

Dynamic programming, partnerships and ongoing refinement of public service practices marked efforts to elevate the library's position as a resource for learning and growth; a trusted community collaborator; and a place known for consistent and reliable service.

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.

As part of the City Library Collective, OPL now has access to a Data Dashboard that brings together data from the Wisconsin Public Library Annual Report; staff and community surveys undertaken as part of the ARPA-funded Recovery to Resilience project; library incident reports; and U.S. Census demographic reports. The dashboard allows for data comparisons with the CLC cohort as well as with individual libraries.

Objective C: Increase and strengthen community partnerships to build the library's reputation as a trusted collaborator and a place where people and ideas come together.

Relationships forged with local businesses and organizations are leading to new programming and service opportunities.

- A passion for photography and an interest in inspiring the community to share their talents has led Camera Casino to sponsor our F Stop Photography Contest again this year. Building on the success of F Stop's online presence, Generac Power Systems also funded a grant to add an in-person exhibit of entries this year.
- A relationship that started with occasional prize donations has blossomed into a programming partnership for adults that is building an enthusiastic following. Fifth Ward Brewing Co., which previously donated prizes for various library promotions, is partnering with the library to host Bricks & Brews at its location on South Main Street. Each month the library designs a LEGO-build challenge and participants compete against the clock for prizes. The winning entry is displayed at the library.
- OPL is expanding services for job seekers as our partnerships with local organizations grow. Every Wednesday afternoon, Job Search Assistance is offered at the library in partnership with Fox Valley Job Center and the Department of Workforce Development. Recently the Society of Human Resource Management joined in to assist with these services by appointment and a Mini Job Fair will be held at the library on Nov. 15.
- When planning the library's Freedom to Read initiative, OPL found kindred spirits at a local coffee shop that was doing its part to champion the right to read freely. When library staff discovered that Planet Perk set up a community bookshelf of banned or challenged books at its downtown location, a partnership seemed inevitable. The result: The coffee shop hosted OPL's Freedom to Read book discussions and continues to be the site for the library's new Banned Book Club.

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.

Library staff continue to refine our process for welcoming new cardholders, adding materials that promote library services and benefits, as well as information about the Oshkosh community. Updated materials promoting the Winnefox libraries and the *Welcome to Oshkosh* publication created by the Oshkosh Chamber of Commerce are the latest additions.

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 cross-training system for public services staff has been implemented to allow for greater flexibility in scheduling and offer patrons a consistent and high-quality experience at all service points. Formal service expectations, documented responsibilities and scheduled desk "swaps" provide training and opportunities to practice skills that are specific to each service desk.

The Library Board has approved contracting with architectural firm Enberg Anderson to begin work on a master facilities planning process. The process will include a community needs assessment to help inform redesign of the library's spaces.

Goal 4: A provider of and connector to trusted information

We are committed to creating, providing, and connecting the people of our community to trusted information. We will be our community's lifelong learning platform.

Objective B: Create trusted content that informs community members and showcases the library's unique skills and collections.

The library is resuming in-person genealogy and local history programming, with a series of presentations and instructional sessions designed to highlight stories of Oshkosh past and assist individuals engaged in tracing their family history. A combination of guest speakers and library staff are presenting nine programs which may also be recorded to augment our collection and the in-person assistance offered in these areas.

The library showcased its role as a champion of intellectual freedom and resource for readers during a month of Freedom to Read activities. A scavenger hunt, discussions of challenged or banned books and a panel of community experts engaged the public in conversations around the right to read and express ideas freely; individuals were encouraged to write authors in support of their work and their right of free expression; and the library sponsored a screening of *Fahrenheit 451*, the movie adaptation of a challenged novel about book burning.