

Oshkosh Public Library
2019 Strategic Action Plan

Description	Project Leader	Project Duration	Comments
Goal: Refresh Oshkosh Public Library Strategic Plan	Director	2018 - 2019	Conduct a review of the library's strategic plan; include board, staff, and public input into this process; complete process with proposal of 2020 strategic action plan submission to library board.
Goal: A library card in every hand.			
<i>Strategy: Increase awareness of the library's collections, programs, and services; emphasize the library card as passport to all that the library offers.</i>			
<u>Tactic: Update the library's brand, focusing on its place in the community as a neighbor who energizes and inspires exploration and discovery.</u>			
Project: Define the nature and scope of the brand update needed by OPL; create a timetable and assemble a project team.	Asst Director for Development	2019	Latest progress: Discussed need for overall rebranding with the Development Team; inquired about funding considerations and timing for project. Next steps: Create timeline for rebranding during August planning session with Development Team.
<u>Tactic: Develop a new card holder welcome program.</u>			
Project: Design and implement new card registration / welcoming program.	Asst Director for Public Services	2019	Latest Progress: project team selected; Next Step: Project team meeting planned for July 2019
<u>Tactic: Conduct promotional outreach activities in the community.</u>			
Project: Create a promotional outreach plan that defines the objectives of these activities.	Asst Director for Development	2019	Latest progress: Project delayed until 2nd phase of staff reorganization is completed. Next steps: TBD
Project: Employ the library's "book bike" as a tool in furthering promotional outreach objectives.	Asst Director for Development	2019	Latest progress: None Next steps: Develop temporary branding and identify potential outreach opportunities.
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: Develop the "Sky Hero League" program, building toward the goal of connecting with every Oshkosh first grader every school year.	CFOS Head	2019	Latest Progress: Year two completed. Eight schools participated. 450 first-graders. Next Steps: Create a way to gauge how many make repeat visits to library
<u>Tactic: Connect elementary and secondary school students with public library services.</u>			
Project: Explore a "virtual card" program for students, modeled on that offered by Mead Public Library in Sheboygan and other public libraries.	Asst Director for Public Services	2019	Latest Progress: Researching how other libraries have done this. Next Step: Consult with Winnefox on possible avenues to implement with regards to our ILS
Project: Explore elimination of fines for overdue library materials	Asst Director for Public Services	2019	Latest Progress: Explore impact on revenue; success/failure of other libraries who have eliminated fines.

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Strategy: Look for ways to increase the perceived value of being a library cardholder.

Tactic: Explore opportunities for library cardholders to receive benefits beyond library use privileges (e.g., goods, services, discounts).

Project: Run the "Libraries Build Strong Communities" National Library Week promotion in April 2019	Asst Director for Development	2019	Latest progress: Conducted NLW Campaign in April with 68 businesses participating and 484 prize slips returned by library users who took advantage of discounts. Next step: Re-evaluate NLW to determine if it will continue in 2020.
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Goal: A recognized downtown anchor destination.

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

Tactic: Develop the capacity of the library's employees to help patrons explore, discover, and learn.

Project: Create and begin to implement a plan to increase employee engagement with the library's strategic vision, mission, values and goals.	Asst Director for Development	2019	Latest progress: Brought in staff engagement speaker for 2019 Staff Development Day. Next steps: Assemble Staff Engagement Team and integrate strategic vision, mission, values and goals into staff orientation as part of a larger staff engagement initiative.
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Strategy: Identify the reasons people come downtown and persuade them to add a visit to the library.

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

Project: Partner with River East Neighborhood Assoc, City of Oshkosh Community Development Department, and Oshkosh Community Foundation to advance plans to renovate William Waters Plaza, located across Washington Avenue from the library building.	Director / Asst Director for Development	2019	Latest Progress: OPL board approved funding support; library staff met with city planning staff; Next steps: city staff seeking design work for plaza amenities.
Project: Create a plan for further engagement with neighborhood associations.	Asst Director for Development	2019	

Strategy: Create public programming that encourages growth of the "library habit."

Tactic: Ensure that public programs support the library's strategic vision and goals.

Project: Create a public programming plan	Asst Director for Development	2019	Latest progress: Project delayed until 2nd phase of staff reorganization is completed.
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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: Refine ideas and techniques learned from the PBIS initiative and other training opportunities to improve staff interaction with adult visitors to the library.	Head of FFPS / Head of RASD	2019	Latest Progress: Assistant Director for Public Services assessing training needs; a management committee developing self-guided training exercises for electronic resources and other services offered by library; Next Step: Roll out training tools to library staff: Historic tour on Vamonde, Hoopla, Overdrive with other services later.
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Tactic: Align library facilities with expected future uses, particularly a shifting emphasis toward experiences and away from collections.

Project: Create a library facility development master plan	Director	2019	Latest Progress: Assessing current use of building; developing floor by floor maps showing square footage devoted to each function; Next Step: Schedule a site visit with consultant.
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Tactic: Offer convenience services to library users.

Project: Put staffing of notary public services on a sustainable footing.	Director	2019	Latest Progress: Analyzing provision of notary services with help of the Administrative Coordinator. Next Step: Decide whether changes are warranted and, if so, plan for changes.
Project: Explore provision of additional convenience services to library visitors.	Director	2019	Latest Progress: First Floor Public Service Department has created a Business Center where the catalog internet stations were - it currently includes a photocopier and an express (short-term use) Internet station. Next Step: enhance the Business Center with fax machine, office supplies such as scissors, stapler, etc. The service desk also intends to begin offering stamps and envelopes for sale.

Tactic: : Create an interior design plan that embodies the concept of the library as a "third place."

Project: Develop themed, attractive, interactive installation/activities in the children's area.	Head of CFOS	DONE 2019	Explorer's Grove opened in January 2019. Rotating themes so far have included: Wisconsin Woodland Animals, Hospital, and Space. This Fall will be Farmer's Market.
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Goal: A provider of trusted "go-to" online resources.

Strategy: Create and promote local online content.

Tactic: Explore creation of local content for online distribution.

Project: Explore and evaluate idea of library creating a calendar of events for the community.	Asst Director for Development	2019	
Project: Launch and promote a self-guided audio-visual walking tour centered on the history and architecture of the 100-200 blocks of Washington Avenue; form a collaboration to build upon the library's work.	Local History & Genealogy Librarian / Marketing Team	2019	Latest progress: Tour Launch Event (Evening on the Avenue) completed; 300+ attendance; last 30 days tour viewed 746 times (152 on web & 594 on mobile). Next step: Continue promotion throughout the summer; identify partner(s) for future content creation.

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

Strategy: Be an active partner in building community capacity.

Tactic: Identify elements of community capacity to which library efforts contribute and use these as the basis for outcome measurement.

Project: List and characterize library partnerships and collaborative relationships; clarify the nature and level of library resources required to make those relationships effective; assign roles and responsibilities for carrying those relationships forward.	TBD	2019	
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