

Strategic Operations Report: January, 2021

	Igniting Community Dialogue, Discovery and Debate	Leading a Learning Community	Readying our Capabilities
Collaborative Relationships	<ul style="list-style-type: none"> Planning future programs with Newmarket African Caribbean Canadian Association (NACCA) Planned 2021 annual tax assistance clinics for clients via library with local accountant business Adult Services Library Technician recorded a workshop session <i>Capturing COVID-19 as a Community Collection</i> for presentation with Kawartha Lakes PL and Halton Hills PL at the Ontario Library Association annual conference 	<ul style="list-style-type: none"> 51 attendees for online movie <i>Seed: The Untold Story</i> in partnership with York Region Food Network Attendees for programs in partnership with Shadowpath – Reading Club monthly series (23); Theatre-Making 101 workshops (20) Head of Children’s staff facilitating Seneca College LIT Student chats between students and six NPL Library Technicians to replace in-house placements 38 attendees for Parent-Child Mother Goose program (partnership with EarlyON Child and Family Centre) 8 attendees for the Welcome centre story time session 	<ul style="list-style-type: none"> Children’s Services staff and Southlake Regional Health Centre staff discussing next steps for Begin with Books program. Books (200) were delivered to Southlake In preparation for Forest of Reading Program facilitated social media and newsletter posts and purchased ebooks to supplement print titles. Plan to reach out to schools
Spaces	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Library was limited to curbside service for January
Positioning	<ul style="list-style-type: none"> Social media posts continue to do well in spreading library news 	<ul style="list-style-type: none"> Finalized content for Forest of Reading Program on READSquared application and website 	<ul style="list-style-type: none"> Working with Marketing & Communications Coordinator on program and service promotion
Resources	<ul style="list-style-type: none"> 9 virtual Reading Buddies sessions were held 	<ul style="list-style-type: none"> Adult Services held five book club zoom meetings 	<ul style="list-style-type: none"> Continued to order Overdrive Advantage titles

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	<ul style="list-style-type: none"> • Amusing curbside pickup reminder using the Bernie Sanders image from U.S. inauguration that became a popular meme on Internet used for article published by Newmarket Today • Marketing and Communications Coordinator wrote copy and designed graphics to promote programs via the library's social media – Seed: The Untold Story; Navigating the Health Care System for Caregivers; Black History Month author Desmond Cole; Ergonomics 101 Working From Home; Mike Drak, Retirement The Right Way; Nighttime Wonders; Will You Be Our Valentine 	<ul style="list-style-type: none"> • Extended the Winter Reading Challenge and worked with Marketing Coordinator to do weekly teasers on social media • Children's services created and issued weekly Reader's Advisory (RA) social media posts • STEAM storytime program had 33 attendees in total • 461 uses of children's research databases in January • New user sign-ups for Overdrive (137), for Hoopla (65) • Pressreader had 60 unique users and over 41,480 articles opened • 262 plays on Kanopy • Digital/Maker programs included How to use sessions for eBooks, eAudiobooks, eVideo, Digital Magazines, Pressreader; Intros to 3D printing, Zoom as well as Knitting Circle and Beading Circle 	<ul style="list-style-type: none"> • Began review of 2020 on order titles not yet received with a view to cancel stale titles • Contributed library content to the Town's HomeSweetHome webpage and the Seniors Centre newsletter • Wrote article than ran on Newmarket Today's website and The Era's yorkregion.com website: Newmarket Library cooks up array of workshops and Black History Month event
Organization & Operations	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • All staff and Board were registered for the annual 2021 Ontario Library Association Super Conference to be held virtually in February 	<ul style="list-style-type: none"> • Ongoing services planning/strategizing about adjusted services and procedures during limited services • Upgraded Wireless firmware