

Strategic Operations Report: February, 2021

	Igniting Community Dialogue, Discovery and Debate	Leading a Learning Community	Readying our Capabilities
Collaborative Relationships	<ul style="list-style-type: none"> Two Black History Month programs in partnership with Newmarket African Caribbean Canadian Association (NACCA): panel discussion (20 attendees); Desmond Cole author reading (63 attendees) Adult Services Library Technician pre-recorded workshop session <i>Capturing COVID-19 as a Community Collection</i> for presentation with Kawartha Lakes PL and Halton Hills PL was made available at the Ontario Library Association annual conference 	<ul style="list-style-type: none"> Attendees for programs in partnership with Shadowpath – Reading Club monthly series (26); Theatre-Making 101 workshops (22) 33 attendee total for Querying About Query Letters, Retirement the Right Way, and Ergonomics At Home 11 attendees for Parent-Child Mother Goose program (partnership with EarlyON Child and Family Centre) 7 attendees for the Welcome Centre story time session Worked with two local partners on a new series of programs titled Ancestral Voices. 	<ul style="list-style-type: none"> Organized 2021 annual tax assistance clinics for clients via library with local accountant business. Ontario Parks passes are ready to go and promotion will take place by mid-March. More staff began customer service training presented by the Town's customer service supervisor.
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 February
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 presenting STEAM programs have attended free workshops sponsored by Spectrum. 	<ul style="list-style-type: none"> Working with Marketing & Communications Coordinator on program and service promotion
Resources	<ul style="list-style-type: none"> 18 virtual Reading Buddies sessions were held Marketing and Communications 	<ul style="list-style-type: none"> Adult Services held five book club zoom meetings New user sign-ups for Overdrive (84), for Hoopla (61) 	<ul style="list-style-type: none"> Created bestsellers lists for fiction and non-fiction for the Spring/Summer season which will go up on

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	<p>Coordinator wrote copy and designed graphics to promote 11 programs via the library's social media including – Exploring The Birds of Ontario II with photographer David t. Chapman, and Working And Living On A Hospital Mercy Ship</p> <ul style="list-style-type: none"> Children's services responded to MP Tony Van Bynen's twitter request on I Read Canadian Day: <i>"Stay tuned for a sneak peek on my Canadian pick later today! @NewmarketPL & APLtweets what do you recommend today?"</i> Recommended Cherie Dimaline's The Marrow Thieves 	<ul style="list-style-type: none"> Pressreader had 43 unique users and over 14,149 articles opened 251 plays on Kanopy Total of 26 attended the Will You Be My Valentine? program. This program had a high level of family participation. Received a nice compliment from a parent: <i>Thank you so much for the valentines program A and L both loved it"</i>. Digital/Maker programs attendance (total of 41) for How to use sessions for eBooks, eAudiobooks, eVideo, Digital Magazines, Pressreader; Intros to 3D printing, Zoom, Painting, Drawing as well as Knitting Circle and Beading Circle. Attendance totaled 39 for Nature's Classroom Nighttime Wonders and Navigating The Health Care System For Caregivers 	<p>social media and our website in mid-March.</p> <ul style="list-style-type: none"> 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, Shadowpath offer free theatre workshop for newcomers Web Team is meeting with website provider to ensure AODA compliance
Organization & Operations	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Many staff attended the annual 2021 Ontario Library Association Super Conference. Access to sessions is available until August 2021 	<ul style="list-style-type: none"> Ongoing services planning/strategizing about adjusted services and procedures during limited services