

Oshkosh Public Library
2018 Strategic Action Plan
Year End Report December 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>		2018	Delayed until 2019
<u>Tactic: Develop a new card holder welcome program.</u>			
Project: Examine and evaluate current practices.	FFPS Head	DONE 2018	
Project: Conduct a focus group with people who have recently registered in order to understand how to improve their experience.	Development Head	2018	Delayed until 2019
Project: Design and implement new card registration / welcoming program.	FFPS Head	2018	Latest Progress: project team selected; Next Step: Project team meeting planned for January 2019
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	DONE 2018	Latest Progress: Participation has doubled. Eight schools are signed up for the 2018/19 school year. Next Step: Bring wider community awareness to program. Get school media specialists on board to help promote to other first grade teachers. Evaluate again in 2019.
<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	DONE 2018	Latest Progress: Library outreach bookdrop service has been enhanced with 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 offerings on site have been improved with copies of newer bestsellers.
Project: Book bike outreach	RASD Head	2018	Latest Progress: Book bike received and assembled. Next step: Plan Summer 2019 outings: staffing; scheduling; collections; promotion; intended outcomes.

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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 2018. Expand partnerships with area business to highlight the benefits of having a library card.	Development Head	DONE 2018	Latest progress: one-week promotion was carried out with more than 80 area business participating; Next step: 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.

Project: Graphics / Animation / STEAM: Digital creation space.	RASD Head / Digital Services Librarian	DONE 2018 - ONGOING	Latest Progress: 3D printer was purchased using privately donated grant funds; Lego wall mounted on wall of creation space Nov 2018; tables & chairs purchased to provide flexibility with set up in room. Next Step: Developing library programming to use new 3D printing equipment; Experiment with open lab hours and opportunities to reserve space for projects.
Project: Initiate "Book a Librarian" service	RASD Head - Digital Services Librarian	DONE 2018 - ONGOING	Latest progress: Individuals register for one-on-one assistance from the Digital Services Librarian on using tablets, smartphones, and online resources such as OverDrive and Hoopla.
Project: Programming to promote entrepreneurship:	RASD Head	2018	Delayed until 2019 or later

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	Delayed until 2019
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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.

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.

Project: Develop a programming policy statement for approval by the library board, including clarification of the meaning of "outreach" programming.	Library Programming Team	2018	Delayed until 2019
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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 2018 - ONGOING	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.
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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	Delayed until 2019
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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	2018	Latest Progress: Director and Head of Reference and Adult Services working on a training program for techniques public services staff may use to assess the service needs of library users, including adults and teens. Next Step: Train two Reference Assistants in service needs assessment techniques.
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Tactic: Align library facilities with expected future uses, particularly a shifting emphasis toward experiences and away from collections.

Project: End of Summer block party / Friends fundraiser	Program Support Specialist	DONE 2018	Latest Progress: August 24, 2018 event featured vinyl record sale, popcorn and baked goods, large-scale "bouncy" chair for kids, and the Britins, a Beatles cover band. Partners in the event included the Friends of the Library and members of the River East Neighborhood Association. The Friends raised about \$2000
Project: "Dark Stacks"	Program Support Specialist	DONE 2018	Latest Progress: Second annual Halloween-time library tour with macabre literary themes introduced more than 200 people to areas of the library not normally visited by them.
Project: Grinchmas celebration as part of Downtown Oshkosh holiday celebration.	Head of CFOS	DONE 2018	Latest Progress: Whoville shops were created for each activity, including: Write a letter to the Grinch, a Who name generator, Who hair parlor, readings of the Dr. Seuss book, a teen activity was added to make dog toys for the Humane Society and more. All supplies were exhausted before the end of the event due to massive turnout. We estimate over 1000 people attended this non-traditional way library event under the Dome.
Project: Life-sized Candyland game under the dome.	Head of CFOS	DONE 2018	Latest Progress: participants worked in teams to play a version of the classic children's game under the Dome. 109 participants moved over the "board" through a variety of magical candy-oriented locations.
Project: Create a library facility development master plan	Director	2018	Delayed until 2019

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Tactic: Offer convenience services to library users.

Project: Put staffing of notary public services on a sustainable footing.	Director	2018	Delayed until 2019
Project: Explore provision of additional convenience services to library visitors.	Director	2018	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.
<u>Tactic: : Create an interior design plan that embodies the concept of the library as a "third place."</u>			
Project: Develop themed, attractive, interactive installation/activities in the children's area.	Head of CFOS	2018	Latest progress: Design finalized; fabrication in progress; Next step: Installation scheduled for January; unveiling event planned for Jan 25, 2019.

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

Strategy: Create and promote local online content.

<u>Tactic: Create and promote a comprehensive calendar of events for the community.</u>		2018	Delayed until 2019
<u>Tactic: Explore creation of local content for online distribution (e.g., house histories, genealogy, local history).</u>			
Project: Create a self-guided audio-visual walking tour centered on the history and architecture of the 100-200 blocks of Washington Avenue.	Local History & Genealogy Librarian	2018	Latest Progress: Tour creation completed. Next Step: Plan promotion and release of tour.
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: Three collection identified as high priority for addition to the digital collections: Oshkosh Yearbooks (earlier than 1923); Oshkosh City Directories (1923 - 1941); and postcard collections. Next Step: Analyze costs and procedures for digitization; investigate legal issues involved with digitizing futher city directories.
Project: Initiate an online book discussion program	RASD Head & Digital Services Librarian	DONE 2018 & ONGOING	Latest Progress: The monthly "Online Anytime" Bookclub launched on the library's Facebook videos page June 5, 2018, hosted by OPL's Digital Services Librarian.

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

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	Delayed until 2019
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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.

<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>DONE 2018 - Latest Progress: August fundraiser garnered about \$2000 and five new Friends. Ongoing Next Step: Exploring potential partners for a Spring fundraiser.</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>DONE 2018 - Latest Progress: After the Friends Annual Meeting, all current Friends received OPL punchcard for one free item from library bookstore per month. Ongoing Next Step: December 2018 Friends general meeting agenda includes discussion of ideas for additional Friends benefits.</p>