

## Strategic Plan 2023

### Goal 1: A community-driven library.

- Engage with the public to better understand and support community goals.
- Gather, report and use data to guide decisions and evaluate services.
- Respond to community needs by supporting existing or developing new initiatives.
- Increase and strengthen community partnerships to position the library as a trusted collaborator and a place where people and ideas come together.

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

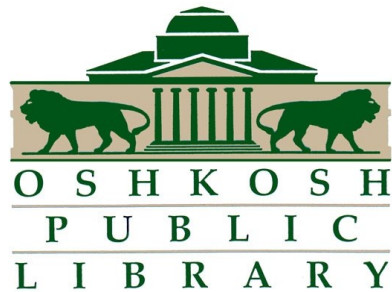
- Improve patron satisfaction by recruiting, retaining and developing staff who are knowledgeable, helpful and committed to connecting users with the resources they need.
- Support each individual's goals with services that help them to grow and thrive through literacy, lifelong learning, participation in the workforce, access to community resources and participation in our democracy.
- Increase the library's impact by building relationships with community members via outreach, community engagement and advocacy.

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

- Build and ensure access to collections of library materials in a variety of formats to inform, entertain and inspire people who use them.
- Increase participation in library programs by offering them in locations that are fun and educational for people of all ages.
- Create opportunities for community members to engage in creative expression and share their work with the public.

### Goal 4: A provider of and connector to trusted information.

- Increase activities that connect people with and demonstrate the value of the library's resources.
- Increase activities that help patrons assess and evaluate information resources.



## **Vision: A Library in Every Life**

**Mission:** To help people find knowledge resources; provide free access to information; preserve local history; and create a vibrant community gathering place.

## **Oshkosh Public Library Values**

- Literacy** - Literacy opens the door to knowledge, opportunity and self-sufficiency. The library will champion literacy as the foundation for lifelong learning.
- Learning** - The library will be a partner in helping people to reach their life goals through learning. We will foster a culture of learning among our staff to better serve our patrons.
- Access** - The library will preserve free access to information, resources and experiences as the gateway to a world of knowledge.
- Equity** - Each person's life and goals deserve respect. The library will commit to equity and inclusion in serving our community.
- Service** - The library will commit to creating an excellent user experience by putting the needs of our patrons at the center of all that we do.
- Community** - The library will strengthen our community by staying attuned to and supporting the needs of its citizens.
- Privacy and Freedom from Censorship** - The library will protect each person's right to privacy and freedom from censorship in choosing materials.