

STRATEGIC PLAN 2007 – 2012

Cromaine Library's heritage is 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, based on population and economic growth, 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 which is convenient/accessible for the community.

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

Strategy: Expand the current library facilities in the existing village location, using the property currently owned by the Cromaine. This puts it within walking distance of Village Elem., Creekside Elem., Ore Creek Middle School, and Hartland High School, as well as any individuals residing or working in the Settlement District.

Objectives:

- Review the building program to determine appropriate space designations.
- Determine available area for expansion by researching site requirements.
- Conduct a bond campaign when required.
- Design and construct expansion.

Target Measurables:

- Increase the available building space to 30,000 square feet.
- Provide parking for 90 to 120 vehicles.

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

Sub-goal: Meet or exceed the Michigan State average of 60% for the percentage of Resident Patrons.

Strategy: Target key segments of the district population with relevant messages using targeted media and grassroots campaigns.

Objectives:

- Increase awareness of products and services among new residents, infrequent users, and overall population.
- Target teens to increase their library usage.
- Target seniors to increase their library usage.
- Target families with kids to increase their library usage.

Target Measurables:

- Add 1500 Resident Patrons per year.
- Increase the total number of Library Patrons to 62% of the current population, based on current population data.
- Increase the circulation per capita by 10% per year.
- Increase program attendance per capita 15% per year.

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

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

Strategy: a. Continue to develop the library's physical characteristics to foster different types of human interaction.

b. Provide innovative and timely products, services, and programs.

c. Become a partner with key local groups and entities.

Objectives: a. Create more welcoming space.

b. Foster relationships and a diversity of human contact.

c. Increase patron convenience.

d. Become a dynamic destination.

e. Provide near 24 hour accessibility in an isolatable space to allow unrestricted use of the Library.

Target Measurables:

a. Increase meeting space to include:

1. A large meeting room space to accommodate 150 people.

2. Provide flexible meeting space for a maximum of 20 people and a minimum of 2 people.

b. 24 hour accessibility has been accomplished by the following:

1. The lockers in the Crossroads Lobby are available for anytime pick-up of Library materials.

2. The Cromaine catalog is accessible on the Internet Web Site on which Library materials can be requested and/or placed on hold.

3. Wireless access to the internet is available to all within range of the Library's routers, such as the parking lots of the building locations.