

Newmarket Public Library

2015 Business Plan

SUCCESS REPORT

Igniting Community Dialogue, Discovery & Debate

Key element	Action Item	Success measurement
Collaborative Relationships	Continue to explore alternative/expanded spaces for IdeaMarket events	Discussed use of Old Town Hall with Town staff and agreed on future collaboration. OTH opening delayed so no events held or planned as yet. OBJECTIVE MET
Spaces	Explore offering space to community groups to present public programs supporting community development and dialogue	<ul style="list-style-type: none"> 7 community groups were engaged in discussions on potential programs 16 such programs were presented involving 4 such groups Report on a broader interpretation of partnership guidelines presented to Board and approved OBJECTIVE MET
Positioning	Continue to add new content to digital local history collections	<ul style="list-style-type: none"> 3 local history publications added Due to lack of progress with in-house digitization of Era archive, new digitization partner being piloted; 1978-79 newspapers redone as part of pilot. OBJECTIVE MET
Resources	Continue to redevelop website to facilitate public input/comments as well as meet accessibility standards	<ul style="list-style-type: none"> Staff committee continue to plan new website (including public input) and the quotation process has begun for its design. Documents on the website have been reviewed and converted to accessible format where possible, or where not possible, users are invited to request assistance. OBJECTIVE MET
Organization & Operations	Continue to expand community partnership activities	7 new community partnership activities established, including Entrepreneurs in Residence (with Startup York); Shakespeare Allowed (with Humber River Shakespeare); low-barrier library cards and IdeaMarket session (with Blue Door Shelters)

		OBJECTIVE MET
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Leading a Learning Community

Key element	Action Item	Success measurement
Collaborative Relationships	Continue to partner with community groups on digital literacy	<ul style="list-style-type: none"> 3 digital literacy sessions (6 weeks each) serving 15 individual clients held as part of employment program at Inn From The Cold 9 visits to retirement residences held, serving 34 residents <p style="text-align: center;">OBJECTIVE MET</p>
	Pilot ESL conversation circle in cooperation with LSPYR/region/N6	<p>Program piloted; 15 sessions held with 30 total attendance. Program discontinued.</p> <p style="text-align: center;">OBJECTIVE MET</p>
	Collaborate with Town of Newmarket on exploring an innovation centre (Council strategic priority)	<p>Through Community Collaboration Ecosystem, library supported York Region Makers project to establish “NewMakelt” makerspace. Planned opening is February 2016; library will collaborate further.</p> <p style="text-align: center;">OBJECTIVE MET</p>
Spaces	Introduce 3D printing service and related “maker” equipment and space	<ul style="list-style-type: none"> 3D printing service introduced with 19 related courses/programs with 511 attendees and 112 prints completed Vinyl cutter purchased and tested; related services and space still under development as “Maker Hub” <p style="text-align: center;">OBJECTIVE PARTIALLY MET</p>
Positioning	Conduct pilot projects to lower barriers for library membership	<ul style="list-style-type: none"> Temporary Shelter cards introduced as a result of partnership with Blue Door Shelters; 11 cards issued E-access cards introduced for those without ID or who wish to register/renew from home; 18 cards issued <p style="text-align: center;">OBJECTIVE MET</p>
Resources	Introduce digital media creation equipment and programming	<p>Equipment purchased and being tested; service not yet introduced (will be part of Maker Hub).</p> <p style="text-align: center;">OBJECTIVE PARTIALLY MET</p>
	Expand device loan programs	<p>External loans of laptops researched and planned; purchase process begun using 2015/16 Ontario Libraries Capacity Fund grant. Introduction of service deferred until 2016.</p> <p style="text-align: center;">OBJECTIVE PARTIALLY MET</p>
Organization & Operations	Continue to implement outcome measures for learning role	<ul style="list-style-type: none"> Edge Benchmark audit completed for 2016; achievement increased from 69 to 77% Impact Survey subscription purchased as of rollout to Canada in fall; to be done in 2016

		<ul style="list-style-type: none"> • Economic Impact Study deferred • Supporting Ontario Library Association grant application for “L-index” impact measure research • Some impact stories included in Strategic Operations Report to board • Exploring use of Project Outcome surveys from American Library Association <p>OBJECTIVE MET</p>
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Readying Our Capabilities

Key element	Action Item	Success measurement
Collaborative Relationships	Explore expanded broadband connectivity in partnership with community initiatives	<ul style="list-style-type: none"> • Library continues to support Gigabit Corridor project • Connection to ORION network from hospital explored but deferred due to potential of Gigabit project and uncertainty of York Telecom Network <p>OBJECTIVE MET</p>
	Collaborate with Town of Newmarket on exploring downtown parking options (Council strategic priority)	<p>Library has indicated intention of participating in Community Centre Lands study but no action has yet occurred.</p> <p>OBJECTIVE PARTIALLY MET</p>
Spaces	Explore future facility and service delivery options (Related to Council strategic priority on community & recreation facilities)	<p>Library has met with Town staff on participating in accommodations study for future community facilities with a view to including a library facility. Board has deferred further action.</p> <p>OBJECTIVE PARTIALLY MET</p>
	Replace Wi-Fi system	<p>New Wi-Fi system allows for increased speed, capacity, and flexibility.</p> <p>OBJECTIVE MET</p>
	Pilot remote library service event	<ul style="list-style-type: none"> • 7 pilot events held with approx. 800 participants and 80 e-resources cards issued. • 6 storytimes with 38 participants held at Story Pod • Additional remote outreach staff requested in 2016 budget <p>OBJECTIVE MET</p>
	Further refine redesign of circulation area for greater privacy and service flow	<ul style="list-style-type: none"> • Office partitions installed • Service points signed in order to emphasize self-service • Doorbell system initiated for additional service

		<ul style="list-style-type: none"> Self-service checkout increased from 42% to 59% over 2014 OBJECTIVE MET
Positioning	Initiate marketing campaign to promote e-resource use	<ul style="list-style-type: none"> 23 paid print ads run Average of 21 unique page views of the ad URL OBJECTIVE MET
Resources	Expand online services	3 new services added: OneClickDigital e-audio & e-books; Indieflix streaming video; MaBiblioNumérique French e-books OBJECTIVE MET
	Explore expansion of automated materials handling	Additional self-service returns station added OBJECTIVE MET
Organization & Operations	Explore fundraising and development program	<ul style="list-style-type: none"> Strategy produced and fundraising target projects determined CanadaHelps account set up Website and social media promotion begun OBJECTIVE MET
	Implement efficient printing/copying functions for public and staff	System installed and undergoing testing; implementation delayed until January 2016 due to vendor complications OBJECTIVE PARTIALLY MET
	Broaden N6 consortia purchasing for savings and increased services	<ul style="list-style-type: none"> OneClickDigital and Indieflix products purchased under N6 consortium arrangement Other potential e-service consortia explored OBJECTIVE MET