

## **DIRECTORS REPORT DECEMBER 2013**

### **Notes on Library Services, Programs, and Staff:**

- Congratulations are in order for Ranjit Puthran who was just named Most Valuable Volunteer (MV2) by the Carmel Chamber. Well deserved, Ranj; we salute you! [As a reminder, I should note that two previous winners of this award have CCPL connections: Foundation Board member Rich Taylor and our very own Beth Jenneman.]
  
- The annual staff professional development day took place December 6, the first truly snowy day of the season. In spite of the weather, the program was well attended and filled with good information, good food, and the opportunity to socialize with colleagues. The schedule included three plenary sessions: a webinar called “Grace Under Pressure: Tips and Tricks to Cultivate a Positive Approach,” a guest presentation from retired librarian Marie Albertson called “Old Librarians Never Die...They Jump Out of Airplanes,” and a presentation from Christy Walker on the CommunityConnect market segmentation data we’re using to target the Boomburbs and Suburban Splendor areas of our service district.

Four concurrent breakout sessions included several technology oriented programs and a book and movie discussion group. Each was repeated in the afternoon enabling staff to attend two different sessions.

For the past few years, our service project has been to provide gifts to families as part of the Carmel Fire Department initiative. This year we supported three local families, with staff members purchasing gifts or giving cash contributions.

The Friends of the Library deserve a huge thank you for covering the costs of professional development day and providing lunch for staff to enjoy.

- Circulation and door count continue their upward trend. Year-to-date circulation is up 3.5%. We also saw a slight net gain in the number of daily visitors.

One reason for this strong showing in circulation is the quality and quantity of library materials and resources. Technical Services staff have been especially productive this year, as we are on track to add about 36,000 volumes to our collections.

Programming statistics show considerable activity across all departments. For obvious reasons, programming for children has always been a priority. This year the department has significantly increased its efforts both onsite and through outreach programs. Adult programming has also increased and has recently expanded to offsite locations.

This increased focus on programming for all ages is in part a result of the collaborative and library wide programming initiatives of the strategic plan.

### **Budget/Finance:**

- Through November we have spent slightly more than 77% of the 2013 operating budget. We should have more than enough funds in reserve to cover ILF membership dues and PLA conference registration for staff. We expect to send 32 staff members to the PLA conference in Indianapolis in March. This will be a once-in-a-lifetime opportunity for many of the individuals attending. I appreciate the Board's strong support of continuing education for all library employees.

As indicated in last month's report, we will end the year in good shape overall but will need to make the usual adjustments to balance out the various budget categories.

- The December financial report (provided in January) will reflect final tax receipts for 2013. Including property, excise, commercial vehicle, and financial institutions taxes, we have received 98.9% of the budget estimate (\$3,535,095 minus \$38,712).

Property tax receipts alone represent 96.13% of the budgeted amount due to the circuit breaker and tax delinquencies. All but about \$9,000 of the \$126,000 shortfall was anticipated by financial consultant Mike Reuter, as reflected in the latest draft of the 5-year fiscal plan. All things considered, we are holding our own financially but need to remain cognizant of state and local economic and political activity.

### **Building and Grounds:**

- Woody Holm from Stair Associates has completed bid documents for the chiller replacement project and will present them at the December 16 Board meeting.

### **Foundation Report from Ruth Nisenshal:**

- The direct mail annual appeal has been sent. While it's too early for a detailed report, we have already received a number of donations, including \$5,000 from an anonymous donor who has given generously in the past but increased his contribution significantly this year. Several other previous donors have also increased their contribution.
- On the Tuesday following Thanksgiving, I created a Constant Contact e-mail to take advantage of the national *Giving Tuesday* program. We received 8 donations and will participate again next year, with pre-publicity.

- A few months ago I submitted a proposal to IU Health North Hospital seeking a donation for the children's Ready, Set, Read! program. The hospital has approved the proposal and will donate \$17,000 to underwrite several components of the program in 2014.
- A letter was created recently and sent by Joyce and Jim Winner inviting their friends and colleagues to make a donation of \$1,000 to the Foundation's Centennial Society. The purpose of the Society is to double the Winner's \$100,000 pledge to build the endowment for the long-term support of the Library.
- The current focus is on the Downton Abbey fundraising event scheduled for January 29, 2014 in the Palladium. The \$100 VIP tickets are currently selling faster than the \$25 general admission tickets. Given the limited number of VIP tickets, this trend should not be surprising. Based on experience with the Guided Leaf author event, we expect many people will wait to purchase tickets until closer to the event.

### **Friends:**

- The next meeting of the Friends is the annual planning retreat scheduled for Saturday, January 25, 2014. New FOCCL Board members will be welcomed.

### **Legislative Issues:**

- The State Tax and Financing Policy Commission conducted a hearing on the public library budget process on December 3. The Commission is chaired by Senator Brandt Hershman (R) and members include Senator Ed Charbonneau (R), Senator Tim Skinner (D), Representative Eric Turner (R), and Representative Greg Porter (D).

Legislative advocates Carolyn Elliott and Matt Long were in attendance. Former State Senator Beverly Gard spoke on behalf of public libraries from her position as a Board member of the Hancock County Public Library and incoming President of the Indiana Library Federation. ILF Legislative Committee Co-chair Jos Holman (Tippecanoe County) and I testified on behalf of ILF and the Legislative Committee. I detailed the current budget process and the rationale for allowing public library boards to levy taxes and Jos spoke about the uniqueness of libraries.

Beverly Martin (Johnson County) addressed the issue of changes to library districts when municipalities change. This matter had already been resolved through discussions with the Johnson County legislator who raised the subject initially because of local concerns. Hamilton County Council member Meredith Carter also spoke briefly about his satisfaction with the current budget process and distributed a letter to the Commissioners stating his position.

The only negative testimony came from Andrew Berger, Director of Government Affairs for IAC (Indiana Association of Counties), who spoke against appointed boards having authority to levy taxes. While I'm sure many share this philosophical position, Senator Skinner asked some pointed questions that must have caused some discomfort to Mr. Berger – such as asking for specific libraries that are out of control fiscally. None were named.

I doubt we changed many minds on the subject, but we presented a strong, solid position while our opponents (including Representative Leonard from Huntington) were largely absent.

### **Strategic Planning**

- Because of the early date for the December Board meeting, strategic planning committees are still meeting. The monthly activity report will be discussed at the Board meeting and posted later in BoardBook.

### **Other**

- A newly published study is available from the Pew Research Center on “How Americans Value Public Libraries in Their Communities.” It will take some time to digest and suggest conclusions; but if you are interested in reading the report, here is the URL:

<http://libraries.pewinternet.org/>

- In a related connection, former Library Board member Tom Kapostasy sent me two links you might find of interest. One is an article in *The Atlantic* about libraries surpassing baseball and apple pie in popularity. The second link shows the highest circulating (per capita) libraries in the country. In Indiana, the Zionsville library barely edges out CCPL. A contributing factor could be that residents on the western edge of Carmel have chosen to use the Zionsville library as a convenience.

[http://www.theatlantic.com/technology/archive/2013/12/public-libraries-are-better-than-congress-baseball-and-apple-pie-say-americans/282312/?google\\_editors\\_picks=true](http://www.theatlantic.com/technology/archive/2013/12/public-libraries-are-better-than-congress-baseball-and-apple-pie-say-americans/282312/?google_editors_picks=true)

<http://librarydatavisual.blogspot.com/2013/11/what-libraries-have-highest-circulation.html>

- We've enjoyed a very good year overall; and as we draw closer to the end of 2013, I wish everyone happy, safe, and peaceful holidays.