



## Summer 2024 Strategic Operations Report

The Library was busy all summer long! Staff engaged with people both in-Library and out in the community, bringing a full slate of engaging and relevant services to the community.

### Empowering Our Community (and Staff)

- Library staff organized an NPL Unplugged series featuring local musicians. Bi-weekly, different artists were given a platform to share their music, and throughout the summer over one hundred library customers attended.
- MakerHub programming brought in several curious minds and makers. In addition to seven hundred and thirty-four drop-in sessions. Library staff ran private sessions to encourage customers to dive deeper into different tools and technology in the MakerHub. Eighty-eight customers took advantage of private sessions.
- A grant from the provincial Ministry for Seniors and Accessibility will allow seniors to enhance digital literacy skills and preserve memories through interacting with new technology in our MakerHub. The program will run at the Library and the Newmarket Seniors Meeting Place for greater reach. This program allows us to provide engaging and relevant services that connect people and spark imagination-- while enhancing visibility and participation with our MakerHub resources.

### Ensuring Welcoming and Accessible Places and Spaces

- Community Engagement continues strengthening its regular presence at Town of Newmarket locations, toggling between weekly tabling in higher-traffic locations and leveraging community events to increase our visibility and reach. This innovative approach continues to allow us to enhance customer access to Library services and provide relevant services where community members are. The team has 'regulars' at weekly drop-in locations, demonstrating the importance of consistent community presence outside our walls.
- Over the summer, library staff created two hundred and seventy-seven library cards at outreach events and checked out one hundred and seventy-eight books at the Magna Centre.
- The ABLE Network, a community program for adults with intellectual disabilities, contacted the library to access e-resources and materials for staff professional development. In response, the library issued library cards to ABLE Network staff and conducted a tour. A week later, ABLE Network staff and participants visited the library to meet the team and learn how to get individual library cards. The ABLE Network has since incorporated regular library visits into their program routine.
- Two Town of Newmarket summer camp groups from the Lions Hall location visited the Library on Wednesday mornings for seven weeks to participate in summer reading club-themed activities, resulting in fourteen library visits.

- Working with the Town of Newmarket staff, the Library presented three Storywalks® this summer in the All Our Kids Park, Paul Semple Park, and Woodland Labyrinth Park. The collaboration with the Town of Newmarket was successful and strengthened our partnership. The feedback from the community continues to be positive.

## Providing Engaging and Relevant Services

- Five hundred eighty-three children signed up for the 2024 Summer Reading Club, 57% more registrations than last summer. Approximately two hundred and ten registered at outreach events such as school events, the Farmer's Market, and the community centers, with many families regularly participating at the weekly Magna Centre outreach.
- The Space Spectacular summer reading club wrap-up party was a smashing success. During the program, seven hundred and twenty people passed through the front gates.

## Customer Feedback

*Libraries are magical places, and the Newmarket Library continues that tradition. I'll admit that as I get older (I'm 72) I tend to prefer digital books, as I can easily expand the text size to make for easier reading. - Brian G*



**Town of Newmarket summer campers creating nature habitats for caterpillars. The activity highlighted the concepts of sustainability and the life cycle of insects.**