2017 Strategic Plan Actions

1	**Expand service to the west side of Carmel by determining the area's needs, designing possible service models, assessing funding, and securing community support**
2	**Work with a consultant to assess, design, and implement space and furnishings to better serve patron and staff needs** *which will include* Explore the use of digital signage and a centralized place for displaying library promotional materials within the building
3	**Analyze and adjust library staffing to create the capacity for accomplishing strategic goals, developing innovative ideas, and expanding programs and services**

4	Install an outdoor sign on Main Street that makes the library easier to locate
5	Allocate dedicated staff hours to handling materials holds in response to increasing patron demand for convenience
6	*Provide a "concierge" to* offer a more inviting, efficient welcome and direction to patrons as they enter the library

7	Create a collection development team to explore collection analysis tools, find selection efficiencies, and improve budgeting *which will include* Analyze usage of eBooks, digital audiobooks, and other electronic materials and adjust budgets in response to changing demand
8	Provide hands-on staff training for critical technology skills and test achievement of key competencies
9	Provide opportunities for staff to learn about the work of other departments to raise organizational awareness
10	Offer more opportunities for cross-departmental collaboration and idea sharing
11	Create a team to develop consistent core knowledge training for staff and an on-going assessment tool applicable to job requirements

12	*Create a marketing team to* • Explore new methods of communicating with the community, especially social media platforms and publicity outlets that reach untapped audiences • Create marketing campaigns around ccpl2go and the Digital Media Lab in order to reach new users and increase awareness and usage
13	Expand the library's presence at existing local events to connect with individuals and establish the library as a vital part of the community
14	Increase the services and visibility of ccpl2go
15	Develop strategies and expectations for cross-promoting services and programs throughout the library and focusing awareness-raising efforts

16	Utilize the space, technologies, and staff of the Digital Media Lab to provide specialized programming
17	Host issues-oriented discussion programs, utilizing outside experts as speakers and moderators
18	Explore and deliver events that spur cultural exchange and appreciation
19	Evaluate existing programs and launch new programming ideas in response to community needs and interests

20	Engage with the Foundation's new young professionals group to raise awareness about library services, to strengthen advocacy, and to connect with other area organizations
21	Strengthen the relationship between the library, the Foundation, and the Friends of the Library in order to help fund the expansion of programs and services
22	Leverage library events as opportunities to invite and engage with legislators
23	Establish annual face-to-face interactions between Board members and their appointing authorities to communicate library success