

Orange County Library System: FY 2012 Strategic Plan ~ 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
FY 2012	1. Present at national and state conferences		<p>Director Hodel was asked to speak at the Tampa Bay Library Consortium Annual Meeting.</p> <p>Director Hodel spoke to the Rotary Club of College Park.</p> <p>Director Hodel was asked to speak at ALA in June 2013 on building an innovative organization</p> <p>Paolo Melillo was part of a panel presentation for the FINRA Smart Investing Grant, "Smart Investing @your Library: Program models that work" at the American Library Association Annual Conference/Anaheim in June 2012. 25 people attended this program.</p> <p>Bethany Stone, Danielle King and Renae Bennett will present at the American Library Association Conference/Anaheim in June 2012 on the topic "Library Career Ladders." The program describes three career development programs at OCLS. 75 people attended this program.</p> <p>Donna Bachowski and Josh Fox will present at the American Library Association Conference/Anaheim in June 2012 on "Right Service at the Right Time." 18 people attended this program.</p> <p>Kelly Pepo will present at the American Library Association Conference/Anaheim in June 2012 on "Create and Innovate! How to Champion Creativity and Innovation in your Organization." 180 people attended this program.</p> <p>Director Hodel hosted 67 people at the LAMA/SAS Executives meeting at the American Library Association Conference/Anaheim in June 2012.</p> <p>Director Hodel presented to the Jacksonville Community Council about OCLS's experience with special taxing districts on March 30th in Jacksonville.</p> <p>Director Hodel was the reviewer for all articles in <i>Florida Libraries</i> publication.</p> <p>Director Hodel was elected as Treasurer for the Florida Library Association (FLA), term beginning in April 2012.</p> <p>Debbie Moss participated as part of a three person</p>	Renae Bennett	<p>9/2012</p> <p>6/2012</p> <p>3/2012</p> <p>12/2011</p>

panel at the Public Library Association Conference/Philadelphia in March. The program, with an attendance of 65, covered the experience of the participating libraries (OCLS, Maricopa County, and the New City (NY) Public Library) in implementing digital music services

Bethany Stone, Danielle King and Renae Bennett presented at the Public Library Association Conference/Philadelphia in March 2012 on the topic "Library Career Ladders." The program described three career development programs at OCLS and was attended by 115 attendees.

Donna Bachowski and Josh Fox presented at the Public Library Association Conference/Philadelphia in March 2012 on "Right Service at the Right Time." The session was attended by 75 attendees.

Donna Bachowski represented OCLS at The Institute of Museum and Library Services WebWise conference at the Renaissance Harbor Place in Baltimore, MD from February 29-March 2nd, 2012 regarding the EPOCH project. Approximately 85 attendees learned and asked questions about the project.

In November 2011, Director Hodel presented at the New South Wales Library Association in Sydney Australia on creating an innovative culture. She also presented at the State Library of New South Wales Public Library Directors' Meeting on innovations that challenge the future.

Kelly Pepo is presenting at the American Library Association in June 2012 on the topic of "Innovation Champions: Growing Your Own."

Wendi Bost will be presenting "Soy Culto! Connecting with the Hispanic Population" at the Florida Library Association conference, April 2012, along with guest presenters Sami Haiman-Marrero of Urbander Business Development & Marketing and Joyce Nutta & Alison Youngblood, University of Central Florida School of Teaching, Learning & Leadership.

Brian Knoll, Tony Orenge & Ormillia Vengersammy will be presenting "Shaping Kids with Today's Technology for Tomorrow's Future" at the Florida Library Association conference, April 2012.

Chris Zabriskie will be presenting "Every Librarian a Filmmaker: Creating Online Videos for Your Library" at the Florida Library Association conference, April 2012.

Paolo Melillo has been invited to co-present at FLA 2012 on workforce recover programs in Florida Libraries. He will present about forming community partnerships and Money Tip\$ smart investing @your

		<p>library programming.</p> <p>Donna Bachowski has been invited on behalf of OCLS to present at The Institute of Museum and Library Services WebWise conference at the Renaissance Harbor Place in Baltimore, MD from February 29-March 2nd, 2012 on the EPOCH project.</p> <p>Bethany Stone, Danielle King and Renae Bennett will be presenting at the Public Library Association Conference/Philadelphia in March 2012 and the American Library Association Conference/Anaheim in June 2012 on the topic "Library Career Ladders."</p> <p>Donna Bachowski and Josh Fox will be presenting at the Public Library Association Conference/Philadelphia in March 2012 and on "Right Service at the Right Time."</p> <p>Debbie Moss will be presenting at the Public Library Association Conference/Philadelphia in March at a program called "The Times They Are A-Changin' - Using music to change perceptions about libraries," with the Maricopa County Library System (AZ) as part of panel of librarians.</p> <p>Debbie Moss will be presenting "Ready, Set, Leap: Innovative Problem Solving" at the Texas Library Association Conference in April 2012.</p>		
	2. Submit article to a national magazine	<p>Cassie Shivers' article "Shaking up Expectations: the OCLS Shake It! App" was published in <i>Computers in Libraries</i>.</p> <p>Ormilla Vengersammy has had an article published in the November 2011 issue of <i>Computers in Libraries</i> titled "Libraries Adding Value with Technology Training."</p>	Renae Bennett	3/2012
	3. Submit chapter or article on a library service	<p>Natalie Houston is writing an article titled "Youth Contests as Outreach" for publication in the book <u>Pre-School through Teen Library Outreach</u> to be published by McFarland.</p> <p>Brittany Nethers is writing an article titled "Community Focus Groups" for publication in the book <u>Pre-School through Teen Library Outreach</u> to be published by McFarland.</p> <p>Tracy Zampaglione had an article, <i>Get Engaged with Social Media</i>, published in PR Newswire's <i>The Definitive Guide to Social Influencer Engagement</i>, June 2012.</p> <p>Tracy Zampaglione's article, <i>Glen "Big Baby" Davis: A Slam Dunk Philanthropist</i>, published in the June 2012 issue of <i>Orlando Family</i> magazine.</p> <p>Tracy Zampaglione had an article <i>Doing Good Work – and Getting Credit for It</i>, published in PR News' Corporate Social Responsibility and Green PR</p>	Renae Bennett	6/2012 3/2012

		<p>Guidebook, May 2012.</p> <p>Cassie Shivers is writing an article on the Shake It! app for a book on mobile library services to be published by Rowman and Littlefield.</p> <p>Ormilla Vengersammy was interviewed for a book on public libraries and job seeker programs.</p> <p>Tracy Zampaglione and Renae Bennett's article about EPOCH will appear in the March/April edition of <i>Public Libraries</i> magazine.</p> <p>Tracy Zampaglione had an article on <i>Tactics for Working with the Media</i> accepted for publication in an upcoming Guidebook to be published by <i>PR News</i> magazine.</p> <p>Tracy Zampaglione has an article in the February/March 2012 issue of <i>RYSE</i> magazine. <i>RYSE</i> stands for Reaching Successful Young Executives, and the article focuses on the library's resources for businesses and professionals.</p> <p>Branch manager Julie Ventura has co-authored an article titled "Soy Culto! Connection with the Hispanic Population" for the book <u>Library Services for Multicultural Patrons to Encourage Library Use</u></p> <p>Youth Services manager Vera Gubnitskaia co-edited the book <u>Marketing your Library: tips and tools that work</u>.</p> <p>Librarians Sandy Mayer and Tracy Covey have submitted an article on Librarians as Learning Leaders to <i>Public Libraries</i> magazine.</p> <p>Tracy Zampaglione and Renae Bennett have submitted an article about EPOCH to <i>Public Libraries</i> magazine.</p> <p>Tracy Zampaglione has published an article on Whiz Kids to <i>Orlando Family</i>, January 2012</p>		12/2011
	4. Seek award recognition	<p>Disney graciously awarded OCLS a \$32,209 grant for the Summer Reading Program. The award came through Disney's 2012 <i>Helping Kids Shine</i> grant program which shines a spotlight on organizations that educate, develop and care for youth in Central Florida.</p> <p>OCLS was presented with Distinguished Budget Presentation Award. The Government Finance Officers Association recognized the hard work of the Orange County Library System's Finance team with the Distinguished Budget Presentation Award for the 2012 fiscal year.</p> <p>The Friends of the Orange County Library System were</p>	Renae Bennett	6/2012 3/2012

		<p>awarded a 2011 Silver Brick Award from the Downtown Orlando Partnership for the recent redesign of the entrance to the Gift Shop at the Orlando Public Library.</p> <p>Library Director Mary Anne Hodel was named a finalist as "Downtowner of the Year" in the 2011 competition sponsored by the Downtown Orlando Partnership.</p> <p>The Orlando Public Library has been nominated by the Florida Association of the American Institute of Architects (AIA Florida) as one of the top 100 buildings in the state. AIA launched the Top 100 Buildings in Florida Competition as part of its 100th year anniversary celebration. Members of the public can vote on Florida's best building March 13 through March 31.</p> <p>OCLS has submitted an application for the Carnegie-Whitney Award which carries a cash prize of \$5000 in order to create an annotated bibliography featuring library resources of Hispanic influences that shaped Florida's history and culture. The project would be designed to support the upcoming 500th anniversary of Florida.</p> <p>OCLS applied for the 2012 Institute for Museum and Library Services (IMLS) medal for the 'Right Service at the Right Time' program.</p> <p>Applications for 2012 Florida Library Association awards are being submitted.</p>		12/2011
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Objective B: Connect the Community to Our Services & Products

FY 2012	1. Experiment with text marketing	<p>The Library continues to provide text messaging services to our Hispanic community via the Congressionally Directed Grant. During September 2012 the messages have focused on events being held at OCLS locations during Hispanic Heritage Month. This service will end as the grant concludes in December 2012.</p> <p>The Library launched text messaging in Spanish in January 2012 and promoted this opportunity to the community via bus pintails, radio and our Soy Culto webpage. We were able to support this thanks to a Congressionally Directed Grant made possible from the U.S. Institute of Museum and Library Services. The results have been small with 50+ patrons opting in for messages. We have pushed out over 1300 messages to individuals and few have opted out. We have continued to promote a wide variety of opportunities including computer classes in Spanish, downloadable services, and a variety of programming including Summer Reading Programs for families. Overall this is not a service we will move forward beyond the grant period.</p> <p>The Library launched text messaging in January 2012 in Spanish and promoted this opportunity to the community via bus pintails, radio and our Soy Culto</p>	Wendi Bost	9/2012
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		<p>webpage. The results have been slow but climbing and we have pushed out over 550 messages to individuals who have opted in for the service. We have promoted a wide variety of opportunities from computer classes in Spanish, to downloadable services, to programs on specific subjects with community partners for events such as a health fair at Southeast and a financial series at the Orlando Public Library. This has drawn some attention in the community. One local nonprofit is now interested in hosting a program at the library as a result of their staff receiving a text from OCLS.</p> <p>In January 2012 we will launch our text message public awareness campaign in association with our "Soy Culto" project. This is made possible by a Congressionally Directed Grant from the Institute of Museum and Library Services. Ads on buses, radio (Power 93.5, Jose 98.1, KQ 103.1) and in newspapers (El Sentinel and La Prensa) will direct customers to text "cool" to 247411 to opt in. Weekly messages will then be sent out via text message with information including a link to explore upcoming, classes, programs or library resources. (Note: Lynx put up the signs on 12/13 providing us with 2 1/2 additional weeks plus 5 additional buses gratis.)</p>		
	<p>2. Experiment with live chat subject series</p>	<p>"Chat with a Librarian" has been dropped due to low usage.</p> <p>During this quarter 3 "Chat with a Librarian" events were hosted by library staff. In April we hosted <u>Dragons, Dystopia and Time Travel</u> via "chat roll" software which presented some challenges on the vendor side. As a result of vendor concerns we hosted the next two chat sessions, 5/2012 <u>Cracker Talk: Florida History and Heritage</u> and 6/2012 <u>Summer, OCLS and You</u> from our Facebook page. We found Facebook to be an interesting format for these chats as provides opportunities for those who missed the chat to "like" comments or leave a comment after the program. For the Summer we are putting "Chat with a Librarian" on hiatus as we determine possible directions for the future.</p> <p>"Chat with a Librarian" went live to the public on January 12, 2012 at 12:15 p.m. with Get Financially Fit, featuring OCLS Staff and Dr. Clay Singleton, noted professor from Rollins Crummer School of Business. For 30 minutes we chatted about money tips and topics to help shed unwanted debt. Additional 30 minute chat sessions were held on February 9th (Valentine's Day themed) and March 8th (Where do you come from? Featuring the Library's Genealogical Resources.) Upcoming chat sessions are promoted on ocls.info and during live chat the link guides patrons into the session. A number of librarians are participating in these chats. Additional chat sessions are already scheduled for April 12th and May 10th. In May we will try our first evening chat at 6:30 p.m.</p>	<p>Wendi Bost</p>	<p>09/2012</p>

		<p>featuring Cracker Talk: Florida history and heritage.</p> <p>On January 12, 2012 OCLS will launch our first public Chat with a Librarian session. The chat will be on the web at http://chat.ocls.info . This chat, Get Financially Fit, will feature OCLS Staff and Dr. Clay Singleton noted professor from Rollins Crummer School of Business. For 30 minutes we will chat about money tips and topics to help shed unwanted debt.</p>		
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Strategic Goal: We will ensure continuous innovation

Objective A: Create dynamic opportunities that move beyond the traditional Library experience

Plan Year	Action	Task	Progress	Champion	Latest Update
FY 2012	1. Develop the Dorothy Lumley Melrose Center for Technology, Innovation and Creativity (DLM-TIC)		<p>Working with our consultants, FX Design Group in partnership with Design Island, we've held meetings to discuss project goals and priorities. Out of those discussions, a preliminary floor plan has been developed. Also, work on documentation to serve as the basis for securing architectural and engineering services is underway.</p> <p>New to the DLM-TIC concept is the addition of a "Simulation" area. Comprised of a classroom area and a Simulator experience area, we will create an immersive, game based experience. The experience begins with learning to use mathematics principles to plan and plot flight plans and ends by putting those principles to use by executing that flight plan in a simulator.</p> <p>To help determine which services may generate the greatest interest and adoption in the community, we developed a survey for our users. Nearly 900 individuals shared feedback with us taking surveys online and in paper format in house. Results of those surveys are included here. The good news is that on average, half of respondents believed that they were at least somewhat likely to use the services of the DLM-TIC!</p> <p>We held 3 staff focus group exercises with a total of over 100 staff attending. Staff were challenged to answer the questions:</p> <ul style="list-style-type: none"> • How can the Center create collaboration? Create a list of methods/activities. • What operational issues need to be addressed for the Center to be successful? • What successful outcomes could be achieved? Create a list. • To whom and how is the Center marketed? Create a list and messages. <p>A great deal of valuable input was gathered.</p> <p>We have completed the relocation of all second floor materials to the 3rd and 4th floors. Invitations to negotiate went out to 9 vendors and the document was sent to the county MWBE (Minority and Women Owned Businesses) office with the County. We received responses from two firms and had</p>	Debbie Moss	<p>09/2012</p> <p>06/2012</p> <p>03/2012</p>

		<p>presentations from both. We are currently negotiating with the preferred firm.</p> <p>We have established a management team for the DLM-TIC. Ormilla Vengersammy, Technology and Education Center Department Head will be manager and Ann Collins, currently an Assistant Manager in the Circulation Department will be the Assistant Manager. We are posting actively to the DLM-TIC blog http://tic.ocls.info/.</p> <p>The Library began development plans for the Center on the Main Library's second floor. Actions undertaken:</p> <ul style="list-style-type: none"> -two focus groups with members of the local creative and entrepreneurial communities -meetings with Library staff to share information and solicit input -meetings with local institutions offering higher level education in the digital arts -creating a blog to keep the public apprised of progress and to gather input and keep the public conversation going -planning for the April 16 public announcement is underway -relocating 2nd floor collection to create space 		
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Objective B: Provide staff with access to new technology and experimentation

Plan Year	Action	Task	Champion	Latest Update
FY 2012	1. Implement Sierra platform	<p>All major functions and workflows have been tested in the Sierra test system. Some functions such as e-Commerce (paying fines) and some ordering functions were not able to be tested because of operating in a test environment, however these functions have worked successfully at other libraries. All staff were given the opportunity to practice with the system for 14 days in August. Staff feedback was positive about both the new functionality and the ease of use of the new system. Migration was initially scheduled for October 8, 2012, however, testing at other large libraries uncovered a performance issue with Self Checkout. While it worked in a testing environment, in a large scale production environment there were performance issues. This required us to perform an interim upgrade to our existing Millennium software which was performed on September 19, 2012. Full scale migration to the new Sierra environment is now scheduled to take place October 22, 2012.</p> <p>Work is proceeding in testing the beta version of the new Sierra platform. The vendor, Innovative Interfaces, continues to make updates and enhancements on a weekly basis. Staff from four OCLS public service locations are currently testing registration and circulation functions. Staff in the Special Services department is testing Home Delivery while our Acquisitions department is testing Cataloging and Ordering functions. Eric Atkinson is visiting each OCLS location to present information about Sierra and answer questions from staff. We are working with Innovative Interfaces to establish a target go-live timeframe which will be in the early fall.</p>	Debbie Moss	<p>09/2012</p> <p>06/2012</p> <p>03/2012</p>

		<p>OCLS received its testing environment on Thursday, March 15. This testing environment contains a snap shot of the Library's data that will be used for evaluation, testing, and training. Staff user accounts are being created and early testing has begun. Two bugs have been found so far and submitted to the vendor. An online video sneak peek is also being prepared for staff.</p> <p>IS Department Head, Eric Atkinson, attended a Sierra Partners meeting in November at Innovative Interface's headquarters in Emeryville, California to discuss the implementation process. Innovative implemented the first Sierra testing site at Hillsdale College in late November. Based on this experience, OCLS is scheduled to get our test environment in January or early February. We are also monitoring the testing listserv and meeting internally to review the postings. Other key OCLS staff evaluating the testing environment will be Debbie Tour and Griselda Clarke (Acquisitions), Jim Myers (Circulation), Jo Ann Sampson (MAYL), Sheri Chambers (Web OPAC), and Ricardo Viera (Operations).</p>		
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Strategic Goal: We will maximize the public's Return on Investment					
Objective A: Pursue additional revenue sources					
Plan Year	Action	Task	Progress	Champion	Latest Update
FY 2012	Identify grant and revenue opportunities	1. Submit grant applications	<p>OCLS has been awarded a 2012 National Leadership Grant in the amount of \$212,070 for the project EPOCH: Electronically Preserving Obituaries as Cultural Heritage. The grant was awarded by the Institute of Museum and Library Services and announced September 20, 2012.</p> <p>OCLS has received \$10,000 from Target for kindergarten readiness at five branch library locations. The funds will be used to offer <i>Get Ready for K!</i> programs. The programs focus on developing the skills kids need for starting school including letter and number recognition, phonemic awareness, manners/social skills and art education.</p> <p>OCLS has been awarded a \$15,000 grant from the Motorola Foundation. These funds will be used to develop fun and interactive mobile apps to assist parents in preparing their children for school.</p> <p>The Tribeca Film Institute and the American Library Association (ALA) have awarded OCLS with a \$2,500 grant for the America's Music: A Film History of Our Popular Music from Blues to Bluegrass to Broadway film discussion series. This six-week series created by the</p>	Craig Wilkins	9/2012

Tribeca Film Institute with support from the National Endowment for the Humanities (NEH) explores the history of 20th century popular music in America as well as distinctly American musical genres through a documentary film series and scholar-led discussions.

Ethos Vegan Kitchen hosted a 5% day for OCLS on September 13. To show support for the library, the restaurant donated 5% of the day's sales to OCLS. The event raised \$215 for the library.

OCLS was awarded \$32,000 by Walt Disney World for a "Disney Helping Kids Shine Grant" in support of the summer reading program. Funds will be used to support an exciting array of programming at all library locations.

OCLS, in partnership with the Catholic Charities of Central Florida, has applied for a Citizenship & Integration Direct Services Grant from the United States Citizenship and Immigration Services (USCIS) in the amount of \$160,000 that would allow for an extensive enhancement of our Citizenship Inspired Program. The grant, Citizenship Inspired Plus, will allow students to access immigration, naturalization, and language learning resources from any internet access computer, through which they can practice for the reading, writing, and civics portions of the naturalization test.

OCLS formally submitted its grant request in the amount of \$60,000 to the Orlando Magic Youth Fund to support the launch of the "Skills Challenge" pilot program at the North Orange Branch. Skills Challenge would be a six week interactive technology based learning program designed to help students age 6 - 12.

OCLS submitted a grant request in the amount of \$10,000 to the TJX Foundation (T.J. Max retail) in support of the Soy Culto Soy Culto Y Soy Bilingue programming conducted at South Creek and Southeast Branches.

OCLS applied for an LSTA grant in the amount of \$109,900. The grant would enable OCLS to purchase equipment and set up a Fabrication Laboratory (Fab Lab). According to the Massachusetts Institute of Technology's Center for Bits and Atoms, a Fab Lab is a way to "give users around the world the ability to locally conceptualize, design, develop, fabricate and test almost anything. These labs provide widespread access to prototyping tools for personal fabrication,

6/2012

		<p>allowing ordinary people around the world to create as well as use advanced technologies." The grant monies would also allow us to design curricula and evaluation instruments and begin offering STEM (science, technology, engineering, and math) learning opportunities to our community through classes and open lab time.</p> <p>OCLS has submitted an IMLS grant application in the amount of \$212,070 for a three year extension of the EPOCH (Electronically Preserving Obituaries as Cultural Heritage) project. The grant project would enable family and friends of the deceased to submit detailed obituaries as a tribute to their loved ones and build a meaningful history of the residents of the community.</p> <p>OCLS submitted a grant proposal for The Big Read grant 2012 - 2013 from the National Endowment of the Arts in the amount of \$20,000. The work selected for the grant program is <u>The Joy Luck Club</u> by Amy Tan. If awarded, an effort will be made to secure the author Amy Tan for the keynote presentation. A variety of programs will be featured on topics from Chinese culture, literature, Tai Chi, travel, etc.</p> <p>OCLS submitted a letter of inquiry to the Orlando Magic Youth Fund for a grant of \$60,000 to support the purchase of software, program supplies, and equipment for 'Skills Challenge'. Skills Challenge is a six week interactive technology based learning program designed to help students age 6 - 12.</p> <p>OCLS was awarded \$8,000 by the Siemens Corporation to support children's science programming at all library locations.</p> <p>OCLS is preparing a grant application for the Florida Humanities Council for Prime Time Reading at the North Orange Branch. If awarded, the Humanities Council would provide \$2,000 in support of six week series of programs.</p> <p>OCLS was awarded a \$2000 mini grant by the Florida Humanities Council to conduct a series of Prime Time Reading programs at the South Trail Branch.</p> <p>An application to the Siemens Corporation for a yearlong programming series for youth has been submitted. OCLS will present science-themed programs at all library locations.</p> <p>OCLS has established staff teams to write grant applications for the two major library funding organizations. One team is putting together an application for the Institute of Museum and Library</p>		03/2012
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			<p>Services (IMLS) and a second team is drafting an application for the State Library of Florida for a Library Services and Technology Act grant (LSTA). Filing deadlines for both are early next spring.</p> <p>OCLS has established a staff team to draft another 'Big Read' grant using the Amy Tan title <u>Joy Luck Club</u>.</p>		12/2011
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Objective B: Cultivate / Strengthen active partnerships

Plan Year	Action	Task	Progress	Champion	
FY 2012	Identify opportunities to work with community partners	1. Establish partnerships	<p>In partnership with jetBlue and PBS Kids, OCLS presented a SOAR WITH READING event for children at the Main Library. Additional community sponsors included WUCF, OCPS, and the Glen Big Baby Davis Foundation. More than 1300 children attended the event to hear musician Mr. Steve and meet Glen Davis.</p> <p>OCLS has been selected to pilot a new project with the Florida Humanities Council. In the Spring of 2013 we will present Community Conversations for Families with our Prime Time Scholar and Storyteller. This program series is based on the NY Humanities Council program but we are developing our own themes and will focus on diversity as a tie in with Viva Florida.</p> <p>OCLS continued its partnership with the City of Orlando's "Orlando Cares" program by hosting Mayor Buddy's Book Club events and encouraging children to sign up for both the book club and service events.</p> <p>The Library's partnership with Orange County's Commission on Aging continued with additional program offerings on the topic of Counsel for Caregivers.</p> <p>OCLS hosted a library check out contest in partnership with Feld Productions with Disney on Ice tickets awarded winners at all library locations.</p> <p>The Central Florida Herpetological Society presented a program on the creatures in our backyards in July, August & September with attendance of 59, 65 & 51 respectively.</p> <p>OCLS partnered with the Dr. Phillips Rotary for its 7th Annual Author Event Series. This popular community event raises awareness for the Southwest Library. This year's event featured Florida author Tim Dorsey and was attended by 86 people.</p> <p>In another partnership, OCLS joined forces with the Central Florida Coin Club to present a program on April 21 during <i>National Coin Week</i>. The theme for this year was <i>Change in Money: Cowries to Credit Cards</i>.</p> <p>OCLS worked with Women in the Arts, Inc. to host an</p>	Craig Wilkins	9/2012

			<p>Sweet Tomatoes.</p> <p>OCLS partnered with Ad2 Orlando to host the 'Diversity Dialogue' where local experts presented strategies to successfully reach unique and varied minority markets. 80 people attended.</p> <p>OCLS has partnered with the Florida Dairy Farmers and the Dairy Council of Florida to host "MILK: More than a Mustache" events which promote healthy dairy choices. The Dairy Council is providing snacks and the Library is designing a children's craft program to be held at four locations.</p> <p>The Alafaya Branch partnered with the Barnes and Noble Bookstore in Waterford Lakes Shopping Center. The Branch hosted a Technology Petting Zoo event at which Barnes and Noble staff participated and the Bookstore conducted a special sale on December 10 and 11 with proceeds to benefit the Branch.</p> <p>The University of Central Florida has partnered with OCLS to conduct ESOL training at several library locations. Recently the College of Education filmed a commercial to promote this partnership. The commercial will air on UCF's station.</p>		12/2011
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Objective C: Seek feedback from public regarding their derived benefit of the Library to their quality of life

Plan Year	Action	Task	Progress	Champion	
FY 2012	Survey the public	1. Incorporate "value" question in customer service survey	<p>For the quarter July 2012 through September 19, 2012, 689 customer service surveys have been completed. Of those, 64 % believe their use of the library greatly improves their quality of life, 28 % believe their quality of life is improved and only 7 % believe that the use of the library has no effect on their quality of life.</p> <p>For the quarter April 2012 through June 20, 2012, 509 customer service surveys have been completed. Of those, 67 % believe their use of the library Greatly improves their quality of life, 27 % believe their quality of life is improved and only 5 % believe that the use of the library has no effect on their quality of life.</p> <p>For the quarter January 2012-March 20, 2012, 467 people have taken our survey. Of those, 60% said that use of the Library "greatly improves" their quality of life, 38% believes the use of the Library "improves" their quality of life, and 2% believe use of the Library has no effect.</p> <p>Beginning in October, we revamped our customer service survey. We now ask respondents to complete the statement, " The value/benefit I derive from Library services..." with one of the</p>	Debbie Moss	<p>09/2012</p> <p>06/2012</p> <p>03/2012</p> <p>12/2011</p>

			following: "Greatly improves the quality of my life", "Improves the quality of my life", or "Has no effect on the quality of my life". Our most recent results show responses of "Greatly" at 57 %, "Improves" at 35 %, and only 6% of respondents indicating that use of the library has no effect on quality of life.		
		2. Survey the public regarding library use	<p>To gather additional information regarding interest in the DLM-TIC, we distributed a survey (paper and electronic) designed to measure interest in the various services to be featured in the Melrose Center. We had 962 survey responses, 566 electronic and 396 paper. For each service at least 1/2 of respondents expressed some level of interest in using that feature of the Center.</p> <p>We also used a new survey tool, popsurvey, which employs emoticon options for responses, to survey recent participants in our Prime Time family literacy initiative. The survey asked for information regarding reading and library use habits. We hope to follow up in a year to see if those habits have continued.</p> <p>In evaluating our need to advance and expand our "mobile" presence, we created a survey seeking ideas and suggestions for how the public would like to be able to interface with the Library on their mobile devices. We received feedback from 199 survey takers. Many (46 %) didn't know that we already had some mobile apps available so this also served as an effective marketing tool. Ebooks were front and center as borrowers asked for improved ease of access for downloads. Also popular were requests to receive more information regarding upcoming library events.</p> <p>Key results of the survey deployed in December, 2011, were shared with the Library Board at the January 2012, Board meeting.</p> <p>During early December, we deployed a survey for the public via email. We included some demographic questions and questions regarding use of the Library's resources. We have had over 1,000 responses and will share results at a future Library Board of Trustees meeting.</p> <p>This quarter the Fast Forward team has been developing a survey for the public regarding library roles. The survey will be deployed soon and those results will be ready next quarter.</p>	Debbie Moss	09/2012 06/2012 03/2012 12/2011

Strategic Goal: We will develop and optimize communication					
Objective A: Improve Electronic Communication tools using smartphones					
Plan Year	Action	Task	Progress	Champion	Latest Update

FY 2012	1. Explore smartphone / expand QR code marketing	<p>An RFP to secure developer services has been completed for the kindergarten readiness mobile app. Amy VanSchiak, Digital Access Architect, wrote a very thorough description of our desired functionality which centers around parent and child interaction to practice concepts such as language arts, listening comprehension, name recognition and reading.</p> <p>The Library is the recipient of a \$15,000 grant from Motorola to develop an Android app for children. We are in the very early stages of developing a game concept that provides children with the opportunity to be challenged, accomplish a task and then be recognized for that accomplishment. We are also, based on a staff idea posted to the "Orange Seed", creating a QR code which will link directly to the ability to register for a card online.</p> <p>We also conducted a survey for desired mobile services which is discussed further under the return on investment goal. We hope this leads to further implementation of mobile options.</p> <p>Staff across a number of functional areas have been working on a physical display for digital resources. We are constructing a "bookshelf" on which we can "shelve" copies of digital titles. These copies are actually foam core reproductions of actual book jackets which also have a QR code on them. When this code is scanned the user is taken directly to the option to download that title. We hope this helps the public make the connection, both literally and figuratively, to these digital resources.</p> <p>We also expect the release very soon of a mobile interface to our popular Freegal music service and we are developing a mobile interface to Right Service.</p> <p>We expanded the use of QR Codes (Quick Read Codes) by creating posters advertising downloadable media related to specific Library events and themes. In October, this included the Big Read, Edgar Allan Poe programming. A poster was distributed to all OCLS locations. There were 86 scans of items on The Poe Virtual Bookshelf during the month of October. We are integrating additional QRCode promotions into a "Downloadables" poster which will promote Freegal and Overdrive to be distributed to Orange County Public High Schools and Middle Schools next quarter. We are also developing a "Parenting with a Purpose" poster that will be displayed at all OCLS locations in January.</p>	Debbie Moss	<p>09/2012</p> <p>06/2012</p> <p>03/2012</p> <p>12/2011</p>	
Objective B: Expand Communications with the public					
Plan Year	Action	Task	Progress	Champion	Latest Update
FY 2012			<p>The library system participated in a total of eight community outreach events this last quarter -- reaching a total of 1,583 people. Events attended included the West Orlando Back-to-School event, the Caribbean Health Summit and the Cypress Creek High</p>	Tracy Zampaglione	9/2012

		<p>School College Fair. One Library Speakers Bureau presentation was given this quarter reaching 45 students at Orlando Tech.</p> <p>A letter to the editor from Director Hodel published in the <i>Orlando Sentinel</i> in August. Timed to coincide with the back-to-school season, it touted the many resources OCLS offers to area students for academic success.</p> <p>OCLS and a <i>Paws to Read</i> program were featured in a <i>Making a Difference</i> segment on Local 6. The segment was shot at the Herndon Branch Library and included an interview with Branch Manager Edward Booker.</p> <p>The <i>Dialogue in Transit</i> exhibit/opening to celebrate <i>Hispanic Heritage Month</i> was the subject of a news story that aired on Central Florida News 13.</p> <p>The new "Fun Friday Photos" promotion on the OCLS Facebook page was included as part of a <i>Florida Flashback</i> column in the <i>Orlando Sentinel</i>.</p> <p>OCLS participated in 13 community outreach events and conducted one Library Speakers Bureau during the last quarter. The Hispanic Business & Consumer Expo was the largest of these where OCLS engaged with 1,000 people. Others to note included the Nathaniel's Hope Make'em Smile Event where we interfaced with 542 residents, and the Orlando Mini Maker Faire where reached out to nearly 300 people.</p> <p>The Library was featured in a front-page above the fold article in the <i>Orlando Sentinel</i> regarding the \$1 million donation to create the Dorothy Lumley Melrose Center for Technology, Innovation & Creativity. The gift also received coverage from Local 6, Channel 9 and Orange TV. The <i>Orlando Sentinel</i> named Ken Melrose "The Champ of the Week." The donation to the library also received national attention in <i>Library Journal</i> which published an article along with a photo.</p> <p>Manager Paolo Melillo was interviewed for a feature-length news segment that aired on Telemundo. The very positive piece was videotaped at the South Creek Branch Library and shared news of the rich offerings OCLS has for the Hispanic community.</p> <p>The library system hosted two Focus Groups to solicit public feedback from members of the community regarding the transformation of the second floor at Main. The sessions, held on February 21 and 28, were intended to get direction for the future of the library on changes being made possible by a major gift from a donor.</p> <p>Claude Tido from the TEC appeared on a segment on TeleAnacaone, the Haitian TV channel. The segment was aimed at educating and informing the public about the rich array of resources at the library for the Haitian Creole community such as computer classes.</p>		<p>6/2012</p> <p>3/2012</p> <p>12/2011</p>
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		<p>The library system hosted two public events with Orlando Magic Player Glen "Big Baby" Davis this quarter; this partnership affords OCLS channels to reach new customers. The first event was on January 21 for the unveiling of the new KidsConnect website. The second was the Rebound with Reading Challenge on February 25. Both events were attended by more than 200 people each. The January event was covered by Fox News, Sun Sports, Local 6 and the <i>Orlando Sentinel</i>.</p> <p>The library received favorable press coverage of its new co-working room and the Big Read kick off in the <i>Orlando Sentinel</i>. A positive TV news story aired on the library's computer and technology offerings.</p> <p>In the last quarter, OCLS participated in eight community outreach events reaching a total of 1,329 people. Events attended included Orange County Family Fun Day, Florida School Choice Expo and the Hilton Hotels Employee Benefits Fair. The library system also delivered three speakers bureau presentations reaching 68 people.</p>		
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Strategic Goal: We will empower staff to achieve their potential					
Objective A: Implement additional training opportunities to cultivate future success					
Plan Year	Action	Task	Progress	Champion	Latest Update
FY 2012	1. Provide public speaking training for managers		<p>With the departure of the Human Resources Manager who was leading this effort, formal meetings have been temporarily discontinued. However, opportunities to present at internal meetings, board meetings, and professional conferences continue to draw staff interest.</p> <p>Public speaking training continues to be held. Participants in the training conducted 43 separate public speaking engagements in this quarter. Presentations range from speaking at national conferences such as the American Library Association and Public Library Association national conferences to presentations at staff meetings.</p> <p>According to Human Resources Manager, Janet Madden, who is serving as the group's leader, "The group is doing well. The managers are continuing to work on speech projects and speaking opportunities to improve their skills."</p> <p>In October, initial work groups were established and meetings were held. We have 24 managers participating. Beginning in December, all participants were combined into a single group. Going forward the group will meet twice monthly. In January participants begin to make short original presentations.</p>	Debbie Moss	<p>09/2012</p> <p>06/2012</p> <p>03/2012</p> <p>12/2011</p>

		<p>test library products and our own mobile presence.</p> <p>Rotation of new tablet and ereader devices among staff continues. In the last quarter we had several training sessions on using databases and the upgraded E-vanved scheduling system for programs and classes.</p> <p>As e-reader use continues to increase our training is paying off. Southwest Branch reported 55 queries in February from patrons seeking assistance with device use. We have put together "sets" of devices for which branches and departments sign up. Using this schedule the device sets rotate from location to location, providing staff with the opportunity to gain experience and experiment with this new technology. Additional training for staff on downloads is being offered in late March.</p> <p>Tutorials introducing the new Sierra library automation system are being prepared. We are also developing training for librarians to prepare them for participating in the Chat with a Librarian experience.</p> <p>Ongoing opportunities for staff to interact with new e-reader and tablet devices are being provided. To prepare to launch the new Freading e-book service in time for Christmas an online tutorial was created and distributed to staff.</p>		<p>06/2012</p> <p>03/2012</p> <p>12/2011</p>
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Objective B: Investigate digitization of personnel records

Plan Year	Action	Task	Progress	Champion	Latest Update
FY 2012			<p>A new Human Resources Manager has been hired and the effort will be continued going forward.</p> <p>Human Resources Manager, Janet Madden, met with several vendors during the quarter to explore digitization/records management.</p> <p>Human Resources Manager, Janet Madden, continued to explore different digitization solutions/products and met with three vendors during the quarter.</p> <p>Human Resources researched vendors and will meet with more vendors in the coming months.</p>	<p>Bob Tessier</p>	<p>9/2012</p> <p>6/2012</p> <p>3/2012</p> <p>12/2011</p>