



Newmarket Public Library STRATEGIC PLAN 2013-2016



Report to the Community 2013-2014

literacy debate learning discovery insight

INSPIRING

The Library's Role...

Inspiring the growth of an engaged and informed Newmarket as the centre of community dialogue, debate and discovery in dynamic and welcoming physical and virtual environments.

To fulfill this role, we will...

- Ignite Community Dialogue, Discovery and Debate
- Lead a learning community
- Ready our Capabilities

We will achieve this while focusing on five Key Elements:

- Collaborative Relationships
- Spaces
- Positioning
- Resources
- Organization & Operations

MESSAGE FROM THE CEO



“

The Library *launched its Strategic Plan 2013-2016 in February 2013 and since then the transformation of its role in the community has accelerated rapidly. This is the first in a series of annual reports of our successes to show our stakeholders how much we are achieving in implementing the plan. We hope you continue to be inspired by the Library. Contact us at any time with your feedback and ideas!*

”

Todd .

Todd Kyle, CEO
tkyle@newmarketpl.ca
April 2014



Igniting Community Dialogue, Discovery and Debate



- IdeaMarket was established as a monthly, community-led dialogue on important and controversial topics.
- A high school co-op student worked to continue digitization of The Era. Two more years have been digitized for addition to the archive.
- The Library is collaborating with the Town of Newmarket to present ArtSpeaks, a quarterly open-mic performance program.
- The Library repositioned its brand with a new visual presence featured on bus shelters, on lampposts, on the library exterior, in the town Activity Guide, and in The Era. York Region Media Group is co-sponsor of some ads.
- The Library expanded its efforts to use its digital message screens for paid and community advertising.
- The Library established partnerships with several organizations, including Welcome Centre Immigrant Services, Fair Chance Learning, Inn From The Cold, and the Architecture, Recreation, Culture, Heritage (ARCH) Committee.
- The Library expanded its efforts to provide a presence in other community spaces such as Welcome Centre Immigrant Services, Main Street Farmers Market, and Upper Canada Mall.
- Four new study/conversation rooms were created in the library as well as two new conversation nooks.
- The Library created a permanent space for the ARCH committee to display travelling exhibits from the Elman W. Campbell Museum.
- The Library purchased and installed an advanced digital book/document scanner for community digitization projects and events.
- York Info Community Information & Volunteer Centre, operated by the Library, is solidifying its role as the regional partner for the provincial 211 community information service.

By the numbers

1.1 million

number of times the Library's online resources were accessed in 2013

3,400

people who were matched with volunteer opportunities by York Info in 2013

750

number of times the Library's meeting rooms were rented in 2013

1,200

number of participants at Library outreach events in 2013

170,000

number of visits to the Library's website recorded in 2013

Leading a Learning Community



- The Library partnered with Inn From The Cold to provide computer learning sessions for their employment program. The program will continue throughout 2014.
- Library CEO Todd Kyle is co-chair of the N6 Library Settlement Partnership, arranging staff training and programming partnerships to benefit immigrants.
- The Library continues to provide a vast range of learning and literacy programming for all ages.
- The Loft young adult area was revitalized with an interactive digital media centre.
- The Library is participating in the rollout in 2014 of outcome benchmarks to measure success in digital literacy and learning in libraries. Already, the Library meets about half the benchmarks in one initiative.
- A new Collaborative Computer Learning Centre was created on the lower level of the Library as a result of a generous bequest.
- New laptop computers and a charging cart were purchased for use in technology programs.
- A supplementary provincial grant was used to purchase children's technology equipment as well as more adult eBooks.
- Staff time saved elsewhere was redeployed to conduct technology programs.
- Core technology learning and discovery programs were established, including eBooks 101, Introduction to Computers, Digital Learning Basics Lab, as well as The Digital Shift and Tech Time For Kids drop-ins.
- E-magazines, language courses and streaming music were added to the Library's online learning resources.
- In exchange for free space to train educators on classroom technology, Fair Chance Learning arranged for the donation of an interactive white board from Promethean, which is now available for public use.

33,000

number of questions answered by Library staff during 2013

206,000

number of visits to the Library recorded in 2013

16,000

number of people who attended Library programs in 2013, including storytime, reading clubs, and volunteer Reading Buddies

28,000

number of times residents logged into the Library's computer workstations in 2013

80%

percentage of graduates who found jobs after taking the computer program run by Inn From the Cold and the Library

By the numbers

Readying Our Capabilities



- The Library has reached out to over 20 community partners to engage them in its new vision.
- The Library is participating in strategically aligned projects including the Community Collaboration Ecosystem and the York Region Broadband Strategy.
- The Library implemented AskNPL, a service that allows users to get help via chat or text.
- Library programs were added to the town's Activity Guide, resulting in an increase in distribution to 26,000 for less cost than the 1,500 library newsletters previously printed.
- The Library installed cellular signal repeaters in order to provide service from all major carriers in all parts of its facility.
- The interior of the Library was refreshed with a new paint scheme, new compact catalogue stations, more meeting and study spaces, and a cleaner, more space-efficient layout.
- A redesign of customer service is underway to reduce the number of service points, redeploy staff, and increase diversion to self-service.
- To create efficiencies, the Library is preparing to install an automated materials check-in and sorting system.
- The Library implemented technology allowing it to remotely issue library cards as well as distribute introductory online-only access.
- Users now have access to over 55,000 eBook titles as part of a shared provincial service.
- The Library now has a return box at Upper Canada Mall; almost 3,000 items were returned at the mall in 2013.
- Items for loan now include laptops, GPS units, pedometers, and eReaders.

By the numbers

445,000

number of items borrowed from the Library in 2013; 6% were eBooks

22,000

number of residents with library cards

5,000

number of people who subscribe to the Library's e-newsletter, NPL News

2,500

number of followers of the Library's social media accounts

35%

percentage of items checked out using the Library's two self-serve stations

Newmarket Public Library

438 Park Ave.

Newmarket, ON L3Y 1W1

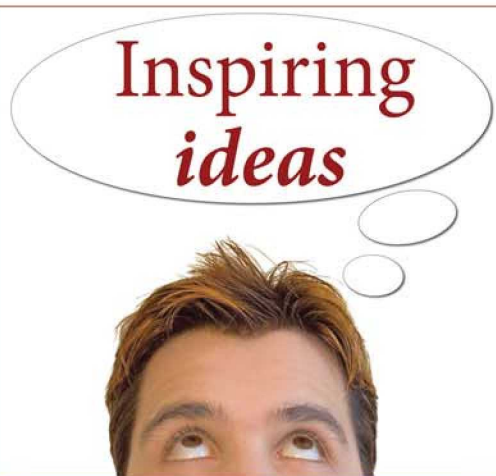
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of learning
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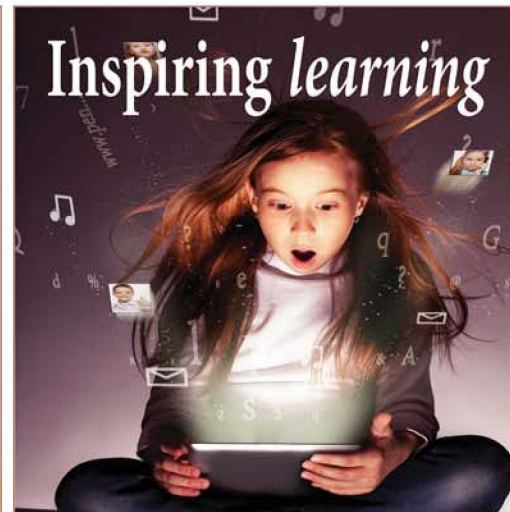
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