



Library Board

Meeting Date: March 24, 2015
Submitted by: Lindsay Brock, Acting County Librarian/CEO
Subject: Family Day 2015

BACKGROUND:

Ten branches of Middlesex County Library were open on Family Day (February 16 2015). Ailsa Craig, Dorchester, Glencoe, Ilderton, Lucan, Mt Brydges, and Thorndale were open 10am-2pm; Komoka was open 10am-3pm to coincide with other activities in the Wellness Centre complex; Parkhill was open 10am-4pm (their regular Monday hours); and Strathroy was open 10am-5pm. All branches ran a storytime at 10:30am, offered literacy based activities, provided refreshments for visitors, and held a door prize contest.

As always, we heavily promoted the fact that the majority of our branches were open on this holiday. We did so through newspaper ads in all County papers, press releases, radio ads on MyFM Strathroy, Twitter and Facebook posts, information on the library website, and in-branch posters. Staffing levels were set at 2 adult staff for Enhanced Branches, and the regular staffing model at the Comprehensive Branches, with student assistants scheduled on an as-needed basis.

ANALYSIS:

Branch	2015 Traffic	2015 Circulation	2014 Traffic	2014 Circulation	2013 Traffic	2013 Circulation
Ailsa Craig	31	34	44	86	21	15
Dorchester	30	31	59	64	45	89
Glencoe	50	64	190	103	55	103
Ilderton	36	67	13	9	26	14
Komoka	575	218	500	143	196	122
Lucan	51	48	52	88	63	63
Mt Brydges	71	30	32	13	56	40
Parkhill	83	129	26	49	23	20
Strathroy	220	308	216	283	275	429
Thorndale	13	8	15	29	22	46
Totals	1160	937	1147	867	782	941

Between January 27 (Family Literacy Day) and February 16 (Family Day), all branches participated in our “21 Days of Family Fun” program. Staff created a calendar which listed different literacy and numeracy activities that families could complete together. Completing the calendar gave people an additional ballot for the family prize pack.

The program was well received by patrons – some branches experienced greater traffic levels than others, and this impacted the success of the program. However, all branches were able to offer programming to encourage visitors to make literacy a priority. Storytimes were well attended, and were appreciated by those parents and caregivers who are not able to attend the regular weekly storytimes due to their work schedules. With so many businesses and facilities closed for the holiday, the library was a destination for families looking to fill their day.

RECOMMENDATION:

That Family Day programming at Middlesex County Library remain a priority in 2016, with branch open hours and staffing levels based on the 2015 model.