



STRATEGIC PLAN 2009

Canton Public Library 2009 Strategic Plan Overview

OUR MISSION

The Canton Public Library connects your community.

VALUES

Relevance

We will adapt and grow as our community's needs change, providing flexible, customizable and evolving collections and services.

Access

We support the pursuit of individual and community goals by ensuring the open exchange of diverse materials and ideas.

Integrity

We are respectful of all people at all times and serve our community with excellence.

Leadership

We will lead with enthusiasm and respond to challenges with creativity and professionalism.

2009 – 2011 Strategic Objectives

Strategic objectives were developed as a result of the research conducted with CPL patrons, community leadership, educators and cultural groups. In addition, key societal, technological and library trends influenced the development of the objectives.

The six strategic objectives that were identified for 2009 – 2011 are as follows:

User Driven Approach

The Canton Public Library will take a user-driven approach to refining and redefining its resources, programs and services.

Programs

The Canton Public Library will produce dynamic, focused programs that provide value to the community and leverage partnerships with local groups.

Connections

The Canton Public Library will service the community by being a conduit for connections between residents and local groups, through the awareness of needs and opportunities.

Marketing & Communication

The Canton Public Library will create a recognizable and transparent brand by establishing and practicing its core values and mission.

Integrated Technology

The Canton Public Library will use technology as a tool, a means to support library values and accomplish goals.

Financial Sustainability

The Canton Public Library will be good stewards of the public's funds by implementing best practices and by encouraging efforts to increase productivity and use resources efficiently.

Canton Public Library Overview

- 2008 population of Canton, MI is approximately 85,128
 - Over 75% of CPL cardholders are Canton residents
- CPL is the busiest single-branch library in the state
 - 1,796,819 items circulated in 2008 - an increase of over 11% from 2007
 - Set a one-day circulation record of 12,167 items on June 16, 2008
 - Issued 8,835 library cards in 2008
- *Library Journal* (Feb. 2009) identified the CPL as one of America's star libraries by awarding a three-star rating
 - Based on per capita circulation, visits, program attendance and public Internet use
 - CPL was one of only two libraries in the state to receive this rating
- As of July 2009, CPL contains approximately 270,600 unique titles and 307,300 total materials
- As of July 2009, International language collection: Over 5,000 items in 21 languages
- As of July 2009, employs 127 people in full-time, part-time, seasonal and on-call positions

Our mission and values provide the foundation upon which we serve the Canton community.