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November 2007

**Our Questions +  
Your Feedback  
= Results**

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CARMEL CLAY  
PUBLIC LIBRARY  
STRATEGIC PLAN  
NOVEMBER 2007

# Our Questions + Your Feedback = Results

In September 2006, we conducted a detailed survey of you, our patrons, to determine the resources, programs and services you value the most, and to find out what other options you would like to see offered by your library.

We distributed 3,090 surveys and received 1,927 back, for an excellent 62% rate of return. Because of the extensive and detailed feedback we received, we feel confident that the enhancements we are making to our building, programs and services represent the results you want, but we welcome your feedback at any time.

Following are the highlights of progress to date, projects currently in process, and future plans, grouped by category. Categories are listed alphabetically, not in order of importance.

## Audiovisual Collection

Audiovisual items are increasingly in demand as digital devices become more popular. Checking out movies & music is inexpensive family entertainment.



- Downloadable audiobook system and collection launched in February 2007, funded by the Friends of the Carmel Clay Public Library
- Focusing on growth of collection, especially in such frequently requested categories as foreign language films, nonfiction DVDs, audiobooks and music
- Implementing a more user friendly browsing system in music CD collection

## How Will the Library Fund These Items?

In recent years, the library has weathered a budget crisis by implementing a variety of cost cutting measures and seeking alternative sources of funding through the Friends of the Library, the Foundation, and more recently, the Library Capital Projects Fund.

Through the generosity of the community, donations to both the Friends and the Foundation have helped fund items such as the downloadable audiobook service and collection, online databases, summer reading programs, Carmel Clay Reads, furniture and equipment, and a variety of other programs and services.

The Library Capital Projects Fund has funded technology items such as computers, self check machines, the wireless network upgrade, and the public printing system, as well as certain building changes and improvements.

Together, these alternative sources of revenue help alleviate the pressure on the Library's operating budget, which must be used to pay for such items as salaries, materials and utilities.

Improvements are being implemented gradually, as budget and income allow.

Questions or comments regarding the Library's Strategic Plan may be directed to Beth Smietana, Communications Manager, at 571-4292 or [bsmietana@carmel.lib.in.us](mailto:bsmietana@carmel.lib.in.us).

# Our Questions + Your Feedback = Results

## Staffing

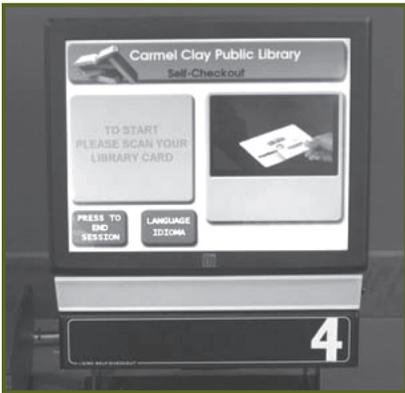
Human resources are integral to the level of service the public receives from the library.

- Monitoring changing needs to ensure adequate staffing levels for effective customer service
- Assessing use of volunteers to determine effectiveness and areas for improvement



## Technology

The library must keep up-to-date with technology to ensure that patrons are able to access what they need quickly and conveniently.



- Added new self checkout machines in mid 2007
- Doubled bandwidth capability by adding a second T-1 line to ensure fast Internet connection
- Upgraded wireless network with more access points throughout the building; able to handle higher volume of users
- Improved printing system available to the public

## Book Collection



The heart of the library is still its printed materials collection. Patrons can also access electronic resources, such as online databases.

- Added *Ancestry Library Edition*, *HeritageQuest*, *DemographicsNow* and *Indiana Legal Forms* to online database collection
- Implemented Readers' Advisory Personal Librarian Service – provides readers and book groups with customized reading lists
- Targeting development of reference collections such as business, medical, and retirement resources
- Expanding World Languages collections

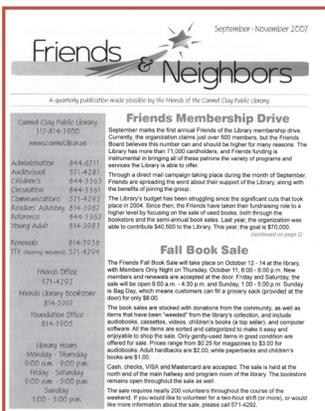
## Building Issues

In the nearly nine years the current library building has been in existence, public expectations continue to change. The library is modifying certain areas (in phases) to handle these changing needs.



- Making the building more inviting by expanding comfortable seating areas, allowing limited food & beverages, and amending cell phone guidelines to reflect the need for courtesy
- Conducting space utilization audit of building to improve function of certain areas and retrofit other areas for new uses
- Conducting acoustical testing and considering modifications to address noise levels
- Conducting energy audit of building to improve comfort and efficiency

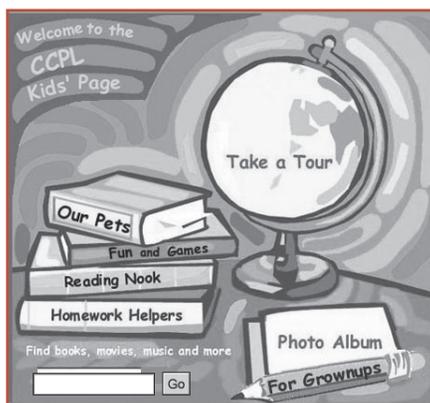
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## Communication/Marketing

Because the library of today is much more than books and storytimes, effective communication is essential to ensure that patrons get the most from their library experience.

- Quarterly newsletter for Friends members and Foundation donors launched in January 2007
- Making greater use of partner organizations and media outlets
- Redesigned library website to include more useful information and ease of navigation
- Developing an e-newsletter



## Hours of Operation

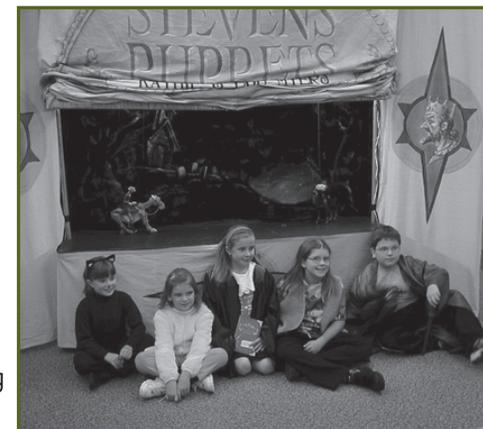
Expanding weekend hours, especially Friday evenings, was one of the most requested items on the survey.

- Board of Trustees voted to extend Friday hours to 7:00 p.m., effective January 1, 2008.



## Programming

The public library has always been known for children's storytimes, but programs today serve all ages. For the Carmel Clay community, programs are as much a part of the library experience as checking out books.



- Increased age-appropriate programming over the past year to help students continue learning outside the classroom
- Created new music-related discussion program – Pitch Perfect
- Created two new adult book discussion groups – Classics Book Group and Books & Beyond
- Initiated new writing and art contests for teens
- Expanded Personalized Reference Service program to all patrons (previously targeted to small business owners)
- Offering Tutor.com beginning January 2008 to expand homework help to students
- Creating programming targeted to patrons in their 20s & 30s
- Expanding early literacy programming to better prepare children for school

