

**MEETING MINUTES  
ORANGE COUNTY LIBRARY SYSTEM BOARD OF TRUSTEES  
STRATEGIC PLANNING WORKSHOP**

**May 22, 2004**

**Patio Room**

**Orlando Public Library  
101 East Central Boulevard  
Orlando, Florida 32801  
407.835.7323**

Board Members Present: Tom Kohler; Sara Brady; Gloria Fernandez;  
Matthew Pardy

Board Members Absent: James Tyson

Administration Present: Mary Anne Hodel; Debbie Moss; Carla Fountain;  
Robert Tessier; Kathryn Robinson; Marilyn  
Hoffman; Eric Atkinson; Sally Fry; Craig Wilkins;  
Milinda Neusaenger

The Board of Trustees met to discuss the development and addition of Year Six (FY 2008) to the Orange County Library System's Strategic Plan. Below are the preliminary plans:

**Goal 1: Greater Customer Satisfaction and Ease of Access**

**1. Consider expanded and other self service options:**

- OLIVE (OCLS Interactive Experience) – Live Virtual Librarian Assistance
- Downloading digital music and books
- Vending machines for cd's & dvd's

Director Hodel explained that the have library could have vending machines at non-library locations, depending upon space arrangements with the host institution. A customer inserts their library card in order to check out items. Trustee Fernandez suggested that the vending machines could be located at schools and in the cafeterias.

- Book return self check-out items

**2. Self check-out at two more locations:**

Director Hodel stated that the Library wants to continue adding self check-out machines, so that eventually the machines will be available at all locations.

3. **Renovate the 4<sup>th</sup> Floor:**

Director Hodel stated that the 4<sup>th</sup> floor would be the last public floor to be renovated and will be similar to the changes made to other floors, such as: removing the ceiling baffles, replacing the carpeting and updating the lighting.

4. **Web Classes:**

Director Hodel explained that the idea is to expand access to the classes available now and offer them over the web. This would be taking the library's non-certified educational role to a new level.

- Streaming video over the web
- Expanded subject areas for example: Creating online family trees and recording family histories.

5. **Complete the Virtual Library:**

Director Hodel expressed an interest in obtaining more content like the streaming math videos from Standard Deviants, electronic versions of ESL and SAT tapes, etc... in order to make all services available over the web

6. **Combo Debit/RFID library card:**

Director Hodel explained that the new-style library cards will be able to function as a debit card that would give customers the ability to add money on the card to pay fines & to use it as a copy card.

**GOAL 2: Provide a Range of Services that are Responsive to a Changing Community**

1. **Develop customized technology solutions to meet customer demand (open source):**

Director Hodel stated that it is not too early to start thinking about future changes in library automation. Open Source Linux operating systems hold promise. They be customized to match the specific needs for the services provided by OCLS. Director Hodel mentioned that the system is now in the infancy stages. President Kohler asked for a white paper to be created with information and feedback as to how the system will work for OCLS.

2. **User configured library customized portal (My Library):**

Director Hodel explained that this would be similar to something like [www.myyahoo.com](http://www.myyahoo.com). A toolbox of available items would be provided so that customers can tailor their "homepage" to their needs, adding the appropriate tools like dictionaries, encyclopedias and databases that are favorites.

3. **Expand Genealogy services to include fee based, premier, customized searching and family trees:**

Director Hodel explained the concept of expanding genealogy services to include cost recovery, fee based services such as scanning.

4. **Explore new formats such as Streaming Video, MP3 Technology, downloadable CD's.**
5. **Acquire technology that would enable expanded use by word to voice translation; voice to word translation; language-to-language translation; multilingual translation; hands-free access.**

Director Hodel indicated that these technologies are still being developed and fine-tuned and that once widely available the world can be more globally connected. President Kohler asked the Administration to explore ideas to connect with customers who have mobility issues.

### **Goal 3: Expand Use and Awareness of Library Services**

1. **Increased involvement with Seniors - Develop a comprehensive program for Seniors & Life Long Learners.**

2. **Develop Library P.S.A. video:**

Trustee Brady stated that the public service announcement video is already in the works with Robin Smyth @ Channel 13. President Kohler also suggested involving the Orlando Sentinel; Trustee Fernandez stated the local Spanish newspapers should be involved as well.

3. **Investigate website advertising with Pop-Up Ads and instant messaging for Library Services:**

Assistant Director Moss mentioned that different options are being explored as to how OCLS can be tied into the big search engines and how to insert and introduce OCLS's presence to web users who are not necessarily searching for the Library, but for information OCLS may be able to provide. Trustee Pardy suggested contacting the *Orlando Sentinel* about the possibilities available on the newspaper's website.

## **GOAL 4: Invigorate Employee Satisfaction and Invest in Quality of Staff**

While invigorating staff is a charge that must be carried out in every year of the strategic plan, the hope is that by year five we have new, exciting and uniformed ways to hire, train and invigorate staff.

1. **Training – Life Long Learning:** Expand opportunities for staff to increase their technological capabilities.
  - Look for partnerships in training with agencies or businesses that share OCLS's training needs.
  - Develop an internal certification program that allows staff to stretch and grow their skills.
2. **Recognition of Staff:** Develop systematic program of staff recognition

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Brief discussion ensued regarding Branch Development, which is included in the currently implemented five-year Strategic Plan.

**If any person desires to appeal any decision with respect to any matter considered at a Library Board of Trustees meeting, such person will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based.**

**In accordance with the Americans with Disabilities Act, any person requiring special accommodations to participate in this proceeding due to a disability as defined by ADA may arrange for reasonable accommodations by contacting the Director's Office on the fifth floor of the Main Library in person or by phone at 407.835.7611 at least two days prior to the meeting.**