

Strategic Plan
2016-2018

Oneida Community Library
&
Green Earth Branch

Governmental Services, Cultural Heritage

Oneida Community Library

Vision

A nation of strong families built on tsi'niyukalihota

Mission

Provide for informational needs of the Oneida Community while building a collection that reflects our unique Oneida heritage. All persons will have access to current, balanced materials, services, and programs that will enrich their informational, cultural and recreational needs.

Skanikulat Objective/Perspective

Enhance our quality of life, customers, and stakeholders.

Opening Doors to Achievement

12/10/2015

Table Of Contents

➤ Historical Perspective

➤ Visual Template of Strategic Plan

➤ Services

➤ Library user Outcomes

➤ Action Plan

➤ Goals for our Library

➤ Branding/ Library logo

➤ Public Value Generation

Historical Perspective

The Library was established in 1968 and opened its doors in 1969 in the Parish Hall across from the Stone Church. Over the years, it moved to the Civic Center for more room. In the late 70's, it moved to its present location in the Archiquette Building on Elm Street in Site One. At the present time the Library service population was about 7,000. It served Outagamie County, Brown County and the OWLSNET consortium in which we share materials from 55 other libraries within the State of Wisconsin. Members of material check-outs are approximately 36,000 plus another 2,000,000 for our partners in our consortium.

- This Oneida Community Library is solely supported by the Oneida Tribe of Indians and is recognized as a Wisconsin Public Library in good standing.

Oneida Community Library & Green Earth Branch Library Strategic Plan for the 21st Century

Community

- *Determining & Meeting Needs
- *Community Conversations, Surveys, Social Media
- *Being a part of it: Do you Know Us?
- *Bringing the Community Together
- *Library as Place: Connect & Network; Events & Programs for all ages in Safe & Friendly Environments; Engagement & Ownership of Libraries & Community; Cultural Focus

*Knowing Tsi? niyukwalihotv:
Our Ways

*Communication

Usability

- *Facility
- *Two locations to serve you:
Duck Creek Bridge & Chicago Corners
- *Goal: Bigger facility to serve greater community!
Conference Room available!
- *Technology: Staff services, wi-fi, interactive whiteboard, gaming, events, programs, social media, BYOD

Using Tsi? niyukwalihotv:
Our Ways

Literacy & Learning: Relevant Resources

- *Online databases & downloadable eBooks;
- *Wi-Fi; Computer Access & Printing for Homework & Employment Needs
- *Summer Reading Program & After School/Out-of-School Programs
- *Trained Staff & Expert Collection Management
- *Special Collections: Native American, Young Adult, Children, Large Print, Parenting...
- *Sharing Tsi? niyukwalihotv: Our Ways

Sustainability

- *Active Grant Seeking & Applying:
Institute of Museum & Library Services, Coming Soon! State LSTA funding applications, OWL Snet Consortium Funds, Nicolet Federated Library System Reimbursement Grants
- *Self-Sustaining: Fines, Fees, & Bills
- *State Funds for Standards Compliance & Usage: Use us!

*Teaching Tsi? niyukwalihotv:
Our Ways

ACTION PLAN

- Secure funding for resources and materials needed to keep the sustainability viable.
- Engage in marketing campaign that highlights the activities and contribution of the library.
- Enhance our Native American collection to support our tsiʔniyukwalihotΛ.
- Maximize the use of our buildings and grounds to ensure that the library provides a safe learning environment and encourages engagement of customers of all ages.
- Provide parents with access to workshops, programs, websites, materials, and tools to build skills in early literacy.
- Usage of signage and other avenues to make the library more visible in the community.
- Expand partnerships within the community to enhance cooperation among Tribal departments, as well as our great community
- Continue focus group contact.
- As a tribal and public library we are obligated to take action which adheres to standards set forth by our customer's expectations of a library in good standing on our reservation.

GOALS FOR OUR LIBRARY

- Accentuate tsi?niyukwalihotΛ in our library.
- To improve services to our patrons on the basis of technology, programming, research, and use of the materials and items which provide up-to-date versions of service expected by our patrons.
- Building staff competencies.

CREATING PUBLIC & CULTURAL VALUE

Our Library provides value by giving the community, our public, a better understanding of who and what the Oneida Nation represents, by furnishing our patron base with programs, culture, and services which help bridge the educational, technological, and socioeconomic gaps of our time and by sharing relevant and informational resources with our entire consortium and beyond.

Our library wants to advance your quality of life and open doors to achievement.

PERFORMANCE INDICATORS

- Patron count
- Circulation count
- Survey results
- Collection Management/Ratio of borrowing to lending
in consortium
- Collection Management/Age of collection



Oneida

community

Library

SERVICES

General Service:

2 Locations: Oneida Community Library and Green Earth Branch Library
Material Checkout DVDs, books, and other multimedia
Free computer use
Printing, copy, fax, and public phone use
Weekend service hours
Meeting space, outside spaces
Recipients of the IMLS Grant

Special Collections:

Books, DVDs, Blu-ray, and other multimedia
Ebooks, Audiobooks downloadable from the Internet, use the library without being here!
Audiobooks on CD
Extensive Native American section Including Oneida and Iroquois Materials
Largest collection of native materials in Northeast Wisconsin
Rare Books/Iroquois/Oneida/an original The Oneidas by J.K. Bloomfield 1907
Thwaites Reference collection
Sir William Johnson Papers
Special Collections and genres
Large Print collections for adults, elders, youth, special needs
Parent Child Teacher PCT section
Spanish language books
Oneida Artifacts
Oneida Image library photos / People Places and Events collection 20 volumes

Reference:

Reference assistance, Inter-library loan: Wiscat and Minetex
50+ libraries-OWLSnet Local Consortium: sharing resources daily

Technology:

25 Public Computers between both locations
Free Internet access & Free Wi-Fi
Online Card Catalog Infosoup & Wisconsin's Digital Library of eBooks, audiobooks, & videos
Techie Toddler connecting Pre-School children with Technology
"Smart" Google TVs, Internet access for programming
IPad, tablet, Wii, and Xbox360 Programming
Interactive Whiteboard Programming
Social networking to connect with patrons (Facebook, Twitter, Library Thing, and Pinterest)
Computer use workshops and individual needs training
STEAMM programming (Science, Technology, Engineering/Maker, Art, Math, Music)
Maker Space Programming

Job Training and Volunteer Opportunities:

Volunteer opportunities and offer references
High School Service Hours, Community Service
Access to Job search resources
Free Copy service for job seekers
Resume assistance
Computer use assistance

Education Services:

Extensive on-line resources: BadgerLink with rich, relevant databases through Infosoup
Reference and Homework Help
Free copies for students
Homeschool support

Children Programming:

Summer Reading Programs/ both libraries/ keeping kids connected & avoiding Summer Slide
Story times
Teen Programming
Pre-K programs: 1000 books before Kindergarten, Growing Wisconsin Readers, Hooray for Pre-K!
Growing Oneida's Awesome Learners: GOAL
Community Partnerships
Youth Work Experience Program Site

Family Programming:

Special Events throughout the year (i. e. National Library Week Open House, Midwinter Music & Tale-telling Time: A Puppet Palooza, Fiction Fiesta, Library Lovers' Luau, Sloppy Joe's Sing Song Saturday, and more!)
Seuss-a-bration (State award winning program)
Writers' Club & Book Clubs
Fitness and Nutrition Programming
On Trend Workshops

Elder Programs:

WISE program Elder work site
Monthly programs/Elder Days, bingo

Cultural Programs:

Oneida Language Materials
Display Cases for Community Showcase of Oneida Talent and Art
Beading Circle
Native American and Oneida specific Crafts

OUTCOMES

Patrons will be:

- **Engaging**
 - In cultural knowledge
 - In our materials and collections
 - In our programs
 - With our staff and their services
- **Connecting**
 - To their culture
 - To like-minded people, readers, learners, gamers
 - To employment resources
 - To technology: computers, tablets, cameras, wi-fi, scanning, faxing
 - To other libraries
 - To the larger world through our collection, eBooks, Internet, databases, & more.
- **Finding**
 - Materials at interest, levels, and relevance needed
 - Satisfaction
 - Achievement
 - Accurate, relevant information regarding
 - Their culture and heritage
 - Education
 - Employment
 - Healthcare
 - Mental Health wellness
 - Programs they want to attend and in which they want to participate
 - Staff with whom they engage and who are loyal & helpful to them
 - Services and references they need, anticipate, & may not yet be aware
- **Increasing/Lifting**
 - Skills: technology, 21st century, social, behavioral, reading, literacy, & more.
 - Socialization: connections, friends, family, multi-generational, multi-cultural
 - Self-perception
 - Self-realization
 - Grade point averages
- **Bridging**
 - Connections: to others and to self-awareness
 - Gaps: in technological resources and understandings and in literacy and learning
 - Learning: self-knowledge with new knowledge
 - School year learning: no summer slide; academic to generalized knowledge
- **Transforming/Fostering/Defining**
 - Self
 - Community: connections, safety, wellness
 - World