



## MEMORANDUM

**To:** Newmarket Public Library Board

**From:** Todd Kyle

**Date:** October 15, 2014

**Re:** **2014 Business Plan – Interim Report**

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I am pleased to present the Board with an interim report on progress with the 2014 Business Plan. As you can see, the vast majority of tasks are marked as either “completed” or as “ongoing”.

Three items are noted as “uncertain”: investigation is ongoing but completion by the end of 2014 is in doubt. These projects will therefore continue into 2015.

- **Expand device loan programs**
- **Pilot remote library service event**
- **Introduce use of inventory wand**
  - An inventory wand was donated to the Library as part of a research project but exploration of the particular model’s capabilities demonstrated it was not appropriate to the Library’s needs; therefore consideration will continue to be given to purchasing a unit as approved in the Capital Budget.

Two items are noted as “for Board consideration”:

- **Explore future service delivery and facilities options**
  - The deliverable on this item was to have been a report on future service delivery needs and options. The following are actions for the Board to consider:
    - A. To approve related funds from capital reserves;
    - B. To refer the matter to the Library/Town Joint Task Force, asking them to form a joint working group to commission a study;
    - C. To defer this topic entirely until a new Board is in place for 2015.
- **Explore fundraising and sponsorship strategy to increase revenues**
  - Staff have begun considering strategy and policy surrounding this item, but resource constraints on the part of both the Library and the Town have prevented further progress. At this point there are two suggested options:
    - A. To ask the C.E.O. to include a fundraising target in the 2015 draft operating budget, with strategy to be outlined at a later date.
    - B. To defer this topic entirely until a new Board is in place for 2015.

The following motion is recommended:

**THAT the Library Board receive the report entitled 2014 Business Plan—Interim Report.**



**Newmarket Public Library  
2014 Business Plan—Interim Progress Report  
(October 2014)**

***Igniting Community Dialogue, Discovery & Debate***

Key element	Action Item	Success measurement
<b>Collaborative Relationships</b>	Offer at least 8 IdeaMarket events	ONGOING
	Develop follow up reporting and connection plan for IdeaMarket	COMPLETED
	Develop community advisory plan for IdeaMarket	COMPLETED
	Participate in Community Collaboration Ecosystem initiative	ONGOING
	Continue development of community digitization projects & events	ONGOING
<b>Spaces</b>	Explore alternative/expanded spaces for IdeaMarket events	ONGOING
	Explore facilitating spontaneous conversation in library spaces	ONGOING
<b>Positioning</b>	Broaden marketing campaign to position the library as a centre of dialogue	COMPLETED
	Engage at least one media partner for IdeaMarket	COMPLETED
<b>Resources</b>	Continue to explore social sharing/discovery functionality in public catalogue	ONGOING
	Develop strategy to continue to add new content to Era archive	ONGOING
	Continue website redesign to facilitate public input/comments as well as meet accessibility standards	ONGOING
<b>Organization &amp; Operations</b>	Expand community partnership activities	ONGOING
	Formalize partnership with 211 Ontario	COMPLETED

## *Leading a Learning Community*

Key element	Action Item	Success measurement
Collaborative Relationships	Continue to partner with community groups on digital literacy	ONGOING
	Expand newcomer services in collaboration with N6 and York Region	ONGOING
	Finalize youth computer area and develop services and programming	COMPLETED
Positioning	Broaden marketing campaign to position the library as a learning center	COMPLETED
Resources	Introduce Tech Time for Kids and maker-related programming	COMPLETED
	Explore expanded programming for older school-age children	ONGOING
	Further develop core technology learning/discovery programming	ONGOING
	Redeploy staff to technology learning/discovery programming	COMPLETED
	Offer new online learning services	ONGOING
	Explore 3D printing technology	ONGOING
	Expand device loan programs	UNCERTAIN
Organization & Operations	Implement measurement methods for learning role	ONGOING
	Implement staff training for digital literacy role	COMPLETED

## *Readying Our Capabilities*

Key element	Action Item	Success measurement
Collaborative Relationships	Continue to promote strategic vision with community partners through formal presentations and informal conversations	ONGOING
	Complete redesign of circulation area for better service and efficiency	ONGOING
	Explore future service delivery and facilities options	ONGOING; FOR BOARD CONSIDERATION
Spaces	Pilot remote library service event.	UNCERTAIN
	Produce report on Year 1 successes; establish as annual activity	COMPLETED
	Redesign vision plaque to engage staff and residents	COMPLETED
Positioning	Explore additional online services	ONGOING
	Expand eBook selection	ONGOING
	Introduce automated materials handling	COMPLETED
	Introduce use of inventory wand	UNCERTAIN
Resources	Assess efficiency and performance of physical collections	ONGOING
	Explore fundraising and sponsorship strategy to increase revenues	FOR BOARD CONSIDERATION
	Assess efficiency of printing/copying functions for public and staff	COMPLETED
Organization & Operations		