

Oshkosh Public Library Strategic Plan Goals & Objectives -- 2021

Goal 1: A community-driven library

We are inspired by our community. We are committed not only to strategically deploying our resources in support of community needs, but also to amplifying existing initiatives.

Objective A: Increase intentional, two-way communication with community members to better understand, respond to and support community goals.

Objective B: Gather and use data and information to guide decisions, provide assessment measures, and allow for clear reporting.

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.

Goal 2: A library card that matters

We want our library card to offer value to all of our community members, so we will work to stay attuned to people's lives and goals.

Objective A: Increase active use of new and existing library cards.

Objective B: Reverse the decline in registered card holders.

Goal 3: A catalyst for learning and growth

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.

Objective A: Increase visits to the physical library.

Objective B: Increase visits to the library's virtual spaces, including the website and social media channels.

Objective C: Increase the library's presence in the community.

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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: 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.

Objective B: Increase activities that connect people with the library's online resources.

Objective C: Create trusted content that informs community members and showcases the library's unique skills and collections.

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