

Orange County Library System: Strategic Plan ~ FY 2011 4th Quarter Update

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		<p>Public Relations Administrator Tracy Zampaglione wrote an article for new Central Florida publication <i>RYSE</i> magazine. <i>RYSE</i> is an acronym for Reaching Young Successful Executives. The article focuses on the library system's computer classes and business resources. It will publish in an upcoming issue.</p> <p>Vera Gubnitskaia, Youth Services Manager, has written two articles for the book <i>Library Management Tips that Work: "SuperStarz: An experience in grant project management" and "Real life management using virtual tools."</i></p> <p>Ormillia Vengersammy, Technology and Education Department Head, has written an article on the Technology and Education Services at OCLS which garnered recognition as the Library of the Future. The article will be published in the November issue of <i>Computers in Libraries</i>.</p> <p>Special Services Department Head Jo Ann Sampson had a project profile accepted for publication in a soon-to-be-released book. Her work will appear in <i>Writing Successful Technology Grant Proposals: A LITA Guide</i> by Pam Mackellar to be released by Neal-Schuman Publishers later this year.</p> <p>Paolo Melillo, manager of the Southeast Branch, had a chapter, <i>Partnering to Promote Financial Literacy -- The Orange County Library Experience</i>, accepted for publication. It will be part of the forthcoming book <i>Advances in Library Information Science Book Series</i> published by IGI Global.</p> <p>Public Relations Administrator Tracy Zampaglione had an article titled <i>Mindful Media Relations Makes for More Coverage More Often</i> accepted for the upcoming Media Guidebook, a national publication of <i>PR News</i>.</p> <p>Debra Winslow, Youth Program Assistant, had an article published in the April <i>FLYP Forward</i> publication titled "Tween and Teen Program: Altered Books."</p> <p>Jackie Padilla, Youth Program Assistant, had an article published in the July <i>FLYP Forward</i> publication titled "T & T: Tween and Teen Trendwatching."</p> <p>Jim Elder, Web Design Specialist, wrote and submitted "Tech Guy," an article for the publication <i>Reference Librarian</i>.</p>	Renae Bennett	9/2011

			<p>Vera Gubnitskaia, Heather Zabriskie and Natalie Houston wrote an article on the A.R.T Revolution for Teens program which will be published in a forthcoming ALA publication, "Bringing the Arts into the Library."</p> <p>Library Director/CEO Mary Anne Hodel had a letter on libraries evolving to remain relevant in the digital age published in <i>USA TODAY</i> on February 16, 2011. <i>USA TODAY</i> is the second most widely circulated newspaper in the nation.</p> <p>Public Relations Administrator Tracy Zampaglione had an article on the <i>March Against Bullying Campaign</i> published in the March issue of <i>Orlando Family</i> magazine.</p> <p>Spoke with librarians at the November Librarians as Learning Leaders meeting about publishing opportunities. As a result, Librarians Tracy Covey & Sandy Mayer are working on an article about Librarians as Learning Leaders itself and three other librarians are working on an article about the importance of book clubs and community connections.</p> <p>Paolo Melillo with co-author J. Clay Singleton, has submitted a chapter on partnerships/collaborations accepted for publication for the book <i>Public Libraries and Their Community Partners</i>.</p> <p>Public Relations Administrator Tracy Zampaglione wrote an article on OCLS resources for kindergarten readiness. The article will publish in the January 2011 issue of <i>Orlando Family</i> magazine.</p>		
		a.)Maintain list of suggested publications and their submission guidelines	4 librarians will be working with R. Bennett to update and maintain the Professional Publications Wiki.		
	2. Communicate our achievements with our colleagues and our local community		<p>A large news story with a photo about the wide array of Big Read programs on Edgar Allan Poe that would be offered through OCLS in October ran in the <i>Orlando Sentinel</i> on Sunday, September 25, 2011.</p> <p>A story touting that eBooks on Kindle are now library compatible published on A4 of the <i>Orlando Sentinel</i> on Thursday, September 22, 2011. It included comments from OCLS employee Brian Knoll.</p> <p>FOX News aired a story about OCLS thriving amid budget challenges on September 12, 2011. It mentioned the multiple awards that OCLS has recently been honored with, and it aired on both the early evening and late broadcasts. Library Director Mary Anne Hodel was interviewed for this piece.</p> <p>The <i>Orlando Sentinel</i> also published a positive story about the library's budget in the local</p>	Tracy Zampaglione	9/2011

section of the newspaper on September 16. Library Director Mary Anne Hodel was interviewed for this piece.

On September 6, 2011, the library's Summer Reading Program was mentioned as one of the recipients of a Disney Helping Kids Shine grant in a story in the *Orlando Sentinel*.

OCLS successfully pitched its Paws To Read program where children practice reading to dogs to a national publication. A story which included an interview with OCLS employee Brittany Nethers published in August 2011 in *The Daily Dog*.

A FOX news story on the increasing popularity of eBooks and the ease with which they can be checked out from OCLS aired on August 17, 2011. It included an interview with OCLS employee Tony Orengo.

The *Orlando Weekly's* Annual "Best Of" issue named the Orlando Public Library "Best Place to See Random Local Musicians for Free" in recognition of the library's weekly *Music in the Library* program. The write-up included a large color photo from a library performance.

OCLS has been featured in numerous community newspapers this past quarter including two large profiles on the North Orange Branch Library that published in the *Apopka Chief*.

The library system's Annual Summer Reading Program was the topic of a My Word column by Library Director Mary Anne Hodel published in the *Orlando Sentinel* on May 30, 2011. It touted the value of summer reading in maintaining students' reading levels over the school break.

A My Word column from Board of Trustees President Rich Maladecki covered National Library Week and the many ways in which a first-rate library system adds value to and enriches our community. This column published in the *Orlando Sentinel* on April 16, 2011.

OCLS was part of a front-page story on the increasing popularity of e-books. The story ran in the *Orlando Sentinel* on May 2, 2011.

A front-page story in the *Orlando Sentinel* published on April 1, 2011. The article credited OCLS for its innovative use of QR codes.

The *March Against Bullying* Campaign was the topic of a My Word column by Library Board of Trustees Vice President Ted Maines. It was published in the *Orlando Sentinel* on Sunday, March 13, 2011.

The *Right Service at the Right Time* was the subject

		<p>of a front page, above-the-fold story in the <i>Orlando Sentinel</i> on November 10. The kick-off event (also November 10) received coverage from Central Florida News 13, Local 6 and <i>La Prensa</i>.</p> <p>The Orange County Library System has been chosen as a WORKFORCE CENTRAL FLORIDA Awards of Excellence winner. The award was presented during the luncheon of the State-of-the-Workforce Summit on October 26 at the Wyndham Orlando Resort. OCLS was recognized as a pioneer in offering cutting-edge library services and as an organization that has embraced new technology to deliver improved library services to the community. OCLS uses innovation champions within the organization to help drive change.</p>		
	a.) Maintain ocls.info page to highlight the achievements of staff in presenting, publishing or other recognition	<p>Employee Achievements page has been updated to reflect most recent presentations including one given by Lynette Schimpf of Reference Central at the 2011 Conference of the American Library Association. Her presentation focused on successfully integrating the use of social networking into a large public library system. The Orange County Library System utilizes multiple social media platforms including Facebook, Twitter, Foursquare, YouTube and more. Her presentation was heard by approximately 90 participants.</p>	Tracy Zampaglione	9/2011
	b.) Participate in conferences & meetings as presenters.	<p>Library Director/CEO is scheduled to give a presentation on <i>The Right Service at the Right Time</i> at the upcoming Library Directors Conference in Tallahassee on October 13 and 14, 2011.</p> <p>Library Director Mary Anne Hodel is one of the speakers at the <i>On the Cutting Edge through Budget Cuts or Doing More with Less</i> conference being sponsored by the Southeast Florida Library Information Network (SEFLIN). This conference is being held in Deerfield Beach on October 25, 2011.</p> <p>The Library Director has also been invited to present in the international arena at <i>SWITCH 2011 ... Innovative, Inspired, Intuitive -- The Digital World of Public Libraries</i> being held in Sydney, Australia November 20 -23. Under Director Hodel's leadership, the system has won numerous awards including 2011 American Library Association Library of the Future Award and the 2010 Florida Library of the Year. Library circulation has increased 214 percent and door counts have increased 103 percent. Thanks to her innovative thinking, OCLS is a recognized leader in technology - and was the first public library in the nation to offer Freegal and have an app on the iPhone store: Shake it. Director Hodel will also present at the State Library of New South Wales on Innovative Products at OCLS. <u>(Please note Director Hodel is funding her own expenses to make these Australian presentations.)</u></p>	Tracy Zampaglione	9/2011

Additional presentations on *The Right Service at the Right Time* are scheduled for the Public Library Association conference which will be held in Philadelphia in March 2012. Assistant Director Debbie Moss (challenges of new digital resources) and Reference Department Head Donna Bachowski (*Right Service at the Right Time*) are slated to present at the conference.

Edgewater Branch Manager Kelly Pepo's proposal "Create and Innovate! How to Champion Creativity and Innovation in Your Organization" has been accepted for presentation at the American Library Association 2012 Annual Conference in Anaheim, California (June 21-26, 2012).

Renaë Bennet, Bethany Stone & Danielle King will speak on Library Careet Ladders at the PLA Conference in January 2012 and the ALA Conference in June 2012.

Debbie Moss, Assistant Director, presented Smart Services for Smartphones at the Panhandle Library Association's "Mini-FLA Conference" to a crowd of about 50 librarians from the area in Niceville, Florida.

Two staff members presented programs at the American Library Association Conference in June 2011. Debbie Moss presented a program in the MBA for Librarians series on Leadership Practices. Lynette Schimpf presented a program on Social Media.

Janet Madden, Human Resources Manager, will lead group training to practice and polish presentation skills along the lines of Toastmasters.

The following staff participated in presentations at the Florida Library Association Conference in May 2011.

Gregg Gronlund & Temo Mendoza: *Opening Libraries and Minds to Citizenship Inspired: Preparing Future Americans for the U.S. Citizenship Test*

Vera Gubnitskaia, Natalie Houston, Warren French: *Making the Connection: Public and School Library Collaboration*

Debbie Moss and Sheri Chambers: *Smart Services for Smartphones*

Ruth Wiley and Jane Hebert: *POW: Professional Outreach Works.*

Debbie Tour, Acquisitions Services: *What Makes "Cents" in the Material World*

Aidy Sila-Ortiz: *Totally Awesome: Teen Interns*

			<p><i>and Volunteers = Future Librarians?</i></p> <p>Danielle King: <i>Where is Your Marketing?</i></p> <p>Mary Anne Hodel: <i>Fostering Innovation in Libraries</i></p> <p>Joan McSween: <i>Enriching the Lives of Elderly Customers in Orange County</i></p> <p>Cassie Shivers and Jim Elder: <i>Technology Table Talk and Technology Petting Zoo</i></p> <p>Donna Bachowski and Josh Fox: <i>Right Service at the Right Time – facilitating at the vendor booth</i></p>		
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Objective B: Connect the Community to Our Services & Products

	1.Promote OCLS as an important community institution		<p>Public Services Administrator Wendi Bost and Edgewater Branch Manager Kelly Pepo are slated to present at HAPPY (Having Active Participation Prepares You) HOUR at the College of Education at University of Central Florida. This is an opportunity and invitation to Meet the Public Library! The session shares the rich resources that the Orange County Library System makes available to students, faculty, parents and the community.</p> <p>We have entered into a new partnership with HOLA (Hispanic Office for Local Assistance). This program of the City of Orlando has posted access to the Library's class calendar to their website and library staff will be presenting information on our services at HOLA orientation meetings. Many thanks to Minette Perez, TEC, who made this connection.</p> <p>During this past quarter, OCLS gave eight Speakers Bureau Presentations reaching a collective audience of 335 people.</p> <p>Additional <i>My Library Tales</i> were videotaped during this quarter. A webpage is in development. These stories will be used as one more way to communicate the library's value to the community.</p> <p>A Library Story project has been launched by the Spectrum Assistant Manager group. The project will gather stories of library users for future use in promotion and advocacy. The project was illustrated at a Board of Trustees meeting in February.</p> <p>Director Hodel continues to meet with the Orange County Public Schools Leadership Character Development effort, "Change Starts with Me."</p> <p>Director Hodel has been working with representatives from the Holocaust Memorial Resource & Education Center of Florida to present a series of anti-bullying programs in</p>	Tracy Zampaglione	9/2011
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			March 2011. This demonstrates OCLS as an institution that responds to important community concerns.		
		a.)Position the library to address community needs.	<p>OCLS is continuing its active participation in Central Florida Community Wide Character Development Initiative. Honorable character traits highlighted so far include citizenship and positive attitude.</p> <p>As part of the Cities of Service initiative, OCLS serves as the venue and promotions point for Mayor Dyer's Book Club which encourages active and regular reading among 5th - 8th graders. Monthly Book Club meetings and celebrations are hosted at OCLS. The Mayor personally attended two of these during the last quarter.</p> <p>OCLS will begin its active participation in the Central Florida Community Wide Character Development Initiative in August. Webpages have been created, and each month an important character trait will be promoted in the library newsletter and with bookmarks. The character trait for the month of August is "positive attitude".</p> <p>OCLS participated in the <i>One Book One Community</i> initiative in conjunction with the <i>Orlando Sentinel</i>, Publix and Disney. OCLS hosted several programs to support reading as a positive and fun activity for area students. This year's <i>One Book One Community</i> ran from April 24 - May 28, 2011.</p>	Tracy Zampaglione	9/2011
		b.)Foster the experience of OCLS as a community gathering place with relevant programs, services, and resources	<p>In August, the Library's Community Relations Office partnered with the Casa de Dominicana to present art, cultural and literary events highlighting the customs of the Dominican Republic. Twenty-eight programs were presented over a five-day period with an overall attendance of 2,582 people.</p> <p>OCLS hosted its 6th Annual Author Series event at the Southwest Branch on Friday, April 15, 2011. The library presented award-winning Florida novelist David Mielke. This event was presented in partnership with the Dr. Phillips Rotary.</p> <p>The Orange County Library System held a check-in and check-out Foursquare promotion in May 2011. Customers who checked-in to the same OCLS location five times during the month were eligible to unlock a special for a free Go Green with Orange reusable tote bag.</p> <p>The 6th Annual Step Off @ the Library Competition was held on Saturday, February 26, 2011. This</p>	Tracy Zampaglione	9/2011

		<p>event continues to grow and attracts a diverse audience to the Main Library. This year, it enjoyed a record attendance of 898 people.</p> <p>Counsel for Caregivers has been expanded to a branch location as well as being presented at Main. It debuted its first branch program at West Oaks in February 2011.</p> <p>Once again this year, OCLS partnered with AARP to provide tax assistance to the community.</p> <p>OCLS hosted a Local Authors Festival on December 18 – 300 people were in attendance.</p> <p>The Orange County Library System continues to partner with the Commission on Aging to present monthly Counsel for Caregivers seminars. These monthly events enjoy an average attendance of 50 people per session.</p>		
	c.) Participate in targeted community events.	<p>In July, August and September of 2011, the Library participated in numerous Community Outreach events including the Orlando Children's Expo, Senator Siplin's Back-to-School Give-away, the Taft Neighborhood Health Fair, the Florida Business Expo, and the Peabody Lifestyle Expo -- interacting with a total of 1,784 community members.</p> <p>OCLS participated in multiple community outreach events -- eight of which had attendance of 100+ people. These included the <i>Central Florida Earth Day Celebration</i> and the <i>Hispanic Business & Consumer Expo</i>. Through these eight well-attended events, the library made contact with 2,359 people.</p> <p>The Library is scheduled to participate in the annual Hispanic Business Expo as well as the Earth Day Festival at Lake Eola.</p>	Tracy Zampaglione	9/2011
	d.) Seek opportunities for presentations outside of traditional library audiences.	<p>On July 6, 2011, OCLS gave a Speakers Bureau Presentation to the East Orange Kiwanis Club. In addition, OCLS has provided multiple library tours to area students.</p> <p>During this past quarter, OCLS gave eight Speakers Bureau Presentations reaching a collective audience of 335 people.</p> <p>Director Hodel presented a library overview to an area Kiwanis Club.</p> <p>The Library Speakers Bureau was presented to the community group from East Orlando, the Avalon Jetsetters, on February 12, 2011.</p> <p>Librarians Jane Tracy & Ruth Wiley gave two presentations to the Small Business Incubator at UCF.</p> <p>Danielle King presented to Avalon Park Rotary</p>	Tracy Zampaglione	9/2011

			Clube the "Top Ten Reasons to Use OCLS."		
		e.)Further development of <i>The Right Service</i> program.	<p>Two additional library systems went live this quarter: Palm Beach County and Seminole County.</p> <p>We presented Right Service at 2 conferences: August 9-11, 2011: League of Cities. 150 attendees visited our booth. September 7, 2011: 2011 Pathway to Independence Summit. 544 attendees visited our booth.</p> <p>Due to the popularity of the Right Service project, we are putting the final touche on the video about the project itself to inform others of how the project came into being.</p> <p>This quarter we implemented changes to the web site to enable multiple counties to participate. We also included a private forum for service providers to communicate. So far, six counties have been trained on entering their county's data into the database.</p> <p>We presented information about Right Service at the annual conferences of the Florida Library Association, the Florida Prosperity Partnership, the National Association of Social Workers, Florida Chapter, and the Florida Association of Counties.</p> <p>We have received inquiries from several library systems including Hillsborough, Pasco, Sarasota and Manatee counties and Jacksonville.</p> <p>Preparations are underway for a partner library orientation and training session and marketing the program at the Florida Library Association conference in May.</p> <p>Applications for the Urban Libraries Council Innovation Award are being submitted.</p> <p>Preliminary Budget for phase 3 has been submitted to the state Library for consideration.</p> <p>Continuing with phase 2 of "The Right Service at the Right Time" to enhance the service provider interface and the ability to accommodate multiple library systems.</p>	Eric Atkinson	9/2011
		f.)Expand service to the Hispanic community at Southeast and South Creek branches.	<p>Accomplished with our Congressionally Directed Funds:</p> <p>On August 3, 2011 OCLS hosted, and participated in, an event called <i>Hispanics:A Market Revolution</i>. The event at the main library explored new data and information about our community and allowed OCLS to showcase our findings and discoveries as a result of our Congressionally Directed Grant. Over 70 people were in attendance.</p>	Wendi Bost	9/2011

As we close our fiscal year funds have been spent in accordance with grant guidelines. We have begun focusing on activities for fiscal year 2012, our final year of grant funding, including books and media expenditures for the collection, continuation of Soy Culto Y Soy Bilingue and incorporating some suggestions from our nonuser focus groups including use family focused messages and text messaging to attract new Hispanic users to OCLS.

On June 17th we submitted our *Interim Program Report* to the Institute of Museum and Library Services. All grant objectives have been met to date. The grant funds are on track to be spent by the end of our next fiscal year. We continue to add new books and media to our collection. Since the inception of this grant, item purchased with grant funds have circulated over 7200 times. The Soy Culto online user interest page continues to average over 1,000 views per month. ESL classes, in partnership with UCF continue to be full with waiting lists. We have doubled the number of class offerings at each location. In June of 2011, we featured author Sandra Guzman at the Southeast and South Creek Branches thanks to a community contact made via the grant.

The January 11, 2011 Press Conference kicked off the Soy Culto Campaign. Featured speakers were Richard Maladecki and Ramon Ojeda. Univision and Telemundo were there and filmed the event. In addition, since January La Prensa has run two stories about library services to the Hispanic Community. Traffic to www.ocls.info/soyculto is averaging over 1,000 views a month. Books and media continue to be purchase and OCLS was the first library to launch Freegal Musica Gratis, a Spanish interface to the Freegal website. The first series of UCF ESL classes at South Creek and Southeast have been completed and total attendance for all 12 classes was 251. The second set of classes began in March and are fully booked with waiting lists.

*purchased additional books and media in Spanish for the Southeast and South Creek branches. This includes Playaways in Spanish and a Spanish Lease Book program. Purchased new software to enable Spanish-speakers to learn English. Purchased Spanish language software to assist in learning a variety of computer applications such as Word and Excel.

*purchased a number of new databases in Spanish including, FreegalMusicGratis, Acceda Noticias and added online ebook/audiobook resources from Overdrive in Spanish.

*installed a Lending Library, which is a vending machine that uses a library card to check out books

			<p>and materials. It's located at South Creek.</p> <p>*translated computer class booklets/content into Spanish. Locations have started teaching these new classes this month, and they are available for all locations that teach classes in Spanish. More will be added in the near future as well.</p> <p>*worked and planned with UCF to develop curriculum English classes at both locations. Classes are scheduled to start in January 2011.</p> <p>*launched www.ocls.info/soyculto, a user interest page, which gathers library resources for Spanish speakers.</p> <p>*developed a plan to educate the community about library resources. A press conference for this campaign is scheduled on January 11, 2011 at the South Creek Branch featuring Library Board President Richard Maladecki and Ramon Ojeda President of the Hispanic Chamber of Commerce Metro Orlando.</p> <p>*started the process to identify and hold specific focus groups to identify barriers to library service for the Hispanic Community.</p> <p>In addition, thanks to Chris Gardner, OCLS is now linked to the Hispanic Chamber of Commerce of Metro Orlando with a link on the organization's page.</p>		
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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 innovative approaches to the provision of library services			Eric Atkinson	
		a.)Develop services to encourage experimentation with new technologies	The long awaited addition of the Kindle format to the Library's Digital Collection occurred on Wednesday, September 21. OCLS began promoting it on the web site, on facebook, on twitter, and various email notices. A news release was sent out. Amazon and Overdrive began promoting the development also and it was picked up in the national press. Since then we have seen a marked increase in first time downloaders and in total daily activity. There have been		9/2011

1,290 Kindle downloads since 9/21.

Built poster to support the Big Read project which incorporates the use of QR Codes to promote library materials and programs. Users can simply scan the code to checkout and download audiobooks and eBooks to their SmartPhones. This same method can be used for other programs and in other venues to promote a wide range of material and events.

Developed and held a Job Seekers Workshop in September which gave participants the ability to hone their interviewing skills through mock interviews.

Developed our new Whiz Kids program which will build on our popular Camp Savvy program by offering our exciting technology classes to kids throughout the year. Classes are scheduled to begin October 1.

We were informed our LSTA application for a new mobile app was not funded. We will look for other ways to refine the application and resubmit it in the future.

Released Shake It for the Android platform.

Deployed Windows 7 to all classroom computers and Office 2010 to both classroom and public Internet computers.

Began teaching Windows 7 and Office 2010 to the public.

Began teaching classes on the Wordpress blogging and publishing platform.

Received inquiries from the State Library about our LSTA grant for new mobile app. We should find out in July if we get the grant.

Began offering classes to teens/children on Unity software. Unity is gaming development software.

Acquired additional tablet and mobile devices for public demonstration including the Samsung Galaxy, Motorola Xoom, and the Apple iPad2. We now have three sets of devices that are used for public classes and "Technology Petting Zoos".

Created additional "What's New in Office 2010 and Windows 7" classes for staff. Several online training sessions will be offered to staff in March and recorded for the Orange Peel.

Applied for a Library Service & Technology Act grant to develop an additional mobile app

		<p>which would allow users to scan a book's UPC code and directly connect to the Library's catalog.</p> <p>Began work on porting the Shake It mobile app to the Android platform.</p> <p>Created additional class content to showcase mobile devices including the Kindle, Nook, and Sony e-Reader.</p> <p>Created device compatibility page to show what library content is supported by which device.</p> <p>Applied for an IMLS Sparks Ignition grant to develop an additional mobile app which would allow users to scan a book's UPC code and directly connect to the Library's catalog.</p>		
		b.)Maximize the use of current RFID technology		

Objective B: Establish and support creative culture that values the free flow of ideas

Plan Year	Action	Task	Champion	Latest Update
	1. Provide timely staff recognition and feedback	<p>Thirty three staff recognition "Kudos" were posted to the Orange Peel this quarter. A number of library programs or services were singled out for praise by users including the Summer Reading Program, Citizenship Inspired, Computer Classes, and MAYL. In addition, the Libraries new collection of digital products drew appreciation from several users. Individual locations getting praise included Questline, South Creek, Washington Park, Edgewater, Herndon, Hiawasee, and Main Circulation Department.</p> <p>The Director recognized 23 staff members with Years of Service Awards acknowledging a 5, 10, 15, 20, 25, or 30 employment anniversary.</p> <p>The Director met with staff thirteen times during the quarter. In addition to the updates shared by the Director, Kris Woodson of the Community Relations Department presented information on program planning.</p> <p>Twenty-seven kudos were posted to the Orange Peel in recognition of good library service. Fifteen named staff in appreciation of their efforts while the remainder praised services such as MAYL, the website, or specific locations.</p> <p>Fifteen staff were awarded Years of Service Certificates by the Director for having achieved a 5, 10, 15, 20, 25, or 30 year anniversary.</p> <p>The Director continued to hold regular meetings with</p>	Craig Wilkins	9/2011

		<p>staff; meeting 13 times at Branches and 6 times at Main to share information and gather feedback.</p> <p>Continue to share Kudos with All Staff and recognizing Years of Service.</p> <p>Annual Employee of the Year named November 2010.</p>		
2. Innovation Champions will encourage the contributions of creative ideas by Staff.		<p>Three ideas have been posted to the Orange Seed this quarter. One idea is currently in process and will be tested in October. We are piloting a new service, "Librarian Chat", submitted by Debbie Moss. Our initial chat, scheduled for October 6th, will be internal for OCLS staff and focus on the Big Read activities throughout the system. Once we are experienced with the software we plan to roll out Librarian Chat for the general public.</p> <p>Two other ideas are currently being explored and tested. The first is using and testing various tablet devices in the workplace to see how we can incorporate them to improve customer service. The second is the installation of new scanners at the Winter Garden self check out machines, allowing for scanning and use of smartphones as library cards.</p> <p>Four ideas have been posted to the Orange Seed this quarter. One idea is currently being implemented. Suggested by Vanessa Neblett, the idea is an email message welcoming newly registered patrons to the library and sharing some key features of their "coolest card in town." All three other ideas posted include new technology and staff are engaging in some online discussion about the them.</p> <p>One idea has been posted to the Orange Seed this quarter and the idea is being tested at the Southwest Branch. The Innovation Champions team has been developing some videos to share with staff to inspire ideas. We are also creating a new section on the Orange Seed, our staff blog, called Seedlings-this section will provide access to various articles, websites and trendwatching ideas intended to spark ideas and inspire staff.</p> <p>The Innovation Champions were presented a WORKFORCE CENTRAL FLORIDA Award of Excellence 2010 for their innovative approach to idea generation and work team integration.</p> <p>Innovation Champions have been actively visiting branch locations with the Director this quarter. During the visits the team is promoting trend-watching, idea generating, and participation.</p> <p>Two ideas have been published on the Orange Seed* this quarter. One idea has been implemented- a link to "my class calendar" on the Library's homepage for ease of access to computer classes. The second idea regarding</p>	Wendi Bost	9/2011

		<p>development of an Obituary database is turning into an OCLS grant proposal and a team is being formed.</p> <p>Three ideas have been posted to the new "local harvest" on the Orange Seed. This area allows for sharing of successful ideas from the Department/Branch level.</p> <p>*The Orange Seed is our online blog for Staff idea generation, allowing staff to submit ideas and provide feedback on the ideas of others.</p>		
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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		<p>OCLS produced a video highlighting the various naming opportunities at Main. The video was shared with a prospective donor whose mother has ties to the Orlando Public Library. The donor is planning a site visit to Orlando in November, and OCLS is continuing to cultivate this potential major gift to the library system.</p> <p>The 2011 Summer MAYL Appeal has been doing well. Since June 1 of this year, it has raised \$9,657 for the home delivery program.</p> <p>On July 20, 2011, the Friends of the Orange County Library System installed a wishing well for coin donations at Main. The well has generated more than \$300 in donations to date and averages roughly \$30 per week. There are plans to rotate it out to branch locations in the future.</p> <p>OCLS negotiated with Anthony's Coal Fired Pizza to do a "Give Back" night for the library system. It has been scheduled for Tuesday, November 15, 2011. The library will receive 20 percent of all restaurant tabs from that evening.</p> <p>The Friends of the Library had a profitable Spring Book Sale at the end of May 2011. Receipts totaled \$7,200 -- making it the second best Spring sale on record.</p> <p>To date, the Summer Reading direct mail appeal has netted \$12,215.</p> <p>On June 7, 2011, Pollo Tropical held a Library Benefit Night for OCLS. The event raised</p>	Tracy Zampaglione	9/2011

			<p>\$500 for the library system.</p> <p>The Annual MAYL Appeal is underway. Requests for donations to support the program began going out with delivery of materials in mid June 2011.</p> <p>The OCLS Year-end Appeal raised more than \$6,800 this year.</p> <p>The Summer Reading Appeal is being mailed out in March 2011.</p>		
		a.)Use National Library Week as a hook for fundraising	<p>The Friends of the Library completed a successful membership drive (in conjunction with National Library Week) during April and May 2011. The drive resulted in 86 new memberships and 17 upgraded memberships. It generated \$2,465 in revenue.</p> <p>Plans are underway to once again implement fundraising initiatives during National Library Week including a 2nd annual Friends of the Library membership drive.</p>	Tracy Zampaglione	6/2011
		b) Aggressively pursue grant applications	<p>Grants applied for and awarded:</p> <p>IMLS Leadership Grant for a project called EPOCH: Electronically Preserving Obituaries as Cultural Heritage - \$50,000</p> <p>Chelsey Magruder Foundation - \$5,000</p> <p>Programs for the Big Read grant (\$6,748) get underway in October 2011. The month long series focuses on reinvigorating reading as a leisure activity for the community. It will celebrate the stories and poetry of Edgar Allan Poe. The kick-off is scheduled for Saturday, October 1. The series was also the topic of a large article with a photo in the <i>Orlando Sentinel</i> on Sunday, September 25, 2011.</p> <p>Money Tip\$ workshops begin in October at Southeast, Southwest, Hiawasse and South Trail branches. "Money Tip\$ Make it Work! Smart Investing @ Your Library ®" is a grant opportunity in the amount \$51,150 funded by the FINRA Investor Education Foundation. The workshops are presented by Rollins College MBA students for our community. This year's series is geared primarily toward service</p>	Tracy Zampaglione	9/2011

industry workers but anyone can benefit. We'll also be taking the series out to four local hotels for their staff. In addition to seeing flyers, posters, newsletter and newspaper announcements, Money Tip\$ will be promoted via local movie cinema commercials and on LYNX.

The Herndon Branch successfully applied for and was awarded the honor of hosting a traveling exhibit from the National Library of Medicine called "Harry Potter's World: Renaissance Science, Magic and Medicine" from July 25 through September 2, 2011. The exhibit featured the works and illustrations of 15th and 16th century naturalists and occultists who explored Renaissance perspectives on philosophy, medicine, and magic. The Harry Potter series is based partially on these traditions, and Herndon Staff also presented Potter-themed programming in conjunction with the exhibit.

Target Early Literacy Grant - \$2,000 for Eatonville

Walt Disney World recognized the importance of supporting children's literacy efforts. The Library's Summer Reading Program was the recipient of a \$20,000 *Helping Kids Shine* Grant from Disney. The prize patrol officially presented a check to the library on May 17, 2011.

We have been notified that funding is being provided for a third year to continue development and expansion of the Right Service at the Right Time project. Funds will be provided in the amount of \$75,000.

The Library recieved funding for a Big Read grant in the amount of \$6,747.72. During October we will be celebrating the poetry and stories of Edgar Allen Poe.

ALA Teen Tech Week Mini-grant - \$450

Florida Humanities Council: Prime Time Grant - \$2,000

FINRA Smart Investing @ Your Library Grant - \$51,150

Grants applied for and not awarded:

LSTA – Smartphone Connect: Direct Smartphone to Library Catalog

		<p>Mobile Application- \$81,850</p> <p>I want My GED – Better World Books - \$25,000</p> <p>Our SCVNGR project was not selected for the summer round of grants. However, our contact at SCVNGR did mention that our project was very popular among the decision-making team and that our application will be re-considered for future grant sessions (the next one being in December). The three projects chosen ahead of ours were from The National Archives, the Boston Museum, and the Smithsonian. Our contact at SCVNGR mentioned that they tend to award smaller organizations in their year-end grant selections.</p> <p>Romance Writers of America Association Grant - \$4,500</p> <p>Everyone Reads @ you library Grant El dia de los Ninos - \$6,000</p> <p>Best Buy Foundation Grant - \$6,558</p> <p>LSTA: Easy as 1, 2, 3: Kindergarten Readiness - \$50,451</p> <p>Sparks! Ignition Grants for Libraries & Museums - \$5,000</p> <p>Grants applied for and not yet announced:</p> <p>Dollar General Summer Reading Grants (YALSA) - \$1,000</p> <p>Brinkner International Charitable Committee - \$3,500</p> <p>2011 Celebrate Urban Birds Mini Grant - \$500</p> <p>2011 Scholastic Library Publishing – National Library Week Grant - \$3,000</p>		
	2. Expand and strengthen community partnerships	<p>The <i>SOAR with Reading</i> children's program presented in conjunction with PBS and Jet Blue was attended by an amazing 588 people at the Main Library on Friday, July 22.</p> <p>OCLS joined with multiple community partners to present a <i>Hispanic Marketing Seminar</i> at the Main Library on</p>	Tracy Zampaglione	9/2011

Wednesday, August 3, 2011. Hosted in conjunction with the Group Advertising, WLRQ and Centennial Bank, the lunch-time session was attended by nearly 80 local business professionals.

OCLS is continuing its participation as an official partner in the Central Florida Character Development Initiative. As part of this collaborative community effort, the library uses multiple channels to highlight an honorable character each month. So far, the traits of positive attitude and citizenship have been highlighted at North Orange, Edgewater & Eatonville.

The library system partnered with the Florida Department of Transportation (FDOT) to share details of the I-4 design and planned improvements through downtown Orlando with members of the public as well as to receive community feedback. This Public Meeting was held on Monday, August 29 at the Orlando Public Library.

In September 2011, OCLS partnered with the Homegrown Co-op to present a program on options for local organic and sustainable food choices. The program involved several local farmers and providers. It was attended by 138 people.

OCLS is partnering with Siemens to present a Summer Science Series for 2011. The multi-part series brings entertaining and enlightening science education programs to several library locations.

The Library System partnered with UCF Opera to bring a special presentation of *Little Red Walking Hood* to the Orlando Public Library in April of 2011.

OCLS partnered with the City of Orlando and several area nonprofits to help launch the *Cities of Service* initiative. The Orlando Public Library served as the venue for the kick-off event on March 31, 2011.

The library partnered with Women in the Arts, Inc. to bring an art exhibit to the Orlando Public Library during April 2011. An artists reception for the exhibit was held on April 5.

OCLS partnered with local radio station 102JAMZ to present this year's Step Off competition. Radio personalities from the station not only emceed the event, but they also provided a significant

			<p>amount of free, on-air promotion in advance of the event. This year's Step Off had a record-breaking attendance of 898 people.</p> <p>OCLS gave two Speakers Bureau Presentations this quarter. In October, one was given to Mid Florida Tech with an attendance of 100. In November, OCLS returned to Mid-Florida Tech for a Library Card Sign-up Day with an attendance of 183 at that event.</p> <p>PNC Bank and Orlando Tastings sponsored the December 2010 Local Authors Festival. Both were featured in the newsletter, website and on all event collateral.</p>		
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Objective B: Foster a financially accountable culture / offer services that provide maximum value to our customers

Plan Year	Action	Task	Progress	Champion	
	1. Evaluate library services for relevancy and efficiency in light of reduced tax revenues		<p>Effective 7/18/11, the study rooms at the Main Library require a Library card to make a reservation.</p> <p>The Career Transitions and Grzimeks databases were removed due to low usage.</p> <p>Due to low usage and continuing issues in the search process, the Search Central database was removed.</p> <p>Effective 11/1/2010, the drive-up windows at Main, Southeast and West Oaks were closed to better utilize staff time.</p> <p>Several databases with low usage were cancelled.</p>	Bob Tessier	9/2011
	3. Educate and inform staff and the public about budgetary issues		<p>The FY 12 budget was presented to the Governing Board at the work session on July 12th.</p> <p>The preliminary budget was presented at the Library Board meeting on June 9th.</p> <p>In addition to the regular quarterly meetings with branch staff, Mary Anne held a series of meetings with main library staff in March regarding the Budget.</p> <p>The Library Dollar page was created to graphically display how taxpayers monies are spent in the library and what percentage of each taxpayers' tax money goes to the library.</p>	Bob Tessier	9/2011
		a.) Update "What Does it Cost?" quiz	The <i>Peel of Fortune</i> Quiz posted on the Orange Peel in December.		1/2011

Strategic Goal: We will develop and optimize communication

Objective A: Expand methods for communicating with the public

Plan Year	Action	Task	Progress	Champion	Latest Update
	1. Implement user-friendly ways to get our message out.		<p>We are revamping the Customer Service Survey, migrating from a vendor survey called Counting Opinions to our own in-house version. The new survey, titled "How Did We Do?", is concise, comprised of 8 questions asking our customers about their library experience as well as offering the opportunity to request personal follow-up from OCLS staff. The survey will be launched October 1 and will be available online and through computers at all library locations.</p> <p>In an effort to use various channels and to cross-promote social media, OCLS launched "A New Way to Touch Base" entry in the monthly newsletter. The feature encourages patrons to share their thoughts on Twitter. Each month has a different question for securing feedback and engaging customers. This month's question relates to the Big Read programming: What's your favorite Edgar Allan Poe poem?</p> <p>In June we posted a survey regarding e-book use. We used that survey as a vehicle to promote Freegal (our downloadable music). Over half of our survey participants had not heard of Freegal and responded that they would check it out. Over 230 people have taken the survey.</p> <p>We have been developing a new "newsletter" to promote recently acquired titles. It is set to launch to the public in July 2011. This new tool offers readers the opportunity to write a review and also makes recommendations regarding other authors or series the reader may enjoy.</p> <p>OCLS continues to use social media to communicate with our increasingly mobile users. This quarter, the number of people following the library system on Twitter surpassed 1,700.</p> <p><i>Created How to Use OverDrive with Your iPhone and iPad videos</i></p> <p><i>Placed Mobile Friendly Resources icon into www.ocls.info that links to a page describing mobile apps for Library resources.</i></p> <p>Created a Zoomerang survey for our</p>	Renae Bennett	9/2011

			OCLS Mobile site to solicit customer feedback.		
		a.) Revise our Children's website	<p>More progress has been made in the development of the new children's web site. Most of the site pages have been built: the Games and Activities section is completed, the Preschool section is nearing completion.</p> <p>Children's website redesign work is addressing the creation of children's "tutorials" in graphic novel type form and a balloon game.</p> <p>Progress continues on the Children's website redesign including the creation of the Programs and Events page, a Program Media/Gallery page that incorporates Flickr, and code to customize the site to the time-of-day.</p> <p>Digital Content staff have been working on the new children's website. Lots of activity occurs on the page: the sun rises and sets, buttons can be clicked to change the "look" to Morning, Day, Evening and Night (in the Night Version Squirt is toasting marshmallows over a campfire. There is currently a bi-plane zooming around the background...that might turn into a firefly at night. An owl is in the works...</p> <p>Coding of the home page will be finished and available for staff review in January. Coding continues on the other pages.</p>	Renaë Bennett	9/2011
		b.) Use social networking sites to share library's message	<p>OCLS had 2,944 followers on all Twitter accounts. We continue to post regularly and respond to Twitter followers.</p> <p>Facebook has 1507 total "Likes" on the Main and Club Central accounts. We continue to post a variety of information to engage and inform facebook users. Popular interactive questions have included: "What was your favorite book when you were a child?" (Responses included "Are you my mother?," "Boxcar Children," "The Little Prince," and "Nancy Drew") and "What is your favorite thing about the Orange County Library System?" (Responses included computer classes, home delivery, overdrive, freegal and self check out.)</p> <p>foursquare all time checkins are at 3,714.</p>	Renaë Bennett	9/2011

Lynette Schimpf is heading a team for creating a social media strategy for OCLS.

OCLS is now approaching 2,000 followers on Twitter. facebook has 766 "Likes" and foursquare checkins are close to 3,000.

Foursquare promotion - Overall the special was viewed 554 times with a total of 30 unlocks.

Window clings are being created promoting the Library's presence on facebook, Youtube, foursquare, and Twitter that will be displayed on the entry doors at all locations.

DearReader Social Media tools were integrated into our OCLS Facebook page by adding a Book Club tab that contains content from DearReader.

OCLS will begin a new promotion on the popular social network Foursquare. Foursquare allows users to virtually "check-in" to physical locations around town via their mobile device. Foursquare also allows organizations, like OCLS, to offer its users special offers for completing specific tasks - like checking-in to a location a certain number of times. We will begin running a Foursquare special that requires users to check-in to a single OCLS location 5 times between April and May to receive a reusable go green bag or other fun prize (while supplies last.)

On March 27 the West Oaks Branch will host a "Swarm"event. If 50 or more patrons check in to West Oaks on Foursquare between 2 and 5 p.m. all will get the foursquare Swarm Badge! The event includes presentations about OverDrive and other downloadables.

We continue to post information and tantalizing newsy bits via Facebook and Twitter. ("The Romans are in the Library!") Most recently we have added ourselves to Jumo.com, a social networking site geared toward nonprofits. It was created by Chris Hughes who was one of the creators of Facebook.

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		<p>Tested Chatroll Internet chat software which can be embedded in web pages to facilitate online chat between staff members and with the public. We are currently integrating the software into a Wordpress blog so it can be tested with staff via the Orange Peel.</p> <p>In July, we moved an OLIVE station from the Edgewater branch to the Hiawassee branch, locating it at the service desk. It will take several months to determine the impact this will have, although the number of calls did rise from 26 in June, to 32 in July, and then 48 in August. This may be a seasonal trend. We will continue to monitor the utilization.</p> <p>Olive, our virtual video librarian, will be moved from Edgewater to Hiawassee. We have been reviewing usage statistics and are looking at changes to increase utilization.</p> <p>Our online classes are continuing to increase in popularity.</p> <p>Information Systems staff experimented with Skype and ooVoo for multi-party video conferencing. Some managers have begun using Skype for additional communications such as interviews.</p> <p>Added a tutorial and video to Olive stations to promote the service and encourage use.</p> <p>Installed Skype on two classroom PC's at both South Creek and Southeast. Patrons learning English will use these to connect with students in ESL classes at UCF to practice speaking skills.</p>	Eric Atkinson	9/2011
		a.) Implement general staff technology training plan.	<p>In August 2011, the TEC began publishing a staff training newsletter. In the form of a poster, this newsletter keeps staff up to date on upcoming training opportunities for staff, new training being offered for the public, and a quick "Tech Tip of the Month". Posters are in staff elevators and displayed in work areas.</p> <p>In late September we will begin offering Public Speaking training for managers. Groups will meet monthly under the leadership of Janet Madden, Human Resources Manager. The format of the training will be along the lines of Toastmasters. Along the same lines we will be offering a session for storytellers and trainers on voice projection.</p> <p>For the fiscal year we have provided over 2,500 hours of training to staff this year, or an average of about 7 hours per employee. Training opportunities range from Business Writing to webinars discussing the future of libraries.</p>	Debbie Moss	9/2011

		<p>For the period April 1, 2011 through June 2011, 291 staff members participated in 70 training opportunities. These included training in how to download ebooks and audio books and training regarding upgrades to our system calendaring software, Evanced.</p> <p>A brief "how to" was posted to Tech Training Central to inform staff of changes to logging into Citrix. We also posted recorded sessions of our Overdrive and Freegal training for staff who could not attend an in person session.</p> <p>The Staff Training Central Blog has been renamed "Tech Training Central" to emphasize its focus on technology. It has been posted to the Orange Peel (the staff intranet) and is accessible to all staff. In house made tutorials and other instructions in the use of equipment, databases, software, and other digital materials are available. Information gathered in the October 2010, manager's survey on training needs is being used to create new training for the blog.</p> <p>For the period January 1, 2011 to March 21, 2011, 352 staff members participated in 1048.5 hours of training. Subjects range from "Social Media, Libraries, and the Law" to "Preschool Reader's Advisory". Staff participated for the second time in the "Hand-Held Librarians Conference". This two day online event allows staff to view a number of presentations normally only accessible if you travel to a conference. Our own Jim Elder, Web Design Specialist, was a presenter.</p> <p>In October 2010, library managers were surveyed in order to determine what technology training priorities existed. Results are being evaluated and compiled in order to help us establish a plan of action to address identified training needs.</p> <p>We are also in the late development stage of a Training blog. Currently called "Staff Training Central" this online area will contain information on upcoming webinars in which staff may participate, video training presentations on a variety of work tasks, as well as manuals and other support materials.</p>		
	<p>2. Educate staff in 21st Century skills, i.e. collaboration, critical thinking, & problem solving</p>	<p>Librarians as Learning Leaders met in July and September to discuss topics such as database renewals (to renew or not renew, comparable products, usage) Freading, and unemployment compensation information. The All Librarians meeting followed the September meeting.</p> <p>Librarians as Learning Leaders met in March and May to discuss such topics as grants, Overdrive, assisting customers with increasing number of questions regarding</p>	<p>Rena Bennett</p>	<p>9/2011</p>

		<p>ematerials and ereaders, Career Cruising database and keeping up with technology trends. The All Librarians meeting was held in May, following the Librarians as Learning Leaders meeting.</p> <p>Librarians as Learning Leaders met in January and discussed business information, ebooks and the impact on libraries for accessing/providing ematerial. A librarian is following literature/news/trends on ebooks to assist us in keeping an eye on this evolving world while another is following Googlebooks.</p> <p>Met with Librarians as Learning Leaders in November and discussed: publishing and conference presentation opportunities for librarians, librarian involvement in revising Orange Slices blog for posting LLL information, an obituary database.</p>		
	<p>3. Maintain and continue development of future leaders</p>	<p>Career Pathways met in August with guest speaker Janet Madden regarding "Human Resources Nuts and Bolts." The group is also meeting in association with Fast Forward to participate in strategic plan area discussions.</p> <p>Spectrum Assistant Managers met in in July and August. The group launched a project to develop an employee recognition program. Ten of the fifteen members of the group began new location assignments effective 9/25/11</p> <p>Executive Edge continues to meet regularly, discussing customer service improvement topics.</p> <p>Career Pathways group met in April with guest speakers Debbie Moss and Bethany Stone discussing "The Numbers;" May featured Kelly Pepo and Renae Bennett on "Trends;" June featured Bob Tessier and Patricia Quinones on "Counting the Beans: the Budget."</p> <p>Spectrum Assistant Managers met in April and May. Feedback was solicited regarding next work assignments and the next rotation will take place in September 2011.</p> <p>Executive Edge continues to meet regularly and has been reviewing library policy for customer service improvement.</p> <p>Career Pathways met in January with guest speakers Renae Bennett and Kelly Pepo discussing "Let's get along: interpersonal skills and staff relationships;" February featured Sheri Chambers on "It's big, it's complex, it's a project!" regarding project management and March featured Wendi Bost and Edward Booker with "Hands off, it's mine" about ownership, accountability and initiative. Meetings will continue monthly through August 2011. Participants have been enthusiastic and eager to learn, looking forward to each successive meeting. They are currently preparing to work on a leadership project titled "Fast Forward," which will include discussions with groups of staff, system wide, on OCLS and the future.</p>	<p>Renae Bennett</p>	<p>9/2011</p>

			<p>Career Pathways group met with guest speakers in the months of October, November and December: October was Mary Anne and Debbie Moss covering "The Big Picture" (System perspective), November featured Carla Fountain and Jim Myers on "Who you gonna call?" (Communication), and in December Wendi Bost and Danielle King covered the topic: "Leading vs. Bossing Around."</p> <p>Spectrum meeting held with Assistant Managers for continuing discussion, including the Tell Your Story project.</p>		
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