

Oshkosh Public Library
PROPOSED 2018 Strategic Action Plan
18 JAN 2018

| Description | Project Leader | Project Duration | Comments |
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| Goal: A library card in every hand. | | | |
| Strategy: Increase awareness of the library's collections, programs, and services; emphasize the library card as passport to all that the library offers. | | | |
| <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: Create a milestones and a timetable for a library brand update process. | Development Head | 2018 | |
| <u>Tactic: Develop a new card holder welcome program.</u> | | | |
| Project: Examine and evaluate current practices. | FFPS Head | 2018 | |
| Project: Conduct a focus group with people who have recently registered in order to understand how to improve their experience. | Development Head | 2018 | |
| Project: Design and implement new card registration / welcoming program. | FFPS Head | 2018 | |
| 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: Evaluate "Sky Hero League" pilot project; if results are positive, plan to double the number of schools participating in the 2018-2019 school year. | CFOS Head | 2018 | Three of four pilot schools have responded positively. One school finds it challenging to fit the program in, but wants to follow through. Most classrooms on track with missions. Next Step: Prepare for celebration of program completion in March. Conduct teacher and student surveys at that time and meet with committee to discuss 2018/19 program. |
| <u>Tactic: Make data-driven choices about service development and target-marketing initiatives.</u> | | | |
| Project: Using the River East neighborhood as a test case, develop service responses and implement targeted marketing initiatives that fit the neighborhood's needs and assets. | Director / Development Head | 2018 | Latest progress: Introduced River East demographic summary and design thinking techniques to the library's Public Services Improvement Team (PSIT), which will serve as the service design team for this project (Dec 2017). Next step: Director and Development Head planning a listening session / focus group event with River East neighborhood residents |
| Strategy: Look for ways to increase the perceived value of being a library cardholder. | | | |
| <u>Tactic: Explore opportunities for providing library collections, programs, or services outside of the library building in downtown Oshkosh.</u> | | | |
| Project: Explore outreach service opportunities in the library space being built at the Evergreen retirement community. | Director / Assistant Director | 2018 | Latest Progress: Met with Evergreen Director Arneson (23 May 2017) to discuss extending our outreach partnership; Next step: Set up meeting with Winnefox and OPL circulation staff to explore procedures for outreach services to Evergreen. |
| Project: Book bike outreach | RASD Head | 2018 | Latest Progress: Maintenance Dept shared plans with local contractor who's unable to assist but will provide referrals to other contractors Next step: Wait to hear from local contractor on referrals. Visits to bike shops for cost of a Surley Trailer which book bike trailer is mounted on. |

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

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| Project: Run the "Libraries Build Strong Communities" National Library Week promotion in April 2018. Expand partnerships with area business to highlight the benefits of having a library card. | Development Head | 2018 | Met with volunteer who will assist with NLW project. Reviewing last year's list of participating businesses and compiling list of additional businesses to engage in promotion. Next step: Finalizing list; mailing letters; soliciting prize sponsors. |
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Goal: A recognized downtown anchor destination.

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

Tactic: Become a catalyst for creativity and entrepreneurship.

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| Project: Graphics / Animation / STEAM: Digital creation space. | RASD Head / Digital Services Librarian | 2018 | Latest Progress: Lab has been rearranged with flip tables available for setup. Laptop charging area has been established in closet. Next Step: Research on furniture to accomodate printer and Mac computer, Research on 3D printers. Esthetics of wall - sound proofing, green screen |
| Project: Programming to promote entrepreneurship: | RASD Head | 2018 | |

Tactic: Encourage library staff to embrace the role of neighbor who inspires exploration and discovery; increase staff understanding of and commitment to the library's strategic vision and goals.

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| Project: Create a plan to engage employees in the vision and goals of the strategic plan. | Director | 2018 | Next steps: Plan to discuss at 9 Feb 2018 Library Staff Development Day |
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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.

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| 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 / Development Head | 2018 | Latest Progress: Fundraising effort underway; Next steps: Library board consider proposal to contribute trust funds toward William Waters Plaza renovation. |
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Strategy: Create public programming that encourages growth of the "library habit."

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

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| Project: Develop a programming policy statement for approval by the library board, including clarification of the meaning of "outreach" programming. | Library Programming Team | 2018 | |
| Project: Develop use, set-up and scheduling procedures to integrate use of "non-traditional" spaces into existing library routines. | Coordinator of Volunteers / Program Support Specialist | 2018 | Latest Progress: greater use of "under the dome space" for adult programs. Tested having programs on the upper deck of the lower level (where the dragon rug is). Hosted child yoga there since Jan. Next Step: discuss hosting more children's programs in the Children room proper. |

Tactic: Use timely themes and/or topics as a focus for library programming efforts.

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| Project: Establish methods for coordination mobilization of staff and volunteers in support of library-wide programming efforts. | Library Programming Team | 2018 | |
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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.

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| 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 | 2018 | |
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Tactic: Align library facilities with expected future uses, particularly a shifting emphasis toward experiences and away from collections.

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| Project: Create a library facility development master plan | Director | 2018 | <p>Latest Progress: Management team took a field trip on 1 DEC 2017 to see recent developments in library space use in three Milwaukee Public Library buildings, hosted by HGA Architects and Engineers of Milwaukee. Discussed process for creating a library facility master plan for Oshkosh Public Library.</p> <p>Next steps: Create a milestones and a timetable for a facility master planning process for review by the library board.</p> |
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Tactic: Offer convenience services to library users.

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| Project: Put staffing of notary public services on a sustainable footing. | Director | 2018 | |
| Project: Explore provision of additional convenience services to library visitors. | Director | 2018 | |

Goal: A provider of trusted “go-to” online resources.

Strategy: Create and promote local online content.

Tactic: Create and promote a comprehensive calendar of events for the community.

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| Project: Produce a draft calendar interface, including "wish list" of categories and interface preferences - Target Date: 1 May 2017 | FFPS Head | 2018 | <p>Latest Progress: Making a list of categories and stakeholders.</p> <p>Next Step: Do a mock interface.</p> |
| Project: Research software platforms / options for implementing the event calendar - Target Date: 1 June 2017 | FFPS Head | 2018 | <p>Latest progress: Studied existing calendars for ideas on features, layouts, etc. that we might want to incorporate into our calendar.</p> <p>Next step: Present findings to Director and other interested staff.</p> |
| Project: Assemble a product team; create, test, refine, launch and promote a community events calendar. | TBD | 2018 | |

Tactic: Explore creation of local content for online distribution (e.g., house histories, genealogy, local history).

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| Project: Create a self-guided audio-visual walking tour centered on the history and architecture of the 100-200 blocks of Washington Avenue. | Reader's Services and Technology Reference Librarian | 2018 | <p>Latest Progress: Scripting/Research for National Life, Goettmann Printing, Post Office complete.</p> <p>Next Step: Complete Northwestern Building, Washington Bldg/Waters Plaza scripting. Schedule initial recording sessions.</p> |
| Project: Create a plan for Oshkosh Public Library digitization of local history resources, including an analysis of costs, procedures, platforms, access, and a prioritization of collections for digitization. | Local History & Genealogy Librarian | 2018 | |

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Strategy: Increase visibility / accessibility of the library's online resources.

Tactic: Optimize existing resources for search engines to make them more discoverable to users in the community.

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| Project: Research and implement Search Engine Optimization (SEO) strategies for the library's collections, programs and services. | TS Head | 2018 | Next step: Schedule meeting with Local history librarian, Electronic services library and reference librarian to determine what steps should be taken to make the library's digital collections more accessible |
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Tactic: Develop opt-in text messaging services to communicate information about the library.

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| Project: Research similar services in libraries and other organizations. | Development Head | 2018 | |
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Goal: A community institution with widespread public and private support.

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

Tactic: Engage the Friends of the Library in support of the vision and strategic plan.

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| Project: Assist the Friends in the goal of re-energizing their organization, including increasing membership and exploring new fundraising opportunities. | Coordinator of Volunteers | 2018 | <p>Latest Progress: The FOL Board was down a secretary at the end of 2017. At the first Board meeting of 2018, the FOL Board found a secretary and a member at large. The first fund raiser of 2018 will be an end of the summer street party.</p> <p>Next steps: Between now and the next General meeting (1 month), Board members are tasked with identifying other low impact fund raising ideas like Dine Out event at Benvenutos or hosting a brat fry at Festival Foods. (ST 1.17.18)</p> |
| Project: Enhance recruitment of new supporters by defining the benefits of belonging to, volunteering with, or supporting the Friends. | Coordinator of Volunteers | 2018 | <p>Latest Progress: The FOL Board discussed adding value to the Friends membership. They discussed possible opportunities with the Public Museum, EAA Museum, and The Paine. They are also interested in asking local businesses to offer discounts for Friends. (ST1.17.18)</p> |