



## January 2014 Board Report of Strategic Plan Activities

### Patron Relationship Building

- The PRB team is moving forward with designing postcards for a targeted mailing to the “High Impact” South Central area as well as a targeted mailing to the "High Potential" (Boomburbs and Suburban Splendor) areas. These eye-catching postcards will highlight services of interest to those patrons based on CommunityConnect data.
- The team will also market the library's 24/7 online services through Google ads and explore the possibility of reaching out to parents through the *MyCCS portal* of the Carmel Clay Schools. The purpose of these activities is to increase the number of cardholders in these target areas and to increase their use of the library.

### Organizational Innovation

- The OI Team will administer a survey January 20-31 to elicit patron feedback on customer service at the Library. The survey results will be the measurement for the 2013 customer service training goal.
- Departments have until January 17 to submit any outstanding 2013 continuing education information. Thus far, 84% of staff have met or exceeded the goal of three hours of training, and collectively they have completed 800.75 hours of learning. A low-key celebration is planned for the January 30 staff meeting.
- The OI team is continuing to develop and refine goals for 2014.

### Service Distribution

- Wendy Phillips, Nancy Newport and Christine Owens met with Rachel Applegate on 1/15 to get input on how to create two surveys: one regarding holds lockers and the other on the mobile library. Drafts of the surveys are being developed. The Service Distribution Team is engaged in Phase 2 of the mobile library project and will need to look more in depth at the following topics for the mobile unit: specific services/programs to be provided; collections; staffing; and technology needs. The goal is to have the service plan detailing implementation completed by the end of May.

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### Strategic Perspective/Community Engagement

- One Little Free Library Unit has been received. The team will look it over and discuss further at the January team meeting. The unit seems to be well built and will accommodate more books than initially anticipated. A Memorandum of Understanding to Carmel Clay Parks & Recreation and Hensel Government Center will be completed and returned by the end of January.
- Plans for World Book Night are progressing. We are waiting to hear back as to which CCPL staff members were chosen as book givers.

### Collaborative Programming

- The Collaborative Programming team has set three goals for 2014: completion of a programming census to better understand where in the community our program attendees are coming from; implementation of online/off-site patron registration; and investigation of targeted email marketing of library programs. Each goal will be coordinated by a member of the team: Renee' Kilpatrick - programming census; Katherine Kersey - online/off-site patron registration; Beth Jenneman - targeted email marketing. Lisa Dick will facilitate communication within the group and with the other team leaders.

### Please Note:

The following 2013 teams have been disbanded due to completion of their projects. Team Leaders Peter Konshak and Beth Smietana have been reassigned to other pressing 2014 strategic plan responsibilities. A complete report on these team activities will be documented in the 2013 Strategic Plan Annual Report that is being drafted at this time.

Web as Virtual Branch

Refresh the Library Brand

Updated 1/21/2014