

STRATEGIC PLAN 2009 – 2013

Cromaine Library's heritage and future needs are the basis for this Strategic Plan. Preservation of the J. Robert Crouse Legacy and the Hartland Area Project is an integral part of the Plan. The Board of Trustees has established the following three goals with input from staff and residents. The Strategic Plan is dynamic and may be revised to best support our mission, **Inspiring Passion for Journeys of the Mind**.

GOAL 1: Provide the space required to meet community needs for the next 20 years in a location that is convenient/ accessible for the community.

Strategy: Renovate and expand the Village Location

- Objectives:**
1. Review the building program to determine space needs.
 2. Research site requirements.
 3. Pursue conceptual design and project estimate.
 4. Research funding needs and sources
 5. Design and construct the renovation and expansion.

- Measures:**
1. Building program revised by July 1, 2009.
 2. Site requirements investigated by October 15, 2009.
 3. Completed conceptual design and project estimate by October 15, 2009.
 4. Funding needs and sources investigated by September 1, 2010.
 5. Complete design and construct renovation and expansion by Fall 2013.

GOAL 2: Improve community awareness to increase the use of Cromaine services.

Strategy: Diversify communications to residents about Cromaine.

- Objectives:**
1. Research and implement new means of communication (in addition to library newsletter which is delivered to all households).
 2. Isolate specific target groups, if measurable, and communicate with them to increase that group's usage, e.g., teens.

- Measures:**
1. Count responses and collect anecdotal review of new communication methods.
 2. For overall population:
 - Increased circulation by 10% per year.
 - Increased physical visits by 10% per year.
 - Increased web site visits by 10% per year.
 3. For each specific target group:
 - Increased program attendance by 15% per year.
 - Increased number of cardholders by 5% per year.

GOAL 3: Position Cromaine Library as a community commons.

Strategy: Encourage use of Library by community to distribute information and reach community members.

- Objectives:**
1. Welcome community outreach, such as fundraising and literature displays.
 2. Develop virtual community center at www.cromaine.org.
 3. Increase use of meeting rooms and library spaces by community partners and individuals.

- Measures:**
1. Increased use of library for community organization sales, fundraising, literature and displays.
 2. Expanded content of Community Links.
 3. Increased meeting room usage.
 4. Increased physical "body count" in periodic samples.

