

STRATEGIC PLAN

JUL-SEP 2017 UPDATE



August marked the start of CCPL's partnership with architectural firm MSR to explore **improvements to the library's facilities and spaces**. In its first set of meetings with library staff, Board members, and key community stakeholders, MSR gathered ideas about the future of library service in Carmel. Their initial visit also included an engineering assessment of the library's building and grounds along with visits to each department to learn about processes and work patterns. Upcoming visits will incorporate additional engagement with patrons, including conversations with Teen Library Council members and with patrons who live on Carmel's west side.

Building partnerships to make a difference is one of the four goals in the library's strategic plan. Over the summer, the library held a food drive in support of Carmel's inaugural **Summer Lunch Program**, a community-funded program developed by several area organizations. The over 1,400 Carmel students who are part of the state's free and reduced lunch program face food insecurity when school is not in session. Through the generosity of library patrons, over 600 bags of food were collected at CCPL to help local families.



CCPL is experimenting with new ways of connecting to patrons through social media.

- Patrons can now get ideas for exciting new titles through the **Readers of Carmel** Twitter feed created by CCPL's Readers' Advisory staff.
- Teens can participate in the **Bookends** online book discussion group through GoodReads.
- Attendees of the popular **Read Between the Wines** book group have access to a special Facebook group for keeping in touch and sharing comments.

CCPL's social media efforts are coordinated by Beth Jenneman. A number of different staff members contribute posts, bringing fresh voices and diverse styles to the various platforms.

CCPL continues to find opportunities for engaging with patrons outside the library's walls.

YA staff, accompanied by ccpl2go, visited school registration days at Carmel High School and Creekside Middle School, connecting with 300 students at each location.

ccpl2go also interacted with patrons at the Sack Lunch Ride in the Village of West Clay, the Moon Cake Festival at the Indiana Design Center, and the International Arts Festival.

Bob Swanay shared information about the library with members of the Lions Club in August, and the library's Speakers Bureau has made eight presentations to area groups since the beginning of the year.

New ccpl2go stop

Trader's Point Christian Church
on 136th Street
Mondays 3:45-4:45



CCPL hosted the Carmel Film Forum, a weekend of events for people interested in the art of filmmaking. Programs included a documentary film screening and conversation with director Jon Schnepf. A panel of area experts talked about the challenges of making films in Indiana, and a dozen aspiring screenwriters took part in screenplay workshops. Over 120 people, many of them in the hard-to-reach young male demographic, attended the two-day event.

LEGISLATOR CONNECTIONS

In August, CCPL provided a venue for Congresswoman Susan Brooks to hold meetings with constituents. A week later, Indiana Senator Mike Delph held a town hall meeting at the library. Events like these give patrons a chance to communicate with their national and state representatives and also allow CCPL to demonstrate the value of public libraries to key decision makers.

Meanwhile, several local government officials are taking part in the library's space study project, sharing their perspective on Carmel's future and witnessing CCPL's commitment to serving the community.

As part of its issues-oriented programming, CCPL presented a slate of **Digital Citizenship Week** activities in September. Cybersecurity and online safety were featured topics. Guest speakers included the head of Indianapolis's Cyber Defense Force and representatives from the Carmel Police and Hamilton County Prosecutor's office.



The new **Questers** program is an example of the library *launching new programming ideas in response to community needs and interests*. Through a set of self-paced, activity-based challenges, children ages 8-12 can build their STEAM (science, technology, engineering, art, and math) skills. Over 80 children have signed up for Questers so far, and the drop-in nature of the program works well for over-scheduled families. Duke Energy is sponsoring this program.

The Digital Media Lab continues to offer innovative programs, including comic book classes for teens and a series of filmmaking workshops.

The DML also hosted an album release party for local musician



Michelle Qureshi, who recorded parts of her album in the WhisperRoom.