

Oshkosh Public Library
2019 Strategic Action Plan

| Description | Project Leader | Project Duration | Comments |
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| 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. | | | |
| 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: 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 | |
| <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 January 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 | |
| Project: Employ the library's "book bike" as a tool in furthering promotional outreach objectives. | Asst Director for Development | 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: Develop the "Sky Hero League" program, building toward the goal of connecting with every Oshkosh first grader every school year. | CFOS Head | 2019 | |
| <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 | |
| Project: Explore elimination of fines for overdue library materials | Asst Director for Public Services | 2019 | |
| Strategy: Look for ways to increase the perceived value of being a library cardholder. | | | |
| <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 2019 | Asst Director for Development | 2019 | |

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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.

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| 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 | |
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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.

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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 / 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.

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| Project: Create a public programming plan | Asst Director for Development | 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.

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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 | 2019 | 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.

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| Project: Create a library facility development master plan | Director | 2019 | |
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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 | 2019 | |
| 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. |

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

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| Project: Develop themed, attractive, interactive installation/activities in the children's area. | Head of CFOS | DONE 2019 | Latest progress: Design finalized; fabrication in progress; Next step: Installation scheduled for mid-January 2019; unveiling event being planned. |
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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.

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| 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: Walking tour completed; Next step: Launch and promote tour in June 2019; develop collaboration to build upon library work. |

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.

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| 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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