

Orange County Library System Strategic Plan 2019 ~ 4th Quarter Update

Improve the Customer Experience, establishing OCLS as a friendly, welcoming and community centric service.

A. Establish an ongoing customer service training program

1. Evaluate efficacy of efforts through customer and staff feedback

Progress	Champion	Updated
<p>This was the first quarter that the in-person customer service orientation for new staff was offered each month. From the attendees that completed the survey: 37.5% said they were very familiar with the service story prior to the class, 58.3% said they were a little familiar, and 4.2% said they had not heard of it before. Overall, 96% of the attendees that completed the survey said they learned something new, and 100% said they would recommend the class to a friend.</p> <p>The Customer Service Story website was visited 670 times by staff in the last quarter. This is where staff share their stories on how they are supporting the common purpose of “We Change Lives.”</p> <p>In July and August, 93% of the customer surveys rated their experience as “Excellent.” Many of the excellent ratings commented on the cleanliness of the library, the great variety of classes/programs and the number of summer activities. The lower ratings mentioned concerns about the noise level and the fact that not all classes/events are offered at all locations.</p>	<p>Debbie Tour</p>	<p>9.19</p>
<p>Staff are using the newly developed Kudos pads to recognize each other for providing excellent service. Many departments/locations have these on display in the staff workroom.</p>	<p>Debbie Tour</p>	<p>6.19</p>
<p>New staff taking the Customer Service Story training receive a survey after class to provide feedback on the class. In addition to feedback on the class itself, staff are asked how familiar they are with the service story and framework, prior to attending. This will allow us to gauge whether the current levels of communication around the framework are effective.</p>		
<p>On the Customer Service Story Website, there are postings from staff members supporting our common purpose of “We change Lives.” Here is one example: “I had a customer that started taking classes and after 2 weeks she stopped coming. I saw her again recently and she told me she found a job and how grateful she was to have learned Excel because she needed it for her new job.”</p>		
<p>In April and May, 92% of the customer surveys rated their experience as “Excellent” and 6.5% rated their experience as “Good”. The lower ratings received a total of 2.5%. These experiences had to do with staff enforcing the Rules of Conduct, someone not being able to find a book, and someone concerned</p>		

Progress	Champion	Updated
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about the noise level in the Library. “Excellent” ratings praised the knowledgeable and welcoming staff, likes the variety of classes offered, and enjoys the large collection of movies.

As a way for staff to recognize each other, the kudos pads were finalized and sent to all departments and locations, along with posters. Many departments are already putting them to use, and we have received some positive comments about their implementation.

Debbie
Tour 3.19

To make it more visible, the Customer Service Story site was moved from the Staff Training Site to a stand-alone webpage and is featured under the Orange Peel quick links. The site highlights the Service Framework, and showcases our Common Purpose: We Change Lives, with real stories from staff on how they are changing the lives of our customers.

During January and February, 91% of the customer surveys rated their experience as “Excellent” and 7% rated their experience as “Good”. Lower ratings received a total of 2%. These experiences had to do with staff enforcing the Rules of Conduct, the website, the charge for meeting rooms and a few with no comments. "Excellent" ratings praised staff, programs, classes, resources, and our free services.

The OCLS Service Story e-learning module has been completed. It was assigned to all OCLS staff as a refresher and has been added to the new hire learning plan. All new OCLS staff will complete the e-learning OCLS Service Story course on their first day. The feedback on the e-learning module has been very positive. Based on staff feedback, kudos pads have been developed to aid in recognition and reinforcement of the customer service standards, behaviors, and system wide values. Staff can recognize each other, and the successes will be displayed at each location.

Debbie
Tour 12.18

2. Develop and implement customer service Branch/Department of the year award

Progress	Champion	Updated
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In July, the “Mystery Shop 100% Club” recognized staff members that received perfect Mystery Shops at Alafaya, Chickasaw, Eatonville, Fairview Shores, Herndon, North Orange, Circulation, Learning Central, Melrose Center, Questline, South Trail, Southwest, Windermere and Winter Garden.

**Debbie
Tour 9.19**

All locations and departments continue to focus on promoting the customer service initiative. Resources used for inspiration include the customer service toolkit from Onboard Oxygen and the Customer Service Tip of the Week from Toistersolutions.com. Learning Central staff designated a location at the 4th floor information desk to have youth-gearred activities available for when families visit the floor. Since then, staff have had several interactions with younger customers who

Progress	Champion	Updated
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are happy to receive these fun activities. Learning Central launched Peer Academy. Peer Academy helps new library staff obtain the knowledge and skills needed to help internal and external customers. Other locations have similar training for new staff including looking for ways to go the extra inch.

All departments and locations are encouraged to create innovative ways to celebrate and recognize their successes. This includes posting positive surveys for everyone to see and putting a happy face sticker on a chart for making the customer our hero. We created a “Mystery Shop 100% Club” to celebrate and recognize staff members who receive 100% on their Mystery Shops. In May, staff from Alafaya, Chickasaw, Eatonville, Herndon, Hiawassee, North Orange, Questline, South Creek, Southeast, Southwest, Washington Park, Windermere and Winter Garden made the list.

Debbie
Tour 6.19

A new annual award for staff was announced to highlight the incredible displays and bulletin boards being created throughout the system to promote events to internal and external customers. These displays/bulletin boards are great customer service tools.

Debbie
Tour 3.19

The Mystery Shopper survey was updated to include more customer service feedback and it continues to provide an opportunity for the locations with the highest scores to receive an award.

An Agile survey was created for us to receive additional customer service feedback. It is emailed out to customers quarterly after they check items out. We are looking at how this can be used for some type of recognition.

Locations are currently recognized through their Mystery Shopper scores. This will be evaluated to see if any changes should be made.

Debbie
Tour 12.18

3. Provide managerial refresh training to support system expectations

Progress	Champion	Updated
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Manager Training Day was held in August and focused on helping internal and external customers. Human Resources discussed employee engagement, coaching, and staff recognition. An attorney discussed public record requests, privacy laws and the library as a limited public forum. Managers had the opportunity to share questions ahead of time which led to the overall schedule for the day and a Q&A section of the handouts.

Debbie
Tour 9.19

Managers were encouraged to sign up for weekly customer service tips from Jeff Toister's webpage. In doing this, they received a link to his book “Customer Service Tip of the Week” free of charge. Managers were also encouraged to make use of a library resource called Lynda.com. It includes 53 training videos from this author, that range from servicing internal customers to working

Debbie
Tour 6.19

Progress	Champion	Updated
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with upset customers. Videos range from 1 minute to 1.5 hours.

<p>“Looking Glass: How Culture Affects Performance” was offered to all managers in December. This quarter, a version of the training was offered at multiple locations for all staff. Managers were able to experience the training with their staff and assisted with the classes playing different roles. Overall, this demonstrated to staff how the right organizational culture that promotes cooperation, produces better customer service.</p>	Debbie Tour	3.19
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<p>Training was offered at a manager meeting in December. The interactive session called the “Looking Glass” was offered to help managers see how their own behaviors and decisions can help create an organizational culture that reduces hassles and encourages cooperation. Another training session is being developed that will be offered in 2019.</p>	Debbie Tour	12.18
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4. Create training opportunities for staff that will enhance customers’ experiences

Progress	Champion	Updated
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<p>Training was offered on “Making Your Library Marketing More Inclusive,” and on working with autistic adults and youth. To help staff offer valuable future youth programs, training will be offered on Cuisine Corner, Little Chef and toddler programs.</p>	Debbie Tour	9.19
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The staff developed courses on “Spanish for Library Staff” and “Emotional Intelligence” have been finalized and each series will be offered on a quarterly basis.

<p>Testing for the Spanish for Library staff, and the Emotional Intelligence courses has been completed, and they are in the final editing stages to be offered to all staff going forward.</p>	Debbie Tour	6.19
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The in-person classes "Toddler Playground," "Making STEAM Storytime a Success," and "Early Childhood Expertise Beyond Libraryland Serving Refugee and Immigrant Families", were offered this quarter.

<p>“Nasty Negatives and Peacekeeping Positives - Simple Ways to Communicate More Effectively” was offered to staff in March. The “Looking Glass: How Culture Affects Performance” training was offered 13 times at multiple locations, with 271 staff attending during February and March. Currently on Sum Total, the employee training website, there are over 50 online courses dealing with different aspects of customer service.</p>	Debbie Tour	3.19
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Learning Central managers paired 4 staff members who had little or no experience in Outreach with more experienced staff. Together they participated in community outreach events. They

Progress	Champion	Updated
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learned how to distribute information quickly to attendees in order to increase the awareness of library services. They also learned how to network with existing or prospective partner organizations.

Staff Day 2018 was filled with sessions to help staff enhance customers' experiences. Topics included: learning sign language, conducting outreach, database training, working with children with special needs, how culture influences customer service, and learning how to offer various classes and programs.	Debbie Tour	12.18
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B. Evolve the Mystery Shopper program to be a customer feedback based metric which delivers on customer-centric attributes. Engage in an ongoing program of customer feedback.

1. Evaluate and adapt current customer feedback instruments to incorporate new customer service standards

Progress	Champion	Updated
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The new mystery shop form continues to be used successfully to reinforce that the new customer service standards are being consistently followed throughout the system. Some of the positive comments from this past quarter include: "The employee was welcoming and engaging. The employee responded to what I asked about and treated me with respect. The employee provided useful guidance on where I could find more travel books." "The library was clean. There were numerous people in the library doing homework, watching movies, reading and browsing the selection. There was lots of movement but it still felt like a calm and tranquil environment." "An associate was available to help me as soon as I arrived in the library. He was very friendly and offered to walk me over to the aisle and shelf in response to my book question."	Bethany Stone	9.19
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The mystery shop reports using the new form continue to yield strong results. During this quarter the average shopper score has remained above 95% with 33 perfect 100% scores. Some positive comments mentioned in the shopper reports include: <i>"Danny did a great job of helping me and I feel went above and beyond to get me the information I was looking for."</i> <i>"Joannie was very willing to assist me in finding the materials that I requested. She looked up the information and led me to where the books were. She showed me what was available and told me to come back if I did not find what I was looking for and she would help me more. She was friendly and smiled and made eye contact. She made sure I knew how to renew and told me the dates for each type of material that I checked out. She was helpful and efficient."</i> <i>"Priscilla went out of her way by ensuring I found what I needed and adding value by offering free QuickBooks training."</i>	Bethany Stone	6.19
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The new mystery shopper form, using questions based on the library's customer service standards, has been used all three months of this quarter. The average score for the system this quarter was 96.92% (out of 100) with 38 out of 51 shops resulting	Bethany Stone	3.19
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Progress	Champion	Updated
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in perfect 100% scores.

Some of the positive remarks made by the mystery shoppers include, "*I was acknowledged with a smile, helped and felt like a valued customer,*" "*They were friendly and smiled and gave great customer service,*" and "*The employee went above and beyond to make sure I could get my book at another location. She was attentive and patient.*"

New Mystery Shopper questionnaires that incorporate the new service standards are being launched in January 2019.	Bethany Stone	12.18
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2. Review staff recognition program and make appropriate adjustments

Progress	Champion	Updated
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The Mystery Shop 100% Club on the Orange Peel has been visited by staff members 146 times during this quarter. Over 40 Kudos were received for staff members during this quarter. One of the kudos stated: "The employees went above and beyond to accomplish what I could not do. Thank you. I'm glad the Library offers so much help with such good and caring attitudes." Source: Customer Service Survey-Fairview Shores	Bethany Stone	9.19
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The Mystery Shop 100% Club has been created on the Orange Peel and has been visited 279 times during this quarter. There have been 55 Kudos for various staff members posted during this quarter. Some examples of the Kudos received include: "Patron Robert H. called Questline to express his appreciation for the assistance he got from Casey (Hayden) yesterday. He thanked Casey for being very proficient at her job." and "Kudos to Brenda!!! I'm looking forward to other classes with her! Ms. Brenda Santana is one of the most competent computer class instructors I have ever had. She can break things down and stay at an advanced level, which is not an easy thing to accomplish. I am so grateful to have had this "Practice Session.""	Bethany Stone	6.19
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The Training and Development Specialist is working on adding a recognition page to The Orange Peel for staff members and locations receiving a perfect 100% mystery shopper score. A committee is being formed to evaluate other opportunities to provide staff recognition and evaluate current offerings.	Bethany Stone	3.19
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Current staff recognition programs include Employee Kudos, Mystery Shopper rewards, and annual recognition for locations with high Mystery Shopper scores at Staff Day. Evaluation of these programs and consideration of new ideas for employee recognition will be begin in the first quarter of 2019.	Bethany Stone	12.18
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3. Incorporate agile survey techniques into survey processes

Progress	Champion	Updated
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The OCLS agile survey was sent to customers using any OCLS	Bethany	9.19
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Progress	Champion	Updated
location September 15th - September 22nd.	Stone	
The agile survey was sent to customers using OCLS locations between June 17-June 23. The survey included some new questions regarding customers' involvement with the Summer Reading Program.	Bethany Stone	6.19
The agile survey was sent to customers who used the library between February 10 and February 23 to rate their service experience at OCLS. Out of the 1,026 responses, 976 rated their experience as Excellent or Very Good. And 989 customers said that library staff made them feel welcome during their visit. The responses are being evaluated to look for opportunities to recognize excellent customer service provided by staff members and improve or enhance library service.	Bethany Stone	3.19
An agile survey (asking for customer feedback using a short survey right after a transaction) was tested last fall with good results. As a result, the agile survey will be repeated on a quarterly basis this year.	Bethany Stone	12.18

C. Provide inviting facilities to fulfill community needs

1. Evaluate Children's area furniture and space usage plan and adjust as necessary

Progress	Champion	Updated
OCLS will consult with an architect in the coming fiscal year to redesign the Children's Library at Main. A committee was formed in Youth Services to evaluate the current space utilization and propose ideas to be submitted to the architect.	Steve Powell	9.19
The Children's Library at Main is set to be painted after SRP. New height-adjustable tables and new chairs are being researched for the children's program rooms at Main.	Steve Powell	6.19
A group of assistant managers: Genevieve Traas, Jackie Zumaeta, Sarah Qronfleh and Olga Rodriguez, evaluated the Children's Library and generated a list of ideas. Their ideas include painting (walls and ceilings), furniture removal and replacement, lighting upgrades, alternative shelving for some materials and relocating some materials and displays. The list is under further review.	Steve Powell	3.19
A group of staff is being formed to complete the evaluation.	Steve Powell	12.18

2. Evaluate customer service areas, furniture and space usage with a focus on Main

Progress	Champion	Updated
Bibliotheca Fast Lane Pad is being added to the Main Lobby's Information Desk for faster service. The other list of enhancements for the Lobby Checkout and Book Return areas are still under review.	Steve Powell	9.19
The list of services to include after the consolidation is still under review and staff are considering what additional services might fit in the area. This project is included in the FY 2020 budget.	Steve Powell	6.19

Progress	Champion	Updated
Staff generated a list for the Main Lobby that includes: consolidating the check-in and check-out functions to one side of the Lobby, reconfiguring the existing check-out side so that a work station with printer and the TBS equipment (copier, scanner, fax and print functions) could be placed there and potential suggestions for the old café space. The list is under further review.	Steve Powell	3.19
Circulation staff member Andrea Cates and Questline staff member Andie McAvoy are currently working together on a proposal for changes to the Main Lobby and the hall leading to the Children's Library.	Steve Powell	12.18

3. Implement a new furniture and space usage plan at additional location(s)

Progress	Champion	Updated
Child-friendly tables and chairs have been purchased for the Winter Garden and Southeast locations. Furniture for Winter Garden is expected to be installed in early October. Furniture for Southeast is expected to install following the location refresh in December.	Steve Powell	9.19
The group of assistant managers listed above met at the Winter Garden location to walk-through and evaluate the children's area for future improvements. New child-friendly tables and chairs are going to be purchased for the Southeast and Winter Garden locations to create a more welcoming environment.	Steve Powell	6.19
The same group of assistant managers listed above are evaluating the Children's areas at the Winter Garden and Southeast branches.	Steve Powell	3.19
A group of staff is being formed to identify locations.	Steve Powell	12.18

4. Implement the new furniture and space usage plan at the new Edgewater Branch

Progress	Champion	Updated
The Fairview Shores Branch is open and the furniture selected allows for spaces to be flexible. Also, the furniture color selections create an inviting environment for customers of all ages.	Steve Powell	6.19
The furniture for Fairview Shores is on order and includes nesting tables and stacking chairs for the meeting room and some public spaces. These types of furniture will allow the spaces to remain flexible and easy to setup or breakdown.	Steve Powell	3.19
The space build out has started and furniture selection is in progress.	Steve Powell	12.18

5. Develop interior signage/wayfinding and implement a plan to streamline

Progress	Champion	Updated
Screen Savers with the new tagline Learn. Grow. Connect.	Steve	9.19

Progress	Champion	Updated
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have been implemented system-wide on catalog computers. Library Central’s signs have been updated with new larger more visible signage for the specific collection including DVDs, Music on CDs, New & Popular, Graphic Novels, and Informational DVDs/CDBs. Signage in the Lobby has also been updated.	Powell	
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Signs have been removed from every other end cap in Library Central to reduce signage clutter. The Local Author’s Collection was relocated on the 3rd floor and a new sign has been created with current branding. Interior signage for branches has been completed and will be installed at all locations by the end of calendar year 2019.	Steve Powell	6.19
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The Circulation team met with the staff from Graphic Design, Community Relations, Events and Programming, and Learning Central to discuss updates to signage in Library Central and Lobby at Main. We have eliminated some end cap sign holders and larger online catalog directional signs. The graphics request has been approved and sent along to the Graphics Design Team who will be working on Phase I for Library Central which includes: <ul style="list-style-type: none"> • Redesign Screen Savers for all Catalog Computers systemwide • Redesign Library Central Signage for CDs / DVDs / New & Popular shelving units • Redesign Staff Only area signs in the Main Lobby (11x17). • Redesign "Return Books Here" sign for book drop in the Main Lobby. • Redesign "Reusable Bag" sign for systemwide use. The Southeast branch completed taking photos of all signage and graphic requests have been submitted. To date, Southeast has 80% of the signage updated.	Steve Powell	3.19
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The graphic design team has been working with branches to update signage at locations as the branches request new signs to replace older ones. We are currently working on a request for new signage for Eatonville. The designers are currently taking an inventory of signage at Main, as well as the most commonly used signage at branches. The plan is to create standard-sized signage for commonly used signs that all branches have, and to create a template that can be modified as needed for specialized signs at other locations. The Southeast Branch Assistant Manager is working on taking photos of problematic signage at that location that they would like help from graphics to address. When we have updated signage at that branch, we plan to use it as a template for signage across all branches. We have also introduced two new Magic Info TVs at Main, which take the place of two banner spaces in Library Central. We will continue to look for places to put digital signage or TVs in place of posters and paper collateral.	Steve Powell	12.18
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6. Evaluate charging areas and make recommendations for changes

Progress	Champion	Updated
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The evaluation of locations and rules are ongoing.	Steve Powell	6.19
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Progress	Champion	Updated
Staff are evaluating the implementation of charging lockers and the associated usage rules. Locations are also being evaluated for testing.	Steve Powell	3.19
A group of staff is being formed to complete the evaluation.	Steve Powell	12.18

D. Enhance the on-boarding experience for new customers

1. Evaluate whether efforts to improve experience result in more frequent use of library services using customer utilization patterns maintained by I.T.

Progress	Champion	Updated
Circulation staff is working with the IT Department to create the appropriate report.	Steve Powell	9.19
Circulation has started sending out knapsacks with OCLS swag to children at Headstarts who are successfully signed up for a library card.	Steve Powell	6.19
I.T. is determining what it takes to start sending the report to Circulation Managers monthly. New onboarding celebrations include: A new and enhanced Library card registration form. The new form is for all Library card types and includes secondary guardian, home delivery preference, and also asks what interested them in coming into the Library today to register for a Library card. The interests section will be inserted into the notes field in customer's account and may be accessed later for marketing purposes. A new car magnet was created and is being utilized to celebrate the customer at the time of new Library card registration. A Celebration postcard was created for those customers who contact us by telephone requesting to renew their Library card. Staff will be handwriting their renewal date and mailing the postcard to the customer with a brief note of appreciation. Staff are celebrating those customers who successfully submit a new Library card registration online by sending an email response immediately to the customer.	Steve Powell	3.19
A group of staff (Tammy Erikstrup, Matt Blood, Zully Escobar and Erica Grant) is working with IT on obtaining this information on a monthly basis.	Steve Powell	12.18

2. Consider customization of welcoming videos to reflect location of customer's registration

Progress	Champion	Updated
Video updates are still under discussion by staff.	Steve Powell	6.19
Staff met with Digital Content team regarding all emails sent to customers including the "Welcome" email with the Powtoons video. An additional meeting, to be scheduled, will bring teams together to update with current branding and discuss content on emails including the Powtoons video. Staff are also making progress on a script for a video that tells the story about how customers can Learn. Grow. Connect. at the Library with the	Steve Powell	3.19

Progress	Champion	Updated
intention to use the video on an iPad at each location at the time of new Library card registration.		
Staff are considering options to update the Powtoons video that is sent in the Welcome email.	Steve Powell	12.18

3. Develop photo / selfie opportunities for new card celebrations

Progress	Champion	Updated
The new SRP cut-out is being used system-wide for selfie opportunities by customers.	Steve Powell	6.19
The newly branded selfie SRP cut-outs for each location are being created by graphics design team and will be used during the summer and after to encourage customers to post selfies to social media.	Steve Powell	3.19
ComRel and Graphics are currently in the process of the creation of newly branded selfie cut-outs for each location. Staff are also encouraging customers to post selfies to their personal social media and share them with OCLS.	Steve Powell	12.18

4. Evaluate using different types of Library cards per the customer type or preference

Progress	Champion	Updated
Staff is evaluating a new library card with a key chain card attached. The logo graphics for the new card is also in progress.	Steve Powell	9.19
Staff are still discussing Library card options.	Steve Powell	6.19
Staff are still evaluating the possibility of using different types or levels of Library cards.	Steve Powell	3.19
Staff are in the very early stages of the evaluation.	Steve Powell	12.18

5. Create training opportunities for staff that will enhance the customer's onboarding experience

Progress	Champion	Updated
No new training was completed this quarter.	Steve Powell	9.19
The most recent training session with front line Learning Central staff was "How to best resolve customer's accessibility and account issues."	Steve Powell	3.19
For customers that register online, staff are considering creating a script for phone call opportunities to new cardholders to ask if they have questions and if they are enjoying OCLS services. Staff plan to develop and implement training across front line service departments at Main to ensure the consistency of delivery on each of the public floors.	Steve Powell	12.18

Increase awareness of OCLS and what is offered

A. Develop a strategic marketing plan

1. Launch rebranded collateral for system-wide use

Progress	Champion	Updated
<p>All poster, flier and bookmark templates have been updated with the tagline Learn. Grow. Connect. The templates are stored on the OP for general use by branch staff. The Graphics Department has also designed new scripts for Youth Services programs that include the new branding and tagline.</p> <p>As part of the initiative to develop new branded rack-cards for use at outreach events, a format has been approved. The first piece of that project is the new library card signup application, titled Get Your Card. That piece is in circulation now. More rack-cards based on that design are being created that address a variety of library services.</p>	Erin Sullivan	9.19
<p>In the past for Summer Reading Program, we often struggled with finding a way to make sure that our branding, name and logo was clearly present on posters, bookmarks and other materials. We created templates this year, based on templates being used for year-round promotion, that resolved the issue and unified the library's brand with the Universe of Stories Summer Reading theme.</p> <p>Graphics requests are now being fulfilled for new rack cards to be used at outreach events, as well an updated design for the library card application that meets our brand standards.</p> <p>As we prepare to launch our Learn. Grow. Connect. tagline marketing campaign after Summer Reading Program, we are updating all poster, bookmark and flier templates to include the tagline.</p>	Erin Sullivan	6.19
<p>The new templates are in use around the system, and staff at many locations are using them successfully. They have greatly improved the look, feel and consistency of our marketing message.</p> <p>In January 2019, our first draft of a calendar template that could be used around the system was released for use by staff. The template includes an obvious Orange County Library System logo, room for a large photo on the front, a place to prominently identify the branch and a standard calendar inside that is clear and readable.</p> <p>Some branches have used the new templates without issue, but we still have some staff who are having problems with formatting or fitting enough events into the template. The Graphics team is working on an alternate solution for branches and departments that have more content than will comfortably fit into the new template.</p>	Erin Sullivan	3.19
<p>In October, we introduced new templates that incorporate our current brand standards for use in posters, bookmarks and fliers at branches. The templates are available for use in both Illustrator and Publisher formats, and they have been implemented widely. We are working on creating branch calendars next.</p>	Erin Sullivan	12.18

2. Explore new marketing trends and opportunities

Progress	Champion	Updated
<p>As the social media platform Instagram grows and becomes more popular, we have increased the amount and types of content we put there. Examples include the Instagram TV series "These Three Things," which we launched in April, as well as a series of library GIFS that appear on Instagram Stories.</p> <p>Our Instagram content reached a new peak in August of 1,045,416 views. Our content has been used on Instagram Stories by major influencers such as Brittany Hennessy (@mrsbrittanyhennessy) to Tania Baron (@officialtaniabaron). We will continue to develop engaging, viral Instagram Stories content in the coming months by creating and publishing Instagram Story templates.</p> <p>We have begun advertising in theatre playbills, a place customers are not used to seeing our message. The advertising is comparatively inexpensive and this effort is strengthening our partnerships with participants in our new Local Wanderer program, which offers library card holders an opportunity to check out free passes to cultural institutions using their library cards.</p>	<p>Erin Sullivan</p>	<p>9.19</p>
<p>In May, Public Relations Administrator Erin Sullivan attended an Florida Public Relations Association session on marketing that explored how AdventHealth rebranded itself after many years of being known as Florida Hospital. The session discussed effective tools for communicating brand identity to customers and staff.</p> <p>In June 2019, Public Relations Specialist Erin Sullivan and Digital Media Specialist Cynthia Velasco attended an FPRA Media Mashup at which media professionals, bloggers and public relations and marketing professionals talked about effective strategies for working together. Some of the topics covered included how to work with bloggers and influencers, how to get the attention of TV journalists and how important it is to be multicultural in marketing and public relations.</p>	<p>Erin Sullivan</p>	<p>6.19</p>
<p>In late 2018, Public Relations Administrator Erin Sullivan and Digital Media Specialist Cynthia Velasco both applied for membership in the Orlando chapter of the Florida Public Relations Association (FPRA). The organization gives public relations, marketing and communications professionals access to resources, including both in-person seminars and online webinars, to help them stay ahead of trends in the marketing and public relations fields.</p> <p>Some of the topics that Cynthia and Erin have learned about through FPRA include: Top Digital and Social Media Trends of 2019 and When Trolls Attack: Fortifying Your Social Media, both of which offered valuable insight about best practices in social media management. Erin also watched a webinar called Navigating the Complex Marketing Landscape of 2018. Cynthia also attended a session on social media law.</p> <p>Community Relations Assistant Manager Viviana Valencia-</p>	<p>Erin Sullivan</p>	<p>3.19</p>

Progress**Champion Updated**

Serrano completed multiple Lynda.com webinars in fall and spring, including Marketing 103: How to Tell a Compelling Story That Engages Your Community, Basics of Social Media Marketing for Libraries and Digital Marketing Trends.

In spring 2019, Digital Media Specialist Cynthia Velasco and Marketing Specialist Scottie Campbell attended in-person Coffee and Content meetups for marketers and digital creators to learn more about what other marketing professionals in the area are doing in the field.

In March 2019, Community Relations and the Friends of the Orange County Library System began planning for an author event that will take place in May that will act as both an interesting public-facing event as well as an educational opportunity to help the library stay more in touch with local marketers and influencers. The event will bring well-known social media influencer Brittany Hennessy, author of the book #Influencer, to the Orlando Public Library to talk about how brands can use social media marketing to build their reputations and enhance their visibility to their audiences.

In September, Public Relations Administrator Erin Sullivan, Digital Media Specialist Cynthia Velasco, and Marketing Specialist Scottie Campbell attended the annual Florida BlogCon at Full Sail University. The event featured seminars and presentations on digital marketing, social media marketing, blogging and cultivating your brand's image in the digital sphere. One of the topics that was covered was how to attract and use local influencers to promote your brand, and we plan to use some of the advice we received at the event to help us shape our Library Ambassadors Facebook group, which currently has 29 members, as well as our Library U Facebook group for educators, which has 23 members.

Erin Sullivan

12.18

One of the other things that was covered in the session was how to use Pinterest more effectively to drive traffic to your website, and we have been exploring ways we can use our Pinterest boards to promote blogs, new titles and to highlight library initiatives.

Finally, we have set up a Meetup.com account to begin promoting book clubs and adult craft events, like knitting and sewing. Our Marketing Specialist has been working with staff to help them set up accounts and post events. While it is too early to say whether it has had an impact on attendance at events, the West Oaks Branch has reported that people say they are more aware of new events happening at the library because they see them posted on Meetup.

3. Explore marketing messages sent and evaluate success

Progress**Champion Updated**

We continue to work with Cox Media on digital advertising that reaches our target audiences via social media and YouTube. Our end-of-summer wrap-up video has accumulated more than 60,000 views in approximately six weeks. We have also launched ad sets with Cox that focus on our tagline, Learn. Grow. Connect. Results for that initiative will be

Erin Sullivan

9.19

Progress	Champion	Updated
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forthcoming in late October.
Learn. Grow. Connect. relaunched in August, just after Summer Reading Program ended. Before the campaign was relaunched, we worked with market-research firm Mindspot to gauge awareness of our messaging among our target audiences. The study they provided served as a baseline against which we could measure our success. At the end of October, we will work with Mindspot again to re-evaluate awareness based on our marketing messages.
Exploring our marketing messages and evaluating success is an ongoing effort that will continue beyond this fiscal year.

Working with Cox Media Group to enhance our digital marketing has been a successful effort so far. We received a report from them in April 2019 that offers some metrics about how our various campaign pieces have performed.

Between January 16, 2019 and April 19, 2019, the social media portion of our campaign with them received 717,650 impressions and 4,180 clicks. Our campaign with Cox focused on two target groups: Millennials and Residents with children in the home. Since Millennials are one of our target audiences, we were especially interested in seeing what resonated most with them. Campaign statistics indicate that ads that promoted online tools, like Mango Languages and Lynda, were most popular with Millennials, receiving 92,177 impressions and 398 link clicks. Residents with children responded most to an ad encouraging library card signup that featured several different photos of family groups holding up their library cards. That ad received 157,000 impressions and 1,050 clicks.

We also used Cox to promote our Summer Reading Program videos for adults and kids. Our Adult Summer Reading Program received 64,000 views on YouTube, and our Kids Summer Reading video received 22,000 views. The videos targeted Orange County residents, excluding Winter Park and Maitland, and the goal was to build more awareness about the library's summer reading programs overall.

Erin Sullivan 6.19

Between January and March 2019, the library worked with Cox Media Group on a social media and YouTube advertising campaign that targeted Millennials and newcomers to the area. The YouTube portion of the campaign featured short videos of library users talking about the features of the library they love most. A clickable link at the end of the ad brought people to a landing page that showed people how to find the services discussed in the videos.

The social media portion of the campaign consisted of photos taken by our staff photographer paired with emojis and language that advertised various library services, including language learning, ebooks and small-business development resources. People who saw the ad were encouraged to click to sign up for a library card.

The results of this campaign were promising. In the YouTube campaign, our videos received 205,000 impressions and nearly 50

Erin Sullivan 3.19

Progress	Champion	Updated
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percent of all people who saw the video watched it to the end. The average completion rate for a YouTube video ad is 27 percent. The video received 419 link clicks.

In the social media portion of the campaign, more than 350,000 impressions of our ads were served, and 2,182 people clicked the library-card signup link. According to data from Cox, more than 120,000 of the people who viewed the ad fit the Millennial demographic profile.

The early results of this ad campaign were promising, and from March through June, we intend to refine our messaging to create more ads similar to the ones that performed best in this campaign. Cox has already received new images to feature in our next round of ads, and we will compare the results of our new ad sets to this first round of advertising.

We are also working on collateral for Summer Reading Program, and we hope to use Cox's YouTube advertising platform to promote SRP for adults and children.

September was National Library Card Signup Month, and we celebrated by building a marketing campaign that encouraged people to bring a friend to the library to sign up for a new card for a chance to win a gift basket. We asked local influencers to help spread the word about the campaign, and local podcaster Diana Griffith made a video with well-known local photographer Jim Hobart of Macbeth Studio, who came in to sign up for a new card. The video, which can be viewed on our Facebook page, currently has 2,600 views, resulted in 609 clicks through to our site, and received 311 reactions, comments and shares on Facebook. The campaign resulted in 81 new library card signups, and we plan to explore more opportunities to mobilize local influencers and celebrities in our social media marketing efforts to help us broaden our reach and target new audiences.

Looking forward, we are going to be working with Cox Media to use a series of videos produced by our videographer that showcase people talking about why they love the library as advertisements on YouTube, and in January, we launch the first phase of our new marketing campaign based on the tagline Learn Grow Connect.

Erin Sullivan 12.18

4. Communicate marketing initiative system-wide

Progress	Champion	Updated
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Marketing and Public Relations continues to encourage staff to engage with our marketing efforts. We continue to ask staff to participate in production of the "These Three Things" Instagram series, we rolled out an ad campaign for Learn. Grow. Connect. in which staff are the focus, and we continue to encourage all staff to continue to use the tools and templates we have provided for marketing materials created at their locations.

In the last quarter, the Outreach and Marketing Libguide was visited 700 times by employees.

Erin Sullivan 9.19

Between April 1, 2019 and June 19, 2019, 764 staff members visited the Marketing and Outreach Libguide, which outlines our

Erin Sullivan 6.19

marketing strategy, brand standards and outreach efforts. The Community Relations Department has invited library staff to take ownership of our new marketing initiatives by hosting open calls to participate in photos and videos that are being used to showcase the library.

In March, we held auditions that gave staff an opportunity to try out to be part of our "These Three Things" Instagram TV series, which highlights events and programs happening each week at the library. Each week, a different staff member stars in the series, which launched on April 1.

In April, two photoshoots were held and 25 staff members participated to have their photos included in Learn. Grow. Connect. collateral.

In February, March and April, staff were also asked to participate in a social media "whisper campaign" to introduce Learn. Grow. Connect. Social media squares, quotes and images were shared on the Marketing and Outreach Libguide for staff to share on their personal social media channels.

In March 2019, Marketing Specialist Scottie Campbell completed his branch tour and successfully introduced our marketing initiative to staff system-wide. His visits were well-received by staff, and he is available to answer questions or provide assistance as needed. He also presented to the Friends of the Orange County Library System board and the library's Board of Trustees to show them what we have accomplished in our marketing initiative so far and what we are planning for the future.

Erin Sullivan 3.19

The marketing libguide has also been a good resource for people who want to stay up to speed on our marketing plans. In January, Community Relations used it to share a toolkit for staff interested in helping to share our new marketing tagline, Learn, Grow, Connect, on their own social media accounts. In the first quarter of the year, the libguide has had 973 staff visits.

We have completed a libguide, accessible to everyone via a link on the staff intranet, that contains:

Erin Sullivan 12.18

- Our brand book
- Our marketing plan
- Research conducted by The Group Advertising and Mindspot
- Our Outreach efforts
- Information about our social media strategy

During Staff Day, the Community Relations department made a concerted effort to communicate our marketing plans to staff by leading multiple staff day presentations that covered social media ambassadorship for employees, outreach training, training on our photography and Image Bank, and an informational session on our marketing goals and our new brand book.

Starting this fall, our Marketing Specialist Scottie Campbell has been visiting branches with Mary Anne to give staff at all branches a presentation on why marketing matters and what we are doing to increase our marketing efforts.

5. Evaluate use of videos at beginning of events

Progress	Champion	Updated
No new update.	Erin Sullivan	9.19
Two new TVs have been placed in Library Central to promote programs and events, and branches are in the process of replacing their meeting room LCD projectors with large-screen televisions. Weekly These Three Things video has been debuted on Instagram and has so far proven to be an engaging and popular piece on social media.	Erin Sullivan	6.19
The Community Relations team is still considering the best way to use videos before events to promote the library. We are launching a new series of weekly videos called These Three Things that will highlight three key events happening that week, and they may be one opportunity to educate the public about the wide variety of events and classes the library has to offer. The first draft of these videos is expected to be ready for review in April.	Erin Sullivan	3.19
The Community Relations department met in December to begin discussing what kinds of videos would best represent the library before programs and how to communicate with managers across the system to find out what capability they have to play videos before programs begin.	Erin Sullivan	12.18

B. Leverage testimonials

1. Develop marketing campaign that focuses on storytelling.

Progress	Champion	Updated
<p>The StoryCorps listening party is scheduled for December 7 in the Melrose Center.</p> <p>All StoryCorps materials have been shared with WMFE, which will be a media partner in the event, and they have agreed to air promotional messages in support of the event as part of their partnership.</p> <p>In partnership with Orange County Regional History Center, we will have an exhibit at main of Thomas Thorspecken sketches and Amanda Murphy photographs depicting our StoryCorps recording days, alongside listening stations where customers can hear snippets of the StoryCorps recording conducted at the library in October 2018.</p>	Erin Sullivan	9.19
<p>WMFE 90.7 News has agreed to select and edit four to five of the 15 StoryCorps recordings for us. We will select the stories that are most focused on ties to the library. WMFE has agreed to be a media partner in our Listening Party event, and they will use these pieces on air to promote the event and support positive sentiment about the library.</p> <p>We have scheduled the event for November 15 in the Melrose Center, and during the event, we will give people a crash course in how to record their own stories and encourage them to use the podcasting booths to record their own stories.</p> <p>The History Center has agreed to allow us to loan us equipment we can use to create listening stations, where people can hear snippets</p>	Erin Sullivan	6.19

Progress	Champion	Updated
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from the Story Corps pieces as they view Thomas Thorspecken's sketches.

In January, Public Relations Administrator Erin Sullivan and Marketing Specialist Scottie Campbell talked to WMFE's marketing and communications specialist about highlighting the StoryCorps interviews on WMFE. She expressed interest in partnering with us on the project, and they hope to help us edit our StoryCorps stories, play them on-air and participate in a listening party event that we plan to host in the fall. We will use this opportunity to display an exhibit of sketches created by Thomas Thorspecken featuring StoryCorps participants, and we will present the event in conjunction with the Orange County Regional History Center's "Accidental Historian" exhibit, which examines the way communities preserve and tell their stories. We hope to use the power of all three of our organizations to build buzz and excitement about the event, the library and the way it has intersected with people's lives.	Erin Sullivan	3.19
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In October, StoryCorps visited the Orlando Public Library as part of our IMLS National Medal award. They interviewed 15 pairs of people about their relationship with the library and how it has impacted their lives. StoryCorps plans to turn over the raw content of the interviews to the library, and we hope to work with a local radio station to produce and air edited segments from the videos. We also plan to produce a video in-house that documents our StoryCorps experience. The video will share highlights from the interviews, and we are planning to hold a listening party in the fall that will be open to the public. It will feature interviews with people who participated in the StoryCorps experience, an art exhibit of sketches made during the StoryCorps visit, and a chance for the public to share their stories about the library.	Erin Sullivan	12.18
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2. Develop opportunities to create development of user-generated content

Progress	Champion	Updated
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This quarter, we launched #LearnGrowConnect bookmark campaign on social media. The campaign encourages users who receive a limited-edition Learn. Grow. Connect. bookmark in their home delivery packages to post a photo to Twitter or Instagram.	Erin Sullivan	9.19
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For National Library Card Signup Month, which is in September, we also relaunched our Bring a Friend library card signup campaign, which encourages people to bring a friend to sign up for a new library card for a chance to win a prize. Participants were encouraged to take a photo or video of their experience helping a friend sign up for a library card and post it to social media for a chance to win an additional prize. To date, the campaign as resulted in 99 new library card signups.

We created #OCLSReads hashtag and promote it across Facebook, Twitter and Instagram in organic content and through established influencers. We have been using the Library Ambassadors	Erin Sullivan	6.19
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Progress	Champion	Updated
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Facebook group to promote #OCLSReads hashtag. The hashtag has been popular on Instagram, where people have shared photos and reviews of the books they are reading.

We regularly re-post content from users in order to increase engagement/reach on Facebook, Twitter and Instagram. One popular topic that our followers like to share about is home delivery. We often receive comments from people that they love it when their "blue bags of happiness" are delivered to their doorsteps by PEP.

Our Digital Media Specialist has been encouraging our social media followers to post library-related videos and photos that highlight why they love OCLS, and they are asked to tag those posts #loveocls. The content is then reshared on our social media channels to provide unique perspectives on how and why our library system is special to its community. One very popular topic in this initiative has been the home delivery service. We will continue to encourage people to share their OCLS thoughts, stories and experiences on social and look for new opportunities to leverage them. During our StoryCorps listening party, we plan to give people an opportunity to share their stories about how the library has impacted their lives.	Erin Sullivan	12.18
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3. Launch Facebook group for library ambassadors

Progress	Champion	Updated
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In August and September, we engaged our Facebook ambassadors group to ask our ambassadors to help us spread the word about National Library Card Sign Up Month. We provided them with copy points and promotional graphics to share on their own social media channels. We incentivized them to produce and share their own content by hosting a contest in the group each week. The contest rewards a randomly selected winner with a free beverage at Foxtail Coffee Co. (a sponsor of the Bring A Friend campaign) who shares a link or screenshot of a recent post promoting the initiative.	Erin Sullivan	9.19
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We continue to reach out to rising stars and engaged local followers on Instagram and invite them to our Facebook group. Library staff use the group to encourage ambassadors and social media influencers to talk about the library, post about library events and to keep them informed of upcoming initiatives so they can share information with their friends and followers. The group has grown to 76 members since its creation last fall. One of our influencers who is a well-known advocate for a new branch in Lake Nona used his social media platforms to promote our Lake Nona Library Pop Up event.	Erin Sullivan	6.19
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Our new book club for ambassadors, designed to take interactions offline and in-person at local hangouts, has met twice. The goal is to keep our ambassadors engaged, talking about the library on social media and checking out materials. The first meeting was held during National Library Week at Roque Pub, and it

Progress	Champion	Updated
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included a library outreach table where people who came to the venue could sign up for a library card and talk to ambassadors about library services.

The Facebook group for library ambassadors is active, and it now has 61 members. Digital Media Specialist Cynthia Velasco has engaged the group to ask them to share library messages and initiatives, including our Learn, Grow, Connect tagline. Marketing Specialist Scottie Campbell has launched a book club for the ambassadors to encourage them to read titles carried by the library and to give them a social outlet so the group develops an in-person relationship with library marketing staff.	Erin Sullivan	3.19
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In February, the Digital Media Specialist created a closed group for Orange County Library Ambassadors. There are currently 29 members. In November, we encouraged the group to help us promote our Giving Tuesday initiative and to help us raise funds for the Friends of the Orange County Library System. Several of our ambassadors participated, encouraging people to support the Friends.	Erin Sullivan	12.18
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We have also asked the ambassadors to share information about various events and to help us spread the word in general about the benefits of using the library. Looking forward, we plan to host an in-person meetup for the ambassadors group so we can get to know them better and give them incentives to participate in sharing information about our initiatives.

4. Develop and grow partnerships with OCLS ambassadors.

Progress	Champion	Updated
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We continue to grow our group of Ambassadors by attending networking events, such as the Downtown Orlando Partnership “Influencer” series and Florida Public Relations Association meetings, and identifying local book bloggers on social media, particularly Instagram, and reaching out with an invitation to join the group.	Erin Sullivan	9.19
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One area where this has been particularly helpful has been in spreading the word about our Lake Nona and Horizon West Library Pop Up events. One of our library ambassadors, Ricky Ly, has strong connections in the Lake Nona community, and he helped us spread the word about the pop up events happening in that area by posting about them on his Instagram and Twitter accounts. He has since expressed interest in working with the library to promote other events, programs and services on his blog.

We will relaunch the Ambassador Book Club in October in a more casual format in which readers will discuss books they are currently reading or recently read. This will provide an opportunity to casual engage with the ambassadors in a library-related manner.

On May 10, we hosted the first-ever Library After Hours event with author and “Influencer Whisperer” Brittany Hennessy. The event was designed to appeal to social media influencers, bloggers and content creators, and our goal was to help them better connect	Erin Sullivan	6.19
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Progress	Champion	Updated
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with the library. There were 142 people in attendance at the event, which was sponsored by Ford, Pulptown Media, Bungalower and Florida Blog Con. Through the brand awareness and buzz created by the event, we have connected with and identified new social media influencers to work with on future campaigns.

Marketing Specialist Scottie Campbell has launched a book club for the ambassadors to encourage them to read titles carried by the library and to give them a social outlet so the group develops an in-person relationship with library marketing staff.	Erin Sullivan	3.19
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We also plan to work with the ambassadors, many of whom are local influencers, to engage them in the upcoming Brittany Hennessy author event. The subject matter of Hennessy's book is about how brands can harness the power of social media to enhance their presence in the digital world, so it's a natural fit for our ambassador group.

Digital Media Specialist Cynthia Velasco is researching ways that other brands and organizations partner with influencers and develop successful partnerships with them. We hope to adopt some best practices so our relationship with ambassadors is fruitful.

Our ambassadors range from social media personalities to local media producers to public relations professionals. When we host our in-person meetups, we hope to develop and grow our connection and relationships with these individuals.	Erin Sullivan	12.18
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C. Community outreach that builds awareness

1. Provide staff access to outreach resources and training

Progress	Champion	Updated
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The Marketing and Outreach Libguide continues to be updated with new presentations and resources. In addition to a PowerPoint presentation on best practices for effective community outreach, a searchable map of schools and outreach events the library participates in, and a link to a SumTotal training on outreach, the libguide allows staff to suggest an event that they think would make a good outreach opportunity for the library.	Erin Sullivan	9.19
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Before the end of the fiscal year, a new version of a basic presentation about OCLS will be uploaded to include information about new library services and resources, as well information about the new Fairview Shores branch. This presentation can be used by staff as a basic presentation about the library, or it can be modified to suit a staff member's needs.

Five additional staff members have completed the Outreach learning in SumTotal this quarter. An outreach orientation is in review phase now.	Erin Sullivan	6.19
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Outreach Coordinator Mike Donohue has uploaded a series of general library presentations that can be modified by staff for use if they are asked to give presentations about the library.

The Marketing and Outreach Libguide, which contains up-to-date information on outreach opportunities, has been viewed by

Progress	Champion	Updated
staff 764 times between April 1, 2019 and June 19, 2019.		
Seven additional staff took the Community Outreach training in SumTotal this quarter. In addition, a small group of staff have met to begin brainstorming ideas for updates to the Community Outreach e-learning opportunities. They are also discussing the possibility of creating a curriculum that can be presented as an orientation to outreach.	Erin Sullivan	3.19
<p>Community Relations has created a libguide, accessible to all staff on the staff intranet, that includes:</p> <ul style="list-style-type: none"> • A list of supplies that may be requested for an outreach event, such as promotional items, fliers, brochures and other materials • A Google map of all of the outreach events that the library participates in • A form that gives staff an opportunity to provide feedback about outreach events they participate in • A form that allows staff to let Community Relations know what outreach events they are interested in <p>SumTotal training on outreach is currently available on the staff intranet, and we have plans to update and enhance it so it is more useful and informative.</p>	Erin Sullivan	12.18

2. Integrate outreach duties into Spectrum assistant manager job descriptions

Progress	Champion	Updated
<p>Over the course of the past year, Community Outreach Coordinator Mike Donohue has conducted workshops during Spectrum meetings that include a review of content and exercises included in the ALA's <i>Libraries Transforming Communities</i> curriculum.</p> <p>As part of that ongoing training, Spectrum managers have been asked to make it part of their workflow to either reach out to community organizations, on behalf of the library, or empower staff to do so. Over time, this has resulted in a wider range of volunteers for offsite outreach events, which has helped us more effectively reach more community members. So far, in Fiscal Year 2019, we have attended 503 community and offsite events, and reached more than 62,400 people -- an increase of 3 percent over last fiscal year.</p> <p>After Spectrum managers rotate on October 13, 2019, they will each receive a binder for their location that includes a list of community contacts and organizations relevant to their location, demographic information about the community their location serves, as well as letter templates and prompts for making contact with community organizations that could be good partners for OCLS.</p>	Erin Sullivan	9.19
Outreach Coordinator Mike Donohue met with Chief Branch officers Bethany Stone and Danielle King to discuss how to support Spectrum assistant managers in being more effective at outreach. He has created outreach binders for specific departments and locations that include a list of neighborhood contacts, sample	Erin Sullivan	6.19

Progress	Champion	Updated
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letters that assistant managers can send to organizations, and other materials to help them make contacts in the community.

Community Outreach and Administrative Coordinator Mike Donohue met with Spectrum Assistant Managers to workshop several exercises with them that were designed to get them to think differently about outreach and the impact it can have on both the library and organizations that interact with the library. Since beginning this initiative, Assistant Manager of Community Relations Vivi Valencia-Serrano, has noticed a marked increase in the number of managers who respond to requests for volunteers at outreach events, and a small group of assistant managers has begun working on an outreach project that will help connect the community of Horizons West to the Orange County Library System.

Mike Donohue plans to schedule a meeting with Chief Branch Officers Bethany Stone and Danielle King to evaluate the outreach training and determine how we wish to move forward.

Erin Sullivan 3.19

In August, Spectrum managers were introduced to a new series of Outreach trainings led by Community Relations Outreach Coordinator Mike Donohue. The trainings offer everything from advice on how to strike up conversations about partnerships to how to find different ways to introduce the library to local organizations, like nonprofits or homeowners associations. Assistant Managers are given assignments at each Spectrum meeting and share progress monthly with the group.

Erin Sullivan 12.18

D. Empower employees to be ambassadors for OCLS

1. Give staff tools to become better public speakers

Progress	Champion	Updated
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Plans are moving ahead with providing a Toastmasters club for staff who wish to develop better public speaking skills. So far, 37 staff members have expressed interest in the initiative. Training and Development Specialist Colleen Hooks has the list of staff members and has been in touch with Toastmasters about getting the club up and running. As part of the Marketing and Public Relations Department's "These Three Things" Instagram video initiative, staff who have volunteered to participate are given an opportunity to exercise their speaking skills in front of the camera. Staff members star in these videos, which highlight three library events, programs or initiatives. Participating staff members are given a script to practice, and they are coached through the process of reading it to the camera while walking through the library. The segments air weekly on Instagram TV.

Erin Sullivan 9.19

Training and Development Specialist Colleen Hooks has been working to create opportunities for staff to develop better public speaking skills, and in May gauged staff interest in forming an Orange County Library System Toastmasters club. Toastmasters is a nonprofit educational organization that empowers people to become more effective communicators. The club will meet once a

Erin Sullivan 6.19

Progress	Champion	Updated
<p>month and will be open to all staff with manager approval. Outreach Coordinator Mike Donohue has uploaded a series of general presentations in the Marketing and Outreach Libguide that can be downloaded and modified by any staff members who are asked to give presentations about the library.</p>		
<p>Training and Development Specialist Colleen Hooks has been working on the outline and structure for an educational public speaking series for staff. The series is not expected to roll out until after the Summer Reading Program ends.</p>	Erin Sullivan	3.19
<p>There are currently two courses available in SumTotal to assist staff with public speaking: Public Speaking Pointers for Librarians, and Public Speaking Strategies: Confident Public Speaking.</p>	Erin Sullivan	12.18
<p>The Human Resources training department is currently developing an in-person public speaking class for staff that will be available in 2019.</p>		

2. Offer outreach training and tips for staff, in person at staff day

Progress	Champion	Updated
<p>The Outreach 101 presentation given on Staff Day has also been presented at Train-the-Trainer and Spectrum meetings. The presentation can also be accessed through the Marketing and Outreach Libguide. An updated presentation on effective outreach strategies will be on the agenda for Staff Day 2019. Marketing and Public Relations (formerly known as Community Relations) will create the curriculum and conduct the training.</p>	Erin Sullivan	9.19
<p>Community Outreach Coordinator Mike Donohue will offer a presentation on effective outreach strategies at Staff Day. When the new Youth Services Outreach Coordinator starts working at OCLS in July, he will reach out to her and her managers to see if we can collaborate on this initiative.</p>	Erin Sullivan	6.19
<p>Community Relations staff members will develop materials and presentations for the November 2019 Staff Day.</p>	Erin Sullivan	3.19
<p>Community Relations Outreach Coordinator Mike Donohue and Youth Services Outreach Coordinator Sarah Bates presented a session called Outreach 101 on Staff Day. The session offered information on how to conduct effective outreach events and how staff can use the Outreach libguide to find materials and resources for outreaches. Attendance at the session was 18 staff members.</p>	Erin Sullivan	12.18

3. Require all staff to complete outreach training in SumTotal

Progress	Champion	Updated
<p>Two additional staff members have taken the Outreach training this quarter. Moving forward, the training will become part of the onboarding experience that new staff complete on their first day.</p>	Erin Sullivan	9.19
<p>Five additional staff members have completed the Outreach</p>	Erin	6.19

Progress	Champion	Updated
training in SumTotal. A script has been prepared and is in review for updated Outreach training.	Sullivan	
Seven new staff members have completed the outreach training in SumTotal, and Community Outreach and Administrative Coordinator Mike Donohue has been working with Training and Development Specialist Colleen Hooks and a small group of staff members to update and enhance the training so it is more useful for staff.	Erin Sullivan	3.19
Quarterly, managers are reminded to allow staff to take the outreach training in SumTotal. When new staff are hired by OCLS, if they sign up to attend an outreach event, they are asked to first take the outreach course, and they receive an email from Community Relations that provides them with information about what materials are available to them and what information they need for the event. The community outreach training was completed by 52 staff members this quarter.	Erin Sullivan	12.18

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

A. Kindergarten preparedness

1. Develop early learning resources for families

Progress	Champion	Updated
Our 2020 Kindergarten Bootcamp is planned for the Orlando Public Library and for expansion to the Chickasaw Branch. New lesson plan templates are being tested and prepared for implementation for the February 2020 event offerings.	Debbie Tour	9.19
K-Ready! was offered at Winter Garden over the summer for eight weeks with an attendance of 160 adults and 254 preschoolers. Most of the preschoolers were starting kindergarten in the fall. The K-Ready! content was well received. The caregivers expressed that the mix of hands on, instructional and media-based activities worked well with their preschoolers' attention spans. The take home packets were also a hit, as some attendees stayed after the event to immediately work on the weekly craft and the worksheet. The group was focused, involved and had fun!		
On 4 May, our first Kindergarten Bootcamp was held with over 50 participants. Help Me Grow Florida organized developmental screenings for families. The event started with a large group activity and then families explored 6 stations with interactive activities to help them better understand the expectations for kindergarten and how they can practice at home. The K-Ready series is being offered over the summer at the Winter Garden Branch and reached the maximum registration limit.	Debbie Tour	3.19
For the next Early Learning Resource Fair in July, we have contracted with OCPS Transportation to provide a school bus which will be available in front of the Orlando Public Library for children and their families to explore and ease any anxiety about riding the bus. We now have over 26 confirmed participating		

Progress	Champion	Updated
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organizations for the upcoming Early Learning Resource Fair including: Central Florida Zoo & Botanical Gardens, Amaya Papaya Play Lounge, The Roth Family JCC, Adult Literacy League, OCPS, Orange County Regional History Center, My Central Florida Family.com, Orlando Science Center, New Hope for Kids, Primary Care Access Network, KinderCare, My Gym Waterford Lakes Orlando FL, 4C Florida (Community Coordinated Care for Children), UCP of Central Florida, Girl Scouts of Citrus Council, Simply Healthcare Plans, PLAYGROUND, Goldfish Swim School, Orlando Day Nursery, The Mennello Museum of American Art, Help Me Grow Florida, and Happy Mama Organics.

Planning is underway for the 2nd Annual Early Learning Resource Fair. A new online registration form was created for partners. At this time, 15 community partners are confirmed as participants in this year's event scheduled for Saturday, 13 July.	Debbie Tour	12.18
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Planning continues for the "Kindergarten Bootcamp", scheduled for Saturday, 4 May, 11 a.m. to 1 p.m. Promotional materials are currently being created.

"K-Ready", our 8-week OCLS kindergarten readiness program, has been completed at Washington Park, Edgewater, Hiawassee, Alafaya, and Southwest. Herndon and Eatonville are currently offering it. Winter Garden is scheduled for the summer and South Creek for the fall. From October 2018 to February 2019, the total attendance of the K-Ready programs was 1,334 preschoolers and caregivers.

Staff are researching ideas and exploring learning resources needed by families of early learners.

Planning started for Kindergarten Bootcamp, to be offered at Orlando Public Library in May 2019, after Voluntary Pre-Kindergarten (VPK) ends in Orange County. The bootcamp will consist of workshop stations for both parents and children. Each of the stations will have an activity for children to practice, and a learning tip or strategy that the adult or family member can use, create or learn, to help their child during the transition to Kindergarten.

2. Develop educational workshop for educators and daycare providers

Progress	Champion	Updated
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Emails were sent to over 200 childcare providers, offering workshop topics such as: how to use our website to find educational materials for your classroom; how to evaluate materials for your classroom and curriculum; how to use our electronic resources and databases for kids; best practices for read alouds and storytimes; “Every Child Ready to Read” early literacy tips and tricks; information about our educational field trips and library tours; and information about free library services, programs and events. Although the response rate was low, the survey helped us to identify that online pre-recorded sessions, which can be viewed anytime, have the highest interest among busy childcare providers. We	Debbie Tour	9.19
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Progress	Champion	Updated
will utilize this information in future offerings for this audience.		
<p>As a result of our contact with the Early Learning Coalition, OCLS was invited to have a team participate in the Lectio Institute workshop. The Lectio Institute workshop was a 3-day hands-on training program led by Harvard School of Education staff. There were 16 teams from Orange County participating in the workshop, all having an interest in early literacy and improving outcomes in our community. Youth Services Manager, Natalie Houston; Chief Branch Officer Bethany Stone, Youth Education Specialist, Laura Morton; Youth Program Specialist, Jackie Padilla; and Alafaya Branch Manager, Lynette Schimpf made up the OCLS team. A major consensus amongst the group was the need for more targeted, timely, and on-going training for staff across organizations related to early literacy programs. Participating in the workshop allowed us to establish new points of contact, to see how the library fits into the larger community, and what our strengths are in terms of providing training and support to other organizations such as daycares.</p> <p>A survey for daycare providers has been developed and is currently being reviewed. The goal is to determine how the library can support their needs.</p>	Debbie Tour	6.19
<p>Staff are reaching out to the Early Learning Coalition of Orange County and Orange County Head Start, to discuss opportunities to collaborate and share information with their teachers. OCLS has the “Every Child Ready to Read Toolkit” for Serving Early Childhood Educators. This toolkit includes, PowerPoint presentations, instructions, planning worksheets, handouts, book lists, evaluation forms, resources lists, and more. Topics include: early literacy; constrained and unconstrained skills; decoding and comprehension; critical dimensions of language and literacy; early literacy skills; early literacy practice; and early literacy during routines and/or activities. Staff are hoping for the opportunity to attend some continuing education events or in-service training days using this material.</p> <p>Staff will continue to identify opportunities to share this information with early childhood educators and to train staff in presenting the information.</p>	Debbie Tour	3.19
<p>Staff are researching and evaluating free workshops already available for educators and daycare workers in Orange County, to avoid duplication.</p> <p>Staff are creating an email survey to send out at the beginning of 2019 to daycare centers and preschools, to help determine their educational needs and training interests.</p>	Debbie Tour	12.18
3. Evaluate and offer meetups for parent-to parent networking		
Progress	Champion	Updated
“Caregiver Connect: Stay and Play” is now being offered at five OCLS locations including: Orlando Public Library, Winter Garden, Southwest, Windermere, and Herndon. An average of 27 participants, caregivers and children have	Debbie Tour	9.19

Progress	Champion	Updated
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attended each session. From June thru August, 1,740 people have participated system-wide.

The first two Parent Meetups were conducted on 12 and 29 April with 10 participants. Adults came to connect with one another through shared life experiences. During the discussion, we highlighted a few parent hacks from the book written by Asha Dornfest to ease the journey through parenthood.

As a result of participating in the Florida Library Association Conference last year, staff introduced “Caregiver Connect: Stay and Play” which is a new event that provides an opportunity for parents and caregivers to talk about and share resources with each other regarding their child’s development. Library staff helped guide the discussion and shared information on library services that the parents were looking for. “Caregiver Connect: Stay and Play” is now being offered weekly at the Orlando Public Library and there are plans to expand it to other locations.

Debbie
Tour 6.19

Parent Book Clubs have been scheduled in April and May. The first book title to be discussed is “Parenting Hacks”. Promotional materials have been created and the event has been shared on Meetup.com and discussed with a local mom’s group.

Discussions were held with OCLS Storytellers and Youth Program Specialists to identify ways to offer parents time to network after events. A tip sheet will be developed that includes best practices in library programming which fosters building community and encourages parent networking.

Debbie
Tour 3.19

Staff attended the meetup orientation and registered for meetup accounts. A parent networking event is being planned to offer at OPL and then rolled out to branches. Staff are working with the marketing specialist to maximize promotional opportunities for meetup events.

Debbie
Tour 12.18

4. Develop basic skills classes such as computer skills

Progress	Champion	Updated
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The Technology & Education Center completed development of the "WhizKids: Computer Basics" classes for children ages 4-5. The classes were successfully piloted at the Orlando Public Library and the Southwest Branch this summer with attendance totaling 43. Feedback from parents has been very positive. One parent shared that she was grateful for the skill improvement she observed in her child as she progressed through each class. Technology Trainers from various locations attended a Train-the-Trainer session in September to learn more about the classes; they plan to begin offering them at their locations this fall. In addition to the Computer Basics classes, the Technology and Education Center developed three new classes, “Build a Computer,” “Learn a Language” and “Code Unplugged,” for children ages 5-6. These classes provide students in this age range a learning path to develop basic skills.

Debbie
Tour 9.19

The Technology & Education Center has developed a three-part

Debbie 6.19

computer basics course for children ages 4-5. The course is designed as a collaborative class where preschool age students work through interactive activities with their caregivers. In the first 30-minute session, students are introduced to computers as a machine used for work and play and learn to identify the physical components of a computer. In the second and third sessions, students are introduced to the mouse and keyboard, two of the most important and used input devices. The WhizKids: Computer Basics Series (Ages 4-5) has been scheduled at the Orlando Public Library on Mondays in June and at the Southwest Branch on Mondays in July. The series will be made available for scheduling across the system in the Fall.

Tour

The focus on skill development in our early learning programs is readily apparent in the title and descriptions for our current events. The Youth Program Specialists have been discussing how to best share the learning objectives of a program with the staff member hosting it, the families participating, and how to informally assess if the objectives were achieved at the end of each program. Participation in the Lectio Institute allowed our team to more clearly see which early literacy skills library programming is most well suited to support. We will more narrowly focus our programming in the future, by selecting a set of skills and agreeing upon reference sources.

The category of “basic skills” was created on the programming choices recommended to branches. Each month at least two programs will be available for branches to select from.

Debbie
Tour

3.19

The skills developed in preschool programs will be highlighted in the titles and descriptions for parents and caregivers. New script templates/lesson outlines will showcase the skills developed and practiced in each program for the benefit of staff presenters to understand why certain activities and skills were selected. Pre-K computer basic classes are currently being developed to start offering over the summer.

This quarter, some basic skill science programs included: “Force, Motion & You,” “Look, I’m a Scientist” and “Science Tots”. “Money Math” and Little Chef offered math exercises. Early learners were able to participate in multiple art and engineering events with different building challenges.

Staff are reviewing the essential standards to cover during Kindergarten Bootcamp. The concept of how Kindergarten Bootcamp will function, how many staff members will be needed and the best time of the year to offer it are being explored.

Debbie
Tour

12.18

Little Chef programs were offered throughout the system to teach basic cooking skills. K Ready was offered at three locations. “Germs, Germs Go Away!” program was created and will be presented around the system in January to teach kids the importance of good hand washing skills. Learning a new language and learning measurements were also offered.

B. Early and family learning

1. Evaluate and build upon STEAM programming

Progress	Champion	Updated
<p>The “One Giant Leap: Celebration of the 50th Anniversary of the Moon Landing” attracted 555 people. It was a block party held in partnership with the Orange County Regional History Center and WUCF. Activities were offered by multiple departments at main.</p> <p>The theme for the Summer Reading Program was a “Universe of Stories” which lent itself to many space-themed events. For example, the Preschool Summer Series – “Build My Universe” included brand new STEAM activities. We had astronomers from the Emil Buehler Planetarium visit every OCLS location. “Sciencetellers Present Aliens: Escape from Earth” was a new presenter that featured science experiments, storytelling and explained the chemical reactions in a behind the scenes reenactment. A few other new presenters included “Space SMART” and “Toilet Paper Solar System.” For teens we offered, “International Space Station Simulation” and “Space Lander STEM Challenge.” For the family an event titled, “STEAM Discovery,” was offered. “STEAM Storytime” and “STEAM Playground” was offered for early learners. Other examples of events held in this quarter included: “Weather Watchers,” “Storybook STEAM,” “Science Tots”, “STEM Club”, “Outer Space Science with DoDad’s Lab” and “Animal Super Powers.”</p>	Debbie Tour	9.19
<p>Youth Program Specialist, Erin Reichel hosted “STEAM Storytime” staff training in May and created new STEAM Storytime themes for branches to offer at their locations. Branches have started handing out the STEAM focused “After-Dinner Mint Club” kits for children to do with their caregivers at home. These kits were also distributed at Commissioner Uribe’s Summer Reading Kick-Off Event and as part of the Prime Time Family Read Time series underway at South Trail. The “Build My Universe” preschool series is being presented at all library locations, focusing on a new STEAM activity each week.</p>	Debbie Tour	6.19
<p>Family Volunteering Events have been planned for Main, Alafaya, Winter Garden and Southwest. The families will assemble STEAM After Dinner Mint Club kits. These kits will be distributed at those branches and at Commissioner Uribe’s Summer Reading event on Saturday, 18 May. A total of 16 people including a local Girl Scout troop attended the first event at the Orlando Public Library on Tuesday, 5 March.</p> <p>Staff are currently planning the SRP STEAM Preschool Series, “Build My Universe,” which will include nine unique events. A STEAM Storytime Training is currently being developed and it will be offered to staff on Tuesday, 14 May. A Youth Services Librarian attended NASA @ My Library training at the end of January. She shared the resources she learned about with other staff and is planning an event based on her experience over the summer.</p> <p>Planning is underway for a building wide event, at main, in partnership with WUCF TV PBS and the Orange County Regional History Center to</p>	Debbie Tour	3.19

Progress	Champion	Updated
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celebrate the 50th Anniversary of the moon landing, on Saturday, 20 July. This family event will offer numerous STEAM activities and experiences.

Staff started to create a preschool STEAM series for summer. A script template/lesson outline was developed for staff to use in the development of summer pre-school programs. A training was offered to the Youth Program Specialists on the difference between science lessons and STEAM programming. Preparation has started to launch a STEAM focused “After Dinner Mint Club.” This provides STEAM activities and learning resources for families to do at home for continued learning.

OCLS purchased "Picture-Perfect Science Lessons" and "Picture-Perfect STEM" curriculum to help create programs for the system.

2. Implement the birth to teen initiative plan, focusing on each stage of life

Progress	Champion	Updated
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The new script program templates that provide easy and clear guidelines in offering programs to each age group have been designed by our graphic department and are now being tested. The plan is to use them starting in February 2020.

Trainings were held for staff focusing on offering youth programs. These trainings focused on babies (Mother Goose on the Loose), toddlers (Toddler Playground), preschool/school age (Little Chef and Cuisine Corner Jr.), and storytelling. A teen focused training has been proposed for Staff Day. The maintenance of the Children’s Library physical collection continues, with a committee of staff members evaluating how each of the spaces are utilized.

In order to provide more relevant and easily accessible program content, Youth Services staff have started to archive outdated and incomplete scripts on the Children and Teen Wikis. This will allow for easier selection of popular and meaningful programs. Weekly collection maintenance continues, including the beginning reader books being separated out from the normal collection to allow for easier access to these important and popular materials. A graphics request has been submitted for a new script template that will provide easy and clear guidelines for each age group. Also, each month, we review available content which is relevant to community events, such as Hispanic Heritage Month, to identify where new content is needed and incorporate the development into upcoming program offerings.

Staff have crafted a long-term evaluation plan to review and develop several aspects of our services for each age group including new script templates, program offerings, analyzing and curating our wiki program offerings, identifying gaps for future program development, collections maintenance, physical spaces, signage, marketing, and staff training.

In this quarter, a meeting was held to develop criteria for reviewing the Teen program selections on the program bank.

Progress	Champion	Updated
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In-person trainings for staff will be offered on presenting programs to each age group on serving babies, toddlers, and children.

We are offering programs every month for each of the following stages of adolescence: Babies, Toddlers, Preschool, Lower Elementary, Upper Elementary, Tween and Teen. Programs are being promoted and marketed to the various age groups. Baby programs that have expanded include: "Mother Goose on the Loose", "Mama Ganza" and various singing programs.	Debbie Tour	12.18
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3. Develop parent & caregiver resources to assist in their child's skill building

Progress	Champion	Updated
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The Youth Outreach Coordinator and Youth Education Specialist facilitated two sessions at the September 14, OCPS Parent Academy, reaching 142 parents and students. Josh Murdock, TEC Department Head and Natalie Houston, Youth Services Manager facilitated four workshops for a total of 73 OCPS Parent Engagement Liaisons. OCLS staff member Lianne Velez participated in the Parent Orientation for a local childcare facility, sharing library information in Spanish for 56 attendees.	Debbie Tour	9.19
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Youth Services attended Parent Academy on 4 May and shared with parents, "Bright Ideas for Summer Learning". We are scheduled to participate in OCPS Parent Academy's in the 2019/2020 school year. We continue to distribute 800 Early Literacy Calendar throughout our branches each month. The calendars have also been discussed in an OCLS blog post and shared on social media.	Debbie Tour	6.19
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Sara Brown, Hiawasse Assistant Manager, presented the first "Every Child Ready to Read" parent workshop at the Pine Hills Neighborhood Center for Families, for 16 attendees. The presentation was successful, and she has been invited back as a presenter for their next 6-week parenting class series.	Debbie Tour	3.19
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Youth Services has participated in three OCPS Parent Academies this fiscal year, visiting Apopka, Olympia and Jones High Schools to share information with caregivers through presentations and information fairs reaching a total of 760 parents and students. One more Parent Academy is scheduled for this school year at Dr. Phillips High School.

Over 1,600 OCLS branded "Every Child Ready to Read" Monthly Calendars have been distributed to all OCLS library locations. The calendars suggest a simple activity for each day of the month related to the five early literacy practices. They have been well received and praised for being a valuable resource for busy parents.

Staff researched topics including: Developmental Reading Assessment, Lexile Reading Levels, Accelerated Reading Levels, and teacher education jargon to create handouts.	Debbie Tour	12.18
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Researched and purchased "Every Child Ready to Read Toolkit" to use as a base curriculum for future workshops. Ideas were brainstormed on how to incorporate resources into the upcoming parental networking meetups.

4. Develop staff training workshops to help enhance the quality of youth programming

Progress	Champion	Updated
<p>In September, staff member Crystal Sullivan hosted a storytelling workshop for staff. Cuisine Corner Jr. and Little Chef training was offered in September by Youth Program Specialists, Noraliz Orengo and Cassandra Zamutt. Numerous youth services-oriented sessions were proposed for Staff Day 2019. A youth services training calendar has been drafted for 2019/2020. Youth Services continues to assess which training should be offered annually, bi-annually or quarterly to meet the needs of staff, and which new training topics need to be introduced. In August, Youth Services Librarian Silence Bourn and Youth Curriculum Specialist Laura Morton, completed the NYPL “Raising the Bar” Integrating Early Childhood Development into Librarian Professional Development. In September, they conducted observations of OCLS storytellers in preparation for presenting OCLS staff training focused on “Every Child Ready to Read.”</p>	<p>Debbie Tour</p>	<p>9.19</p>
<p>The “Mother Goose on the Loose” training for 16 staff members was a great success. Staff said they felt more comfortable presenting this type of program going forward. Erin Reichel presented the “STEAM Storytime” training on 14 May with five staff attending. Noraliz Orengo presented “Toddler Playground” training on 30 May where 18 staff members learned more about toddler programming. Feedback from a staff member stated, “I liked how it was interactive with the crowd”. A second session has been scheduled for October 3. Staff are currently developing a “Competencies for Serving Teens” training and a “Cuisine Corner Junior/Little Chef” training that will focus on how to present food programs including safety tips.</p>	<p>Debbie Tour</p>	<p>6.19</p>
<p>Sara Gonzalez and Jessica Pinkowski presented, “Mother Goose on the Loose” training on 12 March. “Steam Storytime” training presented by Youth Program Specialist, Erin Reichel, is scheduled for 14 May and “Toddler Playground” is scheduled for 30 May. A fourth in-person training session on “Competencies for Serving Teens” is being planned for the fall. Staff are working on building up the collection of available online webinars and resources focused on servicing youth in SumTotal.</p>	<p>Debbie Tour</p>	<p>3.19</p>
<p>The Youth Curriculum Specialist presented, “Working with Children who have Special Needs” on Staff Day. During the training, staff learned how to add modifications to their programs, how to work with parents, general information on disabilities, and how to use person-first language during their programs.</p> <p>Staff are researching and developing STEAM program training to be presented to staff in 2019.</p> <p>A meeting was held with the Training and Development Specialist to brainstorm ideas for future training opportunities and how to share trainings with all staff members.</p>	<p>Debbie Tour</p>	<p>12.18</p>

C. Provide experiences to enhance life skills

1. Collaborate with organizations who are experts in their field to offer events and classes

Progress	Champion	Updated
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Progress	Champion	Updated
<p>To celebrate the 50th Anniversary of the Moon Landing, OCLS partnered with a variety of experts including MIT researcher Natalia Guerrero; Derek Demeter, Director of the Emil Buehler Planetarium; and WMFE’s space reporter Brendan Byrne. Participants explored new hobbies and skills during presentations on “Container Gardening” by Master Gardener Dena Wild from UF/IFAS Extension Orange County Office and “Efficient Irrigation” workshops presented by Orange County Utilities staff. Woodworker Glen Glazier demonstrated the process of making a pen, and craftsman Edward Ratanun outlined the basics of knife making. Local calligraphy instructor Lynda Chandler offered an “Introduction to Calligraphy” and “Alphabet Calligraphy” classes. ASL Services, Inc. instructors taught students basics of American Sign Language.</p> <p>Jenny Aviles with the Family & Consumer Sciences for the Orange County Extension Office offered family-focused events such as “Create a Family Spending Plan,” “Discover Your Money Personality Type,” and “Healthy Grocery Shopping on a Budget.” During another popular event, “Homeschooling Strategies for All Families,” Kerry Tastinger introduced strategies families can apply to set the stage for a successful school year.</p> <p>In addition to the “Write and Publish a Novel” series of workshops featuring author L.E. Perez, Writers Corner events featured new and interesting aspects of content creation. During “Inspire Your Writing,” author Taylor Simonds discussed how to incorporate playlists, instrumental scores, and mood boards into the writing process, and writer Jeff Rembert and comedian Natasha Samreny offered a new take on the how authors can “perform,” engage audiences and add value to their writing. At Herndon’s first “Mini Book Fair,” Writers Atelier, Laurelei’s Lit Lair, and the Jack Kerouac Project shared resources with attendees and authors from four different genres shared their works. Jerome F. Buting, defense lawyer from the popular Netflix series <i>Making a Murderer</i> discussed “behind the scenes” insight into how police and prosecutors tipped the scales of justice in their efforts to convict Steven Avery and Brendan Dassey.</p>	<p>Danielle King</p>	<p>9.19</p>
<p>OCLS established new partnerships to offer informative programs to users. These programs included “Social Security 101” presented by Blanca Taylor from the Social Security Administration, “Why You Need A Living Will” presented by Kimberly Soto, Esq., “I Want to Become A Citizen” presented by the Orlando Center for Justice, “Ask a Lawyer” presented by the Orange County Bar Association, and “Autism Spectrum Disorders: From Diagnosis to Action” presented by the UCF Center for Autism and Related Disabilities.</p> <p>Cuisine Corner offerings were expanded to include new chefs and cooking topics. Jocelyn Bryant of Jocelyn’s Southern Kitchen demonstrated healthy cooking recipes during her programs: “Meat Me in the Veggie Patch,” “Staying Sauced,” and “Avocados!” Healthy recipes were also the focus of the National Watermelon Board’s Cuisine Corner: “Watermelon Wednesday” and the National Mango Board’s presentation of “Mango Mondays.” Eliot Hillis, Culinary Director of Orlando Meats, demonstrated how to butcher a chicken from whole using every constituent part during a May Cuisine Corner event.</p> <p>Finance and organization were the focus of several programs. Certified KonMari consultant Tara White visited locations to offer folding demonstrations and organizational tips and tricks. University of Florida</p>	<p>Danielle King</p>	<p>6.19</p>

IFAS Extension Office staff explained strategies for curbing spending and establishing good spending habits during the “Discover Your Money Personality Type” and “Healthy Grocery Shopping on a Budget” programs. During “Tax Implications of Paying Down or Canceling Debt,” Ellen Gordon, professional tax preparer, bookkeeper and payroll manager, outlined how various steps to a debt-free life interact.

OCLS regularly partners with local authors and performers to offer essential tips and tricks to new and experienced writers. These classes included “Writing to Win: Crafting Stand-out Contest Entries,”

“Business of Book Writing,” and “Creating and Maintaining a Blog.”

The Hiawassee Branch partnered with Women in the Arts to offer summer art classes to children from PreK to Grade 12. Classes are taught by professional artists, graphic designers and photographers.

OCLS collaborated with presenters to provide a range of life-skills programs. Representatives with local nonprofit, Operation HOPE offered “Credit and Money Management” and “First-Time Home Buyer Workshops.” Certified Yoga Instructor Meg Saletnik offered attendees “Yoga 101” and “New Year Stretch and Meditate” programs, a guided introduction to the moves necessary to develop and maintain a successful yoga practice. During the “Movement & Stretching” class at the Southwest Branch, Central Florida Community Arts instructors utilized a combination of yoga and music to encourage seniors to be more active. The Alafaya Branch hosted “Ask the S.T.E.A.M Professionals.” A nano-scientist from UCF, mechanical engineer from nScript, bridge engineer from RS&H, a representative from NASA and an artist from Walt Disney Imagineering spoke to attendees about their careers.

In addition to working with previously established culinary partners for the Cuisine Corner series, staff members explored topics and made new connections with local chefs. Plant-based meal preparation, food preservation techniques, and homeopathic and herbal remedies were featured topics of discussion in Cuisine Corner events. Presenters included Virginia Hartley of Gingers Jams, Jellies, and Such, Jocelyn Bryant of Jocelyn’s Southern Kitchen, and Karon Cannon of Tea Craze.

The Melrose Center hosted a variety of programs for the series “Start Making Money with Your Music.” Michael Redman, author of *The Best Jobs in the Music Industry*, spoke about his insights regarding music supervisors and music libraries. Oriana Campbell from O.C. Designz shared her experience with artist development and highlighted the importance of web marketing and building an online brand. During the 5th anniversary of the Melrose Center, community exhibitors included the Orlando Science Center, Tech Sassy Girls, Lakeshore Learning, Synthestruct, DeltaMaker, Void Modular, Kiwi Camera, Pink Team, Readality, SAK Comedy Lab, Level Up Academy and Theater West End.

Danielle
King 3.19

In the Back2Basics programs, OCLS collaborated with experts with the goal of enhancing life skills. Cuisine Corner programs such as “Healthy Hispanic Dishes” and “Lasagna” with chef Yamira Lee Johnson and “Food Is Our Greatest Medicine” with Chef Rich offered participants the opportunity to learn basic cooking skills and encouraged healthy eating habits. During another program, “Mindful Relationships,” Danielle Hope

Danielle
King 12.18

of Breathe and Be, LLC informed attendees of the positive effects basic mindfulness can have on personal relationships, including improved communication, bringing awareness to arising feelings, and accepting and appreciating ourselves and others. The Events/Programs Department began partnering with Central Florida Community Arts to offer the interactive musical programs for children and seniors. “Music and Movement” and “Instrument Petting Zoo” for children and their families, featured movement activities designed to develop coordination, body awareness and control, and encourage exploration of space, instruments and emotions. The Arts Workshops for Active Seniors series offered “Music Relaxation/Meditation” and “Drum Circle and Tone Sticks” provided by professional music educators.

In October 2018, the national nonprofit organization [StoryCorps](#) came to the Orlando Public Library to record 15 stories from library customers and employees about how the Orange County Library System has had an impact on their lives. The interviews will be housed in the American Folklife Center at the Library of Congress. Eddie Selover was the guest speaker for “Script Orlando” in October. Eddie, a marketing communications professional, gave a presentation about his work as the organizer and host of PechaKucha Orlando. Held in over 650 cities around the world, PechaKucha Nights feature an eclectic mix of creatives and professionals who present in the 20x20 format: 20 slides, 20 seconds each.

In November, the Melrose Audio team hosted “Reel to Real: Audio Engineering Workshop with Bruce Hensal.” Bruce is a Grammy Award-winning engineer who has worked with a virtual who’s who of famous and influential musical artists throughout his five decades in the industry. “Reel to Real” was created for Melrose members with Audio Studio access, and all eight available seats were filled. The workshop allowed participants to work side by side with Bruce while he replicated the recording and mixing process he used during his engineering work on The Eagles’ *Hotel California* album. The first weekend, professional musicians were brought in to help duplicate the recording techniques utilized for the song “New Kid in Town”. Day three focused on mixing the tracks. The fourth day of the workshop was a listening party and open house that drew 30 attendees, and also featured acclaimed mastering engineer Bob Katz as a special guest. Bruce Hensal was also one of the guests for “Script Orlando.” Bruce was joined by Benoit Glazer, founder of Timucua Arts Foundation. Benoit talked about the amazing journey that led him to completely renovate his home into a world class concert venue. The Timucua White House, as it is known, has come to host internationally acclaimed musicians in a professional, aesthetically pleasing space that is essentially the Glazer family living room. Bruce provided memorable anecdotes from his storied career in the music business. The event drew 15 attendees.

2. Explore expanding meet-up groups to more locations

Progress	Champion	Updated
The new meetup groups: Adult Craft Club, Library Book Club and Writers Corner have seen growth in members this quarter. The Library hosted 69 meetup events this quarter for these groups. The Adult Craft Club hosted 34 meetups which included meetups for artists such as the watercolor painting meetups. The Library Book Club group hosted 24 meetups and the Writer’s Corner group	Danielle King	9.19

Progress	Champion	Updated
<p>hosted 11 events. The North Orange Branch hosted its first Homeschool Meetup in August with 22 attendees. They have monthly meetups scheduled moving forward.</p> <p>Total membership for each meetup currently is: Adult Craft Club- 255 members Library Book Clubs- 346 members Writer's Corner- 596 members</p>		
<p>The new meetup groups: Adult Craft Club, Library Book Club and Writers Corner have seen growth in members this quarter. The Library hosted 115 meetup events this quarter for these groups. The Adult Craft Club hosted 75 meetups which included new meetups such as The Pen Meetup and The Quilting and More Meetup. The Library Book Club group hosted 30 meetups and the Writer's Corner group hosted 10 events.</p> <p>Total membership for each meetup currently is: Adult Craft Club- 213 Library Book Clubs- 276 Writer's Corner- 456</p>	Danielle King	6.19
<p>Three new meetup groups have been created for the system: Adult Craft Club, Library Book Clubs and Writers Corner. Several locations have taken the opportunity to use meetups to advertise their events that fit into these themes. We have hosted 158 meetup events for this quarter. The groups went live in November and we have seen positive results.</p> <p>Total membership for each meetup currently is: Adult Craft Club: 158 Library Book Clubs: 168 Writer's Corner: 272</p>	Danielle King	3.19
<p>The Adult Craft Club meetup group hosted 110 meetups which included various sewing and knitting events, "Stress Buster Art," "Beaded Bracelet Workshop," and "Creative Watercolors." The Library Book Clubs group hosted 34 meetups at Alafaya, Southwest, Southeast and Winter Garden. The Writer's Corner group hosted 14 meetups which included "Writing to Win," Book Launch: How I Met My Other," and the "Local Author Festival."</p> <p>Learning Central and Events staff members are collaborating to offer the Pen Meetup to engage fountain pen enthusiasts and encourage exploration of the hobby. The Library is exploring how meetups could be used to reach educators.</p>		
<p>The Marketing Specialist hosted two training sessions for locations on how to use and update meetups on meetup.com. Three new meetup groups have been created for the system: Adult Craft Club, Library Book Clubs and Writers Corner. Several locations have taken the opportunity to use meetups to advertise their events that fit into these themes. We have hosted 34 meetup events for this quarter. The groups went live in November and have seen positive results.</p> <p>Total membership for each meetup currently is: Adult Craft Club: 95 Library Book Clubs: 102 Writer's Corner: 119</p>	Danielle King	12.18

Progress**Champion Updated**

The Adult Craft Club meetup group hosted 16 meetups which included various sewing and knitting events, “Altered Books,” “Creative Coloring,” and “Stress Buster Art.” The Library Book Clubs group hosted 10 meetups at Alafaya, Southwest, Southeast and Winter Garden. The Writer’s Corner group hosted 8 meetups which included several “Write-In with Nano WriMo” meetups at various locations and the “Writing Workshop: World Building in a Binder.” Several locations noted having new club members attend their meetups due to the advertising on meetup.com. The West Oaks Branch noticed that people are more aware of events offered and meetup.com has provided an opportunity to better connect with potential customers. Customers have informed staff that they subscribed to the Adult Craft meetup group so that they can stay up to date with new events.

The Youth Services Department is exploring how they could use meetups for parent groups in the future.

3. Evaluate grant opportunities and seek out new funding sources

Progress**Champion Updated**

The library applied for the following grants this quarter:

- **Orlando Magic Youth Foundation- \$100,000 to support Kindergarten Readiness for all 16 locations.**
- **KaBOOM Community Built Playground- Grantees will receive a custom-designed playscape designed by KaBOOM for the South Creek Branch.**
- **Americans and the Holocaust Traveling Exhibition- \$2,000 to support a traveling exhibition that examines the motives, pressure and fears that shaped Americans responses to Nazism.**
- **Jerry Kline Community Impact Prize- \$250,000 awarded to recognize a public library as a vital community asset.**

The library was awarded the following grants this quarter:

- **Citizen Review Panel- \$500,000 to expand the Biz Kids Club throughout OCLS to include Orlando Public Library and six branch locations.**

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

- **Best Buy Community Grant- \$10,316 to support Girls Rocking Robotics.**

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The library applied for the following grants this quarter:

- **Best Buy Community Grant- \$10,316 to create curriculum and purchase materials for “Girls Rocking Robotics.”**
- **Florida Division of Cultural Affairs Special Projects Grant- \$150,000 to support the Sunshine State Author series to bring top-notch writers of children/teen fiction to Orange County.**
- **Disney Grant- \$100,000 to support the Summer Reading Program.**
- **Citizen Review Panel Grant- \$500,000 to be used to expand Biz Kids Camps into Biz Kids Clubs at Hiawassee, Washington Park, Southeast, North Orange, Fairview Shores, South Trail and the Orlando Public Library.**

The library was awarded the following grants this quarter:

- **Mayor’s Matching Grant 2019-2010- \$10,000 to continue the It’s Sew Easy camp for tweens and teens at the Orlando Public Library and Washington Park Branch.**
- **LSTA- \$53,458 to support the Right Service at the Right Time statewide website.**

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- NEA Big Read Grant- \$15,000 to support programs inspired by the book “Pretty Monsters” by Kelly Link.
- Citizen Review Panel- Pending approval from the Orange County Board of County Commissioners

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

- Dollar General Literacy Foundation- \$15,000 to support English from Zero at North Orange, Hiawassee, South Trail and Washington Park.
- National Network of Libraries of Medicine- \$5,000 to partner with the Spring Lake Medical Pavilion and the Southwest Branch.

The library applied for the following grants this quarter:

- Dollar General Literacy Foundation- \$15,000 to support “English from Zero” programs at North Orange, Hiawassee, South Trail and Washington Park.
- Big Read- \$5,000 to support a community reading program designed around the book “Pretty Monsters” by Kelly Link.
- RUSA Award for Excellence- \$1,500 presented to a library or library system for developing an imaginative and unique resource to meet patron’s reference needs.
- Mayor’s Matching Grant- \$2,500 to be used to continue the “It’s Sew Easy” camps for tweens and teens at the Orlando Public Library and Washington Park Branch.

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The library was awarded the following grants this quarter:

- LSTA Innovation Grant- \$2,875 to purchase virtual reality equipment to enhance our STEM curriculum. The equipment will be used at all 16 library locations. The purchase of the Oculus Go Headsets will allow OCLS to expand the locations that offer “Space Explorers Camp,” “Dino Camp,” and “Tech Exploration in VR.” We will also use the headsets for outreach events to promote our camps and classes.
- ALSC Strengthening Communities Through Libraries- \$5,000 to create curriculum and purchase materials for “Ready, Set, Code! Robotics.” This program will be presented four times during the grant period.

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

- American Dream Literacy Initiative- \$10,000 to support adult literacy initiatives.

OCLS was selected as one of the national winners of Beanstack’s second annual Winter Reading Challenge. The program, sponsored by Shark Tank’s Mark Cuban, challenged Beanstack users to meet a collective goal of reading at least 5 million minutes and 75,000 books in January. OCLS participants read 2,154% over our goals by completing 45,091 minutes and logging 2,315 books! Winners were determined based upon a few key factors including Outreach, Active Participation, Absolute Numbers and Community Sharing. This honor comes with an \$1,500 award which will be used to provide incentives for our 1,000 Books Before Kindergarten program.

The library applied for the following grants thus far for the fiscal year 2019:

- National Network of Libraries of Medicine Community Engagement Grant- \$5,000 to broaden access to and awareness of health information resources, with an emphasis

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on those resources provided by the NLM, and increase communication channels between librarians and health care professionals: pursuing a partnership with the Spring Lake Medical Pavilion & the Southwest Branch.

- Prime Time Family Reading Time with the Florida Humanities Council- \$4,500 to support three series of Prime Time Family Reading Time at the Alafaya, South Creek and Fairview Shores branches.
- American Dream Literacy Initiative- \$10,000 to support adult literacy initiatives. OCLS applied to expand ESOL classes for North Orange, Hiawassee, South Trail and Washington Park.
- Magic Leap Independent Creator Program- \$20,000 to support Magic Leap equipment for the Melrose Center. Magic Leap is a head-mounted virtual retinal display, which superimposes 3D computer-generated imagery over real world objects.

The Library was notified that the following grants were awarded:

- ALSC-Dollar General- \$5,000 to be used to support the Ready Set Code Club.
- Best Buy Foundation Community Grant- \$4,800 to create drone programming classes for teens over the summer. The Library applied and was notified that the following grant was not awarded:
- Museum on Main Street: Hometown Teams with the Florida Humanities Council- \$5,000 to support programming for the Smithsonian’s Hometown Teams traveling exhibit.

The Events Department was awarded a programming grant through the Florida Humanities Council to Celebrate the *Great American Read*, a partnership with PBS’s local station WUCF. The grant was completed in October, providing 24 individual events with a total attendance of 392.

4. Coordinate ESOL curriculum development and create a training plan for staff

Progress	Champion	Updated
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The ESL Specialist hosted the second quarterly system-wide ESOL training to review new curriculum. She shared best practices for hosting English Conversation and for using the resource Pronunciator. 14 staff members attended this session. The ESL Specialist is also developing new online training modules for staff. OCLS is working with the Florida Humanities Council on an expansion plan for the “English for Families” series. The goal is to share the curriculum and develop training modules that will be available for other libraries in the state of Florida to use to implement the series in their community. In the next fiscal year, the ESL Specialist will work on developing the training modules and two Florida libraries will be selected to pilot the series.

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The ESL Specialist hosted the first quarterly system-wide ESOL training to review curriculum standards and classroom practices. 11 staff members attended this session. In addition, the ESOL Specialist trained six staff members in small groups and individually on various ESOL programs. She is currently working on the second phase of the face to face training for the pronunciation classes.

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The ESL Specialist is working on finalizing the curriculum for the English for Families series. After piloting the program at several locations, library staff will be working with the Florida Humanities

Progress	Champion	Updated
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Council (FHC) to expand this program state-wide. Library staff will be meeting with the FHC in July to discuss expansion plans.

The ESL Specialist is working with the HR Department to implement Phase I of the training plan. Phase I includes creating recorded and digital ESL training sessions to be included in Sum Total for staff. The ESL Orientation has been recorded and is in the editing process. The module for the “Speaking Clearly” curriculum is currently being worked on and voice over is being completed. The modules for “English from Zero,” “Writing Clearly,” “Conversation Hour,” “English for Families” and “ESL Professional” will be created next.

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The ESL Specialist has developed the following plan for ESOL: Develop and Expand Curriculum:

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- ESOL classes that fall under “English from Zero” to reach 52 lessons, so that branches that offer English from Zero can have at least one lesson per week for the year to run the program continuously in the system as a whole.
- ESOL curriculum that addresses specific professional fields in healthcare and computer and technology.
- Add quizzes for “English from Zero” lessons to track student acquisition.
- Search for or develop a new English language diagnostic test.

Staff Training Plan:

- Create and implement Phase I training by collaborating with HR to create SumTotal training for staff members who want to start teaching ESOL classes.
- Create and implement Phase II face-to-face ESOL teaching coaching prior to program start and ongoing afterward.
- Create a collaborative environment for ESOL instructors through communication on TEAMS and quarterly/biannual ESOL meetings.

During this quarter the ESL Specialist created an ESL Instructor Team in Microsoft Teams to use as a sharing and learning tool for locations offering English classes. She has been working on uploading curriculum content to the team and she has shared information for the instructors to use. She hosted “Creating Your Own ESL Class” for participants during Staff Day. This workshop discussed various classes that can be taught, techniques that can be used in the classroom and ways to evaluate the students. Participants had the opportunity to ask questions and share their experiences in the classroom. The ESL Specialist trained two new part-time casual ESOL Instructors this quarter. She also worked with the full-time ESL Instructor on adapting the curriculum for the English Classes for Families series.

D. Provide service delivery via technology

1. Explore and implement alternatives to traditional services

Progress	Champion	Updated
<ul style="list-style-type: none"> - Total of eight locations using the Create A Card application - Staff Picks Launched - Melrose Awards site and entry submission form migrated to Drupal - Local Wanderer page and ticketing software launched - Accessibility remediation for ocls.info and the catalog completed - EZProxy authentication screens configured and styled - Accessibility remediation for ocls.info and the catalog completed 	Ricardo Viera	9.19

Progress	Champion	Updated
Three locations using the CreateACard application which utilizes scanning drivers' license. 2-D scanners purchased and being deployed for all location. OPAC computer deployments occurring around the system. Scheduled for completion first week of July. Interface for staff access to Staff Picks (Staff Recommendations) database planned and in development.	Ricardo Viera	6.19
The Staff Recommendations form is live and receiving reviews from staff. Replaced iMacs in the Melrose Center. Migrating the Right Service at the Right Time website from Drupal 7 to 8. Migrated Orlando Memory website to a new Wordpress installation. Installed Islandora software to manage Albertson Digital Collection. Steps have been taken to streamline and refine public and staff PC replacement procedures to more quickly and efficiently address aging PCs.	Ricardo Viera	3.19
Testing bookings module to allow customers to check out museum/event passes. Testing card registrations by using Driver's License strip for data entry. Purchased scanners for the Driver's License scanner project. The staff recommendation form has undergone internal testing for the Staff Picks project.	Ricardo Viera	12.18

2. Refine Technology plan

Progress	Champion	Updated
Technology Plan has been updated and contains current information.	Ricardo Viera	9.19
No Updates during this quarter.	Ricardo Viera	6.19
No Updates during this quarter.	Ricardo Viera	3.19
Technology Plan has been rewritten and contains current information.	Ricardo Viera	12.18

3. Investigate alternative ILS system

Progress	Champion	Updated
No updates for this quarter.	Ricardo Viera	9.19
Staff continue to work toward implementation. There is an OCLC led call each week that focuses on current workflows within each ILS and how Wise is being developed or already configured to handle each of these workflows. Each of the four early adopter Libraries has particular philosophies and reasons for doing tasks like they do and OCLC is invested in keeping those principles intact while guiding a conversation that builds consensus within the group. OCLS staff member Amy VanSchaik, Digital Access Architect and resident UX/UI expert, presented the OCLS Suggest-A-Title web form to the group on the June	Ricardo Viera	6.19

Progress	Champion	Updated
6 th call and OCLC is looking closely at it in order to incorporate some of Amy's ideas.		
During this quarter we were able to familiarize more with OCLC and get more information about their Wise product. OCLS asked for a quote and contract for the Wise Product. On February OCLC presented the Library a contract where the Library reviewed and responded with questions and requests for clarification. During the March Board Meeting the Board approved the Library to enter contract with OCLC for their Wise Product. The implementation phase will take about 12 months. Integration, testing and training will take about 9 months, so the Library is looking to go live using this new ILS during the second or third quarter of FY21.	Ricardo Viera	3.19
We are investigating the OCLC ILS system called Wise. We've had Internal working group meetings to discuss system needs. We have met three times with OCLC to get more information about their product. We have provided information to OCLC about must have, should have and could have processes and features we are looking for.	Ricardo Viera	12.18

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

1. Consider opening small, leased facility in Horizon West

Progress	Champion	Updated
Staff met with Orange County Officials to discuss 2 properties available in the Horizon West area. These parcels are surplus County and City owned parcels and requires both the City and County approval to sell to OCLS at appraised value. Orange County Real Estate is working on a Right to Entry form to allow OCLS to have a vendor do a constructability analysis on both parcels so we can decide which one to choose. Said testing will be completed by December 2019.	Kristopher Shoemaker	9.19
Staff met with a Horizon West Developer on May 8th to discuss possibility of a location in his development, he is reviewing his Public Land Usage and will give Library top priority if he needs to provide more. We meet with another Horizon West Developer on July 2nd to discuss possibilities for a location on his property. We are also seeking a facility to rent as a new building is 3 - 4 years away from opening. Additionally, on June 14th a Pop-Up meeting in Horizon West was held with over 175 attendees. We will host a pop-up every Friday in June to keep community interested in having a branch.	Kristopher Shoemaker	6.19
Library's broker continues to pursue possible locations in the area. Some of the possible shopping center locations may not be built for a couple of years. Also, Library staff will be meeting with community partners about a possible facility in Horizon West.	Kristopher Shoemaker	3.19
Library's broker, CBRE, has been looking for possible sites in Horizon West area.	Kristopher Shoemaker	12.18

2. Evaluate Eatonville, Hiawassee & Southwest lease agreements

Progress	Champion	Updated
Reached out to City of Eatonville end of July, no response, will reach out again by September 30 to renew lease.	Kristopher Shoemaker	9.19
Sent renewal notice for Hiawassee on March 12, 2019 which met the renewal notice requirements for an additional 5 years, thus lease good thru December 31, 2024. Eatonville lease ends December 17, 2019, will reach out City of Eatonville to begin the renewal process in July 2019. Herndon renewed for 1 more year, good thru October 25, 2020.	Kristopher Shoemaker	6.19
The Fourth Lease Amendment to extend the term at the Southwest Branch until January 2029 was approved at the January Board meeting.	Kristopher Shoemaker	3.19
The Library has contacted Dr. Phillips Inc. about renewing the lease, which expires in January, and has received a lease amendment to extend the term. The other two branches are not up for renewal until December 2019.	Kristopher Shoemaker	12.18

3. Open new Edgewater Branch

Progress	Champion	Updated
Officially turned keys and property over to landlord on June 28, 2019 and lease terminated June 30, 2019.	Kristopher Shoemaker	9.19
Sent landlord for Edgewater Branch cancelation notice with effective date of June 30, 2019. As of June 20th, we are 95% moved out, only have a few touch up areas and do final cleaning. Meet with Landlord week of June 24th to review property to ensure a smooth turn over by June 30th. Fairview Shore opened on June 8th.	Kristopher Shoemaker	6.19
Landlord's contractor is nearing completion of tenant's improvements. Once this work is completed, Library will arrange for a few improvements including carpeting and then Landlord's contractor will need to obtain certificate of occupancy and final inspections. Our internet connection with AT&T has been ordered, but they have not given us a firm installation date.	Kristopher Shoemaker	3.19
The landlord's general contractor has obtained a building permit and has started construction. The new location will be called Fairview Shores Branch.	Kristopher Shoemaker	12.18

F. Partner with schools

1. Evaluate the success of student virtual cards

Progress	Champion	Updated
There are currently 237,430 student and teacher records uploaded for VLC use. In July, a private school, Foundation Academy of Winter Garden requested Virtual Library access and a total of 425 students and 47 teachers were added. The Legends Academy Charter School was added in August 2019 and 1,494 students and 395 teachers now have Virtual Library access. The Library is currently exploring the possibility of expanding the Virtual Library Card to students enrolled in the downtown campus of Valencia and UCF. As of August 2019, there are 1,174 total users of Axis 360 and 3,110 users of Overdrive.	Danielle King	9.19

Progress	Champion	Updated
There are currently 259,916 student and teacher records uploaded for VLC use, a 6.82% increase compared to 2018. The charter school Transitional Learning Academy was added in May 2019. The Virtual Library Card was featured as one of the sessions at Library U 2019. Educators were shown the benefits of VLC and they had the opportunity to ask questions about the card.	Danielle King	6.19
There are currently 256,846 student and teacher records uploaded for VLC use, an 18% increase compared to 2018. In March 2019, Innovation Montessori High School teachers and students were provided Virtual Library access. Staff continue to work with additional charter schools to provide them with access. As of March 2019, there are 886 total users of Axis 360 and 2,176 users of Overdrive. Since January 2018, 10,468 items were accessed through Overdrive and 775 were accessed through Axis 360.	Danielle King	3.19
There are currently 245,620 student and teacher records uploaded for VLC use, a 21% increase compared to 2017. Four Charter Schools were added this quarter: Cornerstone Charter Academy, Orlando Science Elementary Charter School, Orlando Science Middle & High School and Oakland Avenue Charter School. Staff is working with three additional charter schools to provide them with VLC access. With the Virtual Library Card, students and teachers have access to digital books on Axis 360 and OverDrive. Since December 2017, 598 items were accessed through Axis 360 and 6,431 were accessed through OverDrive. The most popular format used was OverDrive Read, a browser based format. In October 2018, there were 89 active users using Axis 360 and 637 using OverDrive. In November 2018, the number of active users decreased due to the holidays. Axis 360 had 77 active users and OverDrive had 410 active users.	Danielle King	12.18

2. Evaluate the success of school visits

Progress	Champion	Updated
The new OCLS Field Trip Brochure has been printed and sent out to every OCLS elementary school. In the first month of school, we received 10 field trip requests for the 2019/2020 school year. A new webpage highlighting our offerings is now available:https://www.ocls.info/school-year-field-trips. Staff hosted an internal staff training workshop in August to review the content and organization of the field trips. In August, the Youth Services Assistant Manager presented training for 35 Children’s Initiative liaisons. The session offered tips on contacting their assigned schools to participate in events such as Meet the Teacher and Open House. A new storyteller request form is in development for schools and organizations to utilize in requesting a visit from an OCLS storyteller. A Microsoft Teams has been established for OCLS liaisons which serves as a communication and support platform for the initiative. All middle schools have been assigned a liaison to support building relationships with schools. The Youth Services Manager and the TEC Department Head conducted four parent engagement sessions at Edgewater High School. The group learned about library resources and engaged in a fun activity where they had to present their own library commercial to share what they had learned.	Danielle King	9.19
OCLS Field trip options have been reviewed by staff to be more targeted and updated to include Florida State Learning Standards and a new	Danielle King	6.19

Progress	Champion	Updated
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brochure for K-4 is being designed to expand promotion of field trips to schools starting in August. We identified that many of the same schools visit OCLS on field trips year after year, which is great to have repeat customers, but we want to ensure that other schools are also aware of the opportunity. Before school starts in August, OCLS will attend several OCPS curriculum in-service days reaching hundreds of teachers and school staff members, including Media Specialists, Social Studies teachers, and Science teachers. Library staff have also met with staff from the Orange County History Museum to renew our partnership to host joint field trips where students visit the museum and library in the same day for complimentary sessions.

<p>Youth Services staff worked to identify all of the ways that OCLS currently conducts “school visits” including: field trips to our libraries, outreach storytelling at schools, participating in community events at schools, hosting family nights for schools at branches, visiting Orange County Head Starts to conduct storytelling sessions, and visiting middle schools to promote the Virtual Library Cards available to all teachers and students. Youth Services staff met with the OCPS district media specialist and discussed ways to collaborate and visit more schools. OCLS offers a wide range of field trip options. From October to February, 1,862 students and chaperones visited one of our libraries from 16 different local schools. By going out to schools for off-site events, we were able to reach 8,692 students and teachers. An orientation for library staff members which serve as liaisons to individual elementary schools is being finalized and will be scheduled to be held in August 2019.</p>	<p>Danielle King</p>	<p>3.19</p>
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<p>Staff visited 15 schools this quarter to present at Teach-Ins, conduct storytimes, and to attend various school outreaches. During these visits, staff promoted library resources and encouraged students and parents to apply for library cards. The Youth Services Department is evaluating the Children’s Initiative License to Learn contest. Brainstorming sessions with system-wide managers and librarians have been conducted and ideas are being considered for future initiatives and/or contests.</p>	<p>Danielle King</p>	<p>12.18</p>
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3. Offer alternative Library U type experiences in efforts to educate the educators

Progress	Champion	Updated
<p>Homeschool U took place on September 12, 2019. A total of 26 educators and students participated in the half-day workshops. Workshops included Tech Ed Toys, Cuisine Corner Jr., Homeschool 101, Florida Parent Educators Association, STEAM Time, and Renaissance Robotics Demonstration. Comments from attendees included: “Keep up the good work. Please have more events for homeschoolers.” “Thank you so much for thinking of us, as a family that does virtual homeschool, we need help to continue to improve our kids to progress to a better education “We totally loved it! Thanks a lot!” “We already use some of the resources, but now we have learned of new resources like the kids business classes” The Library U committee will meet soon to discuss plans for Library</p>	<p>Danielle King</p>	<p>9.19</p>

Progress	Champion	Updated
U 2020.		
<p>Library U took place on June 13, 2019. A total of 24 teachers participated in the full-day workshops. Workshops included: Database Dossier, Melrose Mix Up, Let's Get Digital, More than a Story, Fiber Arts & Tech Ed Toys, and Coding. The teachers received lunch, a \$75 honorarium provided by the Friends of the Library and they qualified to earn in-service points from Orange County Public Schools for attending. Comments from attendees included: "Library U is phenomenal! It is clear to see why the OCLS is nationally recognized award-winning library!" "Everyone was so welcoming and such great hosts!" "Everyone has been amazing! Experience was great!" Homeschool U is scheduled for September 12, 2019. Email blasts have been sent out to invite homeschool educators to Homeschool U. The application deadline is August 15, 2019.</p>	Danielle King	6.19
<p>The email blasts have all been sent out to invite educators to Library U. The application deadline is April 15, 2019. The Library U committee will meet after this date to review and select applicants. Members of the Library U committee attended Edcamp in January. Edcamp is a participation driven day for educators that took place at Jones High School. Staff shared library resources and services with 60 educators at this event. Based on the experience, staff are evaluating if OCLS could host an Edcamp in the future.</p>	Danielle King	3.19
<p>The Homeschool U committee met several times to plan a workshop for homeschool educators. The date has been set for September 12, 2019. The agenda will include activities the educators and the students can do together such as STEAM projects, a field trip to the Melrose Center to use the video and audio equipment, and a hands-on demo of educational tech toys. The group will be split up for some portions of the day. The educators will learn about library resources and homeschool requirements, while the children will participate in a Cuisine Corner Jr. cooking activity.</p>		
<p>The Library U committee has met several times to plan Library U 2019. The date has been set for June 13, 2019. The agenda has been planned, and new topics will include: augmented reality, fiber arts, tech education toys and Biz Kids. Returning will be the Melrose Mix Up session, a mini-field trip in the Melrose Center to learn about the photo, audio, video, simulation and maker labs. In addition, popular topics such as coding, digital downloads, databases and storytelling will remain on the agenda. Promotion and marketing will begin in January 2019. In addition to planning the traditional Library U full-day workshop, the committee has decided to host a Homeschool U event in the fall. A team of library staff members who are experienced in working with homeschool students and educators will meet in January to start planning this event. A survey for homeschool parents has been created and sent out to all locations. The survey is an effort to gather feedback from the homeschool parents on what topics the library should focus on when developing the agenda for Homeschool U. Staff will review the feedback at their January meeting. A Library U Facebook group has been created for Orange County teachers to have an open dialogue with library staff about the resources available to educators and students.</p>	Danielle King	12.18

1. Explore and develop non-traditional library services

Progress	Champion	Updated
<p>The Library is preparing for the introduction of the new service of Cloud Library through Bibliotheca. Cloud Library offers Mobile Check Out, Assist App, and an Express Collection of e-content. Locations are being prepped for the Mobile Check Out, a new check out option that customers can use with their smart phone. The Assist App provides interactive receipts and notifications, and the Express Collection offers quick access to popular titles.</p> <p>The Melrose Center hosted the “No Tan Radio Music & Arts Festival” in August. The festival highlights Hispanic/Latin musicians and visual artists. With electric bands playing on the new Melrose stage and acoustic acts playing on a small stage in the Melrose Conference Room, the festival provided over four hours of continuous live music for 379 attendees. Performers included Leo Aether, Artefacto, Blunder Club, Alejandro Prado and Huellas de Colombia Folkdances, the latter dazzling with a routine on the dancefloor set up in front of the stage. Visual artists exhibited at tables throughout the Center, including a group from NOVUS ARTEM International Gallery. Alibeth Suarez from Questline served as host of the festival and covered it for MAS 100.7FM radio. Staff started offering Passport Services at the Orlando Public Library in September. This service seems to be popular and over 30 people have signed up to apply for a U.S. passport thus far.</p>	<p>Danielle King</p>	<p>9.19</p>
<p>On March 11, 2019, “Reaching Out: A Community Resource Fair” was offered in celebration of National Social Work Month. 99 customers met with the library social worker and representatives from local organizations such as the Coalition for the Homeless, Health Care Center for the Homeless, IDignity, Miracle of Love, Neighborhood Center for Families, United Against Poverty and Victim Service Center. The Southeast and North Orange Branch partnered with the Neighborhood Assistance Corporation of America (NACA) to offer a “Homebuying Workshop.” The workshop educates participants about the home buying process from start to finish through the NACA program. 90 people attended the workshop at North Orange and 50 attended at Southeast.</p> <p>The South Creek Branch hosted a “Let it Go” community swap. 30 people brought in clean, gently used goods to swap with other community members.</p> <p>The Library started offering Library Pop-Up events in areas of the community that do not have library locations in an effort to provide a library summer program to families living in these areas. The first Horizon West pop up event was held on June 14 and 178 people came to experience Mad Science Live. The first Lake Nona pop up event was held on June 15 and 179 people came out to experience Free DAPS. Melrose, Community Relations and WUCF got together to discuss making “Melrose in the Mix” into a 30-minute television program. With this in mind, Melrose staff have begun approaching each session a little differently in hopes to capture interview footage of the artist(s) to weave in and around footage of the actual performance for TV episodes. Beth McKee obliged us in this effort by arriving early to be filmed in the Melrose Conference Room, answering some queries about her music, influences and future projects. We hope to repeat this arrangement with upcoming “Melrose in the Mix” artists, as we look to prepare a number of potential “Melrose in the Mix” TV episodes.</p> <p>Staff have proposed offering Passport Services at the Library. We are now in the process of sending a request to the Department of State for</p>	<p>Danielle King</p>	<p>6.19</p>

Progress**Champion****Updated**

the Orlando Public Library to be allowed to provide Passport Application Services.

OCLS received approval to participate in the Disney Family Volunteering Reward Program. Several “Family Volunteering: STEAM Kits” events were offered throughout the system. Families had the opportunity to volunteer to help assemble STEAM kits at this community service event.

Danielle King

3.19

The Alafaya Branch hosted a “Free Clothing Giveaway by Out of the Closet” event. Out of the Closet (OOTC) is a free traveling clothing boutique sponsored by Zebra Coalition. 96 people came for free, fashionable clothing and hygiene products. OOTC’s goal is to boost confidence and combat poverty in the community.

The library has been working with various partners to offer community services in our facilities. For instance, the North Orange Branch has partnered with the Florida Highway Safety and Motor Vehicles to offer FLOW (Florida Licensing on Wheels.) FLOW provides a convenient method to renew a driver’s license, obtain a replacement ID, change a name or address on an ID, obtain an ID card, and purchase a specialty license plate. The branch will be offering this service monthly. The Florida Department of Health in Orange County hosted a health outreach event at the Orlando Public Library which provided information on programs and services, including Hepatitis A vaccinations.

The testing of the Orange Crate service has been successful. Staff are evaluating the extension of the 6- month testing phase. The Pop-Up Library is still in the implementation phase and locations are being tested.

Staff is currently in the testing phase for the Pop Up Library. The Pop Up Library, provided by Baker & Taylor, is described as “exciting new technology designed to help create satellite library locations to provide digital content promotion and access points wherever the library would like to establish a presence in the community.” The Pop Up Library is a self-contained, small electronic device that hosts ebooks from the library’s Axis 360 collection. The device allows people in a designated area to stream and download ebooks on their phone, tablet or laptop. No app is necessary and no library card is required for access. Three locations have been identified by OCLS as sites to deploy the Pop Up Library: the Bithlo-Christmas Neighborhood Center for Families, the waiting room in the Winnie Palmer Hospital for Women & Babies and the tag office for the Orange County Tax Collector. We are currently testing the devices and will be deploying them soon. In October, the Library started testing the Orange Crate service. Library members were invited and opted in to receive monthly handpicked deliveries of books. Two books are delivered to the subscriber for a six-month duration. Currently three deliveries have been made and staff are evaluating the process and workflow of the service.

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12.18

2. Expand and offer Melrose type services to more locations

Progress**Champion****Updated**

The Chickasaw Branch is offering beginner photography classes once a month in their new photography classroom. 24 attendees have taken advantage of this new class. Chickasaw has also hosted

Danielle King**9.19**

Progress	Champion	Updated
<p>“Introduction to Virtual Reality,” “VR Open Lab,” and various 3D printing labs. The Fairview Shores Branch offered a series of “Pop-Up: Oculus Go” virtual reality programs over the summer. They also offered “3D Design Custom Cookie Cutters,” “3D Design Minecraft Characters,” and “Drone Zone Camp.” The Hiawassee Branch offered a “Community School of Arts Summer Session,” which included 3D design projects. The Alafaya Branch hosted “Music Lab: Song Maker” in August. The class taught students how to create simple or elaborate beats and melodies with the color-coded Music Lab product. The Windermere Branch volunteered to be the test location to host the drone three day camp over the summer.</p>		
<p>The Fairview Shores Branch hosted its Grand Opening Celebration on June 8, 2019. The celebration featured several Melrose type experiences. Staff from the Melrose Center demonstrated the Oculus Go virtual reality machine, the green screen, 3D printing and many Tech Ed toys. With the camera equipment up and running at the Chickasaw Branch, staff have been offering various photography classes for the public. On June 14, 2019 the “Photo Studio” class brought 11 students to Chickasaw. The branch has also integrated photography into other events. For instance, when they held the Career Resource Expo, the Trainer took headshots for the participants.</p> <p>The Edgewater Branch hosted “iRobot STEM” in celebration of National Robotics Week. Representatives from iRobot spoke about robot technology and careers in robotics. The Windermere Branch volunteered to be the test branch for the “Dronze Zone” camp in June. The camp was successful and will be implemented system-wide.</p>	<p>Danielle King</p>	<p>6.19</p>
<p>The Chickasaw Branch and the Southwest Branch started offering “3D Printing Project.” Customers can sign up to print their 3D project using our 3D printer. The Chickasaw Branch’s photo lab is now set up and they started offering basic photography classes in March. They plan on hosting photography events for the general public in the spring.</p> <p>The Edgewater Branch hosted “Lockhart Literacy Night” in January. Staff from the Melrose Center demonstrated the Oculus Go virtual reality machine and the green screen with the Harry Potter themed activity during the event. The branch also did a 3D printer demo for the attendees.</p> <p>Staff attended the Horizon West Fest in March. They showcased the virtual reality headsets and cubelets for the community. Melrose staff participated in Otronicon for the fifth straight year. The exhibit featured projection mapping technology. Staff prepared a digital environment to combine projector, video camera, green screen and MIDI keyboard capabilities, creating a game for exhibit visitors to play</p>	<p>Danielle King</p>	<p>3.19</p>
<p>The Chickasaw Branch will start offering virtual reality (VR) and photography services soon. The VR and photography equipment has been ordered and is being set up at Chickasaw. The Technology Trainers are receiving training from the Melrose and TEC staff regarding class curriculum for this technology. The Chickasaw Branch plans to use the virtual reality equipment afterschool to provide activities for the many students that visit the branch from the Renaissance Charter School. They also plan on offering photography events and classes for the general public.</p> <p>The Herndon Branch celebrated their 20th anniversary on November 3, 2018. Staff from the Melrose Center demonstrated the Oculus Go virtual reality machine and the green screen with the Harry Potter themed</p>	<p>Danielle King</p>	<p>12.18</p>

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activity during the celebration. 83 people enjoyed these Melrose inspired activities. The West Oaks Branch hosted a “Family Holiday Festival” on December 1, 2018. The festival included a photo studio session for families to take holiday family portraits.
