

FINAL REPORT
2008- 2009
Strategic Plan (Balanced Scorecard)

OBJECTIVE #1

WE WILL DEVELOP AN EFFECTIVE WEB PRESENCE

HIGHLIGHTS

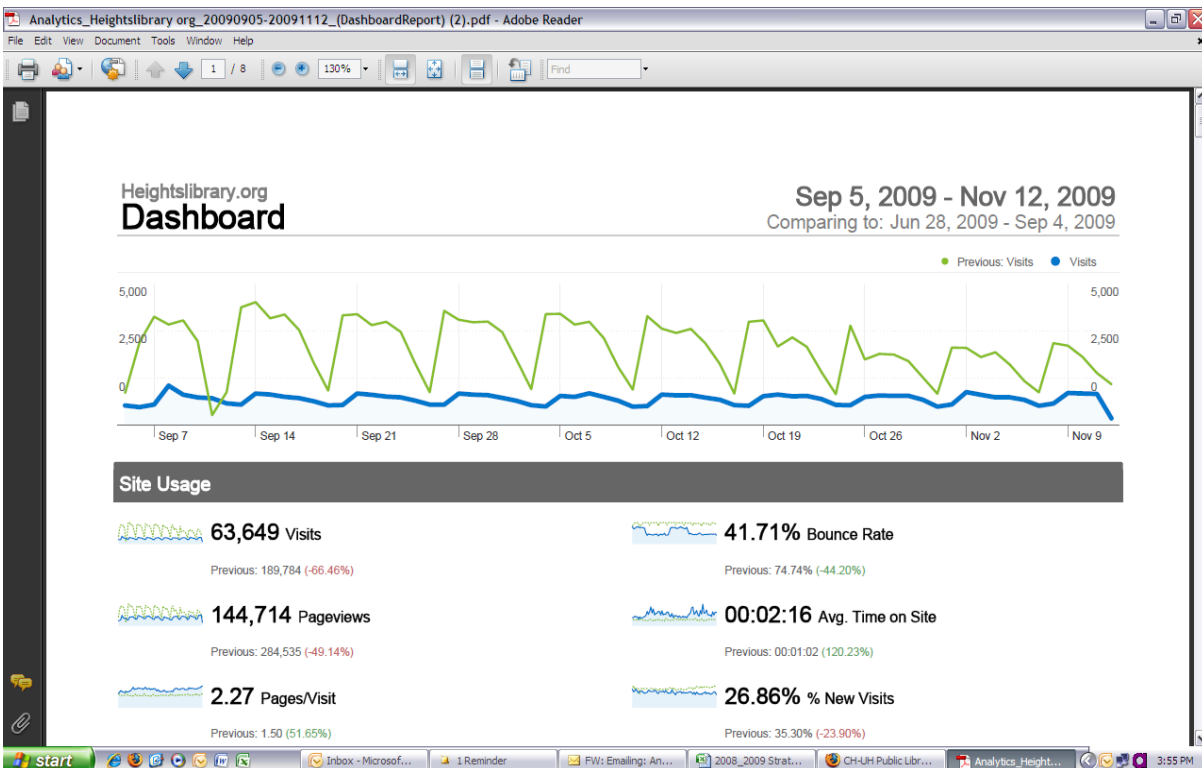
In the past two years, more staff than ever before have become involved in helping to update our webpage, due largely to training for new contributors, which was provided by our Web Team. Also, the process for page creation and maintenance was simplified.

Additionally, our reporting methods for tracking web usage statistics were modernized, made more accurate and are now published in a more streamlined format.

We also expanded our web presence within our own four libraries via an online marketing "slides" product, create by our Webmaster. Using it, customers in all four libraries can view the same information. Supported by the 2008-2009 Balanced Scorecard outline, our webwork is now seen in more places, created by more people and more accurately tracked.

During a time when reductions in the budget caused us to lose not only 20 hours per week of staff time (dedicated to the webpage), but also project leadership when the Web Library Manager position was eliminated, our libraries' web presence has still grown.

**WE IMPROVED OUR METHODS OF MEASURING AND REPORTING WEB ACTIVITY.
Now, we report usage to our Board and community via a "Dashboard, like this one."**



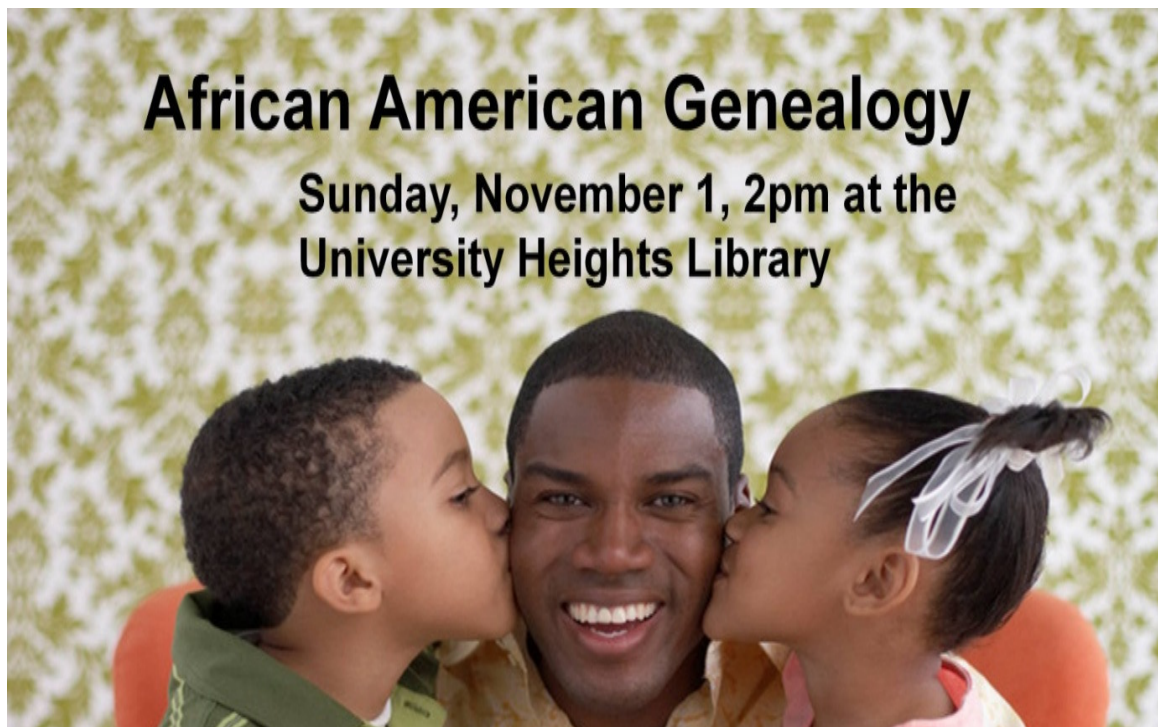
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OUR STAFF BLOGS ARE GROWING IN POPULARITY! HERE ARE SOME FAVORITE PAGES.

PAGE	2008		2009	
	# VIEWS	# VISITS	# VIEWS	# VISITS
Death Becomes the Librarian	129	80	101	71
The Luminous Page	79	154	56	100
Literary Journeys with the Travelin' Rat	310	162	525	418
Non Sequiturs from the Tree of Irony	60	36	177	116
The (Mis) Education of the Excitable Rat	89	64	123	180
Picks from the RAT Collective	170	120	981	487
Staff Picks...	458	234	267	165
The Lair of the Undead Rat	849	594	1068	819
Charlotte's Weblog	291	230	578	403
ExploraStory	124	83	111	48
Good Question	650	509	871	748
Heights Libraries Tech Trainers	0	0	41	32
TOTALS	3209	2266	4899	3587

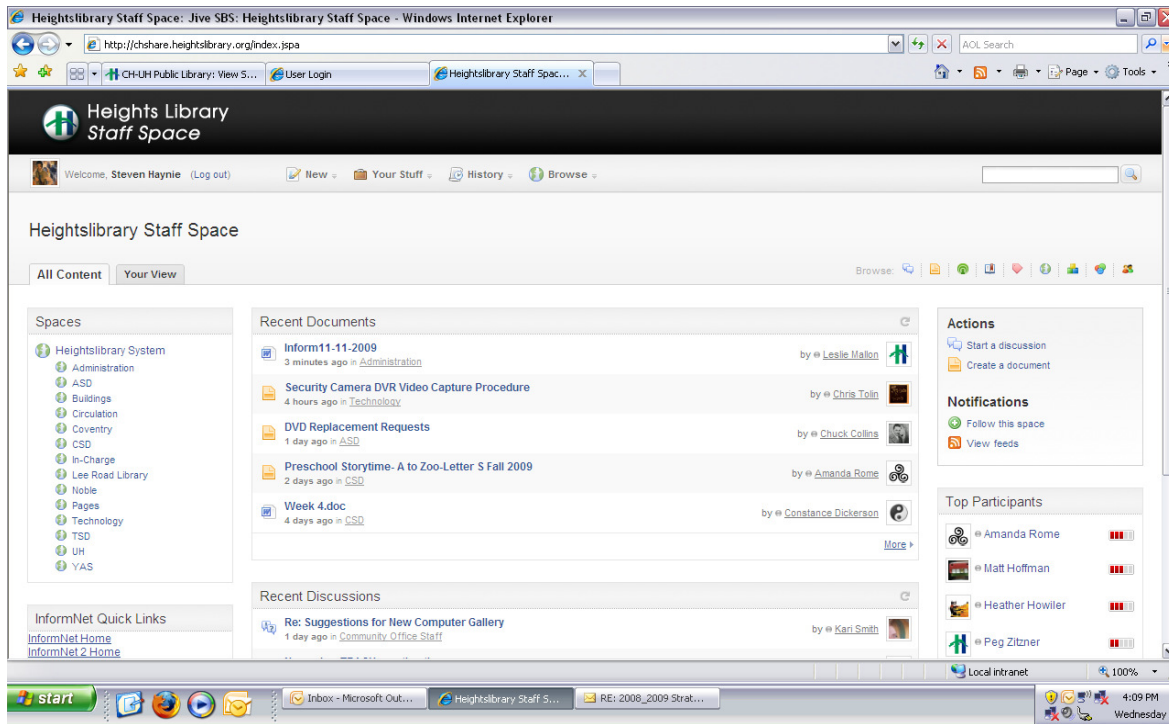
USING THE WEB FOR MARKETING

**We designed a web-based program to share marketing "slides" in all four libraries!
These easy-to-produce slides were used to market programming (such as this one) and to share news about all kinds of library services and promotions.
We also used the web to help reach our supporters during our very successful "Save Our Libraries" campaign.**



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WE'RE USING THE WEB TO BETTER COMMUNICATE INTERNALLY, AND TO EXPEDITE MEETINGS AND GROUP DISCUSSIONS, WITH LESS IMPACT ON STAFF TIME. OUR I.T. DEPARTMENT CREATED "STAFF SPACE" TO HELP US DO THIS.



OBJECTIVE #2

WE WILL IMPROVE THE USEABILITY OF OUR LIBRARIES

HIGHLIGHTS

We began by assuring that all members of our staff were skilled in doing all the "self-serve" activities we expect our customers to do. Through a staff survey, we identified those activities that remained confusing and then ensured that staff received the training they needed to come up to speed. As a result, our expectation is now that any customer can ask any passing staff member for help - and will get it!

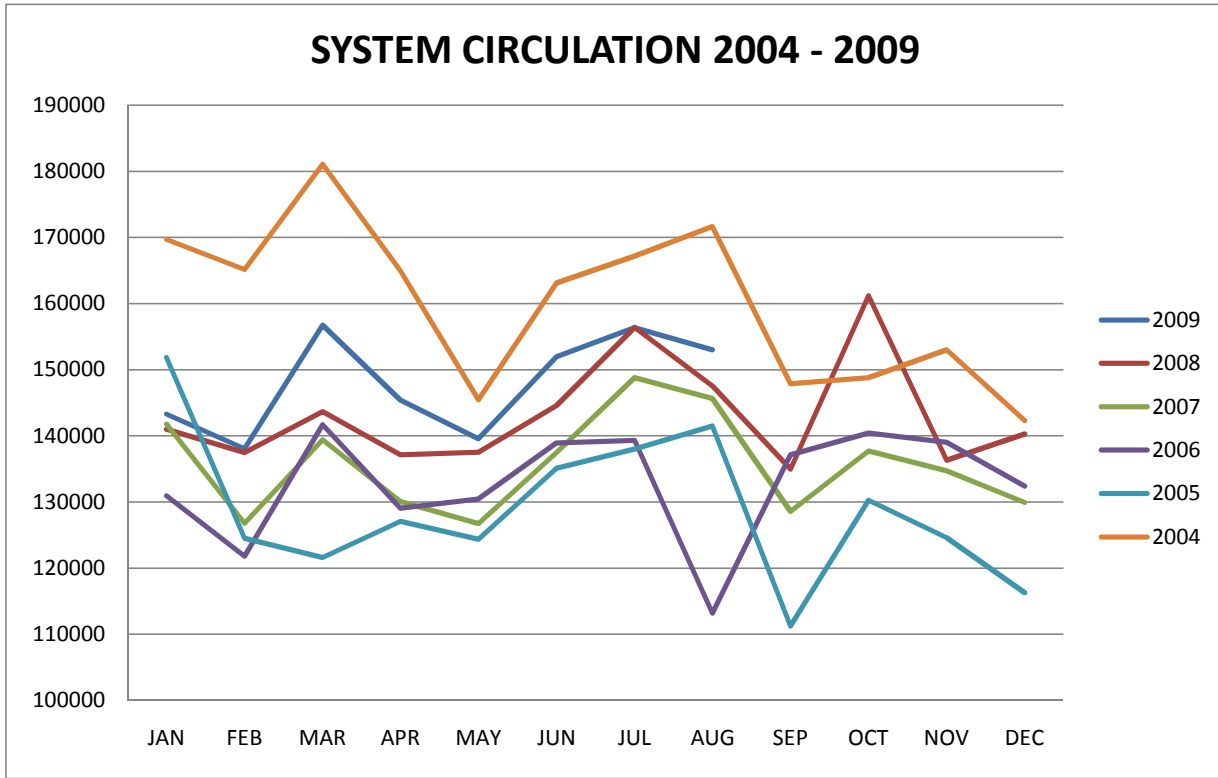
Additionally, we consulted staff to identify the "Top Question" most frequently asked by customers, and we attempted to proactively answer more of them with improved signage.

In order to assure that area children who have been issued school laptops could use them effectively and safely in the library, we initiated Information Literacy classes for both them and their families.

Additionally, we re-wired (hardwired) many of our staff PCs, in order to increase wireless capacity for customers in our buildings. We added additional wifi spots and increased our bandwidth from 10 to 50 mps.

FINAL REPORT
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OUR CIRCULATION CONTINUED TO GROW!



TO SERVE THE INCREASING NUMBER OF CUSTOMERS WHO BRING IN THEIR LAPTOPS,
WE ADDED WIRELESS PRINTING!



**WIRELESS
PRINTING
IS HERE!**

**Print
from
your
laptop**

WIRELESS PRINTING is a new service offered by your Heights Libraries. It will allow you to print from your own laptop computer to our printers. Please take a flier inside the building or visit our website for further information.

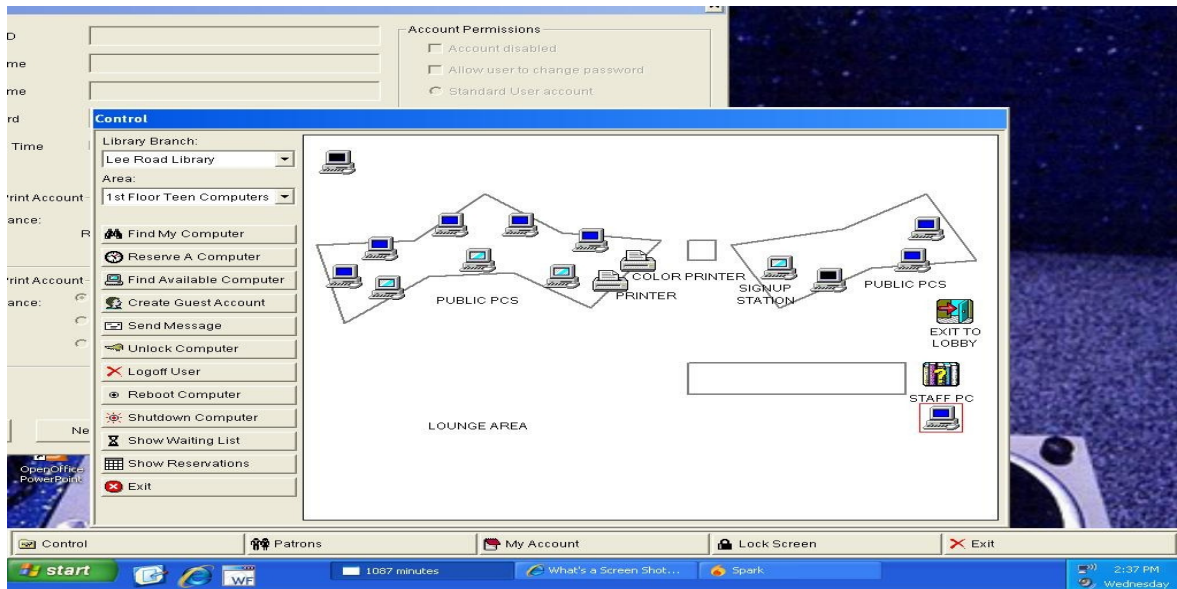


FINAL REPORT
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AT THE COVENTRY LIBRARY, WE OPENED A NEW, CHARMING MOVIES & MUSIC ROOM.



WE INTRODUCED A NEW PRINT MANAGEMENT SYSTEM CALLED "CASSIE"
IN ORDER TO SIMPLIFY USING AND RESERVING PUBLIC COMPUTERS.

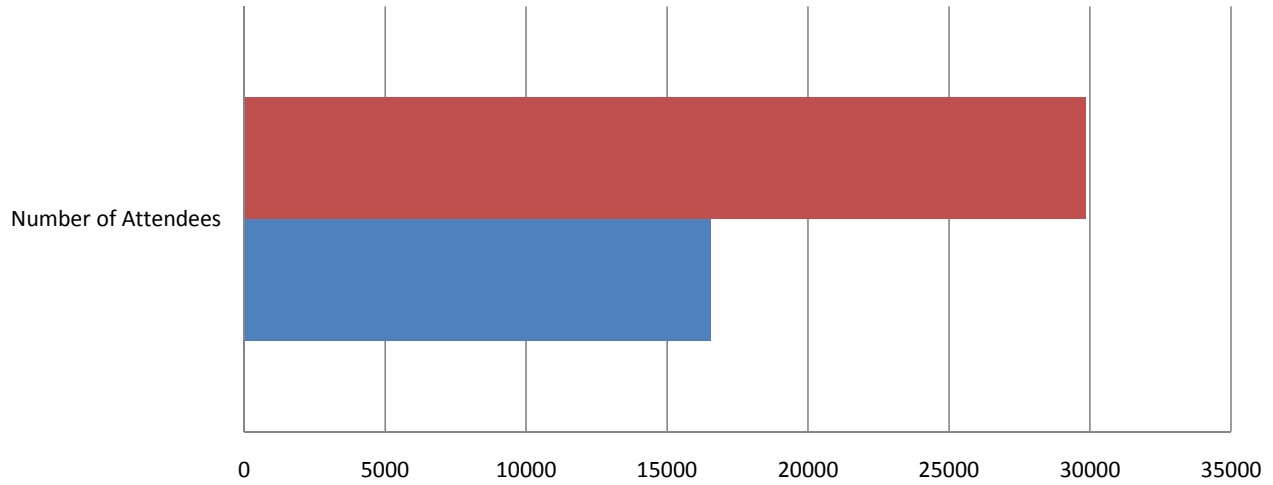


FINAL REPORT
2008- 2009

Strategic Plan (Balanced Scorecard)

ATTENDANCE AT OUR POPULAR PROGRAMS & CLASSES CONTINUES TO GROW.

Program Attendance



Number of Attendees	
■ 2009	29858
■ 2008	16556

OBJECTIVE #3

WE WILL ENRICH AND EXPAND OUR CUSTOMER BASE

HIGHLIGHTS

We reached out into our communities in many ways over this 2-year period, so as to enlarge our customer base.

We established and/or enhanced eight "Deposit Collections," located around town from churches to pre-schools and from after-school centers to colleges.

We improved our Senior Book Delivery system as well, making it more personal and more "request based," and we're still searching for new locations to include in this service.

Throughout the community, we "co-sponsored" programs and services with many different organizations and businesses, from Whole Foods to ClayWorks, to local restaurants and even the Cleveland Museum of Art.

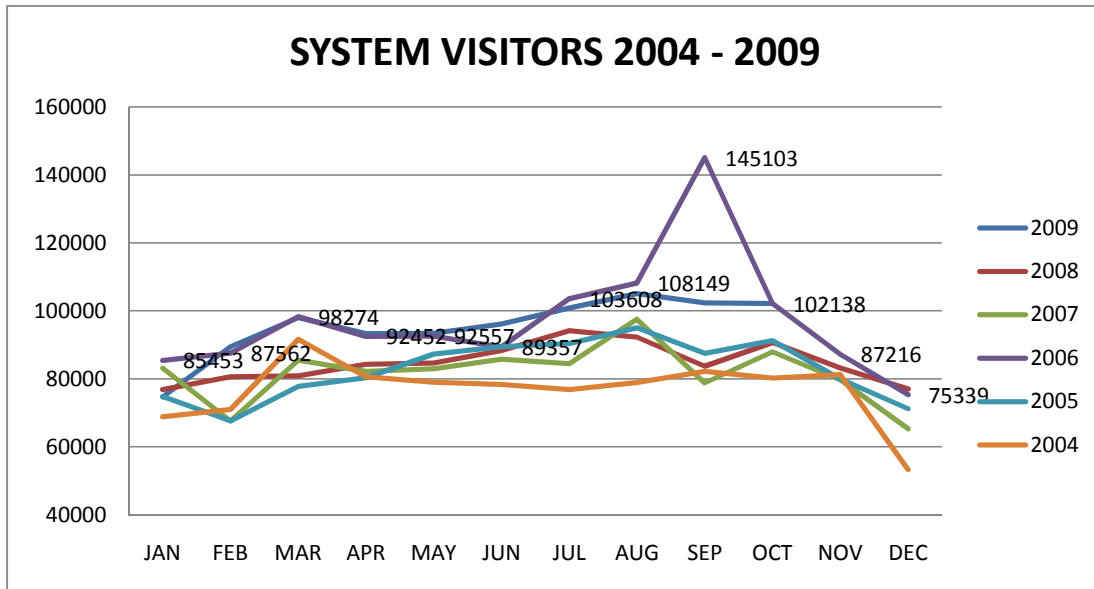
Our inviting Meeting Room Policy continued to attract new visitors to our library and we offered the first of what is sure to become a local legend - the inaugural "Birthday Party Library Sleepover!"

This new and exciting opportunity was such a huge hit with children and parents alike that we plan to offer it again next year - at auction - to support the Friends.

Clearly, the most significant progress made this year in expanding our community reach was accomplished by many eager and creative volunteers to help us restore the vitality and benefit of the Friends of Heights Libraries!

**FINAL REPORT
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WE'RE A COMMUNITY GATHERING PLACE...AND OUR VISITORS KEEP ON COMING!

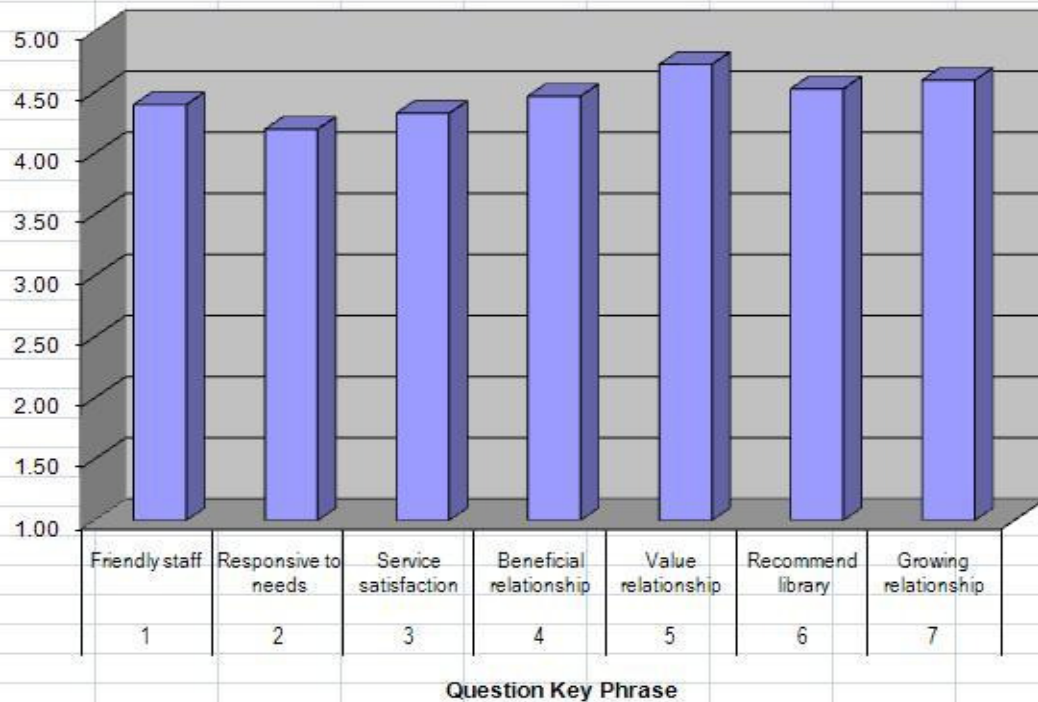


COMMUNITY PARTNERS' SURVEY

In September, 2009, the library's community partners were surveyed regarding their relationship with the library. Results indicate that our partners clearly value their relationships with the library and staff, and recognize that this alliance is beneficial to their customers. All partners expect to grow that relationship in the future.

We asked them to answer 7 questions with a rating from 1 (poor) to 5 (excellent).

Community Partners Survey

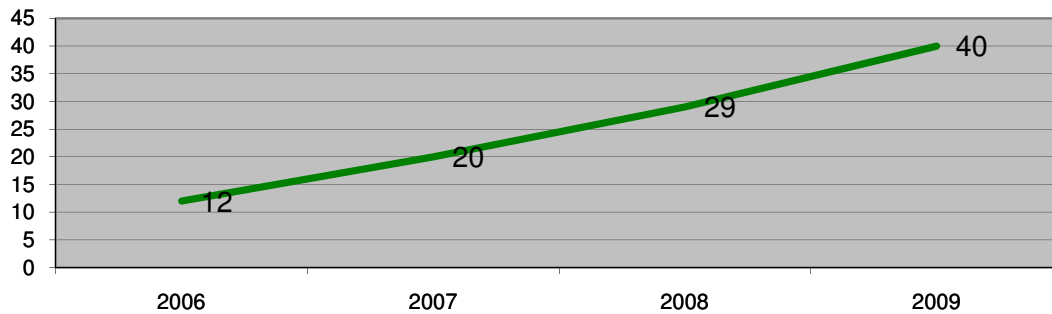


FINAL REPORT
2008- 2009
Strategic Plan (Balanced Scorecard)

COMMUNITY PARTNERSHIPS GROW

Like our friends from Whole Foods, many other community organizations and businesses have benefitted from collaborating with the library.

Number of Partners



WHOLE FOODS' GIVING GRILL
BENEFITTED LIBRARY FRIENDS!

OUR WHOLE FOODS' FRIENDS SHARED THEIR "GIVING GRILL" WITH THE LIBRARY IN 2009



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2008- 2009
Strategic Plan (Balanced Scorecard)

OBJECTIVE #4

WE WILL DEVELOP, SUPPORT & FEATURE STAFF SKILLS

HIGHLIGHTS

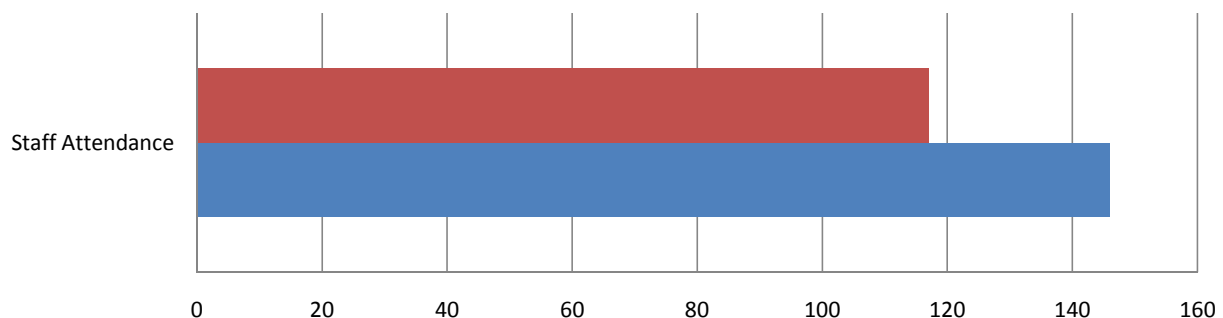
WE VALUE STAFF!



Staff came together in creative and effective teams and task forces throughout 2008 - 2009, in formats such as a new Wellness Team, Collection Weeding Teams, a Technology Task Force, a Customer Service (QIS) Task Force, Children's and Teen Readers' Advisory (CATS & TRASH), Staff work and development was enhanced by continual training and professional activities, even in these years of travel budget and training cutbacks. Much of our continued success in these areas was due to the increased availability of online learning opportunities, at minimal cost. Staff also continued to well represent CHUHPL in the library community as speakers, board members and teachers. We were proud to be able to welcome our new Children's Services Coordinator during an all-Children's Staff Retreat, held at Kent State and celebrating the beauty of the picture book.

EMPHASIS REMAINS ON SUPPORTING LIFELONG LEARNING, FOR CUSTOMERS & STAFF!

Staff Training and Development



	Staff Attendance
2009	117
2008	146

FINAL REPORT
2008- 2009
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TEAMS AND COMMITTEES

Heights Libraries continues to value broad staff involvement in operations and services.

Some of our more active internal groups include:

- * Public Services Team (managers)
- * Administrative Support Team
- * Innovations Team
- * Staff Association
- * Children's Readers' Advisory Team (CATS)
- * Tuition Reimbursement Committee
- * Lee Road Managers' Team
- * Safety & Security Team
- * Wellness Committee
- * Staff Benefits' Committee
- * Adult Readers' Advisory Team (RATS)
- * Teen Readers' Advisory Team (TRASH)
- * Rewards & Recognition Team
- * Technology Committee

Staff recognize their peers monthly with awards and recognition of superior performance. In addition to celebrating an "Employee of the Month," staff also publish weekly "Recognitions" for those who go above and beyond the call of duty.



HEATHER HOWLER WINS THE GERTRUDE KLEINER AWARD

Staff are recognized by their peers at the end of each year for emulating this former Friends' Secretary's generous, kind spirit and dedication to customer service.

