

OPL's 2023 Strategic Action Plan focuses in large part on completing major projects that are currently in progress. These are significant efforts that lay the foundation and set expectations for service excellence, engaging with community members and partners and measuring the impact of library services. New initiatives include staff engagement, building community support and activities that support collection development.

Goal #1 – A community-driven library

Objective A: Engage with the public to better understand and support community needs.

Project: Draft a model to guide staff in community listening and sharing ideas and concerns they hear from patrons and community members.

Staff Lead: Assistant Director for Library Development

Objective B: Gather, report and use data to guide decisions and evaluate services.

Project: Finalize draft proposal for key performance indicators that measure strategic plan objectives.

Staff Lead: Library Director

Project: Create a Program Evaluation Guide to help gauge patron satisfaction and evaluate library programming.

Staff Lead: Library Director; Program Team Leads

Objective C: Respond to community needs by supporting existing or developing new initiatives.

Project: Offer Everyday Tech programming to assist patrons with technology needs.

Staff Lead: Head of Information Services and Digital Services Librarian

Objective D: Increase and strengthen community partnerships to position the library as a trusted collaborator and a place where people and ideas come together.

Project: Complete Partnership Guide and develop plan for implementation.

Staff Lead: Assistant Director for Library Development and Public Services Operations Manager

Goal #2 – A library that matters

Objective A: Improve patron satisfaction by recruiting, retaining and developing staff who are knowledgeable, helpful and committed to connecting users with the resources they need.

Project: Assemble a Staff Engagement Team to assess current engagement and build a Staff Recognition Program.

Staff Lead: Assistant Director for Library Development

Project: Continue work on a new customer service model.

Staff Lead: Assistant Director for Public Services

Project: Develop key hiring tools, such as library-wide interview questions, to better assess job candidates.

Staff Lead: Assistant Director for Public Services

Project: Systematically compare the Library Employee Handbook and the City of Oshkosh Employee Handbook. Where differences are discovered, describe and address with the Library Board.

Staff Lead: Library Director

Objective B: Support each individual's goals with services that help them to grow and thrive through literacy, lifelong learning, participation in the workforce, access to community resources and participation in our democracy.

Project: Reconfigure the children's fiction collection to make the collection more appealing and easier for patrons to use.

Staff Lead: Head of Children's & Family Outreach

Objective C: Increase the library's impact by building relationships with community members via outreach, community engagement (in person and digital) and advocacy.

Project: Establish a new Friends of the Library group.

Staff Lead: Assistant Director for Library Development

Project: Redesign the library website to better meet patron and community needs.

Staff Lead: Marketing Coordinator (in partnership with Winnefox Web Developer)

Objective D: Increase use of the library building by making it a welcoming, comfortable place where people want to spend time and connect with others.

Project: Continue work on a library facility plan with Engberg Anderson Architects; process to be completed by mid-year 2023.

Staff Lead: Library Director

Goal #3 – A catalyst for learning and growth

Objective A: Build and ensure access to collections of library materials in a variety of formats to inform, entertain and inspire people who use them.

Project: Write a collection development policy for circulating kits and other non-traditional physical items.

Staff Lead: Head of Collection Development

Project: Develop a plan for further automating OPL's acquisition procedures.

Staff Lead: Head of Collection Development

Objective B: Increase participation in library programs by offering them in locations that are fun and educational for people of all ages.

Project: No new project proposed at this time. Focus will be on developing a Program Evaluation Guide. (Goal #1; Objective B.)

Objective C: Create opportunities for community members to engage in creative expression and share their work with the public.

Project: No new project proposed at this time.

Goal #4 – A provider of and connector to trusted information

Objective A: Increase activities that connect people with and demonstrate the value of the library's resources.

Project: Offer regularly scheduled library tours.

Staff Lead: Assistant Director for Public Services

Project: Transition Washington Avenue Historic Tour to new platform and begin development of new walking tours.

Staff Lead: Head of Information Services

Project: Develop staff competencies in local history and genealogy.

Staff Lead: Local History and Genealogy Librarian

Objective B: Increase activities that help patrons assess and evaluate information resources.

Project: No new project proposed at this time.