

**Orange County Library System
Board of Trustees**

Informational Packet for March 8, 2001

ORANGE COUNTY LIBRARY SYSTEM

101 East Central Boulevard • Orlando, Florida 32801-2471 • 407-835-7323 • Fax 407-835-7649

Dorothy Field, Director

March 2, 2001

TO: Corb Sarchet, President
Jacquelyn Perkins, Vice President
Ron Harbert, Trustee
Gloria Fernandez, Trustee
Phyllis Hudson, Trustee

The Hon. Rich Crotty, Chairman of the Library Governing Board, Members of the Governing Board: Commissioners Teresa Jacobs, Bob Sindler, Mary Johnson, Clarence Hoenstine, Ted Edwards, Homer Hartage and Patty Sheehan, City of Orlando

FROM: Dorothy Field, Director

RE: Library Board Meeting

The next meeting of the Library Board will be 7:00 p.m., Thursday, March 8, 2001, Cypress Room, Main Library, 101 East Central Blvd., Orlando. If any board member has an item to be brought up for discussion, please call Jane Leighton before the meeting.

cc: Michael Rudd, Liaison, Membership and Mission Review Board - County
Lou Pendas, Liaison, Nominating Board - City

AGENDA

ORANGE COUNTY LIBRARY SYSTEM BOARD OF TRUSTEES

March 8, 2001

Call to order: 7:00 p.m.

President Corb Sarchet

Minutes:

February 8, 2001

Public comment:

Financial statements:

February 28, 2001 (Monthly Statement)

Statistics:

Action items:

1. Self directing Defined Contribution Plan

Discussion:

1. Varga Research Study

Information:

1. Director's Report

Next Meeting Dates: April 12, 2001, Thursday, 7:00 p.m. Oak Room, Orlando Public Library, 101 East Central Blvd., Orlando, FL 32801; May 10, 2001, Thursday, 7:00 p.m., Oak Room, Orlando Public Library, 101 East Central Blvd., Orlando, FL 32801.

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 business office on the fifth floor of the Main Library in person or by phone at 407/835-7323 at least two days prior to the meeting.

APPROVAL

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**ORANGE COUNTY LIBRARY SYSTEM
BOARD OF TRUSTEES**

Minutes of meeting February 8, 2001

Trustees present:	Corb Sarchet, President	2/0
	Gloria Fernandez, Trustee	2/0
	Phyllis Hudson, Trustee	2/0
	Ron Harbert, Trustee	2/0

Staff: Dorothy Field, Director
Robert Tessier, Comptroller
Jane Leighton, Recording Secretary

Mr. Sarchet opened the meeting at 7:00 p.m. in the Oak Room of the Main Library.

Minutes: Minutes of January 11, 2001, approved as presented.

Public comment: None

Financial Statement: Approved.

Statistics: Reviewed by Director.

Action Items: None.

Discussion:

1. Director Search: Mr. Sarchet announced committee members, Ron Harbert, Chairman, Susan Pickman, Laura Santos, Dorothy Dukes, Ed Hofma and Stephen Chong. The final three candidates will be available to the staff and public at forums.

Ms. Hudson moved to add one non-union staff member and one union staff member to the committee. Mr. Sarchet asked for a second. Motion died for lack of a second.

2. Union negotiations: Ms. Hudson moved to set up a meeting with bargaining committee to find out more about the process. Mr. Sarchet asked for a second. Motion died for lack of a second.

APPROVAL

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Minutes of the Trustees' Meeting
February 8, 2001

Information:

1. Director's Report: Updates.

South Orange. Engineer for Southchase has filed documents with South Florida Water Management District. A meeting is scheduled for Friday, Feb. 9, to review progress toward the issuing of a permit to construct the South Orange Library.

Southwest. The Dr. P. Phillips Foundation has decided to exercise a clause in our lease to take over control of the meeting room. The room will be rekeyed the end of February. We will work with Southwest patrons to book meetings at other branches. Patrons will also be able to book meeting rooms through the Foundation.

Main. Effective Feb. 1 security will be covered by off duty policemen at Main and off duty sheriffs' deputies at South Trail.

Mr. Sarchet adjourned the meeting at 7:40 p.m.

Next Meeting Dates: March 8, 2001, Thursday 7:00 p.m., Cypress Room, Main Library, 101 East Central Blvd., Orlando, FL 32801; April 12, 2001, Thursday, 7:00 p.m., Oak Room, 101 East Central Blvd., Orlando, FL 32801.

**ORANGE COUNTY LIBRARY DISTRICT
OPERATING FUND REVENUE SUMMARY
2/28/01**

	BUDGET	ACTUAL	BALANCE	% RCVD
AD VALOREM TAXES	18,852,584	16,935,519	1,917,065	89.8%
INTERGOVERNMENTAL REVENUE				
State Aid	1,627,883	0	1,627,883	0.0%
Literacy Grant	40,000	30,000	10,000	75.0%
Law Collection Fees	195,000	77,740	117,260	39.9%
	<u>1,862,883</u>	<u>107,740</u>	<u>1,755,143</u>	<u>5.8%</u>
CHARGES FOR SERVICES				
Fee Cards	18,000	8,282	9,718	46.0%
Copy & Vending	160,000	61,387	98,613	38.4%
	<u>178,000</u>	<u>69,669</u>	<u>108,331</u>	<u>39.1%</u>
FINES				
Fines	450,000	170,171	279,829	37.8%
Lost Materials	40,000	16,533	23,467	41.3%
	<u>490,000</u>	<u>186,704</u>	<u>303,296</u>	<u>38.1%</u>
MISCELLANEOUS REVENUES				
Interest Earnings	550,000	190,614	359,386	34.7%
Rents	6,000	1,891	4,109	31.5%
Sale of Fixed Assets	0	0	0	
Book Sales	22,000	9,277	12,723	42.2%
Computer Disk Sales	0	745	-745	
Contributions - Friends of Library	75,000	36,483	38,517	48.6%
Contributions - Others	3,000	1,860	1,140	62.0%
Telephone Technical Discount	0	0	0	
Miscellaneous Revenues	30,000	22,450	7,550	74.8%
	<u>686,000</u>	<u>263,320</u>	<u>422,680</u>	<u>38.4%</u>
TRANSFER FM TAX COLLECTOR	155,000	0	155,000	0.0%
TOTAL REVENUES	<u><u>22,224,467</u></u>	<u><u>17,562,952</u></u>	<u><u>4,661,515</u></u>	<u><u>79.0%</u></u>

**ORANGE COUNTY LIBRARY DISTRICT
OPERATING FUND EXPENDITURE SUMMARY
2/28/01**

	BUDGET	ACTUAL	BALANCE	% EXPEN
PERSONAL SERVICES				
Salaries	9,458,576	3,152,541	6,306,035	33.3%
Medicare Taxes	137,148	47,057	90,091	34.3%
DCP - Retirement Contributions	660,208	638,394	21,814	96.7%
DBP - Retirement Contributions	599,842	235,425	364,417	39.2%
Life and Health Insurance	1,034,118	436,647	597,471	42.2%
Worker's Compensation	99,316	41,353	57,963	41.6%
Unemployment Compensation	9,806	1,824	7,982	18.6%
	<u>11,999,014</u>	<u>4,553,241</u>	<u>7,445,773</u>	<u>37.9%</u>
OPERATING EXPENDITURES				
Professional Services	150,000	101,696	48,304	67.8%
Other Contractual Services	208,000	72,775	135,225	35.0%
Other Contract. Serv.- Janitorial	182,000	66,175	115,825	36.4%
Travel	60,000	26,786	33,214	44.6%
Telecommunication	236,000	71,332	164,668	30.2%
Delivery and Postage	632,000	254,317	377,683	40.2%
Utilities	570,000	165,104	404,896	29.0%
Rentals and Leases	1,044,000	476,331	567,669	45.6%
Insurance	76,000	40,193	35,807	52.9%
Repair and Maintenance	350,000	154,556	195,444	44.2%
Repair & Maint. - Hardware/Software	134,000	44,421	89,579	33.2%
Copying/Printing	90,000	28,426	61,574	31.6%
Property Appraiser's Fee	230,000	115,481	114,519	50.2%
Tax Collector's Fee	370,000	338,710	31,290	91.5%
Contingency	300,000	0	300,000	0.0%
Supplies	430,000	142,323	287,677	33.1%
	<u>5,062,000</u>	<u>2,098,626</u>	<u>2,963,374</u>	<u>41.5%</u>
CAPITAL OUTLAY				
Building and Improvements	1,132,000	21,801	1,110,199	1.9%
Equipment and Furniture	518,000	26,557	491,443	5.1%
	<u>1,650,000</u>	<u>48,358</u>	<u>1,601,642</u>	<u>2.9%</u>
LIBRARY MATERIALS				
Materials - Rest. Contributions	32,000	4,372	27,628	13.7%
Materials - Literacy	40,000	57,279	-17,279	143.2%
Materials - Law	195,000	89,696	105,304	46.0%
Materials - ODC	350,000	0	350,000	0.0%
Materials - Other	2,925,000	1,303,362	1,621,638	44.6%
	<u>3,542,000</u>	<u>1,454,709</u>	<u>2,087,291</u>	<u>41.1%</u>
TRANSFER TO BR DEBT SERV FU	416,779	208,389	208,390	50.0%
TRANSFER TO CAP PROJECTS FU	0		0	
TOTAL EXPENDITURES	<u><u>22,669,793</u></u>	<u><u>8,363,323</u></u>	<u><u>14,306,470</u></u>	<u><u>36.9%</u></u>

**ORANGE COUNTY LIBRARY SYSTEM
STATISTICAL REPORT
January 2001**

CIRCULATION	2001	2000	% gain or loss
Main	113,887	102,565	11.04%
Branches	230,922	200,658	15.08%
Total	344,809	303,223	13.71%

DOOR COUNT	2001	2000	% gain or loss
Main	60,548	63,096	-4.04%
Branches	141,509	136,908	3.36%
Total	202,057	200,004	1.03%

BORROWERS	2001	2000	% gain or loss
	43,550	40,235	8.24%

PROGRAM ATTENDANCE	2001	2000	% gain or loss
Main	2,489	2,761	-9.85%
Branches	5,291	4,503	17.50%
Outreach	375	1,440	-73.96%
Total	8,155	8,704	-6.31%

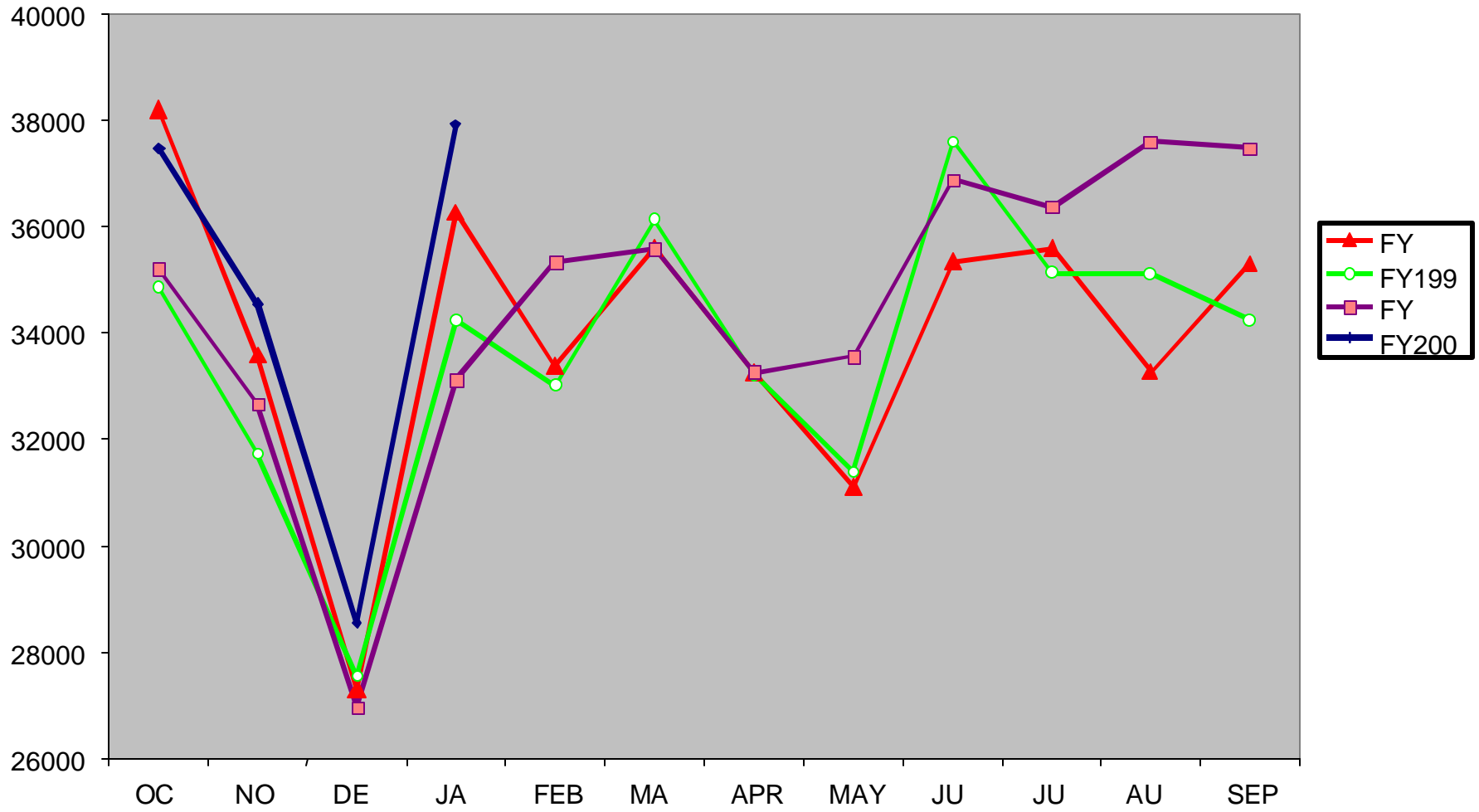
	2001	2000	% gain or loss
Quest Line	9,212	10,585	-12.97%
MAYL	34,235	27,892	22.74%
Requests	35,315	29,800	18.51%
Registrations	203,612	199,297	2.17%

**Orange County Library System
Circulation Statistics**

January 1, 2001 - January 31, 2001										
Location	Days Open	Circulation Total	% of Total	Year Ago	Gain (Loss)	% Gain - Loss	Total Visits	Visits Year Ago	Gain or Loss	% Gain or Loss
Main	29	109,378	28.86%	98,896	10,482	10.60%	60,548	63,096	(2,548)	-4.04%
Books by MAYL	25	34,235	9.03%	27,892	6,343	22.74%	0	0	0	0
Talking Books	29	4,509	1.19%	3,669	840	22.89%	0	0	0	0
Herndon	25	25,312	6.68%	21,796	3,516	16.13%	14,361	13,078	1,283	9.81%
Alafaya	25	32,337	8.53%	18,666	13,671	73.24%	14,693	9,480	5,213	54.99%
Southeast	25	22,616	5.97%	21,791	825	3.79%	15,552	14,164	1,388	9.80%
Hiawassee	25	21,910	5.78%	23,986	(2,076)	-8.66%	14,897	16,382	(1,485)	-9.06%
Southwest	25	26,429	6.97%	23,485	2,944	12.54%	14,980	15,735	(755)	-4.80%
Edgewater	25	18,151	4.79%	17,944	207	1.15%	18,317	16,341	1,976	12.09%
North Orange	25	24,402	6.44%	22,204	2,198	9.90%	12,625	13,322	(697)	-5.23%
South Orange	25	24,328	6.42%	22,029	2,299	10.44%	12,065	16,301	(4,236)	-25.99%
South Trail	25	11,494	3.03%	10,414	1,080	10.37%	9,852	8,227	1,625	19.75%
West Orange	22	10,705	2.82%	9,008	1,697	18.84%	5,605	6,125	(520)	-8.49%
Windermere	22	9,022	2.38%	7,218	1,804	24.99%	3,393	4,764	(1,371)	-28.78%
Wash. Park	22	4,216	1.11%	2,117	2,099	99.15%	5,169	2,989	2,180	72.93%
Total	374	379,044	100.00%	331,115	47,929	14.48%	202,057	200,004	2,053	1.03%

ORANGE COUNTY LIBRARY SYSTEM CIRCULATION

OCTOBER FY 1998 - JANUARY FY 2001



ORANGE COUNTY LIBRARY SYSTEM

TO: Library Board of Trustees

FROM: Dorothy Field

DATE: February 28, 2001

SUBJECT: Self-Directing – Defined Contribution Plan

History

When the Library District was formed in 1980, the State Division of Retirement informed us that continued participation in Social Security required staff approval through a referendum. A straw ballot, held in December 1980, revealed that the majority of staff did not favor Social Security. As a result, on September 17, 1981 the Board adopted a defined contribution plan in lieu of participation in Social Security. Currently, 7.5% of each employee's annual compensation is contributed to the Plan. Once an employee terminates, the value of his account is distributed in a lump sum.

Plan Investments

Since the Plan was established, the investments have been managed by banking institutions based on broad guidelines established by the Plan Administrators. Currently, First Union invests the Plan assets in three of its Evergreen institutional mutual funds. The asset allocation is 40% - 60% equities and 40% - 60% fixed income securities.

In essence, the investments are managed under a "one size fits all" philosophy. The difficulty with this arrangement is the individual needs of staff cannot be accommodated.

Self-Directing

In lieu of the existing arrangement, a self-directing plan allows each employee to select investments which suit his own needs. With appropriate education, an employee can make individual investment choices from a small number of models, each consisting of several mutual funds. For the more sophisticated investor, a menu of individual mutual funds is also available. The investment decision can be as simple as selecting one of the models which range from conservative to aggressive.

Staff Input & Education

In October the self-directing concept was discussed with support staff in open forums. Many employees expressed an interest in learning more about this concept. To provide some fundamental information about investing in a self-directed plan, ICMA Marketing Representative Steven Brindle, recently held one hour educational seminars, which were available to all staff. According to Steven, the overall response from staff was positive.

If the decision is made to go self-directing, a firm must be selected to provide education, offer investment choices, issue periodic statements, and handle distributions. Although there are numerous firms which can provide these services, the obvious choice is ICMA.

In 1991, the Library established a deferred compensation plan with ICMA for full time employees. Under this plan, an employee can voluntarily defer a portion of his salary and thus, defer the income taxes until the funds are withdrawn at retirement. The plan is self-directing. ICMA is a national organization, which manages pension and deferred compensation plan investments for approximately 6,000 public employers. Rather than a sideline, ICMA specializes in serving public employers. ICMA offers ample investment choices and meets with our staff on a regular basis. The key to the self-directing concept is education. ICMA is prepared to meet with staff in groups and individually to assist them in making the investment choices. After the initial conversion, ICMA will continue to meet with staff on a regular basis. During these meetings staff will have the opportunity to discuss the investments in both their deferred compensation and defined contribution plans. Additionally, the investments for both plans will be included in quarterly statements generated by ICMA. The “one stop shopping” for both plans should be a plus to staff.

Recommendations

- **The Library Board grant approval to the concept of a self directing Defined Contribution Plan.**
- **The Library Board authorize Plan Administrators to negotiate a self-directing contract with ICMA.**

ORANGE COUNTY LIBRARY SYSTEM

TO: Library Board

FROM: Dorothy Field

DATE: February 22, 2001

SUBJECT: Varga Research & Associates Study of OCLS

Introduction

OCLS commissioned Varga Research & Associates to design and implement a consumer research study to provide insight on the following questions:

- 1) What do frequent users like about the Library experience, and what would enhance the experience?
- 2) How do periodic users perceive the Library, and what would move them to use the Library more?
- 3) How do nonusers perceive the Library, and what would cause them to support the Library even if they themselves do not use the Library?

Varga utilized focus groups and telephone surveys to conduct the study. Three focus groups were conducted October 10-11, 2000. One focus group was made up of Heavy Users, one of Periodic Users, and one of Non-Users, as defined by their frequency of usage during the preceding year.

Subsequent to the focus group meetings, one-on-one telephone interviews were conducted among 771 households in the Library's service market. Two hundred and fifty-seven interviews were completed among each of the three segments of user types.

Varga presented the findings to OCLS December 14, 2000. Library staff have analyzed the results. The study provides us with two key pieces of information. First, the Library is doing a good job overall in providing services to the community; user satisfaction is high. On the other hand, awareness of library services and programs, on the part of all three user groups, is lower than desirable.

How are we doing?

Throughout there is enthusiasm and appreciation for the Library. People offered positive ratings of our collections, services and facilities.

- The general opinion among Heavy Users is satisfaction with what OCLS provides and services delivered. They are most satisfied with staff attitude (98%), capabilities and support (96%), the ease of check-out (96%), and duration with which they can retain the material (94%). The Library's location receives a strong satisfaction rating (97%) among this group. 94 % of this group is very satisfied with Quest Line.
- Periodic Users likewise express a high level of satisfaction with all aspects of interaction with staff. 98% find the staff to be knowledgeable, helpful and friendly. 94% are satisfied with the availability of staff for help.

- Overall, from 69% to 74% of households in the Library District have at least one OCLS library card. Actual penetration, as defined by the occurrence of at least one library card in the household, ranges from 93% among Heavy Users, 83% among Periodic Users, and 37% among Non-Users.
- Visitation is relatively frequent with more than half (56%) of respondents having last visited or contacted an OCLS library within the last month, and another 29% from one-six months ago.
- 82% of respondents are very-to-extremely satisfied with their most recent visit.

What can we learn from the survey results?

Although we are running a good library, the results of the Varga study strongly indicate public awareness of OCLS, and indirectly its mission and purpose, is weak. This lack of awareness of our services and programs is a common thread among all three user groups.

- The study finds a satisfied Library audience, but also one that is naïve to the vast array of resources that OCLS provides. Among all three groups there is limited knowledge as to how easy it is to take advantage of these programs and services.
- The Periodic Users group's awareness of services range from a low of 6% for Talking Books (Is this bad news since only a limited percentage of the population qualify for talking books?) to 44% for audiovisual materials. Services could be promoted to this group in order to convert them to more active users of AV.
- Better/more information about the Library's programs and services need to be made available to the Non-Users segment. There is limited awareness of the various programs and services that the Library offers.
- Enhance awareness of service via the telephone is rated as very important by 67% of the participants, however "QuestLine" is an unknown term among non-users, even though members of this group are heavy telephone users.
- Heavy and Periodic Users believe that Books By MAYL is a valuable resource that needs to be promoted. This raises the question of cost. Would we do better to continue the program we have in place without actively seeking greater usage of MAYL?
- Almost half of the Non-Users are not even aware that the Library provides internet access to valuable subscription databases at no cost to the patron. This should be made known to the patron as he logs on to one of the databases.
- Even though 74% say that the library used last is the one closest to them, this suggests that one-in-four respondents feel there is not a convenient library available for them to use. One infrequent user stated "There is not a decent size library near my house I would enjoy going to."
- Both Heavy and Periodic User groups demonstrate a perception that the audiovisual collection is out of date. Both groups state that Books on Tape needs more promotion. Users may have an inaccurate perception of the department. The video collection is intended to be retrospective and not a clone of Blockbuster.

Where do we go from here?

This study was undertaken with the intent of learning how we might improve library services, and how we might encourage more use of our services and facilities. The expectation was that citizens might want more or different services, or might want existing services enhanced. There was the possibility of negative input in that people could express dissatisfaction with services or facilities or staff.

What we found, however, was a high level of satisfaction with our library program, or at least of the program insofar as citizens are aware of what we offer. At the same time, there was significant input suggesting that we are falling short in marketing our services. Users and non-users alike don't know about some of our services, or have incorrect understanding of what we offer.

The staff recommendation is that we take steps to increase our public awareness. We must do a better job making the average citizen aware of what we can do, and of encouraging library users to actually take advantage of library services and programs. Failure to do so could in the long run prove to be seriously detrimental should the Library ever need to increase the millage rate, go for a bond issue in order to fund future development, or need solid public support on any other vital issue.

What steps can we take?

- **Upgrade our Web site**, making it more attractive and easier to use, thereby creating an electronic "presence" in our community.
- **Utilize Public Service Announcements via FOX35 and Vision Communications.**
We have been approached by FOX35 and the marketing firm of Vision Communications to participate in a three way partnership intended to benefit the Library, a related vendor and to bring more attention to the TV station. Under this creative plan VC would seek funding from a vendor who is agreeable to a PSA publicizing his firm in a manner that also brings attention to the Library. Because VC has a contractual relationship with FOX35, the spot would be aired on this station only.

In viewing samples of such PSAs we were struck by the ingenuity of this plan, which, if successful, will benefit three parties at no cost to the Library. The best example of this idea is a video of a Caldwell realtor who speaks to the audience, "Now that you bought your new home, do you know where your nearest library is?" Although we don't take credit for the idea, we are willing participants. Currently we are in discussions with VC over vendors.

- **Implement a Direct Marketing Tool to Promote the Hiawassee Library.** We have contracted with Sentinel Direct (a division of The Orlando Sentinel) to prepare and distribute a direct marketing piece to 30,000 households in the area surrounding the Hiawassee Library. A 6"X 9" glossy postcard will be delivered in mid-March 2001 promoting a week of special programs and activities celebrating the first anniversary of the Hiawassee Library. During the last week in March there will be a series of events at the Library, concluding with an Open House at the end of the week. This approach will enable us to promote a Branch where use is not as high as we would prefer, and it also will allow us to test the viability and effectiveness of direct marketing as a tool for promoting library use in general.

Data will be collected during the "Anniversary Week" and afterward to track response to this direct marketing effort. We will compare circulation, door count, meeting room use and program attendance, and library cards issued with the activity during the same period the preceding year. Staff will note responses or comments from patrons regarding the direct marketing item. Such data can be analyzed and the results utilized as we address the potential use of direct marketing for OCLS as a whole, or for specific libraries or services.

- **Address the feasibility of “Branding” or “Imaging” OCLS.** In today’s world, many nonprofit institutions are turning to marketing to improve image, or to develop a “brand” in an effort to bolster community support and to bring in money. While branding and image-building once was foreign thought to such organizations, many are now moving to create stronger brand images and recognizable logos. Institutions such as the Chicago Symphony Orchestra, The Museum of Modern Art, the Asia Society and Goodwill have recently developed such marketing programs. These are seen as initiatives which are critical to survival.

There is inherent value in a brand name. For example, when we hear the word “tide” we often think of a laundry product before we think of the ocean. Or, the word “Kleenex” is used instead of tissue. “Scotch tape” is requested instead of cellophane tape. Once the name or the brand has been developed, then companies or nonprofit institutions can “place” or enhance that name in various ways. Tide, for example, places its name and logo on racing cars, or sponsors racing events. A good local example is Florida Hospital. A strong marketing program and “branding” effort has resulted in an “image” for Florida Hospital. People who have never even been there or attended any of its programs still feel good about that hospital system and are supportive of it. Somehow the name “Florida Hospital” stands apart from other local medical facilities.

We would like to consult with a professional in the marketing field to identify means to “brand” the Orange County Library System. The goal would be to more fully develop and promote our already positive image in order to expand and enrich support in the community.

Conclusion:

The Library responds to a need expressed by a patron. It does not initiate that need. Put another way the Library is patient in a sense that by stocking information it could someday, sometime, answer a need that someone has. There are those, our frequent users, who know this and make a practice of using the library for this purpose. There are others, our periodic users, who have on occasion used the library to fill a need. Still others, our nonusers, get through life quite comfortably without ever a need for library information. It is really the second group to whom we should focus our attention by more aggressive marketing. By promoting our website as a gateway to information, including information not available through common ISPs, quick reference information through phone, fax and Email and imaginative enlightenment to children through story hours that some of our periodic users might become frequent users.

We must step up our efforts to inform our constituency of the array of services available to them via their public library. We must encourage the Periodic User group to take more frequent advantage of programs and services by making them better aware of what those programs and services are. Many users visit our library only expecting to find the traditional library experience they had “back home”. If we are not out there promoting ourselves and our unique services, users may never learn that they can expect, and indeed receive more for their library dollar, here.

Non- users who may never need and therefore never use the library, should nevertheless be made aware of the library and what it can do through better branding of our service in the community. Only through better branding and community recognition will the non-user have a positive view of the library and recognize its value, if not to himself, to others and maybe someday begin to connect a problem to an answer that might be found at the library.

ORANGE COUNTY LIBRARY SYSTEM

101 E. Central Blvd. Orlando, FL 32801-2471, (407) 835 7323, Fax (407) 835 7648

Dorothy Field, Director

February 28, 2001

TO: Board members

FROM: Dorothy Field

SUBJECT: Report

CONSTRUCTION UPDATES:

West Oaks

Brick work and wiring rough in is nearly complete. Installation of drywall and ductwork is in progress. The project remains on schedule and within budget.

South Orange

Southchase's engineer has responded to the questions raised by South Florida Management District. Once SFWMD deems the applications for both the Library and Southchase "complete", we will move forward to bid the project.

Eatonville

According to Vice Mayor, Michael Johnson, the Town was scheduled to close on the site at the corner of College and Kennedy on February 27th. A Town Council Workshop is scheduled for March 6th to review and approve the building plans for the Library. John Claytor will attend this meeting.

Main Exterior Renovation

The invitations to bid for the lighting and landscaping projects were published in the Orlando Sentinel on February 28th. The bid due date is March 30th.

Main Roof – Old Building

The invitation to bid was published in the Orlando Sentinel on February 28th. The bid due date is March 29th.

Main Interior Renovation

As soon as the City issues a building permit, the contractor is ready to begin work. Construction should take about 90 days.

Main Building Security System

The engineers for the Main Library expansion, Tilden Lobnitz Cooper (TLC), have prepared specifications and drawings to replace the building security system, including the staff card access system. TLC requested pre-qualification information from 11 security companies. Additionally, letters were sent to the City's and County's Minority/Women Owned Business Enterprise Departments requesting the same pre-qualification information from interested firms. Of the firms that supplied the information, six were determined to be qualified for the project and sent a bid package. Bids are due the end of March.

OTHER

Kids card:

The "Just for Kids" card has been developed to provide access to library services to children under 16 years of age whose parents are not able to visit the Library and register them for a card. Staff will be flexible in the administration of this type of card to meet our goal of getting cards and books into the hands of children. With this card a child may check out one book at a time. Of course, he may apply for a regular card at any time.

In-house training:

Over the past two weeks, OCLS employees participated in Diversity seminars, addressing issues such as, diversity, stereotyping, and prejudice. Through group exercises and quizzes, employees were able to contribute to the seminar presented by Barbara Clegg of the UCF Institute of Government. Employees were left with a greater understanding of the dimensions of diversity and the processes involved in facilitating cultural and organizational change. *Valuing Diversity* has already begun to help people value the differences in others, and 'bust stereotypes'. As one employee stated after leaving the seminar, "I had stereotyped the class before I entered the room, however, I really enjoyed the whole thing."

Reciprocal borrowing – Osceola:

The reciprocal borrowing agreement between OCLS and Osceola County is expected to be on the Osceola County Commission agenda for the March 12 Commission meeting. OCLS Director, Dorothy Field will attend.

Library Day:

Several Friends will accompany staff to Library in Tallahassee on March 26. The Governor has recommended approval of our construction grant for a new West Orange Library at our full request of \$500,000. We will don our much used construction hats and lobby for legislative support.

Technical Services sets new records:

The following records were set by Technical Services the week of February 12.

Monday—February 12, 2001---2,175 items processed.

Tuesday—February 13, 2001---1,780 items processed.

Wednesday—February 14, 2001---1,220 items processed.

Thursday—February 15, 2001---1,231 items processed.

OCLS values:

Staff recognized a need to articulate those qualities that describe how we do our jobs and what inspires and challenges each of us in our work. The Value Statements below were created by staff with that in mind. The next step is to communicate those values to our public.

Integrity and Honesty

Each employee of the Orange County Library System *is* the Library and each one of us, working together as a team, can provide excellent library service. We value integrity and honesty in this effort. We will seek at all times to serve the public and each other with fairness, sincerity and the spirit of cooperation. We will do our jobs honorably, with a high regard for the standards and ethics of our profession and the trust the public has placed in us.

Appreciation

The expression of appreciation acknowledges respect and demonstrates gratitude for contributions made by all. As information providers we show appreciation to our community by keeping up with the changes in our world while holding on to the treasures of the past.

Communication

Communication is the foundation of our organization. Open lines of communication in its various forms promote the exchange of information and ideas, while fostering trust. The confidentiality of these communications is respected as individuals endeavor to seek, to know, to find and to learn.

Service

We provide an innovative approach to meet our patrons' needs respectfully, promptly and with professional assurance. We foster and encourage the teamwork essential at every level to provide service of the highest quality to our patrons. We "go the extra mile" as a matter of course.

Excellence

We recognize that every aspect of library service is important and requires a commitment to excellence. We believe in a professionalism that is responsive to the needs of our patrons.

Creativity

Stimulating the imagination is vital to the enrichment of every individual. Creative people invent, imagine, problem-solve and communicate in fresh, new ways. OCLS encourages staff members to provide services and to address all System issues in an atmosphere of creative cooperation.

Fairness

OCLS values fairness. We provide optimum library service to all individuals equally, recognizing that every patron inquiry is significant and worthy of professional attention. We provide an environment that promotes the ability of each employee to perform successfully with the public and with each other. We recognize impartially and objectively the contribution every staff member makes to the mission of the System.

Sculpture:

Harvard Jolly sent the call to 14 artists across the country. Additionally, the call was advertised in the Sentinel February 24. All submissions are due to Harvard Jolly by 3/2.

Director's position, Screening Committee:

The Screening Committee met Feb. 27 to establish guidelines for reviewing the applications for Director. The committee discussed criteria for selection, EEOC guidelines and a rating system.

Southwest meeting room:

Effective March 1 the Dr. Phillips Foundation will be responsible for accepting and approving the use of the meeting room. This change is the direct result of a clause in our contract, which allows them to remove the meeting room from our control for any reason. In a meeting with Jim Hinson, Director of the Dr. Phillips Foundation, he indicated he would be more selective in meeting room usage than we have been. He will allow us to continue using the room for routine children's programs.

Friends of the Library:

March 10, Author and Professor, Kevin McCarthy, will speak of Pirates. Several Shipwrecks and Lighthouses of Florida. Several of the Friends will participate in the Head Start book giveaway and visit, March 8, at Callahan Center.

West Oaks Project Summary

February 28, 2000

<u>Category</u>	<u>Original Budget Approved 8/12/99</u>	<u>Revised Budget</u>	<u>Expended To Date</u>
Land	300,000.00	276,412.50	276,412.50
Architect/Engineer	95,000.00	98,520.00	78,274.00
Construction			
Whiting-Turner Contracting Co.	1,700,000.00	1,669,864.00	866,805.00
Collins & Aikman (carpet)		34,304.64	
Impact&Fees	100,000.00	55,000.00	45,363.30
Testing	8,000.00	8,000.00	6,780.00
Other		15,000.00	8,173.54
	<u>1,808,000.00</u>	<u>1,782,168.64</u>	<u>927,121.84</u>
Contingency	150,000.00	112,898.86	
Total Project	<u>2,353,000.00</u>	<u>2,270,000.00</u>	<u>1,281,808.34</u>

Estimated Completion Date: July 2001



2/28/2001 10:03am

PDO

2/5/01

“To Antonia

I just want to thank you for the wonderful service you have given to my family. My husband has been impressed with the Library Interloan System. This has been a great experience.

Joanne Fain”

“Grisham book DID arrive today. Thank you so much for your fast response. We have always felt that our Orange County Library is the best in the entire country and that our tax money is extremely well spent in this department.

Judy Callahan”

“My vote for the best use of my tax money, goes to the Orange County Public Library. They do a terrific job whether at the local branch, by phone or ordering books by email, always helpful and always smiling. I just can’t thank you enough for this service which means so much to me and my family.

Sincerely,

Beverly Tisdell”

“City Council Minutes – February 5, 2001

PRESENTATION

Fiesta in the Park Chairman Corb Sarchet presented Mayor Hood and Walter Hawkins with a check for \$20,000 to be used for Lake Eola Park maintenance and improvements. Mr. Sarchet stated that since Fiesta in the Park began in 1972, the Committee had given money back to the City each year. He recognized the volunteers and staff who make the event possible each year. Mayor Hood accepted the gift on behalf of the City with appreciation.”

“Wow, that was fast! Thank you! You know, I “love” the library on-line service and am always telling everyone about how great it is. When my family had to move, we tried hard to stay in Orange County partly because O.C. libraries are so good. I’m so happy we found a new place in your area. Thanks for providing such a great service.

Beth Young”

February 27, 2001

“Van spoke with a woman from Michigan this morning who was searching for a lost relative. During the conversation, he asked her what led her to OCLS,. And she replied that her local Michigan telephone operator told her that many people cal the Orlando Library because we're "so helpful and have so much information." We are delighted and impressed that our reputation extends all the way to Michigan—it's a small world after all!