

MSR Visioning Report

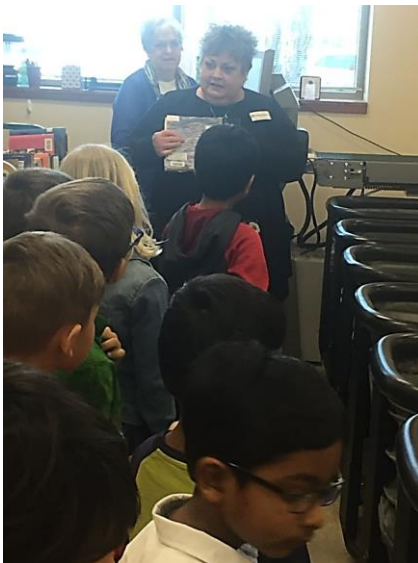
As of this writing we are anticipating our public forum on Thursday, April 19. There are still a lot of moving pieces, but I'm excited to share our bold vision for the library. The agenda for the day will be as follows:

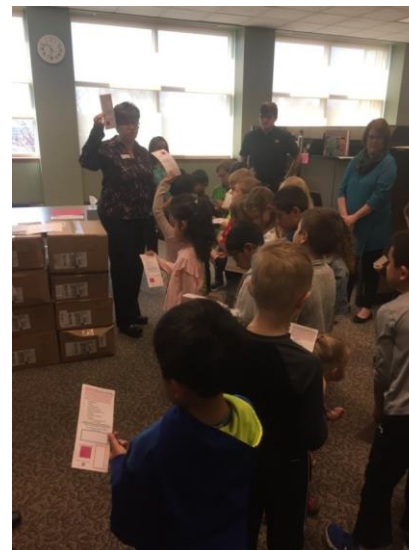
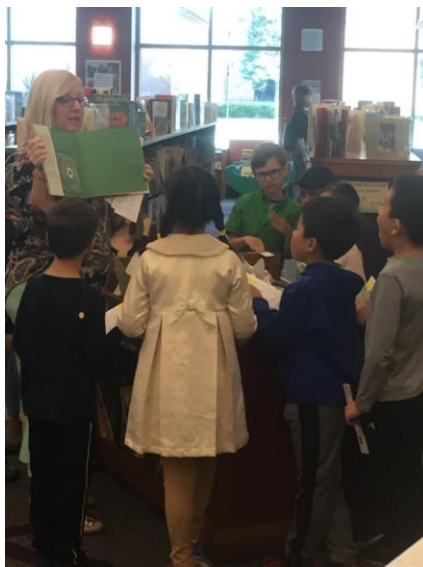
- 11:00-12:00 p.m. MSR arrives, meets with Bob, sets up in Program Room, lunch is prepared for meetings
- 12:00-1:00 p.m. Session with all-staff
- 1:15-2:15 p.m. Session with all-staff
- 3:30-5:00 p.m. Session with Leadership Group
- 6:30-8:00 p.m. Public Forum/presentation of vision

School Tour

We have a great relationship with Carmel Clay Schools. This is a result of hard work and dedication on the part of our staff. On Thursday, April 12 I participated in a tour of the library for the first grade classes of West Clay Elementary facilitated by the CYS staff with the cooperation and help from various departments across the library. The rambunctious group was

divided into six groups and simultaneously toured the following areas: storytime in the Program Room, springtime crafts in the Program Room, a visit to the Mobile Library, a visit to Circulation (where they were regaled by stories of the awesome book sorter), a visit to the Children/Youth Services area, and a visit to Technical Services, where Lisa barcoded and cataloged the kids.





Facility Report

Unfortunately, our front lobby once again flooded with water on Tuesday, April 10. This time the problem was at least less serious than before. A urinal in the public restroom overflowed at a very fast rate. By the time we noticed, water was already encroaching towards the CYS Desk. Luckily our staff reacted quickly. Peter Konshak happened to be nearby and began redirecting incoming foot traffic. Nancy quickly showed up and managed to stop the leak at the urinal. I was close by at the CYS desk and Nancy, Elizabeth and I began mopping the mess. CYS



staff found materials to help temporarily dam the water. Indiana Restoration quickly returned to the library to professionally clean the area. Nancy and I asked our plumber Jason Whitmore to systematically check the condition of all toilets and urinals in the library in an effort to prevent another such occurrence.

PLA Conference

“You are the keepers of and the gateway to truth. Libraries are forums for debate. Libraries preserve history. They are one of the few inherently democratic spaces that we have.” – Sally Yates at the PLA Conference in Philadelphia, March 21.

Here are some thoughts and notes of some of the sessions I attended at the PLA Conference:

Opening Session



Opening session with Sally Yates was inspiring. She spoke passionately about libraries and of the importance of truth and justice. She noted that over the course of history, our country has faced inflection points, and that now is such a time. She said that we must resist those that don't respect the strength of being a nation of immigrants. A key question before us: will we remain faithful to our country's core values?

To answer that question we need look no further than our country's preamble to the constitution: "We the People of the United States, in Order to form a more perfect Union,

establish Justice, insure domestic Tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America."

The Department of Justice is not just another federal agency. It's what separates us from autocracy. Something else is relevant to the DOJ: the truth. There is such a thing as objective truth. Failing to tell the truth matters. Libraries have a role in this. Libraries are one of the few inherently democratic spaces we have. The only way we devolve into a post-truth world is if we acquiesce to it.

When the Mayor Calls

Four urban libraries spoke about how they are partnering with their cities to address social issues. The urban areas were: Seattle, Detroit, Cleveland and Philadelphia. Marcellus Turner from Seattle Public Library was on the panel and I was able to catch up with him some then. The panel discussion mainly reminded me of how fortunate we are in Carmel. I was interested in how libraries partner with local government, an obvious issue of relevance to our library. However, I mostly listened to stories of libraries dealing with serious problems of homelessness, child poverty, drug use and addiction. Seattle is dealing with a massive homeless problem, Cleveland and Detroit are dealing with large poverty issues, and Philadelphia now has trained staff to deal with drug



addiction. The Philadelphia staff is now commonly administering Narcan to save people's lives from over-dosing. Again, our community is so blessed and fortunate that we can be more concerned about fostering learning, creativity and helping shape future thought-leaders for the world.

Success on a Massive Scale: Library Cards for all Students

Last June in Chicago I attended an Urban Library Council panel on this theme. This wasn't coming from the ULC approach but the goal and desired outcome is the same. I hope to report more on a Carmel-specific approach to this idea in the future.

Gale Analytics

I participated in a breakfast meeting sponsored by Gale where a panel discussed the various ways Gale Analytics can be used in libraries. Kendra Trachta, Deputy Director of the Sno-Isle Library system spoke of how they came to use Gale Analytics. It came from strategic planning and the need to dig deeper into the community looking for usage patterns to better serve patrons. Gale analytics allows libraries to map donors, program attendees, etc. I'm considering acquiring this product and starting with the basics, but it could be a useful tool in our ongoing analysis of how to best serve patrons from all parts of Carmel.

Are We Over-Investing in Social Media?

An interesting premise, this was a second breakfast meeting I attended, this time sponsored by BiblioCommons. In theory, social media platforms carry a potentially huge audience. However, studies show that the average consumer is exposed to 10,000 brand messages a day, and the organic reach of social media has declined. While many of these platforms are ostensibly free, the real cost is in content creation and management.

The session offered two interesting insights. One insight was to put the same kind of great content on the library web page as on social media accounts. A goal would be to create content that is timely, diverse and visual. The other insight is that we may be under-utilizing email. Email has a much higher penetration rate in terms of successfully delivering a message to patrons over social media platforms.

Sexual Harassment Training

Michael Blickman from Ice Miller joined the staff on April 18 for a session on sexual harassment in the workplace. Mr. Blickman did a fantastic job, and met with staff managers following the all-staff meeting. I have received positive feedback from staff following the presentation.