



MEMORANDUM

To: Newmarket Public Library Board

From: Todd Kyle

Date: May 20, 2015

Re: 2014-2015 Annual Report to the Community

I am pleased to present to the Board the 2014-2015 edition of the library's Annual Report to the Community. The Report follows a format approved by the Board in 2014. As last year, it is dated for April, so it is my intention to release it as an electronic document to stakeholders following this meeting.

The following motion is recommended:

THAT the Library Board receive the 2014-2015 Annual Report to the Community as presented.



Newmarket Public Library STRATEGIC PLAN 2013-2016



2nd Annual Report to the Community 2014-2015

literacy debate learning discovery insight

INSPIRING

The Library's Role...

Inspiring the growth of an engaged and informed Newmarket as the centre of community dialogue, debate and discovery in dynamic and welcoming physical and virtual environments.

To fulfill this role, we will...

- Ignite Community Dialogue, Discovery and Debate
- Lead a learning community
- Ready our Capabilities

We will achieve this while focusing on five Key Elements:

- Collaborative Relationships
- Spaces
- Positioning
- Resources
- Organization & Operations

MESSAGE FROM THE CEO



Photo by Stephen Plumley

“ **Welcome** to the second in a series of annual reports on the implementation of our Strategic Plan 2013-2016. Under the Plan, the Library is having an impact on our community. People are engaging in inspiring conversations and learning the skills they need to thrive in the knowledge economy.

In 2014, we conducted a study called the Impact Survey on our digital learning and technology services. The results confirm what we already know about Internet access in the library: that it is essential to many in our community for their educational, social and employment needs.

Our community's future depends on citizens who are engaged and who continue to learn all their lives. Our community's future depends on a strong Library. ”

Todd .

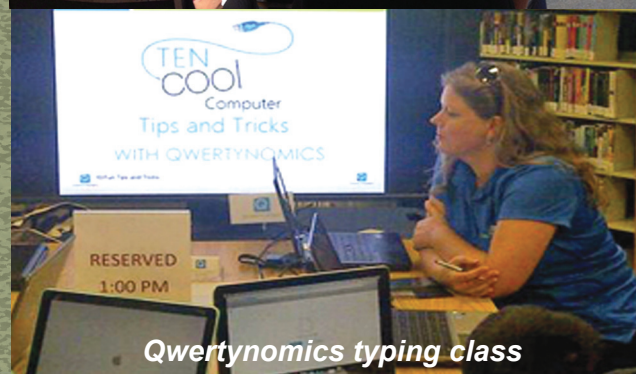
Todd Kyle, CEO
tkyle@newmarketpl.ca
April 2015

Igniting Community Dialogue, Discovery & Debate

- IdeaMarket continued as a monthly, community-led dialogue on important and controversial topics, forming an informal network of community partners and engaged citizens.
- The Library established partnerships with several organizations, including the Newmarket Jazz+ Festival, the PlāYR film festival, Qwertynomics typing classes, and Startup York.
- York Info Community Information and Volunteer Centre, operated by the Library, formalized its contract as the regional partner for the provincial 211 community information service. In addition, King Township Public Library was added to the York Info partnership, which now numbers five northern York Region libraries.
- Digitization Days were held to help the community document and share local history.
- As part of a partnership with local startup Green Reads, the Library installed a used book vending/donation machine at the Magna Centre to encourage reading and recycling in the community.



IdeaMarket community discussions



Qwertynomics typing class

By the numbers

980,000

number of times the Library's online resources were accessed in 2014

7,800

people who were matched with volunteer opportunities by York Info in 2014

800

number of times the Library's meeting rooms were rented in 2014

2,600

number of participants at Library outreach events in 2014

146,000

number of visits to the Library's website recorded in 2014

2nd Year Successes

Leading a Learning Community

- The Library continued to partner with Inn From The Cold to provide computer learning sessions for their employment program.
- The Library was a Canadian pilot site for the Impact Study on library technology services, developed by the University of Washington DC. The study showed that library Internet access is valued and needed by Newmarket residents to improve their lives.
- New core technology learning and discovery programs included The Digital Shift computer help by appointment, Blox and Bots robotics building program for kids, eServices for Beginners, and courses on Microsoft Office software.
- Instructor-led certificate courses and streaming video were added to the Library's online learning resources.
- Under the Local Immigration Partnership, translations of a guide to York Region libraries into 6 languages were produced, and the Library piloted an ESL conversation program called Let's Talk.
- The Library hosted a "maker fair" at the 2014 Newmarket Jazz+ Festival, demonstrating its new 3D printer, among other technologies. Introduction of 3D printer services and instructional courses was announced for May 2015.



Blox and Bots building program



Library Internet access

33,000

number of questions answered by Library staff during 2014

206,000

number of visits to the Library recorded in 2014

16,000

number of people who attended Library programs in 2014

750

number of people who attended computer and maker-related programs in 2014

34,000

number of times residents logged into the Library's computer workstations in 2014

3

number of people out of 70 who reported getting a new job as a result of using a Library computer, according to the Impact Survey

By the numbers

2nd Year Successes

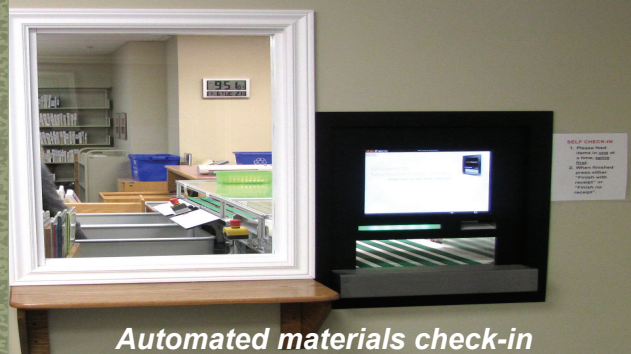
Readying Our Capabilities

- The Library won the 2014 Innovation Award at the Newmarket Chamber of Commerce Business Excellence Awards.
- The Library installed an automated materials check-in and sorting system, reducing service points and increasing diversion to self-service.
- Users now have access to over 60,000 eBook and eAudio titles under shared consortium services.
- The Library embarked on a campaign to further reposition itself in the community through a media partnership with The Era newspaper and through collaboration with the Newmarket Chamber of Commerce.
- The library increased the efficiency of its printing, copying, and workstation reservation services with the introduction of a new self-service system.

* At the 2014 Newmarket Chamber of Commerce Business Excellence Awards, left to right, Sean Stephens of Treefrog Inc., Newmarket Public Library Board Chair Joan Stonehocker, Todd Kyle, CEO of Newmarket Public Library (holding the award), and Lina DeMarco of Bell Canada.



*NPL wins Innovation of the Year award**



Automated materials check-in

467,000

number of items borrowed from the Library in 2014

14 %

percentage of borrowing that is digital media

22,000

number of residents with library cards

3,600

number of confirmed subscribers to the Library's e-newsletter, NPL News

3,500

followers of the Library's social media accounts

55%

percentage of items checked out using the Library's two self-serve stations

By the numbers

Newmarket Public Library

438 Park Ave.

Newmarket, ON L3Y 1W1

www.newmarketpl.ca

I can't believe the library has DIGITAL MAGAZINES



Believe it.

From digital magazines to online language lessons, eBooks to streaming movies.

Newmarket Public Library provides access to it all at www.newmarketpl.ca/free



*Print ad campaign to
promote the library's
e-resources running
in The Era newspaper
during 2015*

I can't believe the library has STREAMING MOVIES



Believe it.

From streaming movies to music downloads, eBooks to online certificate courses.

Newmarket Public Library provides access to it all at www.newmarketpl.ca/free



I can't believe the library has ONLINE LANGUAGE LESSONS



Believe it.

From online language lessons to music downloads, eBooks to streaming movies.

Newmarket Public Library provides access to it all at www.newmarketpl.ca/free

I can't believe the library has ONLINE COURSES



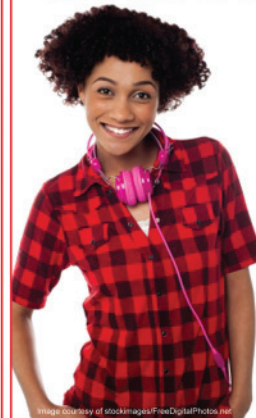
Believe it.

From online certificate courses to eBooks, language lessons to digital magazines.

Newmarket Public Library provides access to it all at www.newmarketpl.ca/free



I can't believe the library has MUSIC DOWNLOADS



Believe it.

From music downloads and streaming, to online courses and digital magazines.

Newmarket Public Library provides access to it all at www.newmarketpl.ca/free



innovation creativity connections exploration

INSPIRING