



June 2014 Board Report of Strategic Plan Activities

Patron Relationship Building

- The South Central postcard campaign as resulted in very few postcards being redeemed for prizes; actual numbers of redeemed/returned mail will be presented at the June 19th committee meeting.
- Discussion concerning mailing of a second postcard is slated for the June 19th committee, including return on investment, re-evaluation of purpose and desired outcomes.
- The iPad mini was successfully used in-house for new card registration on the first day of Summer Reading. Two additional iPad minis are being prepared for in-house and offsite use plus a 3G plan has been purchased through Verizon Wireless.
- Other activities such as Google ads and working with CCS are still in progress.

Organizational Innovation

- OI and PCE team leaders met to discuss the creation of a small team of staff members who could serve as a speakers' bureau, representing the library at outside events and speaking to groups about library services.
- Members of the Children's, YA, Reference, and AV departments are taking turns observing at each other's service desks to gain a better understanding of the types of questions asked at each desk. These observations are a first step in beginning to develop staff that would be able to cover other departments' desks when needed, in particular to facilitate increased outreach.

Innovation Initiative

- Jennifer and John Robbins of Ignite Development had a positive meeting with Mayor Brainard and Mo Merhoff to discuss the idea of a co-working space in Carmel. They are beginning to formulate a financial model for the project and will keep the II team posted on developments so we can continue to assess how the library can be an active partner.

Service Distribution

- The team continues to work on fine-tuning details and specifications for the mobile library. The team meeting for June was moved to June 17.

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Strategic Perspective/Community Engagement

- Brian attended the monthly ADDBAC meeting to give a short talk about library resources, particularly those that may be of interest to small business owners.
- The Little Free Libraries seem to be popular, especially those at Founders Park and West Park. Brian will continue to monitor each for the time being. The team will work to assign stewards to each LFL in the coming months.
- Brian met with Christy Walker from the OI team in regards to the creation of a Library Speakers Bureau. More details need be confirmed but the PCE will discuss going forward.
- The team will not meet in June; the next PCE team meeting will be July 8th.

Collaborative Programming

- The programming census began June 1. Programming staff are collecting data from attendees at both on and off-site programs. So far, implementation has been smooth with the census being well received by patrons.
- The team will follow implementation closely throughout the month looking for opportunities to improve the process for fall. At the end of June, the program census team will meet to review data which will also be shared with all library managers and appropriate strategic teams.

21st Century Skills

- Investigation continues into 21st Century Learning Skills.
- Lisa has attended a webinar on the importance of STEM for libraries and it's been archived in the wiki.
- This team will have periodic reporting throughout the year, as applicable.

Updated 6/12/2014