

Strategic Plan Goals 2007 - 2010

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
 - 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 any other possible partnerships.
 - d. Investigate Hartland Township owned properties.
 - e. Contact Landmark Developers regarding possible property adjacent to the proposed Mall at the Northeast corner of M-59 and Hartland Road.
 - f. Negotiate a deal to buy the selected property.
2. Review Building Program
 - a. Calculate the desired size based on current information.
 - b. Determine the proposed size of the new library based on cost estimates.
 - c. Request proposals from Architects.
3. Design and Construct New Building
 - a. Organize and implement a bond campaign.
 - b. Design Building.
 - c. Bid construction of the new library.
 - d. Complete construction.
4. Explore Options for existing buildings
 - a. Discuss options with real estate broker.
 - b. Explore cost to move the 1927 building.
 - c. Contact key community groups regarding the disposition of the existing buildings.

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.
 - 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.

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Short Term Objectives

1. Increase awareness of products and services among Newer Residents, Light Users, and Overall. Con't.
 - 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. Memorial Day parade drills.
 - h. Subdivision website links.
 - i. Sign at Storage Business on Old-23.
 - j. Hartland Football banners.
 - k. 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.
 - l. 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
 - m. Conduct campaign to raise awareness among business owners within the district to let them know they can be Cromaine cardholders.
 - n. Farmer Jack grocery bags and/or carts – Costs and impact must be considered.

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Short Term Objectives

1. Increase awareness of products and services among Newer Residents, Light Users, and Overall. Con't.
 - o. Restaurant menus and bowling alley napkins/signs.
 - p. Movie trailer ads – Look into costs.
 - q. Ceiling tiles at Dentist offices – Audience guaranteed! Message: surprising facts at Cromaïne.
 - r. Memorial service brochures – Let people know about option to have donations given to Cromaïne in lieu of flowers. Make brochures available at funeral homes.
 - s. Improve geographic coverage through Comcast to service all the areas of our district. They are also missing parts of their service area.
 - t. Cromaïne logo on water tower; electronic sign (with schools?).
 - u. Produce weekly radio shows.
2. Target Teens to increase their library usage.
 - 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 Cromaïne.org.
3. Conduct a bond campaign when ready.
 - a. Put together a committee consisting of board members, Friends, and most importantly, citizens.
 - Ask citizens with experience working on millages to join.
 - b. Put together recommendation to board for amount of millage and length, include plan for what will happen to current buildings.
 - c. Put together a bond campaign:
 - i) 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.
 - ii) Plan to physically have a presence at all community meetings: associations, boy scouts, school functions, etc.
 - iii) 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.
 - iv) Consider using a consultant.
 - v) Explain what will happen to current buildings.

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3. Conduct a bond campaign when ready. Con't.
 - c. Put together a bond campaign:
 - vi) 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).
 - 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.
4. Decide on a new tagline for Cromaine and use it everywhere.
 - a. Get bids from writers to give us tagline options for consideration, include DECA, ask patrons to make suggestions.
 - b. Test taglines with patrons/non-patrons; Include "The Journey Begins Here".
 - c. Choose a tagline and use it everywhere.
 - d. Increase special programs: adult, children/parent, senior citizens, Friends of the Library, i.e. book sales.
 - e. Continue to create friendly atmosphere.
5. Target seniors to increase their library usage.
 - 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.
6. Target families with kids to increase their library usage.
 - 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.

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

Short Term Objectives

1. Create More Welcoming Space
 - 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.

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Short Term Objectives

1. Create More Welcoming Space. Con't.
 - c. Have beverages available i.e. Have Cool Beans furnish coffee at the branch.
2. Foster Relationships and a Diversity of Human Contact
 - 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
 - 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 TF #1 Objective 2b.
 - 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
 - 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.
 - b. Increase special programs. Con't.
 - iii. Young Adult/Junior Friends.
 - iv. Senior Citizens.
 - v. Friends of the Library, i.e. Book sales.
 - c. Piggyback with other events, i.e. Messiah at the Music Hall, reception at Cromaine.
 - d. Evaluate programs.
 - e. Ask for volunteers at the beginning of programs.
 - f. Continue to create friendly atmosphere.
5. Attracting Unaware Community Members *Combined with TF #2 Objective 1.*
 - a. Produce cable TV commercials.
 - b. Participate at special local events booths.
 - i. Warm and Cozy Bazaar.
 - ii. Farmer's Market (more than monthly).
 - iii. Curriculum nights at school.

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Short Term Objectives

5. Attracting Unaware Community Members. *Combined with TF #2 Objective 1*
 - iv. Parent/teacher conferences.
 - c. Increase joint programs with community groups i.e. Business Expo.
 - d. Participate at the Senior Center.

Long Term Objectives

1. Create More Welcoming Space
 - a. Need more space – video gaming rooms, quiet study rooms, group study rooms, auditorium, selling of items. Combined with TF #1 Objectives.
 - b. Install Plasma TV. Combined with TF #1 Objective 2b.
 - c. Establish Friends of the Library gift shop. Combined with TF #1 Objective 2b.
 - d. Better lighting in building.
 - e. Have a library greeter. Combined with TF #1 Objective 2b.
2. Foster Relationships and a Diversity of Human Contact.
 - a. Have food and beverages available at all times, café or vending machines. Combined with TF #1 Objectives.
 - b. Have quiet and social space. Combined with TF #1 Objective 2b.
3. Increase Patron Convenience
 - a. Have a drive up book drop and pickup. Combined with TF #1 Objective 2b.
 - b. Install an ATM at Village. Combined with TF #1 Objective 2b.
 - c. Have more locations.
 - d. Local school media centers open at night after school events with a rotating collection from Cromaine.
 - e. Satellite branch at Starbucks in Target/senior center.
 - f. Bring coffee café to Cromaine. Combined with TF #1 Objectives
 - g. Self check-out. Combined with TF #1 Objective 2b.
5. Attracting Unaware Community Members. *Combined with TF #2 Objective .1*
 - a. Purchase an electronic sign board (combine with school?).
 - b. Cromaine logo on water tower.
 - c. Produce weekly radio shows.
 - d. Participate with local churches: talk time/bulletin boards.