



CARMEL CLAY PUBLIC LIBRARY
1999

CARMEL
CLAY
PUBLIC
LIBRARY
ANNUAL
REPORT
2019

DIRECTOR'S MESSAGE

2019 was an exciting year of planning and implementing big changes for the library. Building on the vision that began in 2017, the library closed the year by putting the final touches on its first branch location—the Carmel Clay Public Library Joyce Winner West Branch.

The library continues to actively prepare for major renovations that are set to begin in 2020. This effort will modernize services as we respond to a growing community.

Not every effort involved creating or improving facilities. The library adopted a 3-year strategic plan in 2019 that is community oriented and focused on patrons. Our goal is cultivating your best experience as a patron, whether attending programs, borrowing materials, or simply visiting the library.

In 2020, we will unveil a new version of the library's website, complete with a robust search catalog, intuitive calendar, and a fresh new look.

Our ultimate goal is simple: to deliver the best, highest quality library service possible to the community. We are able to do this with our shared community values of literacy, lifelong learning, and respect of multiple points of view.

This is your library and we are writing this next chapter together.

BOB SWANAY
LIBRARY DIRECTOR

CARMEL CLAY PUBLIC LIBRARY BOARD OF TRUSTEES

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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

STRATEGIC PLAN

Under its 2017-2019 strategic plan, the library found creative new ways to enhance service, connect with patrons, foster lifelong learning, and build community partnerships. While the development of the West Branch and plans for the Main Library renovation and expansion emerged as key areas of focus, other important achievements also positioned the library to embrace its bold new future.

- **THE LIBRARY'S STAFFING WAS ADJUSTED IN RESPONSE TO CHANGING NEEDS.** New positions include Manager, Assistant, and Page positions for the West Branch; a Facilities Supervisor and a Maintenance Assistant; and a Youth Services Assistant Manager. Other positions have been reclassified to better reflect changing responsibilities.
- **NEW INTERDEPARTMENTAL TEAMS** now meet regularly to discuss topics like collection development, programming, and sustainability. Their work has resulted in more robust collections and enjoyable events and has provided staff with an opportunity to collaborate across departments.
- **CCPL SHIFTED MORE OF ITS MATERIALS BUDGET TOWARD DIGITAL FORMATS** in response to patron demand. Digital checkouts account for 12% of total circulation, and the number of patrons using these services continues to grow.
- **NEW COLLECTIONS NOW ON OFFER** include the Board Game collection, the Seed Library, and the Lithuanian materials in the Children's World Languages Collection. The Kanopy streaming film service is offered to all resident cardholders.
- **THE LIBRARY CONTINUES TO FIND NEW WAYS OF CONNECTING WITH PATRONS**, including through expanded social media engagement, participation in local events, and outreach to schools and preschools.
- **THE FOUNDATION'S YOUNG PROFESSIONALS GROUP, WHICH OFFERS A NEW WAY FOR PEOPLE IN THEIR 20s AND 30s TO CONNECT WITH THE LIBRARY**, executed a successful Library After Dark fundraising event. In 2019, the Friends of the Library dissolved as an independent entity and became part of the Foundation, allowing for better leveraging of resources and clarity for donors.

Building on the activities currently underway, the library's newly developed 2020-2022 strategic plan frames objectives from the perspective of patrons and lays out four important goals.

"I have a young adult daughter with a cognitive disability. She loves the library because she can find all the topics she's interested in reading about at her reading level. Every week she will spend an hour going through the stacks in the children's department and then check her books out. It makes her feel successful and is an important part of her life."

2020-2022 GOALS

- Adults, teens, and children will encounter welcoming places and helpful and knowledgeable staff in a user-focused, community-supported institution.
- Adults, teens, and children will be able to engage in programs developed, hosted, and/or sponsored by the library, resulting in memorable and fulfilling experiences.
- Adults, teens, and children will access information through a diverse collection of materials, variety of delivery methods, and user-focused services.
- will be able to enjoy beautiful indoor and outdoor spaces to meet their evolving needs—learning, leisure, gathering, and working.

WEST BRANCH

2019 was a year of intense preparation for the opening of CCPL's first branch location in the heart of the Village of WestClay. Designed to provide more convenient library service to Carmel's growing west side, the \$2.7 million project was funded with a combination of financial reserves and \$1.425 million in bond funding. Stenz Construction initiated renovation of the building in the spring, overseen by Rowland Design, owner's representative CTI Construction, and library administration.

While the building itself was being transformed into a bright, modern space, library staff selected materials for the branch's 10,000-item collection, and Technical Services staff received, cataloged, and processed the materials. Staff determined procedures for handling materials circulation as well as the logistics for transporting materials between the branch and Main Library. Branch staff were brought on board and trained to perform a variety of services, from circulation tasks to digital device assistance.

As construction continued, the library was honored to receive a generous gift from library supporter James Winner in memory of his wife Joyce. An active member of the Foundation Guild, Joyce had a strong love of reading, children, and the Carmel community. In recognition of the memorial gift, the new branch was officially named the Joyce Winner West Branch.

Robust marketing efforts helped ensure that the community eagerly anticipated the day when the branch would begin service. After three years of planning, design, and construction, the West Branch opened its doors to the public on January 6, 2020.



*"CCPL is a **cornerstone of the community**. It's much more than you think of as a library. Great programs & a fabulous selection of materials."*

WEST BRANCH



LIBRARY PROJECT

MAIN LIBRARY PROJECT

As the Main Library building celebrated its 20th anniversary, plans took shape for renovation and expansion. Through years of careful stewardship, the library had built strong financial reserves in anticipation of a major capital project. The library received unanimous support from the Carmel City Council for \$29.995 million in bond funding. The project will be funded with a combination of these bonds and reserves and will not have an impact on residents' tax rates.

The library has partnered with RATIO Architects, Skillman Construction, and The Veridus Group to develop a building design and a plan for continuing library service during construction. Groundbreaking is expected to begin in the 3rd quarter of 2020.

GOALS FOR THE MAIN LIBRARY EXPANSION

- Increase the capacity for larger and multiple events/programs
- Increase parking to accommodate larger events and a growing facility
- Increase the Young Adult space to create more engagement opportunities and expand services
- Improve and update the Youth Services Department
- Increase seating and meeting space for study and tutoring
- Improve access to new and existing technologies
- Shape outdoor spaces for additional program opportunities
- Extend the architectural presence of the Arts & Design District
- Be environmentally responsible and reduce building energy use

"The library helped us make new connections to meet friends when we first moved here when my daughter was a toddler. Ten years later, we are still friends with those same people today! Without the library and its programs for young children, we would have remained isolated and with nothing to do. I feel eternally grateful for the Carmel library."

FOUNDATION + FRIENDS

"My kids love the vastness of the children's area. We visit Arlo the gecko, go on the scavenger hunt, wander the stacks, say hi to the dog, and sit together and read every single time. It is such a kid-friendly area with great librarians and nobody saying 'shhhhhh.'"

EMMA'S LIBRARY STORY

Emma Nitsos hasn't been just a library visitor. In some ways, she grew up at CCPL. Emma was a small child when her family moved to Carmel, and the library became a favorite place. "I remember being a little kid and grabbing stacks of JR books to take home and devour," Emma recalls, noting that this was during the days of "those CD-ROM games in their huge chunky cases."

"I've always loved reading, and thinking back, the library facilitated that for me." Emma's strongest ties with the library came through the Young Adult Department. YA staff noticed Emma's interest in the library and encouraged her to become a member of the Teen Library Council. Her connection to the library grew even stronger when she took a job as a teen page, and she was one of two students to receive a 2019 Friends of the Library scholarship.

"The YA Department always puts forth a huge effort in getting teens involved with activities, and they're constantly improving the space itself," she says. Now a freshman at Indiana University, Emma looks forward to seeing how the Main Library transforms through renovation. "I can't wait to see how everything looks!"



FOUNDATION + FRIENDS

In August 2019, the Friends of the Carmel Clay Public Library voted to dissolve as an independent entity and became part of the CCPL Foundation. This merger offers better leveraging of resources and clarity for patrons about how to direct their donations. The Foundation Friends serves as the book-selling branch of the Foundation and continues to run the bookstore and sales and to handle donated materials. Along with the Foundation Guild and Young Professionals Group, the Foundation Friends continues to be an invaluable source of support for the library.

REBRANDING

As the library prepares for an exciting new chapter in serving the community, the time was right to refresh the library's branding. Working with local marketing firm The Wilkinson Brothers, the library developed a bold new logo and color palette. Work began on a new website that scales responsively to any size screen and includes a powerful event calendar. The library also took steps to implement a new patron catalog with engaging features like recommendations and book lists. These new tools will roll out with the new branding in early 2020.



CARMEL CLAY
PUBLIC LIBRARY

REBRANDING

2019 OPERATING REVENUE

Local Income Tax	\$4,044,405	44.5%
Property Tax	\$3,692,671	40.7%
Interest Earnings	\$510,312	5.6%
Local Income Tax, Special Distribution	\$475,247	5.2%
License Excise Tax	\$387,566	4.3%
Fines & Fees	\$124,047	1.4%
Other	\$51,639	0.6%

2019 OPERATING EXPENDITURES

Personnel	\$3,721,155	62.2%
Library Materials & Databases	\$1,044,511	17.5%
Other Services & Charges	\$539,640	9.0%
Furniture & Equipment	\$399,529	6.7%
Building Equipment & Maintenance	\$353,996	5.9%
Utilities	\$226,234	3.8%
Supplies	\$116,398	1.9%

2019 BY THE NUMBERS

2,197,067 checkouts

607,304 visitors

1,869 programs offered

72,609 people attended library programs and events

405,823 items in the collection, including

32,254 ebooks and digital audiobooks

74,731 cardholders

22.3 annual checkouts per capita
(nearly 3 times the national average)

DAILY SNAPSHOT

1,716 visitors

5,460 checkouts of physical items

724 checkouts of digital items

802 holds placed (30% of them on digital items)

890 library Wi-Fi users

95 uses of library computers

JEFF'S LIBRARY STORY

When Jeff Hagen's children's book *Hiawatha Passing* was published in 1995 with illustrations by Kenneth Shue, it received great critical acclaim. But Jeff was never quite satisfied. "I am a writer and an artist," Jeff says, "but above all, I am a storyteller. I wanted the art in my book to be able to tell the story just as well as the words."

Over the course of three years, Jeff created his own watercolor paintings for the new edition of the book, *Hiawatha Passing: Sometimes Magic Happens*. CCPL's Digital Media Lab offered the perfect space and technology for Jeff to put the finishing touches on his creation. "The Digital Media Lab was an invaluable resource for me during this process. Publishers have changed over time and now require the use of certain types of technology I hadn't had to deal with in the past."

From experimenting with the book's visual layout to creating social media promotion, the Digital Media Lab staff worked with Jeff to prepare the book for publication and promotion. "The staff helped to make this a very comfortable transition for me, having not previously used most of this technology before."



Jeff continues to create art at his studio in Nashville, Indiana, and is proud to be part of the Brown County Art Guild. Collaboration has become an important part of his artistic process. "Technology has changed the way that artists can create and share their work, and if the use of technology can help you better achieve your creative goals, then you should be open to using it or getting help with it." He adds, "A good metaphor would be that I created the payload; then the DML put it into orbit."

"The staff is very friendly and helpful. I am always happy when I visit the library. I chose the house I live in because it is within walking distance of the library."



MAIN LIBRARY

55 4th Ave SE
Carmel, IN 46032
317.814.3900

JOYCE WINNER WEST BRANCH

12770 Horseferry Rd
Carmel, IN 46032
317.814.3965

DIGITAL MEDIA LAB

23 E. Main St, Suite 100
Carmel, IN 46032
317.810.1024



carmelclaylibrary.org