Orange County Library System: FY 2013 Strategic Plan ~ 4th Quarter Update

Lifelong Learning: Objective A: The Dorothy Lumley Melrose Center
1. Prepare the Building Plan

Progress	Champion	Updated
In July 2012, the Library hired FX Design Group in consultation with Design Island to help staff prepare a building plan. The Project Overview (building plan) was completed on schedule in early October 2012. The 3 month long process consisted of a number of meetings and discussions helping staff set priorities for services and their scope within the DLM-TIC.	Debbie Moss	12.12

2. Hire the Architect/Contractor/Remodel Space

Progress	Champion	Updated
On September 23, 2013 we received final permitting from the City of Orlando, so Melrose Center construction is in full swing. Skanska has divided the Center into four areas and the plumbing, HVAC, electrical, framing and drywall contractors are all working in phases to keep the project on schedule. HKS Architects has reviewed and approved nearly all of the materials Skanska will be installing to complete the project.	Debbie Moss	9.13
We now have 100 % construction documents. On June 12, 2013, we held the "First Nail" ceremony marking the official beginning of construction. On June 14, 2013, carpet removal began. Carpet from the second floor was repurposed to the 4th floor. Preliminary meetings with City of Orlando permitting have been held and permits will be submitted June 24, 2013. We continue to anticipate substantial completion in December 2013.		6.13
We have a contract with HKS/TLC for architectural and engineering services and with Skanska for pre-construction and construction services. We have approved Schematic Drawings and are moving into the Design Development phase. We anticipate being able to bring the negotiated GMP (Guaranteed Maximum Price) for construction to the June Board meeting, which will immediately be followed by permitting and construction. To prepare the space we will make some changes to the current Technology and Education Center beginning in April 2013. We will take 8 computers out of service and relocate computer sign up stations and print pick up stations. We have already posted notice to patrons to alert them to these upcoming changes in addition to providing an advisory regarding possible noise interruptions during construction. Once this work is completed, an expanded construction wall will go up.		3.13

Progress	Champion	Updated
On October 26, 2012 we began the process for hiring Architectural and Engineering services by issuing a Request for Qualifications. We received three responses which were reviewed. Presentations from each firm were provided and the ranking was taken to the December 13, 2012 board meeting. Negotiations are underway with first ranked firm, HKS. We have begun the process for hiring a Contractor. A Request for Qualifications document went out December 21, 2012. Responses are due January 18, 2013.		12.12

3. Develop Equipment Needs

Progress	Champion	Updated
The Board approved an equipment order at the September 11, 2013 Library Board of Trustees meeting. Simulators will be ordered in the areas of flight, driving and heavy equipment operations upon board approval in October. **The Board also approved the furniture order. Our vendor will release orders and hold furniture until time for delivery.**	Debbie Moss	9.13
Engineering firm TLC provided the Library with specifications by functional area for anticipated technical needs. We were also able to send IT Director, Ricardo Viera, to InfoComm 2013, the annual meeting of the professional audiovisual communications industry. We were fortunate that this event was held right in our own backyard and provided exposure to many new technologies. Project staff also met with several furnishing vendors during May to learn more about furniture options.		6.13
We have added "Snap Circuits" to our repertoire as well as a new tool called "K'Nex." Both of these tools support the STEM learning we plan to encourage in the TIC. We have narrowed our simulation focus to flight, driving and medical.		3.13
We've begun to identify, install, and learn software which will be used in the DLM-TIC. We've received our Makerbot Replicator 2, 3-D printer and are learning more about its operations. Staff are very enthusiastic. We hope to have the printer out in public view and begin training in Spring 2013.		12.12

4. Develop Staffing Policies

Progress	Champion	Updated
We have brought on board several new staff members who will be our instuctors in the TIC. We have staff on board specializing in the Fab Lab and Audio Engineering and are interviewing for positions in Graphic Design and Video Production.	Debbie Moss	9.13
We have completed job descriptions for four new positions, each specializing in various functional areas. We are in the process of reviewing the job descriptions to place them		6.13

Progress	Champion	Updated
in the appropriate grades. We anticipate these being part-time positions. We are in discussion with two local technology schools regarding internships. We anticipate beginning working with interns next quarter. They will assist with curriculum review as subject matter experts among other duties.		
We have already hired a new Instructional Technology Specialist who has begun designing curriculum. We are currently developing job descriptions for four specialty positions: audio, graphic design, video and simulation. The goal is to bring staff on in the fall to begin training.		3.13

5. Develop Service Policies

Progress	Champion	Updated
Access will require at least some level of participation in an orientation. We anticipate beginning to offer orientation as early as December 2013, so that we have users ready when we open. **The Admin Team has reviewed proposed forms and rules developed by staff and TIC managers. These forms address rules for the use of spaces and include check-off lists of equipment for which the user will be responsible. For example, when using the audio studio, staff will review the eqipment list with the user. When leaving, a follow up review will occur to insure that all equipment is in place and in working order.**	Debbie Moss	9.13
We have begun to develop access policies for use of the TIC. Most access will require a library card in good standing. We will also make available "fee passes" for non-residents to gain access. Users will be asked to participate in orientation sessions before accessing services. Some services will require additional training such as the video and audio labs. Under discussion is the level to which additional or specific Rules of Conduct may be required for this area. Access to the area and specific rooms will mediated by staff. We plan to hold regular "open house" events to promote and introduce the TIC services which will be open to the general public and will not require a card.		6.13

6. Develop Opening Strategy

Progress	Champion	Updated
The Friends of the Library will be hosting a "gala" the evening prior to our public opening. This event will be a fundraiser. Friends members are hard at work seeking sponsorships for the evening. Staff have met to discuss the evenings agenda. **The public opening will be on a Saturday with the date not yet chosen. Staff are planning demonstrations, tours and other events for the day.**	Debbie Moss	9.13

Progress	Champion	Updated
Our preliminary plan is to hold a VIP reception the evening prior to our public opening. We've discussed with Mr. Melrose and he approves. We're looking at a Friday evening/Saturday series of events. On the more practical side, we plan to begin offering orientation classes in advance (months rather than weeks) of the opening so that users will have already had training in using the technology when we open.		12.12

Lifelong Learning: Objective B: Children's Learning Initiative

1. Develop mobile apps focused on early learning

Progress	Champion	Updated
The K-ready app has been submitted to iTunes for approval. Once approved we will look at going live and promoting to the public. The new Name Game has been storyboarded but development has not begun. Music for the Name Game is being created and will be reviewed soon for inclusion.	Debbie Moss	9.13
The K-Ready app has been uploaded to the Android store. The game contains counting games and letter recognition and identification exercises. We have not promoted until we've had more time to work with in a beta period. We've done some low level work with interacting with some storytime groups but will be expanding our beta testing by seeking out families in the appropriate age group whom we can observe using the app. This will help identify areas not intuitive to or easily understood by users. We will submit to itunes after we've satisfactorily addressed any issues discovered in beta. We plan to bring a demonstration to the August 2013 board meeting.		6.13
Development on the K Ready app progresses well. We have a logo selected, the developer is working with an illustrator to create content images and we are working on lining up interested staff members for the voice over work required for the app. We have also previewed music to be used in app and provided feedback. We anticipate being able to preview an early model by the next strategic plan update.		3.13
We issued an RFP for development services and have engaged the local firm Echo Interactive. The app will be developed for iPhone and Android platforms and is partially funded by a grant from Motorola. This app, called K Ready, contains four Kindergarten Readiness concept games to help parents prepare their child for the first day of school. These games will include either interactive screens, flash cards, or other helpful digital media to assist the parent in making sure their child understands counting, letter recognition, basic shapes and colors.		12.12

2. Evaluate the AWE stations and determine opportunities

Progress	Champion	Updated
The Skills Challenge 5th series featuring AWE's Early Literacy Stations(ELS)	Wendi	9.13

Progress	Champion	Updated
started on September 18th at the North Orange Branch. Turnout for the series continues to be strong, averaging over 14 children per program and parents are engaging as well. The final series will begin October 30th. Staff have plans after the grant period ends to continue offering the series in other configurations, such as a 4 week series or some single day offerings of a Skills Challenge one day "bootcamp" during the 2014 summer reading program.	Bost	
The Skills Challenge Series featuring AWE's Early Literacy Stations(ELS) began on April 3, 2013 at the North Orange Branch. 10 ELS stations are being utilized by children (ages 6-12) as the North Orange Librarian teaches curriculum developed by a Subject Matter Expert from the University of Central Florida. Children also participate in a Whiz Kids technology learning experiences each evening. The first series completed in May 2013 with 85% of parents reporting that they have seen an improvement in their respective children's Basic lanuage skills Letter knowledge Reading skill Problem solving skills Technology literacy The second series began in May 2013 and has been full to capacity, with one family opting to have their children share an ELS station. Additional series being offered are filling uprapidly as more customers are aware of the program via signage at the branch, parents sharing information, as well as articles and adverstisements placed in the Apopka Chief. In addition throughout the System we are experiencing over 7000 session on the 34 ELS stations each month. Most recently the Southwest Branch Library was provided with generoud funding from the Dr. Phillips Rotary to add a station at that branch. We have also applied, a request to submit another grant, to the Orlando Magic Youth Foundation to bring the Skills Challenge Series to the South Trail Branch Library as an after school program.	Wendi Bost	6.13
Thanks to a grant from the Orlando Magic Youth Foundation 10 more ELS stations from AWE have been purchased and deployed to the North Orange Branch. Also from the grant, a graduate student from UCF is developing curriculum to use the stations to support academic learning and skill development. The first drafts of the curriculum have been developed and staff are evaluating them. At the same time, we have been working with the vendor to encourage the integration of these stations with our PC reservation software so that patrons are authenticated in order to sign on. These learning stations continue to be popular with our youngest users. There are 34 stations system-wide.	Wendi Bost	3.13

3. Evaluate opportunities to improve License to Learn

Progress	Champion	Updated
After discussions with the Librarians as Learning Leaders, Children's Initiative liaisons and the Digital Architect team, a form was developed to allow teachers' to submit their LTL (License to Learn) application online. The new contest started on September 10. This year we are implementing several changes that we are hoping will revitalize the contest. We will have one contest in the 2013/2014 academic year and we are offering the contest to all elementary school grades. Teachers will have the option of submitting their entries online and they will have access to print out the library card applications. Information has been sent to a variety of staff and administrators at Orange County Public Schools and so far the feedback has been positive.	Debbie Tour	9.13
The License to Learn Initiative has been discussed with staff and evaluated. An email discussion was held with the members of the Children's Initiative liaison group. A presentation and a discussion was held at a Librarians as Learning Leaders meeting in May. All the feedback and suggestions are now being analyzed. It was determined that this is a successful and highly valued initiative with the Orange County Public Schools. One decision that has been made is to shorten the time period of the initiative and to do it once a year instead of twice a year. Providing teachers with the option of submitting their License to Learn contest form online was discussed and it was introduced to the digital team who in collaboration with Youth Services will develop a digital form for teachers to use if they choose.	Debbie Tour	6.13
The Youth Services Manager has submitted a plan for revising the children's initiative, License to Learn. Once reviewed, meetings will be held with staff to discuss the new concepts.	Debbie Tour	3.13

4. Establish regularly themed quarterly programming for the year

Progress	Champion	Updated
Science programs continue to be a system-wide focus for youth programming. Over sixty programs were scheduled with 4,186 people attending through mid-September. Among the most popular programs were Rumble, Crackle, Whoosh: Powerful Natural Disasters, Experiments with NASA, Hands-On Wildlife, Science Café, Bricks4Kids, and Reptile Discovery. Science programs were sponsored in part by a donation from Siemens Energy, Inc. **"Fall Family Fun" programs started in September. Eight programs were conducted with 505 people attending through mid-September. Programs such as, Meet a Gatorland Wrangler, Mad Science Live Show, and Snake Education with a Twist, entertained and educated Orange County Youth. These programs were made possible by a generous donation from Walt Disney World.** **Kindergarten readiness (Get Ready for K!) programs were offered. This series consists of six programs and were offered at Main, Hiawassee, North Orange,**	Debbie Tour	9.13

Progress	Champion	Updated
South Creek and Southeast. Total attendance was 1,833. The series introduces reading, math, basic concepts, basic skills, health, safety and art for ages 3-5. These programs were made possible by a donation from Target. **The Summer Reading Program ended on August 10, 2013. 1,057 programs and classes were conducted system-wide (an increase of 5%); 34,603 children, teens, and adults attended (an increase of 11% over 2012). The SRP 2013 included music, magic and entertaining and educational programs, computer classes, science and technology classes. Children tracked the days they participated in meaningful educational and recreational activities and were rewarded with prizes.**		
Early literacy continues to be an important focus in programming. This quarter, we finished the last Get Ready for K! programs at Southeast and Main which had 661 patrons attending eight programs. Twenty-one Viva Florida! themed children's programs were offered system-wide. One Book One Community programs were conducted in April and May with a total of 8 programs with 97 in attendance. These programs were based on the book The Fast and the Furriest by Andy Behrens. Science programs were a focus this quarter and some new types of programs were offered. Participating in an international movement to get scientists out of the lab into the public, we are offering Science Café every second Tuesday of the month. The Mad Science presenters offered a live show presenting fun and interactive science information to 184 attendees. On Tuesday, May 21, Orange County Public School's Science, Technology, Engineering, and Math Expo was held at Main. The event was attended by 277 parents, students, educators, and OCPS staff and volunteers. Celebrating National poetry month in April, we held our 2013 Celebrate Your World: Kids' Poetry Contest and had 136 entries submitted by kids ages 6-12. The annual Teen Poetry Contest yielded 75 entries. Even though summer had just started, by mid June we already recorded 3,700 people attending Summer Reading Programs (SRP) events.	Debbie Tour	6.13
Early literacy is an important theme in our programming. The OCLS conducted a successful preschool fair with 122 people attending. We conducted another round of Kindergarten Readiness programs system-wide, which includes "Get Ready for K!" Series, with 440 attending and Reactory Factory performances with 849 attending. 37 different science programs for youth were offered system-wide. These included programs developed by staff, as well as guest presenters, such as non-fiction authors, Central Florida Zoo visits, and astronomy programs presented by an astrophysicist. Teen Tech Week took place from March 11 to March 15 with programs like Apps Alive, Eggbot demonstrations, Snap Circuits and 3-D printing classes. Total attendance, 578 people system-wide.	Debbie Tour	3.13

Progress	Champion	Updated
Children's is currently developing Summer Reading Programs and science programs with the Siemens Grant. In 2012 the Kindergarten Readiness classes have been very successful with 991 participants at 3 locations. Children's is also beginning to develop programs utilizing the $55,000 grant received from Disney for children's reading programs. One Book One Community programming will be offered in the spring.		12.12

Lifelong Learning: Objective C: Adult Learning Initiative

1. Establish regularly themed quarterly programming for the year

Progress	Champion	Updated
The Adult Programming Department started off July with a history theme in the spirit of the July 4th holiday. An informational program, *Korea: America's Longest War* was offered which celebrated the 60th anniversary of the signing of the Korean War armistice. *A Call to Arms* was a performance about the sacrifice and hard work of colonial New England families through a presentation of artifacts, dance and songs. The Second Saturday program was a musical performance from the Rhapsody Wind Quintet which featured patriotic themes and music from the Boom Period. August celebrated as back to school time, with a focus on educational themed programming. The College Bound series was offered to help students prepare for the challenges that lie ahead. The series featured *Sports for College and Beyond*, designed to prepare student athletes for a future in college sports or for going pro. *The College Bound: Practice Test Part I and II*, were presented by Princeton Review to provide students with techniques and to improve their scores on the ACT and SAT tests. For our Small Business….Big Ideas program patrons learned how to Turn Your Hobby Into a Business. A wide range of music programs were offered including a wind quintet, piano and French horn duet, dancers, youth orchestra and guitar players. September was a celebration of Hispanic Heritage. Partnering with the Mexican Consulate, we offered a week long Mexican Film Festival. Special music and a lecture from author and professor, Dr. Steven Noll about the Spanish Legacy in Florida were offered. This quarter, 23 Adult Viva Florida Programs were scheduled.	Debbie Tour	9.13
Celebrating National Poetry Month in April, Adult Programming offered a creative writing and poetry series. Programs included; Overcoming Writer's Block, When Poetry Doesn't Rhyme: the Art of Free Verse Poetry and When Poetry Has A Voice. May celebrated Big Read with Amy Tan's Joy Luck Club. All month long Adult Programming offered programs with an Asian American Theme at all locations. The month was filled with diverse Asian themed programming including: Chinese Lion Dance Performance, The Art of Chinese Brush Painting and a Tai Chi Demonstration with Suzy Chan. Fifty-seven programs were offered with a total attendance of over 1,000 patrons. June programming themed around Home and Financial Security. Programs such as; What Every Homeowner Needs to Know, Don't be a Victim, Money Matters: Budgeting 101	Debbie Tour	6.13

Progress	Champion	Updated
and Loan Modification all focused on educating our patrons to make the best financial decisions for their family. Viva Florida is an ongoing theme for programming and this quarter 20 Viva Florida Programs themed for adults were presented. The 2013 (ASR) Adult Summer Reading Program, Groundbreaking Reads was launched June 8. Weekly programs were offered at the Main library and there will be opportunities for patrons to participate online. Online patrons can submit book reviews and participate in a treasure hunt using letterboxes and geocaches, which have been placed at all branch locations. Patrons earn a chance to win a biweekly prize package by participating in any event or by submitting a book review online at the ASR website.		
Adult Programming helped patrons keep their New Year resolutions by offering various health programs this quarter. The program series, The New You, highlighted living healthy and looking younger. Reduce Anxiety and Stress, Take Charge of Your Health, Quit Smoking Now and Fight Against Cervical Cancer were some other programs that were offered. Viva Florida is a continued theme throughout the year and 19 adult programs were offered this quarter. In February, we celebrated Black History Month supporting the Viva Florida programs by featuring African Americans in Florida: The African Presence in Spanish Florida and People of Color in the Civil War. March is a celebration of America's Music. The music series offered programming from Blues, to Bluegrass, to Broadway. Branch programs featured the popular Celtic Music and Accordion Craze.	Debbie Tour	3.13
In October, Squirt's Birthday Celebration was a family event and was held at 8 locations and was attended by 552 people. Programs for the Big Read in May and Viva Florida 500 are being worked on. Viva Florida 500 will offer yearlong programs. We are developing themes for adult and children programming such as "National Cultural & Literacy Celebration" to be held during April celebrating National Poetry Month, National Library Week and Dia De Los Ninos.	Debbie Tour	12.12

Lifelong Learning: Objective D: Staff Learning Initiative
1. Develop goals and outcomes for Librarians as Learning Leaders

Progress	Champion	Updated
The LLL team is continuing to meet and talk about the future of libraries and the roles of librarians. Sandy Mayer, Tracy Covey and Wendi Bost are working on an article they have been asked to write based on the presentation at the American Library Association Conference this summer. New ideas continue to be shared at meetings and Librarians continue to take on new roles, such as the role of educator being embraced by Marilyn John at North Orange with the Skills Challenge programming.	Wendi Bost	9.13
At the March 2013 meeting of LLL, Sandy Mayer engaged the group in a discussion about why Librarians attend the meetings, what needs are being met by the meetings,	Wendi Bost	3.13

Progress	Champion	Updated
what might change about the meetings and what the library world should know about the group. This was done in preparation for a presentation being given this summer at ALA about LLL. Along with crafting a great list of the team's accomplishments, it was determined that it is an open and comfortable place to share ideas, share experiences, collaboration, keep relevant with trends and focus on customer service. These are all meaningful outcomes of LLL meetings.		
A draft of potential goals was presented at the Librarians as Learning Leaders (LLL) meeting in September 2012 prior to the creation of the new Division of Life Long Learning. In light of our organizational changes the goals will be refined. An initial goal has been set to work with the LLL team to develop staff training on databases.	Wendi Bost	12.12

2. Provide recognition for staff learning accomplishments

Progress	Champion	Updated
From March 5th through April 30, 2013, 8 Assistant Managers participated in the Leading Strategic Innovation in Organizations online class through Coursera. Coursera is an education company which offers online courses from top universities around the world to anyone for free. The Leading Strategic Innovation in Organizations class gave students the necessary tools to understand and manage people engaged in creation, innovation and positive change. Through numerous activities and exercises, students learned to treat innovation as the process of generating, assessing and then implementing useful and valuable ideas. All participants received a Statement of Accomplishment with distinction from the Director. Congratulations to: • Martiza Alicea • Leisa Caravello • Griselda Clarke • John Douglass • Craig Goetzke • Brian Haynes • Stephanie Lum • Pamala Wilson		6.13

3. Conduct internal/informal workflow review to find efficiencies

Progress	Champion	Updated
Staff are continuously evaluating workflow and making changes to find workplace efficiencies. Additions to prior items list include: • **Changes to the staff intranet which provides a more user friendly interface for**		9.13

Progress	Champion	Updated
staff. - **Changes to a single log in and populated menu of choices for a database that staff use to record incidents and happenings** - **Changes to our open enrollment plan that will allow for online open enrollement.**		
This quarter we have created a process in which we are pushing updates for Java, Adobe products, Firefox, Silverlight and Windows Updates to all of the computers in the System. Windows updates are going out on a weekly basis and software specific updates are installed on a monthly basis if needed.		6.13
Staff are continuously evaluating workflow and making changes to find workplace efficiencies. So far this year we have: - Placed a library card graphic on the website's left navigation bar making it more visible throughout the site. Replaced the vendor's (Innovative Interfaces Inc.) online registration form with one OCLS staff created and linked that form directly to the "Get Your Card" language on the site. - Streamlined statistics collections in the children's department using the E'vanced software. - Adjusted materials handling at South Creek so that items are handled less and carts of materials can be shelved directly from the return point. - Purchased more craft supplies centrally for programming, allowing staff to request them from purchasing rather than send in requests to purchase and/or trying to find them locally. - Adjusted how new items with holds are sent to Special Services from Technical Services. This resulted in better efficiencies in both departments and provides for improved customer service by allowing the request option to be more readily available in the catalog. - Revised the E'vanced computer class review process to streamline proofing of accurate entries and to automate confirmation process. - Automated the library card renewal process for adults who have used their card in the last 12 months, have no fines/fees, and have an email associated with the card. - Updated the employee handbook to make it searchable and easier to print if employees want copies Purchased a new product called Libguides that will eventually replace our virtually galleries. These can be created and updated more easily by librarians and more quickly by Information Systems staff.		3.13

Community Engagement: Objective A: Social Media Promotion

1. Set social media targets for participation and evaluate efforts

Progress	Champion	Updated

Progress	Champion	Updated
OCLS showcased its 3D Printer at the Florida Blogger and Social Media Conference on September 21, 2013. OCLS staff responded to numerous queries about 3D printing and shared information about the upcoming Dorothy Lumley Melrose Center for Teachnology, Innovation & Creativity. The library's presence at the conference generated a flurry of favorable activity on Twitter, Facebook and Instagram. OCLS staff interacted with 135 attendees at the conference.	Tracy Zampaglione	9.13
In the last 3 months, the average Facebook post engagement rate continues to meet the goal of 1% or more. A focus on visual content and posts that encourage interaction continue to contribute this goal. Facebook virality rate has been changed to engagement rate which includes all interaction with a post. OCLS Twitter followers continue to grow with 4,229 current followers.		9.13
The average 1% virality rate goal for Facebook posts continues to be met. The Orange County Library System (FL) Facebook account has 3336 "Likes" as of June 26, 2013. Content posted and tweeted continues to be evaluated using available analytics which help determine the type of content the online community is interested in seeing from OCLS. OCLS continues to post Fun Friday Photos, new release DVDs, branch highlights, "This is What is Happening Right Now" photos, photos of library events including the Summer Reading Program, engagement questions and more.	Tracy Zampaglione	6.13
The 1% virality rate goal on Facebook posts continues to be met. The OCLS Hootsuite account was upgraded to a Pro account to access more analytics specifically in regards to Twitter. The library now has access to statistics that include total number or Re-Tweets and Mentions for the month. Other social media web analytics are being used to evaluate efforts including Commun.it, Pinnerly, Klout, Edgerankchecker, Tweriod, and Pinterest Analytics.	Tracy Zampaglione	3.13
A 1 percent virality rate (number of individuals who commented, liked or shared a post divided by the number of individuals who saw the post) for the majority of Facebook posts was established. So far this fiscal year, the goal has been met. In October 2012, 63 percent of the posts exceeded 1 percent and in November 2012, 74 percent of the posts were over 1 percent virality. OCLS now has 3,209 followers on its main Twitter account.	Tracy Zampaglione	12.12

2. Develop social media strategies

Progress	Champion	Updated
A focus on visual content has been extended to OCLS efforts on Instagram, and photos and videos are posted on this site weekly. Pinterest efforts will be expanded to include additional interested branches.		9.13

Progress	Champion	Updated
OCLS has added Instagram to the list of promoted social media sites. Instagram is now listed on the OCLS Social web page and you will begin seeing the Instagram icon with the rest of the social media icons on the website and promotional pamphlets, etc. Instagram is a popular photo sharing app. All OCLS locations have been verified and are now displaying in Google Maps.		6.13
Branches continue to be highlighted on Facebook and Twitter. Creative content continues to be posted on Facebook and Twitter to promote engagement. A creative content team met and came up with a variety of promotional phrases. Two such phrases have been posted with graphics, and have been successful. The library continues to promote relevant programs and products to the local blogging community. Photos of events at OCLS continue to be posted to the OCLS Facebook page. Some historical photos have been posted about OCLS.		3.13
Four over-arching strategies for social media have been identified. They are: 1. *Increase system-wide involvement in social media* A schedule for highlighting branches has been developed and so far, three branches (Southeast, West Oaks and Herndon) have been highlighted. 2. *Create social media traffic based on content* In this regard, photos of the collection have been posted to Facebook and Twitter including the new releases book area, music CDs, e-book displays and playaways. A "Fun Friday Photos" initiative has also been stated to highlight vintage photos of Orlando and have people comment on them. Also, to build buzz about the soon-to-be high tech center, the most recent DLM-TIC blog post is also posted to Facebook and Twitter every week. 3. *Connect to local social media/blogging community* We share news of our events with local bloggers and social media enthusiasts (such as the Gabby Douglas talk) as yet another channel for disseminating library news and information. Both the social media specialist and the public relations administrator are members of the Social Media Club of Orlando. 4. *Create Facebook timeline with visual history of OCLS*		12.12

Community Engagement: Objective B: Community Content Development

1. Promote the Library and Orlando Memory as a hub for local history development - video, oral, and digital scanning

Progress	Champion	Updated
The Orlando Memory revised website was launched in July. Training has been provided to staff on using the new site. Staff have participated in outreach to Orlando Lutheran Towers, College Park Oral History Night, an Orlando Remembered meeting and the annual meeting of the Historical Society of Central Florida to talk about and promote Orlando Memory.	Debbie Tour	9.13

Progress	Champion	Updated
The Herndon branch held an Orlando Memory event in June, during which 12 patrons were interviewed and over 100 pictures were scanned from Orlando's past. In May there was a write up in the College Park Neighborhood Association Newsletter about the April Oral History Night sponsored by the CPNA Historical Committee. The event focused on Pickerill's Sport Shop and is posted on our Orlando Memory site. The Orlando Memory redesign is being tested and the anticipated re-launch is scheduled by July.	Debbie Tour	6.13
An Orlando Memory Digital History event was held at West Oaks in February resulting in 20 interviews, including one from U.S. Congressman Daniel Webster. An event at Hiawassee gathered 18 interviews in January. We continue to work with the groups mentioned previously and in addition, we are working with Orlando Remembered. Orlando Remembered is a Committee of the Historical Society of Central Florida, Inc., who is dedicated to preserving the memories of "The City Beautiful," primarily as it was during the 1930-1950 era. Regarding the re-design of the Orlando Memory website, the interior page designs have been approved and work on the new look continues.	Debbie Tour	3.13
Digital history events to obtain new content for Orlando Memory have been held at Herndon in November and Winter Garden in December. Staff are continuing to work with several area groups to capture history for Orlando Memory including the College Park Historical Committee, Pine Castle Women's Club and the Mt. Zion Missionary Baptist Institutional Church. Upcoming Orlando Memory events are scheduled for January (Hiawassee) and February (West Oaks). The Orlando Memory website is being redesigned and is planned for completion in February.	Debbie Tour	12.12

2. Continue the development of EPOCH as Obit source for Orlando History

Progress	Champion	Updated
EPOCH is in development. We hope to have staff testing the new site soon. Community interest with the website is building, with very positive responses from those community groups that have been told about it. EPOCH will be discussed at future library conferences.	Debbie Tour	9.13
The bid for the development of the EPOCH website was awarded and the design process has begun. We are anticipating the completion of the site in September 2013. Staff hosted a booth at the Florida Library Association Conference in May, where 198 people inquired about EPOCH.		6.13
The final reports for the 2012 Epoch grant were submitted. RFP for development was sent out and bids have been received. We anticipate awarding contract by the beginning of April. The EPOCH concept was presented to the Central Florida Genealogical Society on Jan 24 to 12 people.		3.13

Progress	Champion	Updated
EPOCH (Electronically Preserving Obituaries as Cultural Heritage) has completed the initial grant that focused on the feasibility and usability studies. The second grant (a three year grant) has just begun. The RFP is currently being developed to locate a software development vendor.		12.12

Community Engagement: Objective C: Engagement

1. Provide virtual badges for classes and programs for adults/children

Progress	Champion	Updated
Initial testing of the Badge program revealed functionality concerns and more development was needed. The vendor is working on the issues.	Craig Wilkins	3.13
The Viva Florida 500 events have been selected for our first badge program. The implementation team has identified badge levels to include Reading, Programming, and Social badges. Quests for each level have been designed, badge language has been crafted, and badge graphics have been discussed with the graphic designer. Authentication against the Library's ILS is being written for the software. Promotional opportunities have been discussed including Facebook postings, printed posters (or language to be added to printed posters), and website home page promotional graphics.		12.12

2. Promote library card registration

Progress	Champion	Updated
OCLS reached 2,442 people at the multiple community events during July, August and September. These included the Central Florida Employment Council Job Fair, the Governor's Job Fair and several back-to-school events hosted by various county commissioners. In the last quarter, the library system participated in 18 community events.		9.13
OCLS is effectively leveraging the annual Summer Reading Program to sign-up new cardholders. For the large and popular programs, first seating preferences are being given to Orange County Library Cardholders in good standing. Community Relations registered and secured staff to work 15 Community Events during this quarter. Library staff interacted with 2,936 people at these events and encouarged library card sign-ups. Some of the larger events included the UCF Book Festival (191 people); Central Florida Earth Day (338 people); Central Florida Employment Council Mayor's Job Fair (431 people); and Nathaniel's Hope Make 'm Smile Event (999 people.) Community Relations also conducted three Speakers Bureau Presentations during the quarter reaching a total audience of 131 people. To both boost circulation and attract new cardholders, the library has planned a series of checkout promotions. OCLS is giving away popcorn, highlighters, Disney on Ice		6.13

Progress	Champion	Updated
Tickets, Zoo Tickets, and more popcorn. Staff are encouraging people to get cards and participate in these fun opportunities to enjoy free gifts. Here is the schedule of checkout promotions: • Memorial Day Popcorn Giveaway: May 16 - 26 • 4th of July Popcorn Giveaway: June 21 - July 3 • Highlighter Giveaway: July 5 - July 31 • Disney on Ice Tickets: August 1 - September 10 • Highlighter Giveaway 2: September 3 - September 30 • Fall Popcorn Giveaway: October 1 - October 31 • Zoo Ticket Giveaway: November 1 - November 26		
OCLS recently made some refinements to its website so that people who click on "Get Your Card" are immediately driven to the card registration sign-up. Also, on February 1, 2013, the library began automatically renewing expiring cards that were in good standing. Specially marked Get Carded brochures will be included in the registration packets for the City of Orlando's Summer Camp program. This will go to 2,200 school-aged children who attend the city's camp program. Camp registration begins April 6, 2013. Since the first of the year OCLS has had a presence at seven community events or Speakers Bureau presentations, and interacted with a total of 201 people. At all of these outreach events, people without library cards were encouraged to sign up for one.		3.13
A special mailing to residents near the Edgewater Branch Library is planned for February 2013. Non-cardholders will receive the newsletter along with an invitation to sign-up for a library card. As an incentive, those signing up for library cards will be entered in a drawing to win an iPad.		12.12

3. Promote Friends of the Library membership

Progress	Champion	Updated
The Friends of the Library Fall Book Sale was September 19 - 21. New members were welcome and encouraged for the Preview Sale which provides advance entry to the Sale. **In addition, the Friends of the Library are having a "Friendraiser" on Friday, October 18. New members will be given a complimentary ticket to an after-hours, beer-tasting event at the Main library.**		9.13
The Friends of the Library hosted their Spring Book Sale May 16 - May 19, and leveraged the event to attract new members. FOL members gain advance entrance to a preview sale and enjoy an additional 10 percent discount. The Friends of the Library Spring Membership Drive held in conjunction with National		6.13

Progress	Champion	Updated
Library Week resulted in 34 new members and 13 upgraded memberships.		
The Friends of the Library will hold a membership drive with prize incentives that runs April 1 - May 10, 2013. Individuals who join or upgrade their current membership will be entered in a drawing to win prizes generously donated by area businesses. Two higher annual membership levels were added for 2013. They are Book Ambassador ($150) and Book Connoisseur ($250).		3.13
The Friends of the Library has printed a convenient bookmark with an application on the back. This is being distributed in the FOL Bookstore and has also been shared with FOL Board members for them to circulate to prospective members. A membership application will be stitched into the January 2013 Library newsletter to promote new applications, and a membership drive with prize incentives is planned for April 2013 during National Library Week. During the quarter, the FOL welcomed 89 new or renewing members.		12.12

4. Cultivate OCLS as a National Model for presentations, publishing and award opportunities

Progress	Champion	Updated
IT Director Ricardo Viera and Griselda Clarke Assistant Manager of Collection Development presented at the SEFLIN Evolving Library Technologies Conference in Miami in July 2013. Viera and Clarke presented on the topic How to Build Your Own E-book Platform from Scratch. **Youth Services Manager Vera Gubnitskaia edited a book titled <u>Continuing Education for Librarians</u> which is an anthology published by McFarland & Company, Inc. She is also one of the editors for <u>How to STEM: Science, Technology, Engineering, and Math Education in Libraries</u> that will be published by Scarecrow Press in November 2013.** **Youth Outreach Coorodinator Natalie Houston authored a chapter titled *Youth Contests as Outreach,* which has been selected for inclusion in the anthology <u>Pre-School Through Teen Library Outreach</u> to be published by McFarland Publishers.** **Public Relations Administrator Tracy Zampaglione had an article titled There's *Something for Everyone at the Public Library,* published in the premiere issue (July 2013) of Apopka Life magazine.**		9.13
The Urban Libraries Council (ULC) recognized OCLS with an honorable mention for the library's new creative programming. The program, designed by Youth Services and the Technology & Education Center, is called Reimagining Learning: Integrating STEM into Library Technology Classes and Youth Programs. The Urban Libraries Council gave OCLS a "shout-out" in a June newsletter for its "First Nail" ceremony celebrating the start of construction of the Dorothy Lumlet Melrose		6.13

Progress	Champion	Updated
Center for Technology, Innovation & Creativity.		

The First Nail event was also the subject of an above-the-fold story which published on the front of the local section of the Orlando Sentinel on June 13.

The Orange County Library System was honored with a 2012 Golden Brick Award from the Downtown Orlando Partnership for the Kendrick Melrose Major Gift Announcement. The announcement unveiled the single largest gift in the library's history which will make way for a high-tech center at the downtown library. The awards are given to projects which positively impact the Downtown Development District.

Ormilla Vengersammy and Ann Collins published an article titled Fabrication Labs: New Possibilities through Community STEM Relationships in the Spring 2013 issue of Florida Libraries, the official journal of the Florida Library Association.

Alafaya Librarian Lauren Gibaldi Mathur had an article titled Nerdfighters at the Library published in the Spring 2013 issue of Young Adult Library Services. It was featured as a "best practice."

Public Relations Administrator Tracy Zampaglione had an article Ole: Flamenco Dance Troupe to Perform at Orlando Public Library published in the May 2013 issue of Orlando Family magazine.

OCLS had a strong presence at the 2013 Florida Library Association annual conference in May. Ann Collins, Tony Orengo and Ormilla Vengersammy gave a presentation titled FABulous Centers: Empowering Libraries to Get Innovative and Creative with Hi-Tech Technology. Vera Gubnitskaia, Natalie Houston and Brittany Nethers presented Templates for Partnerships Benefiting Youth. Lynette Schimpf presented Creating a Social Media Strategy. And Wendi Bost and Kelly Pepo gave a talk called Create and Innovate! How to Champion Creativity and Innovation in Your Organization. In addition, Wendi Bost was also one of the featured speakers on a panel discussion titled Powerful Partnerships for Workforce Recovery. Shasta Quinn , Sandy Mayer, and Shane Roopnarine presented a FLA Poster Session entitled "Got the eBook Blues? We can Help!". We also hosted a booth promoting our EPOCH service. Another conference highlight from OCLS was when Melanie Higgins demonstrated the Egg-bot in the FLA Cyber Zone.

		3.13

OCLS was awarded the Bob Allen Outstanding Community Service Award from Disney, as well as a $44,000 Helping Kids Shine Grant for the Summer Reading Program on March 27th.

Director Hodel received a call from Florida Secretary of State Ken Detzner thanking OCLS for our wholehearted embrace of Viva Florida 500 campaign with our huge array of programs, the newsletters and banners on the outside of our buildings. Our banner design was shared with Orange County Administration and Tampa-Hillsborough County where it now hangs on both county administration buildings!

Assistant Library Director Debbie Moss was interviewed for an article in the publication

Progress	Champion	Updated
Techsoup for Libraries. The article was titled Better Connectivity: How One Award-Winning Library Is Meeting the Demands of the Modern Patron. The Urban Libraries Council listed OCLS as one of its "Shout-Outs" in a March 2013 issue of its newsletter. OCLS was given accolades for the new DIY Learning page it recently launched on its website. The page offers patrons access to a myriad of free online websites and app-building courses, tutorials and other high-tech classes. Employee Cassie Shivers had a chapter published in the book Mobile Library Services: Best Practices. The book was released in March 2013. It focuses on proven ways to reach out to mobile users and increase the library's relevance to their everyday lives. The Right Service at the Right Time APP has been named a 2013 Cutting Edge Service by the American Library Association's Office for Information Technology Policy (OITP) and its America's Libraries for the 21st Century Subcommittee. The Florida Library Association has announced that they are awarding honors to OCLS for Kidsconnect as this year's Outstanding Youth Services Website and for the Technology and Education Center as an Exemplary Learning Design Program. Acquisitions Services Manager Kelly Pepo has submitted a chapter on the library's OCLS Innovation Champions for inclusion in the forthcoming Library Innovation Cookbook being published by ALA Editions.		
Sierra Project Manager Eric Atkinson was asked to write an article for an upcoming issue of NISO Information Standards Quarterly on the interoperability of the Libraries ILS with other platforms. The article features some of the custom work Information Systems staff have done that enable other software vendor's products to interact with our library system software or to enhanced provide customer services. Two members of the library's Children's Department had articles accepted for publication in Pre-School through Teen Library Outreach by McFarland Publishers. Youth Programs Coordinator Brittany Nethers received notification that her chapter titled "Youth Focus Groups: Finding Out What Patrons Really Want" has been selected for the anthology. Natalie Houston's article titled "Youth Contests as Outreach" will also be included in the publication. Alafaya Branch Librarian Lauren Mathur had an article on a special teen program accepted for publication in the Spring 2013 issue of YALS (Young Adult Library Services). Ormilla Vengersammy, Technology and Education Center Manager, has been asked to write an article for the Spring Issue of Florida Libraries on Fabrication Labs and their new possibilities through community STEMrelationships. Kelly Pepo, Acquistions Services Manager, has been asked to contribute a chapter on how OCLS fosters the innovation process for an upcoming book entitled Big Book of Library Innovation being published by the American Library Association.		12.12

Community Engagement: Objective D: Funding Opportunities

1. Engage in selective fundraising opportunities

Progress	Champion	Updated
OCLS partnered with Ethos Vegan Kitchen for a special give-back promotion on September 21, 2012. The restaurant donated 5% of the day's sales to the Library in the amount of $340. **So far this fiscal year, the MAYL campaign has generated $9,915 in donations.**	Craig Wilkins	9.13
OCLS is currently in the midst of its annual direct appeal through MAYL deliveries. Requests for donations along with a remittance envelopes began going out with home deliveries in June. In one month alone, the appeal has generated approximately $5,000.	Craig Wilkins	6.13
In February 2013, the library participated in a Give-Back promotion with local restaurant Anthony's Coal Fired Pizza. For diners who mentioned the library, a percentage of the restaurant tab was donated back to the library. The partnership raised nearly $500.	Craig Wilkins	3.13
The Walt Disney Company surprised OCLS with a special donation of $55,000 in support of Children's Reading Programs. The Disney gift was given in commeration of the opening of the new Fantasyland and marked the year 1955 when the orginial Fantasyland opened in Anaheim, California. The Library has worked hard to cultivate a positive relationship with the Walt Disney Company and to build awareness of how the library positively impacts the community. The Libary is very appreciative of this recognition by Disney to allow us to continue to grow new readers. The Library is conducting a year-end appeal that seeks contributions in support of the MAYL, Summer Reading Program, and other general library events. An appeal letter was sent out the first week in December. Sweet! by Good Golly Miss Holly conducted a cupcake decorating class at the Alafaya Branch on December 8th. Some 80 participants enjoyed the decorating instruction by Food Network celebrity Miss Holly. The Library received a contribution of $800 for hosting the event. Direct mail donation appeals for the Summer Reading Program are planned for February 2013. Also in February, OCLS will participate in a special give-back promotion with Anthony's Coal Fired Pizza. For customers who visit the restaurant any Tuesday in February, and mention the library or present a flyer, 20 percent of the sale will be donated back to OCLS.		12.12

2. Seek grants to fund initiatives

Progress	Champion	Updated
OCLS was awarded a Speakers Bureau grant from the Florida Humanties		9.13

Progress	Champion	Updated
Council. The $500 grant will enable the library to present Dr. Andrew Frank sharing Modern by Tradition: Innovation and the Transformation of Seminole Culture on Saturday, November 9, 2013 at the Orlando Public Library. This special presentation is part of the library's yearlong celebration of Viva Florida 500. **Grant funding has been received from Target which will help support Kindergarten readiness *(Get Ready for K!)* programs which introduce reading, math, basic concepts, basic skills, health, safety and art for ages 3-5. A total of 42 programs in FY2014 will be offered at Main, Alafaya, Herndon, Southeast, South Creek and Winter Garden.**		
Disney awarded OCLS a $44,000 Helping Kids Shine Grant for the children's Summer Reading Program and was singled out as the recipient of the Bob Allen Outstanding Community Service Award. The Library has been awarded a $60,000 dollar grant from the Orlando Magic Youth Fund, a McCormick Foundation Fund. The library was one of 17 winners from a large field of applicants. The grant will underwrite a pilot program for after-school learning called "Skills Challenge." Skills Challenge will provide interactive technology-based learning using new AWE Early Learning Stations purchased by the grant. The library will work in partnership with Lovell Elementary, GROWS Literacy Council, and Hope Community Center for this six week series. The Association for Library Services to Children (ALSC) has announced that OCLS - Orlando Public Library is a winner of the Él Día de los Niños / Él Día de los Líbros Family Book Club mini-grants. OCLS is one of twelve libraries nationwide to receive $5,000 to offer a Día Family Book Club. These clubs will utilize multicultural, multilingual or second language books to provide an opportunity for the community to come together. The mini-grants are part of ALSC's Everyone Reads @ your library grant, generously funded by the Dollar General Literacy Foundation.		3.13
The Orange County Library System (OCLS) has been awarded a National Leadership Grant of $212,070 from the Institute of Museum and Library Services (IMLS) to develop and implement a free library-based community digital obituaries repository. The project is called EPOCH which stands for Electronically Preserving Obituaries as Cultural Heritage. 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 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. The series will be offered to the public in Spring 2013.		12.12

Progress	**Champion**	**Updated**

OCLS has applied for an Excellence in Programming grant through the American Library Association for its successful Counsel for Caregivers series. If OCLS receives this grant, the library system will receive $5,000 for future programming.

The Library has been awarded two grants from the Florida Humanities Council. One grant in the amount of $2,000 will support a round of Prime Time Reading at the Alafaya Branch. The second grant for $2250 will support a new program launch at the North Orange Branch. These programs, called Community Conversations, are designed to engage parents and children in discussions of important topical interest.