

# Strategic Plan 2007 – 2010

## STRATEGIES AND OBJECTIVES

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

**SUBGOAL:** Provide a building which is highly visible/offers convenient access, and offers ample parking, technology, meeting rooms, and programs.

**Strategy:** Move the library to a location with space to meet community needs for next 20 years and include expansion options for beyond 20 years.

**Objectives:**

1. Purchase property.
2. Review building program to determine appropriate land and building size.
3. Conduct a bond campaign when needed.
4. Design and construct new building.
5. Explore options for existing buildings.

## **Strategic Plan 2007 – 2010**

### **STRATEGIES AND OBJECTIVES**

**GOAL 2:** Improve community awareness and increase the use of Cromaine locations, products, and services.

**SUBGOAL:** Meet/exceed percentage of population of cardholders within 3-5 years of opening new building (State average is 60%.)

**Strategies:**

1. Target key segments of the district population with relevant messages using targeted media and grassroots campaigns.
2. Utilize the new building's greater visibility and convenient location to our maximum advantage for increasing awareness and usage.

**Objectives:**

1. Increase awareness of products and services among Newer Residents, Light Users, and Overall.
2. Target Teens to increase their library usage.
3. Target seniors to increase their library usage.
4. Target families with kids to increase their library usage.

# Strategic Plan 2007 – 2010

## STRATEGIES AND OBJECTIVES

**GOAL 3:** Position Cromaïne Library as a community commons.

**SUBGOAL:** Create a space where people in the community can meet formally and informally to develop friendships, discuss issues, and interact with others.

### Strategies

1. Continue to develop the library's physical characteristics with an eye on fostering different types of human interaction.
2. Provide innovative and timely products, services, and programs.
3. Become a partner with key local groups and entities.

### Short Term Objectives

1. Create More Welcoming Space.
2. Foster Relationships and a Diversity of Human Contact.
3. Increase Patron Convenience.
4. Become a Dynamic Destination.

### Long Term Objectives

1. Create More Welcoming Space.
2. Foster Relationships and a Diversity of Human Contact.
3. Increase Patron Convenience.

# Strategic Plan 2007 – 2010

## ACTION STEPS

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

### **Short Term Objectives**

#### **1. Purchase Property**

##### **Action Steps**

- a. Acquire a Realtor and do a search for property that would meet these requirements: 1) Allow for high visibility; 2) Have convenient access in a heavily traveled area; 3) Have a minimum size of 10 AC, or more.
- b. Explore a partnership with the developer of the retirement homes to be constructed on the west side of the Hartland School Administration building.
- c. Investigate Hartland Township owned properties.
- d. Contact Landmark Developers regarding possible property adjacent to the proposed Mall at the Northeast corner of M-59 and Hartland Road.
- e. Investigate other possible partnerships.
- f. Negotiate a deal to buy the selected property.

#### **2. Review Building Program**

##### **Action Steps**

- a. Review building program and incorporate ideas from focus groups and Goal 3 such as exhibits space, Friends Gift Shop, Café, self-check out.
- b. Calculate the desired size based on current information.
- c. Determine the proposed size of the new library based on cost estimates.

#### **3. Organize and Conduct a Bond Campaign.**

##### **Action Steps**

- a. Put together a committee consisting of board members, Friends, and most importantly, citizens.
  - Ask citizens with experience working on millage campaigns to join.
- b. Consult financial advisor and bond attorneys; make recommendation to board for amount of bond millage and length
- c. Develop a bond campaign:
  - i) Consider using a consultant.
  - ii) Campaign will have to include: explanation of what is needed, what we have learned from Crossroads about what people want, and what we have learned from other libraries who opened new facilities (i.e. 100% increase in door count, circ). Include plan for what will happen to current buildings.

# Strategic Plan 2007 – 2010

## ACTION STEPS

**GOAL 1:** Provide the space required to meet community needs ...

### **Short Term Objectives**

#### **3. Organize and Conduct a Bond Campaign.**

##### **Action Steps**

- c. Develop a bond campaign
  - iii) Overcoming apathy was key to getting the last millage approved. When hours were cut, etc., people started noticing. Therefore, it will be important to use concrete examples to communicate the lack of space.
  - iv) Plan to physically have a presence at all community meetings: associations, Boy Scouts, school functions, etc.
  - v) Grow relationships with businesses to gain their support, e.g. they could hold events where portion of proceeds goes to Cromaïne. They can also show their support on their change-able signs and by allowing our brochures/signs in their businesses.

#### **4. Design and Construct New Building**

##### **Action Steps**

- a. Request proposals from architects; select architect.
- d. Design Building.
- e. Bid construction of the new library.
- f. Complete construction.

#### **5. Explore Options for Existing Buildings**

##### **Action Steps**

- d. Discuss options with real estate broker.
- e. Explore cost to move the 1927 building.
- f. Contact key community groups regarding the disposition of the existing buildings.

# Strategic Plan 2007 – 2010

## ACTION STEPS

**GOAL 2: Improve community awareness and increase the use of Cromaine locations, products, and services.**

### **Short Term Objectives**

#### **1. Increase Awareness Of Products And Services Among Newer Residents , Light Users, And Overall.**

##### **Action Steps**

- a. "How to Use Cromaine Library 101" Class – Make this a user-friendly, hands-on class and tour of the Village location. Show what is available and explain how to use the resources.
- b. Utilize local cable channel – After helping to resurrect cable channel, plan more library programs and messages (ads\*) about Cromaine happenings.
- c. Offer programs that are cutting-edge, like the Ghosthunters:
  - i. Computers: How to protect your computer.
  - ii. DIA programs so you don't have to travel to Detroit.
  - iii. Michigan Touring Arts Agency (but we don't have the space for installations).
  - iv. Partner with Community Ed to bring in musicians, storytellers, displays, etc.
  - v. Vacationers – share their stories.
  - vi. More author events.
  - vii. Joint programs with community groups, i.e. Business Expo, local churches, etc.
- d. Get more program ideas from adults, teens, children attending library programs.
- e. Make new service brochure available at area businesses; include dentists, doctors, rehab and township offices.
- f. Calendar – Have it paid for by businesses; add Hartland-interest dates, program registration dates, Community Life and Community Ed publication dates, and school dates. Include historical stories, pictures, and things to know about Cromaine.
- g. Conduct General Awareness-Builders: Memorial Day parade drills, Subdivision website links, Sign at Storage Business on Old-23, Hartland Football banners, Cromaine logo on water tower; electronic sign (with schools?), Produce weekly radio shows, Restaurant menus and bowling alley napkins/signs, Farmer Jack grocery bags and/or carts – (Consider cost), Movie trailer ads (Consider cost).
- h. Participate at local special events: Warm & Cozy bazaar, Farmers Market (more than monthly), Curriculum nights at school, Parent/teacher conferences, local church group events, moms group events, etc.

# Strategic Plan 2007 – 2010

## ACTION STEPS

### GOAL 2: Improve community awareness ...

#### Short Term Objectives

##### 1. Increase Awareness Of Products And Services ...

###### Action Steps

- i. Continue current marketing plan tactics:
  - i. Monthly Press & Argus Ads (continue to track performance of these).
  - ii. Monthly Hartland Community Life
  - iii. Quarterly Hartland Community Education brochures
  - iv. Quarterly newsletter
  - v. Extra large postcards to new residents
  - vi. Miscellaneous publication advertising
  - vii. New Resident folders to give to Realtors
  - viii. Promotional display posters
- j. Conduct campaign to raise awareness among business owners within the district to let them know they can be Cromaine cardholder
- k. Ceiling tiles at Dentist offices – Audience guaranteed! Message: surprising facts at Cromaine.
- l. Memorial service brochures – Let people know about option to have donations given to Cromaine in lieu of flowers. Make brochures available at funeral homes.
- m. Improve geographic coverage through Comcast to service all the areas of our district. They are also missing parts of their service area.

##### 2. Target Teens To Increase Their Library Usage.

###### Action Steps

- a. Provide opportunities to collect community service hours for National Honor Society, social studies programs and community groups.
- b. Interactive event – Hold video game event at Crossroads, include laptops wirelessly. Consider calling it “interactive” instead of “games” or “gaming” to avoid gambling concerns.
- c. Build foreign language resources – Foreign language will be required by the state for teens (starting with the class of 2011), so the library should beef up on foreign language materials. Foreign language web links could also be added to Cromaine.org.

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## ACTION STEPS

**GOAL 2:** Improve community awareness ...

**Short Term Objectives**

**3. Target Seniors To Increase Their Library Usage.**

**Action Steps**

- a. Grandparents Day – Brings in kids too.
- b. Senior Center – ask for senior volunteers to come to the library to be tutors, friends, speakers, or just sit and tell their stories (need space for this!).
- c. Elderhostel program.
- d. Blind/Deaf services – Promote this with senior center and senior housing. Let them know materials can be mailed.
- e. Shuttle from new senior housing and senior center.

**4. Target Families With Kids To Increase Their Library Usage.**

**Action Steps**

- a. Grandparents Day – links with efforts to target seniors.
- b. Teachers Reading Night seems very popular as kids like to see their teachers in this role. Can this event be offered more often? Maybe parents who aren't big library users will come with their kids.

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## ACTION STEPS

### **GOAL 3: Position Cromaine Library as a community commons.**

#### **Short Term Objectives**

#### **1. Create More Welcoming Space**

##### **Action Steps**

- a. Refresh library; new colors for paint (HHS students from Interior Design classes to help with selection of colors), new carpet.
- b. Reupholster chairs in adult area.
- c. Have beverages available i.e. Have Cool Beans furnish coffee at the branch.

#### **2. Foster Relationships and a Diversity of Human Contact**

##### **Action Steps**

- a. Offer socialization opportunities before and after programs (extend closing time of library after a program).
- b. Offer multigenerational and multicultural programs.
- c. Create social times and offer beverages.

#### **3. Increase Patron Convenience**

##### **Action Steps**

- a. Extended hours and have unusual times- Village and Branch different hours, i.e. Branch open early, Village open later.
- b. Increase exhibits. *Combined with Goal 1 Objective 2a.*
- c. Have the schools use Cromaine's wireless Internet as a portal.
- d. Rotate staff between Branch and Village so staff is familiar with the running of both operations and library users are familiar with all the staff.
- e. Have notary available at the library.

#### **4. Become a Dynamic Destination**

##### **Action Steps**

- a. Bring in school groups, i.e. Bands, choirs – to get their parents into the library.
- b. Increase special programs.
  - i. Adults.
  - ii. Children/parents.
  - iii. Young Adult/Junior Friends.
  - iv. Senior Citizens.
  - v. Friends of the Library, i.e. Book sales.

# Strategic Plan 2007 – 2010

## ACTION STEPS

### GOAL 3: Position Cromaïne Library as a community commons.

#### Short Term Objectives

#### 4. Become a Dynamic Destination ...

##### Action Steps

- c. Piggyback with other events, i.e. Messiah at the Music Hall, reception at Cromaïne.
- d. Evaluate programs.
- e. Ask for volunteers at the beginning of programs.
- f. Continue to create friendly atmosphere.

#### Long Term Objectives

#### 1. Create More Welcoming Space

##### Action Steps

- a. Need more space – video gaming rooms, quiet study rooms, group study rooms, auditorium, selling of items. *Combined with Goal 1 Objective 2a.*
- b. Install Plasma TV. *Combined with Goal 1 Objective 2a.*
- c. Establish Friends of the Library gift shop. *Combined with Goal 1 Objective 2a.*
- d. Better lighting in building.
- e. Have a library greeter. *Combined with Goal 1 Objective 2a.*

#### 2. Foster Relationships and a Diversity of Human Contact.

##### Action Steps

- a. Have food and beverages available at all times, café or vending machines. *Combined with Goal 1 Objective 2a.*
- b. Have quiet and social space. *Combined with Goal 1 Objective 2a.*

#### 3. Increase Patron Convenience

##### Action Steps

- a. Have a drive up book drop and pickup. *Combined with Goal 1 Objective 2a.*
- b. Install an ATM at Village. *Combined with Goal 1 Objective 2a.*
- c. Have more locations.
- d. Local school media centers open at night after school events with a rotating collection from Cromaïne.
- e. Satellite branch at Starbucks in Target/senior center.
- f. Bring coffee café to Cromaïne. *Combined with Goal 1 Objective 2a.*
- g. Self check-out. *Combined with Goal 1 Objective 2a.*