2012-2013 BALANCED SCORECARD
Cleveland Heights – University Heights Public Library

OBJECTIVE #1
Seek efficiencies, collaborations, alternative funding & innovations
- Identify potential operational efficiencies
- Enhance & develop community & regional collaborations
- Locate & pursue alternative funding sources
- Implement innovations

TARGETS

OBJECTIVE #2
Offer optimal technology access, services & programming
- Position the Library to anticipate & respond to emerging technology needs
- Assess computer class offerings
- Optimize web design & impact

TARGETS

OBJECTIVE #3
Utilize effective marketing in all areas of operation
- Create a high-impact marketing plan
- Implement the plan
- Develop & implement consistent methods to measure the plan’s effectiveness
- Create a marketing approach of experimentation, flexibility & responsiveness

TARGETS

OBJECTIVE #4
Create & maintain welcoming, comfortable and safe spaces
- Increase & ensure staff & customer safety
- Improve exterior spaces
- Maximize interior use & efficiency

TARGETS

Opening Doors, Opening Minds