

CCPL Strategic Plan Update

August 2015

ccpl2go

On July 30, Mayor Brainard and other guests conducted the official ribbon-cutting for ccpl2go. Two days later, forty-seven people visited the vehicle during its public open house in front of the library.

The following week, ccpl2go began traveling to its scheduled stops. So far the Wednesday evening stop at West Park has been the most popular. Coordinating this stop with the food truck gathering that takes place there on Wednesday evenings in the summer has been a successful strategy. Each West Park visit has brought in over forty patrons, and around sixty items have been checked out each time. Usage has been more modest at the other ccpl2go public stops, which take place on weekday mornings and afternoons.



The non-public visits to the Barrington and the Stratford senior communities have been popular, with an average of ten people coming aboard each time ccpl2go visits.

Between special event visits, regular stops, and travels to senior communities, ccpl2go staff have issued thirteen new library cards and renewed three cards. Over 450 items have been checked out.

Additional stops that are being explored include the Sunrise on Old Meridian senior community, Clay Terrace, and Carmel Dads' Club.

Speakers Bureau

Speakers bureau member Karen Steinberger and other staff attended the registration days at Carmel High School and Creekside Middle School. As at last year's registration days, they spoke with students and parents about library resources, including the Tutor.com service, and collected library card registrations. In all, they spoke with over 600 people, and 132 new library cards are being issued by Circulation as a result.

Karen was also joined by five members of the Teen Volunteer Corps for a book fair held to support CCPL at Barnes & Noble on July 24. The CCPL representatives manned activity booths and engaged with community members as well as with local authors Francesca Zappia and

Shannon Lee Alexander, who is one of this year's Guided Leaf authors. In addition to raising over \$600 for CCPL, the event allowed the library to connect with book buyers who are sometimes elusive library users. Thanks to Liz Hamilton's efforts, Barnes & Noble is providing generous prizes for this year's teen writing contest.

Business and Organization Connections

On September 17, the latest session in the Foundation's Law School for Small Business Owners series will focus on *Business Succession & Estate Planning*. Anne Hensley Poindexter will be the featured speaker. On September 26, the library will offer a *Simple Steps to Start Your Business* program presented by SCORE.



The new Little Free Library at the Soho Cafe

Other Updates

Expanding the Library's Reach

On August 31 the library will begin offering *hoopla*, a digital media service that gives patrons access to music albums, movies, TV shows, comics and graphic novels. *hoopla* also carries audiobooks and eBooks that will supplement the library's OverDrive collection. Resident cardholders will be able to check out and enjoy up to ten *hoopla* titles each month through the *hoopla* website or app.

Building Relationships with Patrons

The second annual *Bounce* early literacy fair will be taking place on September 12. A lively slate of activities is being offered for families with children ages 0-5. More than just a fun-filled day at the library, the event helps families learn about STEM-related activities they can do with their children at home. It also introduces them to the five activities that are important for eventually learning to read by themselves – talking, singing, reading, writing, and playing. Check out the promotional video on the CCPL YouTube page.

Science
Technology
Engineering
Math

Becoming a Learning Organization

As of August 17, thirty-one staff members had completed the *23 Mobile Things* self-directed learning program. An additional twenty-six staff members have explored various technologies covered in the program. Through the program, staff accumulated 441 hours of learning and earned 180 Technology Library Education Units.

This month's staff learning opportunities have included a robotics workshop, webinars on digital citizenship and makerspaces, and a visit from the founder of *pi lab*, the company behind Edwin the Duck.