



Citizens for Maryland Libraries

Supporting Maryland's Libraries since 1982

Strategic Plan 2014-2016

Preamble: Citizens for Maryland Libraries (CML) adopts this Strategic Plan to guide its activities and efforts in the period 2014 to 2016 as it works to realize its vision and fulfill its mission. The President, working with the Board and Executive Director, is responsible for assuring that CML succeeds in implementing the Strategic Plan.

Vision: Through dynamic advocacy, sharing of relevant and timely information updates, and robust educational offerings, Citizens for Maryland Libraries will become the foremost resource for citizen supporters of Maryland's diverse libraries.

Mission: Citizens for Maryland Libraries serves as a positive force for the promotion of enhanced library services for all Marylanders.

Goals:

I. Position Citizens for Maryland Libraries as an essential and valuable partner for other organizations and groups that support public, academic, school, and other types of libraries in Maryland.

Objective I.1. Build a broad awareness of Citizens for Maryland Libraries (CML) and its activities among librarians, legislators, and residents throughout Maryland.

Objective I.2. Develop and sustain partnerships with library support organizations.

Objective I.3. Be a key legislative advocate for Maryland libraries.

Objective I.4. Encourage use of all types of libraries in Maryland.

Objective I.5. Communicate effectively with CML members and others.

II. Ensure the effectiveness of CML by improving and strengthening its internal structure.

Objective II.1. Broaden and increase membership in CML.

Objective II.2. Structure the CML Board to effectively support the organization and its goals.

Objective II.3. Ensure that CML has the financial resources necessary to support the strategic plan.

Objective II.4. Establish evaluation and accountability mechanisms.