



Committee Report

To: Warden Mitch Twolan
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: July 2, 2020

Re: Programming Report

Staff Recommendation:

The Programming Report is for information.

Background:

As part of the Library's Summer Reading Program through Beanstack, the Museum has contributed two activity badge challenges for children, teens, and families to earn and unlock. The badges are awarded once a story or photograph has been submitted to the Museum's Chronicling Covid Project, or by completing five of nine weekly activity pages celebrating the Museum's 65th Anniversary, between July 1 and August 25. For each badge unlocked an extra ballot is awarded for the Library's monthly draw, encouraging all ages to track their summer reading and participate in community-based challenges and activities.



It's the Bruce County Museum & Cultural Centre's 65th anniversary, and we want you to join us in the celebration!

Throughout July and August, participate in our weekly activity print-outs, found on [our website](#).

Each activity links to a different Municipality in Bruce county. Complete 5 out of the 9 activities to earn the Celebrate 65 badge. Check off the activity pages you have completed.



Screenshot from the Library website of the Celebrate 65 Museum Badge

The social media series, *What's That?* and *Throwback Thursday's* have continued to remain popular among the community, with an increase in average post reach of 50%, while also increasing the average engagement per post from 9% to 10%. Throughout the summer the Museum will continue to develop new interactive series on social media by exploring features such as poll trackers.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

There were interdepartmental consultations with Library to create Beanstack Museum Badges as part of the Summer Reading Program.

Link to Strategic Goals and Elements:

Goal #3 - Find creative new ways to engage our public

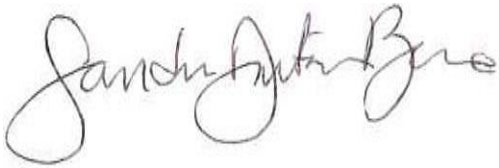
Museum Strategic Plan Alignments:

Strategic Pillar #1 - Forge Partnerships and Relationships

Strategic Pillar #2 - Provide Relevant, Compelling Programming

Strategic Pillar #3 - Create County-Wide Awareness

Written by: Emily Laur, Program Coordinator

Approved by:A handwritten signature in black ink, appearing to read "Sandra Datars Bere". The signature is fluid and cursive, with the first name "Sandra" being the most prominent part.

Sandra Datars Bere
Chief Administrative Officer