

September 2024 Strategic Operations Report

Empowering Our Community (and Staff)

- The management team participated in the Town of Newmarket's inaugural People Leader Development Day, where they explored key leadership essentials and gained valuable insights into the importance of emotional intelligence in effective leadership. The Leadership Essentials program was created to drive the success of the employee experience and create an environment for extraordinary public service.

Ensuring Welcoming and Accessible Places and Spaces

- The first phase of the library's main floor service point relocation is complete. The move improves the staff's ability to see and welcome customers, shifting the service experience away from the work area so that staff can focus entirely on customer interactions.
- Library staff have been actively monitoring our collection's diversity of topics and authors. According to the September high-level analysis, DEI representation stands at 15.1% for print materials and 14.3% for digital resources.

Providing Engaging and Relevant Services

- The Community Engagement team signed up over one hundred new members for library cards at the Central York Fire Service Open House on September 21, 2024. This marks the most membership signups for any outreach event and is over 200% higher than the number at 2023's CYFS Open House.
- Staff initiated a pilot program to email customers whose library cards had expired within the last six months. The e-mail included a renewal form with a straightforward, user-friendly button for easy access. A total of 1,917 customers were emailed, and within 24 hours, 210 renewed their library cards. The pilot demonstrated that customers value email as a communication channel with the library. The email achieved a 61% unique open rate in the first 24 hours, surpassing the 35% target.
- Staff are partnering with Ahmadiyya Muslim Women's Association to celebrate Islamic Heritage Month through a library display, strengthening our commitment to affirming inclusivity.
- The library is partnering with the local Baha'i group for a Children's Festival on Saturday, November 2nd. The event will include a magician and will act as a first pilot for a larger partnered event hosted at the library. The program seeks to celebrate diversity and affirm inclusivity.
- The Pixel Project programs, funded by the Ontario Senior's Community Grant, have garnered significant interest across York Region, leading to full enrollment. We are adding new slots to accommodate those on the waitlist in response to the high demand.

Customer Impact Story

A customer came to the library feeling overwhelmed and struggling to submit a job application before a 5:00 p.m. deadline. Not being tech-savvy, they were close to a breakdown, but the library team guided them through the process, and they managed to submit the application just in time at 4:58. Recently, the customer returned to share exciting news: They got the job! The customer expressed profound gratitude to the library, and their success story reminds us of the meaningful impact the library can have on people's lives.



Library staff ready to sign up eager new customers at the Central York Fire Open House.



Customers are created with smiling faces as they enter the building, thanks to the desk's new, more visible location.