

STRATEGIC PLAN TIMETABLE

with Suggested Action Steps

2007

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.

<u>ACTION</u>	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
January 2007 - Acquire realtor; begin property search.	Obj #1	June 2007
January 2007 – Begin exploration of partnerships.	Obj #1	June 2007
January 2007 – Start Review of building program.	Obj #2	June 2007
June 2007 – Select property and begin acquisition.	Obj #1	September 2007
September 2007 – Solicit architectural proposals based on updated building program and selected property.	Obj #4	TBD
Bond Campaign. Appoint a committee consisting of board members, Friends, and most importantly, citizens. - Ask citizens with experience working on millages to join.	Obj #3	TBD
Recommend amount of millage and length to the board, include plan for what will happen to current buildings	Obj #3	TBD
Put together a bond campaign: 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. <ul style="list-style-type: none"> • Consider using a consultant • 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. • Plan to physically have a presence at all community meetings: associations, boy scouts, school functions, etc. • 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. 	Obj #3	TBD
“How to Use Cromaïne 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.	Obj #1	December 2007
Utilize local cable channel – After helping to resurrect cable channel, plan more library programs and messages (ads*) about Cromaïne happenings.	Obj #1	June 2007

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

<u>ACTION</u>	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
Offer programs that are cutting-edge, like the Ghosthunters <ul style="list-style-type: none"> • Computers: How to protect your computer • DIA programs so you don't have to travel to Detroit • Michigan Touring Arts Agency (but we don't have the space for installations) • Partner with Community Ed to bring in musicians, storytellers, displays, etc. • Vacationers – share their stories • More author events • Joint programs with community groups, i.e. Business Expo 	Obj #1	2007-2010
Get more program ideas from adults, teens, children attending library programs	Obj #1	2007-2010
Make new service brochure available at area businesses; include dentists, doctors, rehab and township offices	Obj #1	June 2007
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.	Obj #1	December 2007 (Calendar for 2008)
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).	Obj #1	Ongoing
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.	Obj #1	2007-2010
Continue current marketing plan tactics – <ul style="list-style-type: none"> • Monthly Press & Argus Ads (track performance) • Monthly Hartland Community Life • Quarterly Hartland Community Education brochures • Quarterly newsletter • Extra large postcards to new residents • Miscellaneous publication advertising • New Resident folders to give to Realtors • Promotional display posters 	Obj #1	June 2007, and re-evaluated and re-planned every year after that

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<u>ACTION</u>	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
Provide opportunities to collect community service hours for National Honor Society, social studies programs and community groups	Obj #2	September 2007
Interactive event – Hold video game event at Crossroads, include laptops wirelessly. Consider calling it “interactive” instead of “games” or “gaming” to avoid gambling concerns.	Obj #2	December 2007
Grandparents Day – Brings in kids too	Obj #5	December 2007
Grandparents Day – links with efforts to target seniors	Obj #6	December 2007

GOAL 3 Position Croomaine Library as a community commons.

<u>ACTION</u>	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
Refresh library; new colors for paint (HHS students from Interior Design classes to help with selection of colors), new carpet	Obj #1	2007
Purchase new Young Adult furniture.	Obj #1	2007
Reupholster chairs in adult area.	Obj #1	2007
Have beverages available. I.e. have Cools Beans furnish coffee at the Branch.	Obj #1	2007
Offer socialization opportunities before and after programs (extend closing time of library after a program)	Obj #2	2007
Offer multigenerational and multicultural programs.	Obj #2	2007
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.	Obj #3	Ongoing
Bring in school groups, i.e. Bands, choirs – to get their parents in the library.	Obj #4	2007
Increase special programs: adult, children/parent, senior citizens, Friends of the Library, i.e. book sales. Evaluate programs	Obj #4	2007-2010
Continue to maintain a friendly atmosphere.	Obj #4	2007-2010

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2008

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.

<u>ACTION</u>	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
January 2008 – Begin building design by selected architect.	Obj #4	<i>TBD</i>
January 2008 – Begin bond campaign. First possible election is in May, subsequent in August.	Obj #3	May 2007 August 2008

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

<u>ACTION</u>	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
Campaign to raise awareness among business owners within the district to let them know they can be cardholders	Obj #1	June 2008
Ceiling tiles at Dentist offices – Audience guaranteed! Message: surprising facts at Cromaine.	Obj #1	June 2008
Memorial service brochures – Promote option to have donations given to Cromaine. Have info at funeral homes.	Obj #1	June 2008
Marketing Plan tactics	Obj #1	Re-evaluate and revise annually
Senior Center – Have for senior volunteers come to the library to be tutors, friends, speakers, or just sit and tell their stories	Obj #3	June 2008
Elderhostel program	Obj #3	June 2008
Blind/Deaf services – Promote this with senior center and senior housing. Let them know materials can be mailed.	Obj #3	June 2008

GOAL 3 Position Cromaine Library as a community commons.

<u>ACTION</u> SEE ALSO 2007 ACTIONS, ONGOING 2007-2010	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
Create social times and offer beverages.	Obj #2	2008
Extended hours and have unusual times – Village and Branch different hours, i.e. Branch open early, Village open later.	Obj #3	2008
Piggyback with other events, i.e. Messiah / Cromaine reception.	Obj #4	2008
Ask for volunteers at the beginning of programs.	Obj #4	2008

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2009

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.

<u>ACTION</u>	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
Begin construction of new library.	Obj #2b	TBD

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

<u>ACTION</u> SEE ALSO 2007 ACTIONS, ONGOING 2007-2010	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
Improve geographic coverage through Comcast to service all the areas of our district. They are also missing parts of their service area.	Obj #1	June 2009
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.	Obj #2	TBD
Shuttle from new senior housing and senior center	Obj #5	June 09
<u>TEACHERS' READING NIGHT..???</u>		

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.

<u>ACTION</u>	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
Complete construction of new building.	Obj #4	March 2010
Complete furniture installation in new building.	Obj #4	June 2010
Move collections into new Library building.	Obj #4	July 2010
Place existing building on the market, along with the adjacent lot.	Obj #5	July 2010

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2010

GOAL 3 Position Cromaïne Library as a community commons.

<u>ACTION</u> SEE ALSO 2007 ACTIONS, ONGOING 2007-2010	<u>OBJECTIVE</u>	<u>COMPLETED BY</u>
Have more locations. I.e. Local school media centers open at night after school events with a rotating collection from Cromaïne; Satellite Branch at Starbucks in Target/Senior Center.	Obj #3	2010