



March 2014 Board Report of Strategic Plan Activities

Patron Relationship Building

- The South Central marketing campaign is moving forward with the first “Rediscover Your Library” postcard. The postcard is in the final stages of completion and will be presented at the March 20th committee meeting for final review.
- Peter is deciding on the best start date to launch emails to inactive patrons.
- Mobile Circ is in the early stages of development. Details on implementation will be shared as best practices are determined. Katherine will present a draft of guidelines for offsite registration to review and have in place before Mobile Circ is operational.
- Minor revisions on the how to get a library card flier have been made, and it is now ready for staff to use when going out in the community.
- Wendy and Peter are exploring funding options for Google ads as well as determining keywords and parameters for the ads. These will be targeted to the Boomburbs and Suburban Splendor segments.

Organizational Innovation

- A summary of results from the customer service surveys was shared with staff in the *Library Links* newsletter. The importance of smiling and greeting patrons was emphasized. The team has developed a Customer Service Toolkit file to help managers incorporate this topic into departmental meetings and to assist in one-on-one coaching of staff. Key pieces of information from the organizational awareness quiz were also shared in *Library Links*, and future quizzes are planned for upcoming staff meetings.
- The Public Library Association Conference (PLA) offered continuing education and leadership development opportunities for 32 of CCPL’s staff members last week in Indianapolis. Summaries of information learned are typically written for sharing with those who did not attend. The conference provides staff with the latest thinking on a broad spectrum of strategic planning and practical issues.

Innovation Initiative

- Representatives from the team toured the DeveloperTown/SpeakEasy co-working space in Indianapolis. One of the facility's partners (Michael Cloran, CEO of Giggil) helped us brainstorm ideas. A visit to LaunchFishers also occurred in March. These visits and further research will help determine how a co-working space might fit into the Carmel Community and what the Library's role could be.

Service Distribution

- SD team met with the selectors and Technical Services to brainstorm on selection of materials, budget issues (as related to collections) and how to identify mobile library items in the ILS. This information will be used to update the Service Plan.
- SD team met with Cindy Wenz to discuss staffing topics for the mobile library (hours, job duties, level of staff, how many staff, supervisor, etc.). This information will be used to update the Service Plan.
- Nancy, Christine, and Nina met with representatives from two retirement centers (Crowne Point and The Stratford) to discuss the mobile library. We will discuss our findings at the next team meeting. This information will also be used to update the Service Plan.
- Christine has compiled the information from the "Holds Locker Survey" which the SD team will discuss at their next meeting.
- The Mobile Library survey was launched on Monday, 17 March. It is available on the CCPL website, in the "lobby area" of the library and at programs. The link is being sent to the 2011 Strategic Planning Focus Group participants and the schools. *Current in Carmel* will be sent the information. Staff will put the information on Facebook and Twitter.
- Wendy mentioned the mobile library in a *Current in Carmel* (March 4 edition) article on Tax Reform.
- Service Distribution team members are contacting libraries outside of Indiana about their use of a mobile library. We will discuss the information gathered at our next team meeting.

Strategic Perspective/Community Engagement

- Met with Lindsay Labas from Carmel Clay Parks and Recreation and made final selections of West Park and Founders Park as the locations for the first 2 Little Free Library's (LFL). Carmel Clay Parks and Recreation will install the units. Beth Jenneman and Lindsay Labas will discuss the press release and provide further details in March.
- We also met with Doug Callahan at John Hensel Government Center. We will pick an exact spot for the LFL location there sometime in March. We will need assistance in getting this LFL placed in the ground. LFLs are still set to open late April/early March.
- Finalized Team Goals for 2014 for discussion in March.

Collaborative Programming

- The managers of programming departments met earlier this month for an organizational meeting to discuss the upcoming programming census. Topics for discussion included the information to be collected, the impact it might have on programs and programmers and the process of data collection.

Collaborative Programming (continued)

- Beth and Peter joined the programming managers for a meeting on March 18 to begin to discuss specific ideas and processes for data collection and to create a plan for communicating the goals of the census to patrons. The development of talking points for staff was also on the agenda.

21st Century Skills

- Renee' Kilpatrick and Lisa Dick attended the Public Library Association Conference this month, focusing on additional research of this topic at the conference and through other sources.

Updated 3/24/2014