



Newmarket Public Library STRATEGIC PLAN 2013-2016



3rd Annual Report to the Community 2015-2016

literacy debate learning discovery insight

INSPIRING

The Library's Role...

Inspiring the growth of an engaged and informed Newmarket as the centre of community dialogue, debate and discovery in dynamic and welcoming physical and virtual environments.

To fulfill this role, we will...

- *Ignite Community Dialogue, Discovery and Debate*
- *Lead a learning community*
- *Ready our Capabilities*

We will achieve this while focusing on five Key Elements:

- *Collaborative Relationships*
- *Spaces*
- *Positioning*
- *Resources*
- *Organization & Operations*

MESSAGE FROM THE CEO



Photo by Stephen Plumley

“ **Welcome** to the third in a series of annual reports on the implementation of our Strategic Plan 2013-2016. As the report shows, the Library continues to have an impact on our community. People are engaging in inspiring conversations and learning the skills they need to thrive in the knowledge economy.

Earlier this year, we again conducted a study called the Impact Survey on our digital learning and technology services. The results confirm what we already know about Internet access in the library: that it is essential to many in our community for their educational, social and employment needs.

Our community's future depends on citizens who are engaged and who continue to learn all their lives. Our community's future depends on a strong Library.

”

Todd .

Todd Kyle, CEO
tkyle@newmarketpl.ca
May 2016

Igniting Community Dialogue, Discovery & Debate

- A Community Advisory Panel was formed in order to broaden input into IdeaMarket, a regular community-led dialogue on important and controversial topics. Sessions are now video recorded and posted to the Web. IdeaMarket topics this year have included climate change, youth homelessness, and child welfare.

- New activities were established at the Library in partnership with community agencies:

- Entrepreneurs in Residence (with Startup York)
- Shakespeare Allowed (with Humber River Shakespeare Company)
- LEARN seminar series (with Newmarket Chamber of Commerce)
- Financial Literacy workshops (with CPAs of Canada)

- In consultation with users and community partners, the Library began offering low-barrier library cards for temporary shelter residents and e-access cards for those without identification or who wish to register from home.



LEARN seminars with Chamber of Commerce



IdeaMarket community discussions

By the numbers

1.47 million

number of times the Library's online resources were accessed in 2015

5,500

people who were matched with volunteer opportunities by the Library's York Info service in 2015

713

number of times the Library's meeting rooms were rented in 2015

2,980

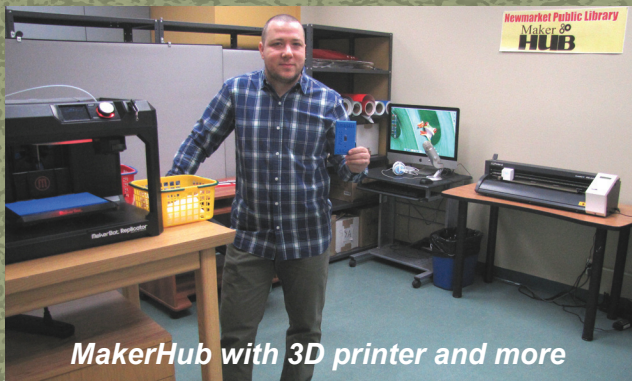
number of participants at Library outreach events in 2015

157,000

number of visits to the Library's website recorded in 2015

3rd Year Successes

Leading a Learning Community



MakerHub with 3D printer and more



Children's computer/tech program

31,500

number of questions answered by Library staff during 2015

214,000

number of visits to the Library recorded in 2015

16,000

number of people who attended Library programs in 2015

1,860

number of people who attended computer and maker-related programs in 2015

164

number of prints done so far by Library users on the 3D printer

34,000

number of times residents logged into the Library's computer workstations in 2015

2

number of people out of 40 who got a new job as a result of using a Library computer, according to the Impact Survey

By the numbers

- The Library continued to provide a wide array of technology discovery and computer learning programs to the community, including Let's Tinker With the 3D Printer, The Digital Shift, and Blox and Bots.
- The Impact Survey was established as a regular outcome measure. The survey continued to show that library Internet access is valued and needed by Newmarket residents to improve their lives.
- A 3D printing service was established and the Library began the launch of MakerHub, a space that features 3D printing, a digital vinyl cutter, and a digital media workstation with a camera, microphone, editing suite, and headphones.
- Three new online services were added this past year:
 - OneClickDigital eAudio & eBooks
 - InstantFlix streaming video
 - MaBiblioNumérique French e-books

3rd Year Successes

Readying Our Capabilities

- The Library replaced its Wi-Fi network with a new system allowing for increased speed, capacity, and flexibility.
- A second public intake station was added to the automated materials check-in and sorting system in order to increase customer service.
- The Library embarked on a project to provide remote library service at community events, and partnered with the Town of Newmarket on the HollisWealth Story Pod, an open-exchange reading installation.
- The Library continued its campaign to further reposition itself in the community, and in particular to promote its online services, through advertising in print and online media.



The Library's Pop-Up Library at an event



Story Pod at Riverwalk Commons

By the numbers

508,000

number of items borrowed from the Library in 2015

17%

percentage of borrowing that is digital media

23,500

number of residents with library cards

3,600

number of subscribers to the Library's e-newsletter, NPL News

3,400

followers of the Library's social media accounts

60%

percentage of items checked out using the Library's two self-serve stations

Newmarket Public Library

438 Park Ave.

Newmarket, ON L3Y 1W1

www.newmarketpl.ca

I can't believe the library has **DIGITAL MAGAZINES**



Believe it.

From digital magazines to online language lessons, eBooks to streaming movies.

Newmarket Public Library provides access to it all at www.newmarketpl.ca/free



*Ad campaign to
promote the Library's
e-resources running
during 2016*

I can't believe the library has **STREAMING MOVIES**



Believe it.

From streaming movies to music downloads, eBooks to online certificate courses.

Newmarket Public Library provides access to it all at www.newmarketpl.ca/free



I can't believe the library has **ONLINE LANGUAGE LESSONS**

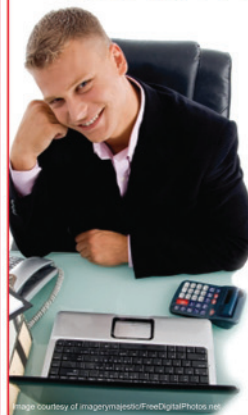


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I can't believe the library has **ONLINE COURSES**



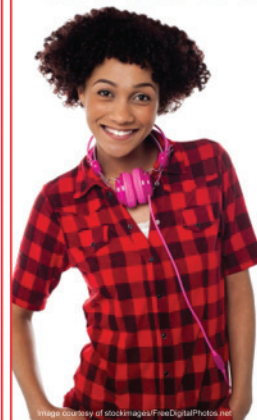
Believe it.

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I can't believe the library has **MUSIC DOWNLOADS**



Believe it.

From music downloads and streaming, to online courses and digital magazines.

Newmarket Public Library provides access to it all at www.newmarketpl.ca/free



innovation creativity connections exploration

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