



## February 2025 Strategic Operations Report

### Empowering Our Community (and Staff)

- Library staff are collaborating with local community groups like NACCA, 108 Health Promotion Association (108 HPA), and the Senior Iranian Multicultural Association. In these collaborations, groups offer valuable programs that educate, connect, and strengthen the community. In support of their efforts, the Library provides space for them to host their programs, as well as promotional and administrative support in program planning, fostering a welcoming and inclusive environment for all.

### Ensuring Welcoming and Accessible Places and Spaces

- On February 26th and March 1st, Library staff organized a public launch of the **Library on the Go kiosks** at Magna Centre and Ray Twinney Recreation Complex, respectively. There was great interest and engagement with patrons excited to learn how to use the machines. At the March 1st launch, staff signed up over 40 individuals for Library cards. We have since launched a "Golden Ticket" initiative, offering small prizes to individuals who come across a Golden Ticket in the books they take from the machines.
- Since the launch of the **Library on the Go kiosks**, 225 items were borrowed from the Magna location, and 141 items were borrowed from the Ray Twinney location during February. Each Kiosk started with a collection of approximately 150 items. Of the 366 borrowed from both kiosks, 228 children's items circulated, accounting for 62% of checkouts.
- With gratitude to the Newmarket Library Board, two event sponsors were secured for the International Women's Day author event. In a relatively short window of time, the Board and management were able to approve a new sponsorship agreement, secure funding, and spearhead a new initiative for the organization, bringing higher-profile author events to Newmarket.

### Providing Engaging and Relevant Services

- The Library partnered with NACCA (Newmarket African Caribbean Canadian Association) to celebrate **Black History Month** with four activations: a display, two vision board stations, an energy healing workshop, and a Paint and Sip event. The activations were well attended, and feedback from the partner and participants was positive.
- The Library partnered with 108 Health Promotion Association (108 HPA) to offer a Lunar New Year celebration on Sunday, February 9th, in the Library's multipurpose room. 108 HPA presented an afternoon of dance, fashion, tai chi, cultural performance, and even dumpling making. We were at capacity with over 90 participants, and many more were turned away due to room capacity.
- **Dream Count** by Chimamanda Ngozi Adichie is the second book club kit added this year to support our Dismantling Anti-Black Racism goals and allows us to affirm inclusivity.

Adichie is well known for *Americanah* and *Half of a Yellow Sun*. The library commits to adding five book club kits featuring books featuring Black authors.

- February's cold and snowy weather saw fewer people attending our regular weekly drop-in events. The programming attendance stats for year over year declined (-61%); however, class visits and tours increased by 75%, reaching 133 participants (+155.8%).
- Maker Hub drop-in visitors rose 48% in February compared to 2024 as more people explored the new space on the main floor. Over 390 questions were answered, with the most frequently asked questions being about the Cricut, digitization, and sublimation.

### **Customer Feedback from the Library to Go Kiosks**

- **"Whoever idea this was, this is great!"**
- **"I have trouble getting to the library because of parking, but I am here (Ray Twinney) weekly. This makes my life so much easier"**
- **"I love this idea. But I also wish the Library would set up satellite locations inside the Ray Twinney Complex and Magna Centre. With the parking downtown, I am more reluctant to go to the library. We need a new building in addition to our current library."**
- **"Seeing the presence of the library at the Magna Centre is what propelled me to GO BACK to the actual library again, and I'm so glad I did! Great stuff Newmarket Public Library!!"**

**Library staff demonstrating how to use the kiosk at the Magna Centre launch on February 26, 2025**

