

**Library Development Plan
Oshkosh Public Library
December 2013**

Executive summary

Marketing, advocacy and fund development are interconnected activities that play important roles in maintaining a vital and relevant public library – one that offers free and open access to knowledge resources and information and serves as a vibrant place for the community to gather for learning and leisure.

There are several key elements to our marketing, advocacy and fund development efforts: Building and maintaining public awareness of what the library offers to bring in new users and better meet the needs of current users; increasingly limited resources and the corresponding need to generate alternate funding sources; and the need to build support for OPL among library users, potential donors and community partners. Creating a Library Development Plan that includes coordinated marketing, advocacy and fund development goals should increase the overall effectiveness of our efforts moving forward.

The goals and objectives contained in this plan constitute new initiatives and are in addition to existing and ongoing projects and activities of the library.

Marketing Plan

Overview

Today's world offers an astounding supply of information and resources for learning and entertainment. Time is a precious commodity for most people and convenience is a top priority in choosing how to spend it. In this environment, we must be prepared to clearly and effectively articulate an answer to the question: Why use the public library?

It is important that we demonstrate the value we provide and the ways that we make a person's life better - whether that means having the latest best-sellers, offering access to an online job application, or providing cultural enrichment opportunities. Showing people how the library can meet their specific needs and fit into their busy lives is a major component of attracting new people to the library and keeping current users. In addition, the library needs to assert its position as an authority in promoting literacy and a culture of reading; selecting and navigating resources; and preserving and sharing local history.

Goal #1: Support initiatives that promote literacy and support readers

Strategy A: Conduct marketing activities that help to establish a professional referral network for High Hopes.

Measurement: Contact and follow up with five agencies.

Deadline: 1-20-2014

Strategy B: Develop a marketing plan for a new Children's & Family Outreach program targeting first graders.

Measurement:

Deadline: TBD by project timeline

Strategy C: Connect with adult book club members in the community to raise awareness of OPL as a resource and solicit feedback about other services that might encourage them to use the library (partnership with RASD)

Measurement: Set up one Book Club Meetup at the library

Deadline: 3-15-2014

Strategy D: Market OPL services to families in the Oshkosh Area United Way's Imagination Library program.

Measurement: Conduct two outreach activities in 2014.

Deadline: 12-30-2014

Goal #2: Implement promotional strategies for library resources, services and programs that reassert the library's position as a place for lifelong learning.

Strategy A: Develop a series of videos that highlight the early literacy practices espoused in High Hopes.

Measurement: Develop five video spots and determine placement.

Deadline: 8-30-2014

Strategy B: Write Scene columns and newsletter articles with an educational focus to highlight OPL resources and services.

Measurement: Write four Scene columns and two additional newsletter articles.

Deadline: 9-1-2014

Strategy C: Develop marketing effort with a *Learned it at the Library* theme.

Measurement: Develop six customer stories.

Deadline: 7-15-2014

Goal #3: Study library use patterns and other data to incorporate in planning processes

Strategy A: Institutionalize use of focus groups to learn more about customer habits and identify potential new or modified services, collections or programming.

Measurement: Conduct one new focus group in 2014 and report on conclusions

Deadline: 9-1-2014

Strategy B: Collect samples of designated cardholders to see how they use their library cards.

Measurement: Track at least two groups of new cardholders and identify one potential strategy for increasing their library use.

Deadline: 5-1-14

Goal #4: Promote OPL as a hub for creative activities, including writing, publishing and podcasting

Strategy A: Develop marketing campaign for "makerspace" projects supported by LSTA grant

Measurement: Implement for two products/services.

Deadline: TBD by project timeline

Strategy B: Promote local author visits in partnership with Oshkosh Area Writer's Club.

Measurement: Develop two promotional pieces.

Deadline: 2-1-2014

Development Plan

Overview

The Oshkosh Public Library receives a moderate level of donations each year and is fortunate to have trust fund assets totaling \$3.5 million thanks to generous benefactors who have seen the library as a community institution worthy of their legacies. The library has put minimal resources into active donor development over the years. In many cases, gifts have come from individuals and families who valued the ideals and mission of the public library, who received excellent customer service here or whose experiences at the library have had a positive impact on their lives.

Current economic conditions and forecasts indicate a continuing decline in municipal tax support, so the library must begin to actively pursue financial support through planned giving and donations, to maintain a level of excellence in collections, services and facilities. The following goals support that effort.

Goal #1: Develop a donor recognition plan.

Strategy A: Create a donor recognition vehicle in the library building.

Measurement: Complete at least five tributes to display.

Deadline: 9-1-14

Strategy B: Develop a corresponding recognition program that incorporates donor stories and recognizes the impact of their contributions.

Measurement: Complete at least five tributes to post online and include in printed donor development materials.

Deadline: 9-1-14

Goal #2: Raise the profile of the library as a recipient of donations and planned gifts.

Strategy A: Introduce the Endowment for Library Excellence and solicit donations.

Measurement: Complete public rollout of Library Funds for Excellence.

Deadline: TBD by project timeline

Strategy B: Communicate with estate planners and present them with viable options for their clients for making gifts to the library.

Measurement: Meet with five estate planners to outline library giving options.

Deadline: TBD by project timeline

Goal #3: Investigate the potential for new funding streams.

Strategy A: Determine the feasibility and potential effectiveness of strategies including a major fundraising event, an annual appeal for donations and grant support.

Measurement: Provide report on at least one new fund raising option.

Deadline: 10-1-14

Strategy B: Identify charitable events that might designate OPL as a recipient of their proceeds.

Measurement: Provide report on at least one new fund raising option.

Deadline: 10-1-14

Goal #4: Build and diversify OPL's volunteer base.

Strategy A: Recruit a team of dedicated volunteers for the 2014 Summer Reading Program.

Deadline: 5-1-2014

Advocacy

The ultimate goal of library advocacy is not only to encourage individuals and groups to support the library, but also to move them to take action when the resources, services or general mission of the public library are threatened. To be effective, an advocacy plan must address multiple audiences including the common council, county board and other community leaders; state legislators; community partners and other stakeholders; and library users. Key partners in the effort to build support for the library include library trustees and Friends of the Library. Key strategies in the plan will include building relationships within the community based on common ground and raising awareness of the library's impact on individuals and the community.

Goal #1: Strengthen awareness of library operations, needs and community impact among council members and other community leaders.

Strategy A: Invite council members/legislators to participate in library special events (introduce speakers; read to children, etc.).

Measurement: Send out one invitation each quarter.

Deadline: 3-1-14

Strategy B: Set up schedule of presentations for library director at local service clubs.

Measurement: Set up one presentation each quarter.

Deadline: 4-1-14

Strategy C: Develop plan to mobilize library users, partners and community members to speak out for the library in the event of a library funding crisis during the 2015 budget cycle.

Measurement: 3-5 "contacts" with the Common Council each month from June through December.

Deadline: 4-15-15

Goal #2: Partner with the Friends of the Library and library trustees to build library support.

Strategy A: Create at least one new advocacy activity with the Friends of the Library.

Measurement: Recruit ten Friends members to participate.

Deadline: 10-20-14