

STRATEGIC PLAN

JAN-MAR 2017 UPDATE



Using the services of the public research firm American Viewpoint, phone interviews were conducted with 300 residents to gauge their **interest in expanded library service on the west side of Carmel**. Respondents provided valuable input for CCPL as we contemplate possible service models and next steps.

3 New Staff Teams

improving service | expanding collaboration



COLLECTION DEVELOPMENT

Representatives from nine departments began exploring collection-related issues by compiling information about reporting and procedures.

MARKETING

This library-wide team will develop new marketing strategies with a focus on social media expansion and raising awareness of the Digital Media Lab and ccpl2go.

HOLDS

This team of eight staff members from various departments met to discuss ideas for expanding and improving CCPL's hugely popular holds service.

1/3 of CCPL staff attended hands-on orientations at the Digital Media Lab, a strong step toward raising organizational awareness.

Boosted Facebook posts

are a useful new marketing tool for engaging with the community. A "boosted post" appears on the timeline of Facebook users who meet certain criteria. As one example, for a minimal cost, the library was able to boost a post about the Digital Media Lab for one week in January to Facebook users in Carmel zip codes. The post was seen by 3,600 users, about 2,400 of whom are unlikely to have seen it otherwise.



The mobile library welcomed 107 people aboard at the Winter Blast event at Clay Terrace in February. Many of them were first-time visitors. To increase awareness of its services among students, the vehicle is experimenting with holding "pop-up stops" in front of the library after school every other Tuesday. Teens are also being surveyed to gather input about ccpl2go service and promote its use.

DIGITAL MEDIA LAB PROGRAMS

Forty-four patrons have taken advantage of the programs hosted at the Lab since the start of 2017. Ranging from one-on-one lessons to small classes, the topics covered in the 32 sessions have included

Get to Know Your Digital Camera

Introducing Illustrator

Intro to Podcasting

Adobe Lightroom Basics

Panoramas & HDR in Adobe Lightroom



YOUNG PROFESSIONALS GROUP

Formed under the auspices of the Foundation, the new Young Professionals Group has had several organizational meetings and will take over coordinating the Writers at the Pavilion evening event in October. Reference department staff member Laura Crockett serves as the staff liaison to the group.

As part of ongoing awareness-raising efforts, CCPL staff took part in the Taste of the Chamber. The Speakers Bureau continues to offer tours and presentations to interested groups. Bob Swanay spoke at meetings of the Carmel City Council and Hamilton County Leadership Academy.

HOSTING COMMUNITY CONVERSATIONS

Redistricting Reform – featuring panelists Rep. Jerry Torr (R) and Rep. Carey Hamilton (D), presented in partnership with the League of Women Voters

107 ATTENDED

Climate Change: Let Your Voice Be Heard – featuring speakers from the Hoosier Environmental Council, presented in partnership with the Carmel Green Initiative

90 ATTENDED

A new in-house OverDrive training curriculum is being piloted with Audiovisual staff. The online training modules combine written and video tutorials, exercises, and assessments to measure mastery. The year-long curriculum will prepare staff to provide confident, consistent service on this ever-changing technology.



New & Improved

OUR MISSION: TO INSPIRE LIFELONG DISCOVERY, FACILITATE COLLABORATION, AND CONNECT PEOPLE WITH RESOURCES.

OUR VISION: TO SUPPORT A DIVERSE COMMUNITY OF PEOPLE COMMITTED TO LIFELONG LEARNING, AN ENHANCED QUALITY OF LIFE, AND ENRICHING SOCIAL AND CULTURAL EXPERIENCES.