### 2012-2013 BALANCED SCORECARD

Cleveland Heights – University Heights Public Library

### OBJECTIVE #1

## Seek efficiencies, collaborations, alternative funding & innovations

## ARGETS

Identify potential operational efficiencies

Enhance & develop community & regional collaborations

Locate & pursue alternative funding sources

Implement innovations

## 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**

#### Opening Doors, Opening Minds

## **Utilize effective marketing** in all areas of operation

# ARGETS

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

## **Create & maintain welcoming, comfortable and safe spaces**

Increase & ensure staff & customer safety

Improve exterior spaces

Maximize interior use & efficiency

**TARGETS** 

OBJECTIVE #4

**OBJECTIVE** #3