

March 2024 Strategic Operations Report

Empowering Our Community

- Volunteers help us run the Chess in the Library program, and in March, three new volunteers underwent training for this beloved initiative, which fosters community among chess enthusiasts.
- All Library staff are getting comprehensive technology training sessions to provide basic technology assistance to the public, ensuring accessible support from our knowledgeable team.

Ensuring Welcoming and Accessible Places and Spaces

- The Maker Hub's relocation to the main floor has expanded its presence, catering to community demands. This move fosters a welcoming atmosphere where individuals of diverse ages and backgrounds can explore, create, and learn collaboratively.
- Sixty-three items were returned to us via the new return drop box at the Magna Centre. Excited about this positive response, Library staff are gearing up to launch even more marketing efforts to ensure everyone knows about this convenient and accessible option for returning library materials.

Providing Engaging and Relevant Services

- The Maker Hub Re-Launch on March 14th drew an enthusiastic crowd of over three hundred participants. Inspired by its success, Library staff now offer engaging programs such as Cricut 101, Teen Crafting with Melty Beads, and Canvas Couture: DIY Heat Transfer Designs.
- In an effort to showcase items available at the Lendery, our staff organized a drop-in board game program which attracted thirty-four attendees to its inaugural event. This initiative effectively promoted both library services and the Lendery itself.
- This year, our tax clinic volunteers generously assisted ninety-one community members with their taxes, providing invaluable support to our community.
- Our staff have initiated two virtual reading challenges, 10 to Try and Cookbook Bingo, with 43 and 29 participants signed up for each, respectively.
- March witnessed the success of five sessions of Blox Builders, with a total attendance of 107 eager learners.
- Throughout March Break, the Library hosted six dynamic programs. Notably, the AbriKidabra Magic Show drew a remarkable attendance of forty-nine out of a maximum capacity of fifty, showcasing the widespread appeal of our events.

- Top Social Media Engagements:
 - Facebook - Maker Hub Launch Party
 - 4,349 people reached
 - 415 engagements
 - Facebook – Kyne Santos Math in Drag Author Event
 - 3,085 people reached
 - 1,234 engagements
 - Facebook - Maker Hub Launch Party post-event Post
 - 2,545 people reached
 - 673 engagements



The Maker Hub's new location on the main floor attracted hundreds of enthusiastic visitors. Our dedicated staff and volunteers meticulously organized numerous stations, ensuring a plethora of engaging and enjoyable learning opportunities for individuals of all ages.

Customer Feedback:

“The Newmarket Public Library has been taking proactive steps to promote recycling within the community through the Lendery program. By encouraging the reuse of items they are effectively minimizing waste in landfills, aligning with Canada's goals to combat climate change. Personally, I've had the opportunity to donate gently used items, and knowing they will be repurposed fills me with a sense of satisfaction in contributing to waste reduction efforts. The program is truly commendable, and I hope it will continue to grow.”