



Strategic Operations Report: January/February, 2019

	Igniting Community Dialogue, Discovery and Debate	Leading a Learning Community	Readying our Capabilities
Collaborative Relationships	<ul style="list-style-type: none"> IdeaMarket on employment after incarceration attracted 19 attendees Black History Month author program and display in partnership with NACCA very successful 	<ul style="list-style-type: none"> Southlake Cinemania January screening had 264 attendees; February had 182 Staff did presentation about job-related library resources at Job Skills Programs on Indigenous themes planned for March with Nin Os Kom Tim native culture centre. 	<ul style="list-style-type: none"> CEO participated in discussions to prepare for Council Strategic Priorities workshop Registration for free tax prep clinics for low-income residents is full
Spaces	<ul style="list-style-type: none"> Staff met with Town to coordinate messaging on facilities used as warming/cooling centres Staff working on plan to schedule local organizations at community kiosk in library 	<ul style="list-style-type: none"> Total number of people using the Maker Hub for the month: 78 Patron created video about 3D printing in the Maker Hub and shared it with staff 	<ul style="list-style-type: none"> Replacement lounge furniture fully installed; old lounge chairs sold via surplus auction Carpet replacement planned for June; preparations underway Library closed 12:30pm Feb. 12 due to inclement weather
Positioning	<ul style="list-style-type: none"> Library purchased ad in forthcoming picture map of Newmarket Library participating in Home & Lifestyle Show Mar. 29-31 Pop-up library held at Ward 7 Gathering Staff article on March Break at the library ran on yorkregion.com, 	<ul style="list-style-type: none"> Children’s reference questions up by 11% in January 2019 over 2018 Article on Black History Month event in library published in local media Brochure on library online databases revised “Boosted” Facebook posts on targeted programs showing results, rapidly reaching full registration 	<ul style="list-style-type: none"> Library participated in national social media campaign on fair eContent pricing for public libraries Review of Suggestion for Purchase service shows that over 6 months DVDs purchased circulated an average of 16 times and books 5-6 times Staff promoted Kanopy service at Town staff

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	NewmarketToday.ca and in The Era newspaper		“Coffee With the CAO” event
Resources	<ul style="list-style-type: none"> Staffed held several one-on-one sessions on the Ancestry database 	<ul style="list-style-type: none"> Library piloting use of KitKeeper software to manage book club kit reservations March Break programs for children finalized and promoted with unique webpage Children’s reference questions up by 31% over same period last year 	<ul style="list-style-type: none"> Kanopy streaming video service launched; 2301 visits and 282 plays in the first month New staff computers being deployed with help from IT intern 2019 budget approved at Committee of the Whole Library now on the Envi broadband network through the Town; speed cap raised to 150Mbps
Organization & Operations	<ul style="list-style-type: none"> Realignment of York Info and library outreach roles due to vacancy resulted in full-time Community Information Coordinator position and expanded hours for Marketing Coordinator 	<ul style="list-style-type: none"> Library Technician student from Seneca College doing placement in February/March 	<ul style="list-style-type: none"> Several staff attended Ontario Library Association conference in Toronto CEO elected as Vice-Chair of Canadian Federation of Library Associations (CFLA-FCAB) New Sunday Supervisor hired