

Strategic Plan 2021

Goal 1: A community-driven library.

- Engage with the public to better understand and support community goals.
- Gather, report and use data and information to guide decisions and evaluate services.
- 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.

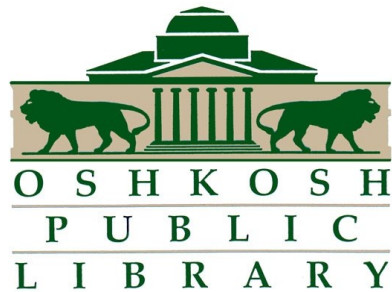
- Increase active use of new and existing library cards.
- Reverse the decline in registered cardholders.

Goal 3: A catalyst for learning and growth.

- Increase visits to the library building.
- Increase visits to the library's virtual spaces, including the website and social media channels.
- Increase the library's presence in the community.

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

- Increase activities that connect people with the library's online resources.
- Create trusted content that informs community members and showcases the library's unique skills and collections.



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.