

April 2024 Strategic Operations Report

Empowering Our Community

- Susan Hoffman, Head of Children's Services, has been recognized by the Ontario Public Library Association for her achievements. Susan is the 2024 Children's Librarian of the Year Award recipient.
- The York Region Food Network generously donated two large trays of seeds, which will be available for patrons through the Seed Library so that they can start growing their vegetables.

Ensuring Welcoming and Accessible Places and Spaces

- The **Out and About Family Storytime** was launched at the Magna Centre in April. Thirteen attended the first Storytime. Library staff will do a weekly Storytime at the Magna Centre until the end of June.
- Library staff set up at a table at the Central York Chamber Home & Lifestyle Show. They promoted programs and services and offered games and branded prizes to customers. Approximately 700 people stopped by to talk to Library staff, and sixty-four walked away with a new Library Membership.
- Staff are working hard to bring the Fairy Trail Walk for Esther to life. Newmarket resident Christian Wehrli's desire to memorialize his sister Esther, who passed away in 2021, was the catalyst for creating this Storywalk®. When she visited Christian in Newmarket, Esther enjoyed spending time at Newmarket Library. Proceeds from the walk will fund future StoryWalks® in the community.

Providing Engaging and Relevant Services

- On April 20, the Library hosted the second annual Newmarket Homeschooler's Battle of the Books. The Library donated two 3D-print prizes for the event. A staff member asked the questions and was a co-moderator. Five teams and their family members were in attendance.
- Four Blox Builders sessions were held in April, with a total attendance 134. Attendance in March was 107, an increase of 20%.
- The End of the Line Play was a great success, with 52 people in attendance on a Wednesday evening. This program was possible with funding from PlayConnect through the Playwrights Guild of Canada.
- The book **Newmarket Centennial 1857-1957** is now available online. It is searchable and available as a PDF. The photographs are clearer via the PDF; because of the age of the pages and the types of photos in the book, perfect scanning of the photographs was difficult but complete. <https://news.ourontario.ca/newmarket/3917103/data?dis=dm>

Top Social Media Engagement:

- Plant Swap and Sale – May 11, 2024
 - 7,698 people reached
 - 856 engagements
- Newmarket Cycles: How to Change a Flat Tire
 - 2,937 people reached
 - 190 engagements
- Board Game and Puzzle Day
 - 2,803 people reached
 - 118 engagements
- Report to the Community 2023
 - 2,234 people reached
 - 250 engagements



Michelle F. was so excited to get her Library card at the Home & Lifestyle Show!

Customer Feedback:

Feedback from a customer in the Senior's Discovery Program: This was a great course. [I] Didn't know I had access to all these resources. Now that I see it in person how to navigate the apps, it doesn't feel that intimidating. Thank you so much for offering this."

"My daughter loves the Maker Space. She is obsessed with this space."