



Carmel Clay Public Library Service Philosophy

To exceed patron expectations and provide memorable experiences, we listen, educate, entertain and engage.

Carmel Clay Public Library
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Carmel, IN 46032
317-814-3900
www.carmel.lib.in.us
June 2012



Carmel Clay Public Library 2011 Annual Report



Mission

The Carmel Clay Public Library inspires lifelong discovery, facilitates collaboration, and connects people with resources.



Vision

Carmel Clay Public Library is forever engaged in creating positive impact and enduring experiences for all.



Positioning CCPL for the Future through Strategic Planning

The three-to-five-year long range plan of yesteryear no longer applies. In today's world of fast changing technology, strategic planning must be a process of continuous improvement. With this in mind, we launched an extensive process a year ago to explore the needs of the future for library service to our community.

Working with a strategic planning consultant, we conducted a patron survey that garnered nearly 4,000 responses. We also conducted a SWOT (strengths, weaknesses, opportunities, and threats) analysis of the library's internal operations; externally focused PEST (political, economic, societal, and technological) scan with input from a passionate group of library supporters; structured interviews with key community members; multiple targeted focus groups, including young children and teens; early-in-the-process community forums; strategy workshop; measures workshop; and a final community forum to consolidate what we'd learned over a period of four months of intense effort.

The outcome resulted in a new mission statement, vision statement, and a framework to begin the hard work of developing specific goals to implement the strategy. To start the process, we established teams of library staff and board members to work on seven of fourteen initiatives defined in the strategic plan ~ an ambitious undertaking to achieve a few early results to help validate our direction and sustain momentum.

The seven work teams are exploring different but related and overlapping themes, including Patron Relationship Building, Service Distribution Strategies to reach underserved areas, Community Engagement, Collaborative Programming, Refreshing the Library Brand, developing the Website as a Virtual Branch, and Organizational Innovation to make sure we have the staff and resources in place to meet our goals.

We're excited to envision the future and, at the same time, glad to provide programs, services, and resources to meet the needs of today. Paging through the annual report, we hope you enjoy learning about some of the highlights from 2011, which was a very good year for the Carmel Clay Public Library.

Wendy A. Phillips

Wendy A. Phillips
Library Director



Friends Board of Directors

Dena Stirn <i>President</i>	Nancy Ahrbecker Lisa Dick	Lorena Schafer Victoria Stern
Steve Lawson <i>Vice President</i>	Sharon Landis Sarah McKee	Deborah Truitt Susan Zordan
Stacy Murphy <i>Treasurer</i>	Patti Peaper	
Joan Boyer <i>Secretary</i>		

Ex Officio Members

Wendy Phillips <i>Library Director</i>	Rev. Patti Payntor <i>Trustee Liaison</i>	Beth Smietana <i>Library Communications Manager</i>
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Foundation

501(c)(3) fundraising organization that seeks private funds to support and sustain the library's long term needs.

2011 Contribution to Library: \$100,000

Foundation Board of Directors

David A. Temple <i>President</i>	Jeffrey C. Avagian Henry Blackwell II	Jane Neuhauser Herndon Linda S. Kennen
Karen Glaser <i>Vice President</i>	Susan W. Brooks Thomas A. Cheesman	James E. Lefevere Mo Merhoff
Gwen Parker, CPA <i>Treasurer</i>	JoDee Curtis, CPA, SPHR Stephanie Carlson Curtis	Heidi Muller Anne Hensley Poindexter
Elizabeth G. Russell <i>Secretary</i>	Matthew P. Frey Stephanie C. Fuhrmann	James W. Rosensteele Richard F. Taylor III
	James W. Hehner	

Ex Officio Members

Wendy A. Phillips <i>Library Director</i>	Ruth G. Nisenshal <i>Foundation Director</i>
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Foundation Guild

The Guild was created by a group of dedicated volunteers with the mission of assisting the Library Foundation in developing and hosting a signature fundraising event for the benefit of the Library. The event they created is The Guided Leaf Book & Author Luncheon, an annual program that has raised more than \$330,000 to date. 2011 was the event's seventh year. Attendance topped 500 for the second year in a row.

● Strategic Plan

In August, the library began a strategic planning process to explore new visions and strategies for relevant, targeted and exceptional library service well into the future. The community was asked to participate through an online survey, focus groups, town hall meetings and strategy workshops, with the goal of gaining an understanding of the issues and trends that will impact and shape the immediate community and the larger world around us. Nearly all library staff were included as well. A consultant facilitated the process and guided the development of strategies and goals. The library's strategic direction is twofold: broadening and deepening relationships for the good of patrons, other organizations and the overall community; and providing good stewardship through facilitation and servant leadership.



Café

Monon Coffee & Sweets opened in May 2007, and is operated by a local vendor. It is open six days a week (closed Sundays).

Friends

The Friends of the Carmel Clay Public Library is an association of community members who value their library and demonstrate support through membership and volunteer participation. Their goals are to raise funds for specific library programs and collections and limited special projects, build membership, advocate for the library, and promote and assist with library programs.

The Friends organization operates the Library Bookstore, which is open seven days a week and sells high quality, gently-used books that are donated by the community. Average monthly sales: \$3,300

Membership: 345

2011 Contribution to Library: \$83,000

Administration & Management

Wendy Phillips

Director

Nancy Newport

Assistant Director

Ruth Nisenshal

Foundation Director



Department Managers

Hope Baugh

Young Adult Services

Lisa Dick

Technical Services

Katherine Kersey

Circulation Services

Renee' Kilpatrick

Children's & Youth Services

Peter Konshak

IT Administration & Planning

Christine Owens

Reference Services

Beth Smietana

Communications

Christy Walker

Audiovisual Services

Cindy Wenz

Human Resources



Board of Trustees

James Hehner

President

Jack Stafford

Vice President

Thomas Kapostasy

Treasurer

Rev. Patti Payntor

Secretary

James Garretson

Jane Neuhauser Herndon

William Wiebenga, Ph.D.



Trustees are appointed by the Hamilton County Commissioners, Hamilton County Council, Clay Township Board, Carmel City Council and Carmel Clay School Board

Operation

Open 7 days/week
70 hours/week
353 days in 2011

Human Resources

Staff: 106 (68% part time)
Volunteers: 239 (adults & teens)
Volunteer Hours: 7,052



Programs

Children & Youth	880
Young Adult	586
Adult	228
General	4
Outreach	8
Totals	1,706

Attendance

Children & Youth	44,222
Young Adult	8,459
Adult	8,344
General	286
Outreach	2,526
Totals	63,837



Library Cardholders

60,629

Visitors

Annual: 564,143
Daily Average: 1,612

Circulation

Annual: 1,945,208
Daily Average: 5,558

Reciprocal Borrowers Using CCPL

New Borrowers: 4,460
Items Borrowed: 214,315

eBooks

With the start of the New Year, patrons had a new book format from which to choose – eBooks. The collection started with 250 adult fiction and nonfiction titles that were downloadable through the library's website, and compatible with a wide variety of eReaders (excluding the popular Kindle), which was exclusive to Amazon. Later in the year, Amazon agreed to make the Kindle compatible with library eBooks. By the end of the year, the collection had grown to nearly 1,500 titles, and included children's and young adult titles.



Nook eReaders for Checkout

Beginning in mid-summer, the library began offering Nook eReaders for patrons to check out and take home with them. Ten Nooks were purchased initially, and each was preloaded with 14 – 15 titles. Patrons who were considering purchasing an eReader appreciated being able to try one through the library, while others simply wanted to see how eReaders and eBooks worked. The Nooks were so popular that ten more were purchased, and circulation continued to increase. Library staff offered training sessions for anyone interested in learning to use the Nook, and soon found it necessary to add sessions to the calendar due to the demand.



● Ready...Set...Read!

This early literacy skills program was developed by the library's Children's staff and supported by the fundraising efforts of the library's Foundation. The purpose is to promote the development of early literacy skills in preschool-aged children so that they enter Kindergarten prepared to learn how to read. Program components include a Countdown to Kindergarten calendar, Born to Read Kit, Early Literacy Bags and community partnerships to reach families who are statistically at risk for low literacy. The program is ongoing and seeks to raise community awareness about the importance of early literacy, educate and provide useful materials to parents and caregivers, and model best practices through storytimes and other developmentally appropriate library programs



Collection

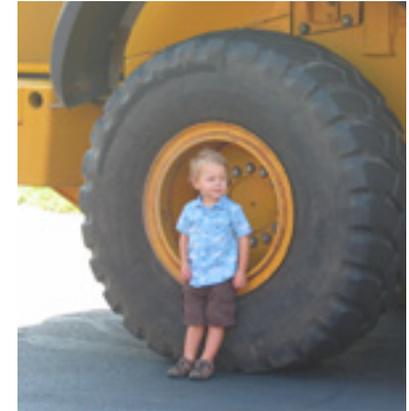
Books: 286,055
Periodicals: 344
Audiovisual: 52,582
Databases: 82
Downloadable Audiobooks: 1,824
Downloadable eBooks: 1,803
eBook Readers: 30

Reference

Questions Answered: 81,120

Interlibrary Loans

Provided to other Libraries: 1,836
Received from other Libraries: 1,263



Internet Access

Internet computers for public use: 136
Users of public Internet computers: 263,171
Wireless network available throughout the building

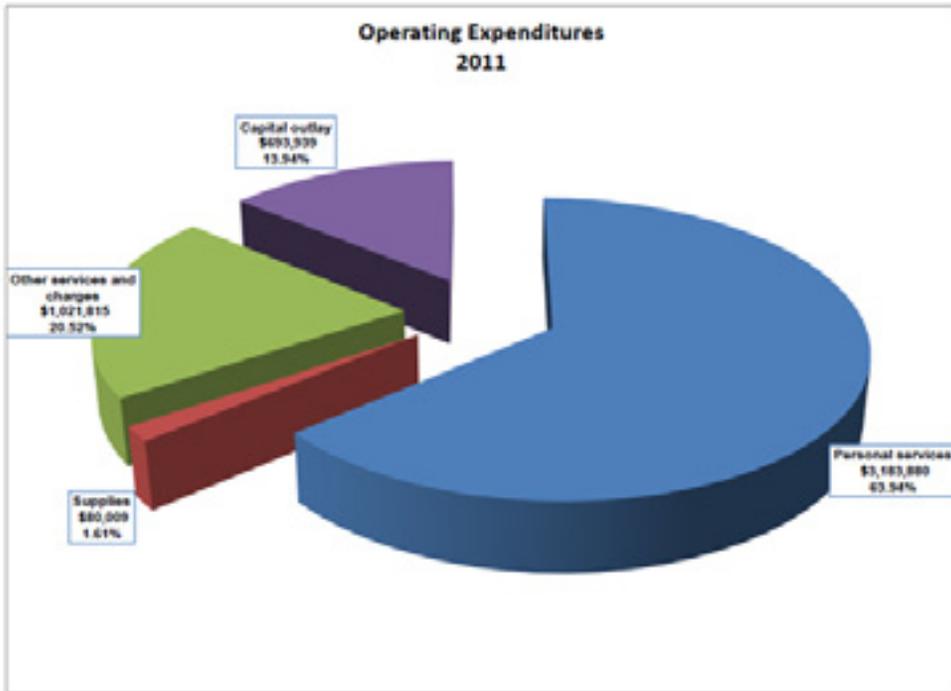
Library Website

Annual Outside Visitors: 605,789
Daily Visitors: 1,660
Pages Viewed: 2,171,319



Summer Reading Program Participants

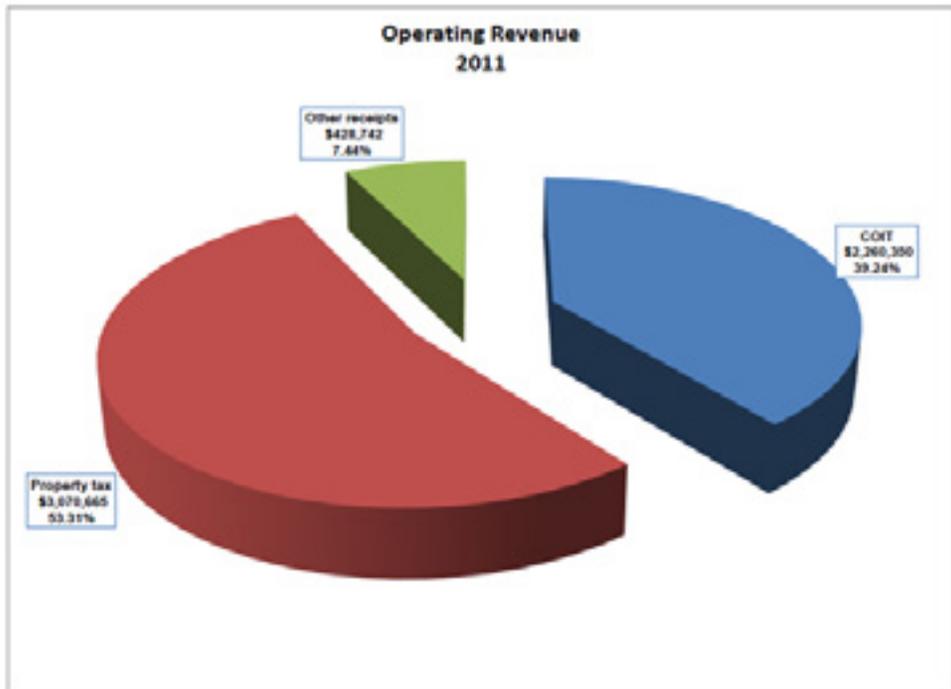
Children & Youth: 7,719
Young Adult: 1,038
Adult: 1,059



Statistical Comparisons

Category	2010	2011	% change
Library Cardholders	78,538	60,629	-29.5*
Books	286,887	286,055	+0.3
Audiovisual Materials	51,079	52,582	+2.9
Visitors	588,614	564,143	-4.3
Circulation	1,800,301	1,945,208	+7.4
Holds Placed	95,988	120,752	+20.5
Programs	1,777	1,706	-4.2
Program Attendance	52,737	63,837	+17
Volunteers	272	239	-13.8
Volunteer Hours	4,656	7,052	+34
Reciprocal Borrowers	1,973	4,460	+55.8
Items Borrowed (reciprocal)	116,981	214,315	+45.4

**Due to removal of duplicate and inactive accounts in cardholder database. Nearly 10,000 new cards were issued in 2011.*



2011 Highlights

- **FINRA Grant**

The Carmel Library was among 20 libraries nationwide that were chosen to receive financial literacy grants from the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation. The goal of the grant program is to fund library efforts to provide patrons with effective, unbiased financial education resources. Money for the grants comes from fines levied against violators of securities regulations. The library's grant amount was \$84,600 over two years.

Key components of Carmel's subsequent program, *Money: From A to Z*, are: a financial literacy website, online tutorials, expansion of the library's print and online financial information resources, and programs for all age groups, customized to meet the needs of the group being targeted. The program provides useful tools and strategies for both near and long term money management, goal setting, investing, budgeting and much more