Branch Services Report
December, 2018

1. OPERATIONS - UPDATE
   a. **BRUCEWORX:** Skype for Business has allowed the phones at Headquarters to be replaced with headsets. Headquarters staff are no longer tied to a phone number at the Administration offices and can easily be reached wherever they are working. This includes off-site as well since it is connected to their device. It is also now possible for Branch Staff to call an employee at Headquarters directly. We expect the new headsets to facilitate improved communication.

   b. **BRANCH SUPERVISORS' MEETING:** On November 26, a Branch Supervisors' meeting was held which afforded me the opportunity to introduce myself to most of the Supervisors, and to learn more about them and their branches. I'm looking forward to working with such a dedicated team.

   c. **BRUCE COUNTY MUSEUM AND ARCHIVES:** Nicole arranged for me to meet Cathy McGirr from the Museum. She provided an in-depth tour of the Museum space, and we also had the opportunity to discuss how the Library and Museum partner on various programs and initiatives.

2. STAFF TRAINING AND DEVELOPMENT
   a. Nothing to report.

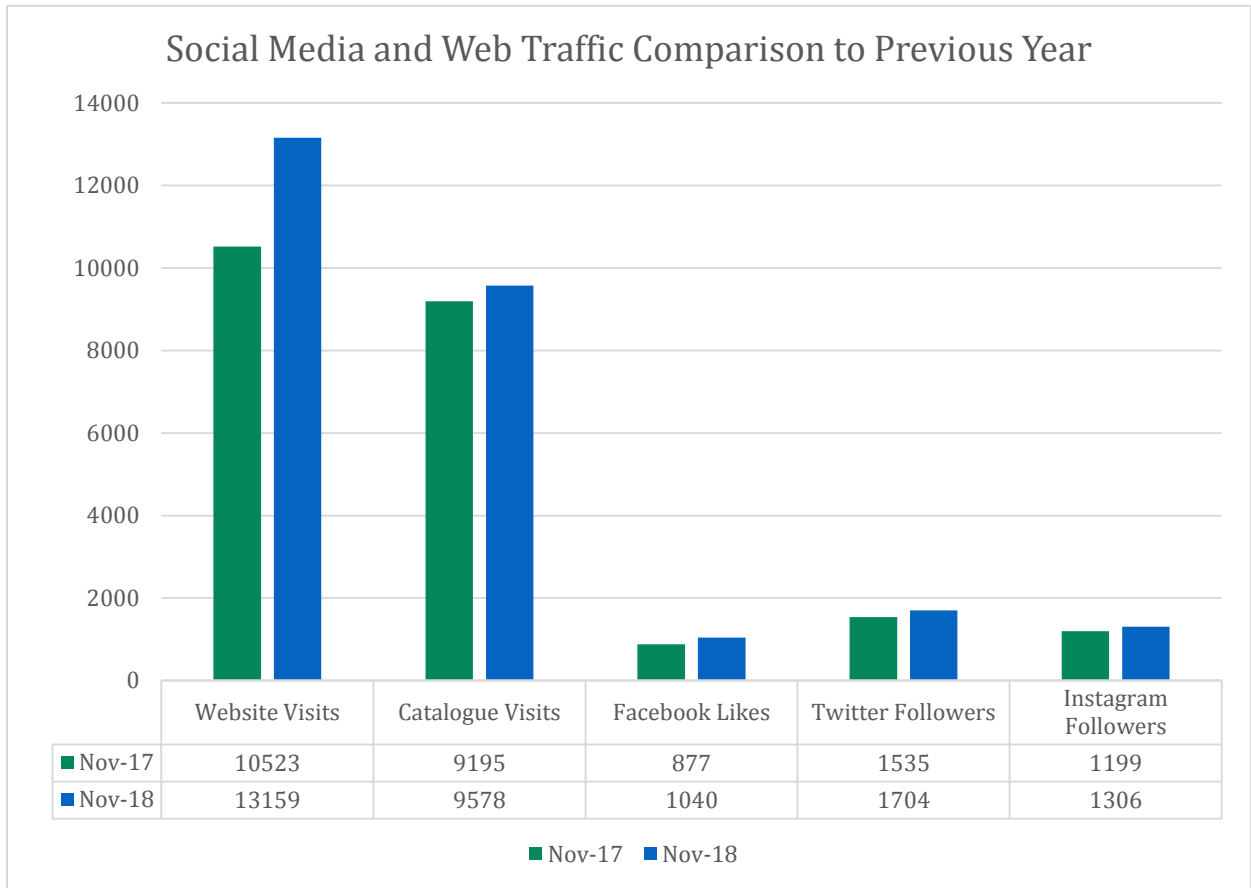3. INTEGRATED LIBRARY SYSTEM (ILS) AND IT SERVICES – Update
   a. **WORKFLOWS UPDATE:** Symphony Workflows is the Integrated Library System used at Bruce County Public Library. November saw all staff computers updated to the newest version of Workflows which eliminated some bugs while adding enhancements to the Circulation and Cataloguing modules. The updates were rolled out smoothly with the assistance of the IT Department.

4. FRIENDS OF THE LIBRARY GROUPS
   a. **PORT ELGIN:** The Port Elgin Friends of the Library group hosted a 110th Anniversary Celebration. Enthusiastic attendance by all ages at this event demonstrates the important place the branch has in its' community. The event was attended by Library Director Nicole Charles as well as former Director Marzio Appoloni.
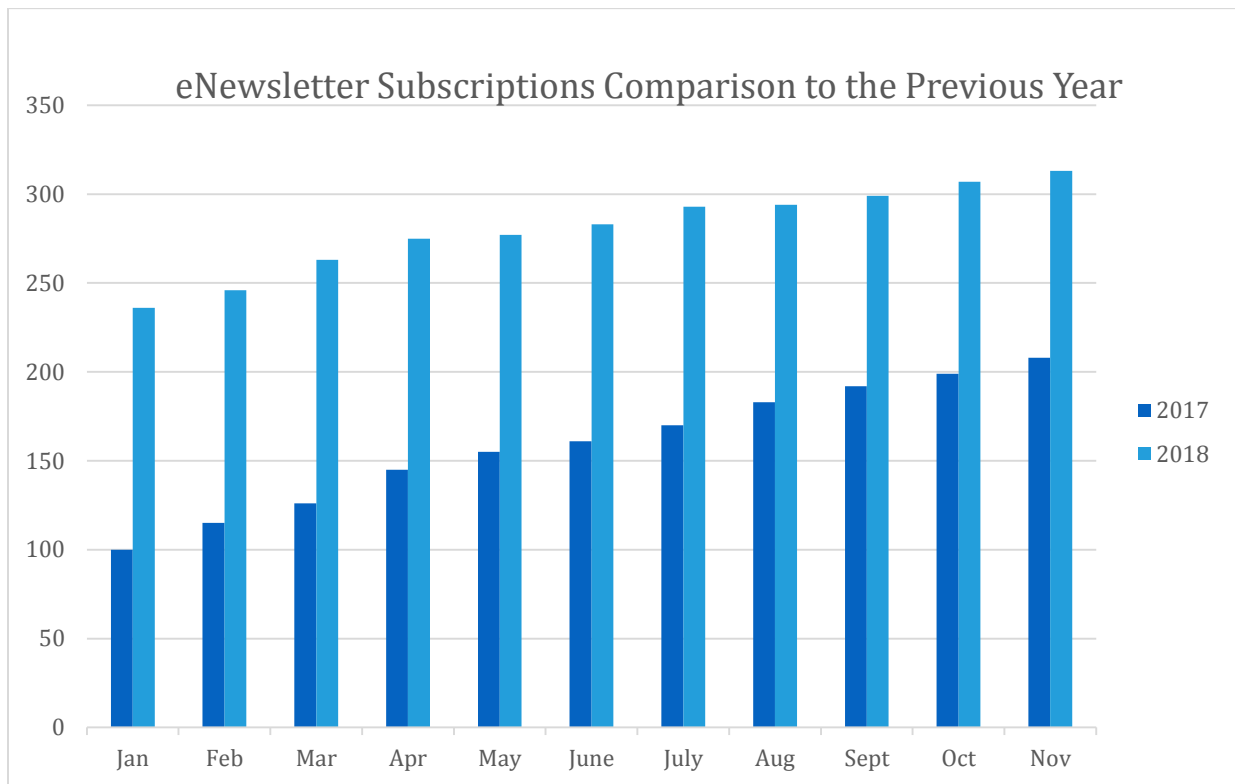
Submitted by Brooke McLean, Assistant Director

5. STATISTICAL REPORTS

    a. Stephen Wood, Communications Coordinator, provides web and social media statistics.

Social Media and Web Traffic Comparison to Previous Year

	Website Visits	Catalogue Visits	Facebook Likes	Twitter Followers	Instagram Followers
Nov-17	10523	9195	877	1535	1199
Nov-18	13159	9578	1040	1704	1306

■ Nov-17 ■ Nov-18
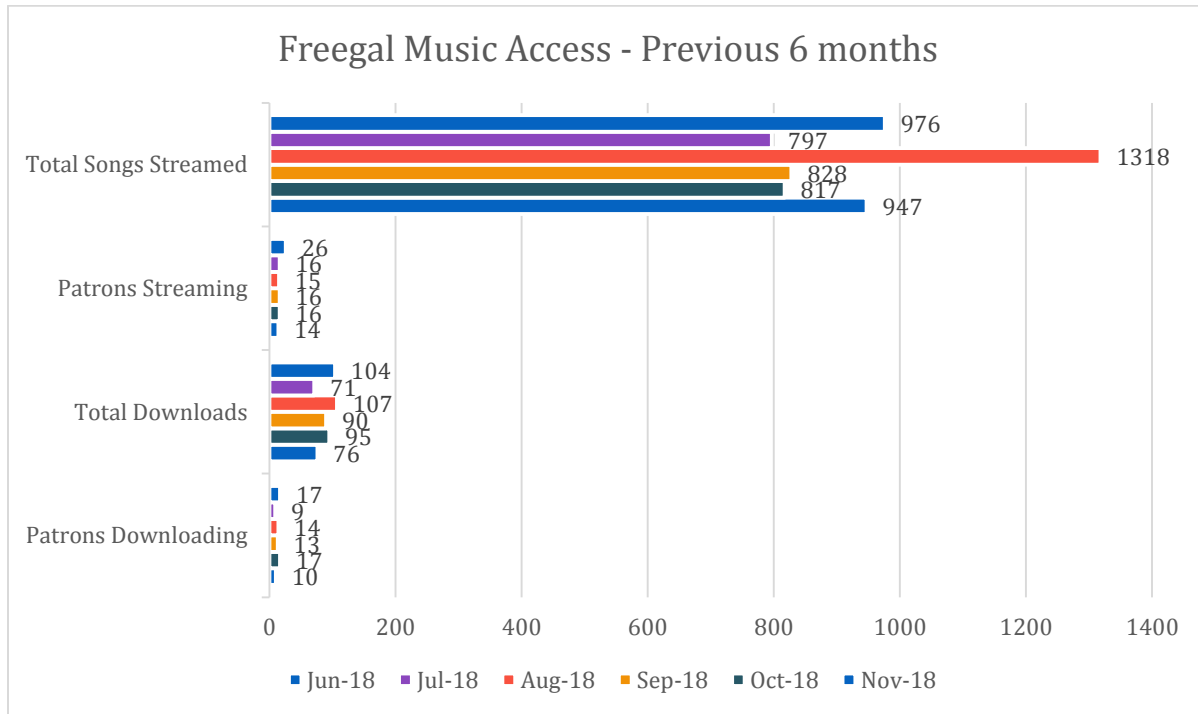
b. Library eNewsletter

Bruce County Public Library sent our inaugural eNewsletter in October 2016. Since then, we have gained a following for learning about programs and services that we offer.

c. FREEGAL

In January 2018, Bruce County Public Library started offering a music streaming/download service called Freegal.
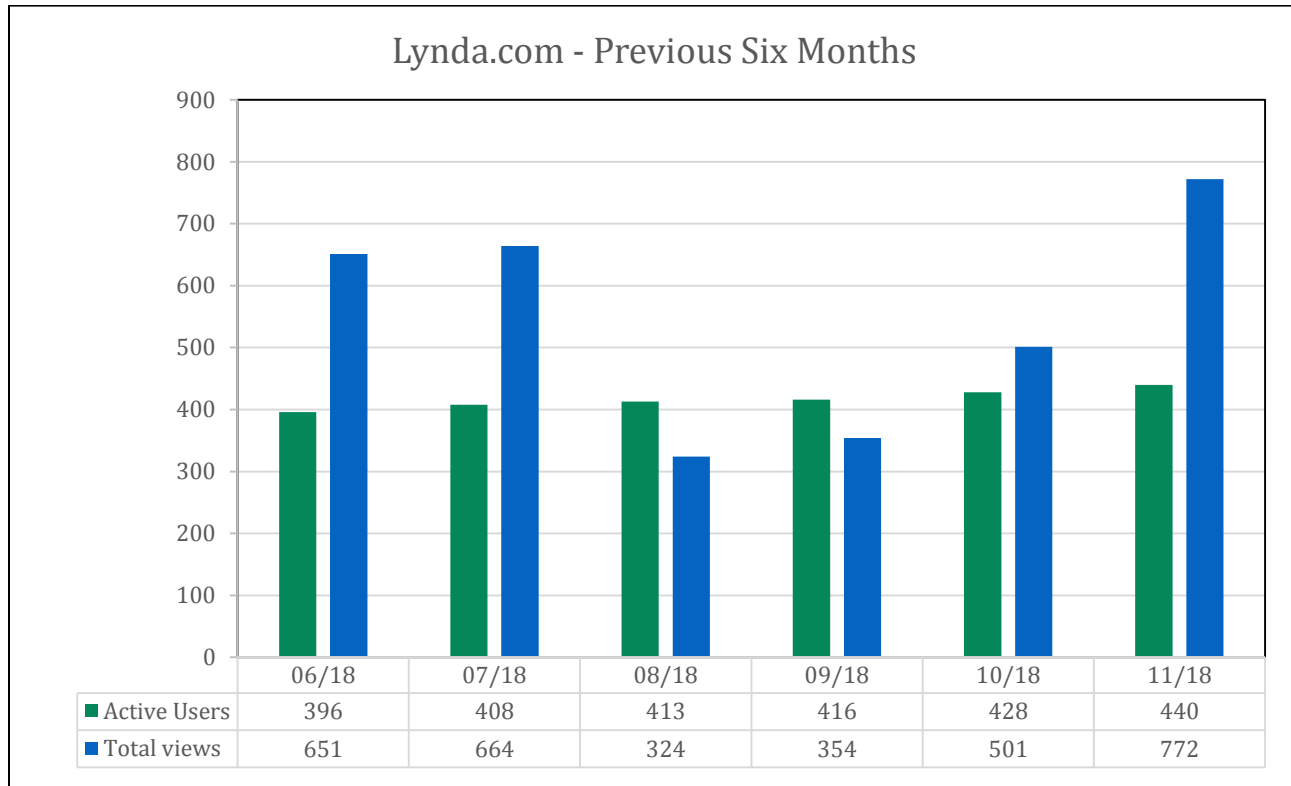

Top 3 Streamed Genres in **November**:
1. Pop – 263 songs streamed
2. Rock – 109 songs streamed
3. Alternative – 100 songs streamed

Top 3 Downloaded Genres in **November**:
1. Pop – 28 songs downloaded
2. Christian – 9 songs downloaded
3. Blues – 6 songs downloaded
3. Classical – 6 songs downloaded

Submitted by Brooke McLean, Assistant Director

d. Lynda.com

Lynda.com is the library's online training database. It offers our members the ability to acquire skills in design, business, photography, and more.

	06/18	07/18	08/18	09/18	10/18	11/18
Active Users	396	408	413	416	428	440
Total views	651	664	324	354	501	772

Lynda.com - Previous Six Months

In **November**, a total of:
- 49 hours of video were viewed
- 2 courses were completed
- 8% of users logged in

Top 5 courses for **November**:
1. Wordpress Essential Training
2. iOS 8: iPhone and iPad Essential Training
3. ZBrush 2018 Essential Training
4. Learning Photoshop Elements 2018
5. Word 2013 Essential Training

e. OVERDRIVE

Bruce County Public Library provides access to eBooks and eAudiobooks through Overdrive.

Overdrive Circulation — eBooks 2018, eAudiobooks 2018