

Oshkosh Public Library
2018 Strategic Action Plan
Update May 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 | Two of the four pilot schools have had their end-of-program celebration to aknowlegde the kid's efforts. Next Step: Awaiting responses to survey that was sent to all participating first-grade teachers. |
| <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: Have informal agreement for library to enhance Evergreen library collection and to allow holds pickups there; Next step: Connect library staff with Evergreen liaison staff to move forward. |
| Project: Book bike outreach | RASD Head | 2018 | Latest Progress: Decision to go with vendor Haley Tricycles, also decision on color and features of bike Next step: Continued contact with vendor on build of the bike, contact city officials concerning license, liability of staff when using etc. |
| <u>Tactic: Explore opportunities for library cardholders to receive benefits beyond library use privileges (e.g., goods, services, discounts).</u> | | | |
| 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 | Next step: wrap up evaluation of 2018 effort; plan for 2019 |

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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 | 2018 | Latest Progress: Proposal for 3D printer was written. Approval for purchase of printer. Next Step: Purchase of 3D printer, developing of policies and training of staff |
| 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: No recent progress |
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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: OPL board approved funding support; library staff met with city planning staff; Next steps: city staff seeking design work for plaza amenities. |
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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: We successfully held four programs in the reading room which patrons really liked. We also hosted a choir on the stairs of the library and had people sitting across the street to watch. (ST 5.17.18) 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 | 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. Next steps: Create a milestones and a timetable for a facility master planning process for review by the library board. |
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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 | FFPS Head | 2018 | Latest Progress: PROJECT ON HOLD |
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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 | Latest Progress: Initial written/audio production completed. Historic Photos collected. 3/6 Augmented photos received. Initial post-production editing completed. Next Step: Conduct extra recordings; Compile final augmented images; Final audio edit. Create tours in Vamonde app. Est. Completion: 6/1/2018 |
| 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 | |

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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| <p>Project: Assist the Friends in the goal of re-energizing their organization, including increasing membership and exploring new fundraising opportunities.</p> | <p>Coordinator of Volunteers</p> | <p>2018</p> | <p>Latest Progress: FOL is actively organizing an end of summer block party fund raiser set for August 24 from 4-7. We have reached out to the Rivers East Neighborhood for partnership and have asked the Herd to help with sponsorship of a band.</p> <p>Next steps: Bake sale committee and rummage sale committee need to set up time to meet and organize.</p> |
| <p>Project: Enhance recruitment of new supporters by defining the benefits of belonging to, volunteering with, or supporting the Friends.</p> | <p>Coordinator of Volunteers</p> | <p>2018</p> | <p>Latest Progress: The Board will be creating a Friends of OPL punch card where Friends get one free item from the Book Store per month.</p> <p>Next step is getting this card into the PR queue so it can be unveiled at the Annual meeting in October.</p> |