

Newmarket Library Outreach Strategy 2025-2026

Agenda



- I. Background and Overview
- II. Components of Outreach
- III. Relevant Data
- IV. 2025 and Beyond

Background and Overview

Background and Overview



- Single branch Library system serving a community of over 90,000;
- While present branch is in the geographic ‘heart’ of the community, library services are challenging to access for residents living in the other 6 wards;
- In 2023, a Library rebrand articulated an ethos of “Anything and Everywhere;” prioritizing offering library service beyond our walls

Background and Overview



- Lead to a more concentrated investment in 'outreach' in 2023 and into 2024;
- In 2023, outreach team began semi-regular outreach via community tables to enhance visibility and interaction with Library;

Components of Outreach

I. Community Table



An in-person opportunity to promote library services out in the community. Provides an opportunity for patrons to register for or renew their library card. Offers passive activities (arts and crafts, button-making, puzzles) to entice and engage families.

II. Visiting Library Service (VLS)

For Newmarket residents who cannot leave their homes.
Engages community volunteers to select, pick up and deliver books, magazines or movies to/from the client's home.



III. Partner Engagement



- a. In-Reach: Providing community partners an opportunity to ‘table’ in the Library Foyer;
- b. Display Case: Providing community partners an opportunity to leverage display case to share information;
- c. Partner Programs: Providing community partners space to run programs that leverage library audiences, and distributing partner resources;

Relevant Data Informing Outreach

Library Membership vs. Town Census Data

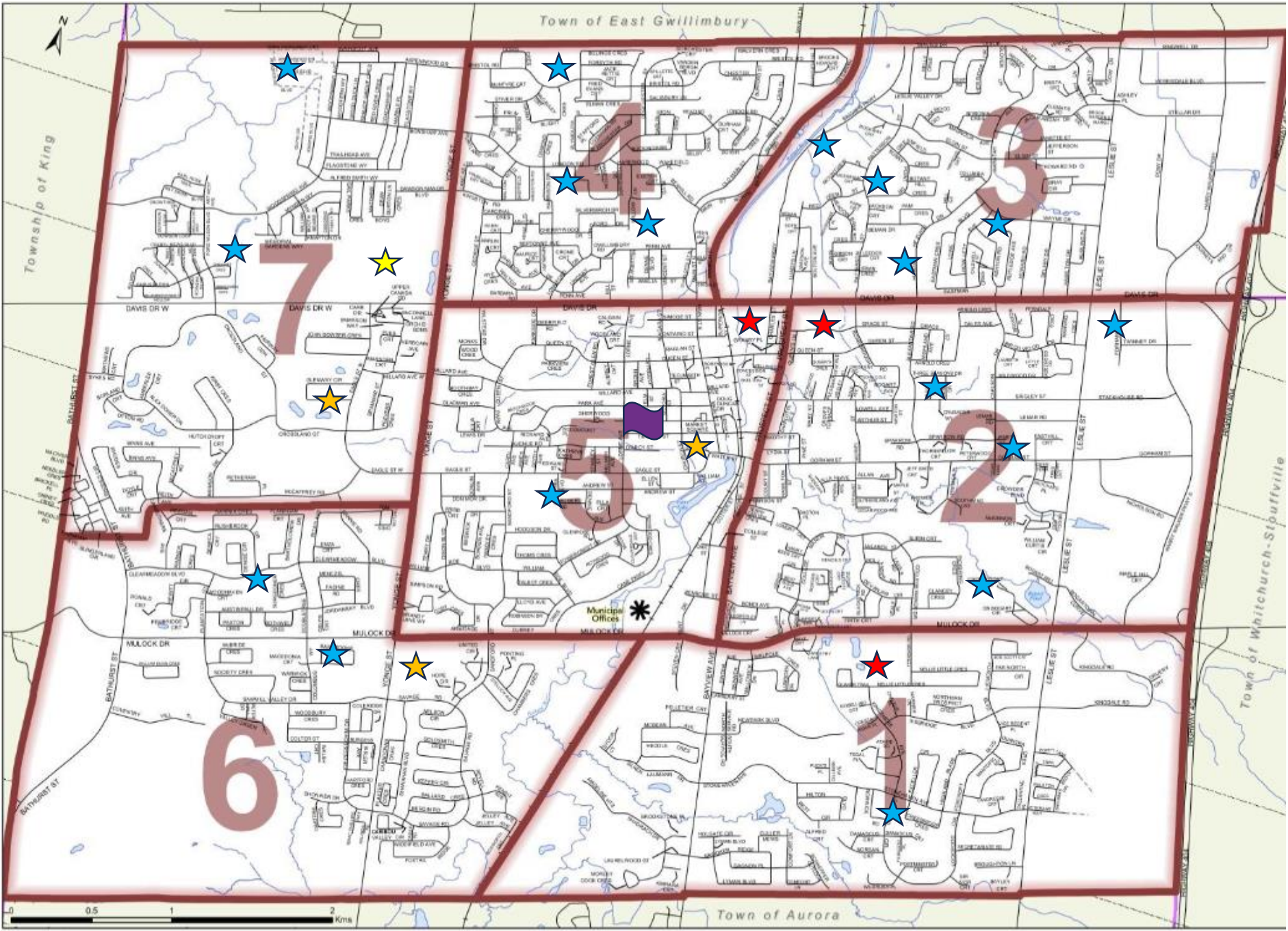
Age	Library %	TON Census 2021 %
0 – 9	4%	10%
10 – 14	5%	6%
15 – 19	4%	7%
20 – 24	3%	6%
25 – 34	10%	11%
35 – 44	15%	14%
45 – 54	33%	15%
55 – 64	9%	15%
65+	12%	16%

Active Borrowers by Age

Age	Under 12	12-17	18-24	25-34	35-44	45-54	55-64	65+
Active Borrowers (last 6 months)	881	651	700	1735	2698	1865	1734	2343
Current Card Holders	1726	3297	1317	2847	4366	3109	2509	3382
Active Percentage as Total	51%	19.7%	53.2%	60.9%	61.8%	60%	69.1%	69.3%

Membership Percentage By Ward

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7
Current Patrons	2,361	2,293	1,776	2,167	2,787	2,431	3,290
Population (2023)	15,065	11,437	9,173	11,028	11,753	15,881	19,196
Percentage	16%	20%	19%	20%	24%	15%	17%



Outreach Locations 2023/2024

- ★ Regular
- ★ Semi-regular
- ★ Quarterly
- ★ One-off
- ▬ NPL



Number of New Card Memberships at Outreach

2023	2024
595	1,543

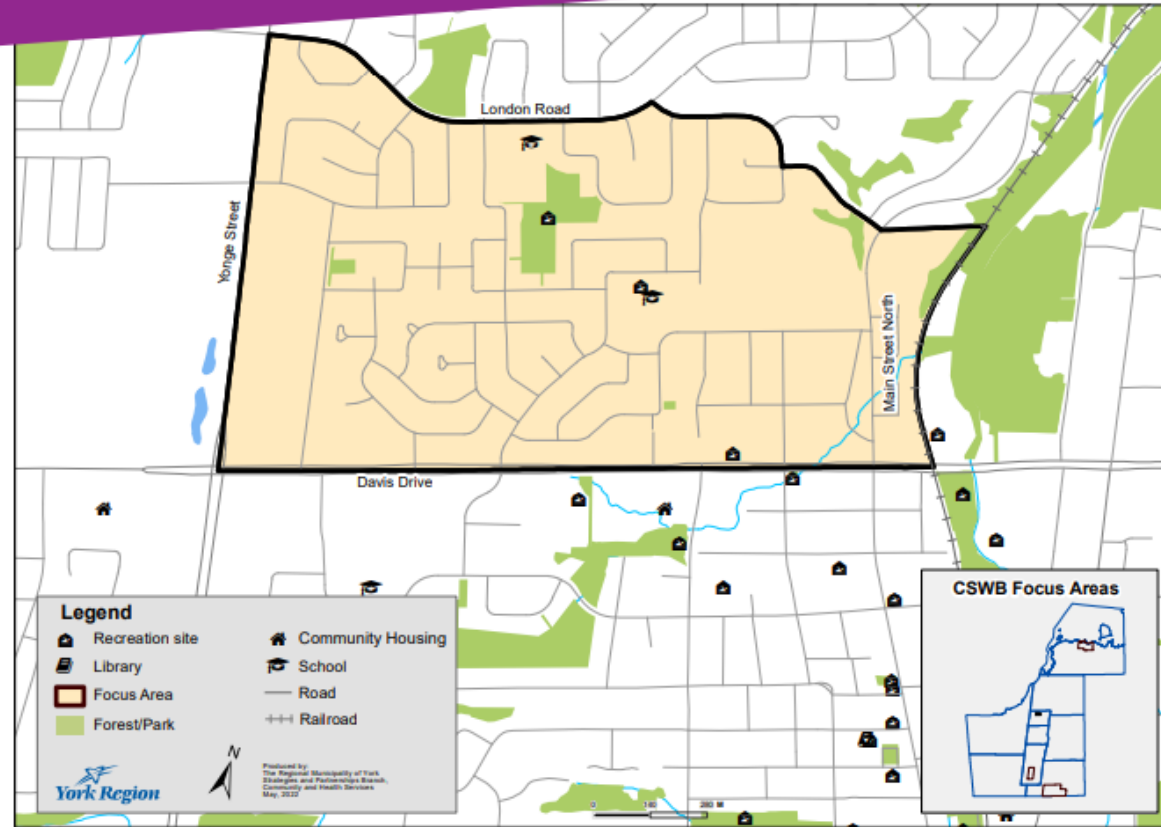
Number of Outreach Events by Ward 23/24

Ward	2023 Numbers	2024 Numbers
1	44	90
2	12	16
3	2	8
4	6	12
5	16	55
6	3	18
7	19	32
Total	102	229

Central Newmarket

APPENDIX 2

CENTRAL NEWMARKET Community Profile



Central Newmarket (CN) is a community of 4,978 people. Data shows that the largest age group is adults aged 25 to 54.

Strategic Priorities for 2025 and 2026

Identifying Strategic Priorities



1. Reviewed outreach data and reports;
2. Conducted SWOT analysis with outreach staff;
3. Conversations with staff and public.

Vision

The Outreach Services Team reduces barriers to library access for all community members in Newmarket, centering the Newmarket Library as a community resource and acting as a bridge between residents and their library system.



Demographic Priorities (2025 and 2026)

1. **Children:** Prioritizing more regular outreach/presence in and with elementary schools
2. **Youth:** Prioritizing more regular outreach/presence in and with high schools, as well as strengthening relationships with youth-serving agencies to enhance youth engagement.
3. **Seniors:** Continue regular outreach at NSMP, VLS Presentations at Seniors residences;
4. **Central Newmarket:** Focus on supporting Central Newmarket Community Action Table, promoting library services to those who may benefit most.



Strategic Goal One: Enhancing Two-Way Communication

Goal One: Action Items

Internally	Externally
Develop internal calendar mechanism so library staff know where outreach is at all times	Develop feedback mechanisms for patrons which can be funneled back to Library to inform programs and services
Develop process to ensure most relevant/timely communications are shared with outreach	Leverage outreach to work with partners during tabling and/or share partner resources at tabling;
	Ensure we are more regularly telling the story of outreach team on social media
	Post outreach schedule for general public on website so they know where to find us



Strategic Goal Two: Prioritizing Outreach Sustainability



Strategic Goal Two: Action Items

Internally	Externally
Review and audit outreach procedures to ensure they are sustainable for staff (i.e.. Breaks, Health and Safety, Outreach Preparation)	Develop partnership agreements for regular and semi-regular Outreach Location partners to ensure shared understanding of roles/responsibilities
Strengthen cross-departmental cooperative relationships and clarify internal processes to support outreach (i.e.. Card registration, craft kit creation, etc.)	Identify outreach decision matrix to strengthen our ability to prioritize new outreach events;



Strategic Goal Three: Getting Beyond the Booth

Goal Three: Action Items

Internally	Externally
Build capacity and secure infrastructure for outreach team to when needed, conduct 'roving' outreach without table/chair; 2026	Pilot twelve new outreach activities that actively engage passer-bys while raising visibility for our collection, services, and programs; 2025
Develop strategic cross sectoral partnerships that allow the library to reach residents we are not otherwise reaching; 2025	Pilot four outreach events in non-traditional library outreach spaces (i.e.. Places of worship, grocery stores, offices); 2026
	Develop special Library Card for first-graders and begin bench-marking of first-grader membership numbers

Evaluation



1. An increase in the percentage of membership from children, youth, and seniors as compared to the TON demographic breakdown;
2. An increase in membership for residents living in Ward 4 (which includes Central Newmarket);
3. A 20% increase in outreach events in 2025 compared to 2024 (270 outreach events);
4. An 20% increase in memberships created by outreach staff compared to 2025 (2,000 memberships);
5. An increase in formal partnerships with public and social service sectors
6. Outreach Services staff suggest internal action items have improved operations for the team;



Questions?

