

## Facilitating Conversations

The library will provide a physical and virtual space for Carmel residents to connect and participate in facilitated conversations that result in awareness, inquiry, and proactive community-wide problem solving. The library wants to serve as the facilitator for conversations that use resources to inform and educate.

Hosted mayoral debate and legislator town hall meetings

Hosted heroin awareness summit and mass transit forum

Opened an offsite Digital Media Lab to facilitate patrons' own content creation

Presented an Indian Cultural Fair and partnered with Carmel's Sister City Committee to participate in the Dragon Boat Festival

Developed a new monthly Spanish-language book group

Partnered with the Carmel Green Initiative to deliver programs that encourage environmental discussions

## Collaborating to Achieve Greater Results

The library plans to research opportunities and build relationships with individuals, volunteers, and organizations to build a network of supporters who wish to use the library's substantial resources to strengthen the community as a whole.

Developed guidelines for program partnerships and increased the number of programs offered in collaboration with other groups

Strengthened connections with local schools, collaborating on CHS Creative Writing Con, providing OverDrive training for students and school staff, and more

Offered learning opportunities for the business community, including programs with WorkOne and entrepreneurship/small business partners

Worked with the CCPL Foundation to match potential sponsors with service and programming needs

## CARMEL CLAY PUBLIC LIBRARY

### 2012-2016 STRATEGIC PLAN HIGHLIGHTS



## Building on Existing Strengths to Enhance Service

The library will showcase and expand the core services and programs that have been received positively and are well attended by patrons. These services and programs will be expanded or enriched for even greater impact. Staff will be encouraged to think with an increasingly strategic perspective.

Developed a library service philosophy: "To exceed patron expectations and provide memorable experiences, we listen, educate, entertain, and engage"

Offered new programs designed to build 21<sup>st</sup> century skills and promote STEM (science, technology, engineering, mathematics)

Promoted the importance of early literacy, in part by initiating the annual BOUNCE early literacy fair

Transformed the Summer Reading Program into an activities-based Summer Challenge for all ages

Extended personalized service through Book-A-Librarian, Device Drop-Ins, and specialized technology programming for seniors

Expanded digital collections

Developed information packets for new cardholders

Began regular email communication to new, inactive, and expired cardholders to highlight exciting services and resources

Set continuing education requirements for staff, expanded learning opportunities, established skills expectations, and offered "23 Mobile Things" training to staff

Performed a community analysis to identify characteristics of areas with high potential for increasing cardholder numbers

## Increasing Our Presence in the Community

The library will extend the delivery of services and programs beyond the physical walls of the library. Online services will be expanded. We will be able to promote all that the library has to offer as well as to increase the use of library resources. By being more frequently present outside the library, our staff will learn about opportunities and challenges in our service area.

Created a mobile library service (ccpl2go) and set up a west-side drop box

Expanded outreach to senior communities, homebound patrons, and children's daycares

Expanded offsite programming, including storytimes at Pilgrim Lutheran Church and the Monon Center and a new "Read Between the Wines" book group for patrons in their 20s and 30s

Purchased assistive technology to enable patrons with disabilities to use library resources more easily

Developed a library Speakers Bureau

Established a Library-wide Programming Team

Set up seven Little Free Libraries throughout the community

Refreshed the library brand with a new logo, tagline, and colors to use in marketing

Created a new library website, including patron-friendly terminology

Performed a program census to analyze program attendance

Began offering offsite library card registration at special events and on ccpl2go