



## December 2013 Board Report of Strategic Plan Activities

### Patron Relationship Building

- The PRB team hasn't met since the last report.
- A presentation about the CommunityConnect software was made at Professional Development Day by Team Leader Christy Walker. Staff divided into groups to discuss the 12 segments represented in Carmel and services that are likely to be of interest to each segment.

### Web as Virtual Branch

- The new CCPL website was launched on November 6. Patron response has been overwhelmingly positive. The IT manager will continue to monitor analytics and error logs to tweak the new site for best performance. Departments will continue to update content and suggest any improvements to pages. With the project completed, the Website Redesign Team will be disbanded.

### Refresh the Library Brand

- The new brand was unveiled to CCPL staff at the October 31 staff meeting and to the public the next week, along with the new website.
- The new look of both Happenings and eHappenings debuted with the December issues.
- New library logo bags were ordered and welcome packets created (assembled by teen volunteers). Circulation is currently distributing these to new cardholders (one per family) and also selling bags for \$5.00 each to anyone who wishes to purchase them.
- Giveaway items with the new logo are on order and include stylus pens, screen cleaners, ear buds, cell phone stands and magnetic bookmarks.
- With the launch of the new brand and website, the team's work is officially completed. All that remains is for the Communications Dept. to continue printing all of the new brand materials by the end of the year, such as nametags, business cards, etc.

### Organizational Innovation

- The OI Team is working on a survey to be implemented in January to measure the effectiveness of this year's customer service training.
- Two-thirds of the staff has met continuing education goals for 2013, and others plan to do so by December 31. A detailed year-end report will be provided in January.
- The team has identified four preliminary goals for 2014 and will be refining them in the next few weeks.

### **Strategic Perspective/Community Engagement**

- The Little Free Library project team is collaborating with Carmel Clay Parks and Recreation. We are completing a "Memorandum of Understanding" to coordinate the responsibilities of each party. West Park has been targeted as the 1st location and either Founders or Inlow Park will host the other LFL unit. The team is still planning to open the LFL units to the public in April 2014.
- CCPL has been selected as a distribution site for World Book Night 2014. "Book Givers" will pick up their books at CCPL and the Library will be an active advocate in the community for the event. Several library employees are registering to become "book givers."

### **Service Distribution**

- A focus group, consisting of staff from Carmel Clay Schools, Carmel Parks and a pre-school, was held on November 20th to get input regarding a library bookmobile. The participants were positive regarding such a service and provided much useful information and possible partnership ideas utilizing a bookmobile. The bookmobile subcommittee has made the recommendation to further investigate the possible uses of the bookmobile for seniors and neighborhoods and the team will detail the costs for the vehicle, operations, staffing, etc.

### **Collaborative Programming**

- Team leaders Lisa Dick and Renee' Kilpatrick are continuing to work on a draft service plan for the programming census that will be conducted in 2014. The service plan was presented to the Library Wide Programming Team at their December meeting and the team was asked for their input. Team leaders hope to have a final draft ready for the full Collaborative Programming team and the Steering Committee in January and hope to begin implementing the plan in early 2014.

**Updated 12/16/2013**