

**Oshkosh Public Library
2022 Strategic Action Plan**

	Activities	Coordinating Team & Staff Lead	Current project
Goal 1: A Community-Driven Library			
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.			
Objective A: Increase intentional, two-way communication with community members to better understand, respond to and support community goals.	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.	Lisa Voss, Assistant Director for Library Development, Administrative Team	Project: Draft a model for this process. Develop prototypes and test, track and evaluate information gathered for service response. Carried over from 2021.
	Seek and encourage communication from community members.	Library Development Laura McDonald	Project: Develop a community survey to be conducted annually to gauge public satisfaction with the library and track comparable data over time. Carried over from 2021 to Q4 of 2022.
		Sandy Toland, Community Engagement Librarian	Project: Engage with underserved community groups to assess their needs and how the library might address them.

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Objective B: Gather and use data and information to guide decisions, provide assessment measures, and allow for clear reporting.	Assess and report on community needs.	Sandy Toland, Community Engagement Librarian	Project: Distribute Community Scan reports to non-profits or other agencies.
	Set, monitor and report on key performance indicators.	Jeff Gilderson-Duwe, Library Director	Project: Finalize draft proposal for measuring plan objectives. Create implementation plan. Carried over from 2021.
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.	Build community partnerships based on a shared understanding of goals and responsibilities.	Kim Hoffman, Public Services Operations Manager and Lisa Voss, Assistant Director for Library Development	Project: Complete OPL partnership guide (partner directory, best practices, staff expectations, documentation) and develop plan for implementation. Carried over from 2021 to Q1 2022.
Objective D: Increase library's presence in the community.	Ensure that library staff have a seat at the table with more community organizations and initiatives.	Sandy Toland, Community Engagement Librarian	Project: Create an inventory of staff participation in community organizations and identify strategic opportunities for additional community involvement.

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Goal 2: A library card that matters			
We want our library card to offer value to all community members, so we will stay attuned to			
Objective A: Increase active use of new and existing library cards.	Follow up with new cardholders to learn about their library experience and the value a library card could bring to their lives.	Ruth Percey, Assistant Director for Public Service; Lisa Voss, Assistant Director for Library Development	Project: Develop and implement new cardholder onboarding program using SirsiDynix Community Engagement Platform. Carried over from 2021.
	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.	Ruth Percey, Assistant Director for Public Service; Lisa Voss, Assistant Director for Library Development	Project: Delay until new cardholder onboarding is in place. Carried over from 2021.
	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.	Kim Hoffman, Public Services Operations Manager and Ruth Percey, Assistant Director for Public Service	Project: Evaluate stages of current process based on goals for patron onboarding and make necessary changes to improve the patron experience.
	Improve access to library materials outside downtown Oshkosh.	Lisa Voss, Assistant Director of Library Development	Project: Investigate the cost and feasibility of installing lockers in the community for pickup of library materials.

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Objective B: Reverse the decline in registered card holders.	Explore the feasibility of offering virtual library cards to students to provide easy access to digital resources.	Jeff Gilderson-Duwe, Library Director and Administrative Team	Project: Determine feasibility of issuing virtual library cards in the WALIS ILS. Carried over from 2021.
	Conduct at least one library card registration drive each year.	Lisa Voss, Assistant Director for Library Development, Laura McDonald, Marketing Coordinator	Project: Pilot card registration drive as part of March 5 Wild Winter Read Off Celebration and use what is learned to evaluate opportunities for additional 2022 card drives. Carried over from 2021 to Q1 2022.

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<p>Goal 3: A catalyst for learning and growth</p> <p>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.</p>			
<p>Objective A: Increase visits to the physical library.</p>	<p>Assess community needs for use of the library's physical space.</p>	<p>Jeff Gilderson-Duwe, Library Director</p>	<p>Project: Develop a long-term facility improvement plan.</p> <p>Carried over from 2021.</p>
	<p>Develop and implement a customer service framework to ensure that all visitors feel welcome and experience excellent service.</p>	<p>Ruth Percey, Assistant Director for Public Service</p>	<p>Project: Develop a customer service model for OPL that is linked to the Library's Guiding Values statements, and incorporating other ongoing Library initiatives: Whole Person Librarianship, Positive Behavior Interventions & Supports (PBIS), and skills of civil discourse.</p> <p>Carried over from 2021.</p>
	<p>Prepare staff to meet the evolving needs of library patrons.</p>	<p>Jeff Gilderson-Duwe, Director</p>	<p>Project: Provide training in "Whole Person Librarianship" to better educate staff in social work concepts.</p>

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Objective B: Increase visits to the library's virtual spaces, including the website and social media channels.	Redesign the library website to better meet patron and community needs.	Laura McDonald, Marketing Coordinator	Project: Launch Phase 2 of website redesign project: Content, Design and Testing. Carried over from 2021.
	Create appealing digital content that informs and also creates opportunities for community members to interact with the library.	Library Development Team	Project: Implement Hootsuite management platform to coordinate social media content and evaluate analytics.
		Joe Bongers, Head of Information Services; Marie Boleman, Head of Children and Family Outreach Services, and Kim Hoffman, Public Services Operations Manager	Project: Evaluate digital methods of interacting with patrons to improve patron experience by removing barriers, creating consistency and adding convenience.
		Joe Bongers, Head of Information Services; Michael McArthur, local history librarian	Project: Transition Washington Avenue Historic Tour to new platform and begin development of new walking tours.

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Goal 4: A provider of and connector to trusted information			
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.			
Objective A: Increase activities that connect people with the library's online resources.	Revisit staff training and onboarding materials; update as needed to include ongoing training.	Lisa Voss, Assistant Director for Library Development, Administrative Team	Project: Complete framework for onboarding process and introduce to Management Team for feedback before implementation. Carried over from 2021.
	Introduce community groups to OPL's online resources and demonstrate their value for specific projects.	Joe Bongers, Head of Information Services; Sandy Toland, Community Engagement Librarian; Maggie Mueller, Teen Services Librarian	Collaborate with Oshkosh Area School District classes on National History Day to demonstrate OPL's online resources and coordinate other activities in support of student projects.
Objective B: Create trusted content that informs community members and showcases the library's unique skills and collections.	Build on our strong genealogy collection and local history expertise.	Michael McArthur, Local History and Genealogy Librarian	Project: Build staff training for genealogy and local history in Niche Academy. Carried over from 2021.
	Find new ways to share local history and genealogy collections and expertise.	Michael McArthur, Local History and Genealogy Librarian	Project: Complete a preservation/digitization plan for historical documents/collections.