

CCPL Strategic Plan Update



April-June 2016

Collaborating to Inspire Creativity

PRESENCE

LEVERAGE

For the second year in a row, Young Adult Services staff collaborated with Carmel High School and Barnes and Noble to present a Creative Writing Conference at CHS. This year's event, which took place over the course of two days, offered students the chance to take an in-school field trip to the media center. The writing activities from which students could choose included Character Development, Sidewalk Poetry, and Book Upcycling. Overseen by YA librarian Karen Steinberger, the Six-Word Storytelling activity yielded clever works of micro-literature and provided a chance for teens to learn about the library's Summer Challenge and the Foundation's writing contest. Twenty-two authors of young adult titles – several of whom travelled from out of state and none of whom asked to be paid for their attendance – were on hand to meet with students both during the school-day sessions and at an evening book signing event at Barnes and Noble. An artist who is creating original Dewey Decimal-themed artwork for the CHS media center also provided inspiration. A staggering 1,700 students participated in the event. A truly collaborative effort, the Creative Writing Con has not only inspired young patrons but also has provided valuable and lasting connections between the library and the partner organizations.

I can't sleep.
I'm busy dreaming.

*six-word story by a
Creative Writing Con teen*



Illuminating World Events & Cultures

VOICE

LEVERAGE

In keeping with the goal of facilitating conversations that promote inquiry and awareness, the library hosted "ISIS Is Not Islam" on May 16. The program was presented by David Carlson, an author and professor of Religious Studies at Franklin College. Insights were also shared by guest speaker Muzaffar Ahman, who is a spokesperson for the Indiana Chapter of Ahmadiyya Muslim Community USA and a board member of the Center for Interfaith Cooperation. The library provided a neutral space for people to learn about these topics, and bringing in outside experts contributed to the value of the program. The program was well-received by the more than eighty people who attended.



On the weekend of June 10, CCPL hosted a Dragon Boat Festival in partnership with the Carmel-Xiangyang Sister City Committee and the Indy Asian American Times. Through a variety of displays and activities, Carmel's Chinese American community shared their culture with others.

A Greener Carmel

VOICE

LEVERAGE

Four times a year, the library partners with the Carmel Green Initiative to present environmental programming. These programs have become a model for collaborative programming with an outside

organization. The Green Initiative arranges for expert speakers and government officials who provide a local perspective on ecological issues. They also help promote the programs to their members, which expands the reach to people who may not know about library programming. These programs have stimulated interest in environmental issues at the local level and beyond and have enabled patrons to learn about volunteer opportunities. Community members also have a chance to sell their own environmentally responsible creations at the Green Gift Fair, which celebrates its third year at CCPL this fall.

Cyber Connections for Seniors

PRESENCE

OPPORTUNITY

The Reference Services and IT Services departments have launched a twelve-week AARP Senior Tablets pilot program with select residents at CrownPointe Senior Living. The purpose of the program is to introduce seniors to CCPL's digital resources. In addition to using audiobooks, eBooks, and other digital materials, the patrons are also exploring other features of the AARP-designed Android tablets, such as social networking and photography. An energetic adult volunteer visits monthly with the seniors to provide technical assistance. The program has received a strong response, and staff hope to expand it to additional senior communities later this year.

This summer the library is also offering new Silver Surfers technology classes aimed specifically at seniors. For more personalized guidance, seniors can take advantage of the library's Book-a-Librarian service for one-on-one help with a wide range of library services and research assistance.

Making It Easier to Find a Good Book

OPPORTUNITY

CCPL staff are continually looking for ways of improving patrons' experiences with the library, such as the recent rearrangement of materials in the Children's and Youth Services Department. Patrons can now find hardcover, paperback, and audiobook versions of a title right next to each other on the shelf, eliminating the need to search in multiple places. The space for middle school titles has been expanded, and award winners and classics have been given new prominence. The project involved rearranging spaces and shelving, not to mention changing catalog records and labels, and patrons are responding favorably to the changes.





STRATEGIC PLANNING

2017-2019

The process of developing a new strategic plan for 2017-2019 has begun.

- A new internal website has been created to keep staff up-to-date on the strategic planning process.
- A community survey runs through the end of June at www.carmel.lib.in.us/survey. An additional survey is being mailed to 1,000 households in Carmel where people don't have a library card.
- In early August, CCPL managers will be developing specific, measureable objectives for each of the four strategic goals developed by the Board of Trustees.
- Stay tuned for more updates as the year progresses.

Strategic Goals for 2017-2019

We will enhance our award-winning services.

The Library will showcase and expand the core services and programs that have been received positively and are well-attended by patrons. Staff will be encouraged to seek new information and techniques from cross-disciplinary sources and develop new ideas and skills in order to align our current service with our outward-facing orientation.

We will meet our community where they are.

The Library will extend the delivery of services and programs beyond our physical walls, including our digital environment. By being more frequently present outside the building, our staff will learn about opportunities and challenges in our service area and will raise community awareness of all the Library has to offer.

We will act as a catalyst for learning, creating, discovering, and sharing.

We will enable personal discovery through informal and formal learning and inspire life-long learning through connections, resources, and expertise. The Library will serve as the facilitator for conversations that use resources to inform, educate, and bring community members together to participate in the future growth and enhancement of our community.

We will build partnerships to make a difference in people's lives.

We will actively seek partnerships with individuals, organizations, and government that best combine Library and partner resources to ensure maximum effectiveness in the community. We seek to build a network of supporters who are aware of and regularly use the library's substantial resources to strengthen the community as a whole. The Library will foster an environment of open communication and collaboration, both internally and externally, to help build a culture of cooperation throughout our community.