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Library Board Report

To: Newmarket Public Library Board
From: Todd Kyle
Date: January 20, 2021
RE: **Marketing and I.T. realignment agreements**

Background:

In October 2019 the Board approved the following motions:

...THAT the Library Board authorize the C.E.O. to execute and implement the one-year pilot Information Technology Joint Steering Committee, effective October 15, 2019;

AND THAT the Library Board authorize the C.E.O. to execute and implement the one-year pilot Service Level Agreement Between Town of Newmarket Recreation & Culture/Marketing & Sponsorship and Newmarket Public Library, effective October 15, 2019;

AND THAT the Library Board direct the C.E.O. to report on a regular basis to the Board on the progress and outcome measures related to these pilots and make recommendations to the Board regarding the future status of the agreements after the completion of the pilot year.

This report gives an update on these two projects.

Information Technology:

The IT Joint Steering Committee was struck in late 2019. The work of the JSC was interrupted by the COVID-19 crisis; however the committee was able to draft a permanent agreement that would align the Library to a shared IT infrastructure with the Town while maintaining the role of Library IT (aka Systems) staff in the analysis, procurement, implementation, and administration of library-specific IT solutions. Because both the Library CEO and Town IT Director positions are currently not filled on a permanent basis, the finalizing of that agreement will be delayed until permanent leaders are in place on both sides.

Marketing:

A pilot project began in February 2020 whereby Library marketing staff would report to the Marketing and Sponsorship unit within Recreation and Culture at the Town, while still maintaining focus on Library marketing activities. That project was also severely curtailed by the COVID-19 crisis, which interrupted the direct embedding of Library marketing personnel in the Marketing and Sponsorship team and processes. For this reason, it has been agreed among senior staff that the agreement be renewed for one year, in the hopes that an eventual return to normal activity will allow the arrangement to be properly tested.

It should be noted that library marketing activities in the past year have shown considerable success. While usage of the library and total programs offered have both declined considerably due to COVID, online programs of the library have maintained and even slightly increased in the average number of attendees per session.

Conclusion:

The following motions are recommended:

THAT the Library Board receive the report on Marketing and IT realignment agreements;

AND THAT the Library Board authorize the C.E.O. to extend for one year the pilot Service Level Agreement Between Town of Newmarket Recreation & Culture/Marketing & Sponsorship and Newmarket Public Library.