

**Oshkosh Public Library
2017 Action Plan
Final Report - Completed Projects**

Description	Project Leader	Project Duration	Comments
Goal: A library card in every hand.			
Card registration is the first step to borrowing materials from the library's collections of books, movies and more. It is also required to gain access to the shared collections of eBooks and eAudiobooks, as well as to a variety of high quality subscription-based online resources. Our goal is to get more people to move past the first step to enjoy the many benefits associated with frequent library card use.			
Strategy: Engage in marketing, outreach and service development to identified target populations.			
<u>Tactic: Conduct an outreach campaign to first grade students and their families.</u>			
Project: Design the campaign: conduct research and seek out the expertise of community partners to create messages and incentives that will motivate first graders to become active library card holders.	CFOS Head	DONE 2017	Latest Progress: Program design process completed.
Project: Conduct pilot project of library card registration drive among first grade students.	CFOS Head	DONE 2017	Latest Progress: Card drive in progress. About half the applications have been returned. Next Steps: Branded library card holders and library cards will be given to students when they visit the library.
Project: Provide library programming aimed at persuading first graders and their families to form the habit of visiting the library and using their library card privileges.	CFOS Head	DONE 2017	Latest Progress: 4 schools are participating in pilot. Marie has met with the teachers and class visits to the library are scheduled. Next Steps: Follow up with teachers to guide them with the in-class missions as the year progresses..
<u>Tactic: Make data-driven choices about service development and target-marketing initiatives.</u>			
Project: Using the River East neighborhood as a test case, gather demographic data about area population and card-holders.	Director / Development Head	DONE 2017	Conclusions: We have learned that demographic data about card holders is not readily available from the Winnefox Integrated Library Automation System, although some specific questions may be addressed with customized reporting from the system; City of Oshkosh Community Development Dept has shared city-wide and River East neighborhood demographic profiles that it has acquired; and we also have access to US Census data.
Project: Using the River East neighborhood as a test case, analyze assembled demographic information with an eye toward development of library service development.	Director / Development Head	DONE 2017	Latest progress: River East addresses have been cross-referenced with the library's cardholder records and will be analyzed; other sources such as PEW reports and U.S. Census data will also be reviewed to develop a neighborhood profile. Next step: Draft narrative summary River East neighborhood characteristics: demographic, economic, assets, needs by end of Sept 2017.
Strategy: Look for ways to increase the perceived value of being a library cardholder.			
<u>Tactic: Explore opportunities for library cardholders to receive benefits beyond library use privileges (e.g., goods, services, discounts).</u>			
Project: Use business promotion model for National Library Week inspired by Lester Public Library in Two Rivers, WI "Libraries Build Strong Communities" National Library Week (Apr 2017) partnership with area business to highlight utility of having a library card.	Development Head	DONE 2017	Latest Progress: Partnered with 40 area businesses during National Library Week to offer discounts and other special deals to customers who showed their library cards, including a "dine out" night at Culvers that raised \$212 for the library. The campaign was featured in a front-page article in The Northwestern about new initiatives at OPL. Businesses were featured on the library web site, in newspaper advertising and in social media.

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Goal: A recognized downtown anchor destination.

Downtown Oshkosh is becoming a vibrant, diverse, culturally rich place for residents and non-residents alike. The Library building is already a daily hub of activity, seeing more than 1,000 people visit on a typical day. Our goal is to provide experiences at the library that enrich the lives of visitors and that contribute to the cultural and economic vitality of Downtown Oshkosh.

Strategy: Redefine the library as a neighbor who inspires exploration and discovery.

Tactic: Add value to library visits by proactively connecting information seekers with additional resources or activities that may interest them; nurture a culture of "knowledge sharing" among library staff.

Project: During library programs, share information about other services and events that might interest members of the audience.	Public Services Improvement Team (PSIT)	DONE 2017	Ongoing effort.
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Strategy: Identify the reasons people come downtown and persuade them to add a visit to the library.

Tactic: Explore partnership opportunities with Oshkosh's neighborhood associations.

Project: Become involved with the River East Neighborhood Association, using the library's own neighborhood to pilot enhanced neighborhood engagement.	Director / Development Head	Done 2017	Latest Progress: Participated in planning meetings for William Waters Plaza project. Participate in River East's Neighborhood Night Out event on Aug. 1. Next step: Become involved with fundraising efforts for the William Waters re-imagine project.
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Strategy: Make a visit to the library a convenient, comfortable and fun experience.

Tactic: Improve the library environment through proactive relationship-building with all visitors.

Project: Embed Positive Behavior Intervention and Support (PBIS) expectations and techniques into the organizational culture of OPL; continue work to recognize staff for applying these techniques; look for ways to incentivize positive behavior intervention.	Head of CFOS	DONE 2017	Latest Progress: PBIS Team met in September to sum up summer PBIS efforts and to refresh the team's approach to keeping staff engaged with the program. . Next Steps: An all-staff survey will given to evaluate the extent to which staff is implementing PBIS. The team will schedule training for newer employees and those who want a refresher.
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Tactic: Offer convenience services to library users.

Project: Improve parking lot functionality	Director / Assistant Director / FFPS Head	DONE 2017	Latest progress: Lot maintenance and re-striping completed SEP 2017
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Goal: A community institution with widespread public and private support.

The annual Oshkosh Citizen Survey consistently shows a high regard in the community for the importance and the quality of library services. The Friends of the Library recently celebrated fifty years of support. We recognize that the library is well regarded, but it would be unwise to "rest on our laurels." Our goal is to engage more citizens in supporting the library: as volunteers in meaningful community service and as advocates for the value the library provides to the community.

Strategy: Create and sustain meaningful engagement opportunities for Friends, volunteers, donors, and advocates.

Tactic: Improve the effectiveness of efforts to attract enthusiastic volunteers and to match their skills with library needs and goals.

Project: Achieve better coordination between the library's volunteer program and the Friends of the Library.	Development Head	DONE 2017	Latest Progress: At March meeting the Friends of the Library agreed to allow volunteers who volunteer on average 10 hours/week per month are open to joining the Friends.
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