



October 2024 Strategic Operations Report

Empowering Our Community (and Staff)

- As part of the strategic action to establish a leading-edge customer service vision for all staff, the Supervisor of Customer Experience will conduct “Customer Journey Mapping” sessions with all library staff. This exercise aims to map out key stages in processes customers use at the library, identify fun, confusing, or challenging points, and share ideas to enhance the customer’s experience at the Newmarket Library.

Ensuring Welcoming and Accessible Places and Spaces

- **Out and About Storytime**, the weekly storytime at the Magna Centre, saw a 70% increase in attendance for October due to the program's move to a more visible location.
- Library staff have been coordinating with Town of Newmarket staff to prepare the community centers for the library vending machines. Space has been confirmed at the Ray Twinney Recreation Complex and the Magna Centre. The vending machines will launch in February 2025. Ribbon-cutting and event programming details are coming soon.
- Library staff have purchased an accessible study pod for the library's main floor, with an estimated delivery date of late December. The state-of-the-art, sound-proof study pod will be available for customers looking for a quiet place to study or take virtual meetings. Fully accessible, it will be a welcoming addition to the library’s main floor.
- In October, the library promoted the Ontario Library Service's Together We Read digital book club, where everyone could read **All Our Relations** by Tanya Talaga with no holds queue. Talaga’s book is a powerful call for action, justice, and a better, more equitable world for all Indigenous Peoples. Twenty-four Newmarket Library cardholders participated.

Providing Engaging and Relevant Services

- The Community Engagement team attended twenty-nine outreach events in October, up from fourteen events in October 2023. In October, staff welcomed 531 new members out in the community. The team has been focusing on events in local schools, visiting Newmarket High, Sacred Heart, Phoebe Gilman, Meadowbrook PS, Huron Heights, Dr. Denison, and Maple Leaf. Staff are also working on streamlining the process for students to get library cards, enhancing the student experience.
- In November, the library will join the Central Newmarket Community Action Table organized by Linking Newmarket. This will allow the library to work more actively with local social service agencies to address pressing community issues.

- Royal Ontario Museum passes will be added to the Lendery in 2025. The library will receive three passes, each allowing up to four people to enter the ROM without charge.

Customer Feedback

Pickering College participated in a field trip to the library to support local history research.

Feedback from the teacher:

"Dora and Angele were accommodating, and the students left with a wealth of new information (and some volunteer opportunity ideas). When we had to start our walk back to school, we felt bad pulling our students away from the archival articles that Angele shared. Several groups are eager to return to the Newmarket Public Library to continue their research."



The Library's Lendery received a valuable boost thanks to a generous donation from RONA+. This contribution of high-quality wireless power tools, representing a \$1,850 value, expands the resources we offer to our community.