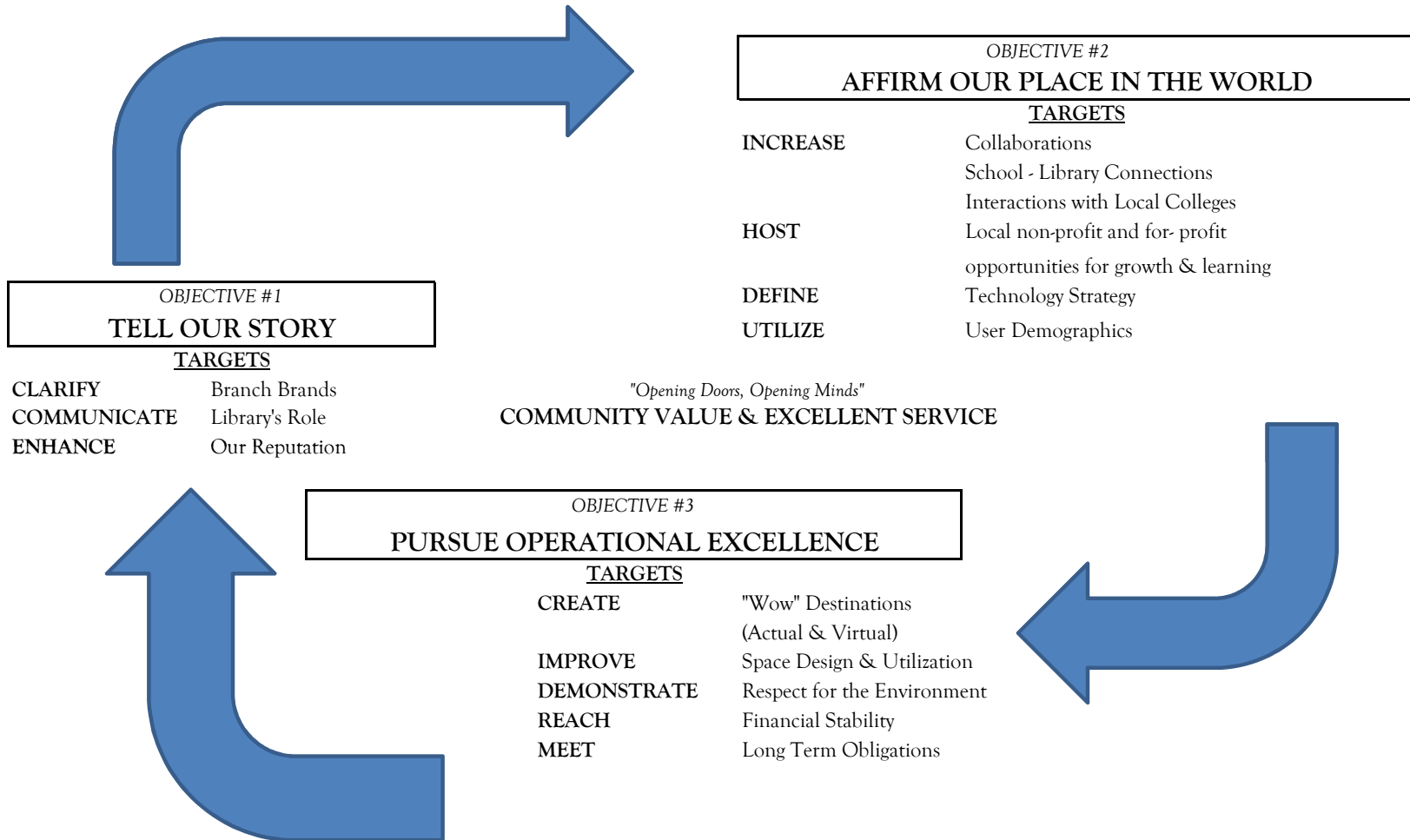


**2010 - 2011  
STRATEGIC PLAN (BALANCED SCORECARD)**

Cleveland Heights - University Heights Public Library




**OBJECTIVES**



# BALANCED SCORECARD (STRATEGIC PLAN)

Cleveland Heights - University Heights Public Library

## INITIATIVES

to TELL OUR STORY...	to AFFIRM OUR PLACE IN THE WORLD...	to PURSUE OPERATIONAL EXCELLENCE
		
We will attain these TARGETS...	We will attain these TARGETS...	We will attain these TARGETS...
<b>CLARIFY</b> Branch Brands <b>COMMUNICATE</b> Library's Role <b>ENHANCE</b> Our Reputation	<b>INCREASE</b> Collaborations, school/library connections, interactions with local colleges <b>HOST</b> Local non-profit & for-profit opportunities to grow & learn <b>DEFINE</b> Technology strategy <b>UTILIZE</b> User Demographics	<b>CREATE</b> "Wow" Destinations <b>IMPROVE</b> Space Design & Usage <b>DEMONSTRATE</b> Respect for Environment Financial Stability <b>MEET</b> Long Term Obligations
With these <b>INITIATIVES:</b> We will...	With these <b>INITIATIVES:</b> We will...	With these <b>INITIATIVES:</b> We will...
<i>INTRODUCE</i> effective marketing to create & support communications.	<i>EXPAND</i> the value of our collaborations with schools, non-profits & businesses.	<i>OPTIMIZE</i> Human Resources
Adopt Marketing Communication Plan. Ensure staffing & funding to support plan. Improve internal & external communications. Re-design website.	Increase meeting room usage. Grow & enhance community connections and co-sponsored events.	Update job descriptions. Improve evaluation tools. Evaluate pay structure. Support effective training.
	<i>PROVIDE</i> excellent customer service that meets identified, community needs.	<i>USE</i> data and forecasting methods. Utilize 5-yr. planning forecasts. Keep accurate financial systems.
<i>CELEBRATE</i> our local, state & national achievements.	Identify & develop customer base. Utilize collected data & feedback. Attract, maintain & develop excellent staff.	<i>CREATE</i> dynamic desitnations. Be environmentally friendly. Optimize space utilization, layouts.
Proactively publicize successes. Develop & strengthen relationships with all media venues. Utilize diverse channels & forums (print, web, etc.)	<i>CREATE</i> dynamic, fun programs to support literacy, community & family.	<i>UTILIZE</i> alternative funding. Establish & market Foundation. Seeking grant & Friends' support.
	Enhance Outreach activities. Increase web-based interactions. Evaluate all programs for effectiveness.	<i>DEVELOP</i> technology strategy to support library services. Formulate Web Marketing Plan. Budget adequately for technology.

