



April 2014 Board Report of Strategic Plan Activities

Patron Relationship Building

- SIRSI software patch has been installed for Mobile Circ with training on the equipment/software scheduled for Tuesday, April 22. This application will be used for off-site library card registration, but has the ability to perform most circulation functions. Katherine Kersey will do a trial run to test functionality at an in-house program in mid-May. She will also prepare a registration kit, including new patron library bags, to be used at off-site events.
- The first postcard in an occasional series for the South Central Marketing Champaign *Rediscover Your Library* is ready for printing. The theme for the postcards is old technology vs. new technology with the first postcard featuring books and eBooks. The Teen Volunteer Corps, under the supervision of Jamie Beckman, will be labeling the postcards to ready for mailing later this month.
- The possibility of increasing CCPL visibility on the *My CCS* website and of placing Google ads is still being explored.

Organizational Innovation

- Interdepartmental groups have met to begin synchronizing procedures for contracts with outside performers and regarding online suggestions for purchase. These two areas will be synchronized in the next few weeks. Meanwhile, two additional groups are being formed to discuss called-in holds and a local authors' collection.
 - Performer contract subcommittee: Met and discussed what elements needed to be included. Draft of contract submitted to various staff for review. Next legal counsel will check it over.
 - Requests/ILL subcommittee: Met and discussed how to reformat electronic request form. Peter is going to create a mock up for the subcommittee members to look at. Also discussed additional places the link to the form could go on website
 - Team leaders and managers identified eight key strengths that need to be developed among library staff. The OI team has begun discussing how to develop these strengths. One sub-group is working on a plan for improved technology training. Another sub-group is examining how to staff public desks more efficiently so that staff can provide increased outreach and offsite programming.

Innovation Initiative

- Team members were given a tour of the LaunchFishers co-working space by its director Kurtis Moss. Located in an unused part of the Fishers Library, the space offers a large room with a variety of work spaces, group meeting rooms for members' use, and amazingly fast Internet connectivity.
- Team members met with Jennifer and John Robbins of Ignite Development, a small-business consulting firm, to share ideas for co-working possibilities in Carmel. Prior to learning of the library's interest, Jennifer and John had begun envisioning a very similar co-working project that could meet the needs of

Innovation Initiative (continued)

innovators and entrepreneurs. Their ideas for offering both space and education align well with the II team's initial thoughts. Mo Merhoff made the referral for us and we plan to meet with them again soon.

Service Distribution

- SD team met with Peter Konshak on March 25 to brainstorm on technology, telephone and circulation issues. This information will be used to update the Service Plan.
- At the SD meeting on March 25 Christine talked about the results of the "Holds Locker survey." The results are inconclusive.
- The Mobile Library survey was extended until April 15. It is available on the CCPL website, in the "lobby area" of the library and at the Reference Desk. The link was sent to the Focus Group participants and the schools as well as Friends Board, Friends Members (400), Foundation Board and Guild Members. Current in Carmel had a blurb in the March 18, 2014 issue. Staff also put the information on Facebook and Twitter.
- SD team members contacted libraries outside of Indiana about their use of a mobile library. The information was given to the SD team and discussed as needed during the April 8 team meeting.

Strategic Perspective/Community Engagement

- Additional Little Free Library (LFL) units have been ordered. Two units will go to Carmel Clay Parks and Recreation for placement during late April.
- Beth is working on a press release and bookmarks to be placed in the books for the LFL Program.
- Brian will meet again with Doug Callahan at John Hensel Government Center to pick an exact spot for their LFL sometime in April.
- World Book Night books have arrived; Brian has contacted all 12 people who chose Carmel Clay Public Library as their pick-up location; and an Open House will be held Tuesday evening April 15th from 5-8pm.
- Susan Wylin (Adult Reference) has been added to the PCE team.

Collaborative Programming

- The Collaborative Programming team continues to focus on its three goals for 2014: completion of a programming census to better understand where in the community our program attendees are coming from; implementation of online/off-site patron registration; and investigation of targeted email marketing of library programs. The team working on the programming census met in March to discuss the information that will be gathered during the census and discuss the best way to gather the information. Peter is putting together an interface which will be used to gather the information.

21st Century Skills

- Review of current literature and information-gathering continues in the 21st Century Skills team.

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