

## Vision 2025: A Library In Every Life

### Goal 1: A library card in every hand.

- Increase awareness of the library card's value and ease of use.
- Engage in marketing, outreach and service development to identified target populations.
- Look for ways to increase the perceived value of being a library cardholder.

### Goal 2: A recognized downtown anchor destination.

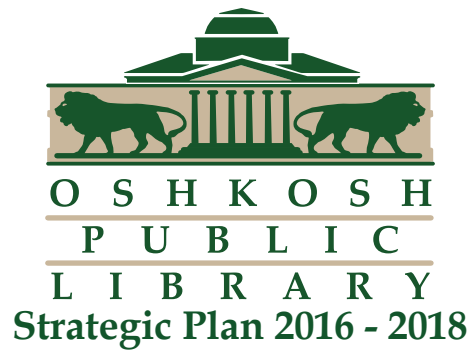
- Redefine the library as a neighbor who inspires exploration and discovery.
- Identify the reasons people come downtown and persuade them to add a visit to the library.
- Create public programming that encourages growth of the "library habit."
- Make a visit to the library a convenient, comfortable and fun experience.

### Goal 3: A provider of trusted "go-to" online resources.

- Create and promote local online content.
- Increase visibility / accessibility of the library's online resources.

### Goal 4: A community institution with widespread public and private support.

- Create and sustain meaningful engagement opportunities for Friends, volunteers, donors, and advocates.
- Be an active partner in building community capacity.



## **Vision 2025: A Library In Every Life**

### **Oshkosh Public Library Mission**

To help people find knowledge resources; provide free access to information; preserve local history; and create a vibrant community gathering place.

### **Guiding Principles**

- Literacy opens the door to learning.
- Learning helps people reach life goals.
- Libraries preserve free access for all to the world of knowledge.
- Each person's life and goals deserve respect.
- Libraries protect each person's right to privacy and freedom from censorship in choosing library materials.
- A rich and vital community is created and sustained by people who actively learn and apply knowledge.