

CCPL Strategic Plan Update



July-September 2016

Teen Library Council as Brand Advocates

VOICE LEVERAGE

Some of CCPL's greatest champions are its teens. It's not surprising that members of the Teen Library Council (TLC)—an 85-member group that meets monthly—love books and feel a connection with the library. However, they do more than plan and carry out events and promote good reads for teens. They are also a brand advocacy group, spreading the word to their peers and community about what the library offers. One of the requirements of being a TLC member is to learn about CCPL's resources in order to share information in their day-to-day conversations. Whether it's talking up the Tutor.com service to a classmate or letting a neighbor know about eBooks, TLC members are key advocates for raising awareness about what the library offers.



Staying Connected with Educators

PRESENCE LEVERAGE

How do we stay connected with our most important learning partners? Food and newsletters are a couple of proven methods. In an expansion of its annual gathering for CCS media specialists, the Children's and Youth Services Department hosted a Partners in Education luncheon in August. The twenty-five attendees included not only media specialists but also curriculum supervisors, IT administrators, and other staff, all of whom found the discussion about curriculum and library services valuable enough that they attended on their own time. This annual event is just one way that the library continues to strengthen relationships with CCS. These relationships have resulted in the leveraging of resources, like the \$10,000 contribution that CCS makes to CCPL for the purchase of OverDrive titles and the periodic downloadable training that CCPL staff provide to CCS teachers and students. Library staff now get invited to participate in discussion of school system topics like whether or not to



replace Dewey Decimal classification in school media centers or how to host a maker fair of student projects. Meanwhile, staff in Children's and YA send monthly e-newsletters to media specialists and other interested staff at local public and private schools to keep them apprised of what's happening and what's new at the library.

Encouraging Discovery with CCPL Summer Camps

OPPORTUNITY

While the Summer Reading Program and its newest iteration the Summer Challenge are seasonal favorites, the Children's and Youth Services Department decided to launch a new program series this summer to give children an opportunity to engage more deeply with the library. Week-long topical camps immersed kids in paleontology, coding, and the Olympics. Staff were able to leverage previous programming when creating the camps. The coding camp was especially appealing to boys in upper elementary grades, which is a group that can be tricky to entice into the library in the summer.



Expanding ccpl2go Service

PRESENCE



The mobile library has added two new stops. The Green House Cottages senior community at 126th Street and Rangeline Road receives a visit from ccpl2go each Tuesday afternoon from 1:45-2:30. Then the vehicle heads west to the Goddard School off Michigan Road and 106th Street from 4:00-5:00. Both of these new stops are open to the public. Beginning in October, ccpl2go will add the Summer Trace senior community to its schedule of stops. Participation in community events like the CarmelFest parade and the Mooncake Festival have also raised ccpl2go's visibility.

Digital Media Space Update

PRESENCE

VOICE

Preparation continues for the digital media space at 23 E. Main. After discovering that two other entities have filed trademarks for the name "Dabble," the team is working on a new moniker for the space. The team is also developing policies for the lab. Meanwhile, applications for the three digital media lab specialist positions are coming in. Internet and network installation, furniture selection, and the ordering of the "Whisper Room" recording booth are imminent. The Foundation is working with potential donors on a list of equipment.



Completed

- ✓ Strategic Goals developed by the Board
- ✓ Objectives developed by the Managers
- ✓ Community Survey – over 3000 responses
- ✓ Community Insight Interviews
- ✓ West Side Focus Group

Happening Now

Staff Action Sessions to brainstorm activities and projects for each Objective

Follow our progress at ccplstrategy.wixsite.com/strategicplan.

Strategic Goals	Objectives
<p>We will enhance our award-winning services.</p>	<ul style="list-style-type: none"> • We provide consistently excellent patron experiences. • We offer a robust and engaging collection of materials in a variety of formats. • CCPL staff participate in continuing education in order to knowledgeable and confidently assist patrons. • The library fosters staff innovation and creativity.
<p>We will meet our community where they are.</p>	<ul style="list-style-type: none"> • The library uses effective marketing campaigns to increase library awareness and attract new users. • CCPL staff are competent and confident ambassadors for the library who make connections in the community. • Community members of all ages and abilities can access the library's resources easily and conveniently.
<p>We will act as a catalyst for learning, creating, discovering, and sharing.</p>	<ul style="list-style-type: none"> • We design and deliver programs and services that build 21st century skills. • We provide opportunities for the community to connect with others and explore interests and ideas. • The Carmel community views the library as integral to their lifelong formal and informal learning. • We respond to the changing needs of the community by offering flexible spaces for a variety of purposes.
<p>We will build partnerships to make a difference in people's lives.</p>	<ul style="list-style-type: none"> • We identify community needs and interests and pinpoint potential partners that can help the library address them. • We establish and maintain sustainable partnerships to support the library's programs and services. • CCPL's Director and Board of Trustees build and cultivate relationships within the community.