

## **STRATEGIC FOCUS AREA: SUSTAINABLE FUNDING**

**GOAL STATEMENT:** CTLS libraries will cultivate sustainable sources of funding in order to engage exceptional staff, maintain library buildings, and deliver innovative and aspirational service.

### **STRATEGIC OBJECTIVES:**

- Develop a financial plan that includes an analysis of current operational resources and identifies potential sources of funding from government and private sources.
- Research the option of a referendum campaign to establish a dedicated Township library tax. Questions to be addressed include timing, leadership, and gauging support among elected officials and voters.

## **STRATEGIC FOCUS AREA: ADVOCACY**

**GOAL STATEMENT:** Community members and elected officials will take action to support CTLS as it strives to deliver excellent service to township residents.

### **STRATEGIC OBJECTIVES:**

- Communicate consistently with the community to advance understanding of the value of CTLS libraries.
- Train Friends of the Library in advocacy and communication.
- Develop an agreement between the CTLS Board and Friends groups to clarify roles and responsibilities.
- Encourage influencers throughout the community to become library advocates.

## **STRATEGIC FOCUS AREA: LIBRARY FACILITIES**

**GOAL STATEMENT:** The people of Cheltenham Township will take pride in libraries that are modern, attractive, safe, and well-maintained. (*NOTE: Library buildings are owned by the Township.*)

### **STRATEGIC OBJECTIVES:**

- Perform a facilities assessment to identify building needs related to safety, appearance, accessibility, and modern library service.
- Develop a financial plan to fund capital improvements over the next three to five years.
- Establish a Facilities Committee of the Board to work with Township Commissioners to ensure timely attention to building needs.
- Regularly evaluate the existing configuration of library buildings to ensure that library resources are being deployed appropriately and that residents have safe and convenient access to library services.