

**AGENDA**

**OXFORD COUNTY LIBRARY BOARD  
BOARD MEETING**

**Tuesday, January 20, 2026, 3:30 p.m.**

**21 Reeve Street, Woodstock**

**Recording will be available at <https://www.youtube.com/@oxfordcountyonario>**

- 1. CALL TO ORDER**
- 2. APPROVAL OF AGENDA**
- 3. DISCLOSURES OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
- 4. ADOPTION OF BOARD MINUTES OF PREVIOUS MEETING**
  - 4.1 November 18, 2025
- 5. DELEGATIONS AND PRESENTATIONS AND CONSIDERATION THEREOF**
- 6. CONSIDERATION OF CORRESPONDENCE**
- 7. REPORTS**
  - 7.1 2026-01 Key Agenda Items and Policy Review Framework  
RECOMMENDATION
    1. That the Library Board receives verbal Report 2026-01, Key Agenda Items and Policy Review Update for information and discussion.
  - 7.2 2026-02 Librarian Report  
RECOMMENDATION
    1. That the Library Board receives Report 2026-02, Librarian Report, for information and discussion.
  - 7.3 2026-03 Customer Engagement and Email Marketing  
RECOMMENDATION
    1. That the Library Board accept Report 2026-03, Customer Engagement and Email Marketing Update, for information and discussion.
- 8. UNFINISHED BUSINESS**

**9. NOTICE OF MOTIONS**

**10. ENQUIRIES**

**11. CLOSED SESSION**

11.1 To consider a verbal report by the CEO/Chief Librarian regarding a position, plan, procedure, criteria or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.

**12. CONSIDERATION OF MATTERS ARISING FROM CLOSED SESSION**

**13. ADJOURNMENT**

## OXFORD COUNTY LIBRARY BOARD MEETING MINUTES

**Tuesday, November 18, 2025**

Members Present: Vice Chair Laura Langford  
Deputy Warden Brian Petrie  
Councilor David Mayberry  
Katherine Grieve  
Cynthia Lacroix

Members Absent: Chair Julia Harris  
Megan Blair

Staff Present: A. Smith, Director of Human Resources and Corporate Services  
L.M. Williams, CEO / Chief Librarian  
O. O'Reilly, Manager of Financial Services  
K. DeWeerd, Administrative Assistant

### 1. CALL TO ORDER

Oxford County Library meets in regular session on this Eighteenth Day of November 2025 in Room 222, Oxford County Administration Building, Woodstock at 3:30 p.m. with Vice Chair Laura Langford as Chair.

#### RESOLUTION 1

Moved by: Brian Petrie

Seconded by: David Mayberry

That the Library Board excuse Megan Blair's absence at 3 Board Meetings due to work commitments and maintain her position as a Board Member.

DISPOSITION: Motion Carried

### 2. APPROVAL OF AGENDA

#### RESOLUTION 2

Moved By: David Mayberry

Seconded By: Cynthia Lacroix

Resolved that the agenda be approved.

DISPOSITION: Motion Carried

### 3. DISCLOSURES OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF

NIL



#### **4. ADOPTION OF BOARD MINUTES OF PREVIOUS MEETING**

##### RESOLUTION 3

Moved By: Cythia Lacroix  
Seconded By: Katherine Grieve

Resolved that the Library Board minutes of October 21, 2025, be adopted as amended.

DISPOSITION: Motion Carried

#### **5. DELEGATIONS. PRESENTATIONS AND CONSIDERATION THEREOF**

NIL

#### **6. CONSIDERATION OF CORRESPONDENCE**

NIL

#### **7. REPORTS**

##### 7.1. 2025-35 Key Agenda Items and Policy Review Update (verbal report)

##### RESOLUTION 4

Moved By: Brian Petrie  
Seconded By: David Mayberry

That the Library Board receives verbal Report 2025-35, Key Agenda Items and Policy Review Update for information and discussion.

DISPOSITION: Motion Carried

##### 7.2. 2025-36 Librarian Report

##### RESOLUTION 5

Moved By: Cynthia Lacroix  
Seconded By: Brian Petrie

That the Library Board receives Report 2025-36, Librarian Report, for information and discussion.

DISPOSITION: Motion Carried

##### 7.3. 2025-37 Update to 2025 Library Business Plan and Budget

##### RESOLUTION 6

Moved By: Cynthia Lacroix  
Seconded By: David Mayberry

That the Library Board receives Report 2025-37, entitled “2026 Library Business Plan and Budget Update” for information.

DISPOSITION: Motion Carried

7.4. 2025-38 Library Board Evaluation

RESOLUTION 7

Moved By: Brian Petrie

Seconded By: Cynthia Lacroix

1. That the Library Board receives Report 2025-38 to initiate the 2025 Board evaluation process and set the Board Evaluation Form submission due date of no later than December 31, 2025.

DISPOSITION: Motion Carried.

**8. UNFINISHED BUSINESS**

NIL

**9. MOTIONS**

NIL

**10. NEW BUSINESS**

NIL

**11. ENQUIRIES**

NIL

**12. CLOSED SESSION**

RESOLUTION 8

Moved By: David Mayberry

Seconded By: Brian Petrie

1. That Board rise and go into a Closed Session to consider Verbal Report from the CEO/Chief Librarian regarding personal matters about an identifiable individual, including County or local board employees and the security of the property of the County or local board.

DISPOSITION: Motion Carried at 4:27 p.m.

12.1 Verbal Report by CEO / Chief Librarian

RESOLUTION 9

Moved By: David Mayberry

Seconded By: Brian Petrie

1. That the Library Board reconvenes in Open Session

DISPOSITION: Motion Carried at 4:30 p.m.

RESOLUTION 10

Moved By: David Mayberry  
Seconded By: Cynthia Lacroix

1. That Laura Langford be appointed Chair of the Oxford County Library;
2. And further that Brian Petrie be appointed Vice Chair of the Oxford County Library.

DISPOSITION: Motion Carried

### **13. ADJOURNMENT**

#### RESOLUTION 11

Moved By: Brian Petrie  
Seconded By: David Mayberry

Resolved that the Board meeting of October 21, 2025, be adjourned at 4:33 pm. until the next meeting scheduled for January 20, 2026, at 3:30 p.m. at the Oxford County Administrative Building.

DISPOSITION: Motion Carried at 4:33 p.m.

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Laura Langford, CHAIR

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Kathy DeWeerd, SECRETARY



### Oxford County Library Board - Key Agenda Items 2026

Agenda items	Jan	Feb	Apr	May	Jun	Jul	Sep	Oct	Nov	Notes
2025 Board Evaluation		X								Yearly Agenda Item
2025 Year End Statistics			X							Yearly Agenda Item
Librarian's Report and Monthly Statistics	X	X	X	X	X		X	X	X	Regular Agenda Item
Quarterly Metrics		Q4 (24)		Q1			Q2		Q3	Regular Agenda Item
2026 Business Plan and Budget Update				Q1			Q2		Q3	Regular Agenda Item
2025 Financial Audit					X					Yearly Agenda Item
2027 Business Plan								X		2027 Planning
2027 Budget								X		2027 Planning
CEO/Chief Librarian Performance Goals									X	Yearly Agenda Item
2027 Board Meeting Dates and Library Closures									X	Yearly Agenda Item
2022-2026 Library Board Legacy Document								X		4 Year Document



## REPORT TO LIBRARY BOARD

# Librarian Report

**To:** Oxford County Library Board

**From:** CEO / Chief Librarian

## RECOMMENDATION

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1. That the Library Board receives Report 2026-02, Librarian Report, for information and discussion.

## REPORT HIGHLIGHTS

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- This report highlights the monthly usage statistics, quarterly statistics; as well as further information regarding library service.

## IMPLEMENTATION POINTS

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### Financial Impact

There is no financial impact beyond what has already been approved in the current year's operating budget.

### Communications




Library staff regularly use e-blasts, social media, in branch signage, and other sources for the promotion of library services and programs. Some programs are given further consideration, utilizing social media boosts, print ads, and news releases with the assistance of Strategic Communications and Engagement.

Library statistics gathered for this document are utilized to present the yearly Community Report Card statistics.

**2024-2028 LIBRARY STRATEGIC PLAN**

Oxford County Library Board approved the **2024-2028 Library Strategic Plan** on February 20, 2024. The Plan outlines three key goals to advance the Library’s vision to “Connect, discover, share, become.” These goals are: (1) *Sustain service excellence*, (2) *Grow engagement and member relationships*, and (3) *Innovate access to service*.

The recommendation in this report supports the following strategic goals.  
**Strategic Goals and Strategies**

GOAL 1	GOAL 2	GOAL 3
 <p align="center"><b>Sustain service excellence</b></p>	 <p align="center"><b>Grow engagement and member relationships</b></p>	 <p align="center"><b>Innovate access to service</b></p>
<p><b>Strategy 1.1</b> – Develop and implement a long-term facilities plan to meet changing demands and create enjoyable and dynamic spaces for our communities.</p> <p><b>Strategy 1.2</b> – Develop and implement a referral framework to ensure that customers with diverse needs are referred to program and service supports provided by the most appropriate community organizations.</p> <p><b>Strategy 1.3</b> – Develop and implement a strategic approach to attract, retain and develop employees and volunteers to enhance and sustain OCL service excellence.</p>	<p><b>Strategy 2.1</b> – Create and implement a Communications Strategy to build OCL’s brand awareness and service offerings in the community.</p> <p><b>Strategy 2.2</b> – Develop and implement a Patron Management and Growth Plan to increase usership and community engagement with library programs, services and spaces.</p> <p><b>Strategy 2.3</b> – Plan and implement the expansion of non-traditional services to include more digital resources, access to technology and unique collections.</p>	<p><b>Strategy 3.1</b> – Plan, design, and implant a Programs and Services Accessibility Strategy to make OCL inclusive and accessible to all residents.</p> <p><b>Strategy 3.2</b> – Expand the availability of self-service options and introduce more technology to increase access.</p> <p><b>Strategy 3.3</b> – Expand the Ox on the Run program to increase library access in communities without branches and to meet residents where they are to drive engagement.</p>

See: [Oxford County Library 2024-2028 Strategic Plan](#)

**DISCUSSION**

**CEO / Chief Librarian**

- November 25 – ARUPLO Executive Team
- November 28 – HRNOL Meeting w/ Presentation by Williams HR Law
- December 5 – ARUPLO Meeting

**Report 2026-02**  
**Human Resources & Corporate Services**  
**Board Date: January 20, 2026**

- December 12 – Ontario Library Consortium – Product Demos
- December 18 – Media Interview – Oxford Today
- January 12 – Media Interview – Rogers TV
- January 13 – Meeting w/ SWOX CAO
- January 19 – Meeting w/ Tillsonburg Development Commissioner

**Monthly Statistics**

**Branch Attendance**

December 2025 included two unexpected snow days (Dec. 10 and 11). These unexpected closures impacted the total December attendance for the month.

Branches of note in December include:

- Brownsville – 43%
- Burgessville – 25%
- Tavistock – 32%

% Total Change	December	Year to Date
<b>Total Branch Attendance</b>	-6%	-3.7%

**Computer Use**

Computer and wireless usage for the year declined in most branches overall by 14.8%. IT staff are working on a larger scale computer replacement and standardization project that will hopefully bring all Library public computers up to a standard level in 2026. Staff will continue to monitor computer usage and report on the update project.

Wireless statistical reports failed in November and December. With this in mind, the total wireless usage for each month is based on an average of the previous months.

Library staff continue to work with our IT partners to upgrade and reposition wireless equipment in branches to obtain better connectivity.

% Total Change	December	Year to Date
<b>Total Computer Use</b>	-8%%	-14%
<b>Total Wireless Use</b>	21%*	-15%

**Report 2026-02**  
**Human Resources & Corporate Services**  
**Board Date: January 20, 2026**

<b>Total Use Overall</b>	11.1%*	-14.8%
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### Physical Circulation

Physical circulation declined in 2025 after several years of high usage.

Library staff will continue to explore marketing of our physical collections, as well as adding to our Library of Things.

% Total Change	December	Year to Date
<b>Total Physical Circulation</b>	-8%	-5%

### Digital Circulation

Digital circulation remained relatively stable in 2025, with a minor 2% decrease in overall usage in December or 315 few items borrowed / streamed during the month.

eBooks saw a slight decrease in usage in December of less than 1%, while eAudio continued to remain positive at a 6% increase.

% Total Change	December	Year to Date
<b>Total Digital Circulation</b>	-2%	0%

### Community Outreach

#### Ox on the Run

Ox on the run started a regular stop at the Foldens Community Hall in January. Currently the service offers 5 regular community stops including:

- Beachville
- Drumbo
- Foldens
- Hickson
- Kintore

**Report 2026-02**  
**Human Resources & Corporate Services**  
**Board Date: January 20, 2026**

In January, Ox on the run will also be hosting their popular Make & Mingle Adult Craft Night at the Beachville Museum and a free PA day Skate in Tavistock.

A full calendar of both public and partner stops has been included as Attachment 2.

### **Bundles of Joy**

The Bundles of Joy program has recently welcomed all existing waitlisted families to the program, bringing the number of participating families to 25. Service delivery dates are included in the full Ox on the Run calendar (Attachment 2).

### **Collections and Technology**

#### **New Book Club Set Reservation tool**

In December the Library launched a new book club reservation tool powered by Mugo Library. The new tool allows customers to easily view availability, reserve book club sets and manage their advanced bookings easily from home.

Staff are also currently exploring use of the tool for internal equipment loan potential, including our programming tech toy collection, and other technology.

### **Branches and Programming**

#### **January 2 Branch Planning Day**

Branches were closed January 2 to host their annual planning day. Ingersoll and Tillsonburg branches met with their teams individually to discuss programs and services for 2026. Northern and Southern Rural Branch teams met together as well to plan the year ahead.

#### **Santa Ron @ OCL**

Throughout November and December branches hosted a very special guest – Santa Ron. This year branches saw record attendance for the event with Embro Branch hosting 81 children and caregivers for their event – which meant staff had to think quickly on their feet to move the event to the large space within the building.

Santa Ron's visits have become a holiday tradition at OCL.



[Santa and Mrs. Clause at the Plattsville Branch]

### **Village & Regional Branch Updates**

*Princeton Branch* will be updating hours as of March 2026 in response to customer feedback. Staff noted that parents of young children and local home daycare providers have requested morning hours and storytime programming.

*Harrington Branch* hosted 27 children from the local nature school and community for an Outdoor Ice Ornament program. Families were encouraged to decorate their yards, trees and bushes for the holiday season.

### **Tillsonburg Branch Updates**

The branch hosted a local Beaver Scouts group of 16 students for a S.T.E.A.M. and literacy program in December.

Digital Literacy and Local History Technician hosted 35 people at the Norwich Museum's Lunch and Learn session on December 10.

Tillsonburg's Sip N' Stitch group made a large donation of hand-made items to DASO and a variety of long-term care facilities in Tillsonburg.

To view our Program Calendar, go to:

<https://engagedpatrons.org/EventsCalendar.cfm?SiteID=2048>

## **CONCLUSIONS**

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Library Staff continue to work toward continued service excellence through community outreach; collections and technologies; and branch services and programs.

## **SIGNATURES**

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### **Departmental approval:**

Original signed by

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Lisa Marie Williams  
 CEO/Chief Librarian

## **ATTACHMENTS**

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Attachment 1 Monthly Statistics  
 Attachment 2 Ox on the Run Schedule



### Branch Attendance 2025

BRANCH	HOURS / WEEK	YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	TOTAL
BROWNSVILLE	*13	2024	154	190	90	271	236	363	395	238	211	238	239	118	2,743	2,743
	13	2025	179	191	195	176	166	268	236	212	287	244	226	169	2549	2,549
	% Change			16%	1%	117%	-35%	-30%	-26%	-40%	-11%	36%	3%	-5%	43%	-7%
BURGESSVILLE	*16	2024	264	360	442	359	370	414	481	478	359	443	425	265	4,660	4,660
	16	2025	365	319	355	261	371	343	428	423	314	395	357	332	4263	4,263
	% Change			38%	-11%	-20%	-27%	0%	-17%	-11%	-12%	-13%	-11%	-16%	25%	-9%
EMBRO	*13	2024	154	145	147	119	176	138	274	242	134	175	207	87	1,998	1,998
	13	2025	132	138	167	199	155	142	393	201	169	180	232	91	2199	2,199
	% Change			-14%	-5%	14%	67%	-12%	3%	43%	-17%	26%	3%	12%	5%	10%
HARRINGTON	*13	2024	133	136	113	164	174	94	121	105	126	233	339	134	1,872	1,872
	13	2025	147	121	112	179	194	149	177	172	123	155	175	60	1,764	1,764
	% Change			11%	-11%	-1%	9%	11%	59%	46%	64%	-2%	-33%	-48%	-55%	-6%
INGERSOLL	51.5	2024	4,634	4,411	5,637	5,510	3,582	4,700	6,063	5,623	4,119	5,090	4,776	3,366	57,511	57,511
	51.5	2025	4,135	3,954	5,648	4,663	4,434	5,035	6,535	5,944	5,811	5,255	4,171	3,138	58,723	58,723
	% Change			-11%	-10%	0%	-15%	24%	7%	8%	6%	41%	3%	-13%	-7%	2%
INNERKIP	*16	2024	327	337	390	395	338	417	492	481	393	488	492	200	4,750	4,750
	16	2025	403	432	440	543	427	388	564	448	397	417	331	211	5,001	5,001
	% Change			23%	28%	13%	37%	26%	-7%	15%	-7%	1%	-15%	-33%	6%	5%
MOUNT ELGIN	*13	2024	126	148	142	111	126	124	225	172	141	164	164	86	1,729	1,729
	13	2025	103	142	104	95	201	137	164	223	125	131	145	98	1,668	1,668
	% Change			-18%	-4%	-27%	-14%	60%	10%	-27%	30%	-11%	-20%	-12%	14%	-4%
NORWICH	35	2024	1,553	1,586	1,650	1,657	1,621	1,645	1,990	2,044	1,448	2,264	1,950	1,439	20,847	20,847
	35	2025	1,629	1,606	1,676	1,807	1,698	1,580	1,911	1,765	1,697	1,898	1,569	1,250	20,086	20,086
	% Change			5%	1%	2%	9%	5%	-4%	-4%	-14%	17%	-16%	-20%	-13%	-4%
OTTERVILLE	*16	2024	262	341	317	310	364	382	423	388	367	484	496	237	4,371	4,371
	16	2025	337	323	376	355	393	253	481	418	320	368	329	280	4,233	4,233
	% Change			29%	-5%	19%	15%	8%	-34%	14%	8%	-13%	-24%	-34%	18%	-3%

PLATTSVILLE	25	2024	689	900	965	940	892	841	980	871	756	1,016	1,051	659	10,560	10,560
	25	2025	806	944	958	1,145	1,034	769	1,102	838	780	1,027	891	683	10,977	10,977
	% Change		17%	5%	-1%	22%	16%	-9%	12%	-4%	3%	1%	-15%	4%	4%	4%
PRINCETON**	*16	2024	408	439	524	464	367	314	467	332	272	362	400	252	4,601	4,601
	16	2025	296	350	471	359	332	325	400	322	398	461	297	267	4,278	4,278
	% Change		-27%	-20%	-10%	-23%	-10%	4%	-14%	-3%	46%	27%	-26%	6%	-7%	-7%
TAVISTOCK	35	2024	721	721	744	775	885	778	953	1,041	684	962	783	501	9,548	9548
	35	2025	679	680	918	791	846	710	1,042	901	758	961	768	659	9,713	9713
	% Change		-6%	-6%	23%	2%	-4%	-9%	9%	-13%	11%	0%	-2%	32%	2%	2%
THAMESFORD	35	2024	865	753	922	928	981	785	987	965	750	820	826	608	10,190	10,190
	35	2025	756	714	842	844	877	634	1,094	1,032	725	821	755	572	9,666	9,666
	% Change		-13%	-5%	-9%	-9%	-11%	-19%	11%	7%	-3%	0%	-9%	-6%	-5%	-5%
TILLSONBURG	54	2024	6,728	7,219	7,104	7,387	6,690	6,213	7,996	7,660	5,934	7,786	7,342	4,830	82,889	82,889
	54	2025	5,951	5,592	6,927	6,970	6,189	5,900	8,275	7,353	4,617	7,292	5,844	4,268	75,178	75,178
	% Change		-12%	-23%	-2%	-6%	-7%	-5%	3%	-4%	-22%	-6%	-20%	-12%	-9%	-9%
TOTAL	*351.5	2024	17,018	17,686	19,187	19,390	16,802	17,208	21,847	20,640	15,694	20,525	19,490	12,782	218,269	218,269
	352	2025	15,918	15,506	19,189	18,387	17,317	16,633	22,802	20,252	16,521	19,605	16,090	12,078	210,298	210,298
TOTAL Change 2024 to 2025			-6%	-12%	0%	-5%	3%	-3%	4%	-2%	5%	-4%	-17%	-6%	-3.7%	-3.7%

\*Village Branch Hours Increased - September 9 2024

\*\*Princeton Branch statistics may be affected by road construction April to December 2025



### Computer Use 2025

Wireless Statistics for November and December are not accurately reported due to IT issues.  
Staff have used instead used average usage from January to October for reporting purposes.

BRANCH		YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	TOTAL	
BROWNSVILLE	Computers	2024	23	23	16	30	18	25	56	37	50	38	63	34	413	413	
		2025	46	44	55	40	27	36	36	49	46	25	27	18	449	449	
		% Change	100%	91%	244%	33%	50%	44%	-36%	32%	-8%	-34%	-57%	-47%	9%	9%	
	Wireless	2024	16	11	36	39	23	31	30	53	34	19	12	17	321	321	
		2025	17	8	9	33	15	21	43	30	36	35	12	12	271	271	
		% Change	6%	-27%	-75%	-15%	-35%	-32%	43%	-43%	6%	84%	3%	-29%	-15%	-15%	
	Totals 2024			39	34	52	69	41	56	86	90	84	57	75	51	734	734
	Totals 2025			63	52	64	73	42	57	79	79	82	60	39	30	720	720
% Change			62%	53%	23%	6%	2%	2%	-8%	-12%	-2%	5%	-48%	-41%	-2%	-2%	
BURGESSVILLE	Computers	2024	1	2	10	10	14	5	10	10	6	2	3	7	80	80	
		2025	2	3	2	4	4	2	7	16	9	1	9	0	59	59	
		% Change	100%	50%	-80%	-60%	-71%	-60%	-30%	60%	50%	-50%	200%	-100%	100%	-26%	
	Wireless	2024	16	24	30	28	25	31	25	29	31	40	29	27	335	335	
		2025	31	27	26	40	31	13	18	22	19	30	26	25	308	308	
		% Change	94%	13%	-13%	43%	24%	-58%	-28%	-24%	-39%	-25%	-11%	-7%	-8%	-8%	
	Totals 2024			17	26	40	38	39	36	35	39	37	42	32	34	415	415
	Totals 2025			33	30	28	44	35	15	25	38	28	31	35	25	367	367
% Change			94%	15%	-30%	16%	-10%	-58%	-29%	-3%	-24%	-26%	8%	-26%	-12%	-12%	
EMBRO	Computers	2024	0	6	2	3	3	8	1	6	8	7	5	1	50	50	
		2025	5	2	5	3	8	5	8	8	5	4	2	2	1	45	50
		% Change	500%	-67%	150%	0%	167%	-38%	700%	-17%	-50%	-71%	-60%	0%	-10%	0%	
	Wireless	2024	31	85	197	46	43	88	183	25	79	113	163	28	1,081	1,081	
		2025	46	46	92	104	60	47	41	49	49	4	54	55	646	646	
		% Change	48%	-46%	-53%	126%	40%	-47%	-78%	96%	-38%	-96%	-67%	95%	-40%	-40%	
	Totals 2024			31	91	199	49	46	96	184	31	87	120	168	29	1,131	1,131
	Totals 2025			51	48	97	107	68	52	49	54	53	6	56	56	691	696
% Change			65%	-47%	-51%	118%	48%	-46%	-73%	74%	-39%	-95%	-67%	92%	-39%	-38%	
HARRINGTON	Computers	2024	1	1	0	1	0	0	0	0	1	2	0	0	6	6	
		2025	1	1	0	0	0	0	0	0	0	0	3	0	1	6	6
		% Change	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Wireless	2024	11	15	12	14	22	16	11	8	10	12	10	10	151	151	
		2025	11	12	15	17	16	20	15	17	17	6	11	14	14	168	168
		% Change	0%	-20%	25%	21%	-27%	25%	36%	113%	-40%	-8%	40%	43%	11%	11%	
	Totals 2024			12	16	12	15	22	16	11	8	11	14	10	10	157	157
	Totals 2025			12	13	15	17	16	20	15	17	6	14	14	15	174	174
% Change			0%	-19%	25%	13%	-27%	25%	36%	113%	-45%	0%	40%	53%	11%	11%	



### Computer Use 2025

Wireless Statistics for November and December are not accurately reported due to IT issues.  
Staff have used instead used average usage from January to October for reporting purposes.

BRANCH		YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	TOTAL	
INGERSOLL	Computers	2024	317	291	422	332	240	276	299	360	302	308	301	201	3,649	3,649	
		2025	242	232	325	264	276	296	375	344	272	283	243	169	3,321	3,321	
		% Change	-24%	-20%	-23%	-20%	15%	7%	25%	-4%	-10%	-8%	-19%	-16%	-9%	-9%	
	Wireless	2024	260	234	422	265	221	207	285	279	222	280	218	194	3,087	3,087	
		2025	213	144	229	232	331	269	289	243	195	276	242	245	2,908	2,908	
		% Change	-18%	-38%	-46%	-12%	50%	30%	1%	-13%	-12%	-1%	11%	26%	-6%	-6%	
		Totals 2024	577	525	844	597	461	483	584	639	524	588	519	395	6,736	6,736	
		Totals 2025	455	376	554	496	607	565	664	587	467	559	485	414	6,229	6,229	
	% Change	-21%	-28%	-34%	-17%	32%	17%	14%	-8%	-11%	-5%	-7%	5%	-8%	-8%		
INNERKIP	Computers	2024	6	12	29	14	9	12	9	26	22	23	8	4	174	174	
		2025	7	4	4	11	5	6	18	26	13	13	5	4	116	116	
		% Change	17%	-67%	-86%	-21%	-44%	-50%	100%	0%	-41%	-43%	-38%	0%	-33%	-33%	
	Wireless	2024	29	16	29	26	36	53	47	31	41	21	54	12	395	395	
		2025	18	36	22	14	18	21	28	15	39	26	24	24	285	285	
		% Change	-38%	125%	-24%	-46%	-50%	-60%	-40%	-52%	-5%	24%	-56%	102%	-28%	-28%	
		Totals 2024	35	28	58	40	45	65	56	57	63	44	62	16	569	569	
		Totals 2025	25	40	26	25	23	27	46	41	52	39	29	28	401	401	
	% Change	-29%	43%	-55%	-38%	-49%	-58%	-18%	-28%	-17%	-11%	-54%	77%	-30%	-30%		
MOUNT ELGIN	Computers	2024	3	4	0	1	0	1	0	0	0	0	2	1	13	13	
		2025	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		% Change	-100%	-100%	0%	-100%	0%	-100%	0%	0%	0%	0%	0%	0%	-100%	-100%	
	Wireless*	2024	17	0	0	0	0	0	0	0	0	0	0	51	55	123	123
		2025	10	56	44	20	61	30	26	48	59	68	42	45	510	510	
		% Change	-41%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-17%	-17%	314%	314%	
		Totals 2024	20	4	0	1	0	1	0	0	0	2	52	56	136	136	
		Totals 2025	10	56	44	20	61	30	26	48	59	68	42	45	510	510	
	% Change	-50%	1300%	100%	1900%	100%	2900%	100%	100%	100%	100%	-19%	-19%	275%	275%		
NORWICH	Computers	2024	313	193	155	141	163	206	315	377	264	223	120	79	2,549	2,549	
		2025	80	67	89	101	74	69	84	136	131	143	112	74	1,160	1,160	
		% Change	-74%	-65%	-43%	-28%	-55%	-67%	-73%	-64%	-50%	-36%	-7%	-6%	-54%	-54%	
	Wireless	2024	224	243	289	233	313	313	283	369	317	312	248	197	3,341	3,341	
		2025	215	189	234	253	286	244	228	237	238	279	240	243	2,886	2,886	
		% Change	-4%	-22%	-19%	9%	-9%	-22%	-19%	-36%	-25%	-11%	-3%	23%	-14%	-14%	
		Totals 2024	537	436	444	374	476	519	598	746	581	535	368	276	5,890	5,890	
		Totals 2025	295	256	323	354	360	313	312	373	369	422	352	317	4,046	4,046	
	% Change	-45%	-41%	-27%	-5%	-24%	-40%	-48%	-50%	-36%	-21%	-4%	15%	-31%	-31%		



### Computer Use 2025

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BRANCH		YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	TOTAL
OTTERVILLE	Computers	2024	18	29	29	44	45	23	60	46	82	71	93	39	579	579
		2025	66	56	50	45	38	24	50	56	42	50	35	27	539	539
	% Change		267%	93%	72%	2%	-16%	4%	-17%	22%	-49%	-30%	-62%	-31%	-7%	-7%
	Wireless*	2024	35	29	47	33	46	35	38	32	30	24	23	26	398	398
		2025	29	16	33	30	42	69	0	0	0	54	27	27	327	327
	% Change		-17%	-45%	-30%	-9%	-9%	97%	-100%	-100%	-100%	125%	19%	4%	-18%	-18%
	Totals 2024		53	58	76	77	91	58	98	78	112	95	116	65	977	977
	Totals 2025		95	72	83	75	80	93	50	56	42	104	62	54	866	866
% Change		79%	24%	9%	-3%	-12%	60%	-49%	-28%	-63%	9%	-46%	-17%	-11%	-11%	
PLATTSVILLE	Computers	2024	12	8	20	40	32	36	40	33	48	64	24	14	371	371
		2025	53	56	65	79	58	43	34	47	19	64	44	26	588	588
	% Change		342%	600%	225%	98%	81%	19%	-15%	42%	-60%	0%	83%	86%	58%	58%
	Wireless	2024	159	190	164	141	124	140	33	24	58	56	67	30	1,186	1,186
		2025	75	52	73	95	61	47	35	30	44	66	58	56	692	692
	% Change		-53%	-73%	-55%	-33%	-51%	-66%	6%	25%	-24%	18%	-14%	87%	-42%	-42%
	Totals 2024		171	198	184	181	156	176	73	57	106	120	91	44	1,557	1,557
	Totals 2025		128	108	138	174	119	90	69	77	63	130	102	82	1,280	1,280
% Change		-25%	-45%	-25%	-4%	-24%	-49%	-5%	35%	-41%	8%	12%	87%	-18%	-18%	
PRINCETON***	Computers	2024	4	11	2	1	5	0	4	8	1	0	0	0	36	36
		2025	3	0	0	0	0	0	0	0	0	0	6	15	3	27
	% Change		-25%	-100%	-100%	-100%	-100%	0%	-100%	-100%	-100%	100%	100%	100%	-25%	-25%
	Wireless	2024	37	63	88	62	72	96	71	86	36	24	26	28	689	689
		2025	20	25	34	25	47	40	32	25	37	43	33	34	395	395
	% Change		-46%	-60%	-61%	-60%	-35%	-58%	-55%	-71%	3%	79%	26%	22%	-43%	-43%
	Totals 2024		41	74	90	63	77	96	75	94	37	24	26	28	725	725
	Totals 2025		23	25	34	25	47	40	32	25	37	49	48	37	422	422
% Change		-44%	-66%	-62%	-60%	-39%	-58%	-57%	-73%	0%	104%	84%	32%	-42%	-42%	
TAVISTOCK	Computers**	2024	11	0	0	0	0	10	43	21	13	10	16	7	85	131
		2025	7	8	7	3	2	5	8	11	2	6	3	1	63	63
	% Change		-36%	100%	100%	100%	100%	-50%	-81%	-48%	-85%	-40%	-81%	-86%	-26%	-52%
	Wireless	2024	35	62	52	48	53	54	26	59	42	55	49	21	556	556
		2025	44	43	50	50	42	37	34	11	22	25	36	35	429	429
	% Change		26%	-31%	-4%	4%	-21%	-31%	31%	-81%	-48%	-55%	-27%	67%	-23%	-23%
	Totals 2024		46	62	52	48	53	64	69	80	55	65	65	28	687	687
	Totals 2025		51	51	57	53	44	42	42	22	24	31	39	36	492	492
% Change		11%	-18%	10%	10%	-17%	-34%	-39%	-73%	-56%	-52%	-40%	29%	-28%	-28%	



### Computer Use 2025

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BRANCH		YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	TOTAL
THAMESFORD	Computers	2024	21	13	15	21	13	6	17	12	10	9	18	9	164	164
		2025	27	51	26	27	25	14	20	17	22	20	24	13	286	286
		% Change	29%	292%	73%	29%	92%	133%	18%	42%	120%	122%	33%	44%	74%	74%
	Wireless	2024	55	46	56	66	74	61	77	68	47	58	54	31	693	693
		2025	48	33	46	55	32	36	49	43	37	31	41	40	491	491
		% Change	-13%	-28%	-18%	-17%	-57%	-41%	-36%	-37%	-21%	-47%	-24%	30%	-29%	-29%
		Totals 2024	76	59	71	87	87	67	94	80	57	67	72	40	857	857
		Totals 2025	75	84	72	82	57	50	69	60	59	51	65	53	777	777
		% Change	-1%	42%	1%	-6%	-34%	-25%	-27%	-25%	4%	-24%	-10%	33%	-9%	-9%
TILLSONBURG	Computers	2024	490	444	368	422	369	356	425	459	381	411	355	241	4,721	4,721
		2025	378	379	432	421	407	424	437	299	299	390	328	250	4,444	4,444
		% Change	-23%	-15%	17%	0%	10%	19%	3%	-35%	-22%	-5%	-8%	4%	-6%	-6%
	Wireless	2024	586	629	765	754	775	804	825	830	696	779	714	549	8,706	8,706
		2025	617	526	584	678	654	674	630	674	565	640	624	625	7,491	7,491
		% Change	5%	-16%	-24%	-10%	-16%	-16%	-24%	-19%	-19%	-18%	-13%	14%	-14%	-14%
		Totals 2024	1,076	1,073	1,133	1,176	1,144	1,160	1,250	1,289	1,077	1,190	1,069	790	13,427	13,427
		Totals 2025	995	905	1,016	1,099	1,061	1,098	1,067	973	864	1,030	952	875	11,935	11,935
		% Change	-8%	-16%	-10%	-7%	-7%	-5%	-15%	-25%	-20%	-13%	-11%	11%	-11%	-11%
TOTAL COMPUTERS		2024	1220	1037	1068	1060	911	964	1279	1395	1188	1170	1007	637	12890	12936
		2025	917	903	1060	998	924	924	1077	1006	859	1006	847	587	11103	11108
		% Change	-25%	-13%	-1%	-6%	1%	-4%	-16%	-28%	-28%	-14%	-16%	-8%	-14%	-14%
TOTAL WIRELESS		2024	1511	1647	2187	1755	1827	1929	1934	1893	1643	1793	1718	1225	21062	21062
		2025	1394	1213	1491	1646	1696	1568	1468	1444	1346	1588	1473	1481	17808	17808
		% Change	-8%	-26%	-32%	-6%	-7%	-19%	-24%	-24%	-18%	-11%	-14%	21%	-15%	-15%
TOTAL USAGE		2024	2,731	2,684	3,255	2,815	2,738	2,893	3,213	3,288	2,831	2,963	2,725	1,862	33,952	33,998
		2025	2,311	2,116	2,551	2,644	2,620	2,492	2,545	2,450	2,205	2,594	2,320	2,068	28,911	28,916
	% Change 2024 to 2025		-15.4%	-21.2%	-21.6%	-6.1%	-4.3%	-13.9%	-20.8%	-25.5%	-22.1%	-12.5%	-14.9%	11.1%	-14.8%	-15%



## Physical Circulation 2025

BRANCH	YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	TOTAL
BROWNSVILLE	2024	188	235	263	238	271	219	187	181	188	233	201	220	2,624	2,624
	2025	197	289	207	226	249	227	239	187	253	347	272	190	2,883	2,883
	% CHANGE	5%	23%	-21%	-5%	-8%	4%	28%	3%	35%	49%	35%	-14%	10%	10%
BURGESSVILLE	2024	1,652	1,795	2,129	2,003	2,189	1,966	2,621	2,861	2,286	2,211	2,542	1,955	26,210	26,210
	2025	2,365	2,364	2,740	2,151	2,328	2,298	2,995	2,640	2,111	2,500	2,153	2,062	28,707	28,707
	% CHANGE	43%	32%	29%	7%	6%	17%	14%	-8%	-8%	13%	-15%	5%	10%	10%
EMBRO	2024	731	679	885	782	584	604	865	781	642	662	598	430	8,243	8,243
	2025	594	438	558	530	486	557	527	573	477	573	730	523	6,566	6,566
	% CHANGE	-19%	-35%	-37%	-32%	-17%	-8%	-39%	-27%	-26%	-13%	22%	22%	-20%	-20%
HARRINGTON	2024	479	518	468	552	477	426	586	585	563	731	618	389	6,392	6,392
	2025	478	408	312	445	475	437	568	766	922	766	570	348	6,495	6,495
	% CHANGE	0%	-21%	-33%	-19%	0%	3%	-3%	31%	64%	5%	-8%	-11%	2%	2%
INGERSOLL	2024	10,724	9,553	10,152	10,835	9,734	12,638	12,638	12,210	9,784	10,036	9,771	8,308	126,383	126,383
	2025	9,321	9,466	10,080	9,225	9,319	9,595	12,505	12,321	10,515	10,167	9,457	7,683	119,654	119,654
	% CHANGE	-13%	-1%	-1%	-15%	-4%	-24%	-1%	1%	7%	1%	-3%	-8%	-5%	-5%
INNERKIP	2024	1,008	917	1,000	1,305	1,148	1,243	1,478	1,357	1,178	1,209	1,130	1,005	13,978	13,978
	2025	1,173	1,300	1,076	1,127	1,205	1,213	1,442	1,232	1,113	1,095	1,029	764	13,769	13,769
	% CHANGE	16%	42%	8%	-14%	5%	-2%	-2%	-9%	-6%	-9%	-9%	-24%	-1%	-1%
MOUNT ELGIN	2024	636	636	776	648	508	711	799	707	683	894	634	461	8,093	8,093
	2025	573	525	412	333	492	643	765	713	552	641	609	471	6,729	6,729
	% CHANGE	-10%	-17%	-47%	-49%	-3%	-10%	-4%	1%	-19%	-28%	-4%	2%	-17%	-17%
NORWICH	2024	4,650	4,179	4,167	4,059	3,884	4,378	4,789	5,545	3,586	4,109	3,694	3,437	50,477	50,477
	2025	3,921	4,006	3,689	3,649	3,550	4,315	5,586	5,475	4,416	4,674	3,804	3,152	50,237	50,237
	% CHANGE	-16%	-4%	-11%	-10%	-9%	-1%	17%	-1%	23%	14%	3%	-8%	0%	0%



## Physical Circulation 2025

BRANCH	YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	TOTAL
OTTERVILLE	2024	1,108	1,147	1,281	1,289	1,383	1,291	1,271	1,277	1,363	1,107	1,219	995	14,731	14,731
	2025	1,055	1,108	1,445	1,303	1,448	1,140	1,410	1,387	1,228	1,284	1,054	1,025	14,887	14,887
	% CHANGE	-5%	-3%	13%	1%	5%	-12%	11%	9%	-10%	16%	-14%	3%	1%	1%
Ox on the Run	2024	64	115	144	77	188	72	277	478	143	99	37	51	1,745	1,157
	2025	66	72	64	68	98	387	647	589	530	440	360	354	3,675	3,675
	% CHANGE	3%	-37%	-56%	-12%	-48%	438%	134%	23%	271%	344%	873%	594%	111%	218%
PLATTSVILLE	2024	1,600	1,805	2,109	1,941	1,732	1,903	2,062	2,294	1,970	1,758	1,859	1,533	22,566	22,566
	2025	1,652	1,746	2,210	2,071	1,946	1,875	2,388	2,494	2,162	2,221	1,816	1,465	24,046	24,046
	% CHANGE	3%	-3%	5%	7%	12%	-1%	16%	9%	10%	26%	-2%	-4%	7%	7%
PRINCETON*	2024	1,334	1,627	1,923	1,486	1,185	999	1,342	1,129	1,211	1,758	1,321	1,048	16,363	16,363
	2025	1,274	1,157	1,441	999	868	1,165	1,071	1,320	1,025	899	1,091	771	13,081	13,081
	% CHANGE	-4%	-29%	-25%	-33%	-27%	17%	-20%	17%	-15%	-49%	-17%	-26%	-20%	-20%
TAVISTOCK	2024	2,486	2,257	2,480	2,299	2,145	2,344	2,607	2,687	2,167	2,161	2,118	1,862	27,613	27,613
	2025	2,149	2,052	2,479	2,325	2,099	1,986	2,555	2,319	1,719	1,870	1,565	1,387	24,505	24,505
	% CHANGE	-14%	-9%	0%	1%	-2%	-15%	-2%	-14%	-21%	-13%	-26%	-26%	-11%	-11%
THAMESFORD	2024	1,925	1,764	2,106	1,965	1,700	1,857	2,334	2,571	1,962	1,841	1,911	1,335	23,271	23,271
	2025	1,559	1,430	1,626	1,844	1,799	1,473	2,327	2,357	1,770	1,881	1,621	1,280	20,967	20,967
	% CHANGE	-19%	-19%	-23%	-6%	6%	-21%	0%	-8%	-10%	2%	-15%	-4%	-10%	-10%
TILLSONBURG	2024	6,978	6,630	6,702	6,973	6,265	6,805	7,172	7,525	6,412	6,485	6,687	5,761	80,395	80,395
	2025	5,767	6,150	6,133	5,328	5,371	5,284	6,843	6,501	5,466	5,724	5,297	4,795	68,659	68,659
	% CHANGE	-17%	-7%	-8%	-24%	-14%	-22%	-5%	-14%	-15%	-12%	-21%	-17%	-15%	-15%
TOTAL	2024	35,563	33,857	36,585	36,452	33,393	37,456	41,028	42,188	34,138	35,294	34,340	28,790	429,084	428,496
	2025	32,210	32,583	34,536	31,692	31,831	32,982	42,515	41,463	34,789	35,522	31,788	26,624	408,535	408,535
	% CHANGE	-9%	-4%	-6%	-13%	-5%	-12%	4%	-2%	2%	1%	-7%	-8%	-5%	-5%

\* Princeton Branch statistics may be affected by road construction April to December 2025



### Digital Circulation 2025

	YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	TOTALS
Digital TV & Movies	2024	740	703	764	696	744	704	769	726	693	733	850	867	8,989	8,989
	2025	853	910	955	853	830	802	805	833	746	867	722	746	9,922	9,922
	% Change	15%	29%	25%	23%	12%	14%	5%	15%	8%	18%	-15%	-14%	10%	10%
Digital Magazines / Newspapers	2024	5,237	6,149	5,521	4,532	3,899	3,852	4,152	3,785	4,719	5,035	5,170	5,402	57,453	57,453
	2025	5,747	5,246	5,095	4,301	4,168	4,605	4,129	3,920	4,354	4,329	4,088	4,124	54,106	54,106
	% Change	10%	-15%	-8%	-5%	7%	20%	-1%	4%	-8%	-14%	-21%	-24%	-6%	-6%
Tumble Books	2024	174	213	192	135	128	183	73	19	36	64	56	53	1,326	1,326
	2025	52	119	72	37	29	39	45	111	69	18	26	31	648	648
	% Change	-70%	-44%	-63%	-73%	-77%	-79%	-38%	484%	92%	-72%	-54%	-42%	-51%	-51%
Digital Music	2024	1,527	1,323	1,357	1,219	1,310	1,393	1,121	1,235	1,179	1,070	1,203	1,519	15,456	15,456
	2025	1,310	1,519	1,266	1,158	1,261	859	669	1,067	1,433	1,076	1,585	1,335	14,538	14,538
	% Change	-14%	15%	-7%	-5%	-4%	-38%	-40%	-14%	22%	1%	32%	-12%	-6%	-6%
Digital Audiobooks	2024	4,685	4,574	4,908	4,638	4,674	4,516	5,027	5,009	4,801	5,023	4,998	4,248	57,101	57,101
	2025	4,986	4,475	4,851	4,666	5,088	5,083	5,205	5,397	5,224	5,222	5,287	5,128	60,612	60,612
	% Change	6%	-2%	-1%	1%	9%	13%	4%	8%	9%	4%	6%	21%	6%	6%
Digital ebooks	2024	7,180	6,431	7,148	6,915	6,562	6,720	6,894	7,153	6,894	6,806	6,586	6,297	81,586	81,586
	2025	7,402	6,641	7,280	6,537	6,536	6,971	6,971	7,036	6,435	6,552	6,359	6,707	81,427	81,427
	% Change	3%	3%	2%	-5%	0%	4%	1%	-2%	-7%	-4%	-3%	7%	0%	0%
TOTAL Digital Circulation	2024	19,543	19,393	19,890	18,135	17,317	17,368	18,036	17,927	18,322	18,731	18,863	18,386	221,911	221,911
	2025	20,350	18,910	19,519	17,552	17,912	18,359	17,824	18,364	18,261	18,064	18,067	18,071	221,253	221,253
	% Change	4%	-2%	-2%	-3%	3%	6%	-1%	2%	0%	-4%	-4%	-2%	0%	0%

**Definitions:**

- Digital Movies include the following: Hoopla Movies, Hoopla TV, Hoopla Binge Passes, Kanopy
- Digital Magazines and Newspapers include the following: Overdrive Magazines, Press Reader
- Digital Music includes the following: Freegal, Hoopla Music
- Digital Audiobooks includes the following: Hoopla Audiobooks, Overdrive Audiobooks
- Digital eBooks includes the following: Freading, Hoopla Comics, Hoopla eBooks, Overdrive eBooks





# OX ON THE RUN

## JANUARY 2026



**SUN**    **MON**    **TUES**    **WED**    **THU**    **FRI**    **SAT**

\*Please note that stops are subject to change, and may be cancelled due to inclement weather. Please check our social media pages for updates.\*

				1	2	3
4	5	6 Tillsonburg Little School 10:00am	7 Beachville Legion 4:30-6:00pm	8 Maples Home for Seniors 10:30am	9 Kintore Chalmers United Church 10:00-11:30am	10
Bundles of Joy deliveries						
11	12 	13 Foldens Community Hall 10:00-11:30am Harvest Crossing Tillsonburg 1:30pm	14 EZT Administration Building Hickson 4:30-6:00pm	15 Drumbo Township Office 10:00-11:30	16 Beachville Museum Make & Mingle Adult Craft Night 6:00-7:30pm	17
18	19	20 Wonder Years 9:00am	21 Beachville Legion 4:30-6:00pm	22	23 Kintore Chalmers United Church 10:00-11:30am	24
Bundles of Joy deliveries						
25	26	27 Foldens Community Hall 10:00-11:30am	28 EZT Administration Building Hickson 4:30-6:00pm	29 Drumbo Township Office 10:00-11:30	30 Tavistock Arena PA Day Free Skate 10:00-11:30	31 

## REPORT TO LIBRARY BOARD

# Customer Engagement and Email Marketing Update

**To:** Oxford County Library Board

**From:** CEO / Chief Librarian

## RECOMMENDATION

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1. That the Library Board accept Report 2026-03, Customer Engagement and Email Marketing Update, for information and discussion.

## REPORT HIGHLIGHTS

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- Report will update the Library Board on the email marketing campaigns launched in 2025 using the Library's new Patron Point application.

## IMPLEMENTATION POINTS

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### Financial Impact

There is no financial impact beyond what has been approved in the current year's operating budget.

### Communications

This report highlights communication efforts using the Patron Point application for email marketing campaigns. Library staff continue to expand use of the application in 2026 and will report back with further customer engagement information.

## 2024-2028 LIBRARY STRATEGIC PLAN

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Oxford County Library Board approved the [2024-2028 Library Strategic Plan](#) on February 20, 2024. The Plan outlines three key goals to advance the Library's vision to "Connect, discover, share, become." These goals are: (1) *Sustain service excellence*, (2) *Grow engagement and member relationships*, and (3) *Innovate access to service*.

The information in this report supports the following strategic goals.

### Strategic Goals and Strategies

GOAL 1	GOAL 2	GOAL 3
 <p>Sustain service excellence</p>	 <p>Grow engagement and member relationships</p>	 <p>Innovate access to service</p>
	<p><b>Strategy 2.1</b> – Create and implement a Communications Strategy to build OCL's brand awareness and service offerings in the community.</p> <p><b>Strategy 2.2</b> – Develop and implement a Patron Management and Growth Plan to increase usership and community engagement with library programs, services and spaces.</p>	

See: [Oxford County Library 2024-2028 Strategic Plan](#)

## DISCUSSION

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### Background

In 2024 Oxford County Library began use of Patron Point, a "patron relationship management system" built with public libraries needs in mind.

A communication strategy for patron management, brand awareness and growth goal was included in the Library's 2025 Business Plan. This report provides an update on the email marketing portion of that goal.

## Comments

In 2025 Library staff worked on a variety of ways to use the new Patron Point marketing tool to expand the reach of the library. Throughout the year four distinct campaigns were created to help reach this goal. Below are some highlights from each campaign.

- **Birthday Email Campaign**  
 Launched in May 2025, this campaign has sent 11,734 birthday messages to patrons who shared their date of birth with OCL. The emails maintain a strong 38% read rate. To date, staff have received 20 responses including one unsubscribe request and 19 messages of appreciation.
- **Library Card Anniversary Campaign**  
 Since its launch in August 2025, this campaign has delivered 10,280 anniversary emails with an average 33% read rate. Library staff received two positive patron responses. Staff also discovered that Integrated Library System data from an older system did not carry forward, meaning anniversary dates for long-standing patrons may not accurately reflect their original registration date.
- **Programming and Special Interest Emails**  
 This campaign stems from the original e-blast platform used prior to the implementation of Patron Point.  
 From January 2025-January 2026 there was a 2% increase in patrons subscribing to email campaigns. Monthly programming emails continue to perform well, averaging a 33% read rate. Special interest communications including Oxford Reads and Teen Photography Calendars have been averaging at a 31% read rate.
- **Segmented Email Trial – Local History**  
 In August, staff piloted a smaller, highly targeted segment of 135 patrons who had clicked on local-history-related content within the past year. The invitation to the 60th Anniversary celebration achieved a 74% read rate, demonstrating the effectiveness of interest-based segmentation.

Looking ahead, staff will continue to explore new engagement strategies. These include additional targeted audience groups, more reoccurring automated campaigns and the addition of an email subscription form to be embedded on the library website.

## CONCLUSIONS

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Library staff continue to look at the Patron Point marketing tool for further ways to utilize its functions to further customer engagement.

## **SIGNATURES**

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### **Report author:**

Original signed by

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Samantha Coucke  
Community Liaison Coordinator

### **Departmental approval:**

Original signed by

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Lisa Marie Williams  
CEO / Chief Librarian