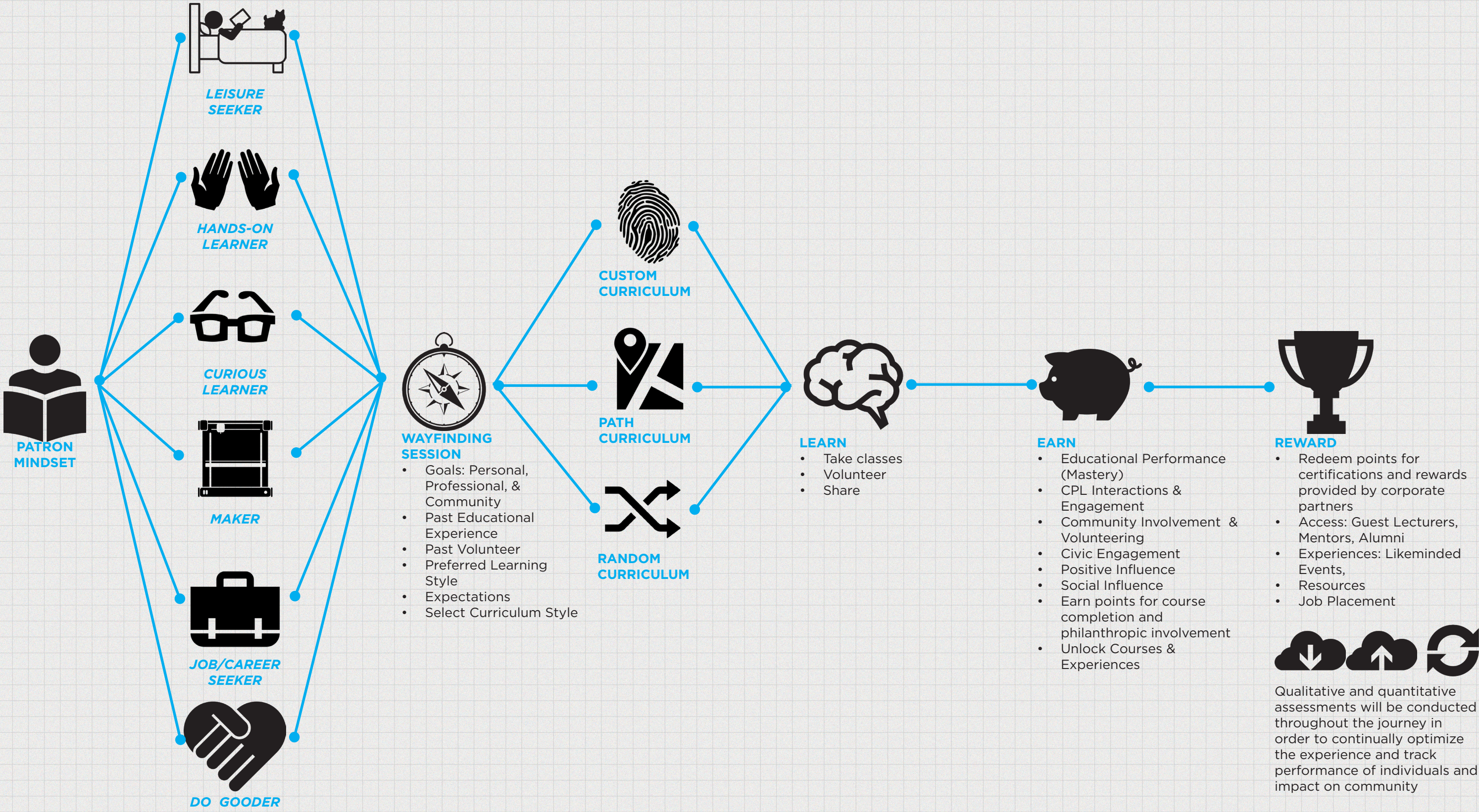


# PATRON EXPERIENCE JOURNEY MAP



**DRAFT // INSIGHTS & INPUT FROM CPL PATRONS & STAKEHOLDERS TO BE INTEGRATED**

# PATRON EXPERIENCE VALUE MAP

## GOALS

### PATRONS

- Get a job
- Make a living: Provide for myself and my family
- Start my company
- Make (something)
- Find a new career
- Give back/make a difference in my community
- Have fun
- Learn something new

### CPL STAFF

- Nurture creative freedom
- Empower all Clevelanders
- Be the drum major for change
- Be deficit fighters
- Be responsive to the community
- Be the wayfinder of curiosity
- Be the great equalizer
- Be the conduit to formal education
- Be the center to learn

## TASKS

### PATRONS

- Attend school
- Pay attention
- Learn: Decipher data and understand info.
- Apply knowledge in the real-world
- Graduate from high school
- Find a job
- Apply for a job
- Get a job
- Keep job
- Find a career
- Find a volunteer opportunity
- Volunteer

### CPL STAFF

- Connect patrons to popular material and public research
- Teach courses

## NEEDS & WANTS

### KNOWLEDGE

- Open access to education & Freemium
- Two-Way Learning & Self-Guided Learning
- Wayfinding & Guidance
- Collaborative Learning
- Likeminded Learning
- Un-College Movement
- Troubleshooting/Creative Problem Solving

### TRAINING (EXPERIENCE/HANDS-ON)

### OUTCOMES

- Jobs & Careers
- Certifications
- Rewards

### MOTIVATION & INSPIRATION

- Educational Mentors
- Parents
- Flexibility
- Share Achievements

## FRUSTRATIONS & PAIN POINTS

### PATRONS

- Bad Teachers
- Not accommodating my learning style
- Too much learning online
- Large classroom sizes
- Too many distractions
- Homework
- Not enough time
- Can't remember information

### CPL STAFF

- Internal Communication
- Info. Sharing
- Reluctance to change

## SOLUTIONS

### CLASSES

- Traditional: Science, Math, Creative Writing
- Arts: Film, Visual Art, Music, Dance, Theater
- Life Skills: Resume Writing, Budgeting, "The Parents/Grandparents University", ESL
- Tech: Applications (Adobe CS) & "Tech 101", Contextual Tech (by industry), Gaming
- EDU Support: SAT/ACT prep, Tools to support college Freshmen
- Vocational: Advertising, Offer Training for Trades, Engineering
- R&D challenges / Problem solving
- Lifestyle: Literary Discussion (i.e. "If a branch has a concentration of Science Fiction readers, create class"), Travel/Exploration, Jazz, Languages, Global Relations
- Physical Programming (gym, billiards, etc.) that is Social
- Mash-up Courses
- Targeted Storytime "Spa"
- Yoga @ Main
- TEDxCLE x CPL
- Mooc
- The Big Book Club Meet-up
- Cleveland Film School
- Self Publish Books
- Gaming

### NEW PROGRAMS

- "Skillshare" by CPL
- The People's Khan Academy
- "Netflix" by CPL
- Innovation Lab
- Curriculum in a Box
- Civic Mapping/Problem Solving
- Pop-up Experience
- Co-Work

### CAREER OPPORTUNITIES

- Corporate & Institutional Partnerships
- Jobs in the Trades
- Career Center
- Creative Residency (the new Internship)
- Pop-up Experience

### CURRICULUM STYLES

- Custom
- Path - Concept Platforms: Mainstream (History, Healthcare, Culinary, Music, Art, etc), Emerging (Makers, Civic Hacking), etc.
- Path - Career Tracks: Entrepreneur, Small Business Owner, Coder, Physician, Chef, etc.
- Random

### CURRICULUM DEVELOPMENT STRATEGIES

- Leverage Staff Interests to Influence Curriculum
- Social Media "Likes" to inspire Curriculum
- Human Libraries
- Use Circulation Data to Inspire Curriculum
- Verticals
- Feedback Loop/Idea Scale

### REWARDS

- Reward for Community Involvement or Civic Engagement
- Referral Program
- Transferable Credits
- Gamification
- Software, Hardware, WiFi Hotspots, etc.

### PATRON EXPERIENCE DEPARTMENT

- Patron Experience (First Impression, Wayfinding Concierge, Guidance Counselor)
- Curriculum Development

### FACILITIES & ACCESS

- Cafe
- Wayfinding (i.e. signs)
- Space Modernization
- Update Wayfinding
- Social Media Integration w/Library Card
- Library Card as "Frequent Flier Miles" Card
- CPL "U-Pass"
- Branches Connected to Schools
- Early Literacy "Play" Areas in Branches

### INTERNAL

- Tour of Main for New Employees
- Staff Cross Training (branch/main)
- Bring Main/Branch Staff to Branches for focused learning/cultural events
- Staff Development Day - Share Information
- Anonymous feedback solicitation via a survey

### MARKETING & PROMOTION

- Friends of CPL Tactics
- Content Marketing/Storytelling
- Capture "Behind-the-Scenes" Stories on Instagram
- Engage #CLEYPWeek
- Target Prospects Via LinkedIn
- Road Show (YPs)
- Website/App: "If you like this, Then you might like this"
- LinkedIn Ticker on Course Pages
- Freemium Model
- Website/App
- Improve/Enhance CPL Website
- Job Portal
- LinkedIn Plug-In for Jobs
- CRM
- Email Marketing
- Branding Campaign
- Content Marketing & Syndication
- Festivals, demonstrations, NPR radio

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# PEOPLE & PARTNERS MASTER LIST

## INSTITUTIONS

### ARTS & CULTURAL INSTITUTIONS

- Cleveland Orchestra
- Cleveland Museum of Contemporary Art
- The Music Settlement
- Rock Hall
- Cleveland Institute of Music
- Cleveland Art Museum
- Cleveland Metroparks Zoo
- Natural History Museum
- Botanical Gardens
- Great Lake Science Center
- City Club
- Western Reserve Historical Society

### EDUCATION

- Cleveland Metropolitan School District
- MC<sup>2</sup> STEM
- Cuyahoga Community College (Tri-C)
- Kent State University
- Cleveland State University
- Cleveland Institute of Art
- Cleveland Institute of Music
- Case Western Reserve University
- University of Akron
- Private Schools

### ECONOMIC DEVELOPMENT & COMMUNITY

- City of Cleveland
- Cuyahoga Metropolitan Housing Authority
- University Circle Inc.
- Destination Cleveland
- Global Cleveland
- LaunchHouse
- COSE
- Bizdom
- Metropolitan Chambers of Commerce
- City Club
- RTA

### LIKEMINDED

- LGBT
- Human Rights Campaign
- Engage! Cleveland
- Esperanza

### NEED

- CMHA (mental health/addiction)
- Organizations that support Re-entry
- Cleveland Catholic Diocese

## CORPORATIONS

### FINANCE

- Federal Reserve Bank
- KeyBank
- PNC

### FOOD & BEVERAGE

- Great Lakes Brewery
- Nestle

### GAMING

- Activision-Blizzard
- Major League Gaming

### HEALTHCARE

- Cleveland Clinic
- MetroHealth
- UH

### HOME & GARDEN

- Sherwin-Williams
- Moen
- MTD

### INSURANCE

- Progressive Insurance

### SCIENCE & TECHNOLOGY

- Mozilla Foundation
- Adobe
- Microsoft
- Google
- We Can Code IT
- Dakota Software
- Hyland Software
- NASA Glenn Research

### SPORTS

- Cleveland Indians
- Cleveland Cavaliers
- Cleveland Browns

### TRADES

- Cliff Natural Resources
- Lincoln Electric
- RIDGID

### SMALL BUSINESSES

- Freelancers

### LIGHTING

- GE Lighting

### MOTION & CONTROL

- Parker Hannifin