



# October 2023 Strategic Operations Report

## Empowering Our Community

- In partnership with the Town of Newmarket, the Library presented the Book Launch for Olympian Mary Sander's Autobiography *Nine Lives* by 35. Mayor John Taylor volunteered his time as the special guest Interviewer for the event. Sixty people attended the event.
- On October 21, 2023, the Winning Canadian Scholarships program supported families with members pursuing post-secondary education. This free event assisted the community in tapping into scholarships to make higher education more accessible. Thirty-nine people attended the program.
- We have partnered with Jobskills to offer a program providing basic computer skills called "Point, Click, Connect."
- A parent and child duo came to 3D print a piece for a Halloween costume. They got certified to use the 3D printer, and then they came to use the printers themselves. Access to the 3D printer has helped this family spark their imagination and make their ideas become reality.
- The Library has made the first steps to update its technology. Working with the Town of Newmarket IT Department, we updated our software, wi-fi and better access to our network. These changes protect the organization from the risk of cyber security breaches.

## Ensuring Welcoming and Accessible Places and Spaces

- Library staff visited Dr. J.M. Denison Secondary School over lunch to offer memberships to Grade Nine students. Twenty students walked away with new library cards. Students were excited to see Newmarket Library at their school and connected with Library staff to learn about our online resources.
- The Library visits the Welcome Centre monthly from September to June. In October, fourteen children attended the Newmarket Welcome Centre storytime. Through this partnership, we are connecting with the community and affirming inclusivity.
- Library staff participated in a Halloween outreach at the Upper Canada Mall. As part of the activities, we offered two story time programs. One hundred and fourteen people attended the two programs. The goal was to reach people where they were in fun and engaging ways.

## Providing Engaging and Relevant Services

- The first Shabbat Music Circle ran on October 27, 2023. Twelve people were in attendance. The program is open to all, affirms inclusivity, and supports literacy. Two sessions are remaining in this series.
- Seventy-three people attended four sessions of Mother Goose in October; this early literacy program is run in partnership with EarlyON. The program supports literacy and empowers our families.

- We are partnering with Code Ninjas to offer a monthly Minecraft Club program on the last Sunday of every month from October to June. The first session ran at capacity with twelve participants.
- The number of new Overdrive users is increasing. In October 2023, we saw one hundred and forty-four new users compared to October 2022, with seventy-eight new users. The increase could be attributed to a more accessible discovery layer on the website and the promotion out in the community.
- We launched a new Beanstack reading challenge for adults called 10 to Try. The challenge encourages people to read outside their comfort zone and spark their imagination. Future Beanstack challenges will bring more eyes to the platform and promote a more profound love of reading.



**The Head of Children's Services gives a storytime dressed as the Paper Bag Princess from popular Robert Munsch Book. One hundred and fourteen participants attended Library programming at the Upper Canada Mall on Halloween.**

Customer Feedback:

We received a simple yet telling comment received through our BiblioCore feedback form about the discovery layer: "Impressive".