



Strategic Operations Report: March, 2021

| | Igniting Community Dialogue, Discovery and Debate | Leading a Learning Community | Readying our Capabilities |
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| Collaborative Relationships | <ul style="list-style-type: none"> • First Ancestral Voice program with Antonio Michael Downing was a success with 34 attendees • Increased interest from community organizations interested in learning more about how book clubs operate and about our resources for their own book clubs | <ul style="list-style-type: none"> • Attendees for programs in partnership with Shadowpath – Reading Club monthly series (27); Theatre-Making 101 workshops (27) • 45 attendees for Exploring the Birds of Ontario II • 7 attendees for the Welcome Centre story time session • In partnership with local accounting firm, facilitated income tax return assistance for low income residents (32) | <ul style="list-style-type: none"> • Ontario Parks passes are circulating and have holds pending • More staff began customer service training presented by the Town’s customer service supervisor. • Planning future workshops with Scientists in Schools (science education non-profit) Workshops are made possible through a donation of The Natural Sciences and Engineering Research Council of Canada (NSERC) |
| Spaces | | | <ul style="list-style-type: none"> • Library was limited to curbside service until mid-March. Increased service for a limited number of customers permitted inside building for holds pickup, and computer use for 2 weeks only, until tighter restrictions resumed |
| Positioning | <ul style="list-style-type: none"> • Social media posts continue to do well in spreading library news | <ul style="list-style-type: none"> • Staff tested Brainfuse, an online academic and career help service which includes access to live tutors and coaches | <ul style="list-style-type: none"> • Systems staff performed set-up/take down of staff workstations and lobby work station to accommodate changes in service. |

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| Resources | <ul style="list-style-type: none"> • 47 attended the STEAM sessions for older children • Marketing and Communications Coordinator wrote copy and designed graphics to promote 15 programs via the library’s social media including – Ancestral Voices Author Series and April Break programs: Virtual Pet Show & Tell; May The Force Be With You; Mad Science; Virtual Scavenger Hunt; Virtual Wheel of Fortune; Walking Water: Let’s Grow A Rainbow | <ul style="list-style-type: none"> • New user sign-ups for Overdrive (71), for Hoopla (28) • 216 plays on Kanopy • Adult Services held five book club zoom meetings • Digital/Maker programs attendance (total of 19) for How to use sessions for eBooks, eVideo eAudiobooks, Digital Magazines, Pressreader; Intros to 3D printing, Online library, Zoom, Painting, Drawing, Knitting Circle, Beading circle and Button design. Attendance totaled 8 for volunteering with Mercy Ships and Online job search & interviewing for young adults • 27 virtual Reading Buddies sessions were held • 7 attendees for the Advanced Readers’ Book Club | <ul style="list-style-type: none"> • Bestsellers lists for fiction and non-fiction for the Spring/Summer season now on our website • Contributed library content to the Town’s HomeSweetHome webpage and the Seniors Centre newsletter • Article ran on Newmarket Today’s website and The Era’s yorkregion.com website: Newmarket Library, Indigenous consultant partner to launch author series exploring diversity • With Town HR reviewed text of all website forms for neutral, politically correct wording • To address need for greater access/info on how to get vaccinated, developed program for an April start How To Register For Your COVID Vaccine |
| Organization & Operations | <ul style="list-style-type: none"> • Staff registered for Public Programming in the Pandemic, a 3-week certificate program delivered through Library Journal | <ul style="list-style-type: none"> • Staff attended sessions of the Innovative Users Group (IUG) conference for learning related to use of our Integrated Library System (ILS) which manages our catalogue and database of cardholders | <ul style="list-style-type: none"> • Ongoing services planning/strategizing about adjusted services and procedures during limited services • Met with Town HR regarding work-from-home accommodations • Community Engagement Librarian advised of resignation effective late April. |