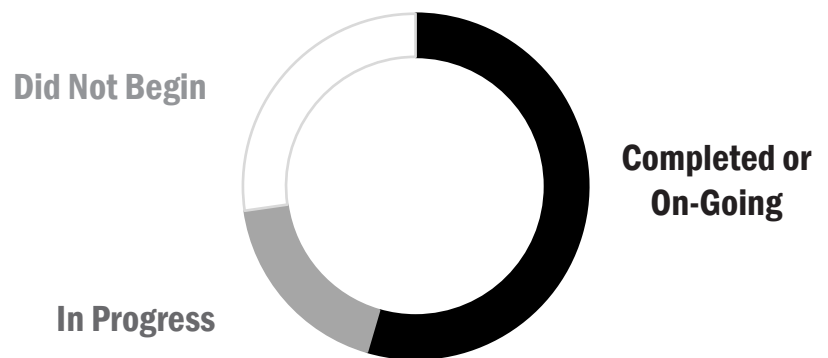# CCPL Strategic Plan   *July 2019 Status Report*

Nearly 3/4 of the Strategic Plan Actions have been completed, have become on-going activities, or are in progress.

Did Not Begin

Completed or On-Going

In Progress

Completed or On-Going Actions

GOAL: We will enhance our award-winning services.

Allocate dedicated staff hours to handling materials holds in response to increasing patron demand for convenience

Create a collection development team to explore collection analysis tools, find selection efficiencies, and improve budgeting

Analyze usage of ebooks, digital audiobooks, and other electronic materials and adjust budgets in response to changing demand

Provide hands-on staff training for critical technology skills and test achievement of key competencies

Provide opportunities for staff to learn about the work of other department to raise organizational awareness

Analyze and adjust library staffing to create the capacity for accomplishing strategic goals, developing innovative ideas, and expanding programs and services

Offer more opportunities for cross-departmental collaboration and idea sharing

GOAL: We will meet our community where they are.

Create a marketing team to a) explore new methods of communicating with the community, especially social media platforms and publicity outlets that reach untapped audiences and b) create marketing campaigns around ccpl2go and the Digital Media Lab in order to reach new users and increase awareness and usage

Expand the library's presence at existing local events to connect with individuals and establish the library as a vital part of the community

Develop strategies and expectations for cross-promoting services and programs throughout the library and focusing awareness-raising efforts

Expand service to the west side of Carmel by determining the area's needs, designing possible service models, assessing funding, and securing community support

Increase the services and visibility of ccpl2go

GOAL: We will serve as a catalyst for learning, creating, discovering, and sharing.

Utilize the space, technologies, and staff of the Digital Media Lab to provide specialized programming

Offer programs and spaces that encourage cooperation and critical thinking

Host issues-oriented discussion programs, utilizing outside experts as speakers and moderators

Explore and deliver events that spur cultural exchange and appreciation

Evaluate existing programs and launch new programming ideas in response to community needs and interests

Provide a forum for community leaders and government officials to meet with residents and share information

Evaluate the off-site location of the Digital Media Lab to determine longer term needs

Work with a consultant to assess, design, and implement space and furnishings to better serve patron and staff needs

- Provide a more inviting, efficient welcome and direction to patrons as they enter the library

- Explore the use of digital signage and a centralized place for displaying library promotional materials within the building

- Offer space for patrons to display and share their creative work

- Install an outdoor sign on Main Street that makes the library easier to locate

- Expand the availability of space for library programs and events

GOAL: We will build partnerships to make a difference in people's lives.

Engage with the Foundation's new young professionals group to raise awareness about library services, to strengthen advocacy, and to connect with other area organizations

Conduct periodic surveys to gauge community needs and interests

Work with the Friends and Foundation to identify more opportunities for engagement and advocacy with their members

Expand partnerships with local businesses and the healthcare community

ACTIONS IN PROGRESS

GOAL: We will enhance our award-winning services.

Provide ways for patrons to pinpoint specific programs that meet their needs and interests

Evaluate databases, formats, and technologies to add or reduce resources in response to patron needs and interests

GOAL: We will meet our community where they are.

Explore ways of consolidating multiple library resources into a streamlined, simplified interface

GOAL: We will serve as a catalyst for learning, creating, discovering, and sharing.

Capture and share stories about how the library has an impact on people's lives

Promote online learning resources that are available to patrons through the library's website

GOAL: We will build partnerships to make a difference in people's lives.

Strengthen the relationship between the library, the Foundation, and the Friends of the Library in order to help fund the expansion of programs and services

Establish annual face-to-face interactions between Board members and their appointing authorities to communicate library success

Build strong relationships with local government agencies

DID NOT BEGIN

GOAL: We will enhance our award-winning services.

Adopt technology that will enable staff to help patrons more efficiently at the time and place where they need assistance

Develop and update written documentation of processes and technology to empower staff problem solving

Create a team to develop consistent core knowledge training for staff and an on-going assessment tool applicable to job requirements

Encourage and reward staff continuing education accomplishments

Create an expectation that staff will seek out and share news and ideas from other library and non-library sources

GOAL: We will meet our community where they are.

Encourage staff to become involved in community groups in order to promote two-way communication between the library and local organizations

Provide staff with training on basic public speaking skills and coordinated messaging so they can be advocates for the library

GOAL: We will serve as a catalyst for learning, creating, discovering, and sharing.

Investigate circulating portable devices and equipment

Explore ways of streaming and recording library programs to reach new audiences

Partner with outside organizations to offer career skills programs and vocational career information

GOAL: We will build partnerships to make a difference in people's lives.

Seek out partnerships that can enable the library to offer large-scale programs that raise the library's profile in the community

Leverage library events as opportunities to invite and engage with legislators