

Strategic Operations Report: May 2021

	Igniting Community Dialogue, Discovery and Debate	Leading a Learning Community	Readying our Capabilities
Collaborative Relationships	<ul style="list-style-type: none"> 149 attendees for Ancestral Voices series program: Nadia L. Hohn, author of the Malaika books. This included attendance by school students invited from York Region District School Board (YDRSB) and York Catholic District School Board (YCDSB) Preparing for June 10th event with author Waubgeshig Rice former CBC journalist and radio host, and the author of the bestseller Moon of the Crusted Snow. 	<ul style="list-style-type: none"> Attendees for programs in partnership with Shadowpath – Reading Club monthly series (35) 7 attendees for the Welcome Centre story time session Parent-Child Mother Goose series has had 32 in attendance to date Marketing and Communications Coordinator submitted photos, graphics and written content about NPL and services for inclusion in the 2021 York Pride online event. 	<ul style="list-style-type: none"> Attended bi-weekly meetings on Superstar-Storytellers Summer Program. This large-scale event involves author visits including Gordon Korman, Sayantani DasGupta and Justin A. Reynolds; contests and social media engagement. All public libraries from both York and Durham regions are participating.
Spaces			<ul style="list-style-type: none"> Library was limited to curbside service for the month of May
Positioning	<ul style="list-style-type: none"> Social media posts continue to do well in spreading library news 	<ul style="list-style-type: none"> Systems staff set up accounts and file sharing for the Town of Newmarket Human Resources Generalist 	<ul style="list-style-type: none"> Attended hoopla annual review including current situation and introduction to a new service model called hoopla flex
Resources	<ul style="list-style-type: none"> Marketing and Communications Coordinator wrote copy and designed graphics to promote programs via the library's social 	<ul style="list-style-type: none"> New user sign-ups for Overdrive (80), for Hoopla (56) 459 plays on Kanopy 	<ul style="list-style-type: none"> Contributed library content to the Town's HomeSweetHome webpage and the Seniors Centre newsletter

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	media including – Ancestral Voices Author Series; Wild About Wildlife with York Region Forestry; Brain Health with the Alzheimer Society; Most Common Manuscript Blunders with MJ Moores of Writers' Community of York Region; Online knitting, sewing, crochet, beading circles; Classic Play Reading Club; STEAM program for children 6-9 years old.	<ul style="list-style-type: none"> • Adult Services held four book club zoom meetings • Digital/Maker programs attendance (total of 7) for How to use eBooks and Knitting Circle. • Attendance totaled 21 for Wild about Wildlife, 9 for Dementia Umbrella, and 16 for Brain Health and Getting a Good Night's Sleep • Children's programs - total attendance of 46 for Virtual Reading buddies, Advanced Reader's Book Club, and staff run story programs 	<ul style="list-style-type: none"> • Wrote and submitted article for local media: Newmarket Public Library clubs keep kids reading during summer break • Learning & Discovery Librarian is assisting with adult programs while the Community Engagement Librarian position is vacant.
Organization & Operations		<ul style="list-style-type: none"> • Attended training webinar Customers without Masks in preparation for re-opening • Attended day long program of author panels, in-depth conversations, and keynote talks which provided insights into industry trends to assist with work on growing and diversifying collections. 	<ul style="list-style-type: none"> • Manager, Library Services has taken on managing of the Circulation staff team and additional programming to cover the gap created with the resignation of the Community Engagement Librarian.