

STRATEGIC OPERATIONS REPORT – JUNE TO AUGUST, 2016

	Igniting Community Dialogue, Discovery and Debate	Leading a Learning Community	Readying our Capabilities
Collaborative Relationships	<ul style="list-style-type: none"> Library partnering with Shadowpath Theatre for Haunted Library program in October, financed by grant from Newmarket Arts Council Library working with Town on presenting author Lawrence Hill in January Visual & Performing Arts Newmarket 2015-16 scrapbook digitized and online September Ideamarket is on the topic of global warming 	<ul style="list-style-type: none"> Agreement between Maker Hub and NewMakelt to collaborate on marketing and user certifications signed School visits promoting TD Summer Reading Club reached over 700 students 297 registered for TD Summer Reading Club Library hosted maker demonstration at Cubelt event at Magna Centre in June 	<ul style="list-style-type: none"> Library collaborating with Ontario Bar Assoc to present programs on tenancy and estate law this fall
Spaces	<ul style="list-style-type: none"> Signage for Magna Centre Green Reads machine repaired using Maker Hub vinyl cutter Weekly evening storytimes held at Story Pod Pop-Up Library held at Welcome Centre, Farmer's Market, Seniors' Meeting Place, Caribbean & South Asian Showcase, Multicultural Festival 	<ul style="list-style-type: none"> New Nordic Crime online book club created and will run on Goodreads, which links to library catalogue Maker Hub starting to attract many walk-in visits during regular open hours Additional staff trained on Maker Hub on order to assure open hours are consistent 	<ul style="list-style-type: none"> Non-fiction DVDs relocated to area near reference collection RFQ released for redevelopment of library website
Positioning	<ul style="list-style-type: none"> Library sponsored ticket draw for Jazz Festival, sending e-mail with contest details, resulting in 1372 opens and 315 clickthroughs. Festival followed up with e-blast of library marketing. 	<ul style="list-style-type: none"> Library held GTA Maker Festival satellite event in July; 38 new patrons, 9 3D prints resulted Library Goodreads account being promoted through social media 	<ul style="list-style-type: none"> Online ads for library e-resources continue through yorkregion.com as well as geo-targeted mobile ads
Resources	<ul style="list-style-type: none"> Seed Library program in the fall will feature CityTV personality Frankie Flowers and will also raise funds for the Seed Library 	<ul style="list-style-type: none"> New Ultimaker 3D printer successfully deployed; print costs reduced as a result 20 new "makers" certified on 3D printer and vinyl cutter Sign language teacher used Digital Media Station to create content for website 	<ul style="list-style-type: none"> Staff attended workshop on business information resources in libraries One-on-one appointments to explore library databases being offered this fall Library databases now promoted in print magazines

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		<ul style="list-style-type: none"> • Camcorder now available with Digital Media Station • Summer maker & robotics programs held for youth • New French-language storytime planned for fall • Gale Courses averaging 60 enrollments per month 	<ul style="list-style-type: none"> • with related content • New laptops for public loan purchased and prepared; to begin soon to be loaned for home use • Device charging station for public use purchased and to be installed on lower level
Organization & Operations	<ul style="list-style-type: none"> • Knitting Circle program will continue as patron-led program with library staff liaison, as founding staff member has retired 	<ul style="list-style-type: none"> • Happy or Not feedback machines deployed for 2 week period. Results: “Did you find what you were looking for today in the library?” 85% happy; “Did you learn something today in your program?” 82% average among all programs. • Impact Survey conducted in June and will be conducted again in Sept 	<ul style="list-style-type: none"> • Two student volunteers engaged to help with summer children’s programs • Staff attended Ontario Genealogical Society “librarian bootcamp” • Staff attended Canadian Library Association, Digital Odyssey and Marketing Libraries conferences • New IT backup & recovery system purchased and implemented