportunitie. Students will be visiting the Library weekly until the end of the school year to choose reading material, navigate resources for assignments, and to have a safe, comfortable space to work.

Hanley Institute Outreach: Pizza & Planning



Caption: Two students completing the Library's Strategic Plan survey at the Hanley Institute in Flesherton.

On Thursday, May 11th from 3:30-5:00 pm the Grey Highlands Public Library hosted a workshop at the Hanley Institute to solicit feedback for the Library's Strategic Plan. Titled "Pizza and Planning", youth from the local schools in the area along with members of the Hanley Institute completed the community survey. Upon completing the survey, participants were offered free pizza and iced tea. High School students were able to get 1-hour of community hours for completing the survey. In addition, volunteer applications were distributed. Overall, there were about 25-30 local youth that participated. Their input is valued as we need the youth's feedback for future programming to help shape our library system.

Special Events and Projects

Spring Café with Merilyn Simonds



Caption: A group of participants watching Merilyn Simonds speak on stage at the Flesherton Kinplex.

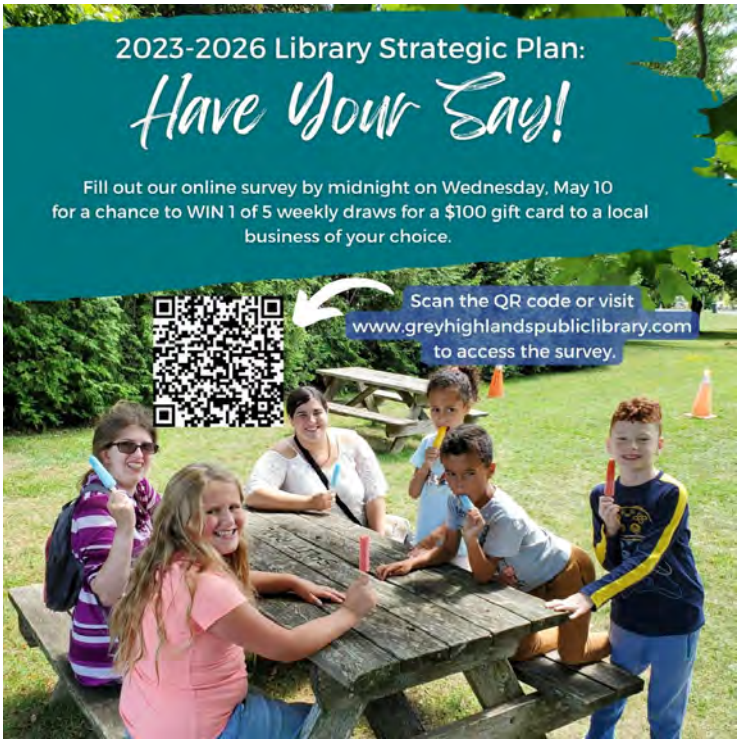
On May 16 the Library hosted its annual Spring Café with award-winning Canadian author Merilyn Simonds, welcoming over 65 attendees. Merilyn led an interactive presentation where
she discussed the true story of Louise de Kiriline Lawrence and delved into the writing process for her book Woman, Watching. The Friends of the Flesherton Library served delicious baked goods and Flesherton's Highland Grounds donated coffee and tea. Staff distributed feedback forms to the audience. Out of 24 respondents, 80% indicated that the event was "fantastic", 100% stated that they "learned a lot", and 100% of participants felt that the event was worth their money. The following are quotes from the feedback received:

"Merilyn was helpful and enthusiastic"
"Not a dull moment"
"It was a compelling and interesting story of a remarkable woman who I've never heard of"
"Excellent speaker - one who was easily able to hold the audiences' attention"



Caption: Author Merilyn Simonds reading from her book Woman, Watching at the Flesherton Kinplex.

Strategic Plan Update



Since the last report, the Library's community survey closed with just shy of 300 responses. On Friday, May 26, CEO Jennifer Murley, Board Chair Stewart Halliday, and Strategic Planning Committee Chair Steve Maloney led a site tour of all 3 physical branches with the TCI & Beth Ross Consulting Team. Next steps will include synthesizing the data collected, updating the strategic priorities, and creating Library values. Additionally, the Library will be closing on Wednesday, June 28 for Staff

Development Day, where staff will undergo training for change management, team building, and setting the foundation for the next four years. This planning project has been generously funded by the Ontario Trillium Foundation.

Friends of the Kimberley Library Bottle Drive Fundraiser



Caption: Friends of the Kimberley Library volunteers organizing bottles that were donated for the Bottle Drive fundraiser at Kimberley Hall.

On Tuesday, May 23 the Friends of the Kimberley Library hosted their first bottle drive fundraiser in the parking lot at Kimberley Hall. While the proceeds have not yet been disclosed, there were a significant amount of donations and all proceeds will be donated back to the Kimberley Library branch.

Huge Plant Sale: Kimberley Public Library



Two local volunteers are hosting a plant sale fundraiser for the Kimberley Public Library Branch on June 3 from 10 am-1pm. To date, plant donations have been received from a new Flesherton business, Pine Valley Greenhouse.

Library Pavilion Update

Valley Homes has finished the construction of the Flesherton and Markdale Library pavilions! More details regarding an official launch and ribbon cutting are to be determined. Funding for the pavilions was generously provided by the Ontario Trillium Foundation, Capstone, and community donations. Appropriate recognition will be permanently installed at each site. Landscaping for Markdale is TBD.



Caption: Pictured is the completed pavilion at the Flesherton Library Branch.



Caption: Pictured is the new Markdale Library Pavilion, located between the parking lot of the Library and the playground at King Edward Park.

Grey Highlands Cultural Channel (GHCC)

Video Production

Staff continue to support community events, in addition to capturing footage of Library programs. During the month of May, the Grey Highlands Cultural Channel uploaded 5 new videos with a total of 95 views. Videos that were uploaded included a Black History Month recap, Honest Reflections with Neil Aitchison, Spring Café with Merilyn Simonds, Feed Your Brain with Elena Usdenski, and Happy Birthday Agnes MacPhail. In addition, staff started off the month by filming a special video with the South Grey Museum to celebrate Museum Month. Other community events that were captured in May included the RAM Rodeo and the Grey Highlands Firefighters Pancake Breakfast. Videos have been completed for each of these events and are in the rough copy stages.

Looking forward, staff will be filming a special event with Sarah Tacoma of Bloem Botanicals and will be at the Eugenia Gold Rush to capture footage and share information about the Library with the community.

Staff Training and Development

Six Morning Habits of High Performers

On May 24, Library Assistant, Monique Elson, took a course on Linkedin Learning called **Six Morning Habits of High Performers**. The presenter describes approaches for the acronym SAVERS which stands for
Silence
Affirmation
Visualization
Exercise
Reading
Scribing

This course will help Monique when informing youth on strategies they can utilize to improve their daily lives.

AMCTO Parliamentary Procedures

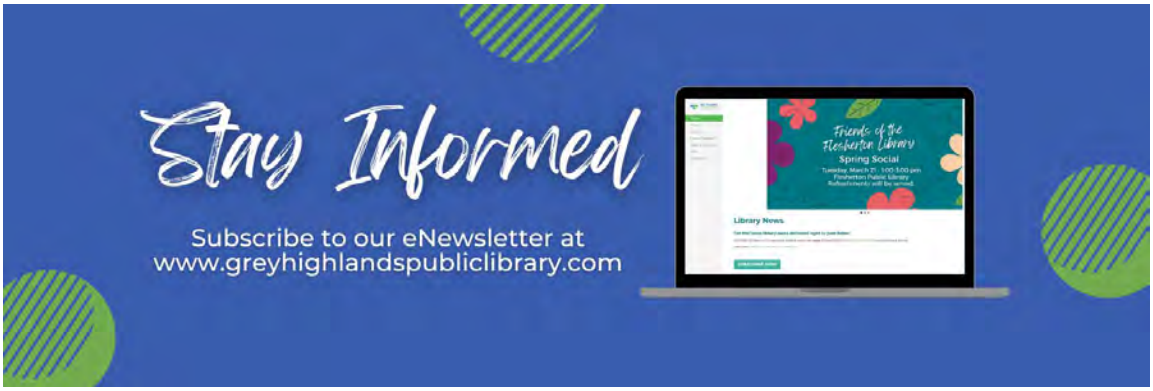
On May 15, CEO Jennifer Murley completed the AMCTO Parliamentary Procedures course with an average of 87%. The knowledge obtained throughout this course will assist in leading effective Board meetings, mentoring related to minutes and records keeping, and an a more wholesome understanding of Council and the Municipal process.

Internet Technology (IT)

IT service migrations to Microsoft 365 continue. Migration of email systems has started and should be completed ahead of schedule. Enhanced security features with Microsoft 365 have already notified us of multiple critical Zero Day exploits affecting applications on installed our systems, allowing us to strengthen our security posture by mitigating these threats in a timely manner.

Communications

E-Newsletter



Staff continue to promote the e-newsletter, encouraging patrons to subscribe for updates. Throughout May, e-newsletter campaigns related to upcoming events and observances, digital resource promotion, and promotion for the Strategic Plan Survey were sent to the Inboxes of over 200 residents. At this time, the Library has 224 subsribers to its monthly enewsletter (6 new contacts since May 9). Residents are encouraged to subscribe on the home page of the website. The Library's Facebook and Twitter cover photos are also set to help encourage more subscriptions.

Website & Social Media Statistics

Website Statistics

Website statistics are healthy, with slight decrease in overall usage.

2023	Jan	Feb	March	April	May
Users	907	1200	1400	1100	1000
Sessions	1300	1500	2000	1600	1400
Page Views	1059	922	1230	1225	1220

Social Media Statistics

Facebook, Instagram, and Twitter statistics are presented differently but are available below. Currently, 87.4% of the Library's Facebook audience identifies as women and Flesherton is the top area accessing the page. 77.5% of the Library's Instagram audience identify as women and similarly, most users are accessing the page from Flesherton. Like the Library's Facebook, a high percentage of the Cultural Channel's Facebook audience identify as women (77.9%), and most people access the page from Flesherton. Throughout May, residents watched 7.5 hours of footage on the Cultural Channel's YouTube page.

Library Facebook 2023					
Month	**# of New Followers**	**# of Reactions**	**# of Likes & Reactions**	**Link Clicks**	
January	29	449	337	130	
February	17	437	361	243	
March	22	386	315	441	
April	13	516	380	373	
May	15	245	192	158	**Total Followers: 918**

Cultural Channel Facebook 2023					
Month	**# of New Followers**	**# of Reactions**	**# of Likes & Reactions**	**Link Clicks**	
January	2	1	1	0	
February	3	1	1	5	
March	5	14	7	9	
April	2	0	0	2	
May	1	5	4	3	**Total Followers: 399**

Instagram 2023		
Month	**# of New Followers**	
January	25	
February	19	
March	20	
April	12	
May	13	**Total Followers: 750**

Twitter 2023							
Month	**# of New Followers**	**# of Tweets**	**# of Tweet Impressions**	**Profile Visits**	**Mentions**	**Top Tweet**	**Engagement Rate**
January	4	N/A (Not provided at this time).	876	N/A (Not provided at this time).	N/A (Not provided at this time).	Cyber Security Post	2.5%
February	0	21	1243	280	5	Grey County Reads Winter Book Fest	3.9 %
March	0	17	1051	391	3	March Break	1.7%
April	2	30	983	350	2	Lesbian Visibility Day	2.3%
May	0	12	1185	157	1	Strategic Plan Survey	1.6%

Cultural Channel YouTube 2023				
Month	**Views**	**Watch Time**	**Subscribers**	**Top Content**
January	909	19.4 hours	+4	Black History Month Promo (194 views)
February	560	18 hours	+5	2022 Year in Review (92 views)
March	400	9.4 hours	+3	March Break Stuffies Promo (48 views)
April	320	11 hours	+2	Saugeen Conservation: A Primer on Conservation Authorities (17 views)
May	280	7.5 hours	0	Feed Your Brain with Elena Usdenski (28 views)

Collections/Circulation

In May, the Library welcomed 35 new members to the Library. From January 1-May 31 the Library welcomed a total of 226 new members. Staff added 169 items to the physical collection in May and deleted 214 items in accordance with the Library's collection policy. From January 1-May 31 the Library added a total of 882 items to the collection (352 FL; 103 KI; 427 WHML) and removed a total of 318 items.

	FL	**KI**	**MA**	**Total**
New Members (April)	50	2	12	64
New Members (May)	15	1	19	35

Physical Collection Circulation (May 2023)				
Books	724	173	1044	1941
Magazines	13	N/A	13	26
Movies	55	1	92	148
Audiobooks	2	0	11	13
Other (Smartspots, Microfilm, Equipment PLAY Kits, etc.)	18	0	17	35
Total Circulation (By Branch)	830	174	1177	2181
Total Circulation (Jan 1-May 31)	**4516**	**787**	**6344**	**11647**
Physical Collections				
Acquisitions (May)	169			
Acquisitions (Jan 1-May 31)	882			
Deletions (May)	214			
Deletions (Jan 1-May 31)	318			

eBranch

E-Resource	April 2023	May 2023	Jan 1- May 31, 2023	Comments
Ancestry Image and Text Citations	203	26	519	
Kanopy Visits	266	419	2546	Top 3 videos played in May were: 1. Digley & Dazey 2. How the Earth was Made 3. Filmakers for the Prosecution
Kanopy Plays	102	58	661	1753 minutes of video was streamed during May. 19785 minutes of video has been streamed from Jan 1- May 31.
LinkedIn Learning Users (Total)	51	52	52	
LinkedIn Learning Hours Viewed	2.9	52 min	25 hours	
Mango Sessions	1	10	72	
NoveList Select Clicks	19	24	117	
NoveList Select Views	916	1071	5894	
OverDrive eBooks	819	732	4013	
OverDrive Audiobooks	1278	319	1569	
OverDrive Magazines	149	1195	6421	

Local Newspapers				
Users	60	50		
Sessions	110	74		
Page Views	1600	745		
Agnes MacPhail Collection				
Users	99	95		
Sessions	120	123		
Page Views	292	281		
GHPL Collection				
Users	317	467		
Sessions	362	530		
Page Views	1223	1494		