

## 2008 - 2009 Strategic Plan (Balanced Scorecard)

OBJECTIVES	Quantitative Measurements	Qualitative Measurements
<p><b>#1 WE WILL DEVELOP AN EFFECTIVE WEB PRESENCE</b></p> <p><i>Initiatives</i></p> <p>We will create a successful web services' staff team.</p> <p>We will use KSU's IAKM program to evaluate web services.</p> <p>We will identify &amp; implement new technologies that support our mission (such as IM &amp; virtual reference &amp; tours)</p>	<p>Hits to website.</p> <p>Activity on interactive tools. (Instant Messaging, blogs, etc.)</p> <p>Database usage statistics.</p>	<p>Feedback from popup customer surveys.</p> <p>Feedback from an online "Tell Us" form.</p> <p>Web Team self-analysis &amp; productivity assessment.</p>
<p><b>#2 WE WILL IMPROVE THE USEABILITY OF OUR LIBRARIES</b></p> <p><i>Initiatives</i></p> <p>We will ensure that all staff members can help any customer use any resource in our buildings.</p> <p>We will offer face-to-face and virtual instruction on how to use the library, such as classes, flyers and tours.</p> <p>We will create a 2008-09 Marketing Communications Plan that will improve branding and signage and utilize best marketing practices.</p>	<p>Annual Reference &amp; Directional Survey Statistics.</p> <p>Circulation figures.</p> <p>Hennen ranking.</p> <p>Program/class attendance.</p>	<p>Responses from program evaluations.</p> <p>Feedback from "Tell Us" slips.</p> <p>Online evaluations at the end of tutorials.</p>
<p><b>#3 WE WILL ENRICH AND EXPAND OUR CUSTOMER BASE</b></p> <p><i>Initiatives</i></p> <p>We will work with organizations, such as schools &amp; Meals on Wheels to improve joint service to our communities.</p> <p>We will identify users and non-users and their needs.</p> <p>We will begin to investigate piloting an off-site library kiosk.</p>	<p>People Counter statistics. Library Card Statistics.</p> <p>Growing number of community partners.</p> <p>Hits to website.</p> <p>Database Usage Statistics.</p>	<p>Off-site customer survey responses.</p> <p>Feedback from community partners.</p>
<p><b>#4 WE WILL DEVELOP, SUPPORT &amp; FEATURE STAFF SKILLS</b></p> <p><i>Initiatives</i></p> <p>We will review and update our organizational design, from job descriptions to evaluations.</p> <p>We will encourage broad staff involvement in team design.</p> <p>We will use workshops &amp; training to strengthen skills.</p>	<p>Training attendance figures.</p> <p>Level of staff involvement in organizational committees.</p>	<p>Customer survey of staff effectiveness.</p> <p>Staff "recognitions" of co-workers.</p> <p>Staff evaluation of growth opportunities.</p>