



# **STRATEGIC PLAN PROGRESS REPORT**

# **2017**

# We will enhance our award-winning services.

## Patrons will have consistently excellent experiences.

After adjusting hours and responsibilities in the Circulation department, staff now pull on-shelf holds three times a day, cutting in half the average patron wait time for these materials.

Patrons who pick up a paper copy of children's programs now can see separate listings for ages 0 to 5 and for school-age children. Separating the calendars by age group makes it easier for busy families to navigate the abundance of events offered for young people at the library.

To serve the large number of teens who visit the library on final exam days, YA staff coordinated an Exam Cram session from 7:00-11:00 in the Program Room on exam mornings. Students enjoyed snacks, activities, and a place to study and hang out until they were allowed to enter the high school.

*I have SO enjoyed your Summer Challenge program. I've had a stem cell transplant for leukemia and am housebound. I called and spoke with a manager who said my parents could pick up my prizes with my ID. I really appreciate being able to participate and look forward to getting points. Thank you.*

an adult Summer Challenge participant

## Patrons of all ages will have access to a robust and engaging collection of materials in a variety of formats.

A newly created collection development team meets monthly to make improvements to collection-related issues. In 2017, the team coordinated budgeting and reporting processes and improved various labels so patrons can locate materials more easily. New electronic purchase orders also were developed.

Despite an overall 0.35% decrease in library-wide circulation, the circulation of digital materials rose 12% in 2017. 11% of cardholders who are eligible to use CCPL's digital collections did so in the past year. Digital checkouts now represent nearly 8.5% of CCPL's total circulation. In response, CCPL increased spending on these platforms by 23% with further increases planned for 2018.

## Patrons will be assisted by a well-trained, knowledgeable, and confident staff.

To assess learning and promote mastery, most in-house staff training now includes pre- and post-assessments as well as follow-up emails with recaps and quizzes

CCPL staff completed 346 hours of in-house technology training in 2017, a 29% increase over the previous year. Looking at specific department examples, AV staff took part in an 8-month curriculum of intensive OverDrive training to be able to consistently and confidently assist patrons with digital formats. YA staff participated in Tutor.com, Hoopla, and MobileCirc training, while ccpl2go staff learned about the NoveList database to help with reader recommendations.

One third of CCPL staff participated in Digital Media Lab orientations to learn more about the lab's services and technologies. Circulation staff took tours of Technical Services and also learned more about different roles within their own department. CYS staff led training sessions about the new Questers self-guided technology learning program.

Departmental collection development guidelines were updated and shared. The library's Emergency Procedures Manual was also revised, and a special training session for violent intruder scenarios took place at Professional Development Day.

## Patrons of all ages will experience creative and innovative library services.

Managers assessed staffing needs and made changes to better serve patrons. The overall library organizational system was adjusted to better accommodate recently created positions, such as the Mobile Library Supervisor and CYS Program Coordinator, while Circulation supervisors were repositioned at a level that better reflects changing responsibilities. The Circulation department also added hours to address patron holds and increase staffing during peak service times.

Visioning sessions related to the space study, as well as the new collection development and marketing teams, have provided a chance for staff to collaborate and share ideas across departments.

Representatives from CCPL's staff and Board demonstrated innovative ideas and information to the wider library community by presenting four sessions at the 2017 ILF annual conference. Staff are delivering creative and fun service to patrons, from new social media campaigns and clever Escape Room programs to lively seasonal decorations on the mobile library and Blind Dates with Books.

# We will meet our patrons where they are.

## Patrons throughout the community will be aware of library marketing efforts and relevant library programs and services.

A marketing team composed of staff from various departments now meets monthly to generate ideas. Several new social media accounts, including the @ReadersofCarmel Twitter feed, are reaching fresh audiences. The boosting of Facebook posts has resulted in noticeable increases in program attendance. Interest in the Digital Media Lab was spurred by a new logo, social media activity, and participation in Arts & Design District events.

The mobile library took part in twice as many community and school events in 2017 as it had the year before. Concerts at the Gazebo also became part of ccpl2go's summer schedule, raising awareness of mobile library service. Mobile library circulation and door count were up by around 25%.

The CCPL Speakers Bureau nearly doubled the number of presentations and tours it gave to community members, reaching 197 people.

## People in the community will have positive encounters and make connections with competent and confident ambassadors for the library.

The library-wide programming team developed a year of science and technology-related programming. To promote these events across departments and age groups, special quarterly brochures were created that detailed programs in the series. Staff worked together to develop ideas and promote events.

Training sessions like those described earlier continue to boost staff's ability to provide competent and confident assistance.

## Community members of all ages and abilities will have easy and convenient access to the library's resources.

CCPL's 69,250 resident cardholders represent 75% of the community. 57% of resident cardholders have used their cards to check out physical materials in the past 3 years. The percentage of

cardholders who used their card in a 12-month period rose 8% last year. 11% of patrons checked out an item from CCPL's digital collections in 2017.

To gauge community interest in possible service expansion on the west side of Carmel, a phone survey was conducted in February. Results suggest that west side residents are supportive of a facility in their part of town and would particularly use a small collection of popular materials, a place to return items and pick up holds, and meeting spaces. The Library Design Institute conference and library branch visits provided additional concepts for consideration. Discussions about the

west side have become part of the library's overall space study and visioning process that will continue in 2018.

To further improve access to library service, ccpl2go tweaked and expanded its schedule of stops in 2017.

*We appreciate all Carmel Public Library does for our community. The bookmobile and your staff are a highlight of our Fridays. We're so thankful for you and your help. The residents line up for you to come.*

Elizabeth Erickson  
Community Relations Coordinator - Carmel Senior Living

## We will serve as a catalyst for learning, creating, discovering, and sharing.

### Patrons will have access to library programs that build 21<sup>st</sup> century skills.

Cross-departmental collaboration resulted in new programs centered around problem-solving and teamwork, like Family Trivia Night and Escape Rooms. Children can learn about technologies like coding and robotics through the self-paced Questers program.

The Digital Media Lab offered 135 class sessions on a dozen different topics. Ranging from one-on-one assistance to small group classes, the programs gave patrons a chance to experiment with new technology and create innovative projects.

*The instructor was excellent!!! She explained things, got my son to ask questions, and made him think through the process and figure out why. Most instructors don't take the time to teach the "why" behind things and just teach the "how."*

a program attendee at the Digital Media Lab

### Members of the community will have opportunities at the library to connect with others and explore interests and ideas.

The library expanded its issues-related programs in 2017. Discussions on environmental issues, redistricting reform, legislative literacy, fake news, and digital citizenship were facilitated by area experts. Members of the community also gathered to share their interest in filmmaking and local history.

Patrons had several opportunities to meet with their legislators at the library. CCPL hosted town hall meetings and constituent conversations for one member of Congress, three state senators, and a state representative.

Members of the library-wide programming team continue to evaluate programs. Several surveys were conducted among attendees. Program timing has been adjusted in some cases, and new opportunities like the ones outlined earlier have been introduced in response to patron feedback.

## Members of the community will have access to flexible spaces for a variety of purposes.

The library began work on a major space study project, partnering with architectural firm MSR. The original idea of improving existing space and furnishings has grown into a larger scale and longer

term vision for future library service. Staff and community members offered ideas that are being developed into a phased plan of action. A number of smaller items from the original strategic plan (such as the expansion of programming space, the improvement of outdoor and indoor signage, and the reconfiguration of service points in the lobby) are being folded into this project.

# We will build partnerships to make a difference in people's lives.

## Sustainable partnerships to support the library's programs and services will be established.

The Foundation's relationships with the healthcare and business communities resulted in strong programming support in 2017, including funding for the Questers program, the Stethoscope Series of healthcare events, and the E Carmel entrepreneurship series.

Corporate sponsorships and a grant from the Clay Township Board helped fund the Summer Challenge. The Foundation Guild oversaw visits from a number of authors throughout the year. The Friends of the Library continue to contribute to funding for the expansion of programs for all ages.

## Community needs and interests will be identified and matched with potential key partnerships.

2017 marked the first year of the Foundation's Young Professionals Group, which took over the hosting of the Writers at the Pavilion event. As the

group continues to grow, opportunities for greater connection between its members and the library will be explored. Having staff representation on the group helps facilitate those opportunities.

In addition to providing valuable insight for the library's space planning and visioning process, the community survey about west side expansion offered useful information about community needs and interests. This data can help pinpoint areas of development potential.

## Relationships will be built and cultivated within the community by the Director, Board of Trustees, and key staff members.

In 2017, library representatives met with or presented to the City Council, Clay Township Board, and Carmel Clay School Board. Sharing stories of library success with appointing authorities demonstrates how important CCPL is to the community and helps build support for the library's initiatives.