

Operational Update

Successes during a Pandemic

Presented by:
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Susan Bartoletta, Interim CEO



Brampton
Library

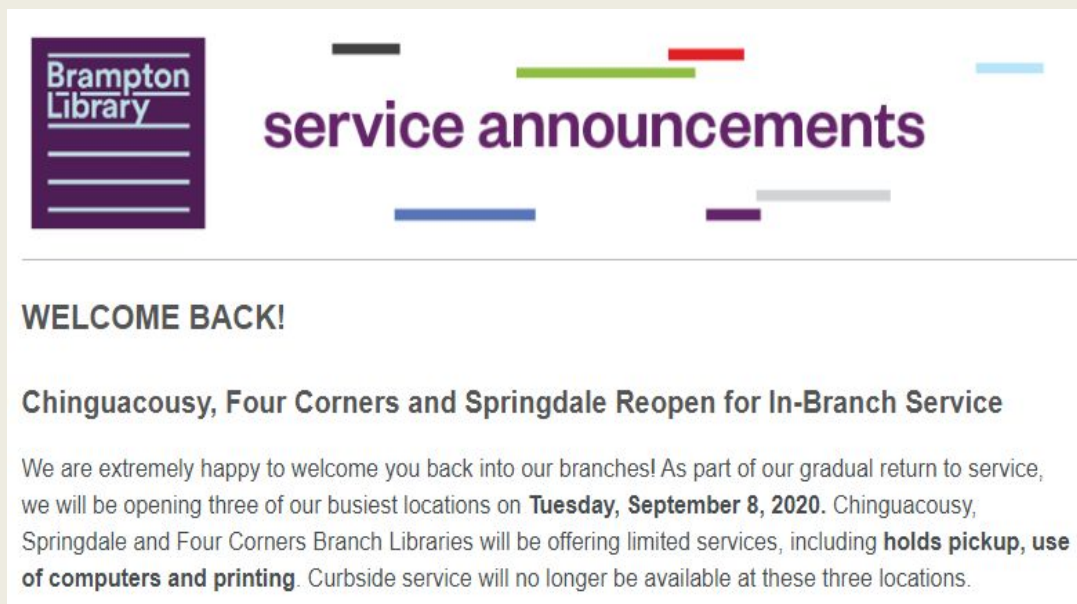
React and Respond



- Closed all library branches on March 16, 2020
- Enhanced and expanded our Digital Library
- Developed a 5 Phase Reopening Plan in May
- Initiated Curbside Pickup Service at 5 branches in July
- Reopened 3 branches limited hours and service in September
- Initiated Curbside pick-up at remaining branches
- Established safety protocols for staff and customers
- Investigated and implemented service enhancements
- Ongoing staff engagement and strategic priorities



Getting the Message Out



WELCOME BACK!

Chinguacousy, Four Corners and Springdale Reopen for In-Branch Service

We are extremely happy to welcome you back into our branches! As part of our gradual return to service, we will be opening three of our busiest locations on **Tuesday, September 8, 2020**. Chinguacousy, Springdale and Four Corners Branch Libraries will be offering limited services, including **holds pickup, use of computers and printing**. Curbside service will no longer be available at these three locations.

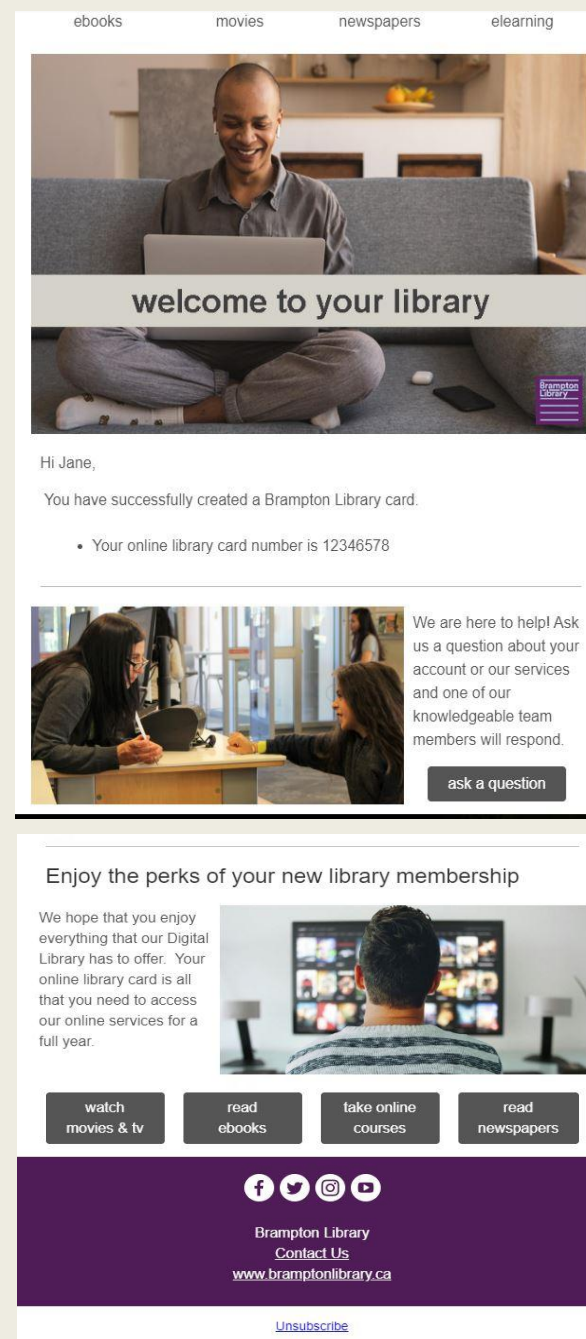
Emails sent to customers

686,792	Total Number of Emails sent to customers via CRM
362,216	Total emails opened by customers (52.7% open rate)
21,338	Total unique click throughs by customers who opened emails (5.9% click rate)

Top clicks by customers:

11,481	Clicks to Digital Library Downloads page
4,234	Clicks to Brampton Library account login page
2,092	Clicks to Brampton Library blog

Welcome email



Expanding our Digital Reach



To access library
services from home,
**get an online
library card!**

Enhanced and Expanded Virtual Programming

inspiring connections

November/December 2020

Now online!

Explore virtual programs for all ages



**Brampton
Library**

Supporting Virtual Learning

Teacher Assistance and STEM Resources

Teacher Pathfinder - highlights the resources teachers will find most helpful for their students and themselves

Virtual Scavenger Hunt resource -- a way for teachers and students to explore Brampton Library's eResources through a self-guided adventure!

LearningExpress Library Canada - a web-based, mobile friendly learning platform that provides secondary school students and adult learners with instant access to a comprehensive collection of test preparation tools, skill-building materials, and career resources

STEM Village - guides students through development paths in science, technology, engineering, and math using fun learning tools, games, and assessments that identify knowledge gaps and direct new learning

Brampton Library - By the Numbers

**MARCH TO
OCTOBER 2020**



287,679

Adult

139,147

Children/Teen
eBooks & eAudio
borrowed

27,486

movies & TV
streamed



67,126

online learning
courses viewed



5,915

new virtual Library
cards registered

168,684

online
newspapers
& magazines
borrowed

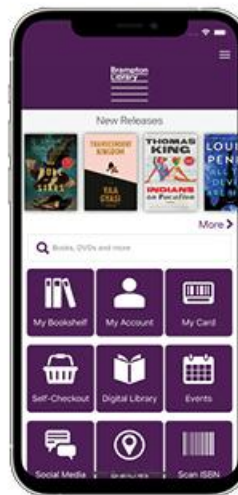


**THANK
YOU**

Development of a Mobile App

It's here!

Browse, borrow
and explore from
anywhere with the
**Brampton Library
Mobile App.**



**Brampton
Library**

Visit **bramptonlibrary.ca** for details.



Fine Free Initiative



On all materials
until **December 31st, 2021!**

From Our Customers on FB, Twitter & Instagram

Response to the reestablishment of ILLO:

“Omg this is so exciting!! I used to use this service quite a bit! So happy to have it back – what great news to receive on your birthday!”

Feedback for the Coffee & Code:

“Awesome group that knows their code inside and out! 🔥 🔥”

Feedback for the Mobile App:

“I downloaded this app when you first advertised it and I love it...it makes my life so much easier - love love love it thank you for doing this I never even knew it was in the works.”

“Downloaded already awesome so happy so excited!”