

**Oshkosh Public Library  
2021 Strategic Activities Plan**

<b>Goal 1: A Community-Driven Library</b>	
<b>We are inspired by our community. We are committed not only to strategically using our resources to support community needs, but also to further existing initiatives.</b>	
<b>Objectives</b>	<b>Activities</b>
Objective A: Increase intentional, two-way communication with community members to better understand, respond to and support community goals.	<i>Establish a process, that includes training, for all staff to listen to and share ideas and concerns that they are hearing from library patrons and people in the community.</i>
	Seek and encourage communication from community members who are not currently being reached by library services or communications.
Objective B: Gather and use data and information to guide decisions, provide assessment measures, and allow for clear reporting.	<i>Assess and report on community needs.</i>
	<i>Set, monitor and report on key performance indicators.</i>
Objective C: Increase and strengthen community partnerships to build the library's reputation as a trusted collaborator and a place where people and ideas come together.	<i>Build community partnerships based on a shared understanding of goals and responsibilities.</i>
	<i>Create a directory of community partners that documents the nature of the relationship, roles, agreements and activities.</i>
	<i>Schedule regular check-ins with existing and potential community partners.</i>
<b>Goal 2: A library card that matters</b>	
<b>We want our library card to offer value to all community members, so we will stay attuned to people's lives and goals.</b>	
<b>Objectives</b>	<b>Activities</b>
Objective A: Increase active use of new and existing library cards.	<i>Follow up with new cardholders to learn about their library experience and the value a library card could bring to their lives.</i>
	<i>Reach out to inactive cardholders to highlight the library's fine-free status and learn the value a library card could bring to their lives.</i>
	<i>Revise the process for signing up new cardholders to better assess their needs and more effectively orient them to what the library has to offer.</i>
Objective B: Reverse the decline in registered card holders.	<i>Conduct at least one library card registration drive each year.</i>
	<i>Explore the feasibility of offering virtual library cards to students to provide easy access to digital resources.</i>

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<b>Goal 3: A catalyst for learning and growth</b>	
<b>Our commitment to our community can be found in our building, in our virtual spaces, and in all the work we do and the resources we provide. As a community catalyst, we understand that it is our role to learn from and respond to the needs, goals and aspirations of the people of our community.</b>	
<b>Objectives</b>	<b>Activities</b>
Objective A: Increase visits to the physical library.	<i>Assess community needs for use of the library's physical space.</i>
	<i>Develop and implement a customer service framework to ensure that all visitors feel welcome and experience excellent service.</i>
Objective B: Increase visits to the library's virtual spaces, including the website and social media channels.	<i>Redesign the library website to better meet patron and community needs.</i>
	<i>Create appealing digital content that informs and also creates opportunities for community members to interact with the library.</i>
	<i>Implement interactive digital methods that allow community members to conveniently use library collections, services and programs.</i>
Objective C: Increase library's presence in the community.	<i>Ensure that library staff have a seat at the table with more community organizations and initiatives.</i>
<b>Goal 4: A provider of and connector to trusted information</b>	
<b>We are committed to creating, providing, and connecting the people of our community to trusted information. We will be our community's lifelong learning platform.</b>	
<b>Objectives</b>	<b>Activities</b>
Objective A: Increase activities that connect people with the library's online resources.	<i>Revisit staff training and onboarding materials; update as needed to include ongoing training.</i>
Objective B: Create trusted content that informs community members and showcases the library's unique skills and collections.	<i>Build on our strong genealogy collection and local history expertise.</i>
	<i>Find engaging new ways to share the library's local history and genealogy collections and expertise.</i>
	<i>Integrate information literacy more fully into the library's programming, collections, and resources in order to expand patrons' ability to identify, assess, and apply a critical lens to information sources.</i>
	<i>Strengthen the library's connections with readers and improve efforts to support and encourage reading as a lifelong activity for learning and enjoyment.</i>