



April 2013 Abbreviated list of Strategic Plan Activities

Patron Relationship Building

- Email communications with expired and inactive patrons pushed back to this month.
- South Central community engagement strategy is progressing with potential event sites/partners identified for further research; initial marketing theme developed for mailing to service area homes.
- Children's library cards have arrived with issue starting May 1; July 13th open house for new patrons scheduled.

Web as Virtual Branch

- Interviews completed for web site design consultant; finalist and contract in progress
- October remains the goal for completion

Refresh the Library Brand

- Communications participated in Web Design interviews and is coordinating with IT for branding implementation decisions.
- Preliminary timeline for rebranding and web site redesign developed last month is on track through April.

Organizational Innovation

- Organizational core skills have been developed for all but the highest two levels of staff; completion and implementation scheduled for 6/30.
- Customer service library-wide training has been scheduled for 5/23 and 12/6 and patron customer service survey is planned for early 2014.

Strategic Perspective/Community Engagement

- Lunch 'N Learn (4/17) and All Employee Meeting presentations (4/30) by Carmel Historical Society and Carmel Clay Parks & Recreation/Hamilton County Parks & Recreation are scheduled; presentation by Hamilton County Visitors & Convention Bureau planned for 3rd or 4th Quarter.
- Carmel Small Business Network presentation by Brian Barrett scheduled for April-May pending Mayor Brainard's schedule
- Collaboration with WorkOne planned to offer job seeker classes for using LinkedIn and Building Resumes(delayed due to shortage of staff at WorkOne to present the programs)

Service Distribution

- Initial reports completed and discussed regarding holds pickup and book vending check-out equipment vendors for West Carmel; obstacles and cost issues identified for further research; visits with vendors pending ALA Conference in June.
- Flyers to promote services for the Homebound were delivered to Meals on Wheels for distribution; Carmel Clay Schools staff professional met with library staff and recommended equipment/technology the Library should have available; and Janus Development breakfast attended by library staff to learn about their mission and services to persons with disabilities.

Collaborative Programming

- A Library-Wide Programming Team is meeting and the Strategic Collaborative Programming Team is providing support and coaching.
- Off-site and online registration will be possible with SIRSI software upgrade and available for use in September/October.
- Programming sites in the community have been identified and posted on the wiki.
- A volunteer committee has been formed to plan the 100 year Anniversary of the Library's opening date.