

# Media Advisory

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For immediate release

## Ontario Public Libraries Annual Survey Week: Get Counted When It Counts!

November 15, 2016—Support your Clarington Public Library and other public library systems across the province this November during the Ontario Public Libraries Annual Survey Week!

The Ontario Ministry of Tourism, Culture, and Sport requires all public libraries in the province to measure their activities during a typical week in the month of November. During this week, libraries are required to record statistical information at each service point to help create a representative picture of public library usage, both locally and throughout Ontario. Statistical data includes but is not limited to: visitors, items circulated, website hits, eBook and eAudio checkouts, and program attendees.

The gathered data is vital in providing a representative snapshot into a library's daily use, and helps identify usage trends and opportunities for growth or new initiatives. The measures are similar from year-to-year and the same for all public libraries, allowing for a comparison of performance measures and overall use of the library's materials, resources, and services over time, and with other libraries across Ontario.

In Clarington, the Library has designated its Counting Week as Monday, November 21<sup>st</sup> through Sunday, November 27<sup>th</sup>.

Statistical information sent to the Ministry includes:

- Circulation of materials, including books, magazines, movies, eBooks, etc.;
- In-library materials use;
- Use of eResources and database searches;
- Use of public computers and WiFi;
- Reference inquiries; and
- Visits to the Library, including walk-in and electronic.

Show your support during **November 21<sup>st</sup> to 27<sup>th</sup>**! Drop by any of Clarington Public Library's four branches in Bowmanville, Courtice, Newcastle, and Orono to attend a program, borrow books or movies for your family, or use the quiet study space. You can also show your support from home by downloading an eBook or eMagazine, or accessing an eResource like Mango Languages or lynda.com!

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