



December 2024 Strategic Operations Report

Empowering Our Community (and Staff)

- The Manager of Programs & Community Engagement has been actively connecting with local groups and organizations to spark new partnerships and strengthen existing ones to co-create dynamic community programs. Black History Month and Nowruz programming is scheduled for February and March.
- Library staff have reviewed and updated the Information Services policy to enhance accessible and reduce barriers for all users.

Ensuring Welcoming and Accessible Places and Spaces

- The community has shared enthusiastic feedback about the improvements made to the main floor. The study pod and the fresh coat of paint have been well received.

Providing Engaging and Relevant Services

- **Membership Renewal by Email Pilot Campaign:** A follow-up email was sent in early December to customers who had not renewed their memberships. This second email achieved a similar open rate (63%) compared to the first (61%) and resulted in a comparable number of renewals (284 vs. 251). Combined, both campaigns generated 535 renewals, leading to an overall renewal rate of 23%.
- **Year-Over-Year Growth in Digital Platforms:** From 2023 to 2024, both Hoopla and OverDrive saw notable growth. Hoopla circulations increased by 35%, and new user registrations grew by 45%. OverDrive experienced an 18% rise in checkouts and a 42% increase in new patrons.
- **ROM Pass Launch:** ROM passes were launched at the end of December to provide engaging and relevant services. On the first day the hold link went live, 35 customers placed holds on the passes. The passes began circulating on December 31. Less than a week later, over 100 holds were placed on the three available passes.
- **Digital Marketing Pilot:** Library staff are testing new strategies for digital marketing to improve outreach and engagement.
- **Social Media and e-Newsletter statistics for 2024**
 - Facebook increased followers 5.83%
 - Twitter decreased followers 1.62%
 - Instagram increased followers 13.76%
 - E-newsletter increased 11.14%

Customer Feedback

"I am happy with the updates I have seen so far on the main floor." – Wendy
"I am impressed with your desk setup. The Hello and Welcome sign are nice to see, and the staff are very nice too!" – Pat



Study pod installed on the main floor