Orange County Library System
Board of Trustees Meeting

Board Packet for October 2020
October 2, 2020

To: Richard Maladecki, President  
    Marucci Guzmán, Vice President  
    Nicole Benjamin, Trustee  
    Danielle Levien, Trustee  
    Crockett Bohannon, Trustee 

cc: The Library Governing Board:  
    The Honorable Mayor Jerry Demings, Chairman of the Library Governing Board,  
    Members of the Governing Board, Commissioners Betsy VanderLey, Christine Moore,  
    Mayra Uribe, Maribel Gomez Cordero, Emily Bonilla, Victoria Siplin, Orange County;  
    and Ana Palenzuela, City of Orlando.

From: Mary Anne Hodel, Director

Re: Library Board of Trustees Meeting

The next meeting of the Library Board of Trustees will be at 6:00 p.m. on Thursday,  
October 8, 2020 via Zoom:

Join Zoom Meeting  
https://zoom.us/j/95874856843 

Meeting ID: 958 7485 6843  
Passcode: 12345

If any board member has an item to be brought up for discussion, please call  
Milinda Neusaenger prior to the meeting, 407.835.7611.

cc: Alexis Jackson - Liaison, Nominating Board ~ City of Orlando
AGENDA
ORANGE COUNTY LIBRARY SYSTEM BOARD OF TRUSTEES
October 8, 2020 ~ 6:00 p.m.
Join Zoom Meeting
https://zoom.us/j/95874856843
Meeting ID: 958 7485 6843
Passcode: 12345

20-117 I. Call to Order
20-118 II. Public Comment Policy & Procedures
20-119 III. Approval of Minutes: Library Board of Trustees Meeting
September 10, 2020
20-120 IV. Staff Presentation: ESOL ~ Jelitza Rivera
20-121 V. Financial Statements and Summaries: September 2020
20-122 VI. Dashboard: September 2020
20-123 VII. Action Items:
20-124 Election of Board Officers and Committee Appointments
20-125 Director's Evaluation & Personnel Committee Meeting: Evaluation and Minutes
Approval: Nicole Benjamin
20-126 VIII. Discussion and Possible Action Items
20-127 Director’s Goals FY 2021 ~ Draft
20-128 IX. Information
20-129 Director’s Goals FY 2020 ~ 4th Quarter Update: Nicole Benjamin
20-130 Strategic Plan FY 2020 ~ 4th Quarter Update
20-131 Director's Report
20-132 Public Comment: Non-Agenda Items

X. Adjournment

Next Meeting Dates: November 12, 2020 ~ Connectivity Info Forthcoming --- December 9, 2020 ~ WEDNESDAY ~ Connectivity Info Forthcoming ---

Florida Statutes section 286.0105: If any person desires to appeal any decision with respect to any matter considered at a Library Board of Trustees meeting, such person will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based.

In accordance with the Americans with Disabilities Act, any person requiring special accommodations to participate in this proceeding due to a disability as defined by ADA may arrange for reasonable accommodations by contacting the Director’s Office on the fifth floor of the Main Library in person or by phone at 407.835.7611 at least two days prior to the meeting.
Call to Order
Effective Date: October 1, 2013 (Approved by the Board of Trustees on September 11, 2013)

Objective: The objective of this policy is to establish standard procedures to ensure an opportunity for broad public participation in decision-making.

Policy Statement: It is the intent of this policy that the deliberations and actions of the Board of Trustees of the Orange County Library System (“OCLS”) be conducted and taken openly in order that the public and relevant stakeholders may be fully informed and intelligently advised as to the conduct of public business by the Board of Trustees.

Definitions: For the purpose of this policy, the following definitions shall prevail:

1. A “meeting” is a gathering of a quorum of the membership of the Board of Trustees, or any board or commission of OCLS for the purpose of receiving information relating to public business, or for discussion of public business, or for official action upon a proposition related to public business.

2. A “regular meeting” is a meeting held pursuant to a schedule of such meetings as approved by a board or commission to conduct public business or otherwise discuss or act upon matters of public interest.

3. A “special meeting” is any meeting other than a regular meeting held by a board or commission. A “special meeting” is held for the purpose of addressing matters requiring the immediate attention of a board or commission or for the purpose of addressing matters which the board or commission has determined are best addressed at a special meeting. When a special meeting is called, the presiding officer of the board or commission shall specifically state the purpose of the meeting and the board or commission shall address only those matters for which the meeting was called.

4. A “board or commission” shall refer to the Board of Trustees of OCLS and any other board or commission now existing or created in the future by the Board of Trustees or OCLS.

5. The “presiding officer” shall mean, in the case of the Board of the Directors the chair and in all other cases shall be the chair of a particular OCLS board or commission.

6. “Board of Trustees” shall refer to the Board of Trustees of OCLS.

Meetings:

1. Location. All meetings of the Board of Trustees and any other board or commission shall be held in a suitable location and shall be open to the public as required by law. The only exception to the requirement that meetings be open to the public shall be an executive session scheduled for those purposes expressly recognized by law.

2. Regular Meetings. The Board of Trustees and the other boards and commissions shall hold regular monthly meetings as designated by the Board of Trustees or the other boards and commissions.
Public Notice: OCLS shall give public notice of the schedule of meetings and shall state the dates, times and places for such meetings. Public notice of any special meeting or of any reconvened meeting shall be given before such meeting. Public notice shall be given by posting the date and time of the meetings on the OCLS website, the public bulletin boards at all OCLS locations and the Orange County Administration Building. Notice will also be published in the Orlando Sentinel as required by Section 189.417 of the Florida Statutes.

Conduct of Meetings:

1. The presiding officer shall preserve order and decorum at all meetings.

2. When considering matters upon which the board or commission will take action the presiding officer shall receive comments from the public.

3. During any board or commission meeting, board and commission members shall maintain order and decorum.

4. OCLS staff and citizens must be recognized by the presiding officer before speaking or asking questions. The purpose of this requirement is so that there is order and so that the recording equipment will properly record all comments made by individuals wishing to comment on a specific subject.

5. All comments must be made from the podium which is located in the OCLS meeting room or by other reasonable accommodations in any other location in which a board or commission meeting is held, and shall address the subject of the agenda item. Individuals that appear before any board or commission are required to state their legal name and their actual address for the public record. The purpose of this requirement is so that they are properly reflected in any board or commission minutes and are available for future reference.

6. As a board or commission considers consent agenda items, emergency items, items involving official acts that involve no more than a ministerial act, approval of minutes, ceremonial proclamations and other similar items, the presiding officer may, at his discretion, or at the direction of a majority of the board or commission, accept comments from those in attendance.

Public Participation and Comment: In order to comply with Section 286.0114 of the Florida Statutes, OCLS hereby establishes a Public Comment Policy applicable to all boards and commissions to allow members of the public an opportunity to address boards and commissions. In addition to public hearings, a special time is hereby set aside at all board and commission meetings for the purpose of receiving comments and suggestions from members of the public. All comments made during any Public Comment period shall be subject to the following procedures:

1. OCLS allocates up to 30 minutes at the end of each board or commission meeting for citizens who wish to appear before that board or commission to make a request of that board or commission, voice a complaint or concern, express an opinion, or for some other type of recognition. The presiding officer will divide the time equally between all who have signed up to speak; but in no case may a citizen speak longer than three minutes. A Public Comment period not to exceed 30 minutes will be held during any board or commission meeting. The presiding officer may permit additional time to a given speaker on a case-by-case basis.

2. Public comments of items listed on the agenda will occur just prior to the Board’s discussion and action of the agenda item. Public comments of items not listed on the agenda will occur at the end of the meeting agenda.

3. When a board or commission considers matters during a public meeting upon which it will take action, no action shall be taken until the presiding officer requests and receives comments from the public.

4. Persons who wish to make a statement during the Public Comment period will register on a Notice of Intent to Speak Form which will be available 30 minutes before the start of the meeting. Information included on the Notice of Intent to Speak forms will be included in the Board Meeting Minutes and thus become public record. No one will be allowed to have his or her name placed on the list by telephone request to OCLS staff.

5. Each person who signed up to speak will have up to three minutes to make his or her statement. Speakers will be acknowledged by the presiding officer in the order which the Notice of Intent to Speak Form was received by the Board of Trustee’s administrative assistant. Speakers shall address that board or commission from the podium, and
not approach that board or commission or OCLS staff. Speakers will begin their statement by first stating their legal name and actual address.

6. Statements are to be directed to the board or commission as a whole, and not to individuals. Public comment is not intended to require a board or commission to provide an answer to the speaker. Discussions between speakers and members of the audience will not be allowed.

7. Speakers will be courteous in their language and presentation.

8. Only one speaker will be acknowledged at a time. In the event a group of persons supporting or opposing the same position desires to be heard, in the interest of time, a spokesperson shall be designated to express the group’s concerns. Likewise, in the event the number of persons wishing to attend the hearing exceeds the capacity of the meeting place, one or more delegates shall be selected to speak on behalf of each group. If the time period expires before all persons who have signed up get to speak, those names will be carried over to the next Public Comment period, or if the presiding officer consents, these comments can be heard at that meeting.

9. Any action on items brought up during the Public Comment period will be at the discretion of that board or commission. No board or commission will take any action on subject matter for which it has not had the opportunity to fully investigate and gather complete information.

10. These same rules shall apply to all boards and commissions.

**Decorum:** The presiding officer shall preserve strict order and decorum at all meetings.

1. In conducting business, boards and commissions are committed to the principles of civility, honor, and dignity. Individuals appearing before boards and commission are requested to observe the same principles when making comments on items and issues presented to a given board or commission for its consideration.

2. Staff members and citizens are required to use proper language when addressing a board or commission or the audience. Staff members and citizens shall not use profanity or cursing, aggressive or threatening behavior when addressing the board or commission or other participants. All comments are directed to the presiding officer and not to individual members of the board or commission or to the audience. No personal verbal attacks toward any individual will be allowed during the conduct of a board or commission meeting. The presiding officer may have individual(s) removed from the podium and/or meeting chambers if such conduct persists after a warning has been issued.

3. All members of a board or commission shall accord the utmost courtesy to each other, staff, and the public members appearing before the board or commission and shall refrain at all times from rude and derogatory remarks, reflections as to integrity, abusive comments and statements as to motives and personalities. During board or commission meetings, cell phones are to be turned off or silenced. Use of cell phones by board or commission members and staff for talking, texting, emailing or otherwise will not be allowed during meetings while at the dais, except for emergency communications, research, or during breaks.

**Waiver of Rules:** The board or commission may, at any time, waive all or a portion of these rules of procedure during the course of a meeting. Provided however, that any such waiver shall only be done upon a motion and majority approval of the waiver by members of the board or commission present and voting. Such waivers shall only be granted to insure the protection of the right of members of the public to be given a reasonable opportunity to be heard before a board or commission takes official action on a proposition.

**Training:** Periodic training for Sunshine Law requirements will be scheduled by OCLS for board and commission members.

**Penalties:** Any action taken at a meeting not open to the public, whether intentional or unintentional, is void. The law provides penalties for not complying with the Sunshine Law including criminal penalties, removal from the board position, fines up to $500, and an award of reasonable attorney’s fees against the board found to have violated the Sunshine Law.
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Approval of Minutes:
September 10, 2020 Library
Board of Trustees Meeting
MEETING MINUTES
ORANGE COUNTY LIBRARY SYSTEM BOARD OF TRUSTEES
September 10, 2020 ~ 6:00 p.m.

Join Zoom Meeting
https://zoom.us/j/91682413718
Meeting ID: 916 8241 3718
Passcode: 12345

Dial by your location
+1 312 626 6799 US (Chicago)
+1 646 558 8656 US (New York)
+1 301 715 8592 US (Germantown)
+1 346 248 7799 US (Houston)
+1 669 900 9128 US (San Jose)
+1 253 215 8782 US (Tacoma)
Meeting ID: 916 8241 3718

Library Board Present: Richard Maladecki (8/0); Marucci Guzmán (8/2); Nicole Benjamin (11/0 – City); Danielle Levien (7/0 - City); Crockett Bohannon (7/0)
Administration Present: Mary Anne Hodel; Debbie Tour; Danielle King; Steve Powell; Ricardo Viera; Bethany Stone; Kris Shoemaker; Milinda Neusaenger

20-101 I. Call to Order
President Maladecki called the meeting to order at 6:02 p.m.

20-102 II. Public Comment Policy & Procedures

20-103 III. Approval of Minutes: Library Board of Trustees Meeting August 13, 2020
Trustee Levien, seconded by Trustee Benjamin, moved to approve the minutes for the August 13, 2020 Library Board of Trustees Meeting. Motion carried 5-0.

20-104 IV. Staff Presentations:
➢ Summer Reading Program: Jennifer Schock and Natalie Houston
➢ Adult Summer Reading Program: Christine Lindler
➢ BreakSpot: Carolyn McClendon

20-105 V. Financial Statements and Summaries: August 2020

20-106 VI. Dashboard: August 2020

20-107 VII. Action Items: Consent Agenda
Trustee Bohannon, seconded by Trustee Levien, moved to approve the items on the Consent Agenda. Motion carried 5-0.

20-108 Approval of Document for State Aid to Libraries:
➢ Annual Plan of Service FY 2021
The Board voted to approve the Annual Plan of Service for FY 2021.

20-109 Janitorial Services Contract
The Board voted to approve staff to negotiate and execute a three (3) year with two (2) one (1) year renewal Janitorial Services Contract for the Library Branches, in the following order:
1) 3-H Services
2) HighSource Services
3) Sterling Building Services
4) D&A Services

20-110  Telecommunication Contract Recommendation
The Board voted to authorize Library staff to execute contracts with Smart City Metro for Internet and Metro Ethernet telecommunication services.

20-111 VIII. Discussion and Possible Action Items

20-112 Horizon West Properties
Director Hodel summarized the presentation that Borelli and associates gave at the last Board Meeting regarding the two potential parcels in Horizon West. She addressed the pros and cons of the eastern parcel, stating that she is of the opinion that even though it will be the more expensive parcel, it will be the best one in the long run. Branch Administrator Danielle King shared with the Board the pros and cons of the western parcel and that she is of the opinion that it is the best location. Discussion ensued regarding the prices, location areas, timeline, etc. The Board was invited to tour the parcels.

20-113 IX. Information

20-114 Closed Day Schedule FY 2021

20-115 Director’s Report
Director Hodel addressed the issues that former employee Mira Tanna brought up at a recent Board Meeting. Ms. Tanna raised the following issues: remove sleeping as a violation of the Rules of Conduct; provide library cards to the homeless; cease trespassing minors; and more diversity in the library.

Director Hodel shared that the Executive Edge Team is currently gathering information for potential changes to the Rules of Conduct and would like for them to complete their project and present in the future.

Director Hodel informed the Board that homeless individuals can receive a library card with a valid ID and valid address. Individuals are referred to iDignity to obtain an ID. OCLS accepts the addresses of homeless shelters – individuals register with the shelter, staff create a library card and mail it to the shelter on behalf of the customer/resident. The Library also provides the Right Service at the Right Time computer service. This allows customers to connect with assistive services without the need of a library card. This is a service that originally was only available to the Central Florida area. It has proven so successful and helpful to residents that it has been expanded to cover the entire state. This service is funded through a grant from the State Library. Staff work to provide resources to all and use customers’ taxes wisely. Some other library systems have experimented with different kinds of checkout services, but had to retract these due to the loss of materials. Staff will look into the possibility of e-cards.

Director Hodel reported that when dealing with unruly minors, staff attempt to intervene and stop the bad behavior. Five minors have been trespass since April 2019 and the violations were assault, vandalism and theft. Staff try to contact the parents, but some minors will not give their names. If the parents can be identified, staff send written notification of a violation. Staff work really hard to get the minors to understand their behavior is bad as staff are reluctant to trespass them.

Director Hodel advised the Board that the library staff is very diverse and provide opportunities to move up from within. The Library is regarded by staff as a good employer. There is a low turnover rate and promotions cannot occur if a position isn’t open. There is not
a policy to favor internal candidates, but they are already at an advantage because they are already familiar with the policies and procedures.

20-116

Public Comment: Non-Agenda Items

X. Adjournment

Trustee Levien, seconded by Vice President Guzmán, moved to adjourn the meeting.
Motion carried 5-0. President Maladecki adjourned the meeting at 7:20 p.m.

Next Meeting Dates: October 8, 2020 ~ Connectivity Info Forthcoming --- November 12, 2020 ~ Connectivity Info Forthcoming

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Board of Trustees Meeting
October 8, 2020

Staff Presentation:
ESOL ~ Jelitza Rivera
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Financial Statements &
Summaries: September 2020
Project Summaries:

The Emergency Generator Replacement was 100% complete as of June 30, 2020 and came in $54,000 under budget.

The Restroom Renovations for Southwest, South Trail and Southeast were completed by January 31, 2020 and came in $63,000 under budget.

Operating Fund Revenue & Expenditure Summaries:

Revenues:

Ad Valorem Taxes:
The Library budgeted $48,020,000 for Ad Valorem Taxes in FY 2019-20 based on property tax values, millage rate of 0.3748 and a 5% statutory deduction. So far this year, we have received $48,227,320 or 100.4% of the budget.

State Aid:
The Library budgeted $830,000 for State Aid Revenues in FY 2019-20 and is based on FY 2018-19 actuals. We have received our FY 2019-20 allocation from the State in the amount of $863,215 or 104.0% of the budget.

County Grant:
The Library budgeted $500,000 for County Grant Revenues in FY 2019-20 and was based on the maximum allotment to be received from the Citizen’s Review Panel Grant for the Biz Kids Program. The program officially started in January 2020 and the funding was granted approximately monthly and was based on a per student hour basis. Thus, we will not receive the full grant funding. The $91,532 in revenue received is for initial set-up costs as well as classes held since January 2020. We anticipate receiving less than $100,000 from this grant program due to the curtailment of classes due to Covid-19.

Fee Cards:
The Library budgeted $18,000 for Fee Card revenues for FY 2019-20. Through September 2020, we received $29,872 or 166.0% of the budgeted revenue.

Meeting Rooms:
The Library budgeted $55,000 for meeting room revenues for FY 2019-20. Through September 2020, we received $29,238 or 53.2% of the budgeted revenues. We anticipate receiving less than $30,000 in Meeting Room Revenues for the fiscal year.

Faxes and Scans:
Revenues from Faxes and Scans are at 71.9% and 78.8% respectively of budget. These revenues are down dollar-wise and thus are less as a percent of budget when compared to the last 5 years average through September.

Passport Facility & Photo Fees:
This is a new revenue source for the Library after the budget was submitted. We started offering Passport Application Processing along with Photos on September 11, 2019. We received $15,556 for these services through September 2020.

Copy and Vending:
The Library budgeted $225,000 for these services in FY 2019-20. We received $153,943 through the month of September 2020. Note that the Southwest Branch was closed for the month of October, South Trail Branch was closed for the month of November, the Southeast Branch was closed in December and all branches closed to public March 18, 2020. Five (5) branches opened May 18th; nine (9) branches opened May 26th and the Main Library opened June 1st.
**Fines and Lost Materials:**
Revenues from Fines and Lost Materials through September 2020 are $467,281 or 77.4% of budget. The typical trend is for these revenues to be decreasing, due to increased usage of digital media. These revenues will be down significantly for FY 2019-20 as OCLS has waived fines from March 18 thru June 1 due to Covid-19.

**Investment Earnings:**
The Library takes a conservative approach when budgeting for Interest Revenues as the investment markets can be, and have been, quite volatile. As of the time of these reports, we have not received our September interest earning statements. We will continue to monitor the investment markets with our investment advisors to ensure the principal of our funds are safe and secure. We anticipate interest earnings to decline in the current low interest rate and market environment.

**Internet Rebate:**
This account is used to record a “rebate” we receive from the Federal Government, based on our purchases of Internet Connectivity Equipment. This “rebate” is based on purchases and an extensive application process between July 1st and June 30th of each year. The Library received $78,502 for the fiscal year.

**Transfer From Property Appraiser:**
This account is used to record revenues from the Property Appraiser’s Office. Each year, the Library pays a proportional fee to the Property Appraiser based on their estimated operating budget. A true-up of actual costs is performed at the end of the fiscal year, which results in either an amount due back to the Library or an additional amount owed to the Property Appraiser. The $42,363 recorded is a refund from the Property Appraiser for excess fees paid in fiscal year 2019.

**Special Note:** Due to Covid-19, the Library does not anticipate significant increases in actual revenues for Charges For Services, Interest, Fines and Lost Materials nor in the County Grant Revenue Accounts.

**Expenses:**

**Defined Benefit Pension Plan:**
The Library budgeted $850,000 for FY 2019-20 and through September 2020 has expended $850,002 or 100.0% of the budget. The actuals are based on revised actuarial estimates, which are not provided until after the budget is submitted.

**Worker's Compensation:**
The Worker’s Compensation expenditures are at 79.8% of budget.

**Delivery & Postage:**
The Delivery and Postage expenditures are at 99.5% of the budget.

**Utilities:**
The utilities expenditures reflect 78.1% of budget being expended as of September. This is due to the timing of the various utility bills not being received in time to be paid in the month of September. Note, the OCLS has implemented energy saving techniques such as reduced lighting, reduced HVAC run times and temperatures, etc. to reduce costs while we are closed.

**Insurance:**
The Insurance expenditures are at 101.8% of budget, due to an increase in the insurance policies rates.

**Repairs and Maintenance – Hardware/Software:**
The Library budgeted $950,000 for hardware/software repairs and maintenance. Thru September 2020, the Library expended $917,584 or 96.6% of the budget. The primary costs are annual payments made throughout the year based on expiration date for Library software renewal licenses and support. The percentage of budget spent is in line with previous years.

**Supplies:**
The Library budgeted $794,000 for supplies. Through September 2020, the Library expended $731,776 or 92.2% of the budget. The primary costs are related to new tables and chairs for the three renovated branches as well as chairs system wide that have reached the end of their useful life, as well as Covid-19 supplies.
Membership:
The expenditures in this category are at 62.7% of budget.

Building Improvements Expense:
The Library budgeted $2,323,000 for various building improvement projects such as the Southwest, South Trail and Southeast restroom renovations and the Emergency Generator Replacement Project. The restroom projects are complete and fully paid. The Emergency Generator Replacement Project is complete and paid in full. The $2,307,624 incurred so far includes $574,756 for the restroom projects and $466,068 has been spent of the Emergency Generator Replacement Project. The balance is budgeted capitalized maintenance expenditures for items reaching the end of their useful life, such as roof replacement, painting, carpet and security cameras.

Equipment and Furniture Expense:
The Library budgeted $143,000 for equipment and furniture. Through September 2020, the Library expended $206,944 or 144.7% of the budget. This is mainly due to replacing branch furniture and fixtures which have reached the end of their useful life. The off-set for the overage is Building & Improvements.

Hardware/Software Expense:
The Library budgeted $670,000 new hardware and software. Through September 2020, the Library expended $489,501 or 73.1% of the budget. The majority of the expenditure is related to the $216,668 in new server hardware the Board approved in November 2019.
## ORANGE COUNTY LIBRARY DISTRICT
### OPERATING FUND REVENUE SUMMARY
#### Twelve Months Ended September 30, 2020

**Preliminary**

<table>
<thead>
<tr>
<th></th>
<th>ANNUAL BUDGET</th>
<th>YTD ACTUAL</th>
<th>(12 months=100%)</th>
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<tbody>
<tr>
<td><strong>AD VALOREM TAXES</strong></td>
<td>48,020,000</td>
<td>48,227,320</td>
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<td><strong>INTERGOVERNMENTAL</strong></td>
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<tr>
<td>State &amp; Federal Grant</td>
<td>50,000</td>
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<td>State Aid</td>
<td>830,000</td>
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<td>County Grants</td>
<td>500,000</td>
<td>91,532</td>
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<td><strong>CHARGES FOR SERVICES</strong></td>
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<tr>
<td>Fee Cards</td>
<td>18,000</td>
<td>29,872</td>
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<tr>
<td>PC Pass ($10 for 7 days)</td>
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<td>PC Express ($5 for 1 hour)</td>
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<td>Classes</td>
<td>6,000</td>
<td>2,849</td>
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<td>Meeting Rooms</td>
<td>55,000</td>
<td>29,238</td>
<td>53.2%</td>
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<tr>
<td>Faxes</td>
<td>55,000</td>
<td>39,547</td>
<td>71.9%</td>
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<tr>
<td>Scans</td>
<td>30,000</td>
<td>23,637</td>
<td>78.8%</td>
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<tr>
<td>Ear Buds, Jump Drives, Masks</td>
<td>6,000</td>
<td>3,959</td>
<td>66.0%</td>
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<tr>
<td>Bag Sales</td>
<td>3,500</td>
<td>2,443</td>
<td>69.8%</td>
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<tr>
<td>Replace Library Cards</td>
<td>30,000</td>
<td>14,535</td>
<td>48.4%</td>
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<tr>
<td>Copy &amp; Vending</td>
<td>225,000</td>
<td>153,943</td>
<td>68.4%</td>
</tr>
<tr>
<td>Passport Facility &amp; Photo Fees</td>
<td>-</td>
<td>15,556</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>2,500</td>
<td>787</td>
<td>31.5%</td>
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<tr>
<td><strong>Total</strong></td>
<td>437,000</td>
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<td>73.7%</td>
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<tr>
<td><strong>FINES &amp; LOST MATERIALS</strong></td>
<td>600,000</td>
<td>464,281</td>
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<tr>
<td><strong>MISCELLANEOUS</strong></td>
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<tr>
<td>Investment Earnings</td>
<td>350,000</td>
<td>384,464</td>
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<td>Sales of Surplus Property</td>
<td>2,000</td>
<td>1,820</td>
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<td>Contributions - Friends of Library</td>
<td>60,000</td>
<td>70,675</td>
<td>117.8%</td>
</tr>
<tr>
<td>Contributions - Others</td>
<td>20,000</td>
<td>10,906</td>
<td>54.5%</td>
</tr>
<tr>
<td>Internet Rebate</td>
<td>80,000</td>
<td>78,502</td>
<td>98.1%</td>
</tr>
<tr>
<td>Grants &amp; Awards</td>
<td>40,000</td>
<td>35,800</td>
<td>89.5%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>70,000</td>
<td>75,208</td>
<td>107.4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>622,000</td>
<td>657,375</td>
<td>105.7%</td>
</tr>
<tr>
<td><strong>TRANSFER FR PROP APPRAISER</strong></td>
<td>12,000</td>
<td>42,363</td>
<td>353.0%</td>
</tr>
<tr>
<td><strong>TRANSFER FR TAX COLLECTOR</strong></td>
<td>400,000</td>
<td>-</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td>51,471,000</td>
<td>50,739,634</td>
<td>98.6%</td>
</tr>
</tbody>
</table>
## Orange County Library District
### Operating Fund Expenditure Summary
#### Twelve Months Ended September 30, 2020

<table>
<thead>
<tr>
<th>Category</th>
<th>Annual Budget</th>
<th>YTD Actual</th>
<th>(12 months=100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Salaries &amp; Benefits</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries</td>
<td>18,603,000</td>
<td>17,619,226</td>
<td>94.7%</td>
</tr>
<tr>
<td>Medicare Taxes</td>
<td>276,000</td>
<td>249,864</td>
<td>90.5%</td>
</tr>
<tr>
<td>Defined Contribution Pension Plan</td>
<td>1,382,000</td>
<td>1,321,445</td>
<td>95.6%</td>
</tr>
<tr>
<td>Defined Benefit Pension Plan</td>
<td>850,000</td>
<td>850,002</td>
<td>100.0%</td>
</tr>
<tr>
<td>Money Purchase Pension Plan</td>
<td>939,000</td>
<td>887,711</td>
<td>94.5%</td>
</tr>
<tr>
<td>Life and Health Insurance (Employees)</td>
<td>3,326,000</td>
<td>2,920,482</td>
<td>87.8%</td>
</tr>
<tr>
<td>Retiree Health Care (OPEB)</td>
<td>724,000</td>
<td>723,271</td>
<td>99.9%</td>
</tr>
<tr>
<td>Worker's Compensation</td>
<td>125,000</td>
<td>99,741</td>
<td>79.8%</td>
</tr>
<tr>
<td>Unemployment Compensation</td>
<td>14,000</td>
<td>-</td>
<td>0.0%</td>
</tr>
<tr>
<td>Parking &amp; Bus Passes</td>
<td>221,000</td>
<td>193,816</td>
<td>87.7%</td>
</tr>
<tr>
<td><strong>Total Salaries &amp; Benefits</strong></td>
<td>26,460,000</td>
<td>24,865,558</td>
<td>94.0%</td>
</tr>
<tr>
<td><strong>Operating</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Services</td>
<td>236,000</td>
<td>164,038</td>
<td>69.5%</td>
</tr>
<tr>
<td>Other Contractual Services</td>
<td>1,981,000</td>
<td>1,243,480</td>
<td>62.8%</td>
</tr>
<tr>
<td>Other Contract. Serv.- Janitorial</td>
<td>349,000</td>
<td>273,587</td>
<td>78.4%</td>
</tr>
<tr>
<td>Training and Travel</td>
<td>115,000</td>
<td>68,309</td>
<td>59.4%</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>300,000</td>
<td>229,462</td>
<td>76.5%</td>
</tr>
<tr>
<td>Delivery and Postage</td>
<td>1,135,000</td>
<td>1,129,756</td>
<td>99.5%</td>
</tr>
<tr>
<td>Utilities</td>
<td>971,000</td>
<td>757,899</td>
<td>78.1%</td>
</tr>
<tr>
<td>Rentals and Leases</td>
<td>1,476,000</td>
<td>1,208,378</td>
<td>81.9%</td>
</tr>
<tr>
<td>Insurance</td>
<td>346,000</td>
<td>352,117</td>
<td>101.8%</td>
</tr>
<tr>
<td>Repairs and Maintenance</td>
<td>1,252,000</td>
<td>1,129,098</td>
<td>90.2%</td>
</tr>
<tr>
<td>Repairs &amp; Maint. - Hardware/Software</td>
<td>950,000</td>
<td>917,584</td>
<td>96.6%</td>
</tr>
<tr>
<td>Copying/Printing</td>
<td>262,000</td>
<td>176,878</td>
<td>67.5%</td>
</tr>
<tr>
<td>Property Appraiser's Fee</td>
<td>395,000</td>
<td>422,695</td>
<td>107.0%</td>
</tr>
<tr>
<td>Tax Collector's Fee</td>
<td>961,000</td>
<td>945,814</td>
<td>98.4%</td>
</tr>
<tr>
<td>Supplies</td>
<td>794,000</td>
<td>731,776</td>
<td>92.2%</td>
</tr>
<tr>
<td>Supplies-Hardware/Software</td>
<td>475,000</td>
<td>221,193</td>
<td>46.6%</td>
</tr>
<tr>
<td>Supplies-Programming</td>
<td>-</td>
<td>119,434</td>
<td>-</td>
</tr>
<tr>
<td>Memberships</td>
<td>20,000</td>
<td>12,546</td>
<td>62.7%</td>
</tr>
<tr>
<td><strong>Total Operating</strong></td>
<td>12,018,000</td>
<td>10,104,044</td>
<td>84.1%</td>
</tr>
<tr>
<td><strong>Capital Outlay</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building and Improvements</td>
<td>2,323,000</td>
<td>2,307,624</td>
<td>99.3%</td>
</tr>
<tr>
<td>Equipment and Furniture</td>
<td>143,000</td>
<td>206,944</td>
<td>144.7%</td>
</tr>
<tr>
<td>Hardware/Software</td>
<td>670,000</td>
<td>489,501</td>
<td>73.1%</td>
</tr>
<tr>
<td><strong>Total Capital Outlay</strong></td>
<td>3,136,000</td>
<td>3,004,069</td>
<td>95.8%</td>
</tr>
<tr>
<td><strong>Library Materials</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials - Restricted Contributions</td>
<td>10,000</td>
<td>21,170</td>
<td>211.7%</td>
</tr>
<tr>
<td>Materials - Other</td>
<td>4,680,000</td>
<td>4,294,720</td>
<td>91.8%</td>
</tr>
<tr>
<td><strong>Total Library Materials</strong></td>
<td>4,690,000</td>
<td>4,315,890</td>
<td>92.0%</td>
</tr>
<tr>
<td><strong>Transfer to Capital Projects Fund</strong></td>
<td>4,000,000</td>
<td>4,000,000</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Transfer to Sinking/Earr Fund</strong></td>
<td>500,000</td>
<td>250,000</td>
<td>50.0%</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td>50,804,000</td>
<td>46,539,561</td>
<td>91.6%</td>
</tr>
</tbody>
</table>
ORANGE COUNTY LIBRARY DISTRICT  
CAPITAL PROJECTS FUND  
Twelve Months Ended September 30, 2020  
Preliminary

<table>
<thead>
<tr>
<th></th>
<th>ANNUAL BUDGET</th>
<th>YTD ACTUAL</th>
<th>(12 months= 100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment Earnings</td>
<td>100,000</td>
<td>150,264</td>
<td>150.3%</td>
</tr>
<tr>
<td>Transfer from Operating Fund</td>
<td>4,000,000</td>
<td>4,000,000</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td>4,100,000</td>
<td>4,150,264</td>
<td>101.2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EXPENDITURES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Branch</td>
<td>375,000</td>
<td>43,921</td>
<td>11.7%</td>
</tr>
<tr>
<td>Reserves</td>
<td>3,725,000</td>
<td>4,106,343</td>
<td>110.2%</td>
</tr>
<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td>4,100,000</td>
<td>4,150,264</td>
<td>101.2%</td>
</tr>
</tbody>
</table>
## ORANGE COUNTY LIBRARY DISTRICT
### SINKING FUND
#### Twelve Months Ended September 30, 2020

<table>
<thead>
<tr>
<th></th>
<th>ANNUAL BUDGET</th>
<th>YTD ACTUAL</th>
<th>(12 months= 100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment Earnings</td>
<td>8,000</td>
<td>12,535</td>
<td>156.7%</td>
</tr>
<tr>
<td>Transfer from Operating Fund</td>
<td>500,000</td>
<td>250,000</td>
<td>50.0%</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td>508,000</td>
<td>262,535</td>
<td>51.7%</td>
</tr>
</tbody>
</table>

|                         |               |            |                   |
| **EXPENDITURES**        |               |            |                   |
| Reserves-Building and Improvements | 417,000 | 215,506 | 51.7%             |
| Reserves - Technology   | 91,000        | 47,029     | 51.7%             |
| **TOTAL EXPENDITURES**  | 508,000       | 262,535    | 51.7%             |
## ORANGE COUNTY LIBRARY DISTRICT
### PERMANENT FUND
#### Twelve Months Ended September 30, 2020

<table>
<thead>
<tr>
<th></th>
<th>ANNUAL BUDGET</th>
<th>YTD ACTUAL</th>
<th>(12 months= 100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment Earnings</td>
<td>25,000</td>
<td>135,397</td>
<td>541.6%</td>
</tr>
<tr>
<td>Donation</td>
<td>-</td>
<td>100</td>
<td>-</td>
</tr>
<tr>
<td>Reserves</td>
<td>25,000</td>
<td>-</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td>50,000</td>
<td>135,497</td>
<td>271.0%</td>
</tr>
</tbody>
</table>

|                      |               |            |                   |
| **EXPENDITURES**     |               |            |                   |
| Equipment            | 50,000        | 11,437     | 22.9%             |
| Reserves             | -             | 124,060    | -                 |
| **TOTAL EXPENDITURES**| 50,000        | 135,497    | 271.0%            |
# ORANGE COUNTY LIBRARY DISTRICT
## OPERATING FUND
### BALANCE SHEET - ASSETS
#### September 30, 2020
Preliminary

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash on Hand</td>
<td>19,068</td>
</tr>
<tr>
<td>Equity in Pooled Cash</td>
<td>4,416,478</td>
</tr>
<tr>
<td>Equity in Pooled Investments</td>
<td>15,369,531</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>630</td>
</tr>
<tr>
<td>Inventory</td>
<td>123,866</td>
</tr>
<tr>
<td>Prepaids</td>
<td>213,882</td>
</tr>
<tr>
<td>Other Assets-Deposits</td>
<td>9,865</td>
</tr>
</tbody>
</table>

**TOTAL ASSETS**  

<p>|       | 20,153,320 |</p>
<table>
<thead>
<tr>
<th>LIABILITY DESCRIPTION</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>481,800</td>
</tr>
<tr>
<td>Accrued Wages Payable</td>
<td>887,606</td>
</tr>
<tr>
<td>Accrued Sales Tax</td>
<td>823</td>
</tr>
<tr>
<td>Accrued Fax Tax</td>
<td>252</td>
</tr>
<tr>
<td>Employee Payroll Deductions:</td>
<td></td>
</tr>
<tr>
<td>Dental Insurance</td>
<td>1,309</td>
</tr>
<tr>
<td>Optional Life</td>
<td>2,313</td>
</tr>
<tr>
<td>Vision Plan</td>
<td>956</td>
</tr>
<tr>
<td>Weight Watchers</td>
<td>516</td>
</tr>
<tr>
<td>Short Term Disability</td>
<td>692</td>
</tr>
<tr>
<td>Daughters of American Revolution</td>
<td>134</td>
</tr>
<tr>
<td>Staff Association</td>
<td>1,422</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>1,377,823</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FUND BALANCE DESCRIPTION</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonspendable</td>
<td></td>
</tr>
<tr>
<td>Inventory</td>
<td>123,866</td>
</tr>
<tr>
<td>Prepaid Items and Deposits</td>
<td>223,747</td>
</tr>
<tr>
<td>Annetta O'B Walker Trust Fund</td>
<td>4,000</td>
</tr>
<tr>
<td>A.P. Phillips Memorial Fund</td>
<td>100,000</td>
</tr>
<tr>
<td>Willis H. Warner Memorial Fund</td>
<td>33,712</td>
</tr>
<tr>
<td>Perce C. and Mary M. Gullett Memorial Fund</td>
<td>19,805</td>
</tr>
<tr>
<td>Committed</td>
<td></td>
</tr>
<tr>
<td>Vivian Esch Estate Fund</td>
<td>44,198</td>
</tr>
<tr>
<td>Edmund L. Murray Estate Fund</td>
<td>724,689</td>
</tr>
<tr>
<td>Arthur Sondheim Estate Fund</td>
<td>39,941</td>
</tr>
<tr>
<td>Strategic Plan</td>
<td>4,000,000</td>
</tr>
<tr>
<td>Unassigned</td>
<td>9,261,466</td>
</tr>
<tr>
<td>Current Year Revenue over Expenditures</td>
<td>4,200,073</td>
</tr>
<tr>
<td><strong>TOTAL FUND BALANCE</strong></td>
<td>18,775,497</td>
</tr>
</tbody>
</table>

<p>| TOTAL LIABILITIES &amp; FUND BALANCE            | 20,153,320|</p>
<table>
<thead>
<tr>
<th></th>
<th>BALANCE 08/31/20</th>
<th>RECEIPTS</th>
<th>DISBURSE</th>
<th>BALANCE 09/30/20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OPERATING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equity in Pooled Cash</td>
<td>873,594</td>
<td>6,415,365</td>
<td>2,872,481</td>
<td>4,416,478</td>
</tr>
<tr>
<td>Equity in Pooled Investments</td>
<td>21,698,100</td>
<td>4,764</td>
<td>6,333,333</td>
<td>15,369,531</td>
</tr>
<tr>
<td></td>
<td><strong>22,571,694</strong></td>
<td><strong>6,420,129</strong></td>
<td><strong>9,205,814</strong></td>
<td><strong>19,786,009</strong></td>
</tr>
<tr>
<td><strong>SINKING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equity in Pooled Investments</td>
<td>1,047,822</td>
<td>219</td>
<td>-</td>
<td>1,048,041</td>
</tr>
<tr>
<td><strong>CAPITAL PROJECTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equity in Pooled Investments</td>
<td>13,552,964</td>
<td>336,123</td>
<td>-</td>
<td>13,889,087</td>
</tr>
<tr>
<td><strong>SELF FUNDED HEALTH</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equity in Pooled Cash</td>
<td>991,090</td>
<td>264,055</td>
<td>116,604</td>
<td>1,138,541</td>
</tr>
<tr>
<td>Claims Payment Checking Account</td>
<td>73,000</td>
<td>110,230</td>
<td>110,230</td>
<td>73,000</td>
</tr>
<tr>
<td>Equity in Pooled Investments</td>
<td>4,298,827</td>
<td>896</td>
<td>-</td>
<td>4,299,723</td>
</tr>
<tr>
<td></td>
<td><strong>5,362,917</strong></td>
<td><strong>375,181</strong></td>
<td><strong>226,834</strong></td>
<td><strong>5,511,264</strong></td>
</tr>
</tbody>
</table>
### ORANGE COUNTY LIBRARY DISTRICT

**GENERAL POOLED INVESTMENTS**

*September 30, 2020*

**Preliminary**

<table>
<thead>
<tr>
<th>INVESTMENT TYPE</th>
<th>DOLLARS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>US TREASURY SECURITIES</strong></td>
<td>6,997,619</td>
</tr>
<tr>
<td><strong>MONEY MARKET FUNDS</strong></td>
<td></td>
</tr>
<tr>
<td>Federated Treasury Obligations Fund</td>
<td>679,856</td>
</tr>
<tr>
<td>Federated Government Obligations Fund</td>
<td>1,092,908</td>
</tr>
<tr>
<td><strong>LOCAL GOVERNMENT INVESTMENT POOLS</strong></td>
<td></td>
</tr>
<tr>
<td>Florida Safe</td>
<td>12,899,821</td>
</tr>
<tr>
<td>Florida Prime (SBA)</td>
<td>12,936,177</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>34,606,381</td>
</tr>
</tbody>
</table>

![Pie chart showing the distribution of investments: US Treasury Securities (20%), Florida Safe (37%), Florida Prime (38%), Federated Treasury Obligations Fund (2%), Federated Government Obligations Fund (3%).]
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Dashboard: September 2020
The OCLS Virtual Library Card page had record usage last month, there were 21,659 visits with 25,713 page views. The page also saw its highest annual usage during the fiscal year 2019-2020 with 129,449 visits and 153,062 page views.

Digital resource usage for last month was 222,199 compared to 203,103 in September of last year. This equates to 7,407 uses per day. For the fiscal year 2019-2020, digital usage was 2,557,337, equaling 7007 uses per day compared to 2,288,081 and 6,269 uses per day in FY 2018-2019.

Books by MAYL would not be possible without a system-wide team effort by staff and Priority Express Parcel the delivery courier. For September 2020, Books by MAYL had another outstanding month with 58,275 checkouts compared with 38,999 in September last year.

There were 2,724 new card registrations of which 1,193 were completed through the Get or Replace Your Card page. This is the seventh month in a row the service has registered over 1,000 new users.
## Events & Classes by Location

<table>
<thead>
<tr>
<th>Location</th>
<th>2020 Attendance</th>
<th>2019 Attendance</th>
<th>% Change</th>
<th>2020 Events</th>
<th>2019 Events</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orlando Public Library</td>
<td>5,235</td>
<td>7,110</td>
<td>-26.4%</td>
<td>35</td>
<td>1,492</td>
<td>-97.7%</td>
</tr>
<tr>
<td>Alafaya</td>
<td>2,161</td>
<td>2,783</td>
<td>-22.3%</td>
<td>91</td>
<td>223</td>
<td>-59.2%</td>
</tr>
<tr>
<td>Southeast</td>
<td>1,639</td>
<td>2,190</td>
<td>-25.2%</td>
<td>34</td>
<td>399</td>
<td>-91.5%</td>
</tr>
<tr>
<td>Winter Garden</td>
<td>1,151</td>
<td>3,432</td>
<td>-66.5%</td>
<td>108</td>
<td>189</td>
<td>-42.9%</td>
</tr>
<tr>
<td>West Oaks</td>
<td>1,011</td>
<td>783</td>
<td>29.1%</td>
<td>132</td>
<td>90</td>
<td>46.7%</td>
</tr>
<tr>
<td>Southwest</td>
<td>1,095</td>
<td>2,737</td>
<td>-60.0%</td>
<td>42</td>
<td>289</td>
<td>-85.5%</td>
</tr>
<tr>
<td>Windermere</td>
<td>1,083</td>
<td>1,347</td>
<td>-19.6%</td>
<td>54</td>
<td>165</td>
<td>-67.3%</td>
</tr>
<tr>
<td>Chickasaw</td>
<td>684</td>
<td>1,599</td>
<td>-57.2%</td>
<td>92</td>
<td>252</td>
<td>-63.5%</td>
</tr>
<tr>
<td>Fairview Shores</td>
<td>573</td>
<td>1,832</td>
<td>-68.7%</td>
<td>53</td>
<td>158</td>
<td>-66.5%</td>
</tr>
<tr>
<td>North Orange</td>
<td>532</td>
<td>1,503</td>
<td>-64.6%</td>
<td>55</td>
<td>91</td>
<td>-39.6%</td>
</tr>
<tr>
<td>South Creek</td>
<td>364</td>
<td>2,719</td>
<td>-86.6%</td>
<td>31</td>
<td>314</td>
<td>-90.1%</td>
</tr>
<tr>
<td>South Trail</td>
<td>348</td>
<td>937</td>
<td>-62.9%</td>
<td>7</td>
<td>206</td>
<td>-96.6%</td>
</tr>
<tr>
<td>Online</td>
<td>-</td>
<td>-</td>
<td>0.0%</td>
<td>339</td>
<td>95</td>
<td>256.8%</td>
</tr>
<tr>
<td>Hiawassee</td>
<td>186</td>
<td>693</td>
<td>-73.2%</td>
<td>47</td>
<td>191</td>
<td>-75.4%</td>
</tr>
<tr>
<td>Washington Park</td>
<td>161</td>
<td>665</td>
<td>-75.8%</td>
<td>37</td>
<td>137</td>
<td>-73.0%</td>
</tr>
<tr>
<td>Eatonville</td>
<td>38</td>
<td>310</td>
<td>-87.7%</td>
<td>-</td>
<td>8</td>
<td>-100.0%</td>
</tr>
<tr>
<td>Herndon</td>
<td>1,047</td>
<td>-</td>
<td>100.0%</td>
<td>96</td>
<td>-</td>
<td>100.0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>16,261</td>
<td>31,687</td>
<td>-48.7%</td>
<td>1,157</td>
<td>4,395</td>
<td>-73.7%</td>
</tr>
</tbody>
</table>

## Event Attendance

In September 2020 we offered 630 Events with an Attendance of 16,145.

The annual Metrowest Film Festival took place virtually from 18 September to 27 September, allowing 1,212 people access to imaginative short films, animation, and music videos from across the globe. On 15 September, author Fredrik Backman spoke to 196 attendees about his latest book, *ANXIOUS PEOPLE*, and his other bestselling novels as part of a virtual Book Discussion and Q & A session. The Peace and Justice Institute at Valencia College hosted the virtual event *A Conservation-Racism Nexus & Protection* on 23 September, engaging 122 people in discussion to understand the racial injustices in our community. Author Rick Riordan joined 2,306 people on 26 September for a virtual release celebration of his book *THE OHIO Calls*.

In September, we also began posting a weekly storytime to our Facebook on Wednesday mornings to reach parents who may not realize we have a robust YouTube channel. Of the four storytimes that we published in September, they contributed 1,756 views to our monthly video views total of 8,959 views. Lastly, we began work this month on creating the Instagram Subcommittee (a team of staff that we collaborate with remotely to brainstorm and produce Instagram content). Within the first month of meeting, we brainstormed and published two of our best-performing posts in the last quarter. A post honoring the late Supreme Court Justice Ruth Bader Ginsburg received 243 likes and was shared 33 times, and a post promoting Art Week that encouraged Instagram artists to draw library mascot Squirt in their own style received 161 likes and was shared 13 times. The committee is working on ideas for how to engage with Instagram Reels to answer

## Social Media

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Sep-19 Views</th>
<th>Sep-20 Views</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good Reads</td>
<td>32,942</td>
<td>34,594</td>
<td>5.0%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>2,816</td>
<td>2,498</td>
<td>-10.3%</td>
</tr>
<tr>
<td>Instagram</td>
<td>4,848</td>
<td>4,883</td>
<td>0.7%</td>
</tr>
<tr>
<td>YouTube</td>
<td>745</td>
<td>726</td>
<td>-2.5%</td>
</tr>
<tr>
<td>Twitter</td>
<td>30,794</td>
<td>28,702</td>
<td>-7.0%</td>
</tr>
<tr>
<td>Facebook</td>
<td>28,142</td>
<td>28,562</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

## Events/Class Attendance

### Community Events

- **2020:** 116 attendees
- **2019:** 2,528 attendees
- **% Change:** -95.41%

### Events - Adult

- **2020:** 8,656 attendees
- **2019:** 14,523 attendees
- **% Change:** -40.40%

### Events - Teen

- **2020:** 252 attendees
- **2019:** 747 attendees
- **% Change:** -66.27%

### Events - Children

- **2020:** 7,237 attendees
- **2019:** 13,889 attendees
- **% Change:** -47.89%

### Technology Classes

- **2020:** 1,157 attendees
- **2019:** 4,395 attendees
- **% Change:** -73.67%

### TOTAL

- **2020:** 17,418 attendees
- **2019:** 36,082 attendees
- **% Change:** -51.73%

As the pandemic continues, livestream events continue to be a highly engaging format for content and programming. The benchmark engagement rate across all industries on Facebook is less than 1%. Each one of our livestreams had an engagement rate of 7% or higher. In September, we also began posting a weekly storytime to our Facebook on Wednesday mornings to reach parents who may not realize we have a robust YouTube channel. Of the four storytimes that we published in September, they contributed 1,756 views to our monthly video views total of 8,959 views. Lastly, we began work this month on creating the Instagram Subcommittee (a team of staff that we collaborate with remotely to brainstorm and produce Instagram content). Within the first month of meeting, we brainstormed and published two of our best-performing posts in the last quarter. A post honoring the late Supreme Court Justice Ruth Bader Ginsburg received 243 likes and was shared 33 times, and a post promoting Art Week that encouraged Instagram artists to draw library mascot Squirt in their own style received 161 likes and was shared 13 times. The committee is working on ideas for how to engage with Instagram Reels to answer

Social media statistics for September 2020 increased by 18%. Overall, for the fiscal year 2019-2020, our following grew by 19% for the year.
## Orange County Library System
### Circulation Statistics by Location - Preliminary Without Databases

**FY 2020**

**October 1, 2019 - September 30, 2020**

| Location       | Days Open | Circulation Total | % of Total Year Ago | Gain (Loss) | % Gain - Loss | Drive Up Window Visits | Walk In Visits | Total Visits | Drive Up Window Visits Previous Year | Walk In Visits Previous Year | Visits Previous Year | Gain (Loss) | % Gain (Loss) |
|----------------|-----------|-------------------|---------------------|-------------|---------------|-----------------------|-----------------|-------------|--------------------------------------|...........................|........................|................|---------------|
| Main           | 271       | 1,425,072         | 19.89%              | 2,176,472 (751,400) | -34.52%       | 239,260              | 239,260        | 499,587     | 499,587                                            | 499,587                                           | 4,201,659                  | -17.85%    | 42.37%       |
| MAYL           | 216       | 515,794           | 7.20%               | 499,218      | 16,576        | 3.32%                 | 481,916        | 481,916     | 462,272                                            | 462,272                                           | 1,556,432                  | 4.25%      | -42.37%      |
| Digital Products | -         | 1,065,525         | 14.88%              | 892,296      | 173,229       | 19.41%                | 481,916        | 481,916     | 19,644                                             | 19,644                                            | 1,266,141                  | -17.85%    | 42.37%       |
| Talking Books  | 271       | 21,719            | 0.30%               | 25,833 (4,114) | -15.93%       | 9                     | 9               | 481,916     | 481,916                                            | 481,916                                           | 2,016,694                  | -17.85%    | 42.37%       |
| Chickasaw      | 250       | 101,630           | 1.42%               | 167,417 (65,787) | -39.30%       | 81,172                | 81,172         | 164,989     | 164,989                                            | (83,817)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| West Oaks      | 276       | 88,383            | 1.23%               | 152,778 (64,395) | -42.15%       | 74,501                | 74,501         | 142,089     | 142,089                                            | (67,588)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| Herndon        | 142       | 86,085            | 1.20%               | 209,897 (123,812) | -47.51%       | 59,714                | 59,714         | 140,280     | 140,280                                            | (80,566)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| Alafaya        | 282       | 212,784           | 2.97%               | 356,092 (143,308) | -40.24%       | 118,019               | 118,019        | 229,538     | 229,538                                            | (129,920)                                         | (1,556,432)                 | -17.85%    | 42.37%       |
| Southeast      | 204       | 138,547           | 1.93%               | 263,945 (125,398) | -47.51%       | 186,872               | 186,872        | 313,751     | 313,751                                            | (197,222)                                         | (1,556,432)                 | -17.85%    | 42.37%       |
| Hiawasssee     | 250       | 73,291            | 1.02%               | 139,355 (66,064) | -47.41%       | 81,309                | 81,309         | 154,412     | 154,412                                            | (73,103)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| Southwest      | 250       | 146,175           | 2.04%               | 266,351 (120,176) | -45.12%       | 91,427                | 91,427         | 186,940     | 186,940                                            | (95,513)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| Edgewater      | 256       | 86,835            | 1.21%               | 151,943 (65,108) | -42.85%       | 70,202                | 70,202         | 127,951     | 127,951                                            | (73,717)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| North Orange   | 282       | 124,740           | 1.74%               | 250,041 (125,301) | -50.11%       | 80,746                | 80,746         | 165,137     | 165,137                                            | (84,391)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| South Creek    | 282       | 156,543           | 2.19%               | 262,496 (108,953) | -40.36%       | 101,412               | 101,412        | 233,036     | 233,036                                            | (117,682)                                         | (1,556,432)                 | -17.85%    | 42.37%       |
| South Trail    | 240       | 55,525            | 0.78%               | 132,544 (77,019)  | -50.11%       | 71,432                | 71,432         | 145,149     | 145,149                                            | (73,717)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| Winter Garden  | 250       | 154,661           | 2.16%               | 243,320 (88,659)  | -36.44%       | 73,624                | 73,624         | 139,015     | 139,015                                            | (74,988)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| Windermere     | 250       | 107,460           | 1.50%               | 166,918 (59,458)  | -35.62%       | 58,973                | 58,973         | 106,680     | 106,680                                            | (47,707)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| Washington Park| 250       | 32,195            | 0.45%               | 54,962 (22,767)  | -41.42%       | 42,972                | 42,972         | 86,569      | 86,569                                             | (43,597)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| Eatonville     | 250       | 12,831            | 0.18%               | 23,734 (10,903)  | -45.94%       | 23,811                | 23,811         | 57,194      | 57,194                                             | (33,833)                                          | (1,556,432)                 | -17.85%    | 42.37%       |
| **Totals**     | 4,201     | 7,163,172         | 100.00%             | 8,719,604 (1,556,432) | -17.85%       | 77,134               | 1,836,671     | 1,913,796   | 112,568                                            | 3,208,151                                         | 3,320,707                  | -42.37%    | -42.37%      |

Orange County Library System

**Circulation Statistics by Location - Preliminary Without Databases**

FY 2020

October 1, 2019 - September 30, 2020
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Action Items
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Election of Board Officers &
Committee Appointments
ORANGE COUNTY LIBRARY BOARD OF TRUSTEES
Orlando, Florida
By-Laws: Articles 5 & 6

ARTICLE 5

Officers of the Board

Section 1. The officers of the Board shall consist of a president, a vice president and a secretary/treasurer, each of whom shall be elected for a term of one year at the first regular meeting in each fiscal year. The officers shall serve for one year or until successors are elected. In case of a vacancy in the office of president, the vice-president shall fill the office of president. In the case of vacancy in the office of vice president or treasurer, the Board shall elect a member to fill the unexpired term.

Section 2. The president shall preside at the meetings of the Board and perform such duties as the Board may direct.

Section 3. The vice president shall perform the duties of the president in the absence or unavailability of the president.

Section 4. The secretary/treasurer shall see that all proceedings of the Board are recorded faithfully.

ARTICLE 6

Committees of the Board

Section 1. Standing Committees. The president shall have the power to establish standing committees to act in all advisory capacity to the Board. Standing committees are: Personnel, Finance, Planning, and Marketing. Terms for appointees to these committees are for one year, unless otherwise stated at the time of appointment. A standing committee should be made up of at least one member of the Board and other members of the public. Committee appointments will be approved by the Board.

Section 2. Advisory Committees: Ad hoc advisory committees may be established at the suggestion of the president and with the approval of the Board. Each ad hoc advisory committee will be made up of at least one Board Member. Members of the public may be appointed to the committee with the approval of the Board. Terms for the committee and the appointees are to be determined at the time the committee is created and the appointments are made.

Section 3. Members of the public who may agree to serve on an advisory committee must agree to abide by the Standard Rules of Conduct set forth in Chapter 112.313 of the Florida Statutes.
Library Board of Trustees Committees

**Finance Committee:**
Chair: TBD

**Marketing Committee:**
Chair: TBD

**Partnership Committee:**
Chair: TBD

**Personnel Committee:**
Chair: Nicole Benjamin

**Planning Committee:**
Chair: TBD
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Director’s Evaluation & Personnel Committee Meeting:
Evaluation & Minutes Approval:
Nicole Benjamin
ORANGE COUNTY LIBRARY SYSTEM
PERSONNEL COMMITTEE MEETING MINUTES
September 29, 2020
Zoom Meeting

Personnel Committee Member Present: Nicole Benjamin – OCLS Board of Trustees

Library Administration Present: Mary Anne Hodel, Director / Chief Executive Officer
Kris Shoemaker, Chief Financial Officer
Kim Bennett, Human Resources Director

Prior to the meeting, the following information was distributed to each member of the Personnel Committee:

- Grants, Awards, Donations, and Fundraiser Report
- FY 2020 4th Quarter Report on Director's Goals
- FY 2020 4th Quarter Report on Strategic Plan

The purpose of the meeting was to conduct the annual performance evaluation of Director Hodel.

The Personnel Committee discussed and evaluated Ms. Hodel's performance for each category listed on the evaluation form: Mission and Strategic Planning, Public Relations, Fundraising and Library Perspective, Steward of Collection, Steward of Capital Resources, Technology Development, Fiscal Responsibility and Stewardship, Employment and Staffing, and Training. In each category, as well as the overall rating, the Personnel Committee gave Ms. Hodel the same rating: Far Exceeds Requirements.

Among Ms. Hodel’s many accomplishments, the Committee referenced the way she handled the COVID-19 pandemic; specifically, how the library was able to continue offering services and transition to online events seamlessly. The Committee commended Ms. Hodel for doing an outstanding job of leading the Library through these unprecedented times, especially balancing the needs of the public with the safety of the staff. The Committee also commended Ms. Hodel about her overall knowledge of not only the day to day operations of the library but also being well versed in the areas of investments and construction.

The recommendations of the Personnel Committee to the Library Board of Trustees are summarized as follows:

1. Rate Ms. Hodel’s overall performance as Far Exceeds Requirements.
2. Consistent with the FY 2021 Compensation Plan for staff, award Ms. Hodel 60 hours of non-re-occurring vacation based on her overall Far Exceeds Requirements rating.
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Discussion & Possible Action Items
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Director’s Goals FY 2021: Draft

Topic of Discussion and a Vote is Needed.
Director’s Annual Goals: Each goal has a connection to the dimensions of performance provided on the Director’s Performance Evaluation form.

FY 2021 ~ Draft

Strategic Goal One: Improve the Customer Experience

<table>
<thead>
<tr>
<th>Goal: Increase our customer satisfaction</th>
<th>Successful Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the customer experience</td>
<td>Enhance on-going customer service training</td>
</tr>
<tr>
<td></td>
<td>Evolve the Mystery Shopper program</td>
</tr>
<tr>
<td></td>
<td>Provide inviting facilities</td>
</tr>
<tr>
<td></td>
<td>Enhance on-boarding experience for new customers</td>
</tr>
</tbody>
</table>

Progress

<table>
<thead>
<tr>
<th>Goal: Provide services that address the needs of the community</th>
<th>Successful Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrich the community with vibrant and dynamic events</td>
<td>Deliver services via technology</td>
</tr>
<tr>
<td></td>
<td>Provide events to enhance life skills</td>
</tr>
<tr>
<td></td>
<td>Continue Virtual Library Card with OCPS</td>
</tr>
</tbody>
</table>

Progress

>
Strategic Goal Two: Promote and Strengthen the Library
Performance Dimension: Public Relations, Marketing, Community Outreach, Revenues, Partnerships, Grants, Fundraising, Fiscal Responsibility, Stewardship, Training

<table>
<thead>
<tr>
<th>Goal: Increase Awareness of OCLS</th>
<th>Successful Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market and promote OCLS throughout the service area</td>
<td>Develop Strategic Marketing Plan</td>
</tr>
<tr>
<td></td>
<td>Leverage Customer Testimonials</td>
</tr>
<tr>
<td></td>
<td>Community Outreach for Awareness</td>
</tr>
</tbody>
</table>

Progress

<table>
<thead>
<tr>
<th>Goal: Increase Revenue &amp; Partnerships</th>
<th>Successful Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pursue additional revenue streams &amp; Partnerships</td>
<td>Submit multiple grant applications</td>
</tr>
<tr>
<td></td>
<td>Cultivate / Strengthen partnerships</td>
</tr>
<tr>
<td></td>
<td>Supplement ad valorem tax revenues with fundraising</td>
</tr>
</tbody>
</table>

Progress
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Information
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Director’s Goals FY 2020
4th Quarter Update
Director’s Annual Goals: Each goal has a connection to the dimensions of performance provided on the Director’s Performance Evaluation form.

FY 2020 ~ 4th Quarter Update

Strategic Goal One: Improve the Customer Experience

<table>
<thead>
<tr>
<th>Goal: Increase our customer satisfaction</th>
<th>Successful Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the customer experience</td>
<td>Enhance on-going customer service training</td>
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<td></td>
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<td>Provide inviting facilities</td>
</tr>
<tr>
<td></td>
<td>Enhance on-boarding experience for new customers</td>
</tr>
</tbody>
</table>

Progress

- The following courses were added to SumTotal this quarter:
  - Building CQ - Understanding Cultural Intelligence
  - Did They Really Just Say That? Being an Active Bystander
  - Inclusive Customer Service for People with Disabilities
  - Kirwan Institute Implicit Bias Series
  - What Does It Mean to Be Anti-Racist?
  - Why Is It So Hard to Talk About Race?

- Additionally, the following courses were added to SumTotal, with courses 1 and 2 being assigned to all staff as required learning, and all three being assigned to all managers and board members as required learning.
  - Workplace Diversity, Inclusion & Sensitivity
  - Microaggressions in the Workplace
  - Unconscious Bias

- Parts 1 and 2 have also been added as required courses for all new hire learnings going forward.

- The mystery shopper program was reinstated in July with the following questions focusing on the library’s response to Covid-19:
  1. Were all team members wearing PPE masks during your visit?
  2. Did the location provide a hand sanitizer upon entry and exit? (Station at door?)
  3. Did you see Covid signage posted in the location?
  4. Based on your experience, would you feel safe returning to this Orange County Library location?
  4a. Please explain why you chose that answer.

- During the first month of mystery shops, 13 of the 15 locations received a 100% score and all locations received positive scores on the Covid-related questions. Some of the comments from shoppers on why they would feel safe returning to the library included:
  - The library wasn't busy. There was limited contact. I felt that I could keep a safe distance with the Plexiglass.
  - The staff members wore masks and require all who enter to wear masks as well. They have someone spraying down the common touch areas, and they also have hand sanitizer in the entry way, when you first come in.

- After investigating, we have determined that we will use the Customer Relationship Management (CRM) features in our new ILS rather than purchasing additional CRM software.

- The North Orange refresh is in progress which includes the installation of a more customer-friendly service desk.
The project to implement Wise is on schedule and the expected “go live” date of February 8, 2021, remains realistic and attainable. There are several calls per week between OCLS and OCLC that include “all things” integrated library system related such as acquisitions, Books-by-MAYL, circulation, catalog development and integration, cash register functions, statistics reporting, third party integrations, and project status reviews. The calls also include in-depth discussions regarding current versus necessary functionality and the configurations needed to conduct business.

Customer administration and circulation training by OCLC are in progress with managers and assistant managers. The training schedule is set through October for a variety of groups with a full roll out to all staff tentative for early December. The timing is based on the delivery of a second “production” environment that will use current OCLS data and the most up to date Wise functionality.

In addition to training, the marketing capabilities, (including advertising the launch), of Wise are being discussed and refined with the OCLS Marketing & Public Relations team. There were also two meetings between OCLC’s team in the Netherlands and the OCLS Finance and IT teams to determine the best way to transition cash register functionality into Wise.

The Kokomo-Howard Public Library in Indiana is the fifth Wise library, they went live on September 21st.

The new library cards with a key chain tag have arrived and we are working through the existing inventory of cards until we start to issue them.

This quarter over 300 English classes have been taught virtually with an average of 27 students per class. 106 classes were offered in July, 107 in August and 107 in September. There will be an additional 4 classes a week added to the October schedule.

The ESOL instructors meet bi-weekly to encourage collaboration, provide best practices, and stay appraised of classes, student needs, and new activities. This quarter they also learned about the new Reading Class that will be coming in October. A new ESOL instructor has received training on teaching classes virtually. The training included hosting classes using ZOOM, using interactive digital games, such as Kahoot, to enhance learning and creating lessons for asynchronous classes.

The first virtual “English for Families” series was completed in September. The program is a series of interactive classes for parents and children (ages 6-12) that focuses on developing English vocabulary and literacy skills through strategic and fun story reading. An average of 20 adults and 8 children met twice a week for 5 weeks to practice reading strategies, participate in discussion questions and learn new vocabulary. The Library is working with the Florida Humanities on expanding this program to other Florida libraries in a virtual setting. The plan includes selecting two Florida libraries and training and assisting them in hosting the “English for Families” series for their communities in 2021.

The Zebra Coalition training originally scheduled for May 6th has been postponed due to the pandemic. It will be rescheduled for a later date.

We have added the following classes to SumTotal this quarter:
- A Conversation on Racism with Jason Reynolds and Ibram X Kendi
- Advancing Racial Equity in Your Library
- Beyond Awareness: Strategies for Demonstrating Cultural Competence in Library Services to Children
- How to be an Antiracist
- How to Build an Anti-Racist World
- How to Deconstruct Racism, One Headline at a Time
- How to Overcome Our Biases? Walk Boldly Toward Them
- KidLit4BlackLives Rally
- Racism Has a Cost for Everyone
- The Danger of a Single Story
- What We Can Do About the Culture of Hate

We offered the following classes with inclusiveness themes during the ALA Virtual Conference, and the archive will be available for one year:
- Retention efforts of minority librarians in librarianship from the perspectives of early, middle and advanced career librarians
- Serving the Transgender Community: It’s More Than Just Bathrooms!
- Herstory through Activism: Women, Libraries, and Activism
Suggesting Own Voices to All Readers: EDI and RA Services
Civic Duty? Libraries and the Disenfranchised
Promoting Multicultural Library Services in Virtual Spaces
Juntos: Latinx Family Engagement at Your Library

An online implicit bias training is in the final stages of creation and should be ready to be published in SumTotal soon, with content based on the implicit bias research and training available from the Kirwan Institute for the Study of Race and Ethnicity.

Additional diversity training programs are currently being vetted for possible system wide implementation.

Due to COVID-19, in-person trainings, orientations, and hiring are on hold. We will continue to evaluate feedback from the surveys to see what can be implemented and improved for our orientations and on-boarding in the future. Additionally, we have begun researching companies that are holding new employee orientations online, to see what, if anything might work for us, gathering best practices, and also evaluating our content to see what might be able to be moved online.

The Customer Service Champion revamp is currently on hold due to the pandemic. We are reviewing the content of the Service Story Orientation to see if it is conducive to being taught online.

The Mystery Shopper Program was suspended during the library closure this quarter. It will be starting back up to evaluate not only library customer service, but also the library’s response to Covid in our facilities.

The library is continuing to work with the ILS software developer to determine what CRM features will be included in the new ILS.

The last quarter was greatly affected by the COVID-19 pandemic and at this time there are restrictions on customer access to furniture and library spaces. The system is open with a 25% of full occupancy limit. There is currently no access to furniture outside of individual computer work stations which are socially distanced. Browsing has been open at branches and opened at Main for Library Central and the Children’s Library on June 22.

The Contract and Construction Administrator has updated the Facilities standards books with our preferred choices and acceptable alternates. This project is complete for now, but will need future updating as styles and colors change over time.

The notary services proposal is on hold due to the systemwide restriction of no in-person events, programs, or classes until September 1.

The project to reconfigure the Main Lobby was absorbed into a larger project to review the entire first floor and the design aspect of the project is on hold indefinitely.

Staff continues to participate in multiple weekly calls with the OCLC Implementation and Software Development teams regarding the migration to Wise. There are other regular calls regarding catalog integration, marketing, and training. Staff is working through a comprehensive project to clean-up dated and unused patron and item data. The project is still on track for OCLS to “go live” on February 8, 2021. The Chesapeake, Virginia Public Library went live on Wise on June 8, 2020. The Anythink Library System in Colorado and Greensboro Public Library in North Carolina are scheduled to go live in June 2020 as well.

The Executive Edge team was wrapping up their evaluation of the fee schedule but due to economic uncertainty surrounding the pandemic, the presentation for the Administration is on hold indefinitely.

Passport services that provided the filing of applications and pictures were very popular up until the pandemic closure on March 18. Revenue from the first day on September 11, 2019, until the closure was $15,600.

The first order of the new library card with a key chain tag was placed on June 16th.

Staff continues to explore the functionality within Wise to implement the option of offering fee cards as a monthly subscription service.

The ESL Specialist was busy this quarter updating ESL class curriculum to be conducted virtually. She conducted a variety of training sessions for the ESL Trainers on the following topics: Google classroom, Quizlets, Kahoot, and Zoom. She also conducted a training on best practices for teaching ESL online. In addition, she shared multiple how-to videos with the trainers. If needed, she provided one on one training for individuals who needed additional assistance. Bi-weekly ESL team meetings are being held to encourage collaboration, provide best practices, and stay appraised of classes, student needs and new activities.
Staff have collaborated on the creation of a new English class for social interactions and English in the workplace. The ESL Specialist and full-time ESL Instructor are evaluating ways the English for Families series can be adapted to host virtually. The budget and schedule need to be updated to fit into our new environment.

This quarter almost 200 English classes have been taught virtually. OCLS offered 21 English classes a week online and plan to increase offerings in July.

Received 90% review documents and had presentation from Borelli and Associates regarding both Horizon West sites. Also, in discussion with the County about a land lease option. Plan is to take options to Board of Trustees in August or September for their recommendation and approval.

Meetings were held with the various Admins in the Spring regarding their needs. The key forward facing projects were included in the budget. Other projects were put into a holding area for potential funding in future years,

We have hired engineering firms to review the MEP and HVAC systems throughout all of the owned locations which will be completed by December 2020 so that we can create a life cycle replacement plan.

We have had the annual roof inspections completed and were provided estimated useful life left per owned facility to be incorporated into the life cycle replacement plan.

The training - Old School? New School? How Generational and Cultural Differences Are Assets in Your Workplace was offered on February 14th, 2020. The archive is also available in SumTotal. Staff from the Zebra Coalition are scheduled to come to OCLS for a staff training on Gender Identity and Sexual Orientation: A two hour workshop that will cover topics like terminology, sexual orientation and gender concepts, transgender culture, coming out process, and intersectionality. The workshop is offered to businesses, organizations, and schools. Focused lessons/modules can be developed for specific groups such as: service providers, child welfare providers, school personnel, teachers, and others as needed. This training was scheduled for Wednesday, May 6 from 9am - 11am.

The survey data of the last two years of orientation surveys have been reviewed and compiled into the following sections, based on questions asked:
- What would you change about the OCLS Connect - Get to Know Your Library Orientation?
- The OCLS Connect - Get to Know Your Library Orientation could be improved by :
- My favorite part of the OCLS Connect - Get to Know Your Library Orientation was:
- My least favorite part of the OCLS Connect - Get to Know Your Library Orientation was:
- Do you have any questions that were not answered as part of the OCLS Connect - Get to Know Your Library Orientation? If yes, please list:
- Any other comments or feedback?

We are reviewing the responses to these questions for areas of improvement and possible changes that can be implemented. Follow up questions will be sent to staff who have been hired in the last 2 years for additional feedback now that they have been on staff longer and may have additional perspectives.

In the meantime, the following questions were posed to the managers and administrators of the system and the responses will be evaluated:
New Employee Orientation
- What do you think is missing from our new employee orientation?
- What do you think we do well (in regards to orientation)?
- In a perfect world scenario, what would your dream new employee orientation look like?

New Employee Onboarding
- What do you think is missing from our new employee onboarding?
- What do you think we do well (in regards to onboarding)?
- In a perfect world scenario, what would your dream new employee onboarding look like?

We are exploring options for revamping the Customer Service Champions program to create further engagement and practice with the Customer Service Story.

The library has been auditing the mystery shopper reports to ensure that shoppers are providing the full service under the contract. Out of 42 shops, the library earned 33 100% scores during the 2nd quarter. The number would likely have been higher as only eight locations were shopped in March before the library closed due to the coronavirus. In the customer engagement survey this quarter, 97.73% of respondents said their experience made them feel positive about returning to the library. In the same survey 96.86 said that library staff made them feel welcome on their visit.
The library has been working with the developers of the new ILS software to determine what should be included in the CRM portion of the ILS. This has involved looking into the strengths and weaknesses of the library's current analytical usage software.

The Mystery Shopper Committee is developing a list of measurables for classes and events that could be used in potential shopper reports. Best practices are being evaluated to determine what the library considers a successful class or events. The committee is also evaluating the cost benefit of adding additional shops to the mystery shopper program.

The Construction Administration area of Facility and Operations submitted their initial draft of the construction standards book. It is currently being reviewed and should be finalized in the Summer. The standards include the type (manufacturer, make model, finishes, etc) and colors, for flooring (tile, carpet LVT), fixture types (sinks, mirrors, plumbing etc), furniture, etc. as well as wiring and electrical standards.

Staff has finalized a proposal to offer notary services and it is currently being evaluated by the Administration.

Reconfiguring Main’s Lobby has been moved into a larger project that involves an architect evaluating the entire first floor for brand consistency. Staff met with the architect to express their ideas and needs.

The OCLC Wise Implementation kicked off on February 4th with the OCLC Wise Implementation team visiting from Ohio and the Netherlands. The team was here for three exhausting days evaluating workflows and processes across all aspects of the library’s operation.

Executive Edge continues looking at fee schedules and preparing a presentation for the Administration team.

The Passport Office has been relocated from the third floor to the first floor just off of the Lobby and signage has been installed to promote the service.

A new library card/key chain tag has been designed, a printing bid has been received from the vendor and staff are waiting for samples to confirm proper design and usage. Staff will work through the existing stock of library cards before transitioning to this new style card.

IT continues to train and monitor staff behavior when receiving phish emails. Staff are sent to additional training when they fail to identify the test emails sent by us.

Received 60% Progress Report from Borrelli and Partners in February. The 100% Report was to be presented March 25th but is delayed to COVID-19.

Discussed options with the County regarding additional property on the western property line for the Eastern most site (near Tiny Road) to allow for a less expensive driveway entrance way.

Had conference call scheduled with Tavistock mid March but has been moved to mid April due to COVID-19.

Billy Warren and Brian Dornbush met with all of the Admin team and created a comprehensive list of desired projects, then assigned estimated cost, construction timelines to each and estimated which fiscal year they would be completed. This list will be reviewed by the Admin team in late April or early May in order to budget FY 2020-21 projects.

In partnership with UCF Libraries, the class When Catalog Searching Fails Us, How Do We Find the "Windows, Mirrors and Sliding Glass Doors?" Discover UCF’s Diverse Families Database was offered at Staff Development Day in November 2019, with approximately 30 attendees. DIVerse Families is a comprehensive bibliography that demonstrates the growing diversity of families in the United States. This type of bibliography provides teachers, librarians, counselors, adoption agencies, children/young adults, and especially parents and grandparents needing to empower their children with materials that reflect their families. Part of this training discussed the importance of inclusiveness in collection development. The database itself includes bibliography/collection development resources on the topics of family relationships, culture/ethnicity, racial diversity, LGBTQ, and disability and health.

The survey data for the last two years’ worth of new hire orientations have been compiled for analysis. A survey will also be sent to all staff and managers to gather further feedback. Additionally, research on training industry onboarding and orientation best practices has been compiled and questionnaires for onboarding practices from other libraries has been conducted. Analysis will be done to determine possible implementation options based on our specific organizational needs and abilities, and the feedback from staff. The customer service orientation / training schedule for 2020 has been adjusted to every other month, vs monthly to allow for slightly larger class sizes. The curriculum is currently being rewritten / adjusted based on feedback from the first 6 months of classes.
The Service Story e-learning is part of the first day onboarding learnings for new staff. The customer service orientation is being revamped to allow for more practice scenarios and in-depth discussions.

We will explore options to increase submissions for the Share Your Story / We Change Lives page of the service story site.

At the November branch manager meeting, examples of customer service situations were discussed to determine if additional training would be a solution, or if there were other answers to the situations, prompting discussions around handling staff and customer concerns. An activity/exercise on demonstrating ways to tell customers what you can do, vs what you can’t do was completed (Tie into service story behavior - I will customize services and provide options). This was a fun exercise and people commented that they will be doing it with their staff; this is also being incorporated into the new service story curriculum.

The library is conducting an agile survey on a quarterly basis and comparing the results with the shopper program results to ensure similar experiences are being reported. Staff are evaluating the questions used in the shopper report to ensure they are reflective of the library’s service goals.

Customer Relation Management (CRM) software will be included in the new ILS. Library staff are currently using Analytics on Demand software to track and evaluate library usage.

A committee is being formed to evaluate the benefits of expanding the Mystery Shopper program into technology classes and or library events. The committee will determine whether to pursue this in both classes and events, only one of the categories or neither category.

The Southwest and South Trail branches received new customer service desks as part of their branch refreshes. The desk for the Southeast branch is in progress.

Main circulation staff are currently exploring notary services for customers.

Enhancements for the Lobby Checkout and Book Return areas are still under review. Now that contracts with contractors, architects, and engineers are finalized this project will move into design.

OCLS staff are attending weekly and bi-weekly conference calls with OCLC and other early adopter libraries. These calls include discussions regarding product architecture and development specific to OCLS. There is an ongoing evaluation of Allen County’s “go live” (11/11/2019) and new and improved implementation procedures due to the upcoming “go live” (2/3/2020) of the Anythink Library System.

Executive Edge is currently reviewing all fee schedules.

Passport services kicked off on 9/11/2019. As of 11/25/2019, 105 Passport applications were successfully completed. In addition, Passport Training re-certification for 2020 was conducted by the State Department at the Main Library. OCLS Passport Agents hosted the training and 48 participants attended.

Staff worked with the Graphics Department to design a library card with a key chain card. We are waiting for the next library card order to proceed.

The functionality for subscription fee cards might be included in Wise and will be further evaluated as the ILS replacement project progresses.

The ESL Specialist is currently working on an online basic training module for the staff who will teach ESOL classes. The basic training is 85% complete and edits are being made before it goes live. The subsequent trainings are in the planning phase. Staff who complete the online trainings will also attend a face-to-face training to create brand consistency in our class offerings.

IT has implemented a phishing security and education strategy for staff. On a monthly basis we send a few emails to all staff. The purpose of these emails is to benchmark staff knowledge to recognize emails that are trying to phish for personal information. This information is gathered on a monthly basis and evaluated. Depending on results IT may decide to send certain staff for additional training on this subject.

Staff visited 2 County-owned Horizon West Properties in August 2019. Worked with County Real Estate to obtain Right of Entry (received 12-10-19). Issued Purchase Order for Borrelli and Partners to perform Due Diligence on both parcels to assist in determining which parcel to buy, report due approximately Feb 1, 2020. Appraisals should be finalized by Feb 1, 2020. Based on Due Diligence Report and Appraisals we can make a recommendation to the Board of Trustees in March/April timeframe. Once we select the parcel, it will take 60 - 90 days to close.

For Lake Nona area, Staff had a discussion with Tavistock basically reconfirming our space needs and requirements. The City of Orlando reached out to us in September to see if we would be interested in space at their recently acquired land, but nothing further.

Facilities & Operation Managers Billy Warren and Brian Dornbush have been assigned the task to perform a comprehensive review of the Library’s facilities and their systems to develop a 1, 3, 5 and 10 year look ahead for budgeting purposes. The project is to be completed by March 31, 2020. Part
of the assignment is for them to schedule meetings with each Admin in the month of January to assess their needs. The plan will be brought to Admin in April so that we can budget accordingly for FY 2020-21 and future years. The plan will be updated each year, some projects will be moved up, moved back or dropped from the schedule based on funding, return on investment, obsolescence, etc.

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<tr>
<th>Goal: Provide services that address the needs of the community</th>
<th>Successful Completion</th>
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<tr>
<td>Enrich the community with vibrant and dynamic events</td>
<td>Deliver services via technology</td>
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<td></td>
<td>Provide events to enhance life skills</td>
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<td>Expand early and family learning events</td>
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<td>Continue Virtual Library Card with OCPS</td>
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**Progress**

- In the final quarter of the year, we sent emails to over 200 daycare centers, and our Youth Program Specialists called daycare centers using our Community Contacts List to spread awareness of our virtual storytime service.
- Library staff contacted over 20 peer-library institutions to ask about services they offer to daycare and childcare providers. Services offered could be grouped into categories such as lending privileges to schools, staff training workshops, and lending out of special collection items like flannel stories and big books.
- We are currently promoting our monthly "Every Child Ready to Read Caregiver Workshops" to local daycares through our partners like Orange County Head Start, the Early Learning Coalition of Orange County, and the Children's Cabinet.
- Two of our storytellers are collaborating to create a workshop for daycare professionals on storytelling techniques.
- We have received 30 requests via the online form for storytelling visits, although these have mostly been for summer camps and pre-K-12 schools.
- Laura Morton, Debra Winslow, and Stacey Lawson each wrote two comprehensive scripts for the new virtual Countdown to Kindergarten series based on the early literacy practices of Every Child Ready to Read. Each event contains a detailed script, printable activities, and a caregiver resource guide that includes song lyrics, early literacy tips, and book recommendations. The scripts will be tested in September, October, and November (two scripts each month), and each one will be presented and moderated by the team members who did not write the script. For example, a script that was written by Debra will be presented by Laura and moderated by Stacey. This ensures that a fresh perspective is used in getting feedback and making edits. Once these scripts have been tested and any necessary refinements have been made, they will be added to the Children's Wiki. Staff training on offering the new virtual series will be provided in the Spring of 2021. In Spring of 2021, the Countdown to Kindergarten team will also work on adapting the virtual series into in-person events and evaluate the need for any additional staff training sessions.
- Youth Education Specialist Laura Morton, and Youth Program Specialist, Noraliz Orengo, created an "Every Child Ready to Read Caregiver Workshop" that will be presented once per month until at least May 2021. Each month, Laura will co-present the workshop with a Youth Program Specialist, a branch librarian, or a member of the Youth Services Staff. The goal of co-presenting the workshop is to familiarize staff with the presentation so they can present the workshop at their branch in the future. The workshop explains the five early literacy practices in detail, provides activity suggestions to strengthen literacy skills, and provides library resources to promote continued growth and support. Noraliz and Laura collaborated to create three caregiver resource guides for babies, toddlers, and preschoolers to reinforce the important ideas of the workshop.
Laura Morton co-hosted the first workshop with Youth Program Specialist Noraliz Orengo on 19 August at 10:30 AM with 25 attendees. Feedback provided showed that caregivers were excited to try the activities suggested and appreciated the personal connections made by the presenters with appropriate anecdotes and examples. The workshops are scheduled through the remainder of 2020.

Laura created promotional slides that can be used during virtual events as well as a promotional flyer. These were distributed to Youth Services Staff, Youth Program Specialists, Branch Librarians, and Storytellers. Laura drafted an email template for staff to connect with community partners to inform and promote the workshops. Community partners that have been contacted so far are the Early Learning Coalition of Orange County, Head Start, 4C, The Children's Cabinet of Orange County, the Adult Literacy League, the OCPS Early Childhood Department, Early Steps, and Help Me Grow. Laura will be sending an email to approximately 300 day care centers in Orange County to promote the workshop.

Due to Covid-19 and social distancing recommendations, all of our large-scale in-person events were canceled 18 March through 30 September 2020. Live Streaming events via OCLS social media channels continued to grow in popularity. A total of 396 attendees logged on to the virtual "End of Summer Celebration" Live Stream in August for prize winner announcements, party snack attack recipes, and special guests, including popular animals from the Central Florida Zoo and FREE DAPS, a local group of freestyle rappers. With OCPS postponing the school year start date, events and Live Streams were added during the first three weeks of August. The "Cuisine Corner Junior: Puff Pastry Empanadas" Live Stream event demonstrated how to create and bake mini sweet or savory empanadas for 78 viewers.

In the final quarter of the year, all 15 locations offered passive programs. Total participation in these events totaled 14,914. With OCPS postponing the school year start date, the systemwide passive programs were well received by the community. There were 246 passive programs, including STEAM Kits, Preschool Craft Bags, Take and Make crafts, and Teen crafts. The passive count for video views totaled 5,380.

We continue to use the Every Child Ready to Read storytime outline in our video storytimes for Facebook and Youtube. Our youth program specialists are on track to complete four self-paced modules on Every Child Ready to Read this quarter.

On 5 August 2020, Laura Morton and Silence Bourn developed and sent out a survey to the Youth Program Specialists and four branch librarians to determine how confident they feel in incorporating Every Child Ready to Read into their early learning events. Using the results of the survey, Laura and Silence created a workshop for the Youth Program Specialists and four branch librarians that was presented on 15 September 2020. The workshop recognized accomplishments in integrating the principles of Every Child Ready to Read into early learning programs, reviewed the five early literacy practices with activity examples, and reviewed how to write effective and succinct caregiver literacy asides.

Staff finished reviewing the existing wiki content and archiving programs that need updates. As of September, our youth program wiki has 690 programs available. The age groups that we have identified that need the most development are babies and tweens. The most dramatic shift in our wiki content is our switch to virtual programming.

In coordination with the Marketing and Public Relations and the Events and Programs Department, we are reviewing our monthly programming themes for this coming year, and we will reassess what content we need to develop in the future to meet community needs and interests.

During this quarter, the Library continued virtual programming, this time with a focus on staying healthy at home. “Qigong Movement and Breathing” events in July and September had instructor Jasmine Win show people how to use this crucial tool of Chinese medicine in their everyday lives. She explained how these techniques involving movement, breathing and meditation can benefit your health. Sifu Al Aki presented an introduction to Tai Chi in July, teaching attendees how to destress by practicing meditative movements. The “Family Zumba” virtual event in August got families moving with this fun dance aerobics workout. “Ballet Barre & Stretch” introduced participants how to increase strength, muscle, tone and flexibility through ballet. Two of our “Life Information for Elders” series featured health related topics: “Navigating Health Websites” and “Detecting and Redirecting Anxiety.” “Cuisine Corner – Seasonal Veggies”
featured chef and certified holistic life coach Yamira Lee Johnson showing how to cook healthy and satisfying seasonal vegetables.

- In September, the Library planned an “Art Week” to unite over the restorative power of creative expression. Activities, classes and events for all ages were provided. Events such as “Creating Art with Pen and Ink,” “Fundamentals of Music,” “Quarantining with Comics,” and “Stress Buster Art: Mandalas” were just some of the offerings for adults. Families participated in events such as “Family Art Adventure,” “Cuisine Corner Junior: Artsy Toasty,” “Poetry is ART,” and “Watercolor 101.”

- The “Read Woke” Beanstalk challenge was launched on September 21. Read Woke means learning about others so that you can treat people with the respect and dignity that they deserve no matter their religion, race, creed, or color. This challenge is intended for all ages and will encourage participants to embrace social consciousness and earn Beanstack badges by reading from diverse authors and learning from their great stories.

- OCLS has expanded the Children’s Initiative focus to reach all K-12 students. Now, all OCPS middle and high schools have an assigned library staff liaison. During the spring, a middle/high school mailing list was created, and educators received various e-mail blasts about tween/teen events and programs.

- License to Learn has been re-designed and will be run digitally this year. Every OCPS elementary, middle, and high school will have their own referral link to share with students and families. To launch this new library card drive, OCLS is setting a community goal for new library card sign-ups. Whether big or small, every school’s new card registrations will contribute toward the goal.

- The outbreak of COVID-19 has affected school and library operations, however, OCLS is committed to the continual support of educators and students. This year, liaisons are encouraged to connect with their schools through the following activities:
  - E-mailing schools information about OCLS events, programs and services
  - Promoting virtual storytimes to schools
  - Hosting a virtual teacher/parent workshop about OCLS resources

- The initiative is working to enhance communication between OCLS and schools. Children’s Initiative liaisons receive frequent e-mail templates with announcements and updates about events, programs, and services to share with their schools. This is meant to increase awareness and visibility of OCLS resources and to make library messaging more uniform and consistent across all K-12 schools.

- A virtual field trip plan has been organized. Scripts for Kindergarten and First grade will be reimaged as virtual events and completed in September 2020. We are working to streamline communications for schools to send a letter to principals communicating new educational programs. Our meeting is scheduled for September 24. In addition, we are currently working with our Graphics Department to update the brochure with new Standards. We anticipate this project to be completed by October 1, 2020. Schools will be contacted starting October 5, 2020, and we hope to be presenting virtual events mid-October.

- The Home Education committee met several times to plan workshops for educators offering virtual and/or a home school learning environment. A new e-newsletter focusing on K-12 learning at home and homeschool was created to keep educators informed of workshops and events geared for this group. The first workshop, “Learning from Home with the Library,” was offered in September. Participants learned about the many resources the library has to offer to help with their teaching toolkit. The committee is planning more events for October and November.

- The first season of the “Melrose in the Mix” TV has continued airing on WUCF-TV. The July episode featured musician Terri Binion and the August episode featured the band The Pauses. The Annual “Melrose Film Festival” will take place virtually this year. The Video team selected 75 films from over 1,300 submissions to be featured in the festival. Viewers can vote for the Audience Choice Award through September 26th. The Fab Lab team from the Melrose Center began producing new and improved face shields featuring higher grade plastic, creating over 130 shields during the month of August. The shields were distributed to local assisted living facilities and to staff.

- Staff are actively looking for new ways to connect with customers outside of traditional services. Every location has been creating make and take craft kits for customers to keep the community engaged in learning activities at home. Over 15,000 make and take kits have been given out this quarter. To celebrate Hispanic Heritage Month, the South Creek
The team has developed a community art project that will provide customers with a small tile canvas to take home and bring back to the branch to be placed in the larger mosaic display. These kits will include additional information about the history and art of the 22 countries that are celebrated during Hispanic Heritage Month.

- OCLS continues to offer virtual events and classes using platforms such as Zoom, Streamyard, Facebook, and You Tube. This quarter there have been over 85,000 participants in the virtual events and technology classes. Additionally, more on-demand videos have been filmed and released on the OCLS You Tube page.
- The Valencia College Lake Nona Campus will remain closed through the fall semester for outside events. The Education Ambassador at Valencia College Lake Nona Campus has been in touch with staff to discuss the logistics of potential virtual collaborations.
- Staff continue to stay in touch with the Lifestyle Director of the Waterleigh Community Clubhouse in Horizon West regarding future in-person events. The second newsletter is scheduled to deliver in late September. It focuses on promoting the return of virtual Prime Time and is again inclusive of a future library survey.
- The Library has continued its virtual “Meet the Author” series. “Meet the Authors of Braves Win!” took place in July and featured writers Peter M. Gordon, Tom Hufford, Sam Gazdziak, and Jacob Pomrenke discussing their book and research. In August, the Library hosted “Meet the Author: David James Poissant.” Librarian Edward Booker hosted this discussion and Q&A with the author of LAKE LIFE. In September, the Library is partnering with Writer’s Block bookstore to present “Virtual Author Event: ANXIOUS PEOPLE” by Fredrik Backman.
- The Fairview Shores Branch developed a following for their virtual event “All Aboard to Explore.” The weekly production included storytelling, science experiments, crafts, music and exercise coming together in a themed event that explored various countries and cultures. Instructions on how to do experiments at home along with information on the books read were sent to viewers after each program.
- Big Read Craft Packs Request Form: This form was built in support of the NEA Big Read initiative. Customers used the form to request a pack containing the Big Read title “Pretty Monsters” and materials for related craft activities to be sent to the address on their library card account. In another time, the craft activities would have been done as part of an in-person event at the library. The form provided a way for customers to continue to be engaged with the hands-on component of library programming. The form received over 200 submissions.
- Bookstore Appointments: To aid the Friends of the Library Bookstore in managing the number of visitors to the third-floor location, bookstore appointments were created using the Schedule module in Communico (our calendar of events and room reservation platform). Customers can view availability and book an appointment. Staff can manage the appointments and provide customers with instructions and information on what to expect during their visit.
- SMS notices in Communico: SMS/text notifications were enabled in the calendar of events system. Customers can now opt-in to receive text confirmation and reminder notices for the events they’ve registered for or the rooms they’ve booked. This functionality improves the communication between the library and customers regarding their registrations and reservations, providing both email and text notifications.
- Library Card Registration Referral Tracking: In connection with National Library Card Sign Up Month, a system was established for referral links to be used as part of an internal contest amongst locations and departments for customer account sign up. Additionally, the card registration forms were updated to prompt users to designate how they heard about signing up for a card. These updates will allow Marketing & Public Relations to better gauge the success of their marketing efforts.
- The newly revised online “Request a Storyteller” form was finalized on 1 May, with the addition of the virtual storytelling option. Since then, we have received six requests via the new form. We promoted the new form internally and via OCLS social media, press releases, and in the Early Learning e-newsletter. We sent out an email blast to 200 daycare center directors promoting the
In the final quarter of the year, we will focus on reaching out to our local daycare centers to create a wider awareness of the services that we offer, including the free storyteller visits.

- Many of our scheduled Head Start visits, which traditionally take place in the Spring, were canceled due to the stay-at-home order and distance learning. We began offering virtual storytelling visits, and we were able to reach 13 out of 22 Orange County Head Start Centers, either in-person early in the year or via a virtual visit.

- The Kindergarten Readiness Committee, met virtually to modify the action plan for revamping the kindergarten readiness series and create a timeline for accomplishing goals. The new kindergarten readiness series will be called “Countdown to Kindergarten.” By 1 September, six event scripts will be developed for a virtual “Countdown to Kindergarten” series based on the best practices of “Every Child Ready to Read.” Two events will be scheduled each month, September through November 2020, to beta test the new series. A virtual staff training session for “Countdown to Kindergarten” will be scheduled in December. The training will be recorded and archived in our learning management system, as a resource for staff. In winter 2020/2021, the series will be adapted to use with in-person events. Changes to the curriculum will be recorded and communicated to staff.

- The 2020 Kindergarten Bootcamps scheduled in May were canceled due to COVID-19. As an alternative means of supporting caregivers in their efforts to prepare their children for kindergarten, staff updated the Kindergarten Readiness Resource Guide, http://libguides.ocls.info/kindergarten. The resource guide now aligns with “Every Child Ready to Read,” an initiative of the Public Library Association (PLA) and the Association for Library Services to Children (ALSC). The updated Kindergarten Readiness resource guide went live on Monday, 11 May. As of 15 June, the resource guide has had 1,010 views.

- The resource guide provides an overview of the five early literacy practices, including reading, writing, singing, talking, and playing. Families are invited to participate in our virtual storytimes, view our prerecorded video storytimes, and utilize our early literacy calendars. Insights into why each practice is important, aim to encourage parents in their efforts. Caregiver resources, such as activity suggestions, articles, book lists, and links, provide a depth of material to cover since preparing for kindergarten begins at birth and continues through the preschool years. English/Spanish bilingual resources are also incorporated to support parents/caregivers in practicing early literacy behaviors in Spanish.

- In addition to updating the resource guide, the Youth Education Specialist presented three staff training sessions on preparing children for kindergarten in May. The training was recording and is available in our learning management system for on-demand access for any of our staff members.

- We are distributing 600 Early Literacy Calendars per month in picture books requested through our home delivery service.

- In June, the library staff was invited to present information about our services to the leadership of the Orange County Neighborhood Center for Families (NCF). We were able to provide the NCF with digital copies of the Early Literacy Calendar to distribute to the families they serve through the end of the year.

- Due to COVID-19 and social distancing recommendations, all of our large-scale in-person events were canceled starting in March. We quickly began offering Live Streaming events via our OCLS Facebook and YouTube Channels. We kicked off the Summer Reading Program, with “Celebrate Summer with Free Daps” for 138 viewers. The performance by ScienceTellers, “Dragons - Return of the Ice Sorceress,” had 133 viewers. For our third week of summer, “Mixed-up Fairy Tales” presented by Page Turner Adventures had 121 viewers. The Live Streaming events have been well received by families for their convenience and accessibility. This has opened up a new youth programming format option.

- Hands-on interactive activities are now accomplished with take-home activity kits, which were distributed to all locations. The activities focused on STEAM (Science/Technology/Engineering/Arts/Mathematics) and featured themes, including constellations, frogs, static electricity, and the laws of motion. A total of 6,400 kits were assembled, and the take-home kits are currently available for customers to pick up from all locations, while supplies last.

- There were 19 passive programs offered, including “Take and Make Craft Kits,” “STEAM Kits,” and the call-in “Storyline” service, which had 161 callers. Sample activities were added to the “Passive
Programming” section of the Children’s Program Bank. The section currently contains 21 sample activities.

- Laura Morton and Silence Bourn presented an “Every Child Ready to Read” Storyteller Workshop to the OCLS storytellers in May. The outline for recording storyteller videos was updated to reflect the goals and integrate the principles of “Every Child Ready to Read.” Another training session for the youth program specialists and branch librarians will be scheduled in August 2020. Staff across the system had the opportunity to participate in numerous webinars and online training available through our Learning Management System, ALSC, WebJunction, and other library and early literacy-focused organizations during this quarter.

- Since the last update, staff have reviewed and archived more than 150 event pages on our Children’s program bank wiki. They review each script for following our current branding guidelines, most recent template formats, broken links, and updating the tags on pages to aid in searching and identifying programs that fit our monthly system-wide themes. We recently added a tween section to the program wiki. Throughout this process, we identify gaps in our content. For example, staff will be writing scripts for Juneteenth, so that we may offer youth programming in celebration of Juneteenth next year.

- During this quarter, Library staff focused on converting programs and classes into virtual experiences that customers could do at home. Cooking at home became a necessity over these months, as reflected in many of our events. Chef Yamira Lee Johnson hosted “Cuisine Corner – Pantry Edition” which showed participants how to make a delicious meal from pantry staples. Events & Programs staff hosted “Cuisine Corner – Cool Summer,” which showed attendees how to make refreshing dishes perfect for a backyard picnic. Blog posts included “Cuisine Corner: Dalgona Coffee aka Frothy Coffee” and YouTube videos such as “Cuisine Corner: Learn to Make a Mug Cake,” “Cuisine Corner: Baking Bread at Home” and “Cuisine Corner: Tex Mex Chicken and Zucchini with Chef Karen Ross.” Other “at-home” events included “Qigong Movement and Breathing” presented by Jasmine Winn. At this event, attendees were shown basic movement, breathing and meditation techniques. New presenter Charlie Pioli, owner of O-Town Compost, hosted a virtual hands-on tutorial demonstrating the basics of composting for the home.

- Another focus has been on virtual writing events. “The Writing Workshop – Adding Oomph to Action Scenes” was hosted by author and martial arts instructor L.E. Perez. The “Ask the Literary Agents Panel” allowed customers to ask questions about the publishing industry. “Write to Market. . . or Not?” featured a literary agent discussing how to make submissions stand out. OCLS also posted several “Writing Tips of the Week,” featuring several authors, editors and literary agents.

- Cultural appreciation continues to be a focus for Library Events. In May, the Library commemorated Asian Pacific American Heritage Month through a partnership with local PBS station WUCF, for a virtual preview of the new groundbreaking PBS documentary series, “ASIAN AMERICANS,” which explored the impact of this group on our country’s past, present, and future through individual lives and personal histories. Local Chef Ha Roda, shared a traditional Vietnamese recipe in one of her favorite new kitchen appliances at the “Instant Pot Vietnamese.”

- With the onset of stay at home orders and distance learning, OCLS reached out to OCPS to support teachers, parents, and students, with great success! Library staff were able to share information about resources and services in virtual presentations for OCPS Library Media Specialists, clerks, and the OCPS Parent Engagement Liaisons. Summer reading information was shared with parents at individual schools. The Youth Outreach Coordinator presented a staff training for our library staff members about serving as a liaison during distance learning.

- Working in partnership with the parent engagement liaison from Pinewood Elementary, we began offering virtual storytime sessions geared towards elementary students so that families could tune in from their homes. As these events grew and word spread to other schools, our OCLS storytellers have presented 68 virtual storytelling sessions for over 1,000 participants since late March.

- Both OCLS and OCPS are using Beanstack, an online platform and app for students to track their reading minutes or books read, write reviews, earn online badges, and complete recommended activities. OCPS students automatically have a Beanstack account, which they access through their launchpad portal, and they can link their school and library Beanstack accounts so that their reading can count for both organizations. Thus far, 1,450 students have linked their accounts. We continue to coordinate with OCPS to support families by creating tutorials, flyers, and documentation to aid in explaining the program and provide documentation to staff on how to support families in using Beanstack.
As a result of COVID-19, staff are pivoting to create virtual field trip options to be ready for the new school year. They are focusing on creating virtual field trip options for our most popular field trips first, those for kindergarten and first-grade students. We will update our promotional materials, website, and request form to add the virtual field trip option in anticipation of offering and promoting the virtual field trips to schools this fall. We have been in touch with the Orange County Regional History Center since we have a partnership to offer joint field trips for schools, where they visit the History Center and Library in a single day. Any changes to that program offering are pending more information about how Orange County Public Schools will function this fall.

In May 2020, the Library finalized an agreement to provide virtual access to Library resources for 500 UCF Education students needing access to eBooks for their Children’s Literature & YA Classes.

During the library closure due to COVID-19, the Library created new digital content to help the community maintain social distancing, while still having access to library services. Virtual storytelling, performances, new blogs, Melrose content, and online classes were created for the public. New platforms such as Zoom and Streamyard are being used to offer virtual events. Guidelines and best practices in using these tools have been developed and shared with staff. All staff conducting Zoom events and classes have received training on this tool which focused on safety and security and best practices. In addition, guidelines and best practices on conducting storytimes in a virtual environment have been developed and shared with staff presenting youth events and tips for teaching online have been shared with technology trainers. This quarter over 885 events and 180 technology classes have been presented virtually.

Staff from various locations have also filmed content to be viewed on OCLS' YouTube channel. Content includes storytelling, cooking, writing, yoga, meditation, and much more. Many locations are being innovative in how we reach our customers in person, while social distancing. Several locations have created "grab & go" activity kits for families, book bundles, and movie kits.

Due to COVID-19, the in-person pop-up events scheduled in Horizon West and Lake Nona have been cancelled.

Valencia College Lake Nona Campus will remain closed through the fall semester for outside events. They have expressed interest in cross promoting events and collaborating on virtual content for the Lake Nona community.

Staff sent an e-newsletter to the customers registered to receive communication regarding Horizon West. The newsletter encouraged families to participate in the virtual Summer Reading Program and to take a survey to gather feedback about a future library in the area.

Due to the COVID-19 closures and ongoing social distancing guidelines, the Library cancelled and ceased planning what would generally be considered in-person signature events. However, the Library has created a new series and partnership to provide events virtually. In May, the Library started a new virtual series called "Meet the Author Live," hosted by librarian and author Lauren Gibaldi. Invited guests included Jenny Torres Sanchez, author of *We Are Not from Here*, and in June, New York Times bestselling author Katie Cotugno.

The Library established a new partnership with PBS Books to cross post a series of national events. These have included "National DNA Day with PBS Books,” the “Penny Stamps Speakers Series,” which features respected artists, designers, and innovators from a broad spectrum of fields, and a "Virtual Commemoration of Juneteenth."

Bibliotheca Fast Lane pad has been added to the Main Lobby’s Information Desk for faster service and is currently being used by a few customers. Staff continues to share this new technology with customers. The online storyteller request form is currently in development. The Youth Program Specialists and storyteller are scheduling storytelling visits to all 22 Orange County Head Start Centers and delivering an OCLS coloring book to each child. The Head Start visits should be complete by the end of the school year. A list of daycares near Main and Chickasaw will receive promotional material for the "Kindergarten Boot Camp" in May.

The K-Ready Committee met in January and March. They defined kindergarten readiness for OCLS as, "We create positive learning experiences to empower families in our community by providing a supportive learning environment, with familiar routines, experiences, and resources." The committee examined the current K-Ready curriculum to identify what was working and discussed what the future curriculum should include. The new curriculum will provide early literacy tips, book lists,
songs, rhymes, stations, and crafts. It will contain enough details for the presenters to understand their roles as early literacy providers. Staff will create six scripts to start with that will be 45-minutes long.

- "Kindergarten Bootcamp" will include tips for caregivers, and resource guides will provide songs and early literacy practices. *Help Me Grow*, which offers free developmental screening, will be attending both the Orlando Public Library and the Chickasaw branch event. An OCPS School Bus will be at each event to allow children to tour it before they have to ride it to school. A list of daycares near Main and Chickasaw has been created to receive promotional materials.

- Expanding the annual Youth Art Contest to include all grades K-12 has led to several positive outcomes. Art submissions increased from 81 artists who submitted 129 art pieces to 174 artists, who submitted 195 art pieces, 70 of which were in the elementary school age bracket. Attendance of the Youth Art Contest Reception also increased from 38 attendees to 198.

- The "Early Learning Resource Fair" in July will have some new partners, and the event duration will be expanded by one hour to increase the time for families to participate. Attendees of the fair that fill out and return their raffle form will receive a free book.

- West Oaks held its annual "Family History Fair" in February, where attendees learned what genealogical resources are available at the Library. Herndon is planning its annual Book Festival at the beginning of the school year.

- From 1 January through 1 March, several locations offered passive programs, including Alafaya, Fairview Shores, Hiawassee, North Orange, Main, South Creek, South Trail, Southwest, Washington Park, West Oaks, and Windermere. Total participation in these events totaled 3,480. There were 74 programs, including Activity Bundles/ Boredom Buckets, Pop-Up events, Character Mailboxes, Interactive displays, and Coloring Sheets/Worksheets.

- "Caregiver Connect: Stay and Play" continues to be very popular at all locations. This allows caregivers time to connect and mingle while the little ones explore and make friends. Pop-up events at Lake Nona and Horizon West continue to grow. At Fairview Shores, there were 126 children and caregivers engaged in "Pop-Up Crafts." West Oaks offered many "Tech Exploration" pop-up events where kids walking into the branch got to experience hands-on learning with different technologies like Virtual Reality headsets and Osmo gaming kits.

- Youth Services has compiled 42 hours of training modules related to early literacy, child development, diversity, and the use of picture books for challenging discussions and future staff training.

- The staff continues to tag and archive events on the wiki. The wiki houses the scripts for all locations to use for youth programs. Youth Services is introducing a Tween section with program scripts for the 8-12 age group.

- All of the archived wiki content remains available to youth program specialists and youth services staff members to update the templates and branding standards. Once updated, the program will be added to the active wiki site.

- During this quarter, cultural celebrations were one of the Library’s foci. There were several events that highlighted Black History Month. The South Trail Branch hosted "OrisiRisi African Folklore” which shared the beauty of African life and culture through a unique folkloric performance filled with drumming, dance and storytelling. The “30th Annual National African-American Read-In” was celebrated at the Orlando Public Library as local luminaries shared African-American literature through poetry, story, and song. South African musician Nathi Gcabashe performed at multiple locations. Afropop band Wassalou performed at the Orlando Public Library, bringing colorful traditional costuming and dance straight out of Africa. The Eatonville Branch provided fun activities for families as part of “Zora! Festival,” honoring Zora Neale Hurston. The Orlando Public Library hosted the “Chinese New Year Celebration: Year of the Rat,” which featured folk dances, musical performances, a Dragon Dance, and Chinese calligraphy. To celebrate St. Patrick’s Day, "Step to the Irish Beat" took place at the Orlando Public Library with The Watters School of Irish Dancing giving a high-energy performance.

- Another focus was improving people’s life skills. On January 25, the “OCLS Writers Conference” provided writers with the tools and knowledge necessary to reach their writing and publishing goals. Multiple locations hosted the “Mini BizKids Market” which allowed people to shop at youth-run businesses ranging from crafters, artists, jewelry-makers and more. Sewing and fiber arts continue to be a popular trend system wide. The Southwest Branch is the newest location to add sewing classes, macramé, knitting, and embroidery to their list of offerings.

- The ESL Specialist has developed the fundamental training module for staff who will be teaching ESL classes. This module has been sent to the Training & Development Manager to be added to OCLS’ online portal SumTotal. She is also working on developing an ESOL teaching strategy module and
she is planning a meeting with the ESL instructors. The Specialist plans on developing modules for each program that OCLS offers.

- OCLS is continuing our work with the Florida Humanities Council on the expansion plan for the English for Families series. The training modules for this program are almost complete and the draft is being edited.
- Introduced OCR based language translation features on the self service copy/fax/scan stations.
- Updated the software for reservations of public computers.
- Summer Reading pages created
- New designs launched for location and special interest groups e-newsletters
- Youth Services has made arrangements to meet with the OCPS Media Specialists over the summer to discuss changes to the Children’s Initiative and the creation of a calendar that would include outreach and partnership opportunities. This calendar may consist of the Teach-In dates and Celebrate Literacy Week events.
  - On 23 January, Brittany Michaud and Daniel Meyer entertained 226 students and parents with Snap Circuits at the Orlando Science School STEM Night Outreach.
  - On January 30, Branch Librarian Katy Comellas-Deliz attended Lake Weston Literacy Night and spoke with 84 students and parents about library services.
  - On January 29, Kristen Trinh and Daniel Meyer, attended the Rosemont Elementary Literacy week and showcased Bring Your Art to Life AR with the Quiver App. They reached 48 students who were enthused about the services that we offer. By popular demand, they were encouraged to return for another outreach.
  - On March 2, 125 students enjoyed a special storytime celebrating Dr. Seuss's birthday with Kristen Trinh and Katy Comellas-Deliz during an outreach to Rosemont Elementary School.
  - On 13 February, Fairview Shores Librarian attended “For the Love of Reading” at Killarney Elementary and spoke with 87 students and parents about library services.
- Field trip curriculum has been added to our Children’s Program Bank, for K-4 and are available on the wiki. Due to changes in the state standards, our field trip curriculum will be updated to the new BEST standards by May 15. Our field trip coordinators will be purchasing additional materials to lend out to branches that are interested in hosting these events at their location in the 2020/2021 school year. A recorded training is being scheduled for this summer to make the field trip training available anytime online. For the 2019-2020 school year, we hosted 15 field trips with 946 total in attendance. We provided educational field trips for 7 first grade, 5 kindergarten, 1 second grade, 1 pre-k and 1 mixed grade groups.
- The library has worked to increase usage of the OCPS Virtual Card by Orange County students. During this quarter, 1,637 VLC cardholders used e-content providers OverDrive and Axis360 to check out 7,511 items.
- The cloudLibrary service by Bibliotheca features a mobile checkout option with one’s smart phone. The library has been testing mobile check out of items offsite for future use at Pop-Up events in Lake Nona and Horizon West.
- The television show version of “Melrose in the Mix” premiered on WUCF-TV on January 23, featuring singer-songwriter Terri Binion. The second episode of the “Melrose in the Mix” television show aired on February 20, featuring Orlando-based, nationally-touring band The Pauses. WUCF has subsequently posted the episode online. In February, the Audio Studio staged the recording of our second "Reel to Real Podcast," with Bruce Hensal and Leo Linares hosting. Guests were Debbie Smith (calling in from Akron, Ohio) and Beth Mckee. Beth is well-known all around the southeast for her southern roots music and community activism through her Swamp Sistas movement. Debbie is one of the pioneering women of rock & roll and was a founding member of 1970s groups, The Poor Girls and Chi Pig. The Audio team engineered the session while the Video team captured video of the podcast. This episode is scheduled to be released in April.
- During the library closure due to COVID-19, the Library created new digital content to help the community maintain social distancing, while still having access to library services. Virtual storytelling, performances, new blogs, Melrose content, and online classes were created for the public.
- The library offered 15 Pop-Up events in the Horizon West area this quarter, inclusive of six weeks of “Prime Time Bi-lingual Storytime,“ three monthly special presenters, and “Zero to Five Storytime” twice monthly. These events brought in over 450 attendees. “Zero to Five Storytime” will continue through the summer and be joined by once weekly SRP presenters on Saturday mornings.
- The library offered two pop-up events in the Lake Nona community this quarter. In January we brought an all-ages storyline and Family Zumba to the neighborhood that engaged 51 children and parents. In February, 41 participants enjoyed OrisiRisis African Folklore as they shared the beauty of
African life and culture through a unique performance filled with drumming, dancing, and storytelling. Comedy Mak was scheduled for March, but was cancelled due to concerns over COVID-19.

- The January 31, the “Library After Hours Event” at the Orlando Public Library featured New York Times bestselling author Debbie Macomber as she discussed the inspiration behind her stories and the process of bringing them to life on page. The Orlando Public Library partnered with WUCF and PBS to present “No Passport Required: Screening & Food Tasting” on January 12 for guests to explore the immigrant food culture in Orlando. The Melrose Center hosted their annual “Melrose Creative Expo.” The Expo began with the Melrose Awards presentation, honoring the best projects created at least in part in the Melrose Center during the past year.
- Bibliotheca Fast Lane Pads have been added to all branches and main to allow for faster service. The service features three modules:
  - Mobile Checkout- mobile checkout of physical library items with your smartphone.
  - Assist App- interactive receipts and due date reminders for items checked out using mobile check out and the self-checkout machines.
  - Express Collection-access to popular digital books with a 7-day checkout period and no wait.
- One way of serving local daycares and our youth under the age 5 in their care, is by sending out a professional storyteller to share stories with the children and to leave information about our services. Currently, there are many avenues from which we receive storyteller requests. A new “storyteller request” form is in development and promotional language has been written. The creation of a new online form is an effort to streamline how the community requests a storyteller to visit special events and daycares. A single portal will allow us to provide the community with details they need upfront. This will also allow us to collect better data to analyze and determine which parts of our community we are reaching and to what extent specific areas are utilizing our storytelling services.
- Another way to serve local daycares was demonstrated at the North Orange branch. During the month of October, an Apopka Day Care visited the library and were invited to stay and participate in a Pop-Up Storytime and Craft. A total of 18 kids and 4 Caregivers participated in the event.
- The Youth Education Specialist will lead a committee on the review and the revision of K-Ready. The committee includes staff from youth services and branches.
- In 2020, we will rebrand and expand “Kindergarten Bootcamp.” This one-day event shares with parents the expectations for their children when entering kindergarten and how to practice skills with their child at home in a fun way. The event is scheduled for 2 May, at the Orlando Public Library. On 28 May, the event will be expanded to the Chickasaw Branch. Bilingual English/Spanish promotional materials will be created to better reach families whose first language is not English.
- The annual Youth Art Contest has been expanded to include all grades K-12. In previous years it focused on middle and high school students. The Youth Art Show is scheduled in February, at the Orlando Public Library.
- We are extending the number of locations offering large-scale family events. One example is offering Steve Songs Summer Concert to four locations instead of two. Kindergarten Bootcamp will be offered at the Chickasaw Branch.
- Some locations are exploring ways to add a component to current events to increase attendance. For instance, Chickasaw plans to add taking family photos during some events they offer. Staff from several locations attended the Project Wild training with the Florida Fish and Wildlife Conservation Commission to evaluate adding programs and activities to enhance current and future offerings. Orlando Public Library is planning to extend large events such as Trick or Treat Safe Zone and Potterversary.
- Youth Services reviewed with the social media specialist the target audience, previous attendance, and target attendance goals for each large-scale event to maximize marketing and attendance.
- Two Youth Program Specialists, presented the Staff Day training session, “Passive Shmassive” showcasing numerous examples of passive programming ideas. Examples from a variety of locations were shared, including: collaborative community art projects, scavenger hunts, make and take craft stations, and character mailboxes. A new “Passive Programming” section of the Children’s Program Bank has been created including a blog feature. The section currently contains 12 sample activities.
- “Caregiver Connect” offers caregivers and children the opportunity to stay and play after regular events. In October and November, the Herndon location had 132 participants. Pop-up playtime and pop-up crafts have been popular in the system. In October, a total of 164 children and caregivers engaged in “Pop-Up Children’s Playtime” at Fairview Shores. Participants created various coloring projects, craft activities, and played with toys designed to help build motor
skills. During November and December, the Southwest branch hosted a “Thankful Tree” interactive community display, inviting participants to share what they are thankful for. In November, the “Baseball Scavenger Hunt” encouraged 51 participants to explore the Southwest collection and claim a small prize for completion. Each month children are invited to write a letter to a different book character such as Paddington.

- Using the Public Library Association’s, “Every Child Ready to Read” as a foundation for early learning programs, we will be updating our storytime outlines, impacting how 55 programs a week are presented to enhance them as learning experiences for children and caregivers. In order to implement these research-based practices, two OCLS staff members have completed the four-part train-the-trainer series, “Raising the Bar: Integrating Early Childhood Education into Librarian Professional Development.” The training was developed by the New York Public Library, in collaboration with CUNY’s Professional Development Institute and funded by the Institution of Museum and Library Services. Storytellers were selected as the first phase of staff training since they conduct the majority of the early learning programs each week and would have the greatest initial impact. OCLS storytellers have been introduced to the upcoming changes and are excited to participate in future training. Future staff training workshops open to all staff include, “Literacy and Locomotion” in January and “Mother Goose on the Loose / Mama Gansa,” in February.

- Youth Services created a dashboard “snapshot”, listing the number of scripts in each of the eight age-groups and program type categories. Last fiscal year, the Children’s Program Bank included 1,124 program scripts. The current snapshot includes 794 scripts, a reduction of 30%. This reduction was made possible with the assistance of the digital content team, using a method of archiving older/outdated scripts. This provides a more streamlined and simplified version of the Children’s Program Bank wiki.

- Sustainability was a focused trend this quarter. The Orlando Public Library hosted adventurer and activist Rob Greenfield for two events as he shared his year-long project to grow and forage 100% of his food. Beekeeping Basics, helped guests get started in beekeeping, learning about equipment, safe habits and the best type of hive for their needs. Local mushroom expert Jon Martin explained the basics of identifying and searching for local fungi and why they are so important to life on earth at the event, All About Mushrooms.

- Adult Crafting events continue to be popular. Calligraphy for the Holidays at the Alafaya Branch and Handmade Greeting Cards at the West Oaks Branch helped guests with their creativity.

- The Library helped customers prepare for the Holidays at several Cuisine Corner events at various locations. Thankful Thanksgivings provided tips to ensure the Thanksgiving meal was a success. Chef Ha Roda presented, Thit Bo Bay Mon (Beef Seven Ways) and shared the history and culture of Vietnam through this traditional holiday feast. Yamira Lee Johnson, head chef and founder of Breaking Bread with Mira, demonstrated how to make coquito, a traditional Puerto Rican drink. Stressless Holiday Entertaining helped customers to enjoy the holidays without spending all of their time in the kitchen. And Chef Cristina taught our customers how to make Puerto Rican Polvorones, the sweet melt-in-your-mouth holiday cookies.

- Multiple staff took part in Project WILD training with the Florida Fish and Wildlife Conservation Commission. OCLS staff will be able to offer programs to the Orange County community based on the Project WILD curriculum. “Project WILD is an interdisciplinary conservation and environmental education program emphasizing wildlife.” The programs are geared towards kindergarten through 12th grade.

- The Fairview Shores Branch has been offering various hands-on pop-up classes featuring technology kits such as Oculus VR, iPads, and Legos. The Chickasaw Branch offers 3-D printing, virtual reality, and gaming for the afterschool crowds. Many locations across the system are offering sewing, knitting, crocheting, and macramé to expand fiber arts offerings. The Friends of the Library recently purchased sewing machines for the Chickasaw, Southwest, North Orange and Windermere Branches due to the popularity of this service. Various locations are partnering with Panda Express to offer Chinese New Year events in February 2020.

- Purchased, configured, and deployed 50 surfaces and accessories for the BizKids grant.

- Launched website accessibility software in ocls.info and the catalog.

- Share Your Library Experience form built and ready for launch.

- Bookeye computer and software was upgraded.

- Three microfilm stations were replaced and upgraded.

- Orange Peel LDAP integration.

- Melrose voting functionality migrated to Drupal.

- Suggest a Title staff view developed.

- Switched wireless print service.
The 4th annual “Technoween” event took place on October 13, with 354 in attendance for a more information about upcoming Pop-up events, visit www.ocls.info/library-pop.

As a result of the additional promotion, a new field trip brochure was sent to the principal of every OCPS elementary school at the beginning of the school year. OCLS Field Trips at the Orlando Public Library are now booked through May 2020. The teachers attending the events express their appreciation for the enthusiasm of the presenters and the thoughtfulness of the lessons presented. OCLS field trip coordinators, continue to revise the program content to include engaging topical books and have added artifacts like a coffee grinder, butter churn, and weaving loom to bring the content to life. Last fiscal year, one field trip training offered focused on kindergarten and 1st-grade field trip content. This year, a second training focused on second-grade and fourth-grade field trip curriculum and was offered to staff in December. Staff gained knowledge, tips, and resources to help them bring these experiences to life for school-age children at their location. The training was to boost their confidence through open discussion and engage in hands-on, interactive activities from curriculum developed by Youth Services that supports the Florida State Standards. All branch youth program specialists were invited to observe and assess for use at their locations, scheduled field trips at the Orlando Public Library. There are at least eight opportunities through the end of the 2019/2020 school year. In future quarters, the field trip curriculum for grades K-4 will be made available to all locations via the wiki.

OCLS has developed a Memorandum of Understanding for use with private schools and Foundation Academy with 471 students signed up for access to the same content as the OCPS Virtual Library Card.

The Chickasaw Branch has been offering photo sessions themed on various seasons such as Halloween and winter. Families are invited into the photo studio and on stage to take family photos. The Melrose video team brought the “Green Screen Experience” to Southeast for their 25th anniversary celebration. From November 14-17, Melrose hosted the first ever “Melrose Game Jam,” a partially after-hours marathon game design event. Teams worked diligently to completely design a working video game from scratch that included the education theme. On the final day, the “Melrose Game Jam Expo” invited visitors to play the games and cast their votes for their favorites. The winning game based on voters was called Dreamscaper.

The library offered nine Pop-up events in the Horizon West area this quarter, with over 300 in attendance. In the second quarter, the library will bring “Zero to Five Storytime” twice monthly, six weeks of “Prime Time Bi-lingual Storytime,” and monthly special presenters. The library has partnered with the Lake Nona Campus, Valencia College to provide library events each month for the Lake Nona community. Since June 2019, we have hosted 5 events in the Lake Nona community with over 500 in attendance. In 2020 there are monthly events planned through the end of July. For more information about upcoming Pop-up events, visit www.ocls.info/library-pop.

The Fairview Shores Branch hosted “National Night Out” for 250 guests on October 1, 2019. This program was in partnership with the Lee Safe Road Neighborhood, Orange County Sheriff’s Office, Walmart, McDonalds, Planet Fitness, Sam Ash and other local businesses in the community. The event was so successful that the group is planning their next large community event. The Alafaya Branch hosted a week of Disney themed events and classes in December. Events included “Paint with a Disney Artist,” “Haunted Mansion Escape Room,” and many more. The Melrose Center continued to offer “Melrose in the Mix” sessions this quarter. In October, the Austin R&B group The Vapor Caves was featured and played 80s-inspired funk music. In November, Bella Fontella was featured, and she played songs showcasing her unique blend of Hip Hop vocals.

The 4th annual “Technoween” event took place on October 13, with 354 in attendance for a terrifyingly fun time for the whole family. The event featured a costume contest, horror movie trivia and activities throughout the center, including the Monster Sound Studio, Be a Star of the Silver Scream, Virtual Horror, the Phantom Photo Studio, the Frighteningly Fun Fab Lab and Terror-Vision projection mapping. Exhibitors included Tourist City Ghostbusters, Orlando Science Center, Orlando Cosplay, and Steampunk R2.

The Events/Programs Department is in the final planning stage for the library’s next signature event. The New York Times best-selling author, Debbie Macomber will be the presenter for the
“Library After Hours: An Evening with Debbie Macomber” on January 31, 2020. The Hiawassee Branch is planning their 10th anniversary event scheduled for January 11, 2020. Herndon is planning their mini book festival for summer 2020. The Southwest Branch has secured the author James Grippando for the “15th Annual Southwest Author Event” to take place in April 2020. The Chickasaw Branch will hold the 5th annual “Romance, Wine & Chocolate” after-hours event on Friday, September 4, 2020 and its 5th anniversary celebration on July 18, 2020. In April 2020, South Creek will host the 13th anniversary celebration of “Tertulia Cuatro Gatos” with an after-hours celebration.

Strategic Goal Two: Promote and Strengthen the Library

Performance Dimension: Public Relations, Marketing, Community Outreach, Revenues, Partnerships, Grants, Fundraising, Fiscal Responsibility, Stewardship, Training

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<th>Goal: Increase Awareness of OCLS</th>
<th>Successful Completion</th>
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<td>Market and promote OCLS throughout the service area</td>
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Progress

- In March, the ILS Specialist and the Public Relations Administrator met to talk about using Analytics on Demand to create population profiles for Orange County, as well as separate profiles for all library locations. A first draft was completed in May, and the Public Relations Administrator used it to look for commonalities among the top three users of each branch and Special Services.
- Several user groups showed up frequently in the analysis, appearing as frequent users of multiple branches. Those groups are listed according to their Experian Mosaic Profiles, which identifies consumers based on demographic data, purchasing history, household size and other data.
- The groups that showed up most frequently included:
  - **Fast Track Couples**: Active, young, upper-established suburban couples and families living upwardly mobile lifestyles. They are tech-savvy, live active lifestyles and own their own homes. Approximately 90 percent of people in this category are under the age of 35, according to Experian. They go to the internet first for information and prefer to learn about brands through the internet and radio apps. They are also accessible through streaming TV, mobile SMS (text) and mobile display ads.
  - **Influenced by Influencers**: Young singles living in Midwest and Southern city centers who are known to be career-driven, digitally dependent, first-time homebuyers and foodies. They often live in one-person households, have low household incomes, have not lived in their areas for long and are between the ages of 25-35. They live entertainment-intensive lives, according to Experian, and go out to bars, clubs and restaurants. They can be best reached in digital display ads, through digital video advertising, radio, streaming TV and text.
  - **Suburban Nightlife**: Established, college-educated couples and families living in metropolitan areas. They tend to work blue-collar jobs that pay well. Head of household age is between 51 and 65. They are known to be politically liberal, tech savvy, active on social media and homeowners. Tend to have been settled in their cities for a long time. They are known to be religious, according to Experian, and support traditional values and cultural tolerance. Consume information from broadcast and cable TV, streaming TV, and to a lesser degree, digital display, video ads and direct mail.
Urban Ambition: Generation Y singles and young families in mid-market cities. They tend to be younger, ranging in age from 19-24. Many are single or single parents, office workers, renters, and very tech savvy. Prefer communications through digital video, cable TV, digital display ads, radio, streaming TV and text. Less receptive to email communications and traditional news.

The ILS Specialist is working on creating a new set of profiles that is more accurate and up-to-date. When the profiles are completed, they can be shared on the Marketing and Outreach LibGuide, so staff can have a snapshot of what a typical customer's interests may be.

We also received new information from Cox Media, with whom we partner to extend our reach in digital and social advertising. From May 1-31, Cox ran three separate ad sets targeted to parents, to showcase our learn-at-home offerings, library card signup and social distancing using the library. During the month of May, those ads received 32,845 impressions and 127 clickthroughs from our parent group. We also showed the same ad set to a broader group of residents, for whom presence of children was not specified, and received 310,530 impressions and 2,339 link clicks.

In July, we shifted some of our focus with Cox to the Hispanic market, advertising English for Families. Those ads performed well, receiving 171,051 impressions and 3,487 link clicks.

Over time, we have found that ads placed with the help of Cox have performed well with Millennials and a general audience, as well as the Hispanic market. We will use this information to help guide our future advertising with Cox.

Our partnerships with local blogs continues through the end of the fiscal year. Some highlights from those initiatives:

- **Orlando Date Night Guide**
  Each month, Orlando Date Night Guide features a library event or service in a blog post and social media share. The events are also included in the blog’s e-newsletters.
  
  **June-August**
  Total impressions: 49,665
  Monthly breakdown:
  June - 1,900 impressions
  July - 3,136 impressions
  August - 43,411 impressions

- **A Corporate Time With Tom & Dan**
  Each month, the library receives four commercials per month on the A Corporate Time with Tom & Dan radio show on Real Radio 104.1 FM and the Tom & Dan podcast, social media shares and an ad on the Tom & Dan website. Once per month, the show features either a book review by personality Tom Vann or an interview with a library representative.
  
  **June-September**
  - Youth Services Manager Natalie Houston was featured on the show to promote our virtual Summer Reading Program. That podcast episode was downloaded 3,712 times, according to data provided by A Corporate Time with Tom & Dan.
  - Friends of the Library Board Member Erica Lee was featured to promote membership in the Friends for their September membership drive. Data for this episode is not yet available.

- **Pultpown**
  
  **June through August**
  Pultpown sends out a daily enewsletter to its list of followers, and in June, we engaged with them to create a series called “101 Things We Love About the Library.” Each week, they include a selection of things in their enewsletter that highlight the
Topics have included Melrose in the Mix, the David Buckley murals in the children’s areas at Alafaya and Fairview Shores, Biz Kids and Big Read. Two performing posts in this series included a Summer Reading List post (134 clicks) and a post about volunteering for the Friends (75 clicks).

- Our livestreamed events on Facebook, which provide us with a direct way to connect our social media audience with the kinds of virtual events we have been offering since the pandemic ended in-person programming, have also been performing very well. Between June 1 and August 31, our livestreams received 29,900 views.
- The Marketing Specialist, Digital Media Specialist, Outreach Coordinator and Public Relations Administrator met twice in the last quarter to discuss updates to the Marketing Plan. It was decided that in addition to streamlining the plan, the department will update the plan to focus more closely on the importance of acquiring new library card signups. Some ways this will be addressed in the plan will be to put a greater focus on reaching newcomers to Orange County, who are not yet familiar with what the library has to offer, and to better leverage large events to bring in new card signups. The plan will also address the importance of reflecting diversity and inclusion in our marketing efforts.
- A newer version of the plan should also address the library’s recent emphasis on using digital programming to reach more people, which has proven to be a very successful strategy during the COVID pandemic.
- A final draft of the updated Brand Book is complete and is currently being reviewed. The new version will be ready to upload to the Marketing and Outreach LibGuide in the first quarter of the next fiscal year. Updates have been made to multiple sections, including updates to the brand’s primary fonts and colors, addition of language to the "Copy and Tone" section of the book, and inclusion of the “Learn. Grow. Connect.” tagline, which was introduced after the Brand Book was created. The new version also contains information on creating impactful e-newsletters using the templates released by Marketing and Public Relations earlier this fiscal year.
- Brigitte Martinez, Assistant Manager of Marketing and Public Relations, continues to organize regular interviews on Despierta Orlando on Entravision TV and 98.1 Salsa y Más. The library is featured in four interviews on television and four interviews on radio each month.
- Topics covered in June included Summer Reading Program, OCPS Mobile Lunch at the library, digital services and home delivery.
- Topics covered in July included the Summer Reading Program End of Summer Celebration, English for Families, Brain Fuse and Mobile Lunch.
- Topics covered in August included English for Families, Reaching Out Fair and National Library Card Sign-up Month.
- We also worked with Hispanic media in August and September to highlight National Library Card Sign-up Month, which featured ads in print and digital media sources in English and Spanish. We have been using an online drop-down form to ask customers signing up for new library cards where they learned about the library, and so far, we have had eight customers indicate that they learned about signing up for a library card through ads on Univision TV (which is the channel run by Entravision) and two customers indicate that they signup up after seeing an ad in La Prensa newspaper.
- Our Marketing and Public Relations Team has been planning to use storytelling as a strategy for our Annual Appeal once again. Since COVID has had such an impact on our lives in 2020, our plan is to tell the stories of customers who used library resources during the pandemic to help them in some way.
- Our first confirmed story is that of Friends of the Library board member Dave Lehman, whose convention and tourism-related business was significantly impacted by COVID earlier this year. In order to save money on accounting expenses, he took live online
QuickBooks classes that have helped him manage all of his business account needs in-house.

- We are also working with the ESL Specialist to identify a student who benefited from our ESOL or language learning resources, and we are reaching out to parents and teachers who used library resources to help a child learn.
- The Annual Appeal stories will be shared via direct mail, social media, email and on YouTube.
- The Orange County Library Ambassadors Facebook group has grown to 137 members. Initiatives we asked our ambassadors to help us generate excitement about included our Virtual Summer Reading Program and National Library Card Sign-up Month. For both of these initiatives, we asked ambassadors to use their personal social media accounts to share information about those programs, and we created unique Facebook profile frames they were encouraged to use to help us generate awareness about them.
- In July, we had a particularly good month for engagement across all of our social media programs. Engagement was up 2.2 percent that month, and one of the reasons for this was a post we shared about take-home activity kits available to families. The post was shared 38 times and received nearly 200 reactions on Facebook, and six customers tagged us in posts about their activity kits on Instagram. The post was a big success in building engagement and awareness about the kits, as well as encouraging people to share user-generated content about the library.
- In-person outreach events are still on hold. In the meantime, MPR Outreach Coordinator Mike Donohue has been working on sharing tools and information with Spectrum assistant managers to help them get acquainted with the communities around their locations. It also provides templates for various types of outreach communications that assistant managers should initiate. Each toolkit contains a letter that can be sent to apartment complexes to inquire about including library card applications or other information in tenant move-in packets; a letter that can be sent to community contacts inviting them to come take a tour of a branch; a letter that can be sent to community contacts telling them about resources the library has adapted due to COVID-19. Each kit also contains demographic information and contacts for neighborhood associations, schools and apartment complexes, so every manager has resources to conduct outreach activities that build relationships with the library.
- The Youth Services Outreach Coordinator and the MPR Outreach Coordinator have also set up a monthly meeting to share information about the work they are doing and to better coordinate their efforts. During the first meeting, they discussed an idea for creating monthly packets to send to all managers with talking points for staff about key initiatives; streamlining communications and messaging for the Children's Initiative; creation of step-by-step instructions for tagging OCPS outreach events in Communico; and creating a shared outreach calendar. They will meet monthly to continue these discussions.
- Staff members who are a part of Toastmasters continue to have access to online resources through their Toastmasters learning plans. This quarter, they also had the opportunity to attend the free virtual Toastmasters convention in August.
- During this quarter, staff also had access to the Library Advocacy and Funding Conference, which included sessions on making presentations and speaking effectively about library services. Those sessions were accessible to all staff.
- Marketing and Public Relations also continues to work with staff to present These Three Things, the Instagram series that features library staff talking about library events. This quarter, seven staff members from various locations participated in the series.
- Information was shared with the Chief Branch Officers and the Chief of Lifelong Learning about a vacancy on the board of Orange County’s Big Brothers Big Sisters chapter and four vacant at-large seats on the County Children and Family Services Board.
The Fairview Shores Branch continued to participate in bimonthly meetings with the Lee Road Safe Neighborhood group to discuss issues affecting the community and to plan with commissioners and community leaders to address those needs and improve the community.

Fairview Shores also hosted Commissioner Christine Moore's informational display on the Lockhart Mural.

In August, Digital Media Specialist Cynthia Velasco was installed as secretary of the Florida Public Relations Association.

Public Relations Administrator Erin Sullivan received a response from Orange County acknowledging her application for the Arts and Cultural Affairs Advisory Board.

Youth Services Outreach Coordinator Jennifer Schock applied to join the Children’s Cabinet of Orange County, a nonpartisan coalition of individuals and organizations working toward the safety and well-being of children and families in Orange County.

Staff from various locations continue to be featured on our Instagram series “These Three Things,” which gives them experience talking about library events and programs in front of a camera.

In June we featured staff members Veronica Tinsley (TEC), Laura Lizardi (South Creek), and Maggie Finley (Special Services)

In July, we featured staff members Vanessa Davis (Circulation), Veronica Tinsley (TEC), Kathryn Thorp (Circulation), and Iris Velasquez (Hiawassee)

In August, we featured Aly Oestereich (Southwest) and Daniel Meyer (Fairview Shores).

In September, to date, we have featured Veronica Tinsley (TEC) and Maggie Finley (Special Services)

In the past quarter, Marketing and Public Relations Assistant manager Brigitte Martinez conducted 12 interviews in Spanish on Despierta Orlando and 12 interviews on Salsa 98.1. Topics included OCPS Mobile Lunch, digital services and Home Delivery.

ESL Specialist Jelitza Rivera conducted interviews about English for Families on Despierta Orlando and Salsa 98.1 FM in July.

Melrose Center Manager Jim Myers appeared on State of the Scene on Rollins College’s WPRK radio station on August 5. He talked about what’s happening at the Melrose Center and the NEA Big Read.

Our staff library card contest for September is underway. Each department or branch received a unique URL to share with family, friends and customers to encourage them to sign up for library cards. Using that URL, we can track where a card signup originates. At the end of September, the department or branch with the most signups, divided by the number of staff in that department, will win a prize. As of September 17, we received 69 new library card signups as a result of the contest, which still has two weeks before completion.

Youth Services sent emails to over 200 daycare centers, and the Youth Program Specialists called daycare centers using the Community Contacts List to spread awareness of our virtual storytime service.

Library staff contacted over 20 peer-library institutions to ask about services they offer to daycare and childcare providers. Services offered could be grouped into categories such as lending privileges and book delivery to schools, staff training workshops, and lending out of special collection items like flannel stories and big books.

We are currently promoting our monthly “Every Child Ready to Read Caregiver Workshops” to local daycares through our partners like Orange County Head Start, the Early Learning Coalition of Orange County, and the Children's Cabinet.

Two of our storytellers are collaborating to create a workshop for daycare professionals on storytelling techniques.

We have received 30 requests via the online form for storytelling visits, although these have mostly been for summer camps and pre-K-12 schools.
Before our libraries closed due to COVID-19, we were already working with Cox to take advantage of areas of opportunity that previous research indicated could help us draw the interest of customers. Those areas of opportunity included ebooks, streaming services, audiobooks and other digital services. Once libraries closed, we directed all of our advertising efforts with Cox toward virtual services and events, online library card signup, and ebook checkouts. Early results of that effort indicated that customers responded well to those ads. Cox reports that this ad set delivered 144,500 impressions between March 14 and April 4, received more than 2,000 link clicks from viewers who wanted to find out more, and had an engagement rate of more than 2 percent, which is well above the industry average engagement rates of .12 percent for nonprofits and .15 percent for higher education.

Between January and March, our ads directed at the Millennial audience continued to perform well, delivering more than 382,300 impressions and generating 2,451 clicks and engagement rates between .66 and .87 percent. Statistics provided by Cox indicate that the Millennial audience was most drawn to ads promoting the Melrose Center audio studio, followed by a carousel ad that highlighted a combination of library programs such as cooking, book clubs and sewing. We will continue to refine our ads for this audience, as these ads continue to perform well, indicating healthy interest from this demographic.

Another area where we have continued to grow our advertising presence is the Hispanic market. We are now making sure that 100 percent of our press releases are written in Spanish and in English, and many of our important initiatives are advertised in Spanish with the help of Entravision, which has helped us extend our reach on Spanish-language TV, radio and social media.

Since OCLS has been closed due to COVID-19, the Assistant Manager of Marketing and Public Relations, who is fluent in Spanish, has done 12 on-air interviews on Despierta Orlando and 12 interviews on Salsa 98.1 FM. She has covered a variety of topics, including signing up for a library card online, virtual ESL classes, live online classes, Summer Reading Program, Adult Summer Reading, the library's social worker, OCPS Mobile Lunch at the library, home delivery, and the library's phased reopening plan.

Between April 14 and May 10, Entravision indicates that these interviews, which they have also shared on their social media platforms, received 3,111 clicks. Between May 26 and June 21, the interviews generated 4,326 clicks.

In addition, we ran library commercials on both Salsa 98.1 FM and Univision TV. During April, May and June, a total of 139 ads ran on Salsa 98.1 FM, and 60 TV commercials aired on Univision.

Our Digital Media Specialist reports an uptick in interactions with our social media accounts this quarter, as a result. She notes that combined, the campaigns generated a total of 14,298 clicks to different areas of our website from the topics discussed. We have also received 11 Facebook messages from customers asking questions more in-depth questions about services addressed in our Entravision marketing efforts.

We intend to continue our relationship with Entravision, as it provides us with both advertising and an organic presence in the Spanish media landscape, which we think will help boost the library’s visibility amongst Hispanics, which make up the second-largest demographic in Orange County.

Our Digital Media Specialist has committed to working with marketing staff to conduct periodic audits of our marketing materials, to ensure that diversity is represented in our images, videos and other collateral.

Our partnerships with local bloggers is ongoing, and in June, the Public Relations Administrator gathered the following statistics from some of the blogs we are working with:

- **Tasty Chomps**
  - Campaign includes one lower sidebar square display ad on all pages of blog, plus quarterly banner ads in e-newsletter, quarterly social media posts, and periodic blogs or editorial mentions on the website about the library.
  - September 2019-May 2020
  - Editorial mentions: 7
  - Social Media mentions: 53
  - E-newsletter mentions: 8
  - Social media impressions: 76,812
Display ad impressions: 91,602
Pageviews on editorial posts: 14,620

- Orlando Date Night Guide
  Campaign includes one ad in all workshop round-ups and monthly "best of" posts, featured event coverage for seasonal event roundups when relevant, and a minimum of six social media posts throughout the term of the contract.

  December 2019-June 2020
  Total ad impressions: 15,449
  - January - 4,178
  - February - 5,631
  - March - 2,368
  - April - 1,925
  - May - 3,347
  Social media impressions: 4,357
  Social media clicks: 10
  E-newsletter impressions: 4,092
  E-newsletter clicks: 11

- During our closure due to COVID-19, Marketing and Public Relations staff decided to launch a new library podcast called Shelf Centered. One of the goals was to use the podcast, which is a tool that many other businesses use to engage new audiences, to highlight some of the ways the library was shifting its focus to virtual events and digital services while our facilities were closed to the public. The podcast features interviews with staff, book recommendations, and interviews with local influencers and authors about their work. Melrose Center also launched a new podcast, called Reel to Real, in March.

- Youth Services, Events and Programs, and Marketing and Public Relations teamed up to create and promote new virtual events that were debuted on YouTube, Facebook and Instagram. We continue to use Streamyard to host live social media events, and storytimes and events for children of various ages are streamed weekly on our YouTube and Facebook pages. This has helped grow our YouTube channel significantly. Our channel saw more than 1,300 new subscribers in April and 1,100 new subscribers in May, bringing our following there to more than 8,800 people.

- On April 17, the Marketing Specialist led a meeting to discuss updates to the Brand Book and Marketing Plan. The determination was made that the current plan can be simplified, so that it's more easily digested by staff, and thus more widely useful to all. Our current marketing initiatives show that we have done a good job reaching our core constituency, which includes families with children, and we appear to be reaching a larger Millennial audience through our use of blogs, YouTube and social media for advertising. The group is working on refining the plan and will meet twice in the next quarter to make suggestions for updates.

- The Brand Book, which helps guide our staff in understanding how to create consistent and high-impact marketing materials, is almost complete. The new version includes a section on best practices for creating impactful e-newsletters. An updated draft of the Brand Book will be ready for review in July.

- As of June 2020, 100 percent of our press releases are written in Spanish and in English and delivered to both English and Spanish-language media outlets and representatives. Many of our important initiatives are advertised in Spanish with the help of Entravision, which has helped us extend our reach on Spanish-language TV, radio and social media.

- Looking toward the next quarter, we will work on growing our Hispanic contacts list so our information may be shared more widely in the Hispanic community.

- As was recapped in a previous portion of the Strategic Plan, since March, the Assistant Manager of Marketing and Public Relations, who is fluent in Spanish, has done 12 on-air interviews on Despierta Orlando and 12 interviews on Salsa 98.1 FM. She has covered a variety of topics, including signing up for a library card online, virtual ESL classes, live online classes, Summer Reading Program, Adult Summer Reading, the library’s social worker, OCPS Mobile Lunch at the library, home delivery, and the library's phased reopening plan.

- Between April 14 and May 10, Entravision indicates that these interviews, which they have also shared on their social media platforms, received 3,111 clicks. Between May 26 and June 21, the interviews generated 4,326 clicks.
In addition, we ran library commercials on both Salsa 98.1 FM and Univision TV. During April, May and June, a total of 139 ads ran on Salsa 98.1 FM, and 60 TV commercials aired on Univision. Our Digital Media Specialist reports an uptick in interactions with our social media accounts this quarter, as a result. She notes that combined, the campaigns generated a total of 14,298 clicks to different areas of our website from the topics discussed. We have also received 11 Facebook messages from customers asking questions more in-depth questions about services addressed in our Entravision marketing efforts.

We intend to continue our relationship with Entravision, as it provides us with both advertising and an organic presence in the Spanish media landscape, which we think will help boost the library's visibility amongst Hispanics, which make up the second-largest demographic in Orange County.

In addition, the Assistant Manager of Marketing and Public Relations will work with the Marketing Specialist to identify additional media outlets that might want to partner with OCLS in promoting our services to the Hispanic community.

Before COVID-19, the Marketing and Public Relations team held a video shoot for a Summer Reading Program promotional video that would tell the story of a fictional family who go to the library and have their imaginations sparked by the books and events they find there. The goal was to inspire people to think of the library as a place to "Imagine Your Story," which is this year's Summer Reading theme. The video was shot at the Winter Garden Branch on March 15, but a few days later, all of our locations closed due to COVID-19, and our in-person library events were cancelled. The video was replaced with a different marketing piece promoting virtual events, but we hope to use the footage we captured to promote in-person events when they can safely be rescheduled.

For National Library Week, which took place in April, the Digital Media Specialist asked staff to share short videos or photos of themselves telling customers what they miss most about the library. "National Library Week 2020 - I Can't Wait To ..." reached more than 6,000 people on Facebook and received more than 800 engagements.

The library's Ambassadors book club met via Zoom for an informal book discussion. The next session will resume in July.

The "National Library Week 2020 - I Can't Wait To ... " video, released in April, was designed to allow our staff members to engage our customers directly by letting them know that library staff miss them and look forward to reopening. The video reached more than 6,000 people on Facebook and received more than 800 engagements, including 42 shares.

In May, to encourage people to participate in our Virtual Summer Reading Program, we asked members of our Library Ambassadors Facebook group to use a profile photo frame created by our Graphics team to announce the launch of Summer Reading. Several of our ambassadors, including a local blogger, used the frame and posted about SRP.

In May, Youth Services Manager Natalie Houston was once again the face of our Summer Reading Program when she narrated a video shared on our social media channels explaining to people how our Virtual Summer Reading Program would work, and how people can sign up for virtual events and reading challenges. The video was released on Facebook in early June, and so far, it has received 872 views, 35 engagements and 16 shares.

During the COVID-19 closure, the Outreach Coordinator in Marketing and Public Relations conducted two staff outreach training sessions through Zoom. In total, 56 staff participated who were then added to the Community Outreach Training group on Teams. This group will allow us to reliably select trained staff for upcoming events and have more consistent dialogue with staff that are invested in doing outreach.

The Youth Services Outreach Coordinator has worked to help our elementary school liaisons improve their communications with their contacts at Orange County Public Schools. On April 17, during the COVID closure, she held a comprehensive training showing liaisons how to contact schools and what information to share with them to align with the library's virtual initiatives.

Youth Services has also focused on connecting the community with helpful library resources, promoting the virtual Summer Reading Program and partnering with Orange County Public Schools. During the unexpected circumstances of business of school closures, OCPS educators received weekly updates from us about virtual programs and storytelling, family support services and online
borrowing. A digital resource directory was created for Children’s Initiative Liaisons to send to their schools, and a middle and high school mailing list was created to ensure all students, K-12, were kept up-to-date. Youth Services has also given eight presentations to community organizations and has hosted informative parent workshops explaining the virtual Summer Reading Program format. In total, we’ve had 188 attendees during these events.

- Due to COVID-19, all of our in-person outreach efforts have been temporarily halted. Training and Development Manager Colleen Hooks has shared that ALA is offering a session called Out-Doing Outreach in a Post COVID-19 World, which will engage participants in a discussion about current practices and opportunities. The session will be made available as a recorded session, which will be shared with our Outreach Committee.

- Due to COVID, the Toastmasters group has been unable to meet in person. However, those who have joined Toastmasters have access to the Toastmasters' website, which contains a variety of resources to help them improve their presentation skills. They are being encouraged to review those resources until the club can begin its meetings.

- Prior to the COVID-19 outbreak, the Public Relations Administrator shared a board opening on the Orange Blossom Trail Development Board with the manager of the South Trail Branch. She applied for the open position, and she received a letter acknowledging that her application has been received.

- The Public Relations Administrator applied for an open position on the County Arts and Cultural Advisory Board.

- The Youth Services Outreach Coordinator did a presentation for the Children’s Cabinet of Orange County, a nonpartisan coalition of individuals and organizations working toward the safety and well-being of children and families in Orange County. After the presentation, staff from the library’s Youth Services department were invited to join the coalition to help strengthen partnerships between OCLS and other organizations serving children and families.

- Over the past several months, four library staff members were invited to participate in interviews with local media about the library.

- On May 7, TEC Instructional Technology Specialist Tony Orengo was interviewed on A Mediocre Time with Tom & Dan radio show and podcast about live online classes.

- On May 15, Melrose Center Fab Lab Instructor Yesenia Arroyo was interviewed for a story in El Sentinel about how Melrose staff were creating PPE to be donated to healthcare workers in the Orlando area. That story featured a print and video component.

- On May 20, South Trail Branch Manager Carolyn McClendon was interviewed by WESH-2 to talk about the library’s phased reopening.

- On June 5, Youth Services Manager Natalie Houston was featured on Orange TV in a video segment about library reopening and the Virtual Summer Reading Program.

- In early July, Youth Services Manager Natalie Houston will be featured on A Mediocre Time with Tom & Dan to talk about our Virtual Summer Reading Program.

- During March, April, May and June, Marketing and Public Relations Assistant Manager Brigitte Martinez has done multiple interviews on TV and radio to promote library services to the Hispanic market. Her ongoing efforts have been outlined in other sections of the Strat Plan.

- The new Shelf Centered podcast has given other staff an opportunity to practice their skills being interviewed about library services in a friendly, low-stress way. Several staff members have been invited to participate in the podcast, which is run by Marketing and Public Relations staff, to talk about book recommendations, live online classes, Summer Reading Program and more. This is great exposure for our staff, as well as a great way to help them become comfortable answering questions about the library.

- The Marketing and Public Relations Department has identified September, which is National Library Card Signup Month, as a good opportunity to initiate the staff library card sign-up contest.

- The OCPS Media Specialist curriculum development event initially scheduled to be hosted at the Orlando Public Library in June turned into a virtual event. Branch librarians, Melissa Tees and Katy Comellas-Diaz, presented in two separate online sessions about OCLS databases for Math and Science, then for Language Arts and Social studies for a group of 25 representatives from K-12 schools and district coordinators.

- During this quarter, the focus has been on creating more bilingual messaging in the Learn. Grow. Connect. We had discussions with our partners at Entravision to craft a plan to ensure that we are sending relevant, consistent messaging to the Hispanic community that reflects what we are issuing
to the English-speaking community. An example of that messaging is the ad that encourages people in English to sign up for a library card using the line, "Get the card that opens worlds," with the Learn. Grow. Connect. tagline. The Spanish version features a similar call to action, with the Spanish tagline Aprenda. Inspírate. Conectate. The ad will be shared on social media channels and we will share with our Hispanic media partners.

- We are also evaluating data being provided to use from Cox to determine how our ads placed to advertise some of the services that we identified during last quarter as areas for growth and opportunity. Those services include streaming services, audiobooks and other digital services. Some of that data will be available in early April. After the library closed to the public in March due to the COVID-19 crisis, we made an aggressive effort to promote those services, and anecdotal evidence indicates that these efforts have been successful.

- In March, Marketing and Public Relations crafted a survey to evaluate the audience that has been using our Local Wanderer culture pass program. The survey will help us gather demographic information to tell us which demographic segments have made the most use of the program.

- We are continuing our relationships with Orlando Date Night Guide, Tasty Chomps, Bungalower and the Bus, and Tom and Dan. In January, Tom and Dan actually recorded an episode of their show in the Melrose Center and highlighted the various resources available there to cardholders.

- We have also been working with Cox Media on promoting library messages via YouTube advertising. We have used this for multiple initiatives, including a thank you message to library customers who attended our 2019 Summer Reading Program events (165,000 views), and our video to build awareness and donations for our Annual Appeal (26,000 views and more than $30,000 raised). A meeting is scheduled with Cox in April to discuss how to best promote the library's digital services during our closure period, and when we have a better idea of how Summer Reading Program will look, we will likely use YouTube advertising, targeted toward Orange County residents with children ages 6-18, to build awareness about our summer offerings. The Marketing Specialist met with the Graphics team in January to conduct a review of the Brand Book and to make changes to existing content.

- The Marketing Specialist and Public Relations Specialist are currently reviewing the existing Marketing Plan and identifying weaknesses that exist in the plan now. Things that are being considered include whether the correct KPIs were selected when the plan was written, and whether the plan is too broad. Discussions about how to focus on one or two important goals, rather than many goals, are underway. In the month of January 2020, the Marketing and Public Relations team recognized that there should be more bilingual staff participating in These Three Things, our Instagram TV series that shares three key events happening at various library locations each week. The department held auditions in English and Spanish for the series, with the intent of offering additional bilingual and Spanish-language episodes. We will evaluate how the bilingual episodes perform.

- In addition, the Marketing and Public Relations team worked in taking a bilingual approach to creating bilingual marketing content for the annual Summer Reading Program. The Summer Reading Program promotional video was recorded in both English and Spanish, so that it could be shared on both English-language and Spanish-language social media and TV channels. The department also crafted a plan to marketing Summer Reading through Entravision, El Sentinel and La Prensa. As of this writing, some of those plans are on hold while we wait to find out when registration for Summer Reading Program will open, as we are in a holding period due to the coronavirus crisis.

- During February, new Learn. Grow. Connect. ads and promotional pieces were created that included dual messaging in English and Spanish.

- Press releases are consistently written in both English and Spanish and distributed to Hispanic media monthly. Our use of storytelling to promote our Annual Appeal was a big success. Our video featuring Chrispin was a big success, and it was viewed 26,000 times on YouTube. The appeal pulled in more than $30,000 in donations. Some of those funds were donated to the Friends, while some were donated directly to the library. We intend to continue to use this powerful storytelling technique in future fundraising efforts.

- For our Summer Reading Program promotional video, we also engaged a fictionalized storytelling technique to engage audiences and encourage them to think of the library as a place to "Imagine Your Story." The video was shot at the Winter Garden Branch on March 15, and it features a father who reluctantly brings his two daughters to the library, only to find that their imaginations been activated by their experiences they have there. We plan to release the video two to three weeks before the start of Summer Reading Program. A library ambassador book club attempted to meet, with little success, in the past. The Marketing Specialist recast the event as a book meetup/casual chat event, held at a local brewery, to engage our ambassadors. The event was held on March 10 at
Rock Pit Brewing, which was one of our participating breweries for Booktoberfest. The event drew six ambassadors.

- The Marketing and Public Relations Department planned an Ambassador Meetup at Wall Crawl Orlando on March 25, but had to cancel due to ongoing concerns surrounding the coronavirus. We have talked to Wall Crawl about rescheduling for a future date. Additionally, we plan to host a Virtual Ambassador Book Club during this self-isolation period on a to be determined date. On February 6, the Community Outreach Coordinator presented an updated outreach training to approximately 20 staff members. This new training includes quantifiable expectations and practical tips to ensure staff success at outreach events. The staff present were also added to a Teams group so they can serve as outreach ambassadors for their departments and locations. The group also provides a more direct channel for communicating upcoming outreach opportunities. An outreach presentation has since been recorded so that it can be viewed on-demand through the SumTotal staff training site. All staff will be asked to complete the training before participating in an outreach event, so they can be more effective and confident when speaking about the library to various audiences.

- Our OCLS Toastmasters group was officially chartered through Toastmasters International on March 1, 2020. The initial chartered group consists of 20 staff members, and now that we are officially up and running, we will be able to extend the invitation to any additional staff who want to join. The meetings take place at the Orlando Public Library every second and fourth Thursday, from 2-3:30 p.m. The Marketing and Public Relations Department has been researching county boards that align with the library’s interest. A number of boards were identified as good candidates, but several of them were not seeking new members at this time, and several were boards that the library is currently working with on projects or grants, so those boards were eliminated from consideration to avoid any conflicts of interest.

- Two county advisory boards were identified that could create community connections to benefit the library, and the Public Relations Administrator applied for one such position. A branch manager was asked if she would be interested in applying for another board, which serves the community in which her branch is located.

- Marketing and Public Relations will continue to look for opportunities and share them with Admin for consideration. Two members of library staff were recruited to represent the library in interviews for the media this quarter. In January, Youth Services Librarian Silence Bourn was interviewed by the Community Paper in downtown Orlando for its People of O-Town series. The story was called, "You can't judge a book by its cover, but your librarian can help."

- In March, Youth Services department head Natalie Houston was interviewed on camera by WFTV for a story on how the library is providing resources to parents dealing with school closures during the COVID-19 crisis.

- Public Relations Administrator Erin Sullivan talked to Training and Development Manager Colleen Hooks about identifying webinars and SumTotal trainings that can help staff cultivate their speaking and presentation skills, which would help them feel more confident in doing TV and radio interviews. Public Relations Administrator Erin Sullivan will look for existing trainings in SumTotal, as well as other courses and webinars that may become available, which can be offered to staff interested in this learning track.

- The Marketing and Public Relations Department has identified September, which is National Library Card Signup Month, as a good opportunity to initiate this contest.

- Every week OCLS has a social worker onsite to meet one on one with individuals and families at the following locations: North Orange, Fairview Shores, Alafaya, South Trail, and Orlando Public Library. The social worker is available to assist and make referrals on topics such as affordable housing, career skills, counseling/mental health, government services, immigration and much more. During this quarter, the social worker met with over 630 individuals. In addition, when the library closed due to COVID-19, the social worker continued to support the community by taking phone calls and emails from customers who needed social service assistance.

- In early November, Marketing and Public Relations met with representatives from Cox Media and Entravision, two media partners who helped us advertise our Learn. Grow. Connect. messages in the previous fiscal year. We learned from Cox that our messages about home delivery and sewing programs resonated with our Millennial audiences, while Entravision found that our messages about English Classes and the Melrose Center were popular among Spanish speakers.

- In late November, we met with MindSpot Research to find out how various audiences are interested in the library and which services are most appealing to them. Based on a report they shared with us, interest is growing among Millennials in the following services:
  - TV/Internet Streaming
  - Job Seeking Resources/Career Resources
Beginning in October, we are exploring the use of native advertising in blogs and radio. We have entered into partnerships with a handful of new media outlets that will use their platforms to share information about the library with their audiences. For example, we are working with the Tasty Chomps blog to place display advertising, and part of the agreement includes blog posts about library events and programs, such as Booktoberfest and Cuisine Corner. We are also working with Orlando Date Night Guide to place display ads, and part of the agreement includes some editorial exposure for library events. We are also working with the radio show A Mediocre Time with Tom and Dan radio show on a monthly sponsorship that includes a social media post and web ad on their website, a monthly segment in which they will do a book review about a title they have checked out from OCLS, and four 30-40 second produced commercials on the podcast and radio show on I Heart Radio's Real Radio 104.1 FM. In addition, we are working with Playground Magazine to supplement our regular ad agreement with content that runs in the magazine alongside their regular editorial pieces.

This year, the Digital Media Specialist has made storytelling a component of our Social Media Strategy. This year's goal is for the Marketing Specialist, Digital Media Specialist and Video Production Specialist to diversify our existing storytelling content by producing 1-2 videos that give the full context of a customer's experience using the library.

Storytelling also plays a central role in this year's Annual Appeal campaign. We have a short video of a customer named Chrispin, a man from Haiti who used sewing classes offered at the South Trail Branch to hone his language and sewing skills, which helped him get a job as a cast member in Disney's costume department. The campaign features a video interview with Chrispin, as well as narration from Friends of the Orange County Library System President Joe Goldstein.

We are also in the final stages of launching our Melrose in the Mix TV series on WUCF. WUCF and OCLS have entered into an agreement to air six episodes of Melrose in the Mix on WUCF TV beginning in January. The series showcases performances by artists who are featured in this live in-studio recording series presented in the Melrose Center, and it also has a video component in which the artists talk about their work and the music scene. Their interviews highlight the role that the Melrose Center plays in the community by showcasing the space and the people who use it to a new audience.

The Digital Media Specialist has created a goal to expand membership in the library's social media ambassador program by 10 percent in FY 2019-2020, and to explore introducing tools such as a new advocacy email list, and online ambassador application on our website and in-person events that appeal to social media influencers who could help us expand this initiative.

This year's Social Media Strategy also calls for repurposing user-generated content created by our ambassadors for use in more strategic social media advertising, with a focus on Instagram ads.

The Community Outreach Coordinator and the Marketing and Public Relations Assistant Manager are evaluating the previous Outreach Committee work and will reconvene the committee in early 2020 to solicit recommendations for ways we can make outreach more effective.

A trial meeting of an OCLS Toastmasters Club convened on Thursday, December 12. Employees who are interested in signing up for the club, which helps improve public speaking and presentations skills, will pay dues of $45 twice per year.

Every week OCLS has a social worker onsite to meet one on one with individuals and families at the following locations: North Orange, Fairview Shores, Alafaya, South Trail, and Orlando Public Library. The social worker is available to assist and make referrals on topics such as affordable housing, career skills, counseling/mental health, government services, immigration and much more. During this quarter, the social met with over 530 individuals.

Various social services events were offered this quarter such as the “Ask a Lawyer: Presented by the Orange County Bar Association,” “Medicare 101,” “Citizenship Inspired,” “Know Your Rights” and the very popular “NACA Home Buying Workshop.” The NACA Workshop was hosted at four locations this quarter and over 265 attended and learned about the home buying process from start to finish. In
addition, the Orlando Public Library hosted a “Volunteer Fair” featuring several Central Florida organizations to help inform the community of the wonderful opportunities available.

- Presentations on the virtual library card and resources were given by library staff on August 7th at both the OCPS Media Specialist pre-planning day and the OCPS social studies curriculum day.
- Library staff presented on school and library partnerships at the annual FAME (Florida Association for Media in Education) Conference on November 7th.

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<tr>
<th>Goal: Increase Revenue &amp; Partnerships</th>
<th>Successful Completion</th>
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<tr>
<td>Pursue additional revenue streams &amp; Partnerships</td>
<td>Submit multiple grant applications</td>
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<td></td>
<td>Cultivate / Strengthen partnerships</td>
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<td>Supplement ad valorem tax revenues with fundraising</td>
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**Progress**

- The Orange County Library System partnered with several local organizations to discuss the community services they provide as part of “Reaching Out – A Community Resource Fair.” Organizations included:
  - The Agency for Persons with Disabilities, which works in partnership with local communities and private providers to assist people who have developmental disabilities and their families.
  - The Center, which works to promote and empower the LGBT Community and its allies through information, education, advocacy and support.
  - The Homeless Service Network or Central Florida, which is Central Florida’s community-wide effort to end homelessness through collaboration, strategy, capacity building and effective stewardship of knowledge and resources.
  - Miracle of Love, which provides comprehensive, multicultural HIV/AIDS care, education and prevention services.
  - United Against Poverty, which serves those in poverty by providing care, case management, transformative education, food and household subsidy, employment training and placement, personal empowerment training and active referrals to other collaborative social service providers.
- The Orange County Library System partnered with the Orange County Bar Association to provide an open forum for individuals to speak with a panel of attorneys to get insight & guidance on Family, Estate Planning and Probate at the September virtual event, “Ask A Lawyer.”
- The library applied for the following grants this quarter:
  - CARES Act Grant- $86,252 to “prevent, prepare for, and respond to coronavirus.” Submission is to support virtual and digital offerings.
  - Center for Craft- $5,000 to offer sewing instruction to make masks. Participants would check out sewing machines, materials and have the potential to earn income by selling masks.
  - Jerry Kline Community Impact Prize- $250,000 for the selected library that significantly helped their communities thrive.
- The library was awarded the following grants this quarter:
  - NEA Big Read- $15,000 for the Big Read initiative featuring the book Pretty Monster by Kelly Link.
  - LSTA Right Service at the Right Time- $59,345 to support the Right Service at the Right Time statewide website.
- The library was notified that the following grant was not awarded: Ezra Jack Keats- $500 to use for Windermere virtual reality programming.
- During the closure due to COVID-19, library staff developed a variety of digital resources that promoted social services to help the community stay informed and connected during this unprecedented time. A guide focused on COVID-19 was created with updated with information about the virus with links to local and national resources. Other guides created focused on coping with tragedy, mental health, and resources customers could use from home. In addition, blog posts highlighted various topics such as self-care, social distancing, educational resources, activities for
children, and social worker advocacy. In June, the library posted a statement on the opposition of hatred, racism and intolerance. A variety of resources on the subject of race, identity, and social justice were created to share with customers. Topics included, “Read to Understand,” “Virtual Book Display: A Community in Pain,” and the “Social and Systemic Injustice” collection. In addition, a “Black Lives Matter” resource guide was updated with current information.

- The Library partnered with the Orange County Bar Association to provide an open forum for individuals to speak with a panel of attorneys to get insight & guidance on Landlord/Tenant and Real Estate Law at the June virtual event “Ask A Lawyer.” As part of a monthly “LIFE Information for Elders” seminar series, the Library offered the virtual event “Online Learning Resources at AARP.” Ingrid Collins, Associate State Director, shared online learning resources available through AARP.

- The Social Worker continued to be available via phone and virtually during the closure. The social worker is available to assist and make referrals on topics such as unemployment, affordable housing, career skills, counseling/mental health, government services, immigration and much more. During this quarter, the social worked assisted 132 individuals.

- With so many families struggling financially, this summer there is an extra need in the community to provide food to children. OCLS continued its partnership with OCPS to offer “OCPS Mobile Lunch” at six library locations: Chickasaw Branch, Fairview Shores Branch, Hiawassee Branch, South Creek Branch, North Orange Branch and the South Trail Branch. This year the meals are grab and go and breakfast and lunch are being served.

- The library applied for the following grants this quarter:
  - Florida Division of Cultural Affairs Specific Cultural Project Grant- $25,000 for Sunshine State Author series to bring writers of children/teen fiction to Orange County or virtually for readings and workshops in 2020-2021.
  - The library was awarded the following grants this quarter:
    - Citizen Review Panel funding- $500,000 to use for BizKids camps has been renewed for the fiscal year 2020-2021.
    - The library was notified that the following grants were not awarded:
      - Dollar General Literacy Grant

- The Orange County Library System partnered with the Supervisor of Elections to provide Early Voting in the Presidential Preference Primary Election. Early Voting sites included the Alafaya, Chickasaw, Fairview Shores, Hiawassee, South Creek, Southwest and West Oaks Branches. The South Trail Branch partnered with NACA, a non-profit community advocacy and homeownership organization, to present a free workshop in Spanish about the home buying process from start to finish. The Herndon Branch partnered with Career Source Central Florida to offer monthly “Veteran Employment Support and Labor Market Information.” The Fairview Shores Branch is focusing their efforts on offering several social services programs a month by partnering with the Neighborhood Center for Families (NCF) and the Orange County Family Services Division. In January, over 250 people attended “New Year: New Supplies” at Fairview and were provided with school supplies and information on various social services in the community. Organizations such as the NCF, OC Family Services, United Way, Jewish Family Services, and Community Health Centers were among the organizations that participated.

- The library applied for the following grants this quarter:
  - Dollar General Grant- $10,000 to fund “English from Zero” at the Hiawassee, North Orange South Trail, Windermere, Alafaya and Winter Garden branches.
  - Ezra Jack Keats- $500 to provide Oculus Go Headsets for programs at the Windermere Branch.
  - National Ambassador for Young People- This program provides a visit from award-winning young adult author Jason Reynolds to underserved communities. OCLS has proposed a visit at the Washington Park Branch and nearby Carver Middle School.
  - Health Literacy Grant- $5,000 to expand our ESL programs to help ESL students improve their health literacy skills.
  - Mayor’s Matching Grant- $10,000 to continue offering the sewing camps and the Sunshine State Authors series.

- The library was awarded the following grants this quarter:
  - Prime Time Family Reading Time- $2,500 from the Florida Humanities to support two Prime Time Family Reading Time series in Horizon West and at the Windermere Branch.

- The library was notified that the following grants were not awarded:
  - Orlando Magic Youth Foundation
In partnership with CareerSource Central Florida, the Herndon Branch will start offering “Veteran Employment Support and Labor Market Information” every month starting in February 2020. A disabled veteran career consultant will be available to assist veterans seeking employment opportunities. Additionally, if the veteran has a significant barrier to employment such as homelessness, prior incarceration, service-connected disability, lack of high school diploma, or recent military discharge, this on-site representative specializes in offering intensive services and one-on-one appointments.

In October, Florida Licensing on Wheels (FLOW) visited the North Orange Branch and provided drivers licenses and motor vehicle assistance to 40 customers. The Branch has a continuous partnership with FLOW and will be offering this service several times throughout the year. The Fairview Shores Branch has a partnership with the Lee Road Safe Neighborhood group. The Branch Manager has met with key individuals from this group including the Orange County Action Manager, representatives from the Sheriff’s Office, and the Victory Church to discuss ways to work together to offer various identified needs in the community.

The library applied for the following grants this quarter:
- Academy Film Craft Grant- $20,000 to provide practical film crafting for diverse filmmakers, with focus on Latinas in Central Florida.
- Anthem Healthy Generations- $5,000 from the Anthem foundation to support programs that raise awareness for, educate on, and encourage new behaviors, resulting in healthy, active lifestyles. This grant was submitted to support programs at the Winter Garden and Southwest locations.
- Prime Time Family Reading Time- $2,500 from the Florida Humanities to support two Prime Time Family Reading Time series in Horizon West and at the Windermere Branch.

The library was awarded the following grants this quarter:
- English for Families- $15,000 was awarded from the Florida Humanities to continue supporting the English for Families series and to expand the offerings to other libraries in the state.

The library was notified that the following grants were not awarded:
- Jerry Kline Community Impact Prize
- Americans and the Holocaust Traveling Exhibition

OCLS is working with the Florida Humanities on an expansion plan for the English for Families series. The goal is to share the curriculum and develop training modules that will be available for other libraries in the state of Florida to use to implement the series in their community. Staff is working on developing the training modules and two Florida libraries will be selected to pilot the series.
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Strategic Plan FY 2020
4th Quarter Update
Improve the Customer Experience, establishing OCLS as a friendly, welcoming and community centric service.

A. Establish an ongoing customer service training program
   1. Provide inclusiveness training for all staff

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| The following courses were added to SumTotal this quarter:  
   - Building CQ - Understanding Cultural Intelligence  
   - Did They Really Just Say That? Being an Active Bystander  
   - Inclusive Customer Service for People with Disabilities  
   - Kirwan Institute Implicit Bias Series  
   - What Does It Mean to Be Anti-Racist?  
   - Why Is It So Hard to Talk About Race?  
   - Workplace Diversity, Inclusion & Sensitivity  
   - Microaggressions in the Workplace  
   - Unconscious Bias  
   Parts 1 and 2 have also been added as required courses for all new hire learnings going forward. | Kristopher Shoemaker | 9.20 |

Additionally, the following courses were added to SumTotal, with courses 1 and 2 being assigned to all staff as required learning, and all three being assigned to all managers and board members as required learning.

- The Zebra Coalition training originally scheduled for May 6th has been postponed due to CO-VID19. It will be rescheduled for a later date.

We have added the following classes to SumTotal this quarter:
   - A Conversation on Racism with Jason Reynolds and Ibram X Kendi  
   - Advancing Racial Equity in Your Library  
   - Beyond Awareness: Strategies for Demonstrating Cultural Competence in Library Services to Children  
   - How to be an Antiracist  
   - How to Build an AntiRacist World  
   - How to Deconstruct Racism, One Headline at a Time  
   - How to Overcome Our Biases? Walk Boldly Toward Them  
   - KidLit4BlackLives Rally  
   - Racism Has a Cost for Everyone  
   - The Danger of a Single Story  
   - What We Can Do About the Culture of Hate

We offered the following classes with inclusiveness themes during the ALA Virtual Conference, and the archive will be available for one year:
   - Retention efforts of minority librarians in librarianship from the perspectives of early, middle and advanced career librarians  
   - Serving the Transgender Community: It’s More Than Just Bathrooms!  
   - Herstory through Activism: Women, Libraries, and Activism  
   - Suggesting Own Voices to All Readers: EDI and RA Services  
   - Civic Duty? Libraries and the Disenfranchised  
   - Promoting Multicultural Library Services in Virtual Spaces  
   - Juntos: Latinx Family Engagement at Your Library

An online implicit bias training is in the final stages of creation and should be ready to be published in SumTotal soon, with content based on
the implicit bias research and training available from the Kirwan Institute for the Study of Race and Ethnicity. Additional diversity training programs are currently being vetted for possible system wide implementation.

The training - Old School? New School? How Generational and Cultural Differences Are Assets in Your Workplace was offered on February 14th, 2020. The archive is also available in SumTotal.

Staff from the Zebra Coalition are scheduled to come to OCLS for a staff training on Gender Identity and Sexual Orientation: A two hour workshop that will cover topics like terminology, sexual orientation and gender concepts, transgender culture, coming out process, and intersectionality. The workshop is offered to businesses, organizations, and schools. Focused lessons/modules can be developed for specific groups such as: service providers, child welfare providers, school personnel, teachers, and others as needed. This training is current scheduled for Wednesday, May 6 from 9am - 11am.

In partnership with UCF Libraries, the class When Catalog Searching Fails Us, How Do We Find the “Windows, Mirrors and Sliding Glass Doors?” Discover UCF’s Diverse Families Database was offered at Staff Development Day in November 2019, with approximately 30 attendees. DIVerse Families is a comprehensive bibliography that demonstrates the growing diversity of families in the United States. This type of bibliography provides teachers, librarians, counselors, adoption agencies, children/young adults, and especially parents and grandparents needing to empower their children with materials that reflect their families. Part of this training discussed the importance of inclusiveness in collection development. The database itself includes bibliography/collection development resources on the topics of family relationships, culture/ethnicity, racial diversity, LGBTQ, and disability and health.

2. Evaluate on-boarding / orientation program

The evaluation of the on-boarding / orientation program is on hold due to COVID, and has been added to the FY 2021 Strategic Plan for further review.

Due to COVID-19, in-person trainings, orientations, and hiring are on hold. We will continue to evaluate feedback from the surveys to see what can be implemented and improved for our orientations and on-boarding in the future. Additionally, we have begun researching companies that are holding new employee orientations online, to see what, if anything might work for us, gathering best practices, and also evaluating our content to see what might be able to be moved online.

The survey data of the last two years of orientation surveys have been reviewed and compiled into the following sections, based on questions asked:

- What would you change about the OCLS Connect - Get to Know Your Library Orientation?
• The OCLS Connect - Get to Know Your Library Orientation could be improved by:
• My favorite part of the OCLS Connect - Get to Know Your Library Orientation was:
• My least favorite part of the OCLS Connect - Get to Know Your Library Orientation was:
• Do you have any questions that were not answered as part of the OCLS Connect - Get to Know Your Library Orientation? If yes, please list:
• Any other comments or feedback?

We are reviewing the responses to these questions for areas of improvement and possible changes that can be implemented. Follow up questions will be sent to staff who have been hired in the last 2 years for additional feedback now that they have been on staff longer and may have additional perspectives.

In the meantime, the following questions were posed to the managers and administrators of the system and the responses will be evaluated:

**New Employee Orientation**
- What do you think is missing from our new employee orientation?
- What do you think we do well (in regards to orientation)?
- In a perfect world scenario, what would your dream new employee orientation look like?

**New Employee Onboarding**
- What do you think is missing from our new employee onboarding?
- What do you think we do well (in regards to onboarding)?
- In a perfect world scenario, what would your dream new employee onboarding look like?

The survey data for the last two years’ worth of new hire orientations have been compiled for analysis. A survey will also be sent to all staff and managers to gather further feedback. Additionally, research on training industry onboarding and orientation best practices has been compiled and questionnaires for onboarding practices from other libraries has been conducted. Analysis will be done to determine possible implementation options based on our specific organizational needs and abilities, and the feedback from staff.

The customer service orientation / training schedule for 2020 has been adjusted to every other month, vs monthly to allow for slightly larger class sizes. The curriculum is currently being rewritten / adjusted based on feedback from the first 6 months of classes.

### 3. Promote the OCLS customer service story

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<tr>
<td>The work regarding the promotion of the OCLS customer service story is on hold due to COVID, and has been added to the FY 2021 Strategic Plan for further review.</td>
<td>Kristopher Shoemaker</td>
<td>9.20</td>
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The Customer Service Champion revamp is currently on hold due to Co-VID19. We are reviewing the content of the Service Story Orientation to see if it is conducive to being taught online.

We are exploring options for revamping the Customer Service Champions program to create further engagement and practice with the Customer Service Story.

The Service Story e-learning is part of the first day onboarding learnings for new staff. The customer service orientation is being revamped to allow for more practice scenarios and in-depth discussions.

We will explore options to increase submissions for the Share Your Story / We Change Lives page of the service story site.

At the November branch manager meeting, examples of customer service situations were discussed to determine if additional training would be a solution, or if there were other answers to the situations, prompting discussions around handling staff and customer concerns. An activity/exercise on demonstrating ways to tell customers what you can do, vs what you can’t do was completed (Tie in to service story behavior - I will customize services and provide options). This was a fun exercise and people commented that they will be doing it with their staff; this is also being incorporated into the new service story curriculum.

B. Evolve the Mystery Shopper program to be a customer feedback based metric which delivers on customer-centric attributes. Engage in an ongoing program of customer feedback.

1. Evaluate effectiveness of shopper program / content

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<td>The mystery shopper program was reinstated in July with the following questions focusing on the library's response to Covid-19:</td>
<td>Bethany Stone</td>
<td>9.20</td>
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<td>1. Were all team members wearing PPE masks during your visit?</td>
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<td>2. Did the location provide a hand sanitizer upon entry and exit? (Station at door?)</td>
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<td>3. Did you see CO-VID signage posted in the location?</td>
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<td>4. Based on your experience, would you feel safe returning to this Orange County Library location?</td>
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<td>4a. Please explain why you chose that answer.</td>
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During the first month of mystery shops, 13 of the 15 locations received a 100% score and all locations received positive scores on the Covid-related questions. Some of the comments from shoppers on why they would feel safe returning to the library included:

- The library wasn't busy. There was limited contact. I felt that I could keep a safe distances with the Plexiglass.
The staff members wore masks and require all who enter to wear masks as well. They have someone spraying down the common touch areas, and they also have hand sanitizer in the entry way, when you first come in.

The Mystery Shopper Program was suspended during the library closure this quarter. It will be starting back up to evaluate not only library customer service, but also the library's response to Covid in our facilities.

The library has been auditing the mystery shopper reports to ensure that shoppers are providing the full service under the contract.

Out of 42 shops, the library earned thirty-three shops with 100% scores during this quarter. The number would likely have been higher as only eight locations were shopped in March before the library closed due to CO-VID19.

In the customer engagement survey this quarter, 97.73% of respondents said their experience made them feel positive about returning to the library. In the same survey 96.86 said that library staff made them feel welcome on their visit.

The library is conducting an agile survey on a quarterly basis and comparing the results with the shopper program results to ensure similar experiences are being reported. Staff are evaluating the questions used in the shopper report to ensure they are reflective of the library's service goals.

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### 2. Investigate Customer Relation Management (CRM) software for potential use

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<tbody>
<tr>
<td><strong>After investigating, we have determined that we will use the CRM features in our new ILS rather than purchasing additional CRM software.</strong></td>
<td>Bethany Stone</td>
<td>9.20</td>
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</table>

The library is continuing to work with the ILS software developer to determine what CRM features will be included in the new ILS.

The library has been working with the developers of the new ILS software to determine what should be included in the CRM portion of the ILS. This has involved looking into the strengths and weaknesses of the library's current analytical usage software.

CRM software will be included in the new ILS. Library staff are currently using Analytics on Demand software to track and evaluate library usage.
3. Explore expanding the Mystery Shopper program to include technology classes and library events

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<tr>
<td>As the library will not be offering in-person classes or events through the end of this fiscal year, we have decided to postpone expanding the Mystery Shopper program at this time. We will reevaluate this option next fiscal year.</td>
<td>Bethany Stone</td>
<td>9.20</td>
</tr>
<tr>
<td>Expanding technology classes and library events to the Mystery Shopper program is on hold due to the systemwide restriction of no in-person events, programs, or classes until at least September, 1.</td>
<td>Bethany Stone</td>
<td>6.20</td>
</tr>
<tr>
<td>The committee is developing a list of measurables for classes and events that could be used in potential shopper reports. Best practices are being evaluated to determine what the library considers a successful class or events. The committee is also evaluating the cost benefit of adding additional shops to the mystery shopper program.</td>
<td>Bethany Stone</td>
<td>3.20</td>
</tr>
<tr>
<td>A committee is being formed to evaluate the benefits of expanding the Mystery Shopper program into technology classes and or library events. The committee will determine whether to pursue this in both classes and events, only one of the categories or neither category.</td>
<td>Bethany Stone</td>
<td>12.19</td>
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C. Provide inviting facilities to fulfill community needs
1. Evaluate customer service furniture and space usage

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<tbody>
<tr>
<td>The ongoing CO-VID19 continues to influence how we do business and there are ongoing restrictions for customer access to furniture and library spaces, particularly at Main.</td>
<td>Steve Powell</td>
<td>9.20</td>
</tr>
<tr>
<td>The North Orange refresh is in progress which includes the installation of a more customer-friendly service desk.</td>
<td>Steve Powell</td>
<td>6.20</td>
</tr>
<tr>
<td>The last quarter was greatly affected by CO-VID19 and at this time there are restrictions on customer access to furniture and library spaces. The system is open with a 25% of full occupancy limit. There is currently no access to furniture outside of individual computer workstations which are socially distanced. Browsing has been open at branches and will open at Main for Library Central and the Children’s Library on June 22.</td>
<td>Steve Powell</td>
<td></td>
</tr>
<tr>
<td>Bibliotheca Fast Lane pad has been added to the Main Lobby’s Information Desk for faster service and is currently being used by a few customers. Staff continues to share this new technology with customers.</td>
<td>Steve Powell</td>
<td>3.20</td>
</tr>
<tr>
<td>The Southwest and South Trail branches received new customer service desks as part of their branch refreshes. The desk for the Southeast branch is in progress.</td>
<td>Steve Powell</td>
<td>12.19</td>
</tr>
</tbody>
</table>
| Bibliotheca Fast Lane Pads have been added to all branches to allow for faster service. The service features three modules:  
- Mobile Checkout- mobile checkout of physical library items with your smartphone.  
- Assist App- interactive receipts and due date reminders for items checked out using mobile check out and the self-checkout machines.  
- Express Collection-access to popular digital books with a 7-day checkout period and no wait.                                                                                                                                                                                                                                                                                     | Steve Powell        |         |
2. Evaluate brand consistency and set a standard for branch décor

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<tr>
<td>The project was completed in 3rd quarter and is now in maintenance mode.</td>
<td>Kristopher Shoemaker</td>
<td>9.20</td>
</tr>
<tr>
<td>The Contract and Construction Administrator has updated the Facilities standards books with our preferred choices and acceptable alternates.</td>
<td>Kristopher Shoemaker</td>
<td>6.20</td>
</tr>
<tr>
<td>This project is complete for now, but may need future updating as styles and colors change over time.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Construction Administration area of Facility and Operations submitted their initial draft of the construction standards book. It is currently being reviewed and should be finalized in the Summer. The standards include the type (manufacturer, make model, finishes, etc.) and colors, for flooring (tile, carpet LVT), fixture types (sinks, mirrors, plumbing etc.), furniture, etc. as well as wiring and electrical standards.</td>
<td>Kristopher Shoemaker</td>
<td>3.20</td>
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3. Develop and implement wayfinding signage

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<tr>
<td>This project is on hold due to the departure of the Contracts and Construction Administrator in the 3rd quarter. Will be picked up again in Spring of 2021 after renovation projects are completed.</td>
<td>Kristopher Shoemaker</td>
<td>9.20</td>
</tr>
<tr>
<td>This project is underway and will be completed by September 30, 2020</td>
<td>Kristopher Shoemaker</td>
<td>6.20</td>
</tr>
<tr>
<td>Facilities and Operations is reviewing our wayfinding and will make recommendations in the Summer.</td>
<td>Kristopher Shoemaker</td>
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4. Explore notary services

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<tbody>
<tr>
<td>The evaluation of notary services is still on hold due to the continued system-wide restriction of no in-person events, programs, or classes.</td>
<td>Steve Powell</td>
<td>9.20</td>
</tr>
<tr>
<td>The notary services proposal is on hold due to the systemwide restriction of no in-person events, programs, or classes until September, 1.</td>
<td>Steve Powell</td>
<td>6.20</td>
</tr>
<tr>
<td>Staff has finalized a proposal for this service and it is currently being evaluated by the Administration.</td>
<td>Steve Powell</td>
<td>3.20</td>
</tr>
<tr>
<td>Main circulation staff are currently exploring this service.</td>
<td>Steve Powell</td>
<td>11.19</td>
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5. Reconfigure the Main Lobby

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<tr>
<td>The project to reconfigure the Main Lobby and adjacent areas remains on hold indefinitely due to the possible economic impacts of CO-VID19.</td>
<td>Steve Powell</td>
<td>9.20</td>
</tr>
</tbody>
</table>
The project to reconfigure the Main Lobby was absorbed into a larger project to review the entire first floor and the design aspect of the project is on hold indefinitely.

This project has been moved into a larger project that involves an architect evaluating the entire first floor for brand consistency. Staff met with the architect to express their ideas and needs.

Enhancements for the Lobby Checkout and Book Return areas are still under review. Now that contracts with contractors, architects, and engineers are finalized this project will move into design.

D. Enhance the on-boarding experience for new customers

1. Implement a new ILS

The project to implement Wise is on schedule and the expected “go live” date of February 2021, remains realistic and attainable. There are several calls per week between OCLS and OCLC that include “all things” integrated library system related such as acquisitions, Book-by-MAYL, circulation, catalog development and integration, cash register functions, statistics reporting, third party integrations, and project status reviews. The calls also include in-depth discussions regarding current versus necessary functionality and the configurations needed to conduct business.

Customer administration and circulation training by OCLC are in progress with managers and assistant managers. The training schedule is set through October for a variety of groups with a full roll out to all staff tentative for early December. The timing is based on the delivery of a second “production” environment that will use current OCLS data and the most up to date Wise functionality.

In addition to training, the marketing capabilities, including advertising the launch of Wise are being discussed and refined with the OCLS Marketing & Public Relations team. There were also two meetings between OCLC’s team in the Netherlands and the OCLS Finance and IT teams to determine the best way to transition cash register functionality into Wise.

The Kokomo-Howard Public Library in Indiana is the fifth Wise library and went live on September 21st.

Staff continues to participate in multiple weekly calls with the OCLC Implementation and Software Development teams regarding the migration to Wise. There are other regular calls regarding catalog integration, marketing, and training. Staff is working through a comprehensive project to clean-up dated and unused patron and item data. The project is still on track for OCLS to “go live” on February 8, 2021. The Chesapeake, Virginia Public Library went live on Wise on June 8, 2020. The Anythink Library System in Colorado and Greensboro Public Library in North Carolina are scheduled to go live in June 2020 as well.

Staff continues to participate in weekly and bi-weekly conference calls with OCLC and the other early adopter libraries. The calls center on product collaboration that influences product development and the development timeline. The Implementation kicked off on February 4th with the OCLC Wise Implementation team visiting from Ohio and the Netherlands. The
team was here for three exhausting days evaluating workflows and processes across all aspects of the library’s operation.

OCLS staff are attending weekly and bi-weekly conference calls with OCLC and other early adopter libraries. These calls include discussions regarding product architecture and development specific to OCLS. There is an ongoing evaluation of Allen County’s “go live” (11/11/2019) and new and improved implementation procedures due to the upcoming “go live” (2/3/2020) of the Anythink Library System.

### 2. Evaluate fines and fees programs

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<tr>
<td>Due to the economic uncertainty surrounding CO-VID19 decisions regarding fines and fees will remain on hold indefinitely.</td>
<td>Steve Powell</td>
<td>9.20</td>
</tr>
<tr>
<td>The Executive Edge team was wrapping up their evaluation of the fee schedule but due to economic uncertainty surrounding CO-VID19, the presentation for the Administration is on hold indefinitely.</td>
<td>Steve Powell</td>
<td>6.20</td>
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<tr>
<td>Executive Edge continues looking at fee schedules and preparing a presentation for the Administration team.</td>
<td>Steve Powell</td>
<td>3.20</td>
</tr>
<tr>
<td>Executive Edge is currently reviewing all of the fee schedules.</td>
<td>Steve Powell</td>
<td>12.19</td>
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### 3. Implement Passport services at Main

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<tr>
<td>Passport services are unavailable due to the continued system-wide restriction of no in-person events, programs, or classes.</td>
<td>Steve Powell</td>
<td>9.20</td>
</tr>
<tr>
<td>Passport services that provided the filing of applications and pictures were very popular up until CO-VID19 closure on March 18. Revenue from the first day on September 11, 2019, until the closure was $15,600.</td>
<td>Steve Powell</td>
<td>6.20</td>
</tr>
<tr>
<td>The Passport Office has been relocated from the third floor to the first floor just off of the Lobby and signage has been installed to promote the service.</td>
<td>Steve Powell</td>
<td>3.20</td>
</tr>
<tr>
<td>Passport services kicked off on 9/11/2019. As of 11/25/2019, 105 Passport applications were successfully completed. In addition, Passport Training recertification for 2020 was conducted by the State Department at the Main Library. OCLS Passport Agents hosted the training and 48 participants attended.</td>
<td>Steve Powell</td>
<td>12.19</td>
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### 4. Explore new library cards

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<tr>
<td>The new library cards with a key chain tag have arrived and we are working through the existing inventory of cards until we start to issue them.</td>
<td>Steve Powell</td>
<td>9.20</td>
</tr>
<tr>
<td>The first order of the new library card with a key chain tag was placed on June 16.</td>
<td>Steve Powell</td>
<td>6.20</td>
</tr>
<tr>
<td>A new library card/key chain tag has been designed, a printing bid has been received from the vendor and staff are waiting for samples to confirm proper design and usage. Staff will work through the existing stock of library cards before transitioning to this new style card.</td>
<td>Steve Powell</td>
<td>3.20</td>
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</table>
Staff worked with the Graphics Department to design a library card with a key chain card. We are waiting for the next library card order to proceed.

Steve Powell 12.19

5. Evaluate monthly subscription for fee cards

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<tr>
<td>The exploration of monthly fee cards will continue into next year after we “go live” and utilize the full functionality of Wise.</td>
<td>Steve Powell</td>
<td>9.20</td>
</tr>
<tr>
<td>Staff continues to explore the functionality within Wise to implement the option of offering fee cards as a monthly subscription service.</td>
<td>Steve Powell</td>
<td>6.20</td>
</tr>
<tr>
<td>This is part of the Executive Edge discussion regarding fines and fees evaluation. The new ILS, Wise, has the functionality to bill monthly and staff continues to explore the impact this might have on fee cards.</td>
<td>Steve Powell</td>
<td>3.20</td>
</tr>
<tr>
<td>The functionality for subscription cards might be included in Wise and will be further evaluated as the ILS replacement project progresses.</td>
<td>Steve Powell</td>
<td>12.19</td>
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Increase awareness of OCLS and what is offered

A. Develop a strategic marketing plan
1. Evaluate customer demographics and determine target audiences for OCLS

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<tr>
<td>In March, the ILS Specialist and the Public Relations Administrator met to talk about using Analytics on Demand to create population profiles for Orange County, as well as separate profiles for all library locations. A first draft was completed in May, and the Public Relations Administrator used it to look for commonalities among the top three users of each branch and Special Services. Several user groups showed up frequently in the analysis, appearing as frequent users of multiple branches. Those groups are listed according to their Experian Mosaic Profiles, which identifies consumers based on demographic data, purchasing history, household size and other data. The groups that showed up most frequently included: Fast Track Couples: Active, young, upper-established suburban couples and families living upwardly mobile lifestyles. They are tech-savvy, live active lifestyles and own their own homes. Approximately 90 percent of people in this category are under the age of 35, according to Experian. They go to the internet first for information and prefer to learn about brands through the internet and radio apps. They are also accessible through streaming TV, mobile SMS (text) and mobile display ads. Influenced by Influencers: Young singles living in Midwest and Southern city centers who are known to be career-driven, digitally dependent, first-time homebuyers and foodies. They often live in one-person households, have low household incomes, have not lived in their areas for long and are between the ages of 25-35. They live entertainment-intensive lives, according to Experian, and go out to bars, clubs and restaurants. They can be best reached in digital display ads, through digital video advertising, radio, streaming TV and text. Suburban Nightlife: Established, college-educated couples and families living in metropolitan areas. They tend to work blue-collar jobs that pay well. Head of household age is between 51 and 65. They are known to be</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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politically liberal, tech savvy, active on social media and homeowners. Tend to have been settled in their cities for a long time. They are known to be religious, according to Experian, and support traditional values and cultural tolerance. Consume information from broadcast and cable TV, streaming TV, and to a lesser degree, digital display, video ads and direct mail.

Urban Ambition: Generation Y singles and young families in mid-market cities. They tend to be younger, ranging in age from 19-24. Many are single or single parents, office workers, renters, and very tech savvy. Prefer communicating through digital video, cable TV, digital display ads, radio, streaming TV and text. Less receptive to email communications and traditional news.

The ILS Specialist is working on creating a new set of profiles that is more accurate and up-to-date. When the profiles are completed, they can be shared on the Marketing and Outreach LibGuide, so staff can have a snapshot of what a typical customer's interests may be.

We also received new information from Cox Media, with whom we partner to extend our reach in digital and social advertising. From May 1-31, Cox ran three separate ad sets targeted to parents, to showcase our learn-at-home offerings, library card signup and social distancing using the library. During the month of May, those ads received 32,845 impressions and 127 clickthroughs from our parent group. We also showed the same ad set to a broader group of residents, for whom presence of children was not specified, and received 310,530 impressions and 2,339 link clicks.

In July, we shifted some of our focus with Cox to the Hispanic market, advertising English for Families. Those ads performed well, receiving 171,051 impressions and 3,487 link clicks.

Over time, we have found that ads placed with the help of Cox have performed well with Millennials and a general audience, as well as the Hispanic market. We will use this information to help guide our future advertising with Cox.

Before our libraries closed due to COVID-19, we were already working with Cox Media to take advantage of areas of opportunity that previous research indicated could help us draw the interest of customers. Those areas of opportunity included ebooks, streaming services, audiobooks and other digital services. Once libraries closed, we directed all of our advertising efforts with Cox toward virtual services and events, online library card signup, and ebook checkouts. Early results of that effort indicated that customers responded well to those ads. Cox reports that this ad set delivered 144,500 impressions between March 14 and April 4, received more than 2,000 link clicks from viewers who wanted to find out more, and had an engagement rate of more than 2 percent, which is well above the industry average engagement rates of .12 percent for nonprofits and .15 percent for higher education.

Between January and March, our ads directed at the Millennial audience continued to perform well, delivering more than 382,300 impressions and generating 2,451 clicks and engagement rates between .66 and .87 percent. Statistics provided by Cox indicate that the Millennial audience was most drawn to ads promoting the Melrose Center audio studio, followed by a
carousel ad that highlighted a combination of library programs such as cooking, book clubs and sewing. We will continue to refine our ads for this audience, as these ads continue to perform well, indicating healthy interest from this demographic.

Another area where we have continued to grow our advertising presence is the Hispanic market. We are now making sure that 100 percent of our press releases are written in Spanish and in English, and many of our important initiatives are advertised in Spanish with the help of Entravision, which has helped us extend our reach on Spanish-language TV, radio and social media.

Since OCLS has been closed due to COVID-19, the Assistant Manager of Marketing and Public Relations, who is fluent in Spanish, has done 12 on-air interviews on Despierta Orlando and 12 interviews on Salsa 98.1 FM. She has covered a variety of topics, including signing up for a library card online, virtual ESL classes, live online classes, Summer Reading Program, Adult Summer Reading, the library's social worker, OCPS Mobile Lunch at the library, home delivery, and the library's phased reopening plan.

Between April 14 and May 10, Entravision indicates that these interviews, which they have also shared on their social media platforms, received 3,111 clicks. Between May 26 and June 21, the interviews generated 4,326 clicks.

In addition, we ran library commercials on both Salsa 98.1 FM and Univision TV. During April, May and June, a total of 139 ads ran on Salsa 98.1 FM, and 60 TV commercials aired on Univision.

Our Digital Media Specialist reports an uptick in interactions with our social media accounts this quarter, as a result. She notes that combined, the campaigns generated a total of 14,298 clicks to different areas of our website from the topics discussed. We have also received 11 Facebook messages from customers asking more in-depth questions about services addressed in our Entravision marketing efforts.

We intend to continue our relationship with Entravision, as it provides us with both advertising and an organic presence in the Spanish media landscape, which we think will help boost the library's visibility amongst Hispanics, which make up the second-largest demographic in Orange County.

Our Digital Media Specialist has committed to working with marketing staff to conduct periodic audits of our marketing materials, to ensure that diversity is represented in our images, videos and other collateral.

During this quarter, the focus has been on creating more bilingual messaging in the Learn. Grow. Connect. We had discussions with our partners at Entravision to craft a plan to ensure that we are sending relevant, consistent messaging to the Hispanic community that reflects what we are issuing to the English-speaking community. An example of that messaging is the ad that encourages people in English to sign up for a library card using the line, "Get the card that opens worlds," with the Learn. Grow. Connect. tagline. The Spanish version features a similar call to action, with the Spanish tagline Aprenda. Inspirate. Conectate. The ad is pictured below, and it will be shared on social media channels and we will share with our Hispanic media partners.

Erin Sullivan 4.20
We are also evaluating data being provided to use from Cox to determine how our ads placed to advertise some of the services that we identified during last quarter as areas for growth and opportunity. Those services include streaming services, audiobooks and other digital services. Some of that data will be available in early April. After the library closed to the public in March due to the COVID-19 crisis, we made an aggressive effort to promote those services, and anecdotal evidence indicates that these efforts have been successful.

In March, Marketing and Public Relations crafted a survey to evaluate the audience that has been using our Local Wanderer culture pass program. The survey will help us gather demographic information to tell us which demographic segments have made the most use of the program.
In early November, Marketing and Public Relations met with representatives from Cox Media and Entravision, two media partners who helped us advertise our "Learn. Grow. Connect." messages in the previous fiscal year. We learned from Cox that our messages about home delivery and sewing programs resonated with our Millennial audiences, while Entravision found that our messages about English Classes and the Melrose Center were popular among Spanish speakers.

In late November, we met with MindSpot Research to find out how various audiences are interested in the library and which services are most appealing to them. Based on a report they shared with us, interest is growing among Millennials in the following services:

- TV/Internet Streaming
- Job Seeking Resources/Career Resources
- Sound Studio/Video Production Studio Resources
- Meeting Room/Coworking Spaces

Audiences aged 35-44 are showing more interest in Small Business Resources and Simulators, and Hispanic audiences expressed a growing interest in Job Seeking/Career Resources, Ebooks and Audiobooks, Fiber Arts and Language Learning.

Some areas where Mindspot sees the most opportunity for growth with the audiences who responded to their survey are in promoting TV/Internet Streaming Services, Digital Downloads, Language Learning, Life Skills and Self Improvement Workshops, Photography Resources.

A photoshoot took place at the Chickasaw Branch on December 8 to capture photos that we can use to continue to solidify awareness of our offerings in photography, language learning and other services that resonated with those surveyed.

2. Explore new marketing trends and opportunities

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<tr>
<td><strong>Our partnerships with local blogs continues through the end of the fiscal year. Some highlights from those initiatives:</strong></td>
<td>Erin Sullivan</td>
<td>9.20</td>
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**Orlando Date Night Guide**
Each month, Orlando Date Night Guide features a library event or service in a blog post and social media share. The events are also included in the blog’s e-newsletters. From June through August, we received a total of 49,665 views on social media posts, enewsletters and blog posts from this guide.

**A Corporate Time With Tom & Dan**
Each month, the library receives four commercials per month on the A Corporate Time with Tom & Dan radio show on Real Radio 104.1 FM and the Tom & Dan podcast, social media shares and an ad on the Tom & Dan website. Once per month, the show features either a book review by personality Tom Vann or an interview with a library representative.

**June-September**
- Youth Services Manager Natalie Houston was featured on the show to promote our virtual Summer Reading Program. That podcast episode was downloaded 3,712 times, according to data provided by A Corporate Time with Tom & Dan.
- Friends of the Library Board Member Erica Lee was featured to promote membership in the Friends for their September membership drive. Data for this episode is not yet available.
Pulptown

*June through August*

Pulptown sends out a daily e-newsletter to its list of followers, and in June, we engaged with them to create a series called “101 Things We Love About the Library.” Each week, they include a selection of things in their e-newsletter that highlight the library. Topics have included Melrose in the Mix, the David Buckley murals in the children’s areas at Alafaya and Fairview Shores, Biz Kids and Big Read. Two performing posts in this series included a Summer Reading List post (134 clicks) and a post about volunteering for the Friends (75 clicks).

Our livestreamed events on Facebook, which provide us with a direct way to connect our social media audience with the kinds of virtual events we have been offering since CO-VID19 ended in-person programming, have also been performing very well. Between June 1 and August 31, our livestreams received 29,900 views.

Our partnerships with local bloggers is ongoing, and in June, the Public Relations Administrator gathered the following statistics from some of the blogs we are working with:

**Tasty Chomps**
Campaign includes one lower sidebar square display ad on all pages of blog, plus quarterly banner ads in e-newsletter, quarterly social media posts, and periodic blogs or editorial mentions on the website about the library.

- September 2019-May 2020
- Editorial mentions: 7
- Social Media mentions: 53
- E-newsletter mentions: 8
- Social media impressions: 76,812
- Display ad impressions: 91,602
- Pageviews on editorial posts: 14,620

**Orlando Date Night Guide**
Campaign includes one ad in all workshop round-ups and monthly "best of" posts, featured event coverage for seasonal event roundups when relevant, and a minimum of six social media posts throughout the term of the contract.

- December 2019-June 2020
- Total ad impressions: 15,449
  - January - 4,178
  - February - 5,631
  - March - 2,368
  - April - 1,925
  - May - 3,347
During our closure due to COVID-19, Marketing and Public Relations staff decided to launch a new library podcast called Shelf Centered. One of the goals was to use the podcast, which is a tool that many other businesses use to engage new audiences, to highlight some of the ways the library was shifting its focus to virtual events and digital services while our facilities were closed to the public. The podcast features interviews with staff, book recommendations, and interviews with local influencers and authors about their work. Melrose Center also launched a new podcast, called Reel to Real, in March.

Youth Services, Events and Programs, and Marketing and Public Relations teamed up to create and promote new virtual events that were debuted on YouTube, Facebook and Instagram. We continue to use Streamyard to host live social media events, and storytimes and events for children of various ages are streamed weekly on our YouTube and Facebook pages. This has helped grow our YouTube channel significantly. Our channel saw more than 1,300 new subscribers in April and 1,100 new subscribers in May, bringing our following there to more than 8,800 people.

We are continuing our relationships with Orlando Date Night Guide, Tasty Chomps, Bungalower and the Bus, and Tom and Dan. In January, Tom and Dan actually recorded an episode of their show in the Melrose Center and highlighted the various resources available there to cardholders.

We have also been working with Cox Media on promoting library messages via YouTube advertising. We have used this for multiple initiatives, including a thank you message to library customers who attended our 2019 Summer Reading Program events (165,000 views), and our video to build awareness and donations for our Annual Appeal (26,000 views and more than $30,000 raised). A meeting is scheduled with Cox in April to discuss how to best promote the library's digital services during our closure period, and when we have a better idea of how Summer Reading Program will look, we will likely use YouTube advertising, targeted toward Orange County residents with children ages 6-18, to build awareness about our summer offerings.

Beginning in October, we are exploring the use of native advertising in blogs and radio. We have entered into partnerships with a handful of new media outlets that will use their platforms to share information about the library with their audiences.

For example, we are working with the Tasty Chomps blog to place display advertising, and part of the agreement includes blog posts about library events and programs, such as Booktoberfest and Cuisine Corner. We are also working with Orlando Date Night Guide

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<tr>
<th>Progress</th>
<th>Champion</th>
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<tbody>
<tr>
<td>Social media impressions: 4,357</td>
<td>Erin Sullivan</td>
<td>4.20</td>
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<tr>
<td>Social media clicks: 10</td>
<td></td>
<td></td>
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<tr>
<td>E-newsletter impressions: 4,092</td>
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<td></td>
</tr>
<tr>
<td>E-newsletter clicks: 11</td>
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**Erin Sullivan**
to place display ads, and part of the agreement includes some editorial exposure for library events. We are also working with the radio show A Mediocre Time with Tom and Dan radio show on a monthly sponsorship that includes a social media post and web ad on their website, a monthly segment in which they will do a book review about a title they have checked out from OCLS, and four 30-40 second produced commercials on the podcast and radio show on I Heart Radio's Real Radio 104.1 FM.

In addition, we are working with Playground Magazine to supplement our regular ad agreement with content that runs in the magazine alongside their regular editorial pieces.

### 3. Evaluate marketing plan and brand book and fine tune as needed

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<tr>
<th>Progress</th>
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<tr>
<td>The Marketing Specialist, Digital Media Specialist, Outreach Coordinator and Public Relations Administrator met twice in the last quarter to discuss updates to the Marketing Plan. It was decided that in addition to streamlining the plan, the department will update the plan to focus more closely on the importance of acquiring new library card signups. Some ways this will be addressed in the plan will be to put a greater focus on reaching newcomers to Orange County, who are not yet familiar with what the library has to offer, and to better leverage large events to bring in new card signups. The plan will also address the importance of reflecting diversity and inclusion in our marketing efforts. A newer version of the plan should also address the library's recent emphasis on using digital programming to reach more people, which has proven to be a very successful strategy during CO-VID19. Other changes that will be made will include an updated introduction, which currently includes outdated demographic information and does not accurately reflect the number of branches in the system. A final draft of the updated Brand Book is complete and is currently being reviewed. The new version will be ready to upload to the Marketing and Outreach LibGuide in the first quarter of the next fiscal year. Updates have been made to multiple sections, including updates to the brand's primary fonts and colors, addition of language to the &quot;Copy and Tone&quot; section of the book, and inclusion of the “Learn. Grow. Connect.” tagline, which was introduced after the Brand Book was created. The new version also contains information on crating impactful e-newsletters using the templates released by Marketing and Public Relations earlier this fiscal year.</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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On April 17, the Marketing Specialist led a meeting to discuss updates to the Brand Book and Marketing Plan. The determination...
was made that the current plan can be simplified, so that it's more easily digested by staff, and thus more widely useful to all. Our current marketing initiatives show that we have done a good job reaching our core constituency, which includes families with children, and we appear to be reaching a larger Millennial audience through our use of blogs, YouTube and social media for advertising. The group is working on refining the plan and will meet twice in the next quarter to make suggestions for updates.

The Brand Book update, which helps guide our staff in understanding how to create consistent and high-impact marketing materials, is almost complete. The new version includes a section on best practices for creating impactful e-newsletters. An updated draft of the Brand Book will be ready for review in July.

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<thead>
<tr>
<th>The Marketing Specialist met with the Graphics team in January to conduct a review of the Brand Book and to make changes to existing content.</th>
<th>Erin Sullivan</th>
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<tr>
<td>The Marketing Specialist and Public Relations Specialist are currently reviewing the existing Marketing Plan and identifying weaknesses that exist in the plan now. Things that are being considered include whether the correct KPIs were selected when the plan was written, and whether the plan is too broad. Discussions about how to focus on one or two important goals, rather than many goals, are underway.</td>
<td>Erin Sullivan</td>
<td>12.19</td>
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| The Marketing Specialist will schedule a meeting to review content in both documents and suggest appropriate changes. | Erin Sullivan | 12.19 |

4. Evaluate multicultural marketing efforts

<table>
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<tr>
<th>Brigitte Martinez, Assistant Manager of Marketing and Public Relations, continues to organize regular interviews on Despierta Orlando on Entravision TV and 98.1 Salsa y Más. The library is featured in four interviews on television and four interviews on radio each month.</th>
<th>Erin Sullivan</th>
<th>9.20</th>
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<tr>
<td>Topics covered in June included Summer Reading Program, OCPS Mobile Lunch at the library, digital services and home delivery.</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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<tr>
<td>Topics covered in July included the Summer Reading Program End of Summer Celebration, English for Families, Brain Fuse and Mobile Lunch.</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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<tr>
<td>Topics covered in August included English for Families, Reaching Out Fair and National Library Card Sign-up Month.</td>
<td>Erin Sullivan</td>
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<tr>
<td>We also worked with Hispanic media in August and September to highlight National Library Card Sign-up Month, which featured ads in print and digital media sources in English and Spanish. We have been using an online drop-down form to ask</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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customers signing up for new library cards where they learned about the library, and so far, we have had eight customers indicate that they learned about signing up for a library card through ads on Univision TV (which is the channel run by Entravision) and two customers indicate that they signup up after seeing an ad in *La Prensa* newspaper.

As of June 2020, 100 percent of our press releases are written in Spanish and in English and delivered to both English and Spanish-language media outlets and representatives. Many of our important initiatives are advertised in Spanish with the help of Entravision, which has helped us extend our reach on Spanish-language TV, radio and social media.

Looking toward the next quarter, we will work on growing our Hispanic contacts list so our information may be shared more widely in the Hispanic community.

As was recapped in a previous portion of the Strategic Plan, since March, the Assistant Manager of Marketing and Public Relations, who is fluent in Spanish, has done 12 on-air interviews on Despierta Orlando and 12 interviews on Salsa 98.1 FM. She has covered a variety of topics, including signing up for a library card online, virtual ESL classes, live online classes, Summer Reading Program, Adult Summer Reading, the library's social worker, OCPS Mobile Lunch at the library, home delivery, and the library's phased reopening plan.

Between April 14 and May 10, Entravision indicates that these interviews, which they have also shared on their social media platforms, received 3,111 clicks. Between May 26 and June 21, the interviews generated 4,326 clicks.

In addition, we ran library commercials on both Salsa 98.1 FM and Univision TV. During April, May and June, a total of 139 ads ran on Salsa 98.1 FM, and 60 TV commercials aired on Univision.

Our Digital Media Specialist reports an uptick in interactions with our social media accounts this quarter, as a result. She notes that combined, the campaigns generated a total of 14,298 clicks to different areas of our website from the topics discussed. We have also received 11 Facebook messages from customers asking more in-depth questions about services addressed in our Entravision marketing efforts.

We intend to continue our relationship with Entravision, as it provides us with both advertising and an organic presence in the Spanish media landscape, which we think will help boost the library's visibility amongst Hispanics, which make up the second-largest demographic in Orange County.

In addition, the Assistant Manager of Marketing and Public Relations will work with the Marketing Specialist to identify additional media outlets that might want to partner with OCLS in promoting our services to the Hispanic community.
In the month of January 2020, the Marketing and Public Relations team recognized that there should be more bilingual staff participating in These Three Things, our Instagram TV series that shares three key events happening at various library locations each week. The department held auditions in English and Spanish for the series, with the intent of offering additional bilingual and Spanish-language episodes. We will evaluate how the bilingual episodes perform.

In addition, the Marketing and Public Relations team worked in taking a bilingual approach to creating bilingual marketing content for the annual Summer Reading Program. The Summer Reading Program promotional video was recorded in both English and Spanish, so that it could be shared on both English-language and Spanish-language social media and TV channels. The department also crafted a plan to marketing Summer Reading through Entravision, El Sentinel and La Prensa. As of this writing, some of those plans are on hold while we wait to find out when registration for Summer Reading Program will open, as we are in a holding period due to the CO-VID19 crisis.

During February, new Learn. Grow. Connect. ads and promotional pieces were created that included dual messaging in English and Spanish.

Press releases are consistently written in both English and Spanish and distributed to Hispanic media monthly.

The Marketing and Public Relations team met in November and December to discuss how to better integrate messages in Spanish into our marketing initiatives.

An open call for auditions for the Instagram series These Three Things is scheduled for January, and our team is specifically seeking staff who speak Spanish and other languages to participate.

When the new series of Learn. Grow. Connect. ads and promotional pieces is launched in early 2020, it will include dual messaging in Spanish and English.

In November, we met with Entravision to talk about the results of our previous marketing partnership with them. We are evaluating the data and will use it to decide whether to renew our contract for 2020.

B. Leverage storytelling

1. Explore storytelling as a marketing tool

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<td>Our Marketing and Public Relations Team has been planning to use storytelling as a strategy for our Annual Appeal once again. Since COVID has had such an impact on our lives in 2020, our plan is to tell the stories of customers who used library resources during the CO-VID19 crisis to help them in some way.</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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<td>Our first confirmed story is that of Friends of the Library board member Dave Lehman, whose convention and tourism-related</td>
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business was significantly impacted by COVID earlier this year. In order to save money on accounting expenses, he took live online QuickBooks classes that have helped him manage all of his business account needs in-house.

We are also working with the ESL Specialist to identify a student who benefited from our ESOL or language learning resources, and we are reaching out to parents and teachers who used library resources to help a child learn.

The Annual Appeal stories will be shared via direct mail, social media, email and on YouTube.

Before COVID-19, the Marketing and Public Relations team held a video shoot for a Summer Reading Program promotional video that would tell the story of a fictional family who go to the library and have their imaginations sparked by the books and events they find there. The goal was to inspire people to think of the library as a place to "Imagine Your Story," which is this year's Summer Reading theme. The video was shot at the Winter Garden Branch on March 15, but a few days later, all of our locations closed due to COVID-19, and our in-person library events were cancelled. The video was replaced with a different marketing piece promoting virtual events, but we hope to use the footage we captured to promote in-person events when they can safely be rescheduled.

For National Library Week, which took place in April, the Digital Media Specialist asked staff to share short videos or photos of themselves telling customers what they miss most about the library. "National Library Week 2020 - I Can't Wait To ..." reached more than 6,000 people on Facebook and received more than 800 engagements.

Our use of storytelling to promote our Annual Appeal was a big success. Our video featuring Chrispin was viewed 26,000 times on YouTube. The appeal pulled in more than $30,000 in donations. Some of those funds were donated to the Friends, while some were donated directly to the library. We intend to continue to use this powerful storytelling technique in future fundraising efforts.

For our Summer Reading Program promotional video, we also engaged a fictionalized storytelling technique to engage audiences and encourage them to think of the library as a place to "Imagine Your Story." The video was shot at the Winter Garden Branch on March 15, and it features a father who reluctantly brings his two daughters to the library, only to find that not only have their imaginations been activated by their experiences there -- has been too. We plan to release the video two to three weeks before the start of Summer Reading Program.

This year, the Digital Media Specialist has made storytelling a component of our Social Media Strategy. This year's goal is for the Marketing Specialist, Digital Media Specialist and Video Production Specialist to diversify our existing storytelling content by producing
1-2 videos that give the full context of a customer's experience using the library.

Storytelling also plays a central role in this year's Annual Appeal campaign. We have a short video of a customer named Chrispin, a man from Haiti who used sewing classes offered at the South Trail Branch to hone his language and sewing skills, which helped him get a job as a cast member in Disney's costuming department. The campaign features a video interview with Chrispin, as well as narration from Friends of the Orange County Library System President Joe Goldstein.

We are also in the final stages of launching our Melrose in the Mix TV series on WUCF. WUCF and OCLS have entered into an agreement to air six episodes of Melrose in the Mix on WUCF TV beginning in January. The series showcases performances by artists who are featured in this live in-studio recording series presented in the Melrose Center, and it also has a video component in which the artists talk about their work and the music scene. Their interviews highlight the role that the Melrose Center plays in the community by showcasing the space and the people who use it to a new audience.

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2. Find opportunities to increase user engagement and refine ambassador program

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<td>Our Orange County Library Ambassadors Facebook group has grown to 137 members.</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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Initiatives we asked our ambassadors to help us generate excitement about included our Virtual Summer Reading Program and National Library Card Sign-up Month. For both of these initiatives, we asked ambassadors to use their personal social media accounts to share information about those programs, and we created unique Facebook profile frames they were encouraged to use to help us generate awareness about them.

In July, we had a particularly good month for engagement across all of our social media programs. Engagement was up 2.2 percent that month, and one of the reasons for this was a post we shared about take-home activity kits available to families. The post was shared 38 times and received nearly 200 reactions on Facebook, and six customers tagged us in posts about their activity kits on Instagram. The post was a big success in building engagement and awareness about the kits, as well in encouraging people to share user-generated content about the library.

The library's Ambassadors book club met via Zoom for an informal book discussion. The next session will resume in July.

The "National Library Week 2020 - I Can't Wait To ... " video, released in April, was designed to allow our staff members to engage our customers directly by letting them know that library staff miss them and look forward to reopening. The video reached more than
6,000 people on Facebook and received more than 800 engagements, including 42 shares.

In May, to encourage people to participate in our Virtual Summer Reading Program, we asked members of our Library Ambassadors Facebook group to use a profile photo frame created by our Graphics team to announce the launch of Summer Reading. Several of our ambassadors, including a local blogger, used the frame and posted about SRP.

In May, Youth Services Manager Natalie Houston was once again the face of our Summer Reading Program when she narrated a video shared on our social media channels explaining to people how our Virtual Summer Reading Program would work, and how people can sign up for virtual events and reading challenges. The video was released on Facebook in early June, and so far, it has received 872 views, 35 engagements and 16 shares.

A library ambassador book club attempted to meet, with little success, in the past. The Marketing Specialist recast the event as a book meetup/casual chat event, held at a local brewery, to engage our ambassadors. The event was held on March 10 at Rock Pit Brewing, which was one of our participating breweries for Booktoberfest. The event drew six ambassadors.

The Marketing and Public Relations Department planned an Ambassador Meetup at Wall Crawl Orlando on March 25 but had to cancel due to ongoing concerns surrounding CO-VID19. We have talked to Wall Crawl about rescheduling for a future date. Additionally, we plan to host a Virtual Ambassador Book Club during this self-isolation period on a to be determined date.

The Digital Media Specialist has created a goal to expand membership in the library's social media ambassador program by 10 percent in FY 2019-2020. Will explore tools to introduce such as a new advocacy email list, and online ambassador application on our website and in-person events that appeal to social media influencers who could help us expand this initiative.

This year's Social Media Strategy also calls for repurposing user-generated content created by our ambassadors for use in more strategic social media advertising, with a focus on Instagram ads.

C. Community outreach that builds awareness

1. Evaluate and refine standards for successful outreach

   In the meantime, MPR Outreach Coordinator Mike Donohue has been working on sharing tools and information with Spectrum assistant managers to help them get acquainted with the communities around their locations. It also provides templates for various types of outreach communications that
assistant managers should initiate. Each toolkit contains a letter that can be sent to apartment complexes to inquire about including library card applications or other information in tenant move-in packets; a letter that can be sent to community contacts inviting them to come take a tour of a branch; a letter that can be sent to community contacts telling them about resources the library has adapted due to COVID-19.

Each kit also contains demographic information and contacts for neighborhood associations, schools and apartment complexes, so every manager has resources to conduct outreach activities that build relationships with the library.

The Youth Services Outreach Coordinator and the MPR Outreach Coordinator have also set up a monthly meeting to share information about the work they are doing and to better coordinate their efforts. During the first meeting, they discussed an idea for creating monthly packets to send to all managers with talking points for staff about key initiatives; streamlining communications and messaging for the Children's Initiative; creation of step-by-step instructions for tagging OCPS outreach events in Communico; and creating a shared outreach calendar.

During the COVID-19 closure, the Outreach Coordinator in Marketing and Public Relations conducted two staff outreach training sessions through Zoom. In total, 56 staff participated who were then added to the Community Outreach Training group on Teams. This group will allow us to reliably select trained staff for upcoming events, and have more consistent dialogue with staff that are invested in doing outreach.

The Youth Services Outreach Coordinator has worked to help our elementary school liaisons improve their communications with their contacts at Orange County Public Schools. On April 17, during the COVID closure, she held a comprehensive training showing liaisons how to contact schools and what information to share with them to align with the library's virtual initiatives.

Youth Services has also focused on connecting the community with helpful library resources, promoting the virtual Summer Reading Program and partnering with Orange County Public Schools. During the unexpected circumstances of business of school closures, OCPS educators received weekly updates from us about virtual programs and storytelling, family support services and online borrowing. A digital resource directory was created for Children’s Initiative Liaisons to send to their schools, and a middle and high school mailing list was created to ensure all students, K-12, were kept up-to-date. Youth Services has also given eight presentations to community organizations and has hosted informative parent workshops explaining the virtual Summer Reading Program format. In total, we’ve had 188 attendees during these events.

Due to COVID-19, all of our in-person outreach efforts have been temporarily halted. Training and Development Manager Colleen
Hooks has shared that ALA is offering a session called Out-Doing Outreach in a Post COVID-19 World, which will engage participants in a discussion about current practices and opportunities. The session will be made available as a recorded presentation, which will be shared with our Outreach Committee.

On February 6, the Community Outreach Coordinator presented an updated outreach training to approximately 20 staff members. This new training includes quantifiable expectations and practical tips to ensure staff success at outreach events. The staff present were also added to a Teams group so they can serve as outreach ambassadors for their departments and locations. The group also provides a more direct channel for communicating upcoming outreach opportunities.

The Community Outreach Coordinator and the Marketing and Public Relations Assistant Manager are evaluating the previous Outreach Committee work and will reconvene the committee in early 2020 to solicit recommendations for ways we can make outreach more effective.

### 2. Cultivate staff to participate in speaking engagements for the library

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<td>Staff members who are a part of Toastmasters continue to have access to online resources through their Toastmasters learning plans. This quarter, they also had the opportunity to attend the free virtual Toastmasters convention in August.</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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<td>During this quarter, staff also had access to the Library Advocacy and Funding Conference, which included sessions on making presentations and speaking effectively about library services. Those sessions were accessible to all staff.</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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<td>Marketing and Public Relations also continues to work with staff to present These Three Things, the Instagram series that features library staff talking about library events. This quarter, seven staff members from various locations participated in the series.</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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<td>Due to COVID, the Toastmasters group has been unable to meet in person. However, those who have joined Toastmasters have access to the Toastmasters' website, which contains a variety of resources to help them improve their presentation skills. They are being encouraged to review those resources until the club can begin its meetings.</td>
<td>Erin Sullivan</td>
<td>6.20</td>
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<td>An outreach presentation has since been recorded so that it can be viewed on-demand through the SumTotal staff training site. All staff will be asked to complete the training before participating in an outreach event, so they can be more effective and confident when speaking about the library to various audiences.</td>
<td>Erin Sullivan</td>
<td>4.20</td>
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<td>Our OCLS Toastmasters group was officially chartered through Toastmasters International on March 1, 2020. The initial chartered group consists of 20 staff members, and now that we are officially up</td>
<td>Erin Sullivan</td>
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and running, we will be able to extend the invitation to any additional staff who want to join. The meetings take place at the Orlando Public Library every second and fourth Thursday, from 2-3:30 p.m.

A trial meeting of an OCLS Toastmasters Club convenes on Thursday, December 12 from 2-3:30 p.m. in the Magnolia/Palm room of the Orlando Public Library. Employees who are interested in signing up for the club, which helps improve public speaking and presentations skills, will pay dues of $45 twice per year.

D. Empower employees to be ambassadors for OCLS
1. Identify boards and community organizations that library staff could become involved with to strengthen relationship with the community

Information was shared with the Chief Branch Officers and the Chief of Lifelong Learning about a vacancy on the board of Orange County's Big Brothers Big Sisters chapter and four vacant at-large seats on the County Children and Family Services Board.

The Fairview Shores Branch continued to participate in bimonthly meetings with the Lee Road Safe Neighborhood group to discuss issues affecting the community and to plan with commissioners and community leaders to address those needs and improve the community.

Fairview Shores also hosted Commissioner Christine Moore's informational display on the Lockhart Mural.

In August, Digital Media Specialist Cynthia Velasco was installed as secretary of the Florida Public Relations Association.

Public Relations Administrator Erin Sullivan received a response from Orange County acknowledging her application for the Arts and Cultural Affairs Advisory Board.

Youth Services Outreach Coordinator Jennifer Schock applied to join the Children’s Cabinet of Orange County, a nonpartisan coalition of individuals and organizations working toward the safety and well-being of children and families in Orange County.

Carolyn McClendon has joined the Orange Blossom Trail Board.

Prior to the COVID-19 outbreak, the Public Relations Administrator shared a board opening on the Orange Blossom Trail Development Board with the manager of the South Trail Branch. She applied for the open position, and she received a letter acknowledging that her application has been received. The Public Relations Administrator applied for an open position on the County Arts and Cultural Advisory Board.
The Youth Services Outreach Coordinator did a presentation for the Children’s Cabinet of Orange County, a nonpartisan coalition of individuals and organizations working toward the safety and well-being of children and families in Orange County. After the presentation, staff from the library's Youth Services department were invited to join the coalition to help strengthen partnerships between OCLS and other organizations serving children and families.

The Marketing and Public Relations Department has been researching county boards that align with the library's interest. A number of boards were identified as good candidates, but several of them were not seeking new members at this time, and several were boards that the library is currently working with on projects or grants, so those boards were eliminated from consideration to avoid any conflicts of interest.

Two county advisory boards were identified that could create community connections to benefit the library, and the Public Relations Administrator applied for one such position. A branch manager was asked if she would be interested in applying for another board, which serves the community in which her branch is located.

Marketing and Public Relations will continue to look for opportunities and share them with Admin for consideration.

No update.

2. Train staff for interviews for TV & radio

Staff from various locations continue to be featured on our Instagram series These Three Things, which gives them experience talking about library events and programs in front of a camera.

In June we featured staff members Veronica Tinsley (TEC), Laura Lizardi (South Creek), and Maggie Finley (Special Services)

In July, we featured staff members Vanessa Davis (Circulation), Veronica Tinsley (TEC), Kathryn Thorp (Circulation), and Iris Velasquez (Hiawassee)

In August, we featured Aly Oestereich (Southwest) and Daniel Meyer (Fairview Shores).

In September, to date, we have featured Veronica Tinsley (TEC) and Maggie Finley (Special Services)

In the past quarter, Marketing and Public Relations Assistant manager Brigitte Martinez conducted 12 interviews in Spanish on Despierta Orlando and 12 interviews on Salsa 98.1. Topics included OCPS Mobile Lunch, digital services and Home Delivery.
ESL Specialist Jelitza Rivera conducted interviews about English for Families on Despierta Orlando and Salsa 98.1 FM in July.

Melrose Center Manager Jim Myers appeared on State of the Scene on Rollins College’s WPRK radio station on August 5. He talked about what’s happening at the Melrose Center and the NEA Big Read.

Over the past several months, four library staff members were invited to participate in interviews with local media about the library.

On May 7, TEC Instructional Technology Specialist Tony Orengo was interviewed on A Mediocre Time with Tom & Dan radio show and podcast about live online classes.

On May 15, Melrose Center Fab Lab Instructor Yesenia Arroyo was interviewed for a story in El Sentinel about how Melrose staff were creating PPE to be donated to healthcare workers in the Orlando area. That story featured a print and video component.

On May 20, South Trail Branch Manager Carolyn McClendon was interviewed by WESH-2 to talk about the library’s phased reopening.

On June 5, Youth Services Manager Natalie Houston was featured on Orange TV in a video segment about library reopening and the Virtual Summer Reading Program.

In early July, Youth Services Manager Natalie Houston will be featured on A Mediocre Time with Tom & Dan to talk about our Virtual Summer Reading Program.

During March, April, May and June, Marketing and Public Relations Assistant Manager Brigitte Martinez has done multiple interviews on TV and radio to promote library services to the Hispanic market. Her ongoing efforts have been outlined in other sections of the Strat Plan.

The new Shelf Centered podcast has given staff an opportunity to practice their skills being interviewed about library services in a friendly, low-stress way. Several staff members have been invited to participate in the podcast, which is run by Marketing and Public Relations staff, to talk about book recommendations, live online classes, Summer Reading Program and more. This is great exposure for our staff, as well as a great way to help them become comfortable answering questions about the library.

Two members of library staff were recruited to represent the library in interviews for the media this quarter. In January, Youth Services Librarian Silence Bourn was interviewed by the Community Paper in downtown Orlando for its People of O-Town series. The story was called, "You can't judge a book by its cover, but your librarian can help."

In March, Youth Services department head Natalie Houston was interviewed on camera by WFTV for a story on how the library is...
providing resources to parents dealing with school closures during the COVID-19 crisis.

Public Relations Administrator Erin Sullivan talked to Training and Development Manager Colleen Hooks about identifying webinars and SumTotal trainings that can help staff cultivate their speaking and presentation skills, which would help them feel more confident in doing TV and radio interviews. Public Relations Administrator Erin Sullivan will look for existing trainings in SumTotal, as well as other courses and webinars that may become available, which can be offered to staff interested in this learning track.

No update. Erin Sullivan 12.19

3. Ignite staff library card signup contest campaign

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<td>Our staff library card contest for September is underway. Each department or branch received a unique URL to share with family, friends and customers to encourage them to sign up for library cards. Using that URL, we can track where a card signup originates. At the end of September, the department or branch with the most signups, divided by the number of staff in that department, will win a prize.</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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<td>As of September 17, we received 69 new library card signups as a result of the contest, which still has two weeks before completion.</td>
<td>Erin Sullivan</td>
<td>9.20</td>
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Due to COVID-19, our original plan to conduct a contest for employees to encourage them to go out into the community to try to get people to sign up for library cards will not be implemented. Instead, Marketing and Public Relations will conduct a department and branch focused contest that will recognize the location that can obtain the highest number of library card signups during September.

The Marketing and Public Relations Department has identified September, which is National Library Card Signup Month, as a good opportunity to initiate this contest.

The Marketing and Public Relations Department has discussed this initiative and some ways it can be accomplished. More action on this project will take place after the New Year.

Deliver experiences that offer opportunities to help the community learn and grow

A. Kindergarten preparedness

1. Explore offerings to local daycares

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<td>Youth Services sent emails to over 200 daycare centers, and the Youth Program Specialists called daycare centers using the Community Contacts List to spread awareness of our virtual storytime service.</td>
<td>Debbie Tour</td>
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Library staff contacted over 20 peer-library institutions to ask about services they offer to daycare and child care providers. Services offered could be grouped into categories such as lending privileges and book delivery to schools, staff training workshops, and lending out of special collection items like flannel stories and big books.

We are currently promoting our monthly "Every Child Ready to Read Caregiver Workshops" to local daycares through our partners like Orange County Head Start, the Early Learning Coalition of Orange County, and the Children's Cabinet.

Two of our storytellers are collaborating to create a workshop for daycare professionals on storytelling techniques.

We have received 30 requests via the online form for storytelling visits, although these have mostly been for summer camps and pre-K-12 schools.

The newly revised online “Request a Storyteller” form was finalized on 1 May, with the addition of the virtual storytelling option. Since then, we have received six requests via the new form. We promoted the new form internally and via OCLS social media, press releases, and in the Early Learning e-newsletter. We sent out an email blast to 200 daycare center directors promoting the service. In the final quarter of the year, we will focus on reaching out to our local daycare centers to create a wider awareness of the services that we offer, including the free storyteller visits.

Many of our scheduled Head Start visits, which traditionally take place in the Spring, were canceled due to the stay-at-home order and distance learning. We began offering virtual storytelling visits, and we were able to reach 13 out of 22 Orange County Head Start Centers, either in-person early in the year or via a virtual visit.

The online storyteller request form is currently in development. The Youth Program Specialists and storyteller are scheduling storytelling visits to all 22 Orange County Head Start Centers and delivering an OCLS coloring book to each child. The Head Start visits should be complete by the end of the school year. A list of daycares near Main and Chickasaw will receive promotional material for the "Kindergarten Boot Camp" in May.

One way of serving local daycares and our youth under the age 5 in their care is by sending out a professional storyteller to share stories with the children and to leave information about our services. Currently, there are many avenues from which we receive storyteller requests. A new “storyteller request” form is in development and promotional language has been written. The creation of a new online form is an effort to streamline how the community requests a storyteller to visit special events and daycares. A single portal will allow us to provide the community with details they need upfront. This will also allow us to collect better data to analyze and determine
which parts of our community we are reaching and to what extent specific areas are utilizing our storytelling services.

Another way to serve local daycares was demonstrated at the North Orange branch. During the month of October, an Apopka Day Care visited the library and were invited to stay and participate in a Pop-Up Storytime and Craft. A total of 18 kids and 4 Caregivers participated in the event.

2. Evaluate K-Ready and revamp

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| Laura Morton, Debra Winslow, and Stacey Lawson each wrote two comprehensive scripts for the new virtual Countdown to Kindergarten series based on the early literacy practices of Every Child Ready to Read. Each event contains a detailed script, printable activities, and a caregiver resource guide that includes song lyrics, early literacy tips, and book recommendations. The scripts will be tested in September, October, and November (two scripts each month), and each one will be presented and moderated by the team members who did not write the script. For example, a script that was written by Debra will be presented by Laura and moderated by Stacey. This ensures that a fresh perspective is used in getting feedback and making edits. Once these scripts have been tested and any necessary refinements have been made, they will be added to the Children's Wiki. Staff training on offering the new virtual series will be provided in the Spring of 2021. In Spring of 2021, the Countdown to Kindergarten team will also work on adapting the virtual series into in-person events and evaluate the need for any additional staff training sessions. The Kindergarten Readiness Committee, met virtually to modify the action plan for revamping the kindergarten readiness series and create a timeline for accomplishing goals. The new kindergarten readiness series will be called “Countdown to Kindergarten.” By 1 September, six event scripts will be developed for a virtual “Countdown to Kindergarten” series based on the best practices of “Every Child Ready to Read.” Two events will be scheduled each month, September through November 2020, to beta test the new series. A virtual staff training session for “Countdown to Kindergarten” will be scheduled in December. The training will be recorded and archived in our learning management system, as a resource for staff. In winter 2020/2021, the series will be adapted to use with in-person events. Changes to the curriculum will be recorded and communicated to staff. The committee met in January and March. They defined kindergarten readiness for OCLS as, "We create positive learning experiences to empower families in our community by providing a supportive learning environment, with familiar routines, experiences, and resources." The committee examined the current K-Ready curriculum to identify what was working and discussed what the future curriculum should include. The new curriculum will provide early literacy tips, book lists, songs, rhymes, stations, and crafts. It will
contain enough details for the presenters to understand their roles as early literacy providers. Staff will create six scripts to start with that will be 45-minutes long.

The Youth Education Specialist will lead a committee on the review and the revision of K-Ready. The committee includes staff from youth services and branches.

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<td>3. Explore and implement additional ways to prepare children for Kindergarten</td>
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| Youth Education Specialist Laura Morton, and Youth Program Specialist, Noraliz Orengo, created an "Every Child Ready to Read Caregiver Workshop" that will be presented once per month until at least May 2021. Each month, Laura will co-present the workshop with a Youth Program Specialist, a branch librarian, or a member of the Youth Services Staff. The goal of co-presenting the workshop is to familiarize staff with the presentation so they can present the workshop at their branch in the future. The workshop explains the five early literacy practices in detail, provides activity suggestions to strengthen literacy skills, and provides library resources to promote continued growth and support. Noraliz and Laura collaborated to create three caregiver resource guides for babies, toddlers, and preschoolers to reinforce the important ideas of the workshop.  

Laura Morton co-hosted the first workshop with Youth Program Specialist Noraliz Orengo on 19 August at 10:30 AM with 25 attendees. Feedback provided showed that caregivers were excited to try the activities suggested and appreciated the personal connections made by the presenters with appropriate anecdotes and examples. The workshops are scheduled through the remainder of 2020.  

Laura created promotional slides that can be used during virtual events as well as a promotional flyer. These were distributed to Youth Services Staff, Youth Program Specialists, Branch Librarians, and Storytellers. Laura drafted an email template for staff to connect with community partners to inform and promote the workshops. Community partners that have been contacted so far are the Early Learning Coalition of Orange County, Head Start, 4C, The Children's Cabinet of Orange County, the Adult Literacy League, the OCPS Early Childhood Department, Early Steps, and Help Me Grow. Laura will be sending an email to approximately 300 day care centers in Orange County to promote the workshop.  

The 2020 Kindergarten Bootcamps scheduled in May were canceled due to COVID-19. As an alternative means of supporting caregivers in their efforts to prepare their children for kindergarten, staff updated the Kindergarten Readiness Resource Guide, [http://libguides.ocls.info/kindergarten](http://libguides.ocls.info/kindergarten). The resource guide now aligns with “Every Child Ready to Read,” an initiative of the Public Library Association (PLA) and the Association for Library Services to Children (ALSC). The updated Kindergarten Readiness resource guide went live on Monday, 11 May. As of 15 June, the resource guide has had 1,010 views. | Debbie Tour | 9.20 |
The resource guide provides an overview of the five early literacy practices, including reading, writing, singing, talking, and playing. Families are invited to participate in our virtual storytimes, view our prerecorded video storytimes, and utilize our early literacy calendars. Insights into why each practice is important, aim to encourage parents in their efforts. Caregiver resources, such as activity suggestions, articles, book lists, and links, provide a depth of material to cover since preparing for kindergarten begins at birth and continues through the preschool years. English/Spanish bilingual resources are also incorporated to support parents/caregivers in practicing early literacy behaviors in Spanish.

In addition to updating the resource guide, the Youth Education Specialist presented three staff training sessions on preparing children for kindergarten in May. The training was recording and is available in our learning management system for on-demand access for any of our staff members.

We are distributing 600 Early Literacy Calendars per month in picture books requested through our home delivery service.

In June, the library staff was invited to present information about our services to the leadership of the Orange County Neighborhood Center for Families (NCF). We were able to provide the NCF with digital copies of the Early Literacy Calendar to distribute to the families they serve through the end of the year.

"Kindergarten Bootcamp" will include tips for caregivers, and resource guides will provide songs and early literacy practices. Help Me Grow, which offers free developmental screening, will be attending both the Orlando Public Library and the Chickasaw branch event. An OCPS School Bus will be at each event to allow children to tour it before they have to ride it to school. A list of daycares near Main and Chickasaw has been created to receive promotional materials. The events are scheduled for 2 May at the Orlando Public Library and on 28 May at the Chickasaw branch.

In 2020, we will rebrand and expand “Kindergarten Bootcamp.” This one-day event shares with parents the expectations for their children when entering kindergarten and how to practice skills with their child at home in a fun way. The event is scheduled for 2 May, at the Orlando Public Library. On 28 May, the event will be expanded to the Chickasaw Branch. Bilingual English/Spanish promotional materials will be created to better reach families whose first language is not English.

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<th>B. Early and family learning</th>
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<td>1. Expand current annual large-scale family events to increase attendance</td>
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<td>Due to Covid-19 and social distancing recommendations, all of our large-scale in-person events were canceled March through 30 September 2020. Live Streaming events via OCLS social media channels continued to grow in popularity. A total of 396 attendees</td>
<td>Debbie Tour</td>
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logged on to the virtual "End of Summer Celebration" Live Stream in August for prize winner announcements, party snack attack recipes, and special guests, including popular animals from the Central Florida Zoo and FREE DAPS, a local group of freestyle rappers. With OCPS postponing the school year start date, events and Live Streams were added during the first three weeks of August. The "Cuisine Corner Junior: Puff Pastry Empanadas" Live Stream event demonstrated how to create and bake mini sweet or savory empanadas for 78 viewers.

Fairview Shores hosted Summer BreakSpot and facilitated the serving of meals to needy families. They hosted the “Slice of Summer” celebration to bring awareness to this event. Members of the media were present to cover the event. After Dinner Mint kits and other craft packets were given to each child that received a meal each day.

Fairview Shores staff members originated a Zoom Production series called “All Aboard to Explore.” The production included storytelling, science experiments, crafts, music and exercise in a weekly themed event that explored various countries and cultures. The series developed a huge following. Instructions on how to do experiments at home along with information on the books read were sent to viewers after each program.

Due to COVID-19 and social distancing recommendations, all of our large-scale in-person events were canceled starting in March. We quickly began offering Live Streaming events via our OCLS Facebook and YouTube Channels. We kicked off the Summer Reading Program, with “Celebrate Summer with Free Daps” for 138 viewers. The performance by ScienceTellers, “Dragons - Return of the Ice Sorceress,” had 133 viewers. For our third week of summer, “Mixed-up Fairy Tales” presented by Page Turner Adventures had 121 viewers. The Live Streaming events have been well received by families for their convenience and accessibility. This has opened up a new youth programming format option.

Expanding the annual Youth Art Contest to include all grades K-12 has led to several positive outcomes. Art submissions increased from 81 artists who submitted 129 art pieces to 174 artists who submitted 195 art pieces, 70 of which were in the elementary school age bracket. Attendance of the Youth Art Contest Reception also increased from 38 attendees to 198.

The "Early Learning Resource Fair" in July will have some new partners, and the event duration will be expanded by one hour to increase the time for families to participate. Attendees of the fair that fill out and return their raffle form will receive a free book.

West Oaks held its annual "Family History Fair" in February, where attendees learned what genealogical resources are available at the Library. Herndon is planning its annual Book Festival at the beginning of the school year.
The annual Youth Art Contest has been expanded to include all grades K-12. In previous years it focused on middle and high school students. The Youth Art Show is scheduled in February, at the Orlando Public Library.

We are extending the number of locations offering large-scale family events. One example is offering Steve Songs Summer Concert to four locations instead of two. Kindergarten Bootcamp will be offered at the Chickasaw Branch.

Some locations are exploring ways to add a component to current events to increase attendance. For instance, Chickasaw plans to add taking family photos during some events they offer. Staff from several locations attended the Project Wild training with the Florida Fish and Wildlife Conservation Commission to evaluate adding programs and activities to enhance current and future offerings. Orlando Public Library is planning to extend large events such as Trick or Treat Safe Zone and Potterversary.

Youth Services reviewed with the social media specialist the target audience, previous attendance, and target attendance goals for each large-scale event to maximize marketing and attendance.

**2. Create opportunities for hands-on interactive experiences at each location for walk-in customers**

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<td><strong>In the final quarter of the year, all 15 locations offered passive programs. Total participation in these events totaled 14,914. With OCPS postponing the school year start date, the systemwide passive programs were well received by the community. There were 246 passive programs, including STEAM Kits, Preschool Craft Bags, Take and Make crafts, and Teen crafts. The passive count for video views totaled 5,380.</strong></td>
<td>Debbie Tour</td>
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<td>Hands-on interactive activities are now accomplished with take-home activity kits, which were distributed to all locations. The activities focus on STEAM (Science/Technology/Engineering/Arts/Mathematics) and feature themes, including constellations, frogs, static electricity, and the laws of motion. A total of 6,400 kits were assembled, and the take-home kits are currently available for customers to pick up from all locations, while supplies last.</td>
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<td>There were 19 passive programs offered, including “Take and Make Craft Kits,” “STEAM Kits,” and the call-in “Storyline” service, which had 161 callers. Sample activities were added to the “Passive Programming” section of the Children’s Program Bank. The section currently contains 21 sample activities.</td>
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<td>From 1 January through 1 March, several locations offered passive programs, including Alafaya, Fairview Shows, Hiawassee, North Orange, Main, South Creek, South Trail, Southwest, Washington Park, West Oaks, and Windermere. Total participation in these events totaled 3,480. There were 74 programs, including Activity Bundles/</td>
<td>Debbie Tour</td>
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Boredom Buckets, Pop-Up events, Character Mailboxes, Interactive displays, and Coloring Sheets/Worksheets.

"Caregiver Connect: Stay and Play" continues to be very popular at all locations. This allows caregivers time to connect and mingle while the little ones explore and make friends. Pop-up events at Lake Nona and Horizon West continue to grow. At Fairview Shores, there were 126 children and caregivers engaged in "Pop-Up Crafts." West Oaks offered many "Tech Exploration" pop-up events where kids walking into the branch got to experience hands-on learning with different technologies like Virtual Reality headsets and Osmo gaming kits.

Two Youth Program Specialists, presented the Staff Day training session, “Passive Shmassive” showcasing numerous examples of passive programming ideas. Examples from a variety of locations were shared including: collaborative community art projects, scavenger hunts, make and take craft stations, and character mailboxes. A new “Passive Programming” section of the Children’s Program Bank has been created including a blog feature. The section currently contains 12 sample activities.

“Caregiver Connect” offers caregivers and children the opportunity to stay and play after regular events. In October and November, the Herndon location had 132 participants. Pop-up playtime and pop-up crafts have been popular in the system. In October, a total of 164 children and caregivers engaged in “Pop-Up Children’s Playtime” at Fairview Shores. Participants created various coloring projects, craft activities, and played with toys designed to help build motor skills. During November and December, the Southwest branch hosted a “Thankful Tree” interactive community display, inviting participants to share what they are thankful for. In November, the “Baseball Scavenger Hunt” encouraged 51 participants to explore the Southwest collection and claim a small prize for completion. Each month children are invited to write a letter to a different book character such as Paddington.

3. Develop and provide staff training on early literacy principles and practices

We continue to use the Every Child Ready to Read storytime outline for our video storytimes on Facebook and YouTube. Our youth program specialists are on track to complete four self-paced modules on Every Child Ready to Read this quarter.

On 5 August 2020, Laura Morton and Silence Bourn developed and sent out a survey to the Youth Program Specialists and four branch librarians to determine how confident they feel in incorporating Every Child Ready to Read into their early learning events. Using the results of the survey, Laura and Silence created a workshop for the Youth Program Specialists and four branch librarians that was presented on 15 September 2020. The workshop recognized accomplishments in integrating the principles of Every Child Ready to Read into early learning programs, reviewed the five early literacy practices with
Laura Morton and Silence Bourn presented an “Every Child Ready to Read” Storyteller Workshop to the OCLS storytellers in May. The outline for recording storyteller videos was updated to reflect the goals and integrate the principles of “Every Child Ready to Read.” Another training session for the youth program specialists and branch librarians will be scheduled in August 2020. Staff across the system had the opportunity to participate in numerous webinars and online training available through our Learning Management System, ALSC, WebJunction, and other library and early literacy-focused organizations during this quarter.

Storyteller training is scheduled for staff on 6 May 2020 and will be presented by Laura Morton and Silence Bourn. Revised storytime outlines for baby, toddler, and preschoolers are completed and offer enhanced learning experiences for children and caregivers. Staff will be creating tip guides, guides on selecting books for each age group, and ways to practice specific skills.

Youth Services has compiled 42 hours of training modules related to early literacy, child development, diversity, and the use of picture books for challenging discussions and future staff training.

Using the Public Library Association's, “Every Child Ready to Read” as a foundation for early learning programs, we will be updating our storytime outlines, impacting how 55 programs a week are presented to enhance them as learning experiences for children and caregivers.

In order to implement these research-based practices, two OCLS staff members have completed the four-part train-the-trainer series, “Raising the Bar: Integrating Early Childhood Education into Librarian Professional Development”. The training was developed by the New York Public Library, in collaboration with SUNY’s Professional Development Institute and funded by the Institution of Museum and Library Services. Storytellers were selected as the first phase of staff training since they conduct the majority of the early learning programs each week and would have the greatest initial impact. OCLS storytellers have been introduced to the upcoming changes and are excited to participate in future training.

Future staff training workshops open to all staff include, “Literacy and Locomotion” in January and “Mother Goose on the Loose / Mama Gansa,” in February.

4. Evaluate the program wiki and consider revamping for ease of use

Staff finished reviewing the existing wiki content and archiving programs that need updates. As of September, our youth program wiki has 690 programs available. The age groups that we have identified that need the most development are babies and tweens. The most
In coordination with the Marketing and Public Relations and the Events and Programs Department, we are reviewing the monthly programming themes for this coming year, and we will reassess what content we need to develop in the future to meet community needs and interests.

Since the last update, staff have reviewed and archived over 150 event pages from the Children’s program bank wiki because they are out of date. Staff review each script to make sure it follows our current branding guidelines, uses the recent template formats, checks the links, and updates the tags on pages to aid in searching and identifying programs that fit our monthly system-wide themes. Throughout this process, staff identify gaps in our content. For example, staff will be writing scripts for Juneteenth, so that we may offer youth programming in celebration of Juneteenth next year. Staff recently added a tween section to the program wiki.

The staff continues to tag and archive events on the wiki. The wiki houses the scripts for all locations to use for youth programs. Youth Services is introducing a Tween section with program scripts for the 8-12 age group.

All of the archived wiki content remains available to youth program specialists and youth services staff members to update the templates and branding standards. Once updated, the program will be added to the active wiki site.

Youth Services created a dashboard “snapshot”, listing the number of scripts in each of the eight age-groups and program type categories. Last fiscal year, the Children’s Program Bank included 1,124 program scripts. The current snapshot includes 794 scripts, a reduction of 30%. This reduction was made possible with the assistance of the digital content team, using a method of archiving older/outdated scripts. This provides a more streamlined and simplified version of the Children’s Program Bank wiki.

C. Provide experiences to enhance life skills
1. Look at current trends for program and class ideas

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<td>During this quarter, the Library continued virtual programming, this time with a focus on staying healthy at home. “Qigong Movement and Breathing” events in July and September had instructor Jasmine Win show people how to use this crucial tool of Chinese medicine in their everyday lives. She explained how these techniques involving movement, breathing and meditation can benefit your health. Sifu Al Aki presented an introduction to Tai Chi in July, teaching attendees how to destress by practicing meditative movements. The “Family Zumba” virtual event in August got families moving with this</td>
<td>Danielle King</td>
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fun dance aerobics workout. “Ballet Barre & Stretch” introduced participants how to increase strength, muscle, tone and flexibility through ballet. Two of our “Life Information for Elders” series featured health related topics: “Navigating Health Websites” and “Detecting and Redirecting Anxiety.” “Cuisine Corner – Seasonal Veggies” featured chef and certified holistic life coach Yamira Lee Johnson showing how to cook healthy and satisfying seasonal vegetables.

In September, the Library planned an “Art Week” to unite over the restorative power of creative expression. Activities, classes and events for all ages were provided. Events such as “Creating Art with Pen and Ink,” “Fundamentals of Music,” “Quarantining with Comics,” and “Stress Buster Art: Mandalas” were just some of the offerings for adults. Families participated in events such as “Family Art Adventure,” “Cuisine Corner Junior: Artsy Toasty,” “Poetry is ART,” and “Watercolor 101.”

The “Read Woke” Beanstalk challenge was launched on September 21. Read Woke means learning about others so that you can treat people with the respect and dignity that they deserve no matter their religion, race, creed, or color. This challenge is intended for all ages and will encourage participants to embrace social consciousness and earn Beanstack badges by reading from diverse authors and learning from their great stories.

During this quarter, Library staff focused on converting programs and classes into virtual experiences that customers could do at home. Cooking at home became a necessity over these months, as reflected in many of our events. Chef Yamira Lee Johnson hosted “Cuisine Corner – Pantry Edition” which showed participants how to make a delicious meal from pantry staples. Events & Programs staff hosted “Cuisine Corner – Cool Summer,” which showed attendees how to make refreshing dishes perfect for a backyard picnic. Blog posts included “Cuisine Corner: Dalgona Coffee aka Frothy Coffee” and YouTube videos such as “Cuisine Corner: Learn to Make a Mug Cake,” “Cuisine Corner: Baking Bread at Home” and “Cuisine Corner: Tex Mex Chicken and Zucchini with Chef Karen Ross.”

Other “at-home” events included “Qigong Movement and Breathing” presented by Jasmine Winn. At this event, attendees were shown basic movement, breathing and meditation techniques. New presenter Charlie Pioli, owner of O-Town Compost, hosted a virtual hands-on tutorial demonstrating the basics of composting for the home.

Another focus has been on virtual writing events. “The Writing Workshop – Adding Oomph to Action Scenes” was hosted by author and martial arts instructor L.E. Perez. The “Ask the Literary Agents Panel” allowed customers to ask questions about the publishing industry. “Write to Market. . . or Not?” featured a literary agent discussing how to make submissions stand out. OCLS also posted several “Writing Tips of the Week,” featuring several authors, editors and literary agents.

Cultural appreciation continues to be a focus for Library Events. In May, the Library commemorated Asian Pacific American Heritage Month through a partnership with local PBS station WUCF, for a virtual preview of the new groundbreaking PBS documentary series, “ASIAN AMERICANS,” which explored the impact of this group on our country’s past, present, and future through individual lives and personal histories.
Local Chef Ha Roda, shared a traditional Vietnamese recipe in one of her favorite new kitchen appliances at the “Instant Pot Vietnamese.”

During this quarter, cultural celebrations were one of the Library’s focus. There were several events that highlighted Black History Month. The South Trail Branch hosted “OrisiRisi African Folklore” which shared the beauty of African life and culture through a unique folkloric performance filled with drumming, dance and storytelling. The “30th Annual National African-American Read-In” was celebrated at the Orlando Public Library as local luminaries shared African-American literature through poetry, story, and song. South African musician Nathi Gcabashe performed at multiple locations. Afropop band Wassalou performed at the Orlando Public Library, bringing colorful traditional costuming and dance straight out of Africa. The Eatonville Branch provided fun activities for families as part of “Zora! Festival,” honoring Zora Neale Hurston. The Orlando Public Library hosted the “Chinese New Year Celebration: Year of the Rat,” which featured folk dances, musical performances, a Dragon Dance, and Chinese calligraphy. To celebrate St. Patrick’s Day, “Step to the Irish Beat” took place at the Orlando Public Library with The Watters School of Irish Dancing giving a high-energy performance.

Another focus was improving people’s life skills. On January 25, the “OCLS Writers Conference” provided writers with the tools and knowledge necessary to reach their writing and publishing goals. Multiple locations hosted the “Mini BizKids Market” which allowed people to shop at youth-run businesses ranging from crafters, artists, jewelry-makers and more. Sewing and fiber arts continues to be a popular trend system wide. The Southwest Branch is the newest location to add sewing classes, macramé, knitting, and embroidery to their list of offerings.

Sustainability was a focused trend this quarter. The Orlando Public Library hosted adventurer and activist Rob Greenfield for two events as he shared his year-long project to grow and forage 100% of his food. Beekeeping Basics, helped guests get started in beekeeping, learning about equipment, safe habits and the best type of hive for their needs. Local mushroom expert Jon Martin explained the basics of identifying and searching for local fungi and why they are so important to life on earth at the event, All About Mushrooms.

Adult Crafting events continue to be popular. Calligraphy for the Holidays at the Alafaya Branch and Handmade Greeting Cards at the West Oaks Branch helped guests with their creativity.

The Library helped customers prepare for the Holidays at several Cuisine Corner events at various locations. Thankful Thanksgivings provided tips to ensure the Thanksgiving meal was a success. Chef Ha Roda presented, Thịt Bò Bảy Món (Beef Seven Ways) and shared the history and culture of Vietnam through this traditional holiday feast. Yamira Lee Johnson, head chef and founder of Breaking Bread with Mira, demonstrated how to make coquito, a traditional Puerto Rican drink. Stressless Holiday Entertaining helped customers to enjoy the holidays without spending all of their time in the kitchen.
And Chef Cristina taught our customers how to make Puerto Rican Polvorones, the sweet melt-in-your-mouth holiday cookies.

Multiple staff took part in Project WILD training with the Florida Fish and Wildlife Conservation Commission. OCLS staff will be able to offer programs to the Orange County community based on the Project WILD curriculum. “Project WILD is an interdisciplinary conservation and environmental education program emphasizing wildlife.” The programs are geared towards kindergarten through 12th grade.

The Fairview Shores Branch has been offering various hands-on pop-up classes featuring technology kits such as Oculus VR, iPads, and Legos. The Chickasaw Branch offers 3-D printing, virtual reality, and gaming for the afterschool crowds. Many locations across the system are offering sewing, knitting, crocheting, and macramé to expand fiber arts offerings. The Friends of the Library recently purchased sewing machines for the Chickasaw, Southwest, North Orange and Windermere Branches due to the popularity of this service. Various locations are partnering with Panda Express to offer Chinese New Year events in February 2020.

2. Evaluate partnerships and opportunities to connect customers with social services

The Orange County Library System partnered with several local organizations to discuss the community services they provide as part of “Reaching Out – A Community Resource Fair.” Organizations included:

- The Agency for Persons with Disabilities, which works in partnership with local communities and private providers to assist people who have developmental disabilities and their families.
- The Center, which works to promote and empower the LGBT Community and its allies through information, education, advocacy and support.
- The Homeless Service Network or Central Florida, which is Central Florida’s community-wide effort to end homelessness through collaboration, strategy, capacity building and effective stewardship of knowledge and resources.
- Miracle of Love, which provides comprehensive, multicultural HIV/AIDS care, education and prevention services.
- United Against Poverty, which serves those in poverty by providing care, case management, transformative education, food and household subsidy, employment training and placement, personal empowerment training and active referrals to other collaborative social service providers.

The Orange County Library System partnered with the Orange County Bar Association to provide an open forum for individuals
During the closure due to COVID-19, library staff developed a variety of digital resources that promoted social services to help the community stay informed and connected during this unprecedented time. A guide focused on COVID-19 was created with updated information about the virus with links to local and national resources. Other guides created focused on coping with tragedy, mental health, and resources customers could use from home. In addition, blog posts highlighted various topics such as self-care, social distancing, educational resources, activities for children, and social worker advocacy. In June, the library posted a statement on the opposition of hatred, racism and intolerance. A variety of resources on the subject of race, identity, and social justice were created to share with customers. Topics included, “Read to Understand,” “Virtual Book Display: A Community in Pain,” and the “Social and Systemic Injustice” collection. In addition, a “Black Lives Matter” resource guide was updated with current information.

The Library partnered with the Orange County Bar Association to provide an open forum for individuals to speak with a panel of attorneys to get insight & guidance on Landlord/Tenant and Real Estate Law at the June virtual event “Ask A Lawyer.” As part of a monthly “LIFE Information for Elders” seminar series, the Library offered the virtual event “Online Learning Resources at AARP.” Ingrid Collins, Associate State Director, shared online learning resources available through AARP.

The Social Worker continued to be available via phone and virtually during the closure. The social worker is available to assist and make referrals on topics such as unemployment, affordable housing, career skills, counseling/mental health, government services, immigration and much more. During this quarter, the social worker assisted 132 individuals.

With so many families struggling financially, this summer there is an extra need in the community to provide food to children. OCLS continued its partnership with OCPS to offer “OCPS Mobile Lunch” at six library locations: Chickasaw Branch, Fairview Shores Branch, Hiawassee Branch, South Creek Branch, North Orange Branch and the South Trail Branch. This year the meals are grab and go and breakfast and lunch are being served.

The Orange County Library System partnered with the Supervisor of Elections to provide Early Voting in the Presidential Preference Primary Election. Early Voting sites included the Alafaya, Chickasaw, Fairview Shores, Hiawassee, South Creek, Southwest and West Oaks Branches. The South Trail Branch partnered with NACA, a non-profit community advocacy and homeownership organization, to present a free workshop in Spanish about the home buying process from start to finish. The Herndon Branch partnered with Career Source Central Florida to offer monthly “Veteran Employment Support and Labor Market Information.” The Fairview Shores Branch is focusing their efforts on offering several social services programs a month by partnering with the Neighborhood Center for Families (NCF) and the Orange County Family Services Division. In January, over 250 people attended “New Year: New Supplies” at Fairview and were provided with school supplies and information on various social services in the community. Organizations such as the NCF, OC Family Services,
United Way, Jewish Family Services, and Community Health Centers were among the organizations that participated.

Every week OCLS has a social worker onsite to meet one on one with individuals and families at the following locations: North Orange, Fairview Shores, Alafaya, South Trail, and Orlando Public Library. The social worker is available to assist and make referrals on topics such as affordable housing, career skills, counseling/mental health, government services, immigration and much more. During this quarter, the social worker met with over 630 individuals. In addition, when the library closed due to COVID-19, the social worker continued to support the community by taking phone calls and emails from customers who needed social service assistance.

Every week OCLS has a social worker onsite to meet one on one with individuals and families at the following locations: North Orange, Fairview Shores, Alafaya, South Trail, and Orlando Public Library. The social worker is available to assist and make referrals on topics such as affordable housing, career skills, counseling/mental health, government services, immigration and much more. During this quarter, the social worker met with over 530 individuals.

In partnership with CareerSource Central Florida, the Herndon Branch will start offering “Veteran Employment Support and Labor Market Information” every month starting in February 2020. A disabled veteran career consultant will be available to assist veterans seeking employment opportunities. Additionally, if the veteran has a significant barrier to employment such as homelessness, prior incarceration, service-connected disability, lack of high school diploma, or recent military discharge, this on-site representative specializes in offering intensive services and one-on-one appointments.

In October, Florida Licensing on Wheels (FLOW) visited the North Orange Branch and provided drivers licenses and motor vehicle assistance to 40 customers. The Branch has a continuous partnership with FLOW and will be offering this service several times throughout the year. The Fairview Shores Branch has a partnership with the Lee Road Safe Neighborhood group. The Branch Manager has met with key individuals from this group including the Orange County Action Manager, representatives from the Sheriff’s Office, and the Victory Church to discuss ways to work together to offer various identified needs in the community.

Various social services events were offered this quarter such as the “Ask a Lawyer: Presented by the Orange County Bar Association,” “Medicare 101,” “Citizenship Inspired,” “Know Your Rights” and the very popular “NACA Home Buying Workshop.” The NACA Workshop was hosted at four locations this quarter and over 265 attended and learned about the home buying process from start to finish. In addition, the Orlando Public Library hosted a “Volunteer Fair” featuring several Central Florida organizations to help inform the community of the wonderful opportunities available.
3. Continue to research, pursue and evaluate grant opportunities

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<tr>
<td>The library applied for the following grants this quarter:</td>
<td>Danielle</td>
<td>9.20</td>
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<tr>
<td>• CARES Act Grant- $86,252 to “prevent, prepare for, and respond to CO-VID19.” Submission is to support virtual and</td>
<td>King</td>
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<td>digital offerings.</td>
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<td>• Center for Craft- $5,000 to offer sewing instruction to make masks. Participants would check out sewing machines,</td>
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<td>materials and have the potential to earn income by selling masks.</td>
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<td>• Jerry Kline Community Impact Prize- $250,000 for the selected library that significantly helped their communities</td>
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<td>thrive.</td>
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<td>The library was awarded the following grants this quarter:</td>
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<td>• NEA Big Read- $15,000 for the Big Read initiative featuring the book <em>Pretty Monster</em> by Kelly Link.</td>
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<td>• LSTA Right Service at the Right Time- $59,345 to support the Right Service at the Right Time statewide website.</td>
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<td>The library was notified that the following grants were not awarded:</td>
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<td>• Ezra Jack Keats- $500 to use for Windermere virtual reality programming.</td>
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The library applied for the following grants this quarter:

- Florida Division of Cultural Affairs Specific Cultural Project Grant- $25,000 for Sunshine State Author series to bring writers of children/teen fiction to Orange County or virtually for readings and workshops in 2020-2021.

The library was awarded the following grants this quarter:

- Citizen Review Panel funding- $500,000 to use for BizKids camps has been renewed for the fiscal year 2020-2021.

The library was notified that the following grants were not awarded:

- Dollar General Literacy Grant

The library applied for the following grants this quarter:

- Dollar General Grant- $10,000 to fund “English from Zero” at the Hiawassee, North Orange South Trail, Windermere, Alafaya and Winter Garden branches.
- Ezra Jack Keats- $500 to provide Oculus Go Headsets for programs at the Windermere Branch.
- National Ambassador for Young People- This program provides a visit from award-winning young adult author Jason Reynolds to underserved communities. OCLS has proposed a visit at the Washington Park Branch and nearby Carver Middle School.
- Health Literacy Grant- $5,000 to expand our ESL programs to help ESL students improve their health literacy skills.
- Mayor’s Matching Grant- $10,000 to continue offering the sewing camps and the Sunshine State Authors series.

The library was awarded the following grants this quarter:

- Prime Time Family Reading Time- $2,500 from the Florida Humanities to support two Prime Time Family Reading Time series in Horizon West and at the Windermere Branch.

The library was notified that the following grants were not awarded:

Orlando Magic Youth Foundation
The library applied for the following grants this quarter:

- **Academy Film Craft Grant**- $20,000 to provide practical film crafting for diverse filmmakers, with focus on Latinas in Central Florida.
- **Anthem Healthy Generations**- $5,000 from the Anthem foundation to support programs that raise awareness for, educate on, and encourage new behaviors, resulting in healthy, active lifestyles. This grant was submitted to support programs at the Winter Garden and Southwest locations.
- **Prime Time Family Reading Time**- $2,500 from the Florida Humanities to support two Prime Time Family Reading Time series in Horizon West and at the Windermere Branch.

The library was awarded the following grants this quarter:

- **English for Families**- $15,000 was awarded from the Florida Humanities to continue supporting the English for Families series and to expand the offerings to other libraries in the state.

The library was notified that the following grants were not awarded:

- **Jerry Kline Community Impact Prize**
- **Americans and the Holocaust Traveling Exhibition**

### 4. Implement system-wide training plan for ESOL offerings

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<td>This quarter over 300 English classes have been taught virtually with an average of 27 students per class. 106 classes were offered in July, 107 in August and 107 in September. There will be an additional 4 classes a week added to the October schedule. The ESOL instructors meet bi-weekly to encourage collaboration, provide best practices, and stay appraised of classes, student needs, and new activities. This quarter they also learned about the new Reading Class that will be coming in October. A new ESOL instructor has received training on teaching classes virtually. The training included hosting classes using ZOOM, using interactive digital games, such as Kahoot, to enhance learning and creating lessons for asynchronous classes. The first virtual “English for Families” series was completed in September. The program is a series of interactive classes for parents and children (ages 6-12) that focuses on developing English vocabulary and literacy skills through strategic and fun story reading. An average of 20 adults and 8 children met twice a week for 5 weeks to practice reading strategies, participate in discussion questions and learn new vocabulary. The Library is working with the Florida Humanities on expanding this program to other Florida libraries in a virtual setting. The plan includes selecting two Florida libraries and training and assisting them in hosting the “English for Families” series for their communities in 2021.</td>
<td>Danielle King</td>
<td>9.20</td>
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The ESL Specialist was busy this quarter updating ESL class curriculum to be conducted virtually. She conducted a variety of training sessions for the ESL Trainers on the following topics: Google classroom, Quizlets, Kahoot, and Zoom. She also conducted a training on best practices for teaching ESL online. In addition, she shared multiple how-to videos with the trainers. If needed, she provided one on one training for individuals who needed additional assistance. Bi-weekly ESL team meetings are being held to
encourage collaboration, provide best practices, and stay appraised of classes, student needs and new activities.

Staff have collaborated on the creation of a new English class for social interactions and English in the workplace. The ESL Specialist and full-time ESL Instructor are evaluating ways the English for Families series can be adapted to host virtually. The budget and schedule need to be updated to fit into our new environment.

This quarter almost 200 English classes have been taught virtually. OCLS offered 21 English classes a week online and plan to increase offerings in July.

The ESL Specialist has developed the fundamental training module for staff who will be teaching ESL classes. This module has been sent to the Training & Development Manager to be added to OCLS’ online portal SumTotal. She is also working on developing an ESOL teaching strategy module and she is planning a meeting with the ESL instructors. The Specialist plans on developing modules for each program that OCLS offers. OCLS is continuing our work with the Florida Humanities Council on the expansion plan for the English for Families series. The training modules for this program is almost complete and the draft is being edited.

The ESL Specialist is currently working on an online basic training module for the staff who will teach ESOL classes. The basic training is 85% complete and edits are being made before it goes live. The subsequent trainings are in the planning phase. Staff who complete the online trainings will also attend a face-to-face training to create brand consistency in our class offerings.

OCLS is working with the Florida Humanities on an expansion plan for the English for Families series. The goal is to share the curriculum and develop training modules that will be available for other libraries in the state of Florida to use to implement the series in their community. Staff is working on developing the training modules and two Florida libraries will be selected to pilot the series.

D. Provide service delivery via technology

1. Explore and implement alternatives to traditional services

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<td>Big Read Craft Packs Request Form: This form was built in support of the NEA Big Read initiative. Customers used the form to request a pack containing the Big Read title “Pretty Monsters” and materials for related craft activities to be sent to the address on their library card account. In another time, the craft activities would have been done as part of an in-person event at the library. The form provided a way for customers to continue to be engaged with the hands-on component of library programming. The form received over 200 submissions.</td>
<td>Ricardo Viera</td>
<td>9.20</td>
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<tr>
<td>Bookstore Appointments: To aid the Friends of the Library Bookstore in managing the number of visitors to the third-floor location, bookstore appointments were created using the Schedule module in Communico (our calendar of events and room reservation platform). Customers can view availability and book an appointment. Staff can manage the appointments and provide customers with instructions and information on what to expect during their visit.</td>
<td>Ricardo Viera</td>
<td>9.20</td>
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<tr>
<td>SMS notices in Communico:</td>
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SMS/text notifications were enabled in the calendar of events system. Customers can now opt-in to receive text confirmation and reminder notices for the events they’ve registered for or the rooms they’ve booked. This functionality improves the communication between the library and customers regarding their registrations and reservations, providing both email and text notifications.

Library Card Registration Referral Tracking:
In connection with National Library Card Sign Up Month, a system was established for referral links to be used as part of an internal contest amongst locations and departments for customer account sign up. Additionally, the card registration forms were updated to prompt users to designate how they heard about signing up for a card. These updates will allow Marketing & Public Relations to better gauge the success of their marketing efforts.

- **Shelf Centered Podcast Launch**
  - The Shelf Centered podcast, created and hosted by Marketing & Public Relations, was established in the LibSyn platform, and distributed through Apple Podcasts, Stitcher, and Spotify. This is the official podcast of Orange County Library System and covers library news and services and provides a customers another way to stay connected to all that OCLS offers.

- **Reel to Real Podcast Increased Distribution**
  - The Reel to Real podcast, launched in the previous quarter, was set to be distributed through Stitcher and Spotify. The Reel to Real podcast, is recorded in the Melrose Center and is hosted by Grammy Award-winning audio engineer Bruce Hensal and members of the Melrose Center Audio team. This podcast allow OCLS to engage with the music community on the national and local level, bringing content directly to interested customers.

- **Notice of Intent to Speak Form**
  - In response to Library Board of Trustees meetings being held online virtually, the Notice of Intent to Speak form was created to provide members of the public a simple way to indicate their interest in making a public comment at an upcoming board meeting, online as an alternative to the paper comment form used at in-person board meetings.

- **Request A Storyteller Form was Updated**
  - The Request A Storyteller form was created to streamline the process by which customers request an OCLS storyteller make an appearance at their school or organization. Customers are asked to provide preliminary information about their storyteller needs and this helps Youth Services staff in their planning. During this time, the form was updated to include virtual storyteller offerings.

- **Social Worker Assistance Request Form Launched**
  - The Social Worker Assistance Request form was developed to connect customers with the OCLS Social Worker more efficiently while the library was closed to the public. Previously, customers were directed to send their requests to a designated email address, but through the form, staff can capture key information upfront to better serve the customer.

- **Zoom Public Meetings**
  - Due to COVID-19 we started offering programs and meeting through the Zoom platform. This tool has been essential for the Library to continue offering programs and services. During the
last quarter we hosted 1,011 meetings with 15,511 participants and 663,769 meeting minutes.

- Introduced OCR based language translation features on the self service copy/fax/scan stations.
- Updated the software for reservations of public computers.
- Summer Reading pages created
- New designs launched for location and special interest groups e-newsletters
- Purchased, configured, and deployed 50 surfaces and accessories for the BizKids grant.
- Launched website accessibility software in ocls.info and the catalog.
- Share Your Library Experience form built and ready for launch.
- Bookeye computer and software was upgraded.
- Three microfilm stations were replaced and upgraded.
- Orange Peel LDAP integration.
- Melrose voting functionality migrated to Drupal.
- Suggest a Title staff view developed.
- Switched wireless print service.
- Staff Picks tabbed section added to Books, Movies, and More
- Adobe 2019 licenses for classrooms are installed

2. Update Technology plan

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<td>No update.</td>
<td>Ricardo Viera</td>
<td>6.20</td>
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<tr>
<td>No update.</td>
<td>Ricardo Viera</td>
<td>3.20</td>
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<tr>
<td>No update.</td>
<td>Ricardo Viera</td>
<td>12.19</td>
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3. Evaluate public PC needs to free up space for workspaces and charging areas

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<td>In order to comply with social distancing regulations while providing computer services we had to separate many of the public computers. By distancing public computers, we were able to maintain 266 computers out of a total of 304 or a 88% in operations.</td>
<td>Ricardo Viera</td>
<td>6.20</td>
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In light of the uncertain times and anticipating increased demands for public access computers and internet, the Library has decided to put off any reduction in computer resources until a full quarter after the Library has reopened to the public. This will give us time to gage any changes in utilization produced by the fallout of CO-VID19 of 2020.

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<td>No update.</td>
<td>Ricardo Viera</td>
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4. Implement a phishing network security education strategy for staff

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<tr>
<td>Information Technology continues to train and monitor staff behavior when receiving phish emails. Staff are sent to</td>
<td>Ricardo Viera</td>
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additional training when they fail to identify the test emails sent by us.

IT continues to train and monitor staff behavior when receiving phish emails. Staff are sent to additional training when they fail to identify the test emails sent by us.

IT has implemented a phishing security and education strategy for staff. On a monthly basis we send a few emails to all staff. The purpose of these emails is to benchmark staff knowledge to recognize emails that are trying to phish for personal information. This information is gathered on a monthly basis and evaluated. Depending on results IT, may decide to send certain staff for additional training on this subject.

**E. Explore new potential locations, project revenues and capital resources to service the community**

1. Evaluate sites for acquisition / purchase in Horizon West and Southeast Orange County

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<td>Presented Options to the Board of Trustees at the August and September 2020 Board meetings. Board asked to see the two (2) sites which is being arranged for the 1st quarter of FY 2020-21.</td>
<td>Kristopher Shoemaker</td>
<td>9.20</td>
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<tr>
<td>Received 90% review documents and had presentation from Borelli and Associates regarding both sites. Also, in discussion with the County about a land lease option. Plan is to take options to Board of Trustees in August or September for their recommendation and approval.</td>
<td>Kristopher Shoemaker</td>
<td>6.20</td>
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<tr>
<td>Received 60% Progress Report from Borrelli and Partners in February. The 100% Report was to be presented March 25th but is delayed until Mid-April due to COVID-19. Discussed options with the County regarding additional property on the western property line for the Eastern most site (near Tiny Road) to allow for a less expensive driveway entrance way. Had conference call scheduled with Tavistock mid March but has been moved to mid April due to COVID-19.</td>
<td>Kristopher Shoemaker</td>
<td>3.20</td>
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<td>Visited 2 County-owned Horizon West Properties in August 2019. Obtained Right of Entry (received 12-10-19). Issued Purchase Order for Borrelli and Partners to perform Due Diligence on both parcels to assist in determining which parcel to buy, report due approximately Feb 1, 2020. Appraisals should be finalized by Feb 1, 2020. Based on Due Diligence Report and Appraisals we can make recommendation to the Board of Trustees in March/April timeframe. Once we select the parcel it will take 60 - 90 days to close. For Lake Nona area, Mary Anne, Danielle and Kris had a discussion with Tavistock basically reconfirming our space needs and requirements. The City of Orlando has reached out to us in</td>
<td>Kristopher Shoemaker</td>
<td>12.19</td>
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September to see if we would be interested in space at their recently acquired land, but nothing further.

2. Evaluate the need to expand or remodel library facilities

Meetings were held with the various Admins in the Spring regarding their needs. The key forward facing projects were included in the budget. Other projects were put into a holding area for potential funding in future years.

We have hired engineering firms to review the MEP and HVAC systems throughout all of the owned locations which will be completed by December 2020 so that we can create a life cycle replacement plan.

We have had the annual roof inspections completed and were provided estimated useful life left per owned facility to be incorporated into the life cycle replacement plan.

Billy Warren and Brian Dornbush met with all of the Admin team and created a comprehensive list of desired projects, then assigned estimated cost, construction timelines to each and estimated which fiscal year they would be completed. This list will be reviewed by the Admin team in late April or early May in order to budget FY 2020-21 projects.

Billy Warren and Brian Dornbush have been assigned the task to perform a comprehensive review of the Library's facilities and their systems to develop a 1, 3, 5 and 10 year look ahead for budgeting purposes. Project to be completed by March 31, 2020.

Part of their assignment is for them to schedule meetings with each Admin in the month of January to assess their needs.

Will bring the plan to Admin in April so that we can budget accordingly for FY 2020-21 and future years.

The plan will be updated each year, some projects will be moved up, moved back or dropped from the schedule based on funding, return on investment, obsolescence, etc.

F. Partner with schools

1. Evaluate the success of the children’s initiative

OCLS has expanded the Children’s Initiative focus to reach all K-12 students. Now, all OCPS middle and high schools have an assigned library staff liaison. During the spring, a middle/high school mailing list was created, and educators received various e-mail blasts about tween/teen events and programs.

License to Learn has been re-designed and will be run digitally this year. Every OCPS elementary, middle, and high school will have their
own referral link to share with students and families. To launch this new library card drive, OCLS is setting a community goal for new library card sign-ups. Whether big or small, every school’s new card registrations will contribute toward the goal.

The outbreak of COVID-19 has affected school and library operations, however, OCLS is committed to the continual support of educators and students. This year, liaisons are encouraged to connect with their schools through the following activities:

- E-mailing schools information about OCLS events, programs and services
- Promoting virtual storytimes to schools
- Hosting a virtual teacher/parent workshop about OCLS resources

The initiative is working to enhance communication between OCLS and schools. Children’s Initiative liaisons receive frequent e-mail templates with announcements and updates about events, programs, and services to share with their schools. This is meant to increase awareness and visibility of OCLS resources and to make library messaging more uniform and consistent across all K-12 schools.

With the onset of stay at home orders and distance learning, OCLS reached out to OCPS to support teachers, parents, and students, with great success! Library staff were able to share information about resources and services in virtual presentations for OCPS Library Media Specialists, clerks, and the OCPS Parent Engagement Liaisons. Summer reading information was shared with parents at individual schools. The Youth Outreach Coordinator presented a staff training for our library staff members about serving as a liaison during distance learning.

Working in partnership with the parent engagement liaison from Pinewood Elementary, we began offering virtual storytime sessions geared towards elementary students so that families could tune in from their homes. As these events grew and word spread to other schools, our OCLS storytellers have presented 68 virtual storytelling sessions for over 1,000 participants since late March.

Both OCLS and OCPS are using Beanstack, an online platform and app for students to track their reading minutes or books read, write reviews, earn online badges, and complete recommended activities. OCPS students automatically have a Beanstack account, which they access through their launchpad portal, and they can link their school and library Beanstack accounts so that their reading can count for both organizations. Thus far, 1,450 students have linked their accounts. We continue to coordinate with OCPS to support families by creating tutorials, flyers, and documentation to aid in explaining the program and provide documentation to staff on how to support families in using Beanstack.

Youth Services has made arrangements to meet with the OCPS Media Specialists over the summer to discuss changes to the Children's Initiative and the creation of a calendar that would include
outreach and partnership opportunities. This calendar may consist of the Teach-In dates and Celebrate Literacy Week events.

- On 23 January, Brittany Michaud and Daniel Meyer entertained 226 students and parents with Snap Circuits at the Orlando Science School STEM Night Outreach.

- On January 30, Branch Librarian Katy Comellas-Deliz attended Lake Weston Literacy Night and spoke with 84 students and parents about library services.

- On January 29, Kristen Trinh and Daniel Meyer, attended the Rosemont Elementary Literacy week and showcased Bring Your Art to Life AR with the Quiver App. They reached 48 students who were enthused about the services that we offer. By popular demand they were encouraged to return for another outreach.

- On March 2, 125 students enjoyed a special storytime celebrating Dr. Seuss's birthday with Kristen Trinh and Katy Comellas-Deliz during an outreach to Rosemont Elementary School.

- On 13 February, Fairview Shores Librarian attended “For the Love of Reading” at Killarney Elementary and spoke with 87 students and parents about library services.

The number of schools, classes, teachers, and students participating in our annual “License to Learn” library card drive continues to decline, generating fewer library card registration in year over year comparisons. The 15-year-old Children’s Initiative program has changed over time as well as the school environment. For example in recent years, OCLS introduced the Virtual Library Card first for all students and now it includes educators.

Youth Services Manager, Natalie Houston, has undertaken to redesign the Children’s Initiative as her project for the Sunshine State Leadership Institute.

2. Evaluate field trip events and develop a plan to roll out to select branches

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<td>A virtual field trip plan has been organized. Scripts for Kindergarten and First grade will be reimaged as virtual events and completed in September 2020. We are working to streamline communications for schools to send a letter to principals communicating new educational programs. The meeting is scheduled for September 24. In addition, we are currently working with our Graphics Department to update the brochure with new Standards. We anticipate this project to be completed by October 1, 2020. Schools will be contacted starting October 5, 2020, and we hope to be presenting virtual events mid-October.</td>
<td>Bethany Stone</td>
<td>9.20</td>
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As a result of COVID-19, staff are pivoting to create virtual field trip options to be ready for the new school year. They are focusing on creating virtual field trip options for our most popular field trips first, those for kindergarten and first-grade students. We will update our promotional materials, website, and request form to add the virtual field trip option in anticipation of offering and promoting the virtual
Field trips to schools this fall. We have been in touch with the Orange County Regional History Center since we have a partnership to offer joint field trips for schools, where they visit the History Center and Library in a single day. Any changes to that program offering are pending more information about how Orange County Public Schools will function this fall.

Field trip curriculum has been added to our Children’s Program Bank, for K-4 and are available on the wiki. Due to changes in the state standards, our field trip curriculum will be updated to the new BEST standards by May 15. Our field trip coordinators will be purchasing additional materials to lend out to branches that are interested in hosting these events at their location in the 2020/2021 school year. A recorded training is being scheduled for this summer to make the field trip training available anytime online. For the 2019-2020 school year, we hosted 15 field trips with 946 total in attendance. We provided educational field trips for 7 first grade, 5 kindergarten, 1 second grade, 1 pre-k and 1 mixed grade groups.

As a result of the additional promotion, a new field trip brochure was sent to the principal of every OCPS elementary school at the beginning of the school year. OCLS Field Trips at the Orlando Public Library are now booked through May 2020. The teachers attending the events express their appreciation for the enthusiasm of the presenters and the thoughtfulness of the lessons presented. OCLS field trip coordinators continue to revise the program content to include engaging topical books and have added artifacts like a coffee grinder, butter churn, and weaving loom to bring the content to life.

Last fiscal year one field trip training offered focused on kindergarten and 1st-grade field trip content. This year, a second training focused on second-grade and fourth-grade field trip curriculum and was offered to staff in December. Staff gained knowledge, tips, and resources to help them bring these experiences to life for school-age children at their location. The training was to boost their confidence through open discussion and engage in hands-on, interactive activities from curriculum developed by Youth Services that supports the Florida State Standards.

All branch youth program specialists were invited to observe and assess for use at their locations, scheduled field trips at the Orlando Public Library. There are at least eight opportunities through the end of the 2019/2020 school year.

In future quarters, the field trip curriculum for grades K-4 will be made available to all locations via the wiki.

3. Provide educational experiences for educators

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<tr>
<td>The Home Education committee met several times to plan workshops for educators offering virtual and/or a home school learning environment. A new e-newsletter focusing on K-12 learning at home and homeschool was created to keep educators informed of workshops and events geared for this group. The first workshop, “Learning from</td>
<td>Bethany Stone</td>
<td>9.20</td>
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**Progress**

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<td><strong>Home with the Library,</strong> was offered in September. Participants learned about the many resources the library has to offer to help with their teaching toolkit. The committee is planning more events for October and November.</td>
<td>Bethany Stone 6.20</td>
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The OCPS Media Specialist curriculum development event initially scheduled to be hosted at the Orlando Public Library in June turned into a virtual event. Branch librarians, Melissa Tees and Katy Comellas-Diaz, presented in two separate online sessions about OCLS databases for Math and Science, then for Language Arts and Social studies for a group of 25 representatives from K-12 schools and district coordinators.

**OCLS will host 15 Orange County Public School Media Specialists over the summer for eight-days of curriculum development, part of their agenda will include presentations by OCLS staff about the virtual library cards which all educators and students have access to.**

Presentations on the virtual library card and resources were given by library staff on August 7th at both the OCPS Media Specialist pre-planning day and the OCPS social studies curriculum day.

Library staff presented on school and library partnerships at the annual FAME (Florida Association for Media in Education) Conference on November 7th.

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<td><strong>4. Expand library card options for educational facilities</strong></td>
<td>Bethany Stone 3.20</td>
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<td><strong>In May 2020, the Library finalized an agreement to provide virtual access to Library resources for 500 UCF Education students needing access to eBooks for their Children’s Literature &amp; YA Classes.</strong></td>
<td>Bethany Stone 6.20</td>
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The library has worked to increase usage of the OCPS Virtual Card by Orange County students. During this quarter, 1,637 VLC cardholders used e-content providers OverDrive and Axis360 to check out 7,511 items.

**OCLS has developed a Memorandum of Understanding for use with private schools and Foundation Academy with 471 students signed up for access to the same content as the OCPS Virtual Library Card.**

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<td><strong>G. Foster Innovation &amp; New Services</strong></td>
<td>Bethany Stone 12.19</td>
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<tr>
<td><strong>1. Investigate and explore new ideas for innovation</strong></td>
<td>Danielle King 9.20</td>
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The first season of the “Melrose in the Mix” TV has continued airing on WUCF-TV. The July episode featured musician Terri Binion and the August episode featured the band The Pauses. The Annual “Melrose Film Festival” will take place virtually this year. The Video team selected 75 films from over 1,300 submissions to be featured in the festival. Viewers can vote for the Audience Choice Award through September 26th. The Fab Lab team from the Melrose Center began producing new and improved face shields featuring higher grade plastic, creating...
over 130 shields during the month of August. The shields were distributed to local assisted living facilities and to staff. Staff are actively looking for new ways to connect with customers outside of traditional services. Every location has been creating make and take craft kits for customers to keep the community engaged in learning activities at home. Over 15,000 make and take kits have been given out this quarter. To celebrate Hispanic Heritage Month, the South Creek team has developed a community art project that will provide customers with a small tile canvas to take home and bring back to the branch to be placed in the larger mosaic display. These kits will include additional information about the history and art of the 22 countries that are celebrated during Hispanic Heritage Month.

OCLS continues to offer virtual events and classes using platforms such as Zoom, Streamyard, Facebook, and YouTube. This quarter there have been over 85,000 participants in the virtual events and technology classes. Additionally, more on-demand videos have been filmed and released on the OCLS YouTube page.

During the library closure due to COVID-19, the Library created new digital content to help the community maintain social distancing, while still having access to library services. Virtual storytelling, performances, new blogs, Melrose content, and online classes were created for the public. New platforms such as Zoom and Streamyard are being used to offer virtual events. Guidelines and best practices in using these tools have been developed and shared with staff. All staff conducting Zoom events and classes have received training on this tool which focused on safety and security and best practices. In addition, guidelines and best practices on conducting storytimes in a virtual environment have been developed and shared with staff presenting youth events and tips for teaching online have been shared with technology trainers. This quarter over 885 events and 180 technology classes have been presented virtually.

Staff from various locations have also filmed content to be viewed on OCLS’ YouTube channel. Content includes storytelling, cooking, writing, yoga, meditation, and much more. Many locations are being innovative in how we reach our customers in person, while social distancing. Several locations have created "grab & go" activity kits for families, book bundles, and movie kits.

The cloudLibrary service by Bibliotheca features a mobile checkout option with your smart phone. The library has been testing mobile check out of items offsite for future use at Pop-Up events in Lake Nona and Horizon West.

The television show version of “Melrose in the Mix” premiered on WUCF-TV on January 23, featuring singer-songwriter Terri Binion. The second episode of the “Melrose in the Mix” television show aired on February 20, featuring Orlando-based, nationally-touring band The Pauses. WUCF has subsequently posted the episode online. In February, the Audio Studio staged the recording of our second “Reel to Real Podcast,” with Bruce Hensal and Leo Linares hosting. Guests were Debbie Smith (calling in from Akron, Ohio) and Beth McKee. Beth is well-known all around the southeast for her southern roots music and community activism through her Swamp Sistas movement. Debbie is one of the pioneering women of rock & roll and was a founding member of 1970s groups The Poor Girls and Chi
Pig. The Audio team engineered the session while the Video team captured video of the podcast. This episode is scheduled to be released in April. During the library closure due to COVID-19, the Library created new digital content to help the community maintain social distancing, while still having access to library services. Virtual storytelling, performances, new blogs, Melrose content, and online classes were created for the public.

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<td>The Library launched a new service called cloudLibrary by Bibliotheca on December 2, 2019. The service features three modules:</td>
<td>Danielle King</td>
<td>12.19</td>
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<td>• Mobile Checkout- mobile checkout of physical library items with your smart phone.</td>
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<td>• Assist App- interactive receipts and due date reminders for items checked out using mobile check out and the self-checkout machines.</td>
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<td>• Express Collection-access to popular digital books with a 7-day checkout period and no wait.</td>
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<td>The Chickasaw Branch has been offering photo sessions themed on various seasons such as Halloween and winter. Families are invited into the photo studio and on stage to take family photos. The Melrose video team brought the “Green Screen Experience” to Southeast for their 25th anniversary celebration. From November 14-17, Melrose hosted the first ever “Melrose Game Jam,” a partially after-hours marathon game design event. Teams worked diligently to completely design a working video game from scratch that included the education theme. On the final day, the “Melrose Game Jam Expo” invited visitors to play the games and cast their votes for their favorites. The winning game based on voters was called Dreamscaper.</td>
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2. Offer Pop-Up library events in targeted communities

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<td>The Valencia College Lake Nona Campus will remain closed through the fall semester for outside events. The Education Ambassador at Valencia College Lake Nona Campus has been in touch with staff to discuss the logistics of potential virtual collaborations.</td>
<td>Danielle King</td>
<td>9.20</td>
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<td>Staff continue to stay in touch with the Lifestyle Director of the Waterleigh Community Clubhouse in Horizon West regarding future in-person events. The second newsletter is scheduled to deliver in late September. It focuses on promoting the return of virtual Prime Time and is again inclusive of a future library survey.</td>
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<td>Due to COVID-19, the in-person pop-up events scheduled in Horizon West and Lake Nona have been cancelled. Valencia College Lake Nona Campus will remain closed through the fall semester for outside events. They have expressed interest in cross promoting events and collaborating on virtual content for the Lake Nona community. Staff sent an e-newsletter to the customers registered to receive communication regarding Horizon West. The newsletter encouraged families to participate in the virtual Summer Reading Program and to take a survey to gather feedback about a future library in the area.</td>
<td>Danielle King</td>
<td>6.20</td>
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<td>The library offered 15 Pop-Up events in the Horizon West area this quarter, inclusive of six weeks of “Prime Time Bi-lingual Storytime,” three monthly special presenters, and “Zero to Five Storytime” twice monthly. These events brought in over 450 attendees. “Zero to Five Storytime” will</td>
<td>Danielle King</td>
<td>3.20</td>
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continue through the summer and be joined by once weekly SRP presenters on Saturday mornings.

The library offered two pop-up events in the Lake Nona community this quarter. In January we brought an all-ages storytime and Family Zumba to the neighborhood that engaged 51 children and parents. In February, 41 participants enjoyed OrisiRisis African Folklore as they shared the beauty of African life and culture through a unique performance filled with drumming, dancing, and storytelling. Comedy Mak was scheduled for March, but was cancelled due to concerns over COVID-19.

The library offered nine Pop-up events in the Horizon West area this quarter, with over 300 in attendance. In the second quarter the library will bring “Zero to Five Storytime” twice monthly, six weeks of “Prime Time Bi-lingual Storytime,” and monthly special presenters. The library has partnered with the Lake Nona Campus, Valencia College to provide library events each month for the Lake Nona community. Since June 2019, we have hosted 5 events in the Lake Nona community with over 500 in attendance. In 2020 there are monthly events planned through the end of July. For more information about upcoming Pop-up events, visit www.ocls.info/library-pop.

3. Continue developing signature events

The Library has continued its virtual “Meet the Author” series. “Meet the Authors of Braves Win!” took place in July and featured writers Peter M. Gordon, Tom Hufford, Sam Gazdziak, and Jacob Pomrenke discussing their book and research. In August, the Library hosted “Meet the Author: David James Poissant.” Librarian Edward Booker hosted this discussion and Q&A with the author of LAKE LIFE. In September, the Library is partnering with Writer’s Block bookstore to present “Virtual Author Event: ANXIOUS PEOPLE” by Fredrik Backman.

The Fairview Shores Branch developed a following for their virtual event “All Aboard to Explore.” The weekly production included storytelling, science experiments, crafts, music and exercise coming together in a themed event that explored various countries and cultures. Instructions on how to do experiments at home along with information on the books read were sent to viewers after each program.

Due to the COVID-19 closures and ongoing social distancing guidelines, the Library cancelled and ceased planning what would generally be considered in-person signature events. However, the Library has created a new series and partnership to provide events virtually. In May, the Library started a new virtual series called “Meet the Author Live,” hosted by librarian and author Lauren Gibaldi. Invited guests included Jenny Torres Sanchez, author of We Are Not from Here, and in June, New York Times bestselling author Katie Cotugno.

The Library established a new partnership with PBS Books to cross post a series of national events. These have included “National DNA Day with PBS Books,” the “Penny Stamps Speakers Series,” which features
respected artists, designers, and innovators from a broad spectrum of fields, and a “Virtual Commemoration of Juneteenth.”

The January 31, the “Library After Hours Event” at the Orlando Public Library featured New York Times bestselling author Debbie Macomber as she discussed the inspiration behind her stories and the process of bringing them to life on page. The Orlando Public library partnered with WUCF and PBS to present “No Passport Required: Screening & Food Tasting” on January 12 for guests to explore the immigrant food culture in Orlando. The Melrose Center hosted their annual “Melrose Creative Expo.” The Expo began with the Melrose Awards presentation, honoring the best projects created at least in part in the Melrose Center during the past year.

The Fairview Shores Branch hosted “National Night Out” for 250 guests on October 1, 2019. This program was in partnership with the Lee Safe Road Neighborhood, Orange County Sheriff’s Office, Walmart, McDonalds, Planet Fitness, Sam Ash and other local businesses in the community. The event was so successful that the group is planning their next large community event. The Alafaya Branch hosted a week of Disney themed events and classes in December. Events included “Paint with a Disney Artist,” “Haunted Mansion Escape Room,” and many more. The Melrose Center continued to offer “Melrose in the Mix” sessions this quarter. In October, the Austin R&B group The Vapor Caves was featured and played 80s-inspired funk music. In November, Bella Fontella was featured, and she played songs showcasing her unique blend of Hip Hop vocals.

The 4th annual “Technoween” event took place on October 13, with 354 in attendance for a terrifyingly fun time for the whole family. The event featured a costume contest, horror movie trivia and activities throughout the center, including the Monster Sound Studio, Be a Star of the Silver Scream, Virtual Horror, the Phantom Photo Studio, the Frighteningly Fun Fab Lab and Terror-Vision projection mapping. Exhibitors included Tourist City Ghostbusters, Orlando Science Center, Orlando Cosplay, and Steampunk R2.

The Events/Programs Department is in the final planning stage for the library’s next signature event. The New York Times best-selling author, Debbie Macomber will be the presenter for the “Library After Hours: An Evening with Debbie Macomber” on January 31, 2020. The Hiawassee Branch is planning their 10th anniversary event scheduled for January 11, 2020. Herndon is planning their mini book festival for summer 2020. The Southwest Branch has secured the author James Grippando for the “15th Annual Southwest Author Event” to take place in April 2020. The Chickasaw Branch will hold the 5th annual “Romance, Wine & Chocolate” after-hours event on Friday, September 4, 2020 and its 5th anniversary celebration on July 18, 2020. In April 2020, South Creek will host the 13th anniversary celebration of “Tertulia Cuatro Gatos” with an after-hours celebration.
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Director’s Report
SOCIAL MEDIA HIGHLIGHTS

Since the last Marketing Snapshot was published, the world lost two icons in our popular culture. On August 27, the world learned of the passing of actor Chadwick Boseman and on September 18, we lost Supreme Court Justice Ruth Bader Ginsburg. Staff jumped in to create media/book displays at different locations to highlight the important work of these individuals and we shared them on social media. On Instagram, a post featuring a book display from Alafaya honoring Boseman received 356 likes (our most-liked post ever) and a book display honoring Justice Ginsburg received 243 likes. More importantly, we received numerous comments saying such things as:

• “And this is why I continue to love you, @oclcs” - @amandajordan23
• “Thank you for always being awesome and being supportive of a healthy and strong community.” - @dangerdadruggedduck

LOCAL WANDERER

• The Local Wanderer program continues to perform well despite the truncated openings and limited occupancy of many of our partner organizations.

• An agreement has been made between Orlando Science Center (OSC) and OCLS which will bring a limited number of OSC passes to Local Wanderer beginning in 2021.

• In total, 54 passes were checked out during the month of September. The total value of these passes is $3,320.

SHELF CENTERED

• Our September episode included an interview with Jenny Torres Sanchez, author of the critically-acclaimed young adult book We Are Not from Here.
  • Downloads September: 92
  • Downloads since launch: 673

NUGGETS

• Author Jenny Torres Sanchez posted our Books & Beyond article ‘6 Latinx Authors to Read During Hispanic Heritage Month’ on her Instagram on September 2, receiving 85 likes.

• Bookstagrammer Melissa Reid (@read__more_books) posted a selfie posing with her OCLS card to promote National Library Card Sign-up Month on September 4.

• Amy Sweezy of Growing Bolder posted the article she wrote for Books & Beyond, ‘I love my Library Card,’ on her Facebook page on September 3, receiving 275 likes and 35 comments.

• Downtown Orlando Partnership featured OCLS in their emails throughout the month messaging National Library

THESE THREE THINGS

September 7 – Veronica Tinsley/Orlando Public Library
September 14 – Maggie Finley/Winter Garden
September 21 – Laura Lizardi/Chickasaw (Spanish)
September 28 – Kathryn Thorp/South Trail

Total Views on IGTV: 1787 views
Average Views on IGTV: 447 views
Total Views on FB: 2164 views
Average Views on FB: 541 views

MEDIA HIGHLIGHTS

• Orlando Weekly featured The Melrose Center in ‘Orange County Library System’s Melrose Film Festival returns this year, though virtually’ on September 15.

• Orlando Sentinel published OCLS Board of Trustees President Rick Maladecki’s op-ed ‘Libraries more valuable than ever in quarantined world’ on September 21.

• West Orange Times & Observer advocated for National Library Card Sign-up Month and OCLS in ‘Do you own your library card?’ on September 21.

• The Melrose Center was mentioned in ‘Libraries Provide a Lifeline Through Equitable Access to Tech’ published by StateTech on September 25.

• Orlando Sentinel plugged OCLS in ‘Jewish settlers rode sandy trails to gather amid orange blossoms’ on September 27.
LEARN. GROW. CONNECT.

It might be a while until things can return to normal. In the meantime, Orange County Library System is keeping our community connected … safely.

DURING THE COVID-19 PANDEMIC, WE HAVE PROVIDED MORE THAN …

- **3,700** live online classes and live events, with a total attendance of **67,000**
- **1,000,000** digital downloads from our website
- **205,000** items via home delivery
- **10,000** new library cards
- **40,000** public computer sessions
- **235** virtual storytimes to Orange County Public Schools and Head Start programs

WHAT OUR CUSTOMERS ARE SAYING

- “Thank you so much for the Biz Kids class. Micah really learned a lot and was always encouraged by you. We are grateful for the opportunity.”  
  – Jessica

- “Thank you for the kindness, efficiency, and professionalism in the service yesterday when I called to make an appointment for English classes.”  
  – Denis

- “What a great book/author selection and discussion. It was like going back in time. You've got this Zoom class management perfected! Great info shared.”  
  – Carla

- “My toddler misses the library story times. So glad our Orange County Library system has storytime on their Facebook page.”  
  – Cherrilyn

- “My kids are really amazed. The host interacted with them in a such caring way. Thanks so much for this activity. So light in this hard time for everyone. Hope to see you soon! My kids are already asking for more.”  
  – Ana
**Director’s Report: October 2020**

As part of Global Peace Week and International Day of Peace, OCLS partnered with Valencia College’s Peace and Justice Institute to bring virtual events about Peace Education. “A Conversation Between Police & Protesters” on 23 September welcomed 132 participants for a conversation with local law enforcement and protesters to understand the complexities of racial injustices in our community. During the “Kaepernick & the Anthem: Peaceful Protest” event on 24 September, the Peace and Justice Institute at Valencia College lead a discussion on a new chapter about peaceful protests in the United States for 70 attendees.

September was National Library Card Signup Month, and this year, one of the points in the Strat Plan was to hold a library card signup contest for employees. Due to the risk of COVID-19, staff were not asked to go out into the community to bring in new card signups. Instead, they looked for ways to promote library card signup in the branches and using virtual resources. Staff wore buttons during September that stated, “Got Your Card?” and were given stickers that answered the question with “Got My Card!” to distribute to customers who signed up in September. Marketing and Public Relations also worked with our IT Design and Development team to create unique tracking URLs that were assigned to each branch or department in the system. Staff were encouraged to look for creative ways to share their branch or department’s unique URL with friends, family, neighbors or community contacts to spread the word about library card signup. The unique referral links were used 149 times by customers and resulted in the creation of 86 new customer accounts. The grand total of new registration is 2,724.

The winner of the contest was the Southeast Branch, which used its unique referral link to generate 40 customer signups during September. They’ll be rewarded with a pizza party for their hard work and effort. The runner up in the contest was Youth Services, which used the link to refer 35 people to sign up for cards. We will be looking for fun new ways to use these signup links in the future.

In addition to a staff contest for Library Card Signup Month, we also placed card-signup ads with media outlets, including Orlando Weekly, Orlando Times, La Prensa, Univision and others. We put a dropdown menu in the online library card signup menu so people could tell us where they heard about library card registration, and we had 100 respondents tell us that they saw an ad from one of those outlets.

Like so many conferences this year, the Florida Library Association’s 2020 conference is going virtual. It’s taking place October 28-29, and several staff are presenting at the event. Youth Program Specialists Noraliz Orengo and Erin Reichel will present a breakout session on Cuisine Corner Junior programs for children. Sarah Qronfleh, Assistant Manager of the West Oaks Branch, will present on “Developing Your Library’s Future Leaders.” Training and Development Manager Colleen Hooks will present on, “Looking Back and Thinking Forward: Building Your Self-Assessment.”

While COVID has made it more difficult to conduct traditional outreach events, staff have had some promising opportunities to reach people in the community recently. A laundromat called the Laundry Room reached out to us to ask for a supply library card registration forms and literature for their customers. Seniors First reached out to learn more about how their at-risk clients can learn to use virtual library services, so they can access the library without leaving the safety of their homes. Seniors First also expressed interest in creating group social events inside assisted living centers centered around the library’s virtual programming. Brigitte Martinez, Assistant Manager of Marketing and Public Relations, represented the library at a statewide Supporting Hispanic/Latínx Communities Through Florida Libraries panel on October 7.

The Friends of the Orange County Library System are planning a virtual fundraiser next month, which we hope will be successful in filling some of the funding gaps they face due to COVID. The Friends will partner with Curtis Earth Trivia to hold a virtual trivia night on Friday, November 13 at 7:30 p.m. Tickets for the event will cost $20 per person, and we are also seeking corporate sponsors interested in showing their support for the library and the Friends. All proceeds from the event will be donated to the Friends, so they can continue to support our libraries. The Friends are also looking at ways to safely host an outdoor book sale in December and flash sales in the bookstore early next year.
Recent System-Wide Events:

**Melrose Center**

The 2020 *Melrose Film Festival* ran online from September 18-27, with a virtual attendance (based on views) of 1,137. The festival featured 75 shorts representing 26 countries, presented in six one-hour programs edited and posted to YouTube by the Video team. The team also selected best of category winners in Animated Shorts, Documentaries, Micro Shorts, Music Videos and Short Films. The Audience Choice award was determined by tallying the 66 votes received during the festival. The award winners:

- Documentary & Audience Choice - El Cháchero
- Animated Short - El Perro De Piedra
- Micro Short Film - Overthinking It
- Music Video - June & The Jones - In My Head
- Short Film - Rude Boys

The festival received [mention](#) in *Orlando Weekly* a few days prior to kicking off.

The Fab Lab team continued production of face shields featuring higher grade plastic, with more than 200 shields created since beginning the project. During September, a total of 105 face shields and 100 ear loop extenders were donated to staff at five assisted senior living facilities in Orange County.

The Audio team edited the audio for Episode 6 of the *Reel to Real Podcast*, featuring Bruce Hensal as a guest to close out Season 1. The episode was released across platforms on September 14. We’ve had 408 unique downloads of the six episodes since the season premiered in March. Before the closure, the first three episodes were staged and produced in the audio studio, with the Video team filming the event. As we went remote in producing episodes 4-6, the video component to the *Reel to Real* was put on hold. This past month, the Audio team made slide show videos to accompany the audio of episodes 4-6, allowing us to resume posting the podcast to YouTube as well as audio platforms. All three videos were posted on September 14. Thus far, the six Reel to Real Podcast videos have been viewed 383 times on YouTube.

Melrose Instructors offered 100 Virtual Events via Zoom in September, with a total of 254 attendees. These included:

### Audio

- Fundamentals of Sound for Audio Engineering (twice) for six attendees
- Pro Tools Level 2- Introduction to Editing for one attendee
- Pro Tools Level 3: Signal Flow & Effects for two attendees
- Pro Tools Level 1 - Fundamentals for three attendees
- Pro Tools Level 2- Introduction to Editing for one attendee
- Pro Tools Level 3: Signal Flow & Effects for two attendees
- Podcast Clinic - Editing for seven attendees
- Audio Recording Techniques - Guitar for two attendees
- REAPER Digital Audio Workshop for one attendee
- DIY Audio Cable Soldering
- Critical Listening Session for one artist
- Podcast Clinic - Getting Started for nine attendees
- Audio Recording Techniques - Piano for one attendee
- Logic Pro X: Fundamentals (twice) for two attendees
- Fundamentals of Sound for Audio Engineering for three attendees
- Microphone Theory Levels 1 & 2 for one attendee
- Microphone Theory 3 to one attendee

### Fab Lab

- Digital 3D Sculpting session
• 3D Design with Moment of Inspiration Level 1 session
• 3D Design with Moment of Inspiration Level 2 session
• Creep It Yourself Halloween Decor for nine attendees
• Programming Arduino Level 1 for three attendees
• Programming Arduino Level 2 for three attendees
• Fan-tastic Creations for four attendees
• Create an LED Greeting Card for three attendees
• Create an LED Greeting Card for four crafters
• Electronic Engineering Using Tinkercad for one attendee
• Electronic Engineering Using Snap Circuits for six attendees
• Electronic Engineering Using Snap Circuits for six attendees
• An Introduction to 3D Modeling with Tinkercad for one attendee
• Intermediate 3D Modeling with Tinkercad for one attendee
• 3D Design with Moment of Inspiration Level 1 and Level 2

Photo/Design
• Creating Moving Photos in Photoshop for one attendee
• How to Make Photo Books in Lightroom for three attendees
• Unity - Create a First Person VR Game Level 1 for three attendees
• Unity - Create a First Person VR Game Level 2 for two attendees
• Unity - Create a First Person VR Game Level 3
• Intro to Instagram for eight attendees
• Efficient Instagram Posting for nine attendees
• Instagram Hashtags for eight attendees
• Blender Rigging 2 for one attendee
• Blender Animating
• Game Development Open Lab
• Camera Level 1 for five attendees
• Photo Composition for one attendee
• Adobe Illustrator – Logo design
• Portrait Composite using Adobe Photoshop
• The 12 Principle of Animation in 3D
• Adobe Live + Q&A
• Adobe Photoshop - HDR Photography (twice) for six attendees
• Adobe Photoshop - Skin Retouching (twice) for four attendees
• Motion Capture Animation for two attendees
• Adobe Illustrator Level 1 (twice) for 11 attendees
• Adobe Illustrator Level 2 (twice) for 10 attendees
• Creating Moving Photos in Photoshop for three attendees
• Lightroom Interface Demonstration (twice) for eight attendees
• Using the Develop Module in Lightroom (twice) for two attendees
• Exporting Images from Lightroom + Q&A (twice) for two attendees
• Introduction to Infrared Photography for five attendees
• Adobe Illustrator Level 3 for two attendees
• Adobe Illustrator Level 4 for two attendees
• Blender Modeling 2 for one attendee
• Blender Rigging 1 for one attendee
• Blender Modeling 1 - Biped Character Geometry for four attendees
• Blender Fundamentals for four attendees
• Adobe Live Demo + Q&A for 1 attendee
• Digital Painting Level 1 (twice) for one attendee
• Digital Painting Level 2 (twice) for one attendee
Video
- DSLR Video 1 for three attendees
- DSLR Video 2 for three attendees
- Video Coaching for two attendees
- Video Editing with HitFilm Express for one attendee
- Films and Stills in the Public Domain for one attendee
- Video - Camera Stabilization and Gimbals
- Video Finishing Touches w/ Adobe Premiere Pro for one attendee
- Adobe After Effects Level 3 for two attendees
- Audio Editing in Adobe Premiere for five attendees
- Video Finishing Touches w/ Adobe Premiere Pro for four attendees
- Adobe Premiere Pro Level 1 for three attendees
- Adobe Premiere Pro Level 2 for two attendees
- Adobe Premiere Pro Level 3 for one attendee
- Adobe Premiere Pro Level 4 for one attendee
- Adobe Premiere Multi Camera Editing for four attendees
- Adobe After Effects Level 1 for three attendees
- Adobe After Effects Level 2 for three attendees
- Audio Editing in Adobe Premiere for two attendees
- DLSR Audio Recorders for three attendees
- Adobe After Effects Level 4 for two attendees

Theatre-related
- Offered Virtual Event: Scene Study - Building to Transition for five attendees
- Offered Virtual Event: Character Study – Character Development for eight attendees

Melrose staff continued to produce social media content throughout the month. The Design team created promo images for several Virtual Events that were promoted across Melrose social media, and the Photo team posted four Photo Tips. There were five original videos created and posted to Facebook in September with the number of views (26 total) of one minute or more in parenthesis:
- Chill and Paint Along (5)
- Automation in Logic Pro X (1)
- Video Production Fundamentals Using LEGO – Resolution (11)
- Adobe Tips - Pen Tablet (1)
- Open Mic: The Voice of Melrose (8)

Membership for Melrose Meetup groups increased during September:
- Orlando Audio – 1,080 (+1)
- Orlando Digital Media Design – 1,216 (+24)
- Orlando Melrose Makers – 92 (0)
- Orlando Out Tonight Theatre –2,059 (+18)
- Orlando Photo+Design – 3,205 (+1)
- Orlando Video & Post Production – 2,387 (+17)

Alafaya
- On 1 September, Alafaya led the monthly program, “Drawing Club,” each session participants try out new drawing techniques and experiment with fellow artists. There were 25 attendees.
- On 3 September, the Alafaya team hosted the program, “Baby Shark,” during this program inspired by the catchy song attendees sang songs, did activities and heard stories. There were 86 participants.
On 9 September, Alafaya hosted, “We're the Same We're Different,” during this program participants celebrated all the things that make people the same and different! They read stories, sang songs, and enjoyed a craft that celebrated the diversity of the world. 74 people attended.

On 14 September, during the monthly evening program, "Pajama Party," attendees read stories, heard songs, and joined in doing activities while wearing pajamas. This event had 62 participants.

On 21 September, Alafaya led the program, “Stories and Science,” during this program 26 participants learned about the science of simple machines through stories and an interactive activity.

On 28 September, as part of Art Week Alafaya hosted “Artsy Toddler.” During this event toddlers painted, pasted, glued, stamped and created while learning about Frida Kahlo. There were 76 participants.

On 29 September, Alafaya hosted, “Paint a Rainbow,” as part of the system-wide art event Art Week. During this program 83 attendees celebrated all things rainbow.

On 29 September, while attending the monthly program, "Art Afternoon," children learned about artist Frida Kahlo and her artistic style and then created their own masterpiece. This event had 35 attendees.

Throughout September, Alafaya staff hosted 20 ESOL classes. During these events, students learned new basic English vocabulary, practiced English speaking skills, and learned about common phrases, vocabulary, and workplace interactions. There were over 564 participants.

During the month of September, the Alafaya Branch engaged the community by offering DIY craft takeaways. The staff gave away 696 craft kits to families.

Chickasaw

On 1 September, "Hello Zoo!” entertained 72 customers by listening to stories about animals.

On 1, 3, 8, 10, 17, 22, 24 and 29 September, "Writing Clearly for Beginners" taught an average of 19 ESL learners.

On 2 September, the family literacy program, “English for Families” taught 24 ESL learners.

On 10 September Chickasaw staff hosted, "Eyeballs are Weird" where 33 participants learned about human and animal eye evolution.

On 14, 21 and 28 September, "English for Social Interactions" taught an average of 15 ESL learners.

On 18 September Chickasaw staff hosted, "Cuentame un Cuento" where 31 participants enjoyed bilingual stories and crafts.

During the month of September, the storytelling series, "The Art and Craft of Storytelling" met weekly and taught an average of 14 learners.

Eatonville

On 2 September, Eatonville hosted its monthly “Eatonville Children’s Book Club” where 9 youth discussed The Unicorn in the Barn by Jacqueline K. Ogburn.

On 15 September, Eatonville presented “Mexican Folk Art” to 4 teens in celebration of Mexican Independence Day.

On 24 September, Eatonville presented “B is for Bailar” to 4 preschoolers in celebration of National Heritage Month with music and story time.

On 24 September, Eatonville hosted “Latin Fun Fiesta” where 21 participants joined for a fun Maya and Miguel celebration!

Fairview Shores

On 8 September, 40 participants attended “Pajama Tales” they snuggled up for bed listening to a comforting bedtime story.

On 8 September, 34 participants attended “Central Florida Book Club” and discussed the book The Book woman of Troublesome Creek by Kim Michel Richardson.

On 10 September, 55 participants attended “Teddy Bear Storytime.”

On 24 September, 54 participants attended “All Aboard to Explore” and took a trip to Mexico.

On 30 September, 4 customers attended “Teen Art Adventures: Wreck This Art”

On 2, 9, 16, 23 and 30 September, 73 participants attended “Mother Goose on the Loose.”
• On 10, 17 and 24 September, 103 participants attended “The Great Library Quiz Off.”
• During the month of September, a total of 53 customers attended 21 classes that were offered by Fairview Shores.
• During the month of September, 165 viewers tuned into two Storytime videos that were recorded and posted on OCLS’ YouTube channel “Mother Goose on the Loose” and “The Princess and the Pea.”
• During the month of September, a total of 210 “Passive Take Home Crafts” were issued to customers.

Hiawassee
• On 21 September, Hiawassee staff hosted “Guitar Sing-A-Long” where 23 participants sang and listened to songs played on the guitar in honor of Hispanic Heritage month.
• On 23 September, Hiawassee staff presented “La Musica” in which 18 attendees participated in musical craft activities and learned the Spanish names for popular musical instruments in honor of Hispanic Heritage.
• On 24 September, Hiawassee staff hosted its monthly book club where 6 participants discussed Searching for Sylvie Lee by Jean Kwok.
• On 22 September, Hiawassee participated in a Drive Thru Meet & Greet with Common Sense Childbirth and Orlando Baptist Community Center to provide information about OCLS and its programs, services and classes to 50 participants.
• During the month of September, Hiawassee staff created 3 Take and Make craft kits for children. A total of 89 kits were distributed.
• During the month of September, Hiawassee taught eight sessions on Tuesdays and Thursdays to young entrepreneurs for ”BizKids Club” with an average attendance of 6 students per class.

Main
• The Orange County Library System, in partnership with Valencia College, presented the NEA Big Read featuring “Pretty Monsters” by Kelly Link. A total of 31 events took place between 23 August to 13 September, in support of the grant, with an attendance of over 775.
• The social worker helped over 93 people find services and assistance regarding a variety of topics, including unemployment.
• On 1, 8, 15, and 22 September, Learning Central staff presented “Career Academy: Interview Like a Pro” or “Career Academy: Perfecting Your Resume” and had an attendance of 12.
• On 1, 8, 15, and 28 September, Learning Central staff presented the virtual event “Money Talks for Women” and had an attendance of 54.
• The “Organize Your Mind” virtual event for teens on 2 September offered tips to 32 attendees on organizing their thoughts, goals, and tasks by utilizing the creative, versatile, and efficient analog method of bullet journaling.
• On 3 September, Learning Central staff presented “The Wrong Grave and Real Cemeteries” virtual event for the NEA Big Read and had an attendance of 25.
• On 3 September, 92 attendees joined a spooky journey with author Chris Balzano in the “Florida’s Haunted Love Stories” virtual event.
• On 9 September, 40 preschoolers had a virtual “Teddy Bear Picnic” with stories and songs in celebration of National Teddy Bear Day.
• Author Chris Balzano hosted the “Florida’s Ghostly Curses” virtual event on 10 September, speaking to 85 attendees about many local ghost stories.
• The Learning Central staff taught ESOL online classes for over 300 attendees.
• On September 15, Learning Central staff, in partnership with ProsperaUSA, presented resources to 25 customers about how to start your own small business.
• On 15 September, author Fredrik Backman spoke to 196 attendees virtually about his latest book, “Anxious People,” and his other bestselling novels.
• On 19 September, 13 people attended the virtual “Every Child Ready to Read Workshop” to learn more about the five early literacy practices, including tips, tricks, and resources to help develop and strengthen important early literacy skills.
On 22 September, 92 attendees logged on to “Being Bilingual Rocks! Ser Bilingüe Rocks!” Livestream for a bilingual musical celebration of Hispanic Heritage month performed by Alina Celeste and Su Amigo Hamlet.

As part of Global Peace Week and International Day of Peace, OCLS partnered with Valencia College’s Peace and Justice Institute to bring virtual events about Peace Education. “A Conversation Between Police & Protesters” on 23 September welcomed 132 participants for a conversation with local law enforcement and protesters to understand the complexities of racial injustices in our community. During the “Kaepernick & the Anthem: Peaceful Protest” event on 24 September, the Peace and Justice Institute at Valencia College lead a discussion on a new chapter about peaceful protests in the United States for 70 attendees.

Author Rick Kilby joined 106 attendees via the virtual event on 26 September to celebrate the release of his book “Florida’s Healing Waters” and engage in a conversation with Dr. Peggy MacDonald.

The Big Read Challenge for all ages concluded with a total of 228 participants in Beanstack.

A total of 125 customers learned Microsoft, Word, Excel, and PowerPoint by taking TEC online classes.

A total of 27 attendees enhanced their Adobe Acrobat and Photoshop skills with TEC online classes.

A total of 41 attendees enhanced their WordPress skills with TEC online classes.

Customers attended 18 virtual sewing, knitting, crochet classes, & open labs for a total attendance of 102.

A total of 10 TEC QuickBooks classes were offered, with 26 in attendance.

North Orange
- On 1, 8, 15, 22 and 29 September, North Orange staff hosted “Conversation Hour” for ESL students to practice their English conversational skills. An average of 25 students attended each class.
- On 3, 10, 17, and 24 September, North Orange staff hosted “English from Zero.” An average of 26 students attended each class.
- On 12 September, North Orange staff hosted “Quick Minute Science” for 25 attendees.
- On 15 September, North Orange staff presented a children’s program called “Motor and Movement” with 55 attendees.
- On 17 September, North Orange staff presented a “Latin Fun Fiesta” event to 43 attendees.
- On 29 September, North Orange staff hosted another “Sesame Street Storytime” with 69 in attendance.

South Creek
- On 2 September, South Creek staff hosted “As You Wish: Genie in a Bottle Craft” where participants designed their own magical bottle and completed it with a single wish. There were 25 in attendance.
- On 8 September, South Creek staff hosted “Cuentame un Cuento” where participants enjoyed bilingual stories and crafts. There were 11 in attendance.
- On 11 September, South Creek staff hosted “ArtMazing” where participants unleashed their inner artist and discovered their creative side. There were 29 in attendance.
- On 12 September, South Creek staff hosted “Tea & Conversation” where participants shared stories and tea in celebration of everyday life and celebrating the moment. There were 10 in attendance.
- On 17 September, South Creek staff hosted “Little Chef: Avocado Smash & Chips!” where participants learned to chop, scoop, and smash to make guacamole. There were 24 in attendance.
- On 22 September, South Creek staff hosted “Little Chef: Bean Burritos” where participants learned about Hispanic foods while mashing, spreading and rolling a delicioso Mexican inspired dish. There were 9 in attendance.
- On 28 September, South Creek staff hosted “Storybook Art” where little ones to explored different art styles and developed their artistic side. There were 49 in attendance.
- On 30 September, South Creek staff hosted “Painting Without a Brush” where participants used everything except paint brushes to design a masterpiece. There were 38 in attendance.
On Wednesdays in September, South Creek staff hosted “Practica Spanish Conversation” where participants developed their Spanish language skills through conversation. There was an average of 8 in attendance.

In September, South Creek hosted a “Community Art Project” where participants had the opportunity to learn about 22 Spanish-speaking countries and received a canvas art tile to decorate for our Hispanic Heritage Mosaic. We distributed 125 tiles.

South Trail
- The eight "Citizenship Inspired" classes offered on Tuesdays and Wednesdays in September garnered an attendance of 139 people.
- "Music Fundamentals" classes on 3, 10, 28, 29, and 30 September reported a combined attendance of 51 people as they tuned in to learn about basic music terminology and concepts.
- A total of 49 attendees celebrated Hispanic Heritage month on 23 September with a fun “DIY Mini Piñata” project.
- “Virtual Storytime” for the South Orlando YMCA was attended by 38 children and adults.
- The 38 attendees of the 25 September "Edible Slime" program were encouraged to play with their food as they received step by step instructions on how to make the tasty treat.
- “Creole Connect” on Mondays in September gave 23 people the opportunity to meet up and interact with other Haitian Creole speakers.

Southeast
- On 2 September, Southeast staff hosted “E is for Elephant” where viewers enjoyed stories, songs, and a craft to celebrate these majestic animals. There were 43 attendees.
- On 28 September, Southeast staff hosted “Family Art Adventure” where viewers learned about the artistic style of illustrator and muralist Rafael Lopez. There were 25 attendees.
- During September, Southeast staff taught 3 sessions of “Hola Amigos.” An average of 79 students received an introduction to Spanish that included: pronunciation, alphabet, sounds, syllables, the colors, the parts of the body, the numbers, the days of the week and vocabulary.
- During September, Southeast staff taught 4 sessions of “English from Zero.” An average of 34 students learned and talked about new basic English vocabulary needed for everyday life.
- During September, Southeast staff taught 5 sessions of “Reading Clearly Intermediate.” An average of 18 students were introduced to reading strategies and complex English vocabulary.
- During September, Southeast staff taught 3 sessions of “Speaking Clearly Beginners.” An average of 24 students learned, practiced and discussed the basics of the sounds of English for pronunciation.
- During September, Southeast staff taught 4 sessions of “Speaking Clearly Intermediate.” An average of 19 students learned and talked about the rules of spelling and pronunciation of English words and phrases.
- During September, Southeast staff taught 3 sessions of “Writing Clearly Intermediate.” An average of 18 students learned about grammar complex ideas, including sentence structures, phrases, and vocabulary building.
- During September, Southeast staff taught 4 sessions of “Writing Clearly Advanced.” An average of 16 students learned about organizing ideas, writing a thesis statement and an essay outline.
- During September, Southeast staff handed out 461 “STEAM Kits” to children to work from home. The kits included “3 Little Pigs Challenge,” “Alien Craft,” “Boomerang,” “DIY Parachute,” “Lion Craft” and “Fairy Gnome House Craft.”

Southwest
- Throughout the month of September, Southwest distributed 479 Grab and Go activity bundles that included art projects, STEM activities, and paper crafts.
- On 1 and 29 September, the “Southwest Film Club” discussed the 1953 foreign film Tokyo Story and the 1926 film The General. The events had 21 attendees total.
On 14, 21, and 28 September, Southwest staff hosted “Homeschool Meetups” that taught 120 children and parents about mountains around the world, abstract artist Carmen Herrera, and cubism artist Juan Gris.

On 14 September, “Sesame Street Storytime” introduced the alphabet and numbers through songs, dance, and interactive stories inspired by Plaza Sesamo. There were 80 children and parents in attendance.

On 18 September, Southwest staff hosted a “Paper Mario” event where children made origami art pieces based on the popular video game. The event had 20 attendees.

On 10, 17, and 24 September, Southwest staff hosted “Hand Sewing- Sashiko Coasters” an original needle arts class based on functional embroidery with a total of 25 attendees.

On 11, 18, and 28 September, “Stressbuster Art” allowed 43 adults to relax while making hand printed envelopes and mandalas.

Southwest staff contributed 46 reviews of items for the Staff Picks database throughout the month of September.

**Washington Park**

- On 10, 17, and 24 September, Washington Park staff taught the first 3 classes of the “Hand Sewing: Needle Book” class series. A total of 12 customers participated in the classes to learn hand sewing and create their own needle book.
- On 15, 22, and 29 September, Washington Park staff taught “Spanish from Zero – Basics.” A total of 29 students attended to practice and learn the basics of Spanish pronunciation, alphabet sounds, syllables, and vocabulary.
- On 19 September, Washington Park staff expanded OCLS sewing classes by translating materials and offering the first virtual sewing class in Spanish, “Costura – Introduccion a la Maquina de Coser.” Three customers attended and learned how to use a sewing machine.
- During the month of September, Washington Park staff conducted two passive programs to celebrate Hispanic Heritage Month. A total of 45 kits were given to children with materials and instructions for them to either create a Mexican folk art inspired craft or piñata craft at home.
- During the month of September, Washington Park staff conducted two passive programs featuring animal crafts. A total of 51 kits were given out to children with materials and instructions to make a paper plate turtle or paper bag dog puppet.
- During the month of September, Washington Park staff conducted a fall themed passive program that allowed children to create an autumn tree craft. A total of 22 take home kits were given out to children and families.

**West Oaks**

- On 1 September, West Oaks staff presented “DNA Techniques: Leeds & McGuire Methods” where 38 attendees learned how to utilize these genealogy problem-solving methods.
- On 3 September, West Oaks staff presented the “Little Ninja” virtual event where 96 preschoolers and their caregivers practiced all the skills needed to be a ninja.
- On 3 September, 46 customers attended “Advanced Searching on Ancestry” to learn new tips, tricks and techniques to get the most out of the family research.
- On 4, 11, 18, and 25 September, West Oaks staff presented virtual sewing classes for a total of 29 attendees.
- On 4 September, West Oaks staff presented “Extreme Weather” where 37 attendees had fun learning about howling wind, flooding rain, flashing lightning and roaring thunder with science experiments and stories.
- On 8 September, West Oaks staff hosted “Organizing Your Family History Research” to share with 45 participants how to build good habits and keep your genealogy research on track.
- On 10 September, the West Oaks branch presented “Grandparents Day” to celebrate grannies and papas with 53 attendees.
- On 16 September, the “Secret Life of Trees” event was presented for 43 attendees who celebrated trees and discovered the vital role they play in our environment.
On 22 September, West Oaks presented “Genealogy Research Project Start-to-Finish” where 38 attendees learned how to develop and implement an effective research plan for their family research.

On 29 September, West Oaks staff presented “Hard to Find Ancestors” where 53 attendees learned techniques to find ancestors even if they didn’t leave a large trail of records behind.

**Windermere**

- On 3, 10, 17, and 24 September, "Citizenship Inspired" assisted 13 adults in learning about the process of becoming a citizen of the United States, including going over potential test questions.
- On 4, 11, 18, and 25 September, 66 adults came to "Conversation Hour" to practice and improve their English skills.
- On 8 September, in honor of Hispanic Heritage Month, we celebrated a week early by taking 26 children and 24 adults on a journey through the Spanish-speaking Caribbean islands during "A Trip to the Caribbean" with songs and stories.
- On 14 September, "Look, I'm a Scientist! Liquids and Solids" had 29 children, 1 teen, and 26 adults learning all about the different states of matter by reading stories and creating their own diagram out of cereal pieces.
- On 15 September, 11 children and 7 adults had a hootin' good time in their favorite jammies during "Pajama Jamboree" where they made owl crafts and read owl books.
- On 16 September, 10 children and 15 adults were having a sweet time during "What Can I Do with a Paleta" where they read stories and made a yummy craft in honor of Hispanic Heritage Month.
- On 21 September, through stories and activities, 25 children and 27 adults learned about the lifecycle of plants during "How Does a Seed Grow."
- On 24 September, "Sesame Street Storytime" had 22 children and 19 adults celebrating Hispanic Heritage Month while singing and learning the alphabet and numbers in Spanish.
- Throughout the month of September, 318 children and 240 adults attended Homeschool and Homeschool Junior classes about a wide range of subjects, such as history, math, science, art, and foreign language.
- Throughout the month of September, 147 children participated in "Take Home Crafts" by leaving the library with a fun craft like a paper chain snake, a fluttering butterfly, and a paper bag puppet cat.

**Winter Garden**

- On 2 and 9 September, Winter Garden staff hosted “Campfire Stories and Crafts,” part of the NEA Big Read series of events, for a total of 98 attendees.
- On 29 September, Winter Garden staff offered its third installment of our new event, “Timed Drawing Challenges” to 17 attendees.
- In September, 14 children wrote letters to Dora and Diego for the Hispanic Heritage Month themed “Character Mailbox.”
- In September, Winter Garden launched the “Hispanic Heritage Month-Scavenger Hunt,” giving participants the opportunity to learn more about notable Hispanic figures by looking for items in the branch. The sheet included ways for them to continue the fun at home with info on themed events, books, and libguides. 100 participated.
- In September, Winter Garden re-established its partnership with the local Vision School by offering 6 virtual classes to 41 students.
- Crochet classes and meet-ups continue to receive praise from customers attending virtually. In September, 13 classes were offered to 117 attendees.

**Upcoming Events:**

**Art**

**Men Painting Women**

Orlando Public Library, First Floor

*On Display Through October*

Some of the most important male artists in western history are known specifically for their paintings of women. In this exhibit, we have brought together five male Florida artists whose work is mainly focused on
the female form. Each one approaches depicting women from very different perspectives, both artistically and intellectually.

**OCLS x StoryCorps**  
Chickasaw Branch  
*On Display Through October*  
In 2018, Orange County Library System customers and staff had their library memories recorded by StoryCorps. We commissioned local sketch artist Thomas Thorspecken to chronicle the event in his unique style. In this touring exhibit, you can view his art and listen to the corresponding story.

**BizKids**

**BizKids Club**  
*Saturdays, October 3–24, 10:30 a.m.–Noon*  
Ready to become an entrepreneur? BizKids Club is an instructor-led virtual program that introduces participants to the world of business and entrepreneurship. Ages 9–14.

**Book Clubs**

**Eatonville Children’s Book Club**  
*Wednesday, October 7, 3 p.m.*  
Make new friends, establish regular reading routines and have fun learning through reading, activities, and games.

**Alafaya Book Club**  
*Thursday, October 8, 7 p.m.*  
Alafaya Book Club’s October selection is *Such a Fun Age* by Kiley Reid. Seeking justice for a young Black babysitter who was wrongly accused of kidnapping by a racist security guard, a successful blogger finds her efforts complicated by a video that reveals unexpected connections.

**Southeast Book Club**  
*Monday, October 12, 7 p.m.*  
Discuss Southeast Book Club’s selection for this month, *Mistress of the Ritz: A Novel* by Melanie Benjamin. The director of the luxurious Hotel Ritz in occupied Paris and his courageous American wife, Blanche Auzello, risk their marriage and lives to support the French Resistance during World War II.

**Hiawassee Book Club**  
*Thursday, October 29, 7 p.m.*  
Hiawassee Book Club will discuss *The Alice Network* by Kate Quinn. Set in 1937 China, as Japanese bombs begin falling on the city of Nanking, Hu Lian and her classmates at Minghua University, entrusted with a priceless treasure, must navigate a world of danger, betrayal and love to keep a 500-year-old collection of myths and legends safe.

**Genealogy**

**Family Tree Guide to DNA Testing Study Group**  
*Thursdays, October 1–29, Noon*  
Join us for our genetic genealogy study group and learn how DNA test results can help to confirm, extend and deepen your genealogical research. Registration required.

**Finding Your Roots Genealogy 101**  
*Tuesday, October 6, 1 p.m.*
Are you interested in learning about your family history but don’t know where to begin? This program will help you get started by introducing you to genealogical terms, techniques and resources.

**Genealogy Research Question Workshop**  
*Wednesday, October 7, 6:30 p.m.*  
Sharpen your genealogy skills and learn about resources by sharing your research questions.

**Finding Your Roots Census Records**  
*Tuesday, October 13, 1 p.m.*  
Learn what information is contained in each of the censuses and discover how to use all of the various bits of information as clues to further your research.

**Hathi Trust Digital Library and Genealogy**  
*Wednesday, October 14, 6:30 p.m.*  
Discover the Hathi Trust Digital Library and learn how you can use this amazing resource to enhance your genealogical research.

**Finding Your Roots Vital Records**  
*Tuesday, October 20, 1 p.m.*  
Births, marriages and deaths are important pieces of information for your family history. Become familiar with the key sources for locating your ancestors’ vital records.

**Using City Directories in Genealogy Research**  
*Wednesday, October 21, 6:30 p.m.*  
Learn how historical city directories can supplement your family’s genealogical research.

**Finding Your Roots Land Records**  
*Tuesday, October 27, 1 p.m.*  
Come learn about deeds, mortgages, platting and surveys. Discover the difference between metes and bounds states and public land record states.

**Death Stands Ready: Tombstone Iconography**  
*Wednesday, October 28, 6:30 p.m.*  
Tombstone iconography and burial practices reflect the attitudes towards death held by early Americans. Learn how religious beliefs and family patterns of a society are reflected in burying customs.

**Halloween**

**A Bunch of Hocus Pocus**  
*Wednesday, October 7, 4 p.m.*  
Run amok with the Sanderson sisters while enjoying *Hocus Pocus* trivia and a craft. Recommended for teens.

**The Big Bad Wolf**  
*Thursday, October 8, 10 a.m.*  
We’ll have a howling good time with stories and activities all about that classic storybook villain, the Big Bad Wolf. Recommended for preschool and lower elementary.

**Cuisine Corner Junior: Spooky & Sweet!**  
*Thursday, October 8, 10:30 a.m.*  
October isn’t only for ghosts and ghouls. In this fun, Halloween themed program, kids will follow basic instructions to create spooky and tasty treats. Recommended for lower and upper elementary.
Florida’s Haunted History  
*Thursday, October 8, 4 p.m.*
Florida isn’t just a tourist destination, lingering spirits seem to enjoy the Sunshine State too. Join us as we discuss Florida’s eerie legends and folklore. Recommended for tweens and teens.

Easy Halloween Nail Art  
*Monday, October 12, 4:30 p.m.*
Get creative and try out some cute and spooky Halloween nail art ideas. DIY nail art is a great way to de-stress and express yourself with a festive manicure. Recommended for tweens and teens.

Ghostly Gathering  
*Monday, October 12, 11 a.m.*
Ghosts aren’t always scary. Join us for some crafts and stories focused on ghostly friends. Recommended for preschoolers.

Shape Monster  
*Wednesday, October 14, 11:30 a.m.*
The monster is munching all of the shapes! Enjoy songs, stories and activities all about shapes.

Monster-gami  
*Wednesday, October 14, 3 p.m.*
Calling all monsters! Creep, crawl or ooze on into this frightfully fun paper folding event. Recommended for upper elementary.

Boo-lieve It or Not  
*Wednesday, October 14, 4 p.m.*
Construct a pet ghost as we unearth the spine-tingling history of haunted happenings and spooky tales. Recommended for teens.

Spooky Watercolor Art  
*Wednesday, October 14, 4:30 p.m.*
Create spooky watercolor art using basic art supplies. Recommended for tweens and teens.

Scared of the Dark  
*Thursday, October 15, 11 a.m.*
Many kids (and some adults!) are scared of the dark. Let’s embrace the darkness and face our fears together with fun stories and activities. Recommended for preschool and lower elementary.

Build a Monster  
*Saturday, October 17, 3 p.m.*
Monsters are magical and filled with the free spirit of creativity. They can look like anything. Enjoy songs and stories, then design your own monster. Recommended for preschoolers.

Fall Into Fun  
*Tuesday, October 20, 10 a.m.*
Celebrate fall with stories, activities and a craft that feature apples, pumpkins and autumn leaves. Recommended for preschoolers.

Spooky Fruits  
*Tuesday, October 20, 11 a.m.*
Create a deliciously horrifying Halloween fruit tray. Learn how to create scary monsters and creepy critters out of a tasty and healthy snack. Recommended for lower and upper elementary, tweens and teens.

**Timed Drawing Challenges**  
*Tuesday, October 20, 2 p.m.*  
Want to get those creative juices flowing? Come participate in timed drawing challenges. Just bring your favorite drawing materials and get ready to create. This event’s theme: Halloween Edition.

**Spooky Sculptures**  
*Tuesday, October 20, 4 p.m.*  
Monsters are magical and filled with a free spirit. Create a spooky monster sculpture from items around your house. Recommended for tweens and teens.

**Mini Monsters**  
*Thursday, October 22, 11 a.m.*  
Monsters: scary or fun? Maybe a little of both. Let’s get spooky with stories and activities about those creepy creatures. Recommended for preschool and lower elementary.

**Project WILD – Bat Blitz**  
*Thursday, October 22, 4 p.m.*  
Learn about bats and discover the important roles they play in the ecosystem as well as human economies. Recommended for upper elementary.

**Quick Minute Science**  
*Saturday, October 24, 4:30 p.m.*  
Spooky science for ghoulish scientists! Follow along through topics like space, chemistry, physical science and more. Recommended lower and upper elementary.

**Halloween Hullabaloo Puppet Show**  
*Monday, October 26, 10 a.m.*  
*Friday, October 30, 11 a.m.*  
Let your imagination run wild with this spooktacular live puppet show. Recommended for preschool and lower elementary. Presented by Orange County Regional History Center.

**Monster Mash-Up Storytime**  
*Monday, October 26, 11 a.m.*  
Monsters are magical and filled with the free spirit of creativity. Enjoy stories and a monster mash-up activity. Recommended for preschoolers.

**Dem Bones, Dem Bones**  
*Monday, October 26, 3 p.m.*  
The arm bone is connected to the … what bone? Make skeleton crafts, shake your bones and learn a little about what holds us all together. Recommended for lower and upper elementary.

**Spooky Silhouettes**  
*Monday, October 26, 4 p.m.*  
Learn how to create frightfully fantastic silhouette art. Recommended for lower and upper elementary.

**The Haunted Library**  
*Monday, October 26, 4:30 p.m. (Ages 13–18)*  
*Saturday, October 31, 4 p.m. (Ages 5–10)*  
Find out what is haunting your local library and what phobias haunt your friends.
Not So Scary Stories  
*Tuesday, October 27, 10 a.m.*
Monsters, bats, black cats and spiders. It’s time to bring them out of the dark. Join us for stories, songs and a craft. Virtual storytime for preschoolers. Recommended for toddlers and preschool.

Pumpkin Party  
*Tuesday, October 27, 11 a.m.*
Celebrate pumpkins and jack-o-lanterns with stories, songs and rhymes. Recommended for toddlers and preschoolers.

Itsy-Bitsy Spiders  
*Tuesday, October 27, 3 p.m.*
Eek a spider! Don’t be scared. Join us for not-so-creepy, crawly crafts and stories about our eight-legged friends. Recommended for toddlers and preschoolers.

Cuisine Corner Junior: Spooky Treats!  
*Tuesday, October 27, 4 p.m.*
Learn to make some haunted treats for Trick or Treat Safe Zone Virtual Week. We will make easy, spooky, tasty Halloween snacks! Recommended for upper elementary, tweens and teens.

Spooky History Storytellers  
*Tuesday & Thursday, October 27 & 29, 4:30 p.m.*
Join us as we dive into some of the most spine-tingling stories from Florida’s past! Recommended for lower and upper elementary. Presented by Orange County Regional History Center.

Sesame Street Halloween Storytime  
*Wednesday, October 28, Noon*
Boo! Let’s have a not-so-spooky day as we enjoy stories, songs and activities inspired by *Sesame Street*. Recommended for toddlers and preschoolers.

Creepy Artifact Showcase  
*Wednesday, October 28, 4:30 p.m.*
Take a peek behind the curtain as we unearth some of the most chilling, creepy and just plain weird artifacts from our collections. Recommended for upper elementary and tweens. Presented by Orange County Regional History Center.

Let’s Knit Cat Ears  
*Wednesday, October 28, 5:45–7:15 p.m.*
Create a cute headband with cat ears! Learn how to create shapes with decrease stitches while creating a fun headband.

Native American Ghost Stories  
*Wednesday, October 28, 9 p.m.*
Christopher Balzano explores tales from different Native American tribes and compares them to the ghost stories the settlers told years later. Folklore and history combine in this spooky event.

Vampirina and Friends Spooktacular!  
*Thursday, October 29, 10:30 a.m.*
Travel to Transylvania for spooky tales and songs inspired by Disney Junior’s *Vampirina, Mickey Mouse Clubhouse* and more.
Wild Wonderful Witches  
*Thursday, October 29, 11 a.m.*
Let’s get witchy! Celebrate Halloween with fun stories about spells and potions, black cats and broomsticks. Recommended for preschool and lower elementary.

**Little Chef: Monster Mash Trail Mix**  
*Thursday, October 29, 2 p.m.*
Mix and mash along with the monsters for a Halloween-themed treat. Adult participation is required. Recommended for preschoolers.

**Scary Cool Makeup**  
*Thursday, October 29, 3 p.m.*
A scary story and an introduction to a ghastly makeup look with simple tips and tricks. Recommended for tweens and teens.

**All Aboard to Explore**  
*Thursday, October 29, 4 p.m.*
All aboard for stories, science and more as we sail off to explore literary adventures.

**Crafts & Culture: Halloween**  
*Thursday, October 29, 6 p.m.*
Learn about Halloween and how it is celebrated around the world, while making a unique holiday craft. Recommended for adults.

**Hocus Pocus Trivia Night**  
*Thursday, October 29, 7 p.m.*
*Hocus Pocus* put a spell on everyone when it was released and now, we’re bringing it back to test your knowledge on all things Sanderson sisters and more. Recommended for teens.

**The Birth of American Horror Film**  
*Thursday, October 29, 7:30 p.m.*
Beginning in colonial Salem and progressing through literature, plays and art to show the roots of the horror film genre in America, Dr. Gary Rhodes leads a discussion on the often overlooked genre.

**Mummies Have Mommies Too!**  
*Friday, October 30, 10 a.m.*
Don’t get spooked by our Halloween friends, get wrapped up in fun with them instead. Recommended for toddlers and preschoolers.

**The BOO! Bash**  
*Friday, October 30, 2 p.m.*
Wear your favorite Halloween costume and join us online for a ghoulish good time with creepy crafts, spooky stories and more. Recommended for preschoolers.

**Spooky Science!**  
*Friday, October 30, 4 p.m.*
Unleash your inner mad scientist with fun experiments that have a spooky twist. Recommended for lower and upper elementary.

**Halloween Escape Room**
Friday, October 30, 4:30 p.m.
Join us for a Halloween themed escape room filled with friendly ghosts, spooky objects and a fun filled mystery. Recommended for lower and upper elementary.

**Sweet Halloween Experiments**  
*Saturday, October 31, 11 a.m.*  
Explore some experiments you can do at home with all the candy you’ve gathered. Plus build and test marshmallow launchers. Recommended for lower and upper elementary.

**Mad Food Science**  
*Saturday, October 31, 3 p.m.*  
This gravedigger’s delight will leave you craving more. Learn the science behind ice cream and make some with a spooky twist. Recommended for upper elementary, tweens and teens.

**Hispanic Heritage**

**Crafts & Culture: Indigenous Central & South America**  
*Thursday, October 1, 5 p.m.*  
Learn about indigenous peoples of Central and South America and their trade crafts, like metal forming and jewelry making, before European settlers arrived. Recommended for adults.

**Bilingual Storytime for Families**  
*Saturday, October 3, 10 a.m.*  
An interactive storytime in English and Spanish suitable for speakers of either language.

**Practica Spanish Conversation**  
*Wednesdays, October 7 & 14, 4 p.m.*  
Practica tu español! Develop your Spanish language skills through conversation. Recommended for adults.

**Cuisine Corner Junior: Holy Guacamole**  
*Thursday, October 8, 3 p.m.*  
Nothing is better than fresh guacamole! Learn how to prepare this classic dip that’s both easy to whip up and delicious. Recommended for ages 9-12.

**South Creek Community Art Project**  
South Creek Branch  
*Friday, October 9, 12 a.m.–11:59 p.m.*  
Learn about the 22 countries that are celebrated during Hispanic Heritage Month and a few Hispanic artists. Get inspired and design a tile for our Hispanic Heritage Mosaic.

**Cuisine Corner: Papas Rellenas**  
*Wednesday, October 14, 6 p.m.*  
Watch live as Yamira Lee Johnson, head chef and founder of Breaking Bread with Mira and certified holistic life coach, shows you how to make papas rellenas.

**Juega Lotería!**  
*Wednesday, October 14, 6 p.m.*  
Have fun and win prizes with Mexican Lotería, a bingo game that's over 100 years old! Learn the history of this game of chance and simple Spanish words along the way.

**Cuisine Corner Junior: Talkin’ Tacos**  
*Thursday, October 15, 4 p.m.*
Explore Latin America’s popular taco cuisine and learn how to make a delicious tortilla rellena de pollo (chicken taco), topped with your very own homemade pico de gallo. Recommended for ages upper elementary, tweens and teens.

**Día de los Muertos**  
*Thursday, October 29, 1:30 p.m.*  
Celebrate the Mexican day of remembrance, Día de los Muertos with UCF professor, Dr. Beatriz Reyes Foster. Learn about the history, art and cultural importance of this often misunderstood holiday.

El Mes Nacional de la Herencia Hispana se celebra en Estados Unidos desde el 15 de septiembre hasta el 15 de octubre. Durante este tiempo se reconocen las contribuciones de los hispanos y latinoamericanos. Aquí en la biblioteca lo estamos celebrando con nuevas clases de costura en español.

**Patrones y telas** [https://attend.ocls.info/event/4533400]  
*sábado, octubre 3, 10 a.m. –Noon*  
Leer las instrucciones y leyendas en un patrón de costura puede resultar bastante intimidante. Aprenda a leer un patrón de costura, a como preparar la tela y el material para su proyecto.

**Dobladillo / Bastilla** [https://attend.ocls.info/event/4569758]  
*sábado, octubre 17, 10 a.m. –Noon*  
¿Compró un par de pantalones o una falda que es demasiado larga? Venga a esta clase de costura, aprenda a completar dobladillos para hacer en cualquier prenda, desde pantalones de vestir hasta faldas.

**Estuche para Tableta** [https://attend.ocls.info/event/4570037]  
*sábado, octubre 31, 10 a.m. –Noon*  
Cosa un estuche fácil y rápido para guardar tu tableta iPad, Android o Kindle.

**Home Education**

**Homeschool Meetup: Rivers**  
*Monday, October 5, 1 p.m.*  
Discover why rivers are so important to life on Earth and learn about some of the world’s largest rivers. Recommended for lower and upper elementary.

**Homeschool Meetup: Ocean Depths**  
*Monday, October 12, 1 p.m.*  
Dive beneath the surface and explore the creatures and phenomena on the ocean floor. Recommended for lower and upper elementary.

**Wild Earth**  
*Tuesday, October 13, 2 p.m.*  
Engage in experiments that test our natural world. Learn about animals, conservation and the sciences about the Earth. Recommended for upper elementary and tweens. Registration required.

**Sunshine State Jr. Book Club**  
*Tuesday, October 13, 4 p.m.*  
Hear us read aloud from one of the Sunshine State Jr. (K–2) books, and then enjoy an activity. This month we’re reading *The Proudest Blue*.

**Home Educator Lesson Plan**  
*Thursday, October 15, 2–3:15 p.m.*  
A library Fab Lab instructor will review the lesson plan for our Mission to Mars camp so you can teach it yourself. Learn the inspiration behind the activities and the resources used to create them.
Homeschool Meetup: Aquatic WILD  
*Monday, October 19, 1 p.m.*  
Learn about riparian zones, what animals inhabit them and why they are important to wildlife and humans. Recommended for lower and upper elementary.

Stories and Science  
*Wednesday, October 21, 2 p.m.*  
Learn about the science of simple machines through stories and an interactive activity. This month we’re learning about wheel and axles.

Project WILD: Bat Blitz  
*Thursday, October 22, 4 p.m.*  
Learn about bats and discover the important roles they play in an ecosystem and human economies as well. Recommended for upper elementary.

Homeschool Meetup: Are You Scared?  
*Monday, October 26, 1 p.m.*  
Face your fears and learn about why we get scared and why it is important. Recommended for lower and upper elementary.  
*Tuesday, October 27, 2 p.m.*  
Each month we will conduct awesome experiments, learning all about chemistry, physics and more. Recommended for upper elementary and tweens. Registration required.

Afternoon Art  
*Wednesday, October 28, 3 p.m.*  
Let’s go on an art adventure. Learn about a different artist and artistic style, and then create your own masterpiece.

**JOBSEEKER**

Career Academy: Interview Like a Pro  
*Tuesdays, October 6 & 20, 1:30 p.m.*  
You’ve landed an interview! Now what? Get tips that will help you to practice and prepare, and to write a memorable thank you letter.

Career Academy: Perfecting Your Resume  
*Tuesdays, October 13 & 27, 1:30 p.m.*  
Get noticed! Elevate your job application with best practices in crafting a resume and cover letter.

**Language Learning**

ESOL Classes

Writing Clearly for Beginners  
*Thursdays, October 1–22, Noon*  
*Tuesdays, October 6–20, Noon*  
A virtual meeting using Zoom where we will review different grammar points in English and basic sentence writing.
English from Zero  
*Thursdays, October 1–29, 6 p.m.*  
*Fridays, October 2 & 9, 10:30 a.m.*  
*Mondays, October 5–26, 3 p.m.*  
*Thursdays, October 8–29, 10:30 a.m.*  
Learn and talk about new basic English vocabulary associated with different topics. Registration required.

**Conversation Hour**  
*Fridays, October 2–23, 3 p.m.*  
*Mondays, October 5–26, 4:15 p.m.*  
*Tuesdays, October 6–27, 3:30 & 6 p.m.*  
Practice your English-speaking skills with us on a virtual Conversation Hour. Each session will have specific topics for discussion.

**Writing Clearly Intermediate**  
*Mondays, October 5 & 12, Noon*  
This is a grammar and writing course that focuses on grammar complex ideas, including sentence structures, phrases and vocabulary building.

**Speaking Clearly Beginners**  
*Mondays, October 5 & 12, 1:30 p.m.*  
A pronunciation class designed to introduce learners to the basics of the sounds of English for pronunciation.

**English for Social Interactions**  
*Mondays, October 5–19, 7 p.m.*  
Learn different English idioms and phrases that are used to communicate on a daily basis.

**English for the Workplace**  
*Tuesdays, October 6 & 13, 1:30 p.m.*  
Learn common phrases, vocabulary and interactions in the workplace.

**Spanish Classes**

**Spanish from Zero: Basics with Ms. Brenda**  
*Tuesdays, October 6–27, 4 p.m.*  
This class is designed to introduce learners to the basics sounds of Spanish: pronunciation, alphabet, sounds, syllables, vocabulary, reading.

**Basic Spanish**  
*Wednesdays, October 7–28, 6 p.m.*  
This vocabulary workshop is an introduction for individuals who speak little to no Spanish.

**Spanish from Zero: Intermediate with Brenda**  
*Thursdays, October 8–29, 4 p.m.*  
This class is designed to introduce learners to Spanish grammar by focusing on the parts of speech, the organization of sentences, vocabulary building, sentence structures, phrases, words stress, sentence intonation and listening comprehension.

**Practica Spanish Conversation**  
*Wednesdays, October 21 & 28, 4 p.m.*  
Practica tu español! Develop your Spanish language skills through conversation. Recommended for adults.
LIBRARY EVENTS

Watercolor 101
Friday, October 2, 11 a.m.
Learn the basics of watercolor in a soothing atmosphere. Materials needed: watercolor paint, watercolor paper, tape, salt, paint brush, cup of water, paper towels, plate/pan to mix colors and a hair dryer (optional).

Pen and Ink Art Meetup
Tuesday, October 6, 6:30 p.m.
Create and share your latest pen and ink artwork in a relaxed environment with fellow artists of all skill levels. Registration required.

Healthy Dating Relationships
Thursday, October 8, 6:30 p.m.
Identify the characteristics of healthy, unhealthy and abusive relationships through interactive scenarios. Learn effective communication within relationships. Recommended upper elementary, tweens, teens and adults.

Tea & Conversation
Saturday, October 10, 2:30 p.m.
This monthly social is designed to bring adults together. Share your stories and have a cup of tea. It is a celebration of everyday life and celebrating the moment.

DIY Sugar Scrub
Saturday, October 10, 3 p.m.
Pamper yourself with a DIY exfoliating sugar scrub. Recommended for adults. Registration required.

Organizing 101
Monday, October 12, 11 a.m.
Join Jane Cole, a certified professional organizer, as she discusses the steps to tackle your organizing projects and reduce the clutter, chaos and stress in your life. Registration required.

Introduction to Foundation Center Resources
Monday, October 12, 3:30–5 p.m.
Looking for funding? Get the 101 on using this comprehensive directory to win grants and make a difference.

Sketching 101
Friday, October 16, 11 a.m.
Learn the basics of sketching through use of simple art techniques and observing the world around you. Materials needed: No. 2 pencil, colored pencils, paper and a paper towel.

Crowns and Brows
Tuesday, October 20, 6–7:30 p.m.
This educational and interactive experience provides a step-by-step instruction of how to style your headwraps and a basic tutorial of how to contour your eyebrows. Registration required.

Breast Cancer Preventative Care
Wednesday, October 21, 11 a.m.
Learn about the importance of preventative care for breast cancer. Explore topics such as self-exams, early detection, mammograms, sonograms and breast biopsy. Registration required.

**Alphabet Calligraphy**  
*Friday, October 23, 11 a.m.*  
Practice lettering the alphabet. Explore how to create different fonts using a variety of pens and techniques. Registration required.

**Aprenda Como Llegar a Tener Su Propia Casa**  
*Saturday, October 24, 11 a.m.*  
Aprenda cómo calificar para un préstamo hipotecario y qué uno hacer si desea comprar una casa. ¡Para lograr su objetivo, debe saber qué pasos debe seguir para tener éxito! Se requiere registro.

**A History of the Ocoee Riot of 1920**  
*Monday, October 26, 7 p.m.*  
Who really killed the two white men during the attack on the July Perry home? Author and professor Dr. Marvin Dunn will discuss this and other unknown facts about the Ocoee Riot.

**Qigong Holiday Destress**  
*Monday, October 26, 10:30 a.m.*  
Jasmine Win practices Qigong to help us decompress this holiday season. Qigong is a crucial tool in Chinese medicine which involves movement, breathing and meditation.

**Food 101: Italian-American Cooking**  
*Wednesday, October 28, 6:30 p.m.*  
The Food 101 series introduces you to a new topic every month, examining the historical and social significance of what we eat. This month learn about Italian-American cooking and how it's developed in the United States.

**Melrose**

**Creep It Yourself Halloween Decor**  
*Saturdays, October 3–24, 1:30–3 p.m.*  
Saturdays get spooky in this do it yourself craft series using a combination of household goods and inexpensive seasonal items.

**Scene Study – Building to Transition**  
*Tuesday, October 6, 7 p.m.*  
Working together as an ensemble, learn to develop a scene from a Broadway musical to the story’s pivotal moment.

**Make Money With Your Music: Dominate Spotify**  
*Thursday, October 8, 11 a.m.–12:30 p.m.*  
Learn to get your music on Spotify, make your Spotify artist page pop and have more engagement from your fans with these easy tips and tricks.

**Character Study – Character Development**  
*Thursday, October 8, 7 p.m.*  
Strong characters make up the foundation of a good story. Learn to design complete characters to construct your script’s narrative.

**Create a Halloween LED Greeting Card**
Wednesday, October 14, 3:30 p.m.
Thursday, October 22, 11 a.m.
Create a spooktacular Halloween greeting card with a flashing LED! Use electronic components and conductive paint to construct a simple circuit.

Make Money With Tour Music: Royalty-Free Music and Sound Effects
*Thursday, October 15, 11 a.m.–12:30 p.m.*
Join us for a discussion on using various online platforms to license your music and sound effects.

Modern Parenting

Family Zumba
*Saturday, October 3, 11 a.m.*
Get your family moving with this energizing workout class. Learn basic Zumba moves to help you dance your way to fitness. Zumba uses dance aerobics to create a fun workout. Registration required.

Every Child Ready to Read Caregiver Workshop
*Thursday, October 22, 10 a.m.*
Learn about the five early literacy practices as well as tips, tricks and resources to help your child strengthen important early literacy skills. Recommended for adults with children ages 0–5.

NEXT CHAPTER

Snack & Learn: Medicare 101
*Thursday, October 1, 1:30 p.m.*
Grab a snack and join Casman Mosby of CarePlus for an in depth discussion about Medicare basics, your coverage options and where to get help.

Holistic Stress Relief Strategies
*Thursday, October 15, 12:10 p.m.*
Learn how to successfully manage uncomfortable and intrusive thoughts, feelings and emotions. Explore holistic techniques that help to relieve mental and emotional distress. This seminar is part of the monthly LIFE Information for Elders series. Registration required.

TEC-FIBER ARTS

Fall for the Fiber Arts
Celebrate fall with cute costume accessories and décor. Add a custom witch hat or cat ears to your costume or decorate your home with crocheted pumpkins and embroidered art.

Sewing: Witches Hat
*Friday, October 2, 10 a.m.–Noon*
Create your own witch hat for Halloween. This easy to make witch hat uses three fat quarters, interfacing and bias tape.

Let’s Crochet Pumpkins
*Friday, October 2, 2–3:30 p.m.*
This fall themed pattern will create a small 3D pumpkin. Learn this quick pattern to create your own pumpkin patch at home. Practice working flat pieces and turning them into 3D works of art.

Let’s Crochet Ghosts
*Friday, October 16, 2–3:30 p.m.*
Create a mini ghost to haunt your home! Practice creating an amigurumi by working in the round, increasing and invisible decreases.

**Let’s Embroider Cute Trick-or-Treat**  
*Fridays, October 23 & 30, 4–5:30 p.m.*
Create a fun embroidery project. Upgrade your back, chain, satin and French knot stitches to go beyond a sampler and stitch a cute werewolf ready for trick-or-treat.

**Start Sewing**  
Celebrate fall with cute costume accessories and décor. Add a custom witch hat or cat ears to your costume or decorate your home with crocheted pumpkins and embroidered art.

**Introduction to the Sewing Machine**  
*Tuesday, October 6, 12:30–2:30 p.m.*  
*Friday, October 9, 10 a.m.–Noon*
Ever wanted to make your own custom clothes, home decor, costumes or accessories? Join us in this basic sewing class and learn about sewing safety, basic sewing machine skills and stitching seams.

**Hand Sewing**  
*Thursdays, October 8–29, 2–3:15 p.m.*
Learn basic hand sewing stitches and techniques to secure, hem and mend fabric.

**Sewing: Car Mask Laundry Bag**  
*Friday, October 23, 10 a.m.–Noon*
Need a solution for used cloth masks piling up in your car? Let’s make a car laundry bag to keep them organized until you’re ready to wash them!

**Sewing: Refashion a Shirt Into an Apron**  
*Fridays, October 20 & 27, 12:30–2:30 p.m.*
Join the sustainability movement by upcycling gently used dress shirts. Turn unwanted dress shirts into a cute button-front apron. These aprons make great gifts for that special cook in your family.

**TEC-TECNOLÓGICO**

¡NUEVO! Clases en Línea: Microsoft Excel  
Cree y maneje hojas de cálculo profesionales con facilidad usando Microsoft Excel. Esta herramienta indispensable en la oficina le ayuda a calcular, almacenar y organizar información tanto numérica como de texto. Visite ocls.info/clases para ver el calendario e inscribirse en una clase.

**Clase en Línea: Microsoft Excel Nivel 1**  
*miércoles, 7 de octubre, 10 a.m.*  
jueves, 22 de octubre, 1 p.m.*
Comience a usar Excel hoy. Ingrese, formatee y guarde datos en hojas de cálculo. Calcule datos con fórmulas básicas.

**Clase en Línea: Microsoft Excel Nivel 2**  
*miércoles, 7 de octubre, 11:15 a.m.*  
jueves, 22 de octubre, 2:15 p.m.*
Calcule datos con las funciones básicas de SUM (SUMA) y AVERAGE (PROMEDIO). Utilice opciones automáticas que incluyen relleno automático y flash para optimizar su flujo de trabajo.
Clase en Línea: Microsoft Excel Nivel 3  
**jueves, 8 de octubre, 10 a.m.**  
**viernes, 23 de octubre, 1 p.m.**  
Analice datos con funciones y gráficas recomendadas. Utilice referencias absolutas y relativas para asegurarse de que sus datos se calculen con precisión.

Clase en Línea: Microsoft Excel Nivel 4  
**jueves, 8 de octubre, 11:15 a.m.**  
**viernes, 23 de octubre, 2:15 p.m.**  
Personalice las hojas de trabajo con nombres, códigos de colores y más. Imprima sus datos para obtener informes y presentaciones perfectas.

Websites with WordPress  
WordPress makes creating websites easy. Learn how to build, customize and optimize your website for search engines.

**WordPress Level 1**  
**Thursday, October 1, 2 p.m.**  
**Saturday, October 3, 10 a.m.**  
**Thursday, October 8, 10 a.m.**  
Learn how to build your own website. Start with WordPress, which offers lots of options for skinning your site the way you want it.

**WordPress Level 2**  
**Thursday, October 1, 3:15 p.m.**  
**Saturday, October 3, 11:15 a.m.**  
**Thursday, October 8, 11:15 a.m.**  
Create a website with WordPress. Customize the appearance and layout of your site to get the look you want by using a wide selection of free themes.

**WordPress Level 3**  
**Friday, October 2, 2 p.m.**  
**Saturday, October 3, 12:45 p.m.**  
**Thursday, October 8, 12:30 p.m.**  
Learn how to use plugins and widgets to customize your site around your audience. Create interactive content to effectively engage your clients.

**WordPress Level 4**  
**Friday, October 2, 3:15 p.m.**  
**Saturday, October 3, 2 p.m.**  
**Thursday, October 8, 1:45 p.m.**  
Learn how to turn your WordPress site into a Search Engine Optimization (SEO) powerhouse and protect your website from hackers.

**Writers Corner**

**NaNoWriMo 101**  
**Sunday, October 11, 2 p.m.**  
November is National Novel Writing Month! Learn more about the event that encourages you to write 50,000 words of a novel this month and get tips for hitting that goal. Presented by NaNOOrlando.

**OCLS Writer’s Group**
Sunday, October 11, 4 p.m.
Writers of all genres and experience are welcome for critique, discussion and camaraderie. Please attend one meeting before submitting a piece for critique.

Growing Your Readership With Newsletters
Tuesday, October 13, 7 p.m.
Developing an author newsletter can help expand your audience and keep them engaged. Author Arielle Haughee will discuss how to set up a newsletter, what content to include and how to gain subscribers.

Write a Novel in a Month With NaNoWriMo
Saturday & Sunday, October 17 & 18, 1–4 p.m.
Join National Novel Writing Month (NaNoWriMo) veterans to discuss plot, character, world building, an overview of NaNoWriMo 2020 and tips for making it through. Registration required.

Writing The Diaspora
Saturday, October 24, 3–4:30 p.m.
Author Adriana Herrera will provide insight and tools to better render diverse characters in your stories and how to develop those characters in a way that honors their story.

The Power of Ghost Stories
Sunday, October 25, 4 p.m.
Author and ghost tour guide Leanna Renee Hieber leads a spirited discussion on the elements of a good ghost story, plus a Q&A about writing and haunted houses.

YS-BABY

Tiny Tales
Thursdays, October 1 & 29, 10 a.m.
Sundays, October 4 & 25, 3 p.m.
Mondays, October 5–19, 3 p.m.
Fridays, October 9 & 16, 3 p.m.
Saturdays, October 10 & 24, 3 p.m.
Saturday, October 17, 10 a.m.
Monday, October 26, 2 p.m.
The rhythm and repetition of nursery rhymes are used to introduce very young children to literature. Hold your child in your lap and enjoy this special time together.

Mama Gansa
Mondays, October 5–19, 10 a.m.
A Spanish immersion Mother Goose on the Loose with interactive songs, rhymes and activities to grow your baby’s early literacy and Spanish skills.

Caregiver Connect – Stay and Play
Wednesdays, October 7–21, 10 a.m.
Connect with other caregivers to meet and mingle. Encourage your little one to say hello to new and old friends as we explore creativity through songs and an activity.

Mother Goose on the Loose
Wednesdays, October 7–21, 10:30 a.m.
Using rhymes, songs, puppets, musical instruments and more, we will be interacting together to help develop important pre-literacy skills in our littlest ones.

Baby’s First Fall
Friday, October 23, 10 a.m.
The air is crisp, the apples are ripe, a fall gathering sounds just about right. Enjoy a sweet storytime and some autumn fun.

YS-CHILDREN

Cuisine Corner Jr. – Homemade Chocolate Chip Cookies
Thursday, October 1, 3 p.m.
Celebrate National Homemade Cookie Day by learning basic baking skills such as measuring, scraping, mixing and snacking. Parent participation required.

Explore the Artist
Friday, October 2, 3 p.m.
Learn about artist Baya Mahieddine and then create your own artwork inspired by her.

Cuisine Corner Junior: Artsy Toasty!
Saturday, October 3, 2 p.m.
As part of Art Week, use toast to make snacks in the style of famous artists. We will be recreating works by Rothko, Mondrian and Pollock. Recommended for upper elementary, tweens and teens.

World Traveler: South America
Saturday, October 3, 3 p.m.
Become a world traveler. Take a trip to South America with fun trivia, activities and crafts.

Fun with Balloons
Monday, October 5, 4 p.m.
You might enjoy balloons at a party, but they can also be used to demonstrate science. Join this event to have fun and learn with balloons.

Prime Time Family Reading Time
Tuesdays, October 6–27, 6–7:15 p.m.
A six-week reading and discussion program that inspires thought and conversation between children (ages 5–12) and families. Recipes, books and activity kits will be provided. Funded by Florida Humanities.

Cuisine Corner Jr. – Caramel Apple Cheesecake
Thursday, October 8, 4:30 p.m.
Savor the taste of fall. Learn to make a delicious no-bake caramel apple cheesecake.

Wild Earth
Tuesday, October 13, 2 p.m.
Engage in experiments that test our natural world. Learn about animals, conservation and the sciences about the Earth. Recommended for upper elementary and tweens. Registration required

Paper Mola Panamanian Folk Art
Tuesday, October 13, 3 p.m.
Explore the textile art of the Kuna Indians with paper and a craft tutorial. Recommended for upper elementary.

Ooey, Gooey, Grimy and Slimy Science
Friday, October 16, 4 p.m.
Enjoy a fun-filled program of silly science. Make the ooiest and the gooiest of the goos and get grimy and slimy with us.
Calder’s Mobile Art  
*Monday, October 19, 4 p.m.*  
Explore the works of Alexander Calder and create your own abstract mobile.

**Pajama Tales with Ms. Katy**  
*Monday, October 19, 7 p.m.*  
Get comfy and cozy. Wear your jammies, bring your favorite stuffed animal and join us for an evening of stories, rhymes and songs. Recommended for families.

**Timed Drawing Challenges**  
*Tuesday, October 20, 2 p.m.*  
Want to get those creative juices flowing? Come participate in timed drawing challenges. Just bring your favorite drawing materials and get ready to create. This event’s theme: Halloween Edition.

**Weird, Wacky, Wild and a Craft**  
*Tuesday, October 20, 3 p.m.*  
Unusual creatures are anything but ordinary. Virtually explore some of the strangest animals you’ve ever seen.

**Cuisine Corner Jr. – Candy Apples**  
*Wednesday, October 21, 3 p.m.*  
Create a sweet apple treat perfect for the fall season. Recommended for lower and upper elementary, tweens and teens.

**Mayor Buddy’s Book Club End of Book Party**  
*Wednesday, October 21, 4 p.m.*  
Join Orlando Mayor Buddy’s Book Club virtual event and celebrate the completion of our latest book, *The Ambrose Deception* by Emily Ecton. Recommended for ages 8–12.

**Weird But True!**  
*Friday, October 23, 4 p.m.*  
What? Why? How? Explore the weirdness of the world and learn brain-bending facts that are truly wacky.

**Super Science**  
*Tuesday, October 27, 2 p.m.*  
Each month we will conduct awesome experiments, learning all about chemistry, physics and more. Recommended for upper elementary and tweens. Registration required.

**Creepy Creatures**  
*Wednesday, October 28, 3:30 p.m.*  
Fangs, claws, venom, AH! Discover the world of creepy creatures.

**Cuisine Corner Jr. – Pumpkin Cupcakes**  
*Thursday, October 29, 3:30 p.m.*  
Grab your whisk and put on your apron, we’re stirring up a delicious pumpkin batter that will make a mouth-watering cupcakes.

**All Aboard to Explore**  
*Thursday, October 29, 4 p.m.*  
All aboard for stories, science and more as we sail off to explore literary adventures.

YS-FAMILY
ArtMazing
Thursday, October 1, 3 p.m.
Unleash your inner artist and discover your creative side in this all-ages art exploration. Inspiration is a must.

Poetry is ART!
Thursday, October 1, 4 p.m.
Create art and poetry together while learning about acrostics, shape poetry and more.

Bilingual Storytime for Families
Saturday, October 3, 10 a.m.
Celebrate Hispanic Heritage Month with an interactive storytime in English and Spanish suitable for speakers of either language.

Pajama Party
Monday, October 5, 7 p.m.
Put on your pajamas and join us virtually for stories, songs and a craft.

Global Tales
Thursday, October 15, 4 p.m.
[Presenter cancelled, but the event is still happening, blurb will be updated] Celebrate Hispanic Heritage Month with global tales by award-winning storytelling troupe, Sadarri & Company. They will amaze you with their unique blend of music, movement and hilarious character voices.

Grimm’s Gingerbread House
Thursday, October 15, 3 p.m.
The witch went in the oven and the kids are moving in. Test your Grimm’s fairytale knowledge, listen to stories and build a gingerbread house together.

Local Legends Around the Campfire
Tuesday, October 20, 4:30 p.m.
Explore local folktales, stories and urban legends through old-fashioned storytelling around a makeshift campfire. Bond with friends as we share our favorite camp activities.

YS-PRESCHOOL

Little Chef: Edible Art
Thursday, October 1, 1 p.m.
Your child can turn the sweet treat of their choice into delicious art with an edible, colorful recipe. Adult participation is required.

Zero To Five Storytime
Friday, October 2, 10 a.m.
Saturday, October 3, 3 p.m.
Tuesday, October 6, 3 p.m.
Friday, October 9, 1 p.m.
Saturdays, October 10–31, 1 p.m.
From the rhythm and repetition of nursery rhymes to the use of picture books, songs and flannel board stories, your child will be encouraged to develop early literacy skills.

All for Fall
Saturday, October 3, 11 a.m.
Fall is all around. Celebrate the changing season with songs, stories, rhymes and a craft.
**Storybook Fun**  
*Sundays, October 4–25, 1 p.m.*  
*Saturday, October 10, 10 a.m.*  
*Friday, October 16, 10 a.m.*  
*Saturday, October 17, Noon*  
The use of picture books, songs and told stories will encourage your child to read, talk, sing, write and play.

**Apple a Day**  
*Tuesday, October 6, 10 a.m.*  
Yummy, round and they have a star inside. Enjoy stories, songs and crafts about apples.

**Bat Tales**  
*Tuesday, October 6, 11 a.m.*  
Join us in learning about Bats. We’ll share some facts, watch a few videos and read some books about these creatures of the night.

**It’s All Groovy**  
*Wednesday, October 7, 10 a.m.*  
Who’s the cool cat on the street? Learn basic concepts with sing-along stories and activities inspired by *Pete the Cat*. Come dressed with your groovy buttons for a good time.

**Rhyming Around the World**  
*Wednesday, October 7, 2 p.m.*  
Rhyme your way to becoming a good reader and develop the necessary skills to succeed in kindergarten.

**While You Sleep**  
*Thursday, October 8, 11 a.m.*  
Night frog sings, owls hoot and trains rumble. Discover what happens at night while you sleep.

**Round is a Tortilla**  
*Friday, October 9, 10 a.m.*  
Discover the shapes all around us in our every day lives with this bilingual storytime and craft. Recommended for toddlers and preschoolers.

**Preschool Peru Storytime & Craft**  
*Friday, October 9, 11 a.m.*  
Let’s make our way through the Andes and more with a fun storytime and craft.

**Little Chef – Autumn Treat**  
*Friday, October 9, 2 p.m.*  
Mix, pour, measure and bake. Little ones will learn valuable kitchen skills while creating a delicious pumpkin recipe. Adult participation is required at this event.

**Stories and Stretches**  
*Saturday, October 10, 11 a.m.*  
Wiggle and stretch to stories, songs and rhymes focusing on motor development. Recommended for toddlers and preschoolers.

**Family Feelings**
Tuesday, October 13, 11 a.m.
Explore different families and feelings through stories, songs and activities that will build important literacy skills.

Off We Go to Mexico! Storytime & Craft
Wednesday, October 14, 11 a.m.
Tiny travelers, let’s journey to Mexico! Stories, songs and a desert craft.

F is for Fall
Wednesday, October 14, 2 p.m.
Leaves falling, colors changing, pumpkins growing; explore all things fall in this fun storytime. Recommended for toddlers and preschoolers.

What’s In That Cave!
Thursday, October 15, 10 a.m.
They come out at night and they zig zag through the sky above. Journey to a cave with stories and activities all about bats. Recommended for toddlers and preschoolers.

Fall Festival
Thursday, October 15, 2 p.m.
Celebrate fall with stories and activities featuring apples, pumpkins and autumn leaves.

Rough Tough Trucks
Wednesday, October 21, 11 a.m.
Beep beep! Vroom vroom! Let’s zoom together to the world of rough and tough trucks with songs, stories and crafts.

Mira Royal Detective Bilingual Storytime
Friday, October 23, 11 a.m.
Chalo, chalo let’s go enjoy stories, songs and case solving activities based on the Disney Junior series, Mira Royal Detective. This bilingual storytime will include an introduction to Hindi.

Little Chef – Fall Flapjacks
Tuesday, October 27, 1:30 p.m.
What time is it, brunch time! Gather your tools, we are stirring up a delicious pancake batter with a fall twist. Adults participation required.

Little Chef – Pumpkin Patch
Wednesday, October 28, 10 a.m.
Create your own pumpkin patch from pudding, cookies and more sweet treats. Adult participation is required.

YS-TEENS

Drawing Club
Monday, October 5, 5 p.m.
Try out new drawing techniques each month and experiment with your fellow artists. Recommended for upper elementary, tweens and teens. Space is limited. Registration required.

String Art
Tuesday, October 6, 4 p.m.
Ever wondered how something as simple as string can be transformed into an amazing piece of art? Join us and put your creative hands to work.
Teen Art Adventure – Hispanic Artists  
*Saturday, October 10, 2 p.m.*  
Come explore the art of famous Hispanic artists and create some art of your own.

Animal Crossing Club  
*Tuesday, October 13, 4:30 p.m.*  
Calling all Animal Crossing fans. Connect with other fans of this popular game and learn tips and tricks to grow your island.

Animanga Club  
*Thursday, October 15, 6 p.m.*  
Come be a hero with games, trivia, crafts, prizes and of course discussion of your favorite anime and manga. Registration required.

Seeing 20/20 in 2020  
*Friday, October 16, 4:30 p.m.*  
Create a clear picture for where you want to go with a vision board.

Let’s Play: Animal Crossing  
*Thursday, October 22, 6:30 p.m.*  
Celebrate Animal Crossing: New Horizons by participating in a unique in game mystery. Your team will be challenged with finding out the culprit to a crime.

YS-TOODLERS

**Toddler Time**  
*Thursday, October 1, 11 a.m.*  
*Sundays, October 4–25, 2 p.m.*  
*Wednesday, October 7, 1 p.m.*  
*Friday, October 16, 11 a.m.*  
*Saturday, October 17, 11 a.m.*  
*Friday, October 23, 2 p.m.*  
The use of picture books, finger plays, songs and flannel board stories will encourage the development of verbal and listening skills for this active age group.

**Guitar Sing-A-Long**  
*Monday, October 5, 11 a.m.*  
A virtual spooktacular sing-a-long to fun, familiar songs along with live guitar for you and your toddler. Recommended for babies and toddlers.

**Cuentame un Cuento**  
*Wednesday, October 7, 11 a.m.*  
The library provides a virtual storytime in English and Spanish suitable for preschoolers. The whole family is welcome.

**Painting with Nature**  
*Thursday, October 8, 2 p.m.*  
Let nature be the inspiration for your toddler. Create art using tools from the environment to explore the textures and patterns of the great outdoors.

**Stories and Stretches**  
*Saturdays, October 10 & 24, 11 a.m.*
Toddlers and preschoolers can wiggle and stretch to stories, songs and rhymes focusing on motor
development.

**Autumn Apples**  
*Monday, October 12, 2 p.m.*  
*Thursday, October 29, 1 p.m.*  
An apple a day may keep the doctor away, but apple-themed crafts and activities are just plain fun. Come celebrate the season of fall with everything apple. Recommended for toddlers and preschoolers.

**Sesame Street Storytime**  
*Tuesday, October 13, 10 a.m.*  
Toddlers and preschoolers can sing, dance and learn their way through the alphabet and numbers with interactive stories and activities inspired by *Plaza Sésamo*!

**Hello, Neighbor!**  
*Monday, October 19, 11 a.m.*  
Welcome to our neighborhood of make-believe! Toddlers and preschoolers can join us for a grr-ific time learning practical skills with stories and interactive activities.

**Stories and Stretches**  
*Saturday, October 24, 11 a.m.*  
Your toddler or preschooler can wiggle and stretch to stories, songs and rhymes focusing on motor development.

**Who Hoots?**  
*Wednesday, October 28, 11 a.m.*  
Who, who, who hoots in the night? An owl, that’s who. Toddlers and preschoolers can play and discover while learning all about our feathered friends.
Orange County Library System
Board of Trustees Meeting
October 8, 2020

Public Comment:
Non-Agenda Items