

September 5, 2024
Maxville Branch

TD Summer Reading Club



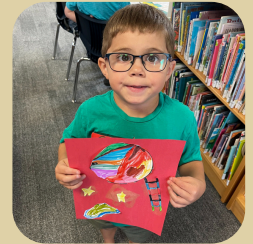
395 Registrants



2500 Ballots Earned

TD Summer Reading Club (TD SRC) is Canada's biggest, bilingual summer reading program for kids of all ages, all interests, and all abilities. Summer coordinators Madisson and Quinn returned this year to facilitate the program. Themes explored this year were dinosaurs and space, a highlight was a visit from dinosaur expert Tim Jefferies!

- Free 7 week program delivered by more than 2,000 libraries across Canada.
- Celebrates Canadian authors, illustrators and stories.
- The coordinators led the reading club programs at all fifteen (15) branches, providing stories, themed crafts and activities for children.



SDG Library Continues Community Outreach

SDG Library has been "popping up" at community events across the Counties of SDG. It was a fantastic opportunity to engage with a wider audience to introduce the library and promote the resources available at their local branch.



Attended twenty-four (24) community outreach events this year so far



The SDG Library team had over 2,700 interactions with community members across these events



BiblioEmail Offers Insight to Patron Preferences

- BiblioEmail was purchased in the late Fall of 2023, but first implemented in the Spring of 2024.
- It serves as an email marketing software that is personalized, automated, and integrated.
- With **BiblioEmail**, SDG Library staff can use existing content from **BiblioWeb**, **BiblioEvents**, and **BiblioCore** to send patrons email newsletters filled with visually rich content, tailored to their interests.
- When subscribing to BiblioEmail, a series of questions are asked to better tailor the content to your preferences.



809 Patrons registered as of August 20, 2024



Following books there is an increased interest in audiobooks, movies and TV



Patrons prefer hearing about authors and guest speakers

Next Meeting: October 24, 2024 | 5pm at Williamstown Branch