Pierce County Library System
Information & Imagination

2007 Balanced Scorecard
Measures & Targets

Perspectives	Strategic Objectives	Measures	Targets
Serve the Customer	Develop customer focus throughout the library	Rating of customer focus questions on customer survey	2007 – Establish baseline
		Staff performance of customer focus	To be determined
	Deliver contemporary programs and services	Total number of visits to a library facility	Increase monthly average by 22%
		Total number of website visits	Increase monthly average by 25%
	Improve public awareness and knowledge	Number of cardholders	60% of service area population
		Rating of customer and potential customer perceptions, awareness and knowledge on customer survey	2007 – Establish baseline
Run the Business	Improve customer access to materials and services	Items checked out per person	12.5 items per person
	Improve delivery, use and application of technology	Implementation time for IT projects	75% of projects meet deadline
		Percent of time system available / fully operating ("up time")	To be defined
	Improve and modernize business processes	Number of process improvements completed	One per department
		Meets or exceeds established benchmarks and service targets	2007 – Establish baseline