



May 2014 Board Report of Strategic Plan Activities

Patron Relationship Building

- 1,000 postcard mailings were sent in the South Central area and several have been redeemed for small prizes; returned mail was deleted from the distribution lists.
- The next postcard mailing will go to new area; the team is considering the costs for a possible mailing to the Boomburbs and Suburban Splendor areas the 3rd week of July.
- Mobile Circ (offsite card registration) is being given a trial run internally; one iPad mini is loaded and ready for use along with a registration kit with all needed materials. Two-three additional iPad minis will be purchased.
- Other activities regarding Google Ads and working with CCS are still in progress.

Organizational Innovation

- Team is continuing discussion of bridging gaps in staff strength in the technology, public speaking, team-building, instructional skills, communication skills, and political awareness.
- A second organizational awareness quiz was distributed at the April staff meeting and Library Links will be used to clarify information for staff based on quiz results.
- Call in holds committee met and created new procedures that all four public service desks will follow starting June 1st.
- Local Authors Collection Committee had its first meeting May 16th.

Innovation Initiative

- Team members met to debrief after two site visit and meeting with potential partner.
- Team is currently envisioning a co-working space with flexible work areas, various sizes of meeting space and high speed internet. Added elements could include educational programming for entrepreneurs and a tiered membership system.
- Ignite Development (the potential partner) is in the process of scheduling a meeting with Mayor Brainard to discuss the idea; and the team may also facilitate a meeting with key community members.

Service Distribution

- Team met in early April to discuss space for staff/collection and vehicle.
- Team met April 22 to discuss naming, PR and website applications.
- On May 6 the team met to finalize the Service Plan for presentation to the Steering Committee on May 20.

Strategic Perspective/Community Engagement

- All three Little Free Library units have been delivered and installed; bookmarks and stickers have been created and were placed in the books selected for the units.
- Beth has created a press release and sent it to Carmel Magazine; she will also send it to the Current, the Carmel Chamber, Indy Star and the City of Carmel offices.

Strategic Perspective/Community Engagement (continued)

- A possible ribbon-cutting ceremony is being discussed for the end of May/Early June.
- Brian will speak to ADDBAC during their June meeting to highlight library resources.
- WorkOne Resume Workshop had 7 attendees; LinkedIn workshop being held on 5/14 is full (12 registered).
- World Book Night was a success; books were distributed and ideas were gathered for future years' participation.

Collaborative Programming

- The programming census team has continued to move forward with preparation for the library-wide programming census in June.
 - At this point, the patron interface is almost complete; talking points have been developed for patrons and staff.
 - A plan is in place for disseminating the appropriate information to department managers, programming staff, and patrons.

21st Century Skills

- Investigation continues into 21st Century Learning Skills.
- Lisa has registered for an upcoming webinar which further explores the topic.

Updated 5/15/2014