

Oshkosh Public Library
2018 Strategic Action Plan
Update September 2018

Description	Project Leader	Project Duration	Comments
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	DONE	Latest Progress: Assessment of current practice completed JUNE 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	Latest progress: establishing relationships with schools for 2018-2019 school year Next Step: Signing first graders up for library cards; scheduling class visits to library
<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: No recent progress; Next step: Re-convene service design team; re-focus activities.
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	DONE	Latest Progress: Library outreach bookdrop service has been enhanced by making Evergreen library space available as a holds pickup location for the general public as well as Evergreen residents; library surplus book stock has been made available to supplement items already owned by the Evergreen library; and Oshkosh Public Library deposit collection has been improved with copies of newer bestsellers.
Project: Book bike outreach	RASD Head	2018	Latest Progress: Book bike received from fabricator - Sept 2018 Next step: Plan service logistics for Spring 2019 launch
<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	DONE	Latest progress: one-week promotion was carried out with more than 80 area business participating; Next step: Plan for 2019

**Oshkosh Public Library
2018 Strategic Action Plan
Update September 2018**

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.

Project: Graphics / Animation / STEAM: Digital creation space.	RASD Head / Digital Services Librarian	DONE	Latest Progress: Several program series are being offered (Fall 2018) out of the library's technology learning lab space: Techy Tuesday programs such as virtual reality and photo editing; and Maker Mondays for Families with topics like Ozobots (coding); Family portrait studio & editing; and 3-D printer demo
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.

Project: Create a plan to engage employees in the vision and goals of the strategic plan.	Director	2018	Next steps: Organize staff focus groups with Director to discuss library strategic vision, goals and action plans.
---	----------	------	--

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.

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.
--	-----------------------------	------	--

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: Develop a programming policy statement for approval by the library board, including clarification of the meaning of "outreach" programming.	Library Programming Team	2018	Latest Progress: first draft of outreach policy will be vetted by PSIT 7/19/18
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	DONE	Latest Progress: A variety of non-traditional spaces are now being used for programming, including the periodicals reading room and the Waters building.

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

Project: Establish methods for coordination mobilization of staff and volunteers in support of library-wide programming efforts.	Library Programming Team	2018	Latest Progress: Programming team identifying library-wide programming, how to schedule and staff them, and how each department will participate.
--	--------------------------	------	---

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	2018	Latest Progress: Head of RASD and Director developing training program for public services staff on techniques for interviewing library users to determine their service needs. Next Steps: Piloting training approach with staff recently promoted to public services Library Assistant role.
---	-----------------------------	------	---

**Oshkosh Public Library
2018 Strategic Action Plan
Update September 2018**

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	2018	Latest Progress: No recent progress Next steps: Create a milestones and a timetable for a facility master planning process for review by the library board.
--	----------	------	--

Tactic: Offer convenience services to library users.

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	

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	2018	Latest progress: Received conceptual drawings for children's area installation from Wild Blue; Next Steps: Evaluate concepts; provide feedback to designers.
--	--------------	------	---

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 (e.g., house histories, genealogy, local history).

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	Next Steps: Walking tour completed; Launch awaiting completion of road / utility construction on Washington Avenue
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	Latest progress: Inventory and assessment of relevant historical resources is underway.

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.

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
---	---------	------	---

Tactic: Develop opt-in text messaging services to communicate information about the library.

Project: Research similar services in libraries and other organizations.	Development Head	2018	
--	------------------	------	--

Oshkosh Public Library
 2018 Strategic Action Plan
 Update September 2018

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.

Project: Assist the Friends in the goal of re-energizing their organization, including increasing membership and exploring new fundraising opportunities.	Coordinator of Volunteers	2018	Latest Progress: Successful end-of-summer block party / fundraiser event held August 24, 2018
Project: Enhance recruitment of new supporters by defining the benefits of belonging to, volunteering with, or supporting the Friends.	Coordinator of Volunteers	2018	