



Oshkosh Public Library - Strategic Plan (4-29-2010)

Mission:

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



Vision:

The Oshkosh Public Library will be a vital community place to find help on the lifelong path to knowledge.



Strategies to Guide Action:

- **Engaged:** We will make a difference in the lives of all who presently use library services; we will find new ways to touch the lives of more area residents.
- **Electronic:** We will embrace sweeping changes that are moving ever more information into digital forms; we will offer services of value to digital natives and digital migrants.
- **Easy:** We will offer collections, programs, services and facilities that are easy and enjoyable to use.
- **Empowered:** We will mobilize the financial and human resources required for excellence and innovation.



Priority Goals 2010-2012:

- Attract new users.
- Achieve better customer service by giving staff new tools and training.
- Enhance offerings on the library web site.
- Address the community's need for technology instruction.
- Offer services that appeal to digital natives.
- Make it easier to find what you want in the library.
- Extend services beyond downtown Oshkosh to make them more convenient.
- Broaden and strengthen the library's network of partners and supporters.

Guiding Principles:

- *Literacy opens doors to learning.*
- *Learning helps people reach life goals.*
- *Each person's life and goals deserve respect.*
- *Libraries preserve free access for all to the world of knowledge.*
- *Libraries protect each person's right to privacy and freedom from censorship in choosing library materials.*
- *A rich and vital community is created and sustained by people who actively learn and apply knowledge*



Planning Assumptions:

- *Economic conditions will continue to constrain resources.*
- *The community will continue to expect the same or a higher level of service.*
- *Satisfying diverse customer expectations will be a continuing challenge.*
- *The pace of technological and other types of change is rapid and increasing.*
- *Finite resources (funds, time, human capacity, etc.) will limit the library's ability to achieve plan goals.*