

## STRATEGIC OPERATIONS REPORT – SUMMER, 2014

	<b>Igniting Community Dialogue, Discovery and Debate</b>	<b>Leading a Learning Community</b>	<b>Readying our Capabilities</b>
<b>Collaborative Relationships</b>	<ul style="list-style-type: none"> <li>• CEO met with Brainpower animation studio to explore synergies with library</li> <li>• Library offering voter list registration service in partnership with Town</li> <li>• IdeaMarket to resume Sept 30 with program in conjunction with York Region Food Network on food banks</li> <li>• Pickering Public Library using name “IdeaMarket” for their own similar programs</li> <li>• Indie Book Day program planned for October 4, 2014 in collaboration with local writers’ groups; over 30 authors signed up</li> <li>• Library is an online volunteer interview location for the 2015 Pan Am Games.</li> </ul>	<ul style="list-style-type: none"> <li>• Library hosted Chamber of Commerce program on Marketing Your Way Through Change</li> <li>• Partnership with PlaYR (formerly multimedia film festival) formed; film editing programs piloted</li> <li>• Several visits to daycares, schools conducted</li> <li>• Digital Shift hosted a well-attended video editing workshop by PlaYR Executive Director</li> <li>• New lesson plans developed for computer classes at Inn From The Cold</li> </ul>	<ul style="list-style-type: none"> <li>• Library now a finalist for Chamber of Commerce Business Excellence Award for Innovation; nominee video produced</li> </ul>
<b>Spaces</b>	<ul style="list-style-type: none"> <li>• Library conducted outreach at Farmer’s Market, Around the World festival, Chamber of Commerce BBQ.</li> <li>• VivaNext and Addiction Services of York Region placed staffed kiosks at the library and both found the response excellent</li> <li>• Newmarket Historical Society offered display cabinet on a permanent basis; first display went up in early July, 2014.</li> </ul>	<ul style="list-style-type: none"> <li>• Maker fair held at Jazz+ Festival; 3D printer demonstrated; library made contact with 164 people</li> <li>• Youth media collaboration centre officially named <i>The Curve</i> after naming contest</li> <li>• Intro to Typing workshops presented by Qwertynomics at <i>The Curve</i></li> </ul>	<ul style="list-style-type: none"> <li>• Greed Reads used book machine delivery imminent; Magna Centre selected as location</li> <li>• Further investigation and remedial work done in relation to flood event in library building; no further events</li> </ul>
<b>Positioning</b>	<ul style="list-style-type: none"> <li>• New outside wall banner promoting IdeaMarket installed</li> <li>• Library to be featured in Chamber of Commerce “I love Newmarket” video</li> <li>• WordPress blog for IdeaMarket created</li> <li>• York Info staff spoke to participants in York Region job skills program about volunteerism</li> </ul>	<ul style="list-style-type: none"> <li>• New outside wall banner promoting digital media installed</li> <li>• Summer Reading Club promotional materials distributed to all York Region Catholic District School Board schools</li> <li>• Staff piloting a monthly tech help outreach to retirement home</li> </ul>	<ul style="list-style-type: none"> <li>• Wall plaque to highlight aspects of the library’s strategic plan produced and mounted in library</li> <li>• E-resource library card pilot broadened to include distribution at outreach events; Chamber newsletter insert planned for fall</li> <li>• Advocacy letters sent to municipal candidates after Communications Department review</li> </ul>

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			<ul style="list-style-type: none"> <li>• Staff did library presentation to residents of new Renessa retirement facility</li> <li>• Library e-newsletter list now complies with anti-spam law; almost 4,000 users confirmed their subscription</li> </ul>
<b>Resources</b>	<ul style="list-style-type: none"> <li>• Seed Library launched; donations solicited; workshop and exchange program to be held September 23, 2014</li> <li>• Staff researched past Chamber of Commerce Business Excellence Awards in Era microfilm archive for their 25<sup>th</sup> anniversary.</li> <li>• Digitization Days programs planned for fall; will include option of user contributions to library's online historical gallery</li> </ul>	<ul style="list-style-type: none"> <li>• 3D printer purchased; some technical problems but now working; planning for fall launch of service</li> <li>• Subscription purchased to Gale Courses, instructor-led online certificate learning; to be launched soon</li> <li>• Children's computer usage up by 47% over last year</li> <li>• Summer kids programming included new Maker Revolution programs</li> <li>• Introduction to Microsoft Office sessions attended by 16 people.</li> </ul>	<ul style="list-style-type: none"> <li>• Renovations and installation of Automated Materials Handling underway; related staff and service point changes in effect September 2, 2014</li> <li>• Automatic Release Plan for paperback fiction begun in July as part of efficiencies in materials selection</li> <li>• Replacement of network switches and Wi-Fi system being investigated in order to improve Internet speed</li> </ul>
<b>Organization &amp; Operations</b>	<ul style="list-style-type: none"> <li>• Canada Summer Jobs position of Newcomer Orientation Assistant filled; incumbent worked on outreach tasks including translations of library information</li> <li>• York Info staff participated in Inform Ontario symposium and Charity Village webinar</li> </ul>	<ul style="list-style-type: none"> <li>• Reading Buddies mentor sent thank-you to library expressing thrill at how reading "clicked" with one reluctant reader after staff recommended book</li> <li>• Staff attended Digital Odyssey conference on coding, and webinar on makerspaces</li> </ul>	<ul style="list-style-type: none"> <li>• Town program registration software installed; staff training to follow</li> <li>• Staff Bike to Work Day held; Bicycle Users Group formed</li> <li>• N6 libraries planning Snapshot day in fall to measure library activity and outcomes</li> </ul>