



# Q1 2022 Strategic Action Plan Update

The first quarter of 2022 saw considerable focus on planning for and introducing customer service practices based on the Whole Person Librarianship model. Training and other activities that will be funded by the ARPA grant secured through the City Library Collective must be completed by June 30, so coordination of those is a priority.

## **Goal 1: A Community-Driven Library**

We are inspired by our community. We are committed not only to strategically using our resources to support community needs, but also to further existing initiatives.

### **Objective B: Gather and use data and information to guide decisions, provide assessment measures, and allow for clear reporting.**

OPL's director is serving on the Data and Assessment Team for the ARPA-funded project that the City Library Collective is leading to integrate a "whole person" approach into library service. The draft data collection plan seeks to measure staff knowledge/confidence in whole person concepts and the impact of using these techniques on services and patrons. Shared measures and data collection methods for the grant project could ultimately be adapted for use by libraries on a regional or statewide basis to offer a broader picture of progress and impact.

## **Goal 2: A library card that matters.**

We want our library card to offer value to all community members, so we will stay attuned to people's lives and goals.

### **Objective A: Increase active use of new and existing library cards.**

The library has taken steps to better orient patrons when they register for a library card. A new library brochure that introduces the benefits of having a library card and outlines basic services is being shared with every new cardholder and a brief tour of the library building is being offered to new patrons. Staff is being trained to query new cardholders about their interests to highlight services they might value and to begin building positive relationships with new patrons.

Staff attended virtual product demos and planning meetings in February with libraries from Bridges and Milwaukee Federated Library systems, which are purchasing smart lockers. A needs assessment, cost analysis and partnership opportunities will be examined to analyze the feasibility of using lockers for materials pickup outside Downtown Oshkosh.

### **Goal 3: A catalyst for learning and growth**

Our commitment to our community can be found in our building, in our virtual spaces, and in all the work we do and the resources we provide. As a community catalyst, we understand that it is our role to learn from and respond to the needs, goals and aspirations of the people of our community.

#### **Objective A: Increase visits to the physical library.**

A staff committee has been formed to begin work on a new customer service model that ensures all visitors feel welcome and experience excellent service. The library's core values, Positive Behavior Interventions and Support, rules of civility and a Whole Person Librarianship model will form the basis for the customer service model. The committee is set to begin meeting in May.

Staff at all levels participated in training sessions that introduced the concepts of "whole person" service to better respond to patrons' psychosocial needs. Copies of the book, *Whole Person Librarianship: A Social Work Approach to Patron Services*, were purchased for staff use. Additional training and resource needs are being assessed, and library administration is in discussions with 2-1-1/Fox Cities United Way and local social service providers to help determine the best way to move forward.

The library is engaging with architectural firms to begin reexamining the way the library building is used and how space can be better designed to meet community needs. Building tours and meetings with key staff have taken place and firms are developing planning project proposals.

#### **Objective B: Increase visits to the library's virtual spaces, including the website and social media channels.**

The library has purchased the Hootsuite social media management platform to coordinate social media content and evaluate analytics. More efficient scheduling of content and focused analytics will allow for the development of appealing digital content that creates higher levels of engagement.