Orange County Library System: Strategic Plan ~ FY 2010 4th Quarter Update

Strategic Goal Progress Reports					
Strategic Goal: Develop OCLS as The Gold Standard for Public Libraries					
Objective A : Continue to cultivate the reputation of OCLS as a national model					
Plan Year	Action	Task	Progress	Champion	Latest Update
	1.Encourage staff to publish in national library literature-periodicals and other publications		**Director Hodel submitted an article, *The Voice of the Customer of OCLS* for publication with Joe Matthews of JRM Consulting.** **Natalie Houston has submitted an article proposal to YALSA (Young Adult Services Association/ALA) on library services to Teens.** **Ben Mittag has had information on programs and activities for celebrating African American History Month included in the book <u>Multicultural Programs for Tweens and Teens.</u>** Chapter proposals written by Donna Bachowski, "Managing changing reference services," and Lynette Schimpf, "Social networking in the public library" were accepted for the book <u>Middle Management in Academic and Public Libraries.</u> Two chapter proposals written by Vera Gubnitskaia, "Real life management using virtual tools," and "Superstarz: an experience in grant project management" were accepted for the book <u>Library management tips that work.</u> Natalie Houston has written an article on the Prime Time family reading program for the Prime Time News & Views e-newsletter. Jim Myers wrote a chapter called "Home Delivery" for the recently published book, <u>Moving Materials: Physical Delivery in Libraries.</u> Donna Bachowski wrote an article about "Orlando Memory" for the Fall 2009 issue of *Florida Libraries*. Vera Gubnitskaia wrote two chapters for the recently published book: <u>Librarians as community partners: an outreach handbook</u>.	Renae Bennett	9/2010 3/2010 12/2009
		a.)Maintain list of suggested publications and their submission guidelines			
	2. Communicate our		**The Orange County Library System being named Florida Library of the Year was written up in the Urban Library Council's**	**Tracy Zampaglione**	**9/2010**

	achievements with our colleagues and our local community		*Exchange* newsletter. It was also written up in the Adult Literacy League's newsletter.		
			Jim Elder and Cassie Shivers accepted an invitation to moderate the Tech Table Talk at FLA from the new chair of the FLA Library Technology Member Group.		
			Library Director Mary Anne Hodel had a letter to the editor published in June in the *Orlando Sentinel* regarding the benefits of the Library's Summer Reading Program for area children and teens.		
			A June community opening and ribbon cutting celebrated the new outdoor sitting area and garden at the Southwest Branch Library. This event received coverage and photos in the *Southwest Bulletin*, *The West Orange Times* and *Central Florida Lifestyle* magazine.		
			At the annual ALA Conference, Assistant Director Debbie Moss accepted the ULC 2010 Top Technology Innovations Award given to OCLS for OCLS Mobile.		
			The Orange County Library System was named the 2010 Florida Library of the Year by the Florida Library Association. Large colorful banners announcing this honor are displayed at all library locations and a banner has been placed on our homepage as well. The Board of County Commissioners recognized OCLS for this achievement with a proclamation at their June 8 meeting. A presentation showcasing the library system to the Economic Development Council was held on June 29.		
			The Orange County Board of County Commissioners named OCLS a 2010 Best Partner for its library programming on water conservation and sustainability.		
			OCLS was bestowed a Golden Brick Award receiving top honors in the Special Event category for the kick-off ceremony for the Citizenship Inspired program. The Annual Golden Brick Awards given by the Downtown Orlando Partnership honor projects that positively affect the Downtown Development District and contribute significantly to its quality of life - making Downtown Orlando a more exciting, interesting and desirable place to live, work and play.		
			News of OCLS being awarded $500,000 through a federal appropriation secured by		

			Congressman Alan Grayson was submitted to and published in multiple media outlets including the *Orlando Sentinel*, FLA Digest and the Lyrasis newsletter.		
		a.) Maintain ocls.info page to highlight the achievements of staff in presenting, publishing or other recognition	Debbie Moss, Assistant Director, presented "And the Survey Says! ...Strengthening Services Through Surveying," at the American Library Association Annual Conference in June. The presentation was on using surveys to gather user feedback to achieve higher levels of customer satisfaction. Nearly 200 library professionals from across the country attended the presentation. News of recent publications by OCLS as well as conference presentations for the second quarter of the fiscal year have been added to this page. This is on the OCLS website, and updated regularly.		**6/2010**
Objective B: Connect the community to our services and products					
1.Promote OCLS as an important community institution			**Director Hodel met with members of the Library's Governing Board to brief them on Library programs, products and services as well as noteworthy OCLS achievements and accomplishments.** **The Library's Board of Trustees and members of the Library's Administrative team hosted the Metro Orlando Economic Development Commission for a presentation on OCLS and all it offers. This presentation was very well received and the executive team from the EDC were quite impressed with the depth and breadth of all that OCLS brings to the community. The EDC has since added a link from its website to www.ocls.info**	**Tracy Zampaglione**	**9/2010**
		a.)Maximize efficient scheduling of computer classes to reflect personnel resources	**The *Books & Beyond Newsletter* continues to promote class content for the public. Each location continues to provide a monthly calendar of specific class offerings. Camp Savvy, computer classes for children and teens, saw growth this year with overall attendance of 2618 students. This represents an overall increase of 32% over last year and we offered the same number of classes. It should be noted that 684 students attended either an online class or took one of our online tutorials. In an effort to promote Mac classes, September 2010 was our first "MacMonth" with all 4 locations that have Mac labs offering classes and promoting them as a group.** The June 2010 *Books & Beyond Newsletter* contains our new method to promote computer classes. The classes are promoted based on content descriptions. Patrons are directed to call us, visit us on the web or visit a location for additional information. This allows us to be more agile when planning class schedules.	**Wendi Bost**	**9/2010**

			Camp Savvy Summer classes have launched for teens and children this summer. Initial reports are that classes are filling up. New classes were designed this year for children ages 6-8. Classes have experienced a slight decrease in attendance, as has overall door count, over the past quarter. As a result we are evaluating class attendance weekly. We are hoping to develop a new, more agile, way to promote classes starting in the May or June 2010 *Books and Beyond* newsletter. A preliminary meeting has been scheduled. We are continuing with cohort class scheduling. In October of 2009 we began cohort computer class scheduling. We divided branch locations into geographically "nearby" groups and gave each group the opportunity to coordinate their schedule of core classes, basic classes that are in demand by our users, in a rotating fashion. This would allow patrons who missed a class at "their branch" to find it nearby avoiding a wait. At the beginning of January 2010, after the first quarter, we are scheduled to beginning the process of evaluating the results.		
		b.)Foster the experience of OCLS as a community gathering place with relevant programs, services, and resources	**As part of ongoing efforts to promote OCLS as a community gathering place, OCLS partnered with the Orlando Ballet to bring a presentation to the Orlando Public Library.** **OCLS, in conjunction with Orlando Shakespeare Theater, presented a mini performance at the Orlando Public Library.** **OCLS partnered with Awakening Art & Culture to bring the Orlando Latin American Film & Heritage Festival to the Orlando Public Library in celebration of Hispanic Heritage month.** **Every Friday at noon, OCLS hosts *Music in the Library* at the Main Library. Art exhibits are displayed at the Main Library and branch locations on a regular and ongoing basis.** On June 9, OCLS partnered with the Dr. Phillips Rotary for a ribbon-cutting and dedication of the new garden seating area at the Southwest Branch Library. The event was attended by more than 70 community members and was covered by the local press. The Rotary raised funds to provide the benches and landscape planters for the garden. The Counsel for Caregivers series continues to be well attended, and OCLS is working with the Orange County Week of the Family Committee on a fall event	Tracy Zampaglione	9/2010

			for the community. Children from the Coalition for the Homeless attended the Battle of the Bands and Saturday computer enrichment programs. An Art Show and Awards Ceremony for Dr. Phillips High School, the county's Art Magnet, at the end of January was attended by more than 100 people. Two events this quarter attracted more than 600 people each -- the Step Off in February and the Disney Live Preview in March. In addition, the library again served as a venue for Arts Fest and hosted multiple performances that collectively brought in several hundred people.		

Objective C: Establish OCLS as an Employer of Choice

	1.Expand OCLS employment website to provide a more transparent and welcoming introduction into the organization, our mission, and our staff			Carla Fountain	
		a.)Develop "realistic job preview" videos for select key positions	**In September 2010, we posted vacancies for the first time since March 2009. We are excited to finally use our new Jobs portal and describe our employment culture to applicants using our JobSpot Blog.** Through our "Job Spot Blog" we highlight different services and products that patrons can use to hone their skills and become better prepared for the job market. We are using our lull in hiring to encourage our patrons who are looking for work to use our powerful resources. Posted 2nd realistic job preview (Technology & Customer Support Specialist - TCSS) on JobSpot Blog on 1/15/2010.	Carla Fountain	**9/2010** 6/2010 3/18/2010

**Strategic Goal: We will ensure continuous innovation**

**Objective A: Create dynamic opportunities for customers and staff that move beyond the traditional Library experience**

Plan Year	Action	Task	Progress	Champion	Latest Update
	1.Utilize traditional and			Eric Atkinson	

innovative approaches to the provision of library services					
		a.)Create finding options which use terms familiar to the public	**Created "The Right Service at the Right Time" online system to match service seekers with servers providers. First development phase is nearing completion (9/30). Marketing to additional providers beginning before 10/01. Phase 2 funded for next fiscal year.** **Computer Classes pages redesigned providing clearer terminology and access to computer class descriptions, self-paced tutorials, live online classes, and online tutorials.** **Floor plan of the Orlando Public Library created in a webpage, allowing patrons to better locate their chosen materials.** Developed OCLS Shake it! iPhone, iPod application to suggest titles based on age, genre, and format. Suggest a Keyword now live on the Orange Peel. This allows staff to suggest keywords to be included in our search index for www.ocls.info		**9/2010**
		b.)Develop services to encourage experimentation with new technologies	**Icons for Facebook, Twitter, YouTube, and the Internet Safety Tutorial were added to our left navigation and catalog (in the patron record screen).** **QR Code webpage created, along with a promotional video, instructional poster, and QR Codes for maps to our locations, Customer Satisfaction Survey (English and Spanish), Orlando Public Library floor plan, and for OCLS Shake It! listing in iTunes.** **Freegal Music tutorial added to ocls.info** Began offering iPad classes as well as less formal classes about Facebook. We have pre-ordered a new Apple iPad and are preparing a class for it. We are also preparing a class which will survey the different SmartPhone options available.		**9/2010**
		c.)Maximize the use of current RFID technology	**Began investigating WiFi-ID for use in a geo-location / catalog integration project** Hiawassee (new location) incorporates RFID technology		**9/2010**

Plan Year	Action	Task	Progress	Champion	Latest Update
		d.)Integrate Web Topicks for ongoing public use	Web Topicks went live to the public as a standalone resource in January.		
		e.)Update & overhaul Kid's Connect – Children's website	**Coding continues on a new children's website. Pages being built (folder structure created, include system used, CSS layouts created, database connection established), Flash sections planned and started** A new Internet Safety tutorial has been developed and posted on ocls.info targeted to children & teens. The storyboards have been approved and coding has begun on the new web pages.		**9/2010**

Objective B: Establish and support creative culture that values the free flow of ideas					
Plan Year	Action	Task	Progress	Champion	Latest Update
	1. Provide timely staff recognition and feedback		**Library user feedback received via the 'Comments' mailbox, Counting Opinion Surveys, or given directly is shared with staff in the 'Kudos' section of the Intranet. This quarter there were fifteen postings. Five were for individual staff. Three locations (Computer Resource Center, South Trail, and Southeast) were singled out for praise. Two users praised staff in general as being helpful. The Website, Fregal, Children's Programs, and Suggest a Title were specifically mentioned as good services.** **The Director held sixteen staff meetings at Branch locations and five times at Main during the quarter. Updates on library operations and on the budget picture were shared with staff. The Director awarded Years of Service pins to sixteen staff members marking a 5,10,15,20, 25 or 30 year anniversary.** This quarter eighteen 'Kudos' were received from the public and posted for staff recognition. Seven locations (Computer Resource Center, Edgewater, Herndon, Questline, South Creek, Southwest, and Washington Park) were singled out for praise. Five users commented in general about positive experiences using the library. Three users praised individual staff efforts on their behalf, two people were pleased about the Library of the Year award, and one user praised Freegal. The Director held sixteen meetings with Main and Branch staff to deliver updates and dialog with employees. In addition All Librarians and Librarians as Learning Leaders meetings were held. Thirteen staff were recognized with Years of Service certificates marking five or more years with the System. There were twelve "Kudos" postings placed on	Craig Wilkins	**9/2010**

			Orange Peel this quarter. Two were general library praise, three were praises for a specific service (email reminders, Overdrive, and Delivery) and seven were praises of staff performance. Nine employees were awarded 'Years of Service' certificates by Mary Anne Hodel this quarter marking either a 5,10,15,20, or 25 employment anniversary with the Library System. The Director held 14 meetings with Branch staff discussing the current financial picture and answering staff questions. In addition All Librarians and Librarians as Learning Leaders meetings were held. Feedback is provided through several internal channels. Modifications to the employee website, *Orange Pee,l* were made that trigger an email to all staff whenever public feedback is posted in the "Kudos" section. Previously employees had to navigate to the sight to view the postings. Additional staff recognition provided with the awarding of the annual 'Employee of the Year' in November.		
	2. Integrate Innovation Team, Trendwatchers & Orange Seed Team in order to foster the contribution of creative ideas and solutions		**The Innovation Champion Team continues to meet and has presented information at a system wide managers meeting, 8/2010, and via the staff Intranet that outlines ways for staff ideas to become innovations at OCLS. The team continues to track new ideas and trends. The group actively shares information via email, meetings and skype. A new email address has been developed for staff who have the kernel of an idea but are looking for support from the team. Work continues on our Hispanic Sitelet which should roll out by October 1, called "*Soy Culto.*"** A new use for current technology has been implemented via our Orange Seed process. Staff who wear Voceras can now use them to "call a Spanish Speaker" who is wearing a Vocera anywhere in the system. Kathryn Campbell from the Main Library and our Information Systems team made this idea a reality. The new Innovation Champion team has been formed and met twice this quarter. Their charge is to keep trendwatching and innovation moving forward at OCLS. The team is made up of a variety of staff members from across the system. Ideas are flowing and newer technologies are being used by the team for meetings and sharing ideas. Staff: The Orange Seed has an idea in progress that is exciting! Creating an online resource that would link Spanish speakers easily to our Hispanic resources. Suggested by Juan Estrada, we have had many staff	Renae Bennett & Wendi Bost	**9/2010**

comments on the idea and a core group has been formed to work with Information Systems on the project. Work is underway behind the scenes to streamline some of the efforts/processes of our creative groups.

Community: The Library continues to find ways to solicit feedback from our community. We continue to provide many methods for patrons to share their ideas and concerns. There is a new feature on our customer service survey from Counting Opinions that lets us track our responses.

Staff: The Orange Seed had six individuals/depts recognized for their contributions in suggesting & implementing ideas during FY 2009. We are in the process of merging 3 specific work teams to create one team to foster creative ideas and solutions from staff.

Community: The Library continues to find ways to solicit feedback from our community. We have options for contact including email, surveys, beta testers, twitter and more

Strategic Goal: We will maximize the public's Return on Investment					
Objective A: Conduct Fundraising / Cultivate active partnerships					
Plan Year	Action	Task	Progress	Champion	Latest Update
	1.Expand fundraising activities		**Since the beginning of June, we have raised approximately $14,000 from the Summer Appeal for Books by MAYL. Plans are in place to implement a year-end appeal just before Thanksgiving.** The Annual Summer Appeal for Books by MAYL began going out the first week in June and OCLS is beginning to receive donations from this effort. The Summer Reading Appeal was sent out in March 2010 and to date has generated more than $2,200 in donations; the year-end appeal netted $4,302.	Tracy Zampaglione	9/2010
		a.)Use National Library Week as a hook for fundraising	**Plans are underway to once again implement fundraising initiatives during National Library Week including a second annual Friends of the Library membership drive.** The 5% Day at Whole Foods proved successful -- their biggest one to date. The	**Tracy Zampaglione**	**9/2010**

			day was promoted heavily which resulted in raising $3,948 to benefit our Summer Reading Program. A representative from Whole Foods attended the May meeting of the Library's Board of Trustees and presented the check to the library system. During NLW, OCLS will partner with Whole Foods Market on a 5% Day. On Thursday, April 15, OCLS supporters are encouraged to shop at the store at Phillips Crossings, and 5% of store sales will go to support the library system. Also, the FOL is partnering with several area businesses who supplied prizes for a Membership Drive for NLW. Year-end Appeal 2009 has brought in more than $3,275 to date. ($3,817 last year)		
		b.)Host Annual Evening with the Author fundraiser	**On hold due to loss of Bright House Networks sponsorship.** Working on September 2010 plans.		**9/2010**
	2. Expand and strengthen community partnerships		**The 2010/2011 School Initiative is off to a strong start and OCLS has liaisons at Orange County public elementary schools. The *License to Learn* library card sign-up contest for 4th graders is underway, and information packets including library card registrations have been delivered to 4th grade teachers.** **OCLS continues to partner with various area organizations to bring meaningful programming to the community. The Council for Caregivers series, presented in conjunction with Orange County's Commission on Aging, continues and is well attended on a regular basis. OCLS has also partnered with the Legal Aid Society to present a series of Family Law Education Workshops.** *Paper Retriever*, a community-based paper recycling program, is partnering with the Orange County Library System to encourage and promote paper recycling within surrounding communities. The program aims to encourage community members to be good stewards of the environment while also supporting their community by recycling through *Paper Retriever* bins. The first green and yellow recycling bin was placed at the South Creek Library at	**Tracy Zampaglione**	**9/2010**

			the end of May. The Central Florida community is encouraged to bring all paper recyclables to the bin located at the South Creek Library. Funds generated from the recycling program will be donated to the Orange County Library System. Once again this year, OCLS partnered with United Arts of Central Florida in presenting Arts Fest performances to the community. The Library will also continue its partnership with the Dr. Phillips Rotary with its 5th Annual after-hours Author Event there in April 2010. OCLS will host "What's Up Downtown" in partnership with the Downtown Orlando Partnership on April 1, 2010. OCLS participated in four community outreach events and engaged with nearly 200 people. The Speakers' Bureau provided two presentations this quarter and reached a collective audience of 135 people.		
		a.)Create the library's "Partner Profile"	**This has been completed. Invitations, library collateral and copies of the *Community Partner Profile* were sent to 80 prospective library partners the first week in September.** The draft of the *Community Partner Profile* has been completed and approved by the Library Director. Copies are being printed and will be mailed with a cover letter invitation to a targeted list of potential OCLS partners.	**Tracy Zampaglione**	**9/2010**
		b.)Enhance the visibility of library partners	**All the sponsors which made the Summer Reading Program (SRP) possible through in-kind donations are prominently featured on the OCLS website and all SRP promotional materials.** **During this quarter, several initiatives to enhance library card registrations as well as library use have taken place including a library card sign-up contest with Tampa Bay Buccaneers. Our partner, the Buccaneers, received logo exposure in the newsletter and on all promotional materials.** All the library's National Library Week partners have been prominently featured online and in multiple printed media sources.	**Tracy Zampaglione**	**9/2010**

			Objective B: Foster a financially accountable culture/offer services that provide maximum value to our customers		
Plan Year	Action	Task	Progress	Champion	Latest Update
	1.Evaluate library services for relevancy and efficiency		**Effective July 2010, OCLS discontinued Staff Orders for materials. Online options such as Shop OCLS catalog are still available.**	**Bob Tessier**	**9/2010**
			Effective June 2010, OCLS no longer accepts new Interlibrary Loan (ILL) requests and the ILL service will be phased out. Going forward, only a few new Book Bundles will be created each year.		6/2010
			Effective May 2010, OCLS removed all Cassette Books (CSBs) and Informational VHS tapes from the collection. They are being replaced with MP3 CDs, Playaways and digital downloads.		3/2010
			Discontinued Phone Storyline recordings in March 2010.		
			Effective March 2010, OCLS stopped circulating video games. In-house gaming programs are popular and will continue.		12/2009
			Effective 10/2009, OCLS stopped delivering Entertainment DVD's and stopped providing printed copies of the Free Application for Federal Student Aid (FAFSA), which is available online.		
	2.Maximize energy efficiency				
		a.)Continue energy audits for three locations per year	The Energy audit reports were received on 4/5/2010.	Bob Tessier	6/2010
			Although we have not received the energy audit reports, Progress Energy completed their walk-throughs on 2/26/2010 for North Orange, South Creek, West Oaks and Winter Garden.		3/2010
	3. Educate and inform staff and the public about budgetary issues		**During this quarter, the Director/CEO has been meeting with staff about social media and the five year budget projection.**	**Bob Tessier**	**9/2010**
			In addition to the Director's quarterly meetings with branch staff, a series of meetings were also held at the Main Library to discuss budget issues.		3/2010

			A meeting was held with the 54 employees eligible for the voluntary separation incentive, in order to review the incentive and documents provided to each employee and answer questions. The Director has focused on library budget issues at all Staff Meetings.		12/2009
		a.)Update "What Does it Cost?" quiz	**Sixth quiz posted on the Orange Peel in September.** Fifth quiz which included videos of staff was posted on the Orange Peel in June. Fourth quiz posted on the Orange Peel in February Third quiz posted on the Orange Peel in November.	Bob Tessier	**9/2010** 6/2010 3/2010 12/2009

Strategic Goal: We will develop and optimize communication					
Objective A: Improve Electronic Communication tools					
Plan Year	Action	Task	Progress	Champion	Latest Update
	1. Improve Orange Peel alerts, announcements, and search box results		**OCLS Staff Alerts system test scheduled for 9/27** Developed a Staff Alerts function where staff can receive important emergency announcements via text messaging and email. Staff have begun enrolling their emergency contact information. We have over 129 staff enrolled.	Eric Atkinson	**9/2010**
Objective B: Expand methods for communicating with the public					
Plan Year	Action	Task	Progress	Champion	Latest Update
	1.Implement user-friendly ways to get feedback			Debbie Moss	
		a.)Develop a plan to solicit the public's evaluation of our products & services	**We have established new metric goals for Customer Service Survey participation by location. Those goals have been distributed to all locations. Each location's goals were established based on that locations door count. We hope to attain a consistent level of participation to increase our confidence in survey results.**		**9/2010**

| | | | We have re-worded our computer class survey, our adult program survey and our youth and childrens program surveys in order to add a Net Promoter Score element. Beginning in October, those scores will be aggregated with our Customer Service Survey NPS.

We have also developed a survey for non-library users. Our plan is to enlist community partners to use their communication channels to share the survey link. For instance, if a partner has an email newsletter that they distribute to members or customers, we would ask them to provide a small space to announce that the Library is seeking input. The survey is very brief and asks questions about the biggest barriers to Library use and asks for contact information so that we may provide some additional information on Library services.

Lynette Schimpf, Reference Central, has created surveys to send to both our Twitter followers and our Facebook fans to learn more about demographics and library use preferences.   We feel that these contacts may represent a new generation of user that we need to hear more from. The surveys will launch on September 21, 2010.

During August and September, web development staff engaged in our first ever "Usability testing" for ocls.info. Patrons were recruited to participate in web session where they were provided with a series of searches to conduct on ocls.info. The session is observed (with full knowledge of the participant) and notes are made about problem areas experienced by the searcher. We plan to compile results and choose areas which need improvement.

During April 2010, we distributed a survey to registered borrowers | | |

| | | | who had not used their library account to check out materials since calendar 2009.   We received 2,200 responses. We asked card holders why they hadn't used the Library (44 % said they were too busy), if they intended to use the Library again in the next 6 months (82 % said yes), and asked them to provide feedback on which services they would use when they return (highest response related to use of our circulating collections- both digital and hard copy).

Upon the launch of our new Freegal downloadable music service in May 2010, we placed an email address on our splash page. The email automatically distributed to administration and technical staff who were following the project. We were able to gather direct and immediate feedback from users of that service and are pleased to report a high satisfaction rate with this new offering.

Lynette Schimpf, leading staff engaged in social media pursuits, has discovered a demographic profile of "Facebook fans" of the Library.   For the 600 fans associated with our account, 70 % are female. The vast majority of those are between 25 and 44 years of age. Though this is not feedback in the traditional sense of being asked for an opinion, it is clear information for us regarding who is using which of our services.   Future plans include using our Twitter account and our Zoomerang survey access to "Tweet" a survey to our 800 Twitter followers.

We continue to encourage program attendees to complete our program evaluation survey.   Participation in the survey is not as high as that for our computer class survey and we continue to seek effective methods to encourage participation.

Participation in our Customer Service Survey has increased over the last year. Satisfaction with services remains high with NetPromoter | | |

| | | | Scorces regularly posting as higher than for the same time period last year.

In preparation for our Hispanic Services Initiative we surveyed users to determine where they thought the greatest needs for service improvement were.

In the coming quarter, we will begin experimentation with the use of mobile surveys.

During the first quarter we began use of a program evaluation survey. We have one for adult programming, story programs and youth programs. For story programs of 1,067 responses, 1,064 said they would recommend the program to a friend.   In Net Promoter Score lingo this would be very high performance. Information from surveys along with attendance data will be used in the coming year to evaluate our programs and schedules.

We also used a survey to get feedback regarding hours for our Summer Reading Program as we consider a later start time for those programs. We received feedback from over 700 patrons. | | |

Strategic Goal: We will empower staff to achieve their potential					
Objective A: Implement remote training opportunities					
Plan Year	Action	Task	Progress	Champion	Latest Update
	1. Implement remote communication technologies to promote efficiencies		**New Olive 2.0 deployed to Alafaya, Edgewater, and South Creek.**

Developing new Olive 2.0 videoconferencing solution to replace older technology currently in use. Deployment is anticipated in late July. Also experimenting with Microsoft Communication Server.

Branch workroom and Manager laptops now have cameras. Managers now have | Eric Atkinson | **9/2010** |

			Skype accounts to facilitate online conferencing.		
	2. Educate staff in 21st Century skills, i.e. collaboration, critical thinking, & problem solving		**Career Pathways introduced and implemented. Career Pathways is a career development program designed to offer selected employees with the ability to grow and develop their skills and experience, providing them with preparation for assuming increased responsibility and possible upward mobility into management. Eight employees have been accepted into this program and the first class in a year-long series was held on September 8, 2010.** **Librarians as Learning Leaders - this bi-monthly discussion group meets to share information, to stay current on new and upcoming issues in public libraries and to develop their knowledge and skill sets. Most recent topics have included presentations on the Library's recently developed Social Media Standards, Trends in Usage at OCLS and our new "Telling Our Story" initiative.**	Carla Fountain	**9/2010**
			Librarians as Learning Leaders - Librarians meet bi-monthly to discuss relevant issues. Recent topics have included: • Review of Foundation for Financial Planning grant to fund a series of programs on *financial literacy*: saving money, managing your money for low income persons. Review of the Right Service at the Right Time e-gov project. Update on the Where? Campaign and how librarians can help. Marketing databases to staff and patrons. • Adult Summer Reading Club The Business Librarians Team and the Database Champions Team (spin offs of LLL) have met to discuss grant opportunities with a business theme, to review career based software and to assign champions to some new online databases.	Carla Fountain	6/2010
			Library Learning Series, a video program from College of DuPage, posted on staff intranet for all staff to learn about library technology trends and information literacy.		3/2010
	2. Educate staff in 21st Century skills, i.e. collaboration, critical thinking, & problem solving				**9/2010**

			Any staff member can now assist in the creation of computer classes. Employees with an idea for a computer class that they think will be well attended, can share their ideas and an outline with Training Technology team for possible inclusion as a computer class offering.
			
			• Employees continue to be encouraged to collaborate on new ideas through the *Orange Seed* – an online feature of our staff intranet where employees can share their ideas for innovative, creative, cost saving or more efficient methods, services, or products.
			• Announcements to staff on our staff intranet, Orange Peel, regarding virtual topics include:
			   ○ AccessMyLibrary iPhone App introduced – a new iPhone application allowing customers to access library information wherever they are.
			   ○ Suggest-a-Keyword – Employees have been asked to submit suggestions for additions to our KeyMatch search results. The suggestions will help us to determine top results that are returned for a given search of ocls.info and thus allow us to target promotions of various programs, classes, and databases.
			   ○ Support for the City of Orlando's quest to become one of the cities selected to test Google's high speed internet network, Google Fiber, by featuring a promo image on our homepage.
			• Our Librarians as Learning Leaders group has included the following topics on their meeting agendas: Google Fiber Network, Virtual Job Shadowing on Twitter, Gadgets and Applications online, and Grants and Grant writing.
			
			• **<u>Librarians as Learning Leaders</u>** –This program explores ways librarians can embrace technology and other new tools to respond to
				12/09	

			the community's information needs in the most meaningful way possible. Topics discussed at recent meetings have included:
			
			    o Google mini and mickey for searching our web site
			    o e-Gov information
			    o Digital books and information: threat or no threat
			    o Librarians wiki
			    o Trendwatching
			    o Orlando Memory
			    o Texting services other than ours: competition?
			    o 211 services
			    o Libraries assisting job seekers
			    o Children's library card registration push in schools
			    o MyLS
			    o Discussion on Innovative Environments Conference
			
			• **SimplyMap Training** for staff held in December 2009. SimplyMap is a web-based mapping application that enables users to create professional-quality maps and reports using demographic, business and marketing data.
			• Posting messages on staff intranet to encourage critical thinking on statistical data that reflects how the Library is being used and how satisfied our customers are – for example, monthly circulation statistics and Net Promoter Score (customer satisfaction data).
			• *Orange Slice* Blog features the latest trends and possibilities in using technology to provide library services.		