

**Orange County Library System:  
Strategic Plan FY 2018 ~ 4<sup>th</sup> Quarter Update  
Bolded Sections are for this Current Update**

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

**A. Establish an ongoing customer service training program**

1. Engage staff in development of new customer service standards

Progress	Champion	Updated
<b>The Champions met in August to discuss the rollout thus far, and to share ideas for maintaining energy around the service standards as we move forward. The Champions consist of a group of staff representative of each department and branch.</b>	<b>Debbie Tour</b>	<b>9.18</b>
The Steering Committee met in June to discuss the process and results of implementing the Customer Service Framework, using the Leadership Toolkit and where OCLS goes from here. As a result of the 30-week Leadership Toolkit the Steering Committee discussed that staff are thinking and concentrating more on customer service. Staff appreciate knowing the expectations and the exercises each week strengthened teambuilding and teamwork. Onboard Oxygen attended the manager meeting on 28 June to discuss the process and to get additional feedback.	Debbie Tour	6.18
The development of the customer service standards has been completed. Staff will work with the standards and we will evaluate them in the future.	Debbie Tour	3.18
Kathy Van Tassell and Dennis Frare from Onboard Oxygen were hired to help OCLS develop a Customer Service Framework. A staff member was selected from every branch and department to participate as a member of the Champions Team. The Champions met for 1.5 days to brainstorm and discuss the service culture at OCLS. As a result of the meetings, a common purpose, customer service standards, desired behaviors, and leadership expectations were developed. In the development of the final product, Onboard Oxygen worked closely with the Steering Committee that consisted of eight staff including the director, administrators and some managers. The customer service standards and behaviors that were developed are listed below and they center on the common purpose which is "We Change Lives."  The Customer is our hero  I will be welcoming and engaging; I will treat each customer respectfully and as an individual; I will customize services and provide options  Creating a Safe Adventure  I will pay attention to my surroundings and communicate safety concerns; I will instantly stop what I am doing to resolve an immediate safety concern; I will enforce the Rules of Conduct and follow the Safety Rules and Guidelines  Leave a Footnote.  I will ask the customer if they found what they needed; I will sincerely thank each customer; I will give the customer a reason to return	Debbie Tour	12.17

2. Develop training plan for current staff

Progress	Champion	Updated
<b>The updated performance evaluation with questions highlighting our customer service framework has been shared with staff and managers. It is now in effect for all future performance evaluations.</b>	<b>Debbie Tour</b>	<b>9.18</b>

Progress	Champion	Updated
Aspects of the Customer Service framework will be included on future performance evaluations. Future training including a Staff Day event are being explored.	Debbie Tour	6.18
Current staff were trained and new staff are receiving training as they are hired. Focus is now on creating standardized new staff training and in reinforcing the customer service standards	Debbie Tour	3.18
The Customer Service Framework that was developed was first shared at a manager meeting to get feedback and questions. After this, every staff member was trained on the Customer Service Framework by attending a 2-hour interactive training session in October. At each training session the “science” of customer service was discussed. This included training on the common purpose, service standards, service behaviors and leadership behaviors. The “art” of customer service was explored and included topics such as backstage vs. onstage, being on purpose and “going the extra inch.” Staff participated in practice exercises and scenarios.	Debbie Tour	12.17

### 3. Develop suggested guidelines for hiring new staff regarding customer service

Progress	Champion	Updated
<b>A pamphlet that will be provided to potential new hires during the interview is being finalized. This includes a section on our Service Framework, allowing us to highlight our customer service expectations from the very start of the hiring process.</b>	Debbie Tour	9.18
A compilation of interview questions was reviewed, edited and is available for all managers to utilize in helping select new employees that will support the new Customer Service Framework. The list will continue to be updated.	Debbie Tour	6.18
We are currently collecting interview questions from managers that help them determine if a job candidate would treat each customer as a hero, create a safe adventure and leave a footnote. The interview questions will be reviewed and shared for all managers to use.	Debbie Tour	3.18
Interview questions will be developed to help determine if an applicant would support the Customer Service Framework.	Debbie Tour	12.17

### 4. Develop system to reinforce the standards

Progress	Champion	Updated
<b>Continued reinforcement was one of the main topics of the Champions meeting in August. Many ideas were shared and we are looking into possible implementations. We are currently exploring the development of Kudos pads to use as positive recognition for great customer service behaviors. Additionally, the OCLS Service Story webpage will be removed from the Staff Training Site, and made a standalone site, for stronger focus. A link to this will be added to the Orange Peel for maximum visibility.</b>	Debbie Tour	9.18
OCLS has completed the 30- week Leadership Toolkit the week of June 24th, which focused on leaving a lasting impression. Special surveys are being emailed to customers that check out materials from selected locations. This survey includes some customer service questions.	Debbie Tour	6.18
Managers that work behind-the-scenes have held a few meetings to discuss how to support the Customer Service Framework and how to get their staff involved. The 30 week Leadership Toolkit continues with a new focus every week. In April, all staff will	Debbie Tour	3.18

Progress	Champion	Updated
<p>focus on: going the extra inch; paying attention to the details; finding new ways to connect with customers; working on greetings and offering smiles.</p> <p>The online “OCLS Staff Training Site: Customer Service Story” has been updated to include a link for all locations to share what activities they have created to enforce the customer service standards. A widget has been added to the Customer Service Story webpage that highlights the stories staff are sharing about how they are changing the lives of our customers.</p> <p>In March, Onboard Oxygen attended a manager meeting to get feedback about how the Leadership Toolkit is working out, answered questions from managers, and offered assistance.</p>		
<p>A Leadership Toolkit was developed and distributed to managers on 16 November. Implementation of the 30 week toolkit started 3 December. The first ten weeks focus on reinforcing the Common Purpose, service standards and behaviors. The next four weeks focus on leader behaviors. The last 15 weeks focus on fine tuning customer service skills. This will help build the understanding of the customer service standards. Each location is doing something to promote the new focus each week.</p> <p>An online webpage called “OCLS Staff Training Site: Customer Service Story” was launched in November. The page includes the Customer Service Framework, a place for staff to share how “We Change Lives” and a look at the commitment cards that staff created.</p>	Debbie Tour	12.17

5. Develop and implement plan for training new staff

Progress	Champion	Updated
<p><b>The OCLS Service Story e-learning for new staff is in its final stages of production and has been submitted to the Steering Committee and Champions for review. It will be added to the new hire learning plan in the coming weeks.</b></p>	Debbie Tour	9.18
<p>Training for new staff on the Customer Service Framework is under development.</p>	Debbie Tour	6.18
<p>The online learning module covering the Customer Service Framework is in the final stages of production. This is what all new staff will view upon completing their final paperwork with Human Resources. The second step in new employee training will be for the new staff member to gain some experience working at their location while getting reinforcement from their manager about customer service. The third step in new employee training is currently being developed. It will include new staff visiting main for an interactive customer service training session with our Training Specialist. While this is being developed Onboard Oxygen held a training session for new staff in March.</p>	Debbie Tour	3.18
<p>An online learning module on the Customer Service Framework and the expectations is being created for all new staff to view. This should be available in January/February. This will be viewed after each new staff member completes his/her paperwork in Human Resources. The second step in training new staff will include their manager reviewing the standards and expectations. The third step will be a meeting of all new staff with our Training Specialist for an interactive session.</p> <p>While the learning module is being created, Onboard Oxygen is holding a few training sessions for new staff. They are working with the Library to create the online learning module.</p>	Debbie Tour	12.17

**B. Evolve the Mystery Shopper program to be a customer feedback based metric which delivers on customer-centric attributes**

1. Incorporate new customer service standards into mystery shopper program

Progress	Champion	Updated
<b>Test runs of the agile survey were sent out in June and gathered a large number of responses. While the customer feedback was good, it was determined that this method would not work as a complete substitute for Mystery Shopping Surveys. It was decided that we would use this agile survey method a few times a year while maintaining a schedule of Mystery Shops.</b>	Craig Wilkins	9.18
A six question agile survey was designed and emailed to all adult library cardholders who checked an item out during the month of June at one of the four test locations (Main, Alafaya, Hiawassee, or Windermere). Both the results and effectiveness of this method will be analyzed.	Craig Wilkins	6.18
A small team of staff have worked with Onboard Oxygen to create new questions for the mystery shopper questionnaire that reflect the new customer service standards. The team has reviewed current customer feedback methods what best practices are currently in use that would allow us to get meaningful feedback from our customers. Many companies have moved to agile surveys (short, quick questions posed to customers right after service usage). Plans are for us to test an agile survey method and evaluate the results compared to Mystery Shopping.	Craig Wilkins	3.18
Staff are in the process of developing a revision to the questionnaire based on input from the Library's customer service training consultants. The draft is scheduled to be completed in January 2018.	Craig Wilkins	12.17

2. Engage staff in developing a new questionnaire

Progress	Champion	Updated
<b>A team of staff including members from all library locations and departments reviewed the current Mystery Shopper form and suggested additions that incorporate the new customer service initiative. Changes to the form are underway.</b>	Craig Wilkins	9.18
The revamped survey is awaiting results of the June agile survey test.	Craig Wilkins	6.18
A draft of a new mystery shopper survey has been developed. A rollout is pending the results of the agile survey test.	Craig Wilkins	3.18
The first round revision of the old questionnaire is being created by Staff working with the Library's customer service training consultant. Following creation of the draft, the document will be shared with staff teams who worked on the customer service training project for input and further revision.	Craig Wilkins	12.17

3. Test new mystery shop surveys and roll out new version

Progress	Champion	Updated
<b>This pilot test was completed in June 2018.</b>	<b>Craig Wilkins</b>	<b>9.18</b>
A test of the agile survey method was designed and scheduled for a June 2018 trial.	Craig Wilkins	6.18
Pilot tests of the new Mystery Shopper questionnaire are pending the results of agile survey methods. Some of the questions used in the agile survey test, are ones that focus	Craig Wilkins	3.18

Progress	Champion	Updated
on the new customer service standards and can be used in mystery shopping as well.		
Pilot tests of the new form will be conducted following completion of the draft in January 2018.	Craig Wilkins	12.17

### C. Provide inviting facilities to fulfill community needs

#### 1. Define what collaborative space means for Library users

Progress	Champion	Updated
Staff define a collaborative space as a flexible common space with technology equipment, white boards/walls, and moveable furniture and walls that encourages the community to explore, create, collaborate, learn and grow. The inclusion of OCLS booked events reinforces that the collaborative spaces at Chickasaw are being used as designed. This is especially true of the Melrose Center. The following groups meet monthly in the Melrose Center as there are as many as six reoccurring OCLS sponsored meet-ups each month and several (six in May) more community lead meet-up groups each month. Erica Grant, Jackie Zumaeta, Genevieve Traas and Brian Haynes lead contributions to the initiative to <i>Improve the Customer Experience, establishing OCLS as a friendly, welcoming and community centric service Part C. to Provide inviting facilities to fulfill community needs.</i>	Steve Powell	6.18
Staff are looking specifically at the Melrose Center (collaboration stations, conference room, interactive media wall and tech central) and have determined that the collaborative areas in the Center are being used as designed. The data evaluated was for externally booked events only, but staff plan to include OCLS booked events as well as they contribute to the designed use. For example, a successful OCLS booked event on March 14, the Divinci-Ableton User group meetup with sixty-one attendees, used the interactive media wall and both collaboration stations.	Steve Powell	3.18
A group of staff is being formed to inventory existing collaborative spaces with the intent of determining what they were designed for and how they are being used now.	Steve Powell	12.17

#### 2. Identify one branch location and evaluate their current use of furnishings and space

Progress	Champion	Updated
Staff evaluated the impact of OCLS booked events at Chickasaw when using collaborative spaces that encourages the community to explore, create, collaborate, learn and grow. For the months of March, April and May 2018 there were 136 customer booked events with 1149 in attendance. For those same months measuring OCLS booked events there were 159 events with 4350 in attendance. Staff feel that the collaborative spaces are important for customers and also value them in order to provide valuable programming.	Steve Powell	6.18
Staff evaluated externally booked events for Chickasaw and determined that those collaborative spaces were also being used as designed. The data shows that the two smaller co-working rooms and the combined co-working room have the highest usage. Staff recommends that this type of set-up should be included in plans going forward. The 4th floor renovation created the addition of three rooms similar to those at Chickasaw. Staff plan to include the OCLS booked events for the next data evaluation.	Steve Powell	3.18
The Chickasaw branch was designed specifically with collaborative spaces in mind and since it has been open for a couple of years staff plan to explore whether the space is being used as designed.	Steve Powell	12.17

### 3. Outline a new strategy for furniture and space usage plan

Progress	Champion	Updated
<b>A preliminary Edgewater Branch layout is complete and is centered around flexible and collaborative spaces.</b>	<b>Steve Powell</b>	<b>9.18</b>
Staff plan to include as much of the new furniture and space usage plan into the new Edgewater Branch as possible.	Steve Powell	6.18
Staff discussed the types of furniture necessary for a new furniture and space usage plan. It seems that there needs to be a large space in a branch that can be transitioned from a study/reading area to an event area. Ideally, the furniture in this area would be light, on wheels and nesting to take up less space when stored. This type of furniture is in the Melrose Center for the ability to transition to a large open area. Also, the addition of a charging bar similar to the 4th floor and some temporary walls should be evaluated by location.	Steve Powell	3.18
Nothing to report this quarter.	Steve Powell	12.17

### 4. Implement the new furniture and space usage plan

Progress	Champion	Updated
<b>The relocation of the digital advertising monitor is deemed a success. Additionally, the relocation of the New &amp; Popular Collection and creating a lounge area just inside the main entry with plush armchairs has become the most eye-catching feature at Southeast. The lounge area has become a “Community Meeting Place” where customers gather for long periods of time to lose themselves in a great story or share book recommendations. Reconfiguring the entrance and changing the traffic pattern has created an easier orientation for customers while drawing attention to the advertising wall.</b>	<b>Steve Powell</b>	<b>9.18</b>
The work at Southeast is complete. Staff plan to monitor the area for usage.	Steve Powell	6.18
The Southeast Branch is planning to relocate their digital advertising monitor to a move visible space in place of a bulletin board used for advertising programs. They are also planning to consolidate paper handouts for programs to one display visible from a high traffic area. Accent lighting for both the monitor and handout display will be evaluated to draw attention.	Steve Powell	3.18
<b>Nothing to report this quarter.</b>	Steve Powell	12.17

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

Progress	Champion	Updated
<b>Community Relations is formulating plans to launch a system wide redesign of interior signage along with the consolidation of templates and graphics.</b>	<b>Steve Powell</b>	<b>9.18</b>
Nothing to report this quarter.	Steve Powell	6.18
New wayfinding signage is available from the Graphics Department & branches are having it installed. The test at Southeast to consolidate handouts & determine the type of display will be evaluated for success. Staff also discussed the implementation of an interior “branding plan” along with the marketing components of the Strategic Plan.	Steve Powell	3.18

Progress	Champion	Updated
Staff are in the process of evaluating existing interior signage.	Steve Powell	12.17

#### D. Enhance the on-boarding experience for new customers

1. Make new card registration and renewals a celebration – in-person, online or via phone. Consider a token of appreciation and system to follow-up with new customers

Progress	Champion	Updated
<b>In August, we issued 38 new online Juvenile registrations and 2 replacement cards. In mid-September, PEP will be delivering a celebration package for those juveniles and included in the package is a “Hooray, you just got your Library card!” postcard along with promotional material of a knapsack, newsletter, bookmark, magnet and sticker. All locations continue to hand out magnets and “I Love My Library” stickers to adults and “Space-themed” stickers to juveniles during the onboarding experience.</b>	Steve Powell	9.18
In May, all 16 locations began celebrating in the moment with customers by giving away an OCLS magnet with each new in-person Library card registration or renewal. In the coming month, we will be celebrating new in-person registrations or renewals with Library stickers for both juvenile and adult customers. In August, we will be enhancing the registration process and offering juvenile online registrations. In September, PEP will begin delivering to those juvenile customers who register online for a library card a package filled with Library promotional material such as a knapsack, newsletter, bookmark, magnet and sticker.	Steve Powell	6.18
In order to capture our customer’s primary reason for getting a Library card, a staff team is identifying interest categories and sub-categories. These categories will be captured during the registration process and will provide the Library the ability to target marketing efforts and allow us to continue relationship with our customers.		
Staff leading this area of the strategic plan [Tammy Erikstrup and Matthew Blood, Circulation; Zully Escobar, Alafaya; Erica Grant, Chickasaw] have met several times in the recent months to identify methods to celebrate new and returning members. Our two goals focused on a) how can we celebrate the registration/renewal in the moment with the customer, and b) how can we continue the relationship by providing a customized experience? We are currently determining the feasibility of ideas presented by managers at the March All Manager Meeting (in which they solicited ideas from their teams). However, select ideas to celebrate new registrations include: complimentary reusable bag filled with library info, B&B magazine, and pencil/pen; “I got my library card” stickers; gift certificates to FOL bookstore; customizable library cards (or colorable for juveniles); coupons for free printing; and raffles to win larger prizes (like new books). Methods to continue the relationship with new card holders or those renewing include: asking their primary reason for getting a card and providing them with email updates about relevant classes/events/new books; celebrating anniversary dates and/or birth dates; or sending special PEP packages with goodies.	Debbie Moss	3.18
A staff team has been formed to work on this project.	Debbie Moss	12.17

2. Evaluate the ability to send a targeted video welcome / renewal message to customers

Progress	Champion	Updated
Consideration for a video especially targeted to renewing customers is still under discussion.	Steve Powell	6.18
To date this quarter we have sent 4,860 emails with our welcome video to new library	Debbie	3.18

Progress	Champion	Updated
card registrants. We do not send emails to juvenile card holders. Our click-through rate is less than 1 %. However, of those who open the email, 19 % view the video. Consideration for a video especially targeted to renewing patrons is under discussion.	Moss	
A welcoming animated video was created and is being sent to new cardholders. It features services and products to get customers started with their new card.	Debbie Moss	12.17

### 3. Sign up all new customers for e-newsletter at registration location

Progress	Champion	Updated
Nothing to report this quarter.	Steve Powell	6.18
Beginning in early April, we will automatically sign up new cardholders to the location newsletter that matches their registration location. This will apply to adult cardholders. We send Books and Beyond each month to all adult cardholders with an email address on their account. That number hovers just above 209,000 per month. For January we had an open rate of 27.9% and for February, 24.9 %. Each month we had about 1,100 people unsubscribe.	Debbie Moss	3.18
Systems were developed to send the Books and Beyond newsletter to every library customer. New cardholders are regularly added to the distribution list each month and receive our monthly Books and Beyond eNewsletter.	Debbie Moss	12.17

### 4. Review documentation requirements to obtain a library card

Progress	Champion	Updated
<b>Juvenile Online Registration launched on August 14<sup>th</sup>, 38 new cards and 2 replacements were issued by the end of the month.</b>	Steve Powell	9.18
Staff are finalizing a process to provide juvenile online registration with the intent to go live in mid-August. The web page form and communications to staff are nearly complete. As part of the process an adult will need to complete the application as the adult will confirm responsibility for the registering juvenile. Upon successful registration PEP will deliver a MAYL package to their home with some OCLS swag.	Steve Powell	6.18
We are gathering feedback from our staff at Main and Branches. I am gathering input to share and some of the input includes the following documents with the stipulation that documents are current (within last 30 days): lease/rental agreements, letters from government agencies such as Social Security or Department of Children and Families, USPS address change forms, and paystubs.	Debbie Moss	3.18
Staff review is planned for 2018. Changes to accommodate ongoing needs, such as the recent influx of Hurricane Maria residents, were made and put in place.	Debbie Moss	12.17



## Increase awareness of OCLS and what is offered

### A. Develop a strategic marketing plan

#### 1. Consider rebranding OCLS

Progress	Champion	Updated
<p><b>The Brand Book, which outlines proper use of the OCLS orange slice logo, approved fonts for posters, and best practices for marketing the library, has been completed. It will live on the new OCLS Marketing LibGuide, which is in development now. The LibGuide will give staff across the system access to marketing initiatives and information, including the Marketing Plan, Social Media Strategy, Outreach training and other useful resources as they are developed.</b></p> <p><b>Templates for posters, bookmarks, fliers, Magic Info screens and other collateral that have been created by the Graphics Department. They highlight the OCLS brand with a large logo in the upper-left corner, and the overall look is simple, clean, friendly and colorful. The templates will be introduced to managers at the September 27 Managers Meeting, and they will be released for systemwide use on October 1.</b></p> <p><b>Community Relations has also selected several new taglines for potential use in advertising and marketing the library. The taglines were created with input from the Marketing Committee, the Group Advertising and Community Relations. Four of the taglines are being sent to Mindspot for focus group testing, so we can select one to use that resonates with the communities we hope to connect with. Mindspot plans to hold those focus groups on September 25 and September 26.</b></p>	Erin Sullivan	9.18
<p>With assistance and feedback from The Group, the Graphics team is developing new templates for posters, bookmarks, flyers, ads, and other collateral that have a unified and consistent look. The Graphics team is developing samples for review by Admin and the library's internal Marketing Committee. When the templates are approved, we will share with the system and ask all staff to adhere to the new templates for all collateral created to promote library events and programs.</p> <p>With feedback from the Group, we are also creating a Brand Book that identifies our vision for the library's marketing look and feel. The library's brand will be based upon the current logo, but it defines standards for logo use and position, colors to be used with the logo, and standards to uphold when designing collateral for marketing. The brand book will also contain guidelines for fonts to use in library collateral, guidance for the voice and attitude we would like or messaging to convey, and an ideal character count for various types of collateral.</p> <p>The brand book is In early draft stage now.</p>	Erin Sullivan	6.18
<p>In early March 2018, OCLS contracted with the Group Advertising to help build our marketing effort and come up with brand guidelines to keep us on track and ensure that our brand is visible and relevant. The Group will analyze OCLS current marketing initiatives, research the competition in the market, review and recommend brand guidelines, and assist OCLS with the development of a customized marketing plan and strategy to maintain current members and reach new ones across digital and traditional platforms. The Group will provide guidance on positioning the library's brand and will provide feedback on campaign concepts, execution, creative development and brainstorming.</p> <p>Additionally, the Group will assist library staff in crafting a strong media plan that will help ensure that OCLS is represented in media outlets that will have the most impact.</p>	Erin Sullivan	3.18
<p>For the start of Fiscal Year 2018, OCLS rolled out a new mission, vision and values, and we also embarked on a new customer-service training that puts an emphasis on the customer as the library's hero and on the tagline, "We change lives." As part of the adoption of our new strategic plan and mission, vision and values, we created bright,</p>	Erin Sullivan	12.17

Progress	Champion	Updated
<p>visual graphics and paired them with photos of staff to present the library as a friendly, customer-forward organization. Every location displayed posters featuring large images of smiling staff members underneath a graphic presenting all of our values. Those posters will be swapped out periodically throughout the year with posters featuring staff and highlighting things that we do that reflect some of those values.</p> <p>Our new social media strategy also uses the strategic plan and our mission, vision and values to help customers see the library as approachable, engaging and life changing. We are creating posts that highlight staff, showcase behind-the-scenes videos and images, and that reflect the library's connection to its community and customers.</p> <p>Our values and commitment to customer service lay the foundation for the library's brand, and we can explore new ways to present those themes as we decide what measures to take in repositioning OCLS to the public.</p>		

## 2. Create an internal marketing team / committee

Progress	Champion	Updated
<p><b>The Marketing Committee helped provide feedback on the Brand Book, Marketing Plan and taglines that we have sent to Mindspot. The committee has been asked to act as ambassadors for the Brand Book, Marketing Plan and marketing campaign to their colleagues in the system.</b></p>	Erin Sullivan	9.18
<p>The Marketing Committee has been formed, and it has met twice with the Group to brainstorm and discuss ideas for what audiences to target and what kind of messaging will reach them. The committee consists of branch managers, department managers, the Graphics team, the library's social media specialist and outreach coordinator, the Public Relations Administrator, and the Community Relations assistant manager. In selecting members for the committee, the goal was to ensure broad representation from around the system. A Marketing Specialist has been hired. His start date is July 16.</p>	Erin Sullivan	6.18
<p>We are hiring a Marketing Specialist who will work in the Community Relations Department. That person's role will be to create and track marketing campaigns, align our marketing strategy with our social media marketing strategy and work with staff to come up with new ideas, initiatives and opportunities to enhance the library's brand in the community. We are arranging interviews for the position now.</p> <p>We plan to have that person work with the Marketing Committee to brainstorm ideas and come up with ways to help enhance our marketing efforts. Invitations have been sent out to prospects for the committee, and we will schedule our first meeting when we have a start date for our Marketing Specialist.</p>	Erin Sullivan	3.18
<p>Discussions have begun about forming a marketing team to discuss ideas and evaluate marketing strategies. After the holiday season, Community Relations will begin the work of talking to candidates to participate in the committee.</p>	Erin Sullivan	12.17

## 3. Develop marketing plan to promote key factors in the Strategic Plan

Progress	Champion	Updated
<p><b>A Marketing Plan has been created, which will be introduced to managers at the September 27 Managers Meeting. The plan, drafted with the guidance of The Group Advertising, gives us a roadmap for our marketing initiatives. Some of the points it focuses on:</b></p> <p><b>Reducing visual clutter by reducing the amount of print collateral on display across the system</b></p>	Erin Sullivan	9.18

Progress	Champion	Updated
<p><b>Increasing the use of email marketing, digital displays and outreach efforts</b>  <b>Increased use of digital advertising, including Google Adwords and digital packages sold alongside traditional media, to enhance our paid advertising</b>  <b>Growing the library's user base by focusing on a multicultural marketing campaign that appeals to millennials, families with children 16 and under, new residents of Orange County and the literary community</b>  <b>Measuring our success using surveys, door count at key events and web traffic to specific pages on our site</b>  <b>The Community Relations Department is currently working with Mindspot on tagline testing for a new marketing campaign that we hope to launch after the election season has ended.</b></p>		
<p>Using a 19-point checklist provided by The Group, a marketing plan that identifies key audiences that can help us grow awareness of, and participation in, library services is underway. Populations in our service area that we intend to target include:</p> <ul style="list-style-type: none"> <li>Parents with young children/children and families</li> <li>People between the ages of 18 and 36 who do not currently use the library.</li> <li>The growing Hispanic population in Orange County.</li> <li>People who are new to the region and may not be aware of the library yet.</li> </ul> <p>We will continue to market to a broad audience, as well as to current library users, but our hope is that we can encourage new library card signups by focusing more of our efforts on these populations where we see an opportunity for growth.</p>	Erin Sullivan	6.18
<p>As we begin our first phase of consulting with the Group, they have requested a copy of our new strategic plan, customer service framework and current marketing initiatives, which they will review before we schedule our first meeting.</p> <p>After reviewing it, they will use the components in the plan to help us come up with a marketing plan that aligns with and supports the strategic plan's key factors.</p>	Erin Sullivan	3.18
<p>Community Relations has created a strategic plan for social media to guide our digital marketing efforts and is now working on a draft marketing plan that follows a similar template. When the marketing committee is assembled, the plan can help guide the committee's efforts. The committee may also help refine and adjust the plan as needed.</p>	Erin Sullivan	12.17

#### 4. Define targeted goals for marketing strategies

Progress	Champion	Updated
<p><b>According to the marketing plan, our goals for FY 2019 are the following:</b>  <b>Address decline in new library card signups by creating fun and interesting marketing campaigns encouraging people to sign up for a library card, which will result in an upward trend in new library card registrations during National Library Week and National Library Card Signup Month.</b>  <b>Increase attendance at key events for children and families, including Summer Reading Program kickoff events.</b>  <b>Use surveys and focus groups to obtain qualitative information about how our programs, events and initiatives are being received by our Millennial audience so we can better tailor our offerings to meet the needs of this population.</b>  <b>Increase web traffic to our landing page for the Hispanic market by 10 percent, and develop similar landing pages for other key populations, including the Haitian-Creole population.</b>  <b>Increase social media following for OCLS and Melrose Center by 10 percent.</b>  <b>Keep consistency in all marketing materials and messaging by adhering to brand guidelines and marketing templates. Clear the clutter so the messaging is clear and appealing.</b></p>	Erin Sullivan	9.18

Progress	Champion	Updated
<p>The Marketing Committee met with The Group in June to brainstorm and discuss various messages and goals. The Group sent a creative brief that summarizes our discussion during that meeting, which we can use to define the goals to measure growth.</p> <p>Hispanic audience: We have revived our social media messaging in Spanish to reach out to the Hispanic market, and we will gather results when that campaign has concluded.</p> <p>We are currently in the midst of advertising SRP to families using a variety of media, including billboards, radio, TV, print ads, Google AdWords, and social media, and we have sent out some surveys to find out where people who have registered for programs are learning about Summer Reading. We will evaluate results when we have more data.</p>	Erin Sullivan	6.18
<p>In January, we launched a marketing campaign that targeted the Hispanic market, and it focused primarily on reaching out to Puerto Rican residents who relocated to Orange County after Hurricane Maria. The campaign consisted of:</p> <ul style="list-style-type: none"> <li>Ads in <i>El Sentinel</i> welcoming people new to the area and letting them know about select library services that they might find helpful</li> <li>Ads on Rumba 100.3 FM highlighting some services and directing people to our Spanish-language library card signup page</li> <li>Posts on social media highlighting ESOL classes and services in Spanish</li> <li>A dedicated feature page in our monthly Books and Beyond newsletter highlighting Spanish-language services.</li> </ul> <p>The campaign ran from mid January through mid February, and resulted in 622 page visits to our Spanish-language card registration page in January and 35 visits in February. We know that the campaign had an impact because we did not renew advertising in March, and we only received five visits to the page during the first week of the year.</p> <p>We plan to update and renew the campaign again in Spring to see if we can replicate success.</p> <p>We are also working on targeting families with children for our SRP marketing, which has launched with ads in camp guides in the Sentinel, Southwest Bulletin, West Orange Times, Playground Magazine. We are also working with WUCF TV to advertise on PBS Kids 24/7, and we are working on a social media campaign that reaches parents with children in the household.</p> <p>We will work with the Group, the Marketing Committee and the Marketing Specialist to create additional targeted marketing campaigns. We are investing in a new marketing tool called Analytics on Demand to help us create lists of new prospects based on interests. The tool allows us to eliminate existing cardholders from prospects lists, making it possible for us to create campaigns that target active cardholders we would like to market to, or non cardholders in the community that we would like to attract.</p>	Erin Sullivan	3.18
<p>When the marketing plan is complete, it will include some targeted goals for marketing. One of the areas we plan to focus on in 2018 is the Hispanic market, and we will launch a Spanish-language ad campaign in January. We will also use information gathered from branches about the psychographics of their communities to inform this effort.</p>	Erin Sullivan	12.17

5. Identify specific services by location – based on psychographics of communities

Progress	Champion	Updated
<p><b>We continue to work on this project with our ILS Specialist.</b></p>	Erin Sullivan	9.18
<p>We have begun training with Analytics on Demand to learn how to use the tool to determine interests of our customers so we can more effectively communicate with them about what the library offers. Gale has conducted a webinar with our ILS Specialist to</p>	Erin Sullivan	6.18

Progress	Champion	Updated
<p>learn how to upload our current data to the system to create lists, and to create marketing segments based on interest.</p> <p>The Public Relations Administrator has also met with the Circulation Manager to discuss having cardholders select specific interests when they sign up for new library cards. With the patron's opt-in permission, the information gathered at signup can be used to direct emails about programs, events, and services that are relevant to their interests.</p>		
<p>We are investing in a new marketing tool called Analytics on Demand to help us create lists of new prospects based on interests. The tool allows us to eliminate existing cardholders from prospects lists, making it possible for us to create campaigns that target active cardholders we would like to market to, or non cardholders in the community that we would like to attract.</p> <p>Our goal is to create a profile of the most active users at each branch and then target profiles using Analytics on Demand of non cardholders living near those branches that we can market to. We also hope to create collateral that highlights the most popular services at each branch. Finally, we are ready to launch a postcard campaign that invites new homeowners near branches to visit the branch nearest their new residence. In exchange, they'll receive a free swag bag and some marketing materials about services offered by OCLS.</p>	Erin Sullivan	3.18
<p>In December, Community Relations attended the monthly Branch Managers meeting and discussed this point in the strat plan. In an effort to better define the psychographics of the communities each branch serves, managers have been asked to research their top three most popular events, programs or offerings. During the managers meeting in January, we will discuss what they have found and how we think this reflects the attitudes and interests of their communities and customers.</p>	Erin Sullivan	12.17

## B. Leverage testimonials

1. Explore ways to include testimonials, kudos and comments in OCLS marketing collateral inclusive of print, social media and the web

Progress	Champion	Updated
<p><b>We have created four testimonial commercials that we plan to pitch as PSAs to various local TV media outlets. The testimonials feature people who agreed to allow us to film them during National Library Week talking about how the library impacted their lives.</b></p> <p><b>As part of our IMLS National Medal win, we will receive a visit from StoryCorps in October during which they will interview 15 library users with a story about how the library has affected them. StoryCorps will edit one of the interviews for possible use in National Public Radio. They will turn the other audio files over to us to use as we see fit. We have reached out to local NPR affiliate WMFE to see if they would be interested in working with us on editing and possibly airing some of the additional interviews.</b></p> <p><b>We also plan to create a video documenting the process and highlighting some of the strongest content that comes from the experience.</b></p>	Erin Sullivan	9.18
<p>We have filmed testimonials with four of the 10 candidates identified last quarter, and Community Relations has gathered about six additional testimonial videos during National Library Week. The videos are short and lively, and they captured snippets from people that explain why they love the library or how the library has had an impact on them. The National Library Week videos have already been shared on social media, and our videographer is working on creating short 15 and 30 second library commercials that can be used on YouTube, social media and on TV to promote the library.</p> <p>Community Relations has a meeting scheduled in June to discuss how to best use four</p>	Erin Sullivan	6.18

Progress	Champion	Updated
<p>additional video testimonials, which are longer and more detailed, which were gathered in January and February. One of the videos, of Melrose Center user Terhys Persad, was sent to the IMLS for their use during the promotion of the 2018 National Medal winners.</p>		
<p>We received contact information for approximately 10 library customers interested in participating in our testimonial project. Matthew David contacted some of these prospects and scheduled a time when they could be interviewed on camera about their library stories.</p> <p>In January, we captured two stories at the Southeast Branch, which we shared with the Faces of Florida Libraries project, and when our videos are edited, we plan to share them on social media. We also plan to share our more potent testimonials on our Instagram and Twitter accounts.</p> <p>In February, we filmed a third testimonial at the Alafaya Branch.</p> <p>During National Library Week, we also plan to do a video campaign that invites customers to take a few minutes to tell our videographer an on-the-spot story about why they love the library and how it impacts their lives. We plan to gather multiple stories throughout the week at four different branches, and we will share them with the National Library Week tagline/hashtag #LibrariesLead. National Library Week is April 8-14.</p>	Erin Sullivan	3.18
<p>Washington Park Branch Manager Matthew David is working on a project that requires him to come up with a plan to gather video testimonials from OCLS customers. Community Relations and staff videographer Jesse Draus and photographer Amanda Murphy plan to work with him to gather customer testimonials via phone interview, in-person interview and video interview. Videos can be posted to our YouTube channel and shared on social media to reflect how the library changes lives and has an impact on the community. Photos can be used on Instagram as well as in print collateral for a similar purpose, and they can be paired with short, compelling pullquotes from the interviews in poster designs, billboards, print campaigns and more.</p> <p>Matthew David and Erin Sullivan presented at a recent managers meeting and asked each manager to identify one or two loyal customers who are likely to have a good story to share about how the library has changed their lives. Community Relations staff and Matthew David will contact each of the customers identified and do a brief phone interview with them and to find out if they are comfortable coming to a branch for a video interview and photo session.</p> <p>As we gather interviews, photos and videos, we will shape a marketing campaign surrounding them.</p>	Erin Sullivan	12.17

2. Explore new ways to capture and share community thoughts about and memories of the library

Progress	Champion	Updated
<p><b>To build upon our visit from StoryCorps, we plan to create a video that documents the process and highlights some of the strongest content that comes from the experience. We have seen some examples of Story Corps videos from the National Parks Service and the American Red Cross that show that this content can be very compelling. Once we have created the content, we will share it on our social media channels and with local media in an attempt to get a local station to gain exposure for it. We will also encourage people to continue sharing their own stories about how the library plays a role in their lives.</b></p> <p><b>We are also exploring the idea of doing a Listening Party after the StoryCorps recordings are over, which will invite participants back to talk about their experience and invite the community to come to a library location to hear the recordings and share their own experiences and thoughts about the library.</b></p>	Erin Sullivan	9.18

Progress	Champion	Updated
<p>During National Library Week, we gathered testimonials from people that discussed how the library has had an impact on their lives. Those testimonials were shared on social media, and we are currently having them edited for use in other formats, such as PSAs for TV.</p> <p>We have also begun asking people to share their thoughts about the library at community outreach events. At an outreach event at the Orlando Museum of Art in April, an outreach committee member asked people to write down comments, stories, or anecdotes about the library. He gathered a handful of positive comments about services like Books by MAYL, reading, and general enthusiasm for the library and its services.</p> <p>A form is now being created to bring to outreach events that asks people to tell their library stories. The stories and comments gathered using that form can be shared on social media, used in the Annual Report, and included in marketing materials.</p>	Erin Sullivan	6.18
<p>During National Library Week, when we are filming testimonials, one of our goals will be to ask people to tell us what role the library played for them when they were growing up. We hope to gather some stories that will capture fond feelings that many people had about the library when they were children or young adults, and how it helped shape their perspective on the world.</p> <p>We had some success using the second-floor display to prompt people to communicate with us about their memories and interest in the library. Customers stopped in to give us old newspapers they had been saving that referenced the library, and we received a donation of an illustration of the old Albertson Library.</p>	Erin Sullivan	3.18
<p>In September and October, we asked some local social media superusers/influencers to share their thoughts about using the library with us, and we captured several videos in which they talked about how the library has helped shape their lives. We shared these on social media, and we will continue to do so when appropriate. We hope to continue this kind of video/social media storytelling with a second group of influencers in the new year.</p> <p>As we are gathering testimonials, we also hope to capture some stories about people's memories growing up and using the library.</p> <p>We are also planning a display for our second-floor exhibit space at Main that features old photos taken in and around downtown, including photos of Main from when it was first built, as well as images of the old Albertson Library. We plan to use those images to spur discussions about how people used the library in the past and how they use it now. We can use the stories we gather on our blog and on social media.</p>	Erin Sullivan	12.17

### 3. Identify individuals and groups to partner with to be ambassadors for OCLS

Progress	Champion	Updated
<p><b>We have confirmed several local arts and cultural institutions who are interested in participating in our initiative to offer free passes to library card holders. As of now, we have confirmed the Mennello Museum, the Charles Hosmer Morse Museum, the Orlando Shakespeare Theater and Hard Rock Live as partners in the program, which we are currently calling Discovery Pass.</b></p> <p><b>We have meetings later this month to work out the details of the program, and we continue to have meetings with Circulation to determine the best way to make these items available for checkout.</b></p> <p><b>Our Library U Facebook group now has 20 members, and we have posted a couple of discussion items in the group to engage users. We hope to post discussion topics about the library regularly, to reinforce the library as a helpful resource for educators.</b></p>	Erin Sullivan	9.18

Progress	Champion	Updated
<p><b>We continue to work on our community ambassadors Facebook group initiative. During National Library Card Signup Month, which is in September, we initiated a campaign to encourage people to bring a friend to the library to sign them up for a library card. Participants are being entered in a prize drawing to win gift cards from local businesses, including The Glass Knife. Six local influencers are helping us spread the word about the campaign, and in early September, our Digital Media Specialist, Cynthia Velasco, did a takeover of Yelp Orlando's Instagram Stories for a day to promote the initiative. We will report results from the effort after the campaign ends at the end of September.</b></p>		
<p>Library staff are in the early planning stages of working with museum and cultural organization partners to provide free admissions or discounts to Orange County Library System cardholders. Initial discussions related to this project have begun with the Orlando Science Center, Orlando Museum of Art, Orlando Regional History Center, Art and History Museums of Maitland, Central Florida Zoo, and Mennello Museum of American Art.</p> <p>The Orange County Library System continues to assist in the planning of the 2018 Orlando Youth Empowerment Summit, a free conference that empowers Central Florida LGBTQ+ youth, community members and allies with the resources and education to bring about understanding, acceptance, and inclusion. More information about this year's event can be found at <a href="https://www.orlyes.org/">https://www.orlyes.org/</a></p> <p>We have continued to work with the History Center to cross-promote events and programs.</p> <p>We have set up new Facebook groups for educators and community ambassadors who want to help us promote library awareness. All educators who participated in Library U were invited to join a Facebook group for teachers who want to help their colleagues and students to better use library resources. A community ambassadors group has also been formed, and when our Marketing Specialist starts, we plan to contact social media influencers, bloggers, and library superusers to participate. We will share ideas for how to help us spread the word about key initiatives, and Community Relations is working on a way to incentivize participation.</p>	Erin Sullivan	6.18
<p>Community Relations continues to reach out to organizations to discuss ways we can partner to promote the library.</p> <p>Erin Sullivan has been in touch with the History Center's Erica Baker about more effective social media cross-promotion between organizations.</p> <p>Mike Donohue has worked with members of the Outreach Committee to obtain a presence at OMA's First Thursday events, and we have been invited to participate in the event through June.</p> <p>We have also cultivated a relationship with Nerd Nite, which hosted a library table at its 5th anniversary celebration at the Orlando Science Center.</p> <p>Mike Donohue has reached out to both the Holocaust Center to discuss potential partnership opportunities, and during our last meeting with the History Center, the History Center agreed to reach out to the Wells' Built Museum. The goal would be to bring all of these downtown organizations to the table to work together to support one another and create a cultural corridor for downtown Orlando.</p>	Erin Sullivan	3.18
<p>Community Relations is working on a list of organizations we currently have active partnerships with.</p> <p>We have also struck up relationships with various individuals who have expressed interest in helping the library share its story. They include:</p>	Erin Sullivan	12.17



Progress	Champion	Updated
<p>Whitney Gonzalez, an account executive at &amp;Barr advertising agency in Orlando. Whitney recently joined the board of the Friends of the Orange County Library System so she can be a more effective advocate for the library.</p> <p>Jenny DeWitt, social media manager for UCF. She is interested in helping share the library's story on social media.</p> <p>We will continue to cultivate more partners and ambassadors, some of whom will be people who agree to allow us to videotape their testimonials about how the library has impacted them.</p>		

**C. Community outreach that builds awareness**

1. Develop standards for success at outreach events

Progress	Champion	Updated
<p><b>The Outreach Committee has developed a document called Standards for Success at Outreach Events. The document has three parts that guide outreach volunteers through the stages of planning for and executing a successful outreach effort. The main bullet points on the standards for success are below. A more detailed version of the Standards for Success document will be made available to all staff on the Outreach LibGuide, which is in development.</b></p> <p><b>Before you go:</b>  <b>Complete Outreach Training on SumTotal</b></p> <p><b>Identify your audience</b></p> <p><b>Familiarize yourself with events and initiatives that would be of interest to your audience</b></p> <p><b>Request appropriate items from the promos and giveaways inventory</b></p> <p><b>Print a copy of the Community Event Statistics Form</b></p> <p><b>At the event:</b>  <b>Engage</b></p> <p><b>Converse</b></p> <p><b>Track your contacts</b></p> <p><b>After the event:</b>  <b>Return materials and submit documentation</b></p> <p><b>Complete Outreach Experience Evaluation form</b></p>	<p><b>Erin Sullivan</b></p>	<p><b>9.18</b></p>
<p>We are updating the existing outreach training available on SumTotal to feature more comprehensive information about effective communication, elevator speeches, and knowing your audience. We are also developing a best practices guide that branch managers or assistant managers can use to develop outreach strategies for their local areas, and train their staff to effectively market library resources in the community.</p> <p>As a way to gauge the viability of outreach opportunities, staff that attend community events are invited to provide feedback through the newly created Outreach Evaluation Form. Similar to the Employee Enrichment Evaluation Form, the Outreach Evaluation lets staff share their thoughts on whether an outreach event met the standards for success, what the experience was like, and whether they would recommend that we do this outreach event again in the future.</p> <p>Community Relations has also been working with Colleen Hooks and Human Resources to develop a Libguide that will provide staff with up to date information on current</p>	<p>Erin Sullivan</p>	<p>6.18</p>

Progress	Champion	Updated
marketing initiatives, available outreach opportunities and an inventory of available marketing materials and giveaways.		
<p>Our Outreach Committee has met and is working on creating Standards for Success for outreach events.</p> <p>The committee is also working on ensuring that volunteers have appropriate and relevant marketing materials for the outreaches they are attending; that they are suggesting to people that they sign up for our email newsletters; that they have the proper branding at the events they are attending; that they have marketing materials that highlight branch-specific offerings for the branch that is closest to the outreach event they are attending.</p>	Erin Sullivan	3.18
<p>When our outreach committee is formed, one of its roles will be to develop standards for success at outreach events so we know that we are attending events that help us reach people who are likely to need or want library services.</p> <p>We are also evaluating materials available to bring to outreach events, with the goal of having different kinds of collateral geared toward the audience that event is likely to attract (teachers, parents, children, senior citizens, etc.).</p>	Erin Sullivan	12.17

2. Identify three unique outreach opportunities each quarter to be explored

Progress	Champion	Updated
<p><b>We are working on multiple unique outreach opportunities this quarter, including:</b></p> <p><b>The Youth Services Department is working with the Global Peace Film Festival in September to host its annual youth art show. The show features work by elementary, middle and high school students on the theme of cultural connectedness and world peace.</b></p> <p><b>The Orlando Public Library will participate in IMMERSE, a downtown arts festival that takes place in October. The Youth Services department will offer children's programming at the Orlando Public Library during the festival that complements IMMERSE. IMMERSE will help drive traffic to the library by encouraging families to attend the library's programming as part of the festival's offerings.</b></p> <p><b>During September and October, the Orange County Library System is working with Salsa 98.1 to host three live radio remotes during which the station will draw winners for VIP meet-and-greet tickets to Festival Calle Orange, a Hispanic music festival that takes place in downtown Orlando in October. In addition to the live remotes, the Orange County Library System will have a presence at Calle Orange. This is the first time the library has participated in this event.</b></p>	Erin Sullivan	9.18
<p>Library staff are in the early planning stages of working with museum and cultural organization partners to provide free admissions or discounts to Orange County Library System cardholders. Initial discussions related to this project have begun with the Orlando Science Center, Orlando Museum of Art, Orlando Regional History Center, Art and History Museums of Maitland, Central Florida Zoo, and Mennello Museum of American Art.</p> <p>In May, staff from Community Relations and Learning Central attended a summit for Puerto Rican evacuees hosted by County Commissioner Emily Bonilla. At the summit, leaders from government and nonprofit organizations shared information about resources they offer that could benefit those who have relocated to the region from the island. Among the services discussed were the Right Service at the Right Time, various ESOL programs, and services for job seekers. Bonilla plans to follow up on the summit with a meeting of stakeholders at the Orlando Public Library in July.</p>	Erin Sullivan	6.18

Progress	Champion	Updated
<p>In May, United Against Poverty visited the Orlando Public Library to learn more about resources that they can share with their customers, who are primarily working-class and working-poor families in the Orlando area. Community Relations and Learning Central staff met with the organization's Executive Director to talk about the Right Service at the Right Time, the Social Worker @ the Library program, resources for job seekers, databases, and more. United Against Poverty plans to train their staff to counsel their customers about library resources.</p> <p>The Orange County Library System continues to assist in the planning of the 2018 Orlando Youth Empowerment Summit, a free conference that empowers Central Florida LGBTQ+ youth, community members and allies with the resources and education to bring about understanding, acceptance, and inclusion.</p>		
<p>The Outreach Committee has successfully worked to get OCLS involved in OMA's First Thursday events.</p> <p>Public Relations Administrator Erin Sullivan and Melrose Center Manager Jim Myers brought an outreach opportunity into the library by hosting the Downtown Orlando Partnership's Connect DTO class in the Melrose Center conference room on March 13. Approximately 28 attendees from various businesses around downtown Orlando took tours of the Melrose Center, listened to brief presentations about library and Melrose Center resources and spent half a day in the center for their Connect DTO meetings. We received excellent feedback from the Downtown Orlando Partnership about the event.</p> <p>Outreach Coordinator Mike Donohue and Media Specialist Cynthia Velasco have a similar opportunity planned in April for the Obassadors, Central Florida's social media ambassadors group.</p>	Erin Sullivan	3.18
<p>For the first quarter, we met with the History Center to discuss new opportunities to enhance our presence at the Third Thursday gallery hop downtown. We reached out to Wall Street Plaza, which is located next to the History Center, to ask if they would offer a discount or coupon for food or drink to people who stop by to view the art on display at the library. The marketing manager at Wall Street said he would consider it, and discussions are ongoing.</p> <p>Michael Donohue, Outreach Coordinator in Community Relations, will represent the library as a member of the organizing committee for the Orlando Youth Empowerment Summit, an annual event that trains LGBTQ youth learn to become better community advocates and leaders. The event takes place in November 2018, and participation gives the library an opportunity to share information about our resources with other community organizations working on this summit, as well as the young people who will attend it.</p> <p>We are also exploring opportunities with other cultural organizations to offer discounts on admission with a library card, similar to the \$2 discount library card holders have when they show the card at the History Center.</p>	Erin Sullivan	12.17

3. Create a master document of outreach opportunities OCLS should be attending

Progress	Champion	Updated
<p><b>This item has been completed. The document will live on the Outreach LibGuide, and it has been converted into a searchable map that will allow users to look for outreach events in proximity to library locations.</b></p>	Erin Sullivan	9.18
<p>A master document has been created that lists all outreach events that the library has or will participate in this fiscal year. The data from this document has also been used to create a map that makes it easier for staff to visualize the outreach efforts and events that OCLS participates in throughout the county. This document is almost ready to be shared</p>	Erin Sullivan	6.18

Progress	Champion	Updated
with managers and will be housed in the staff training site. It will also be linked to the outreach Libguide, which is in development.		
This is a work in progress. A Google document was created that includes outreaches we currently participate in, outreaches we have done in the past and ideas for future outreaches. The Outreach Committee is working on filling it in so that it is useful and sharable.	Erin Sullivan	3.18
Community Relations is working on a list of all significant outreaches the library participates in, and we will use that to determine which events and opportunities are missing from our list. We will also reach out to branches to find out what events and outreach activities they have on their calendars. We plan to share the list systemwide to give staff opportunities to volunteer for outreaches that interest them, or to suggest new ideas. When the Outreach Committee is formed, it can help maintain this list.	Erin Sullivan	12.17

#### 4. Create an outreach committee to help identify opportunities in the community for OCLS

Progress	Champion	Updated
<b>The Outreach Committee will continue to share suggestions and feedback for new outreach opportunities. The committee can do most of its work going forward in Microsoft Teams, but it will meet in person should new initiatives that need further discussion arise.</b> <b>Outreach Coordinator Mike Donohue has also begun training with Spectrum Assistant Managers so that they can better incorporate outreach initiatives in their daily duties. Mike will meet with Spectrum regularly to discuss outreach best practices and how they help make outreach a bigger part of the library's culture.</b>	Erin Sullivan	9.18
With the help of the 11-member Outreach Committee, a variety of new outreach opportunities have been introduced, including our continued presence at Orlando Museum of Art's 1st Thursday Event and the Museum Pass program currently being developed between OCLS and its cultural partners.  The committee has also been instrumental in helping define standards for success at outreach events, and provide feedback on the Outreach Evaluation Form and Marketing Libguide.  To date, this has been a very productive workgroup, and active members continue to share ideas through Microsoft Teams, email, and at in-person meetings.	Erin Sullivan	6.18
The Outreach Committee is active and has met to begin work on projects. The committee members are communicating via email and Microsoft Teams to accomplish their goals.	Erin Sullivan	3.18
We are exploring the creation of an outreach committee, which will consist of staff from around the system who can help us identify new outreach opportunities and ways to cultivate staff volunteers for outreach events.	Erin Sullivan	12.17

#### D. Empower employees to be ambassadors for OCLS

##### 1. Identify staff to participate as ambassadors

Progress	Champion	Updated
<b>In August, Community Relations Outreach Coordinator Mike Donohue and Public Relations Administrator Erin Sullivan made a presentation to assistant managers in the Spectrum program to provide them all with tools to be proactive ambassadors for the library in the community. Mike will meet with Spectrum regularly to help</b>	Erin Sullivan	9.18

Progress	Champion	Updated
<p><b>them work through an ALA curriculum called Libraries Transforming Communities that helps show how libraries can build better relationships and partnerships through outreach. Mike will also help equip the Spectrum group with information they can share with their staff members about how to become better ambassadors for the library.</b></p>		
<p>To date, 20 percent of all library staff have taken the SumTotal outreach training, which is the first step to participating in outreach events. We also have three volunteers who are active in participating in outreach opportunities.</p> <p>In August, Community Relations Outreach Coordinator Mike Donohue and Public Relations Administrator Erin Sullivan will make a presentation to assistant managers in the Spectrum program to provide them all with tools to be proactive ambassadors for the library in the community. The goal will be to integrate some outreach duties into the job duties of all Spectrum managers.</p>	Erin Sullivan	6.18
<p>The Outreach Committee continues to work on this goal. We have begun to select Friends volunteers to participate in outreach opportunities, and we have had one volunteer successfully complete outreach training and participate in an outreach event.</p>	Erin Sullivan	3.18
<p>As we progress with the formation of our Outreach Committee, one of its goals will be to help recruit library ambassadors and to train them to represent the library at offsite events and in the library. We also hope to show ambassadors how they can help represent the library and best share its story and in their daily lives and on their social media accounts by engaging with the library's accounts and sharing its posts when appropriate.</p>	Erin Sullivan	12.17

2. Develop and provide staff ambassadors training and internal systems to track

Progress	Champion	Updated
<p><b>Community Relations continues to work with Human Resources to enhance outreach training.</b></p>	Erin Sullivan	9.18
<p>Community Relations has been working with Human Resources to find ways to create badges or internal recognition for staff members who participate in outreach opportunities. The first step is to get more staff to participate in the SumTotal outreach training, and to date, 20 percent of all staff have taken the training.</p>	Erin Sullivan	6.18
<p>Community Relations has created a basic Outreach Training on SumTotal, accessible to all staff, for those who wish get involved in outreach. The training covers the goals of outreach, how to volunteer to work an outreach and what to bring to an outreach event.</p> <p>Community Relations' Outreach Coordinator also presented a session at Staff Day on the value of cultivating community partnerships and participating in outreach events for branches. The session was offered twice.</p> <p>Community Relations also provided information about outreach and partnerships to the OCLS Leadership Academy, which plans to provide participants with an increased understanding and knowledge of the value of effective and engaging community participation. Participants will be introduced to standards for success at outreach events, including a tool kit for those opportunities.</p>	Erin Sullivan	12.17

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

### A. Kindergarten preparedness

#### 1. Launch and evaluate new curriculum for K-Ready

Progress	Champion	Updated
<b>The Edgewater Branch started offering the new K-Ready series 6 September and the Washington Park Branch began offering it on 10 September. The series will run at each location for eight weeks.</b>	Debbie Tour	9.18
K-Ready is being offered at Winter Garden during the summer with 142 in attendance in the first two events. Survey feedback from Winter Garden indicates patrons love the instructor and comment that the program is fun and engaging. K-Ready will be offered at Edgewater, Washington Park, Alafaya and Hiawassee this coming fall and winter.	Debbie Tour	6.18
"K Ready!" was offered at North Orange, West Oaks, Southeast and South Creek. This spring it is being offered at Main, South Trail, Windermere and Chickasaw. Winter Garden will offer "K Ready!" over the summer.  From October 1 thru March 11, there have been 779 attendees in the "K Ready!" program. Of the survey respondents: 93% strongly agreed that they learned something that they can share with their children and 90% strongly agreed that they are now more aware of applicable resources and services provided by the library. Here are a few customer comments:  "It's a great opportunity to provide classroom like skills practice before going to school."  "K Ready had a bit of everything from clips of the shows to books and arts and crafts at the end of every class. I feel it has been good for my child."  "This program is outstanding! Ms. Antoinette is a passionate educator who truly teaches and loves the children. I appreciate the extra effort in reaching out to teach parents the resources the library offers."	Debbie Tour	3.18
K-Ready launched in Fall 2017 with new curriculum and has been presented at North Orange, West Oaks, Southeast and South Creek. Feedback is being solicited from program presenters and attendees. It is scheduled to be presented at Chickasaw, Windermere, Main and South Trail this spring. The new curriculum expands K-Ready into eight parts and meets the Florida Early Learning and Developmental Standards for four-year-olds. Staff that are conducting the programs have been trained by our Curriculum Specialist.	Debbie Tour	12.17

#### 2. Redo current handouts and redistribute to locations

Progress	Champion	Updated
<b>Materials for the Fall K-Ready series were organized and prepared by library teen volunteers over the summer break. K-Ready promotional materials were created and distributed to Washington Park, Edgewater and Hiawassee (beginning in November 2018).</b>	Debbie Tour	9.18
All locations continue to use the new handouts.	Debbie Tour	6.18
The new handouts have been completed. They supplement the material taught in K-Ready.	Debbie Tour	3.18
New handouts have been created and are being distributed to program attendees. The handouts offer activities for participants to complete at home to reinforce what was learned during each session. New bookmarks, banners, flyers and Magic Screen	Debbie Tour	12.17

Progress	Champion	Updated
promotions have been created and sent to all the branches.		

3. Develop a hands-on fair that introduces parents to activities, projects and resources

Progress	Champion	Updated
<b>The first Early Learning Resource Fair was held on Saturday, 14 July at the Orlando Public Library highlighting 30 community partners and attended by 263 library customers. During the fair, families were encouraged to join in to play, learn and explore the many resources and programs available for early childhood learning and kindergarten readiness. Attendees appreciated the information they received including the hands-on activity ideas. Over 92% of attendees said they would recommend the Early Learning Resource Fair.</b>	Debbie Tour	9.18
Over 30 organizations will be at the “Early Learning Fair” on 14 July including: The History Center, Science Center, Publix, KinderCare, WUCF, Orange County Public Schools, YMCA and many more. MyGYM will be presenting a special demo on fitness for kids and several organizations have donated prizes for a raffle including Goldfish Swim School, the Jewish Community Center and Primary Care Access Network. Publicity has been created for the event and shared with over 25 local day care centers for distribution to parents.	Debbie Tour	6.18
The fair has been scheduled for 14 July from 9am-12pm. It will be included in the SRP Early Learning publicity. Staff members are currently contacting local vendors and service organizations to participate and share information with our customers.	Debbie Tour	3.18
We have recently appointed a staff member to chair this event and we are planning to hold our hands-on fair towards the end of summer as kids are preparing to begin Kindergarten.	Debbie Tour	12.17

**B. Early and family learning**

1. Expand family programming system-wide

Progress	Champion	Updated
<b>The library’s Fall Family Fun series kicked off in September when every OCLS library location invited families to celebrate Fall with magicians, comedians, scientists and more. Many early learning and children programs are developed to include the child and parent as they learn to be a chef, explore science, create crafts and tell stories. Special programs were offered including: “Music and Rhythm with Sam Ash”, “Star Wars® Galactic Games”, family movie time, “Family STEM Saturdays”, and animals from Gatorland and the zoo.</b>	Debbie Tour	9.18
Events such as “Family Yoga” at the Winter Garden Branch taught ways to enhance concentration, refine motor skills, boost listening skills and improve cooperation. Another family fitness event, “Family Zumba”, at the Chickasaw Branch proved popular, with a total of 40 in attendance. “Prime Time Family Reading Time” was offered at Hiwassee and Herndon. Families enjoyed musical events from jazz to classical on the piano, saxophone, violin and singing at all locations. “Family STEM Saturdays” continues at the Melrose Center. “Drop in Chess” and dog training were offered for families this quarter. The Sunshine State Author Series featured Sarah Weeks who is popular among adults and teens.	Debbie Tour	6.18
As part of the Disney Grant, the library has begun two new program series this summer for families, “ArtBards: Exploring Poetry Through Visual Art” and “Family Game Time with HeroSpark”. Both programs aim to bring families together and offer opportunities to unplug, connect and have fun. Some other family programs offered this quarter included: family games, art adventures, movies, Garage Band, crafts, and special storytimes.		

Progress	Champion	Updated
<p>The Spring Family Fun series has offered several musical, art, science and animal programs for everyone in the family. The Sunshine State Author series brought Sharon Robinson and Jeff Zentner, who offered something for everyone in the family from teen writing workshops to meet the author events.</p> <p>Family STEM Saturdays where families can build and play with Science and Technology was offered in the Melrose Center as well as "Youtube Live Production for Families". Chickasaw offered a "Family Science Night". Good old fashioned "Family Game Nights" was offered at multiple locations. West Oaks offered a "Family Health and Wellness Fair". The "Mindfulness to Help Teens De-Stress" program for teens and their parents, hosted at multiple locations, offered tools to help teens handle stressful situations and transform difficult relationships.</p> <p>A new series is being developed for parents and children who recently arrived from Puerto Rico to help them with reading and language proficiencies. This is supported through a grant from the Florida Humanities Council and will be offered in fall of 2018.</p>	Debbie Tour	3.18
<p>We are continuing to offer the system-wide Fall Family Fun Series, which offers fun and learning opportunities for the entire family. This year's Fall Family Fun Series offered several programs focusing on science including "Mad Science Live and Skeletons: Amazing Animal Adaptations." We are expanding the locations offering Cuisine Corner Jr and Little Chef; both programs require children and adults to work together to complete their culinary creations. Storytimes and special events such as: "Games Galore," movie times, "Family Science Night," and "Cookies &amp; Milk with a Cop" are some of the ongoing family events.</p> <p>The first Orlando Children's Business Fair provided the opportunity for kids to be an entrepreneur and conduct business for a day in the Technology &amp; Education Center. There were many participating children who had their families close by for support. Over this quarter, many special musical performances were offered along with family holiday and food programs. The Melrose Center offered special holiday photo opportunities for families. "Choosing Healthy Snacks" was offered at Washington Park and Chickasaw branches, to help families make good snack choices. "The Daddy &amp; Daughter Hair-Style Me Workshop" hosted at the Eatonville Branch, educated parents on how to style and care for their daughter's hair. "Glamour Holiday Hair Accessory Workshop" helped parents and children customize their hair with fun colors, ribbons, and jewels at the Hiawassee, Herndon, Southeast and Washington Park branches.</p> <p>We are preparing to offer a family gaming program with the Gamechangers organization that will promote family activities and provide an opportunity for families to enjoy the library together.</p>	Debbie Tour	12.17

2. Develop a plan to create birth to teen initiatives that will encourage youth to become life-long library users

Progress	Champion	Updated
<p><b>The library's License to Learn card registration contest kicked off in September which promotes library resources to school-aged children and their parents. Library staff are visiting Orange County elementary schools for back-to-school events to promote library resources and services to families.</b></p> <p><b>The Youth Services Department is evaluating program offerings and scheduling as they work toward creating a progression of programs for children. They are working on providing programming that is available at consistent times for specific ages, which will allow for a seamless transition as children grow from infants up through teens.</b></p>	Debbie Tour	9.18
<p>Staff have begun testing promoting events for stages in childhood rather than specific ages to help promote future initiatives, for example:</p>	Debbie Tour	6.18



Progress	Champion	Updated
<p>Infants            Toddlers            Preschool            Lower Elementary            Upper Elementary            Tween            Teen            Youth Services Department hired a Youth Librarian to focus on expanding offerings to tweens and teens.</p>		
<p>We are providing activities and resources for all age groups. The following is a sample of events offered for various age levels:</p> <p>Early Learning (ages 0-5)</p> <p style="padding-left: 40px;">Babies- Baby Bash, Tiny Tales</p> <p style="padding-left: 40px;">Toddler- Artsy Toddler, Bubble Playtime, Toddler Time, Book to Boogie, SMART Start, Suess-a-Palooza</p> <p style="padding-left: 40px;">Preschool- Storybook Fun, K Ready!, Little Chef</p> <p>Children (Age 6-12)</p> <p style="padding-left: 40px;">STEM programs, spring family fun events, Cuisine Corner Jr., field trips, Mayor Buddy’s Book Club, science programs, Cookies &amp; Milk with a Cop</p> <p>Teens/Tweens – (Age 11-18)</p> <p style="padding-left: 40px;">Book talks, book lists, Sunshine State Author workshops/events, afterschool adventures, various art programs</p> <p>Ideas are being discussed to promote the “1,000 Books to Read Before Kindergarten” initiative offered by Beanstack to capture the attention of parents and young children.</p>	Debbie Tour	3.18
<p>Staff are currently exploring different tools available to create various initiatives. Beanstack is one option that would allow us to create different learning paths for various ages and it would give kids the opportunity to win badges as they utilize various library resources.</p>	Debbie Tour	12.17

3. Expand early learning programs to additional locations

Progress	Champion	Updated
<p><b>The Winter Garden Branch offers “Guitar-Sing-Along” with a live guitar with familiar songs for caregivers and their babies or toddlers. This program uses music to engage the youngest library learners and helps develop language literacy.</b></p> <p><b>The Southwest Branch is offering “Mother Goose on the Loose”, which uses rhymes, songs, puppets, musical instruments and more, to help develop important pre-literacy skills. The branch is also offering Mama Gansa, a Spanish immersion of Mother Goose on the Loose with interactive songs, rhymes and activities to grow early literacy and Spanish language skills.</b></p>	Debbie Tour	9.18
<p>The first official Early Learning Summer Reading Program kicked off June 2nd at all library locations.</p> <p>Hiawassee and Southeast added “Bubble Playtime,” an early learning program currently offered at several other branches, to their schedules during this quarter averaging 20 attendees per session. Early learning programs, ‘Money Math’ and ‘M is for Money’ were created and offered for preschoolers across the system in support of the “Thinking Money Exhibit” being displayed at the Main Library during May and June.</p>	Debbie Tour	6.18

Progress	Champion	Updated
Offering more programming for early learning continues each month along with completing the booklet that will be used as a component for Early Learning SRP.	Debbie Tour	3.18
Youth Services currently offers more programming to branches for this age range each month. Staff are creating a new Early Learning SRP component that will include a booklet geared just to children 5 years of age and younger.	Debbie Tour	12.17

#### 4. Identify skills and training needs to provide high quality youth programming

Progress	Champion	Updated
<b>Youth Programming 101, is an introductory training session to help staff improve their expertise in youth programming. This was offered to staff on 27 September at the Main Library. The training was created by Curriculum Specialist Nicole Suarez as an opportunity for staff to learn how to put a program on from start to finish. Staff will learn strategies for classroom management, where to find additional materials, how to use the library's programming wiki, and much more.</b>	Debbie Tour	9.18
A workshop, "Working with Children who have Special Needs" was presented by, K-12 Curriculum Specialist, Nicole Suarez to technology instructors on 30 May.  The surveys were reviewed and a training outline and content is being created. Staff are exploring recording the training and adding it to Sum Total for staff to review.	Debbie Tour	6.18
The surveys completed by staff across the system are being evaluated to help determine skill gaps, program topic needs and opportunities to assist branch staff in presenting youth programming. Training curriculum is currently being developed by the library's Curriculum Specialist, Youth Programs Coordinator and Youth Services Manager.  A survey has also been added to program scripts to help determine what improvements can be made to the scripts for improved quality programming.	Debbie Tour	3.18
Youth Services is currently creating a survey that will be shared with public service managers whose staff members currently work with youth programming. This will help determine what type of training is needed. We have a Youth Services committee working to identify the skills needed to provide high quality programming and will develop the training that will develop those skills.	Debbie Tour	12.17

### C. Provide experiences to enhance life skills

#### 1. Create a brand for the Life Skills programming series and market to appropriate audiences

Progress	Champion	Updated
<b>During popular Back2Basics programs, attendees were inspired to set goals and get back on financial track. The <i>Goal Getter Affirmations Workshop</i> at the Orlando Public Library emphasized the effect a positive inner dialogue can having in maintaining momentum and attaining goals. <i>Strategies to Slash Your Debt</i> and <i>Financial Planning Basics</i> programs offered approaches to financial planning, and Spanish speaking financial advisor, Jenniver Morillo explained how to build, maintain, and repair credit during the <i>Finanzas 101</i> event at the Southeast Branch.</b>	Danielle King	9.18
During popular Back2Basics programs, attendees were inspired to set goals and get back on financial track. The <i>Goal Getter Affirmations Workshop</i> at the Orlando Public Library emphasized the effect a positive inner dialogue can having in maintaining momentum and attaining goals. <i>Strategies to Slash Your Debt</i> and <i>Financial Planning Basics</i> programs offered approaches to financial planning, and Spanish speaking financial advisor, Jenniver Morillo explained how to build, maintain, and repair credit during the <i>Finanzas 101</i> event at the Southeast Branch.	Danielle King	9.18

Progress	Champion	Updated
Attendees visited locations throughout the county to rediscover lost skills and discover new knowledge during the “Back 2 Basics” series programs. The “First-time Home Buyer Workshop” at the Chickasaw and Hiwassee Branches remained the most popular event. A total of 133 people attended these three workshops. Other notable events in the series included “Cuisine Corner: Food Is Our Greatest Medicine,” “Conflict Resolution: Getting to Yes,” setting goals, dog training and plant clinics.	Danielle King	6.18
The “Back 2 Basics” series is designed to provide people with helpful life skills on a variety of topics. 47 “Back 2 Basics” events were offered this quarter system-wide. Topics for programming this quarter included parenting, American Sign Language, organization and clutter, Italian conversation, goal setting, home buying and healthy living. The most popular program was “A Nutritional Approach to Bone Health” which had 67 attendees. A highlight of the series was the “Basic Cooking Skills” demonstrations at the South Creek Branch. The programs provided attendees with opportunity to learn basic cooking skills, such as boiling eggs and making simple dishes.	Danielle King	3.18
The Events/Programs Department developed a system-wide helpful Life Skills programming series called “Back 2 Basics.” A logo and template was created for theming and the promotional webpage for the series went live in December ( <a href="http://www.ocls.info/back2basics">www.ocls.info/back2basics</a> ). Topics for programming this quarter included healthy eating habits, financial workshops and training for your dog. A Cuisine Corner series on “Basics of Cooking” is currently being developed for the South Creek Branch.	Danielle King	12.17

2. Evaluate hosting / holding an annual career and job fair with community partners

Progress	Champion	Updated
<p><b>The Orlando Public Library Career Fair will be held on Tuesday, September 25<sup>th</sup>. We will have employment opportunities and training with Central Florida Businesses. The library will have staff available from our TEC team and Learning Central team to share the career resources the library offers. Attendees will have the chance to speak with representatives from Amazon, Aspire Health Partners, Florida Department of Transportation’s OnBoard4Jobs Construction Careers and Roads to Jobs Life Skills Program, Hotel Staffing Solutions, Kelly Services, Kelly Educational Staffing, Publix, SeaWorld, United Against Poverty Orlando, and United States Marine Corps.</b></p> <p><b>On September 12, a new veteran’s service offered through partnership with CareerSource Central Florida began at the Herndon Branch. The program, <i>Veteran Employment Support and Labor Market Information</i>, is specifically focused on helping veterans who are dealing with a particular significant barrier to employment such as homelessness, prior incarceration, service-connected disability, lacking a high school diploma, or just recently discharged from the military. The representative on-site specializes in offering intensive services and one-on-one appointments with veterans who have one or more of these barriers. The representative will be at Herndon every Wednesday from 1 p.m. to 3 p.m. through the month of October.</b></p>	Danielle King	9.18
A career fair is currently scheduled for 25 September at the Orlando Public Library. The Events/Programs Department staff identified potential community partners and are currently contacting those organizations to participate in and assist with promotion for the event. Plans to utilize existing partnerships are ongoing; staff contacted CareerSource Central Florida, among others, to participate. We continue to partner with CareerSource Central Florida in providing job search assistance. CareerSource visits five locations every month to host the “CareerSource Job Assistance” program. Staff also offered sixteen “Career Academy” workshops this quarter. “Career Academy” workshops teach customers resume writing, job searching and interviewing skills.	Danielle King	6.18
After gathering information about local job fairs, staff is looking into hosting “themed” job fairs to meet the needs of the community. In addition to planning job fairs, sixteen “Career	Danielle King	3.18

Progress	Champion	Updated
<p>Academy” workshops were offered this quarter. “Career Academy” workshops teach customers resume writing, job searching and interviewing skills. We continue to partner with CareerSource Central Florida in providing job search assistance. CareerSource visits five locations every month to host the “CareerSource Job Assistance” program. Recently, staff met with CareerSource staff to discuss expanding offerings to the library with the Disabled Veteran’s Outreach Program (DVOP). This outreach program assists Veteran’s with employment and training needs. CareerSource is interested in starting this program with the library in fall 2018.</p>		
<p>Staff have been gathering information about local job fairs in order to identify potential partners, and to identify any trends regarding scheduling, industry-specific fairs, and locations. We continue to partner with CareerSource Central Florida in providing job search assistance. CareerSource visits five locations every month to host the “CareerSource Job Assistance” program. CareerSource staff are onsite to help support individuals needing assistance and identifying challenges during the job search process.</p>	Danielle King	12.17

### 3. Build membership interest in Melrose meet-up groups

Progress	Champion	Updated
<p><b>Memberships for the Melrose Meetup groups continue to grow, total membership currently is:</b></p> <ul style="list-style-type: none"> <li>• Orlando Audio – 772</li> <li>• Orlando Digital Media Design – 629</li> <li>• Orlando Melrose Makers- 18</li> <li>• Orlando Photo+Design – 2,387</li> <li>• Orlando Video &amp; Post Production – 1,741</li> <li>• Orlando Out Tonight Theatre- 983</li> </ul> <p><b>The Melrose Center has hosted the following Meetups during this quarter:</b></p> <p><b>Orlando Photo+Design:</b> The photography team hosted <i>The New Approach to Photojournalism</i>, which featured guest speaker Gerardo Mora of Getty Images. Mora spoke to 30 people about how he approaches photojournalism, sharing some of his work and experiences covering events ranging from Hurricane Katrina to the Super Bowl.</p> <p><b>Orlando Out Tonight Theatre:</b> In July, the meetup partnered with SAK Comedy Lab and drew 37 people for an introduction to improv. In August, the meetup hosted <i>Voice and Bodywork for the Actor</i>. Participants were led through exercises demonstrating the voice as a vital instrument to the actor.</p> <p><b>Orlando Video &amp; Post Production:</b> In August, the video meetup in August focused on bringing together elements of video, VR, and audio to demonstrate making 360 Video production more powerful.</p> <p><b>Creative Community Meetup:</b> The idea of this meetup started in December to avoid the struggle of drawing attendees to a variety of meetups during the busy holiday season, we decided to try a combined event promoted to all our meetup groups. It proved successful enough that attendees suggested having the collective meetup more than once a year. In July, 21 people attended this meetup which featured a game show created by staff members that allowed participants to test their knowledge of all things Melrose.</p> <p><b>The following community groups used the Melrose Center to host meetups this quarter:</b> Indienomicon, Orlando Machine Learning and Data Science, Orlando.net User Group, Ableton Live Users Orlando, Orlando SPARK, Orlando Podcasting Group, GDG Central Florida and Orlando Unity 3D Development.</p> <p><b>Branch staff met with the new Marketing Specialist to plan for the organization of the new book club meetup groups in the branches. A meeting is scheduled with various locations to discuss the implementation of these meetups.</b></p>	Danielle King	9.18

Progress	Champion	Updated
<p>Memberships for the Melrose Meetup groups continue to grow, total membership currently is:</p> <ul style="list-style-type: none"> <li>• Orlando Audio – 700</li> <li>• Orlando Digital Media Design – 529</li> <li>• Orlando Photo+Design – 2,150</li> <li>• Orlando Video &amp; Post Production – 1,570</li> <li>• Orlando Out Tonight Theatre- 667</li> <li>• Orlando Melrose Makers (NEW)- 11</li> </ul> <p>The Melrose Center has hosted the following Meetups during this quarter:</p> <p>Orlando Melrose Makers: The first meetup for this maker’s group took place in April. The fab lab team hosted <i>How to Buy a 3D Printer</i>, <i>Family STEM Saturday</i>, and a <i>Makerspace and Simulator Open Lab</i>.</p> <p>Orlando Audio: The audio team hosted <i>Crafting Sound Effects</i> in May. The partnership with Orlando Ableton Live Users continued with several meetups this quarter. Britt Gardener from Guitar Center hosted <i>In Tune with Britt</i> in April. Attendees learned how to assess and diagnose the playability of a guitar.</p> <p>Orlando Digital Media Design: The digital team hosted <i>Tips and Tricks: Animating a 3D Character</i> in May.</p> <p>Orlando Out Tonight Theatre: <i>Musical Theatre Dance</i> was the topic for April. Guest presenter and Studio K musical theatre dance instructor, Jaime Stout, talked about choreography and led 13 attendees through a dance routine.</p> <p>Orlando Photo+Design: In May, 19 people attended the <i>Portraits around Lake Eola</i> event. Although the weather prevented outside photos, attendees enjoyed taking photos inside the library. In April, the team hosted <i>Photography Portfolio Making</i> with 14 people in attendance.</p> <p>Orlando Video &amp; Post Production: In May, the video team hosted the <i>Origination of Film History</i> which focused on the origins of cinema. 25 people attended this meetup. <i>Premiere Pro &amp; Cons</i> was offered in April with 14 people in attendance. The meetup was an open-mic inspired event, with attendees encouraged to take the podium and share their impressions.</p> <p>The following community groups used the Melrose Center to host meetups this quarter: Indienomicon, Orlando Machine Learning and Data Science, Orlando.Net User Group, Orlando Digital Marketing, Freelancers Union Orlando SPARK, Orlando Robotics, Orlando Podcasters, Orlando Bloggers and Orlando Unity 3D Development.</p> <p>Branch staff is researching ways to use meetup groups to market the various book clubs in the branches. Staff will be meeting in June to discuss starting meetup groups in the branches.</p>	Danielle King	6.18
<p>Memberships for the Melrose Meetup groups continue to grow, total membership currently is:</p> <ul style="list-style-type: none"> <li>Orlando Audio – 631</li> <li>Orlando Digital Media Design – 445</li> <li>Orlando Photo+Design – 1,929</li> <li>Orlando Video &amp; Post Production – 1,410</li> <li>Orlando Out Tonight Theatre- 278</li> </ul> <p>The Melrose Center has hosted the following Meetups during this quarter:</p> <p>Orlando Out Tonight Theatre Group: The first meetup for this theatre group took place in January. The kickoff meetup focused on improv skills and drew 34 people. In February, Mad Cow Theatre presented a workshop on auditioning to 15 participants.</p> <p>Video Team: In January, the Video team staff demonstrated the Center’s video resources and invited attendees to show off and talk about their new gadgets. This <i>New Gear for the New Year</i> event drew 21 attendees. In February, the video team joined forces with the photo team and presented <i>Drone Photography and Videography</i>, 45 people attended.</p> <p>Photo Team: The Photo team held a <i>Photographers and Talent</i> meetup in January, with 16 photographers and models turning up to network. In February, the team hosted a two-part meetup called <i>Photo 101</i> and <i>Photo Walk</i>. 15 participants learned how to effectively</p>	Danielle King	3.18

Progress	Champion	Updated
<p>use camera settings and walked around Lake Eola to take photos.</p> <p>Audio Team: In January, the Audio team provided a <i>Critical Listening Workshop</i> for 11 attendees. Focusing on how to listen and what to listen for during audio production work, the meetup touched on monitoring mixes, differences between speakers and headphones and the importance of room acoustics. In March, hip hop act Soliloquists of Sound will host a special Audio meetup group.</p> <p>The following community groups used the Melrose Center to host meetups this quarter: Indienomicon, Orlando Robotics &amp; Makers Club, Orlando Podcasters, Bilingual Digital Marketing Meetup, and Orlando.NET User group.</p>		
<p>The Melrose Center offers monthly meetups for the community. The meet-ups increase exposure and use of the Melrose Center by offering interactive, collaborative and networking events.</p> <p>Memberships for the Melrose Meetup groups continue to grow, total membership currently is:</p> <ul style="list-style-type: none"> <li>Orlando Audio – 578</li> <li>Orlando Digital Media Design – 292</li> <li>Orlando Photo+Design – 1,771</li> <li>Orlando Video &amp; Post Production – 1,215</li> </ul> <p>November saw the creation of a brand new Melrose Meetup group. Orlando Out Tonight Theatre Group is designed to bring together people in the local theatre community to discuss a variety of aspects associated with theatre, from stage lighting to warmup techniques for actors to music for theatre and much more. The group's first meetup, entitled <i>Improv: Break the Ice</i>, is scheduled for late January. The group's membership has grown to 74 in just a few weeks.</p> <p>The Melrose Center has hosted the following meetups during this quarter:</p> <p>Video Team: The Video Team continues to deliver engaging and well-attended meetups. On October 18, the team had Valeska Freire on hand from Magic Haus Films. Valeska gave a presentation about what it takes to create one's own video production company. Magic Haus Films produces a wide variety of content for clients, ranging from commercials and weddings to documentaries and feature films. On November 15, <i>Casting and Directing Films</i>, featured guest speaker Allen Gorney. Gorney, a Full Sail M.F.A. Course Director, discussed the ins and outs of casting and directing for film.</p> <p>Photo Team: The Photo Team meetup in October featured the popular Lake Eola Photo Walk, with photographers joining Ray Khan for an instructional stroll around the lake on October 10. Ray demonstrated best practices for manual focusing, using different lenses for varied effects, and also gave a quick demo on improving outdoor portraits with inexpensive lighting.</p> <p>Digital Team: Robert Jakob hosted The Digital Media meetup on October 12 which he talked about indispensable tools for using Adobe Illustrator effectively. On November 9, Robert Jakob presented a meetup in which he invited attendees to create their own painting using acrylic paint. Modelled after Robert's popular Tech 'n Color classes where attendees create images on a tablet, <i>Say It Paint So!</i>. Held in the Fab Lab, the meetup drew enthusiastic reviews from participants and will be offered regularly in the coming months.</p> <p>Audio Team: The Audio Team followed up September's Vocal Production 101 meetup with Vocal Production 202 on October 11. During this second installment (which had many returning guests from September), the instructors focused on achieving an optimum for vocal tracks for the audio production enthusiasts in attendance. The third installment of the Audio Team's vocal meetup, <i>Vocal Production 303</i>, saw a returning group of attendees further polishing their skills in the Audio Studio Control Room on November 8.</p> <p>A number of community meetup groups also use the Melrose Center to hold their meetings. The following groups host meetups in Melrose: Indienomicon, Internet of</p>	Danielle King	12.17

Progress	Champion	Updated
Things, Orlando.Net User Group, and Orlando Podcasters.		

4. Research and pursue new grant opportunities

Progress	Champion	Updated
<p><b>The library was notified that we were awarded the following grants this quarter:</b></p> <ul style="list-style-type: none"> <li>• <b>Community Grant through the Best Buy Foundation- \$4,800 to support <i>Drone Zone</i>, a drone programming camp for teens being developed for summer 2019.</b></li> <li>• <b>City or Orlando Mayor’s Matching Grant - \$3,000 to support the <i>It’s Sew Easy</i> sewing camps for tweens and teens.</b></li> <li>• <b>The Great American Read Grant through the Florida Humanities Council- \$2,000 to support programming associated with PBS’ Great American Read initiative.</b></li> </ul> <p><b>The library applied for the following grants and we are waiting for notification:</b></p> <ul style="list-style-type: none"> <li>• <b>Orlando Magic Youth Foundation (OMYF)- \$30,000 to support presenting <i>K-Ready</i> at every OCLS location and to translate the curriculum into Spanish.</b></li> <li>• <b>Shell- \$26,000 to support the <i>Sunshine State Author</i> series to bring top-notch writers of children/teen fiction to Orange County for readings, book signings, school events and writing workshops.</b></li> </ul>	Danielle King	9.18
<p>The library was notified that we were awarded the following grants this quarter:</p> <ul style="list-style-type: none"> <li>• National Medal- The Institute of Museum and Library Services awarded OCLS as one of 10 recipients of the 2018 National Medal for Museum and Library Service, the nation’s highest honor given to museums and libraries that make significant and exceptional contributions to their communities. OCLS was recognized for the work it does to support its community, particularly when it comes to providing access to STEM education for children living in underserved communities, ESOL classes for adults and families, and a commitment to providing access to high-quality educational tools for children in the county’s public school system. This medal comes with a \$5,000 award.</li> <li>• Disney Grant - \$100,000 to support Central Floridians and help to strengthen our neighborhoods, inspire our children, create stronger family bonds and promote a more compassionate environment. The funds will be used to work with two local nonprofit organizations, ArtReach and Hero Spark, to enhance programming offered during the library’s Summer Reading Program.</li> <li>• Dollar General Literacy Foundation- \$10,000 to support and continue “English from Zero” classes at North Orange, Hiawassee, South Trail and Washington Park.</li> <li>• Library Services and Technology Act (LSTA) - \$53,458 to support the Right Service at the Right Time initiative.</li> <li>• Backyard Wilderness Initiative- \$500 from Tangled Bank Studio to host an educational exhibit and library event that will engage the public in ecology and environmental topics.</li> </ul> <p>The library applied for the following grants and we are waiting for notification:</p> <ul style="list-style-type: none"> <li>• Best Buy- \$5,000 to create drone programming classes for teens.</li> <li>• Florida Division of Cultural Affairs- \$25,000 to support the <i>Sunshine State Author</i> series to bring top-notch writers of children/teen fiction to Orange County for readings, book signings, school events and writing workshops in 2019-2020.</li> </ul> <p>The library was notified that the following grants were not awarded:</p> <ul style="list-style-type: none"> <li>• The Great American Read- \$2,000 to support programming themed around PBS’ The Great America Read initiative.</li> <li>• Publix Community Giving- \$10,000 to help fund the Summer Reading Program.</li> <li>• Big Read Grant- \$14,220 to support a community reading program designed around the book “A Wizard of Earthsea” by Ursula K. Le Guin.</li> </ul>	Danielle King	6.18

Progress	Champion	Updated
<ul style="list-style-type: none"> <li>Judith F. Krug Memorial Fund- \$2,500 to support activities celebrating Banned Books Week.</li> </ul>		
<p>The library was notified that we were awarded the following grants this quarter:</p> <p>Florida Humanities Council Community Grant: \$18,000 to support the development of “English Classes for Families” and to host two series at Chickasaw and North Orange.</p> <p>Aspire IT Program- \$1,800 to support the “Girls Rocking Robotics” program</p> <p>PLA Upstart Innovation Award- Awarded \$2,000 for OCLS’ support of Youth Entrepreneurship, which featured BizKids camps and classes and Orlando Children’s Business Fair.</p> <p>The library applied for the following grant and we are waiting for notification:</p> <p>Dollar General Literacy Foundation- \$15,000 to support and continue “English from Zero” classes at North Orange, Hiawassee, South Trail and Washington Park.</p> <p>Disney Grant - \$100,000 to support Central Floridians and help to strengthen our neighborhoods, inspire our children, create stronger family bonds and promote a more compassionate environment.</p> <p>Publix - \$10,000 requested from Publix Community Giving to help fund the Summer Reading Program.</p> <p>Library Services and Technology Act (LSTA) - \$55,270 to support the Right Service at the Right Time initiative.</p> <p>Big Read- \$14,220 to support a community reading program designed around the book “A Wizard of Earthsea” by Ursula K. Le Guin.</p> <p>The library was notified that the following grant was not awarded:</p> <p>American Dream Literacy Initiative- \$10,000 to expand ESOL classes.</p>	Danielle King	3.18
<p>The library was notified that we were awarded four grants during this quarter:</p> <p>Disney Grant- \$50,000 to support the summer reading.</p> <p>Florida Humanities Council/Primetime- \$4,000 to support two series of Prime Time Family Reading Time at the Herndon and Hiawassee Branches.</p> <p>Florida Humanities Council- \$500 to purchase books to support family programming.</p> <p>City of Ocoee Community Grant- \$500 to purchase sewing machines to support West Oaks Branch Library &amp; Genealogy Center’s sewing events.</p> <p>The library applied for two grants thus far for the fiscal year 2018:</p> <p>Romance Writers of America Library Grant- \$4,500 to be used for author honorariums to expand the Alafaya Branch’s annual “Romance, Wine, &amp; Chocolate” event.</p> <p>Academy Film Craft Grant- \$12,127 to provide film craft training for diverse filmmakers, with a focus on Latinas in Central Florida.</p> <p>The Library was notified that the following grants were not funded:</p> <p>Ready to Code- \$25,000 to fund the design of computational thinking and computer science programs for youth.</p> <p>National Endowment for the Humanities Common Heritage- \$12,000 to fund “Cooking with Mom: Food as Culture,” an initiative to collect, digitize, and share recipes and stories with community members to build understanding of other cultures.</p> <p>Staff are actively working on grant applications that will be submitted in the next quarter.</p>	Danielle King	12.17



5. Expand the ESOL class offerings to more locations

Progress	Champion	Updated
<p><b>Twelve locations are teaching ESOL classes and offering language labs. The Winter Garden Branch is the most recent addition to teaching ESOL classes with <i>ESOL Conversation Hour</i>, a staff led English conversation class. The South Creek Branch developed a new class called <i>Talk to Me: Basic English Conversation</i> as a bridge between the <i>English from Zero</i> classes to the <i>Practice Makes Perfect</i> classes. System-wide 407 English classes and 590 language labs have been offered this quarter. The <i>English from Zero</i> classes funded by Dollar General are still popular at North Orange, Hiawassee, Washington Park and South Trail. The ESL Instructors hired to teach these classes have taught 48 classes this quarter.</b></p> <p><b>The <i>English Classes for Families</i> series funded by the Florida Humanities Council kicked off on September 4 at the North Orange Branch. 10 families, totaling 31 people attended the first night. During the first week, students took their ELLIS placement test, reviewed vocabulary words and stories on the theme of family and formal greetings. Each week will focus on a different learning objective and builds upon the lesson from the week before.</b></p>	Danielle King	9.18
<p>Eleven locations are teaching ESOL classes and offering Language Labs. System-wide over 350 English language classes have been taught this quarter. These classes vary from basic vocabulary skills to classes focusing on writing and reading English clearly. The “English from Zero” classes funded by the Dollar General grant are going strong at North Orange, Hiawassee, Washington Park and South Trail. The ESL Instructors hired to teach these classes have taught 52 classes this quarter. North Orange averaged 19 people per class, South Trail averaged 14 people per class, Hiawassee averaged 13 people per class and Washington Park averaged 2 people per class. In addition to teaching classes, over 500 Language Labs have been offered this quarter.</p> <p>The ESL Specialist has finished writing the curriculum for the “English Classes for Families” series. The books and supplies have been ordered and the promotional material has been created. The instructors teaching the series will be trained on the curriculum during the next two months. The series begins in September at the North Orange Branch.</p>	Danielle King	6.18
<p>Eleven locations are teaching ESOL classes and offering Language Labs. The Alafaya Branch is the most recent addition to teaching ESOL classes with “Practice Makes Perfect,” an Adult Literacy League hosted class. The “English from Zero” classes funded by the Dollar General grant are going strong at North Orange, Hiawassee, Washington Park and South Trail. The ESL Instructors hired to teach these classes have taught 52 classes this quarter. North Orange averaged 27 people per class, South Trail averaged 16 people per class, Washington Park averaged 7 people per class and Hiawassee averaged 11 people per class.</p> <p>Since January 1, 2018, 308 ESOL classes and 512 Language Labs have been offered system-wide. The ESL Specialist at Southeast has trained four staff members on how to teach basic ESOL classes this quarter.</p> <p>The ESL Specialist is starting to develop curriculum for a new series called “English Classes for Families.” This series was funded through a Community Grant by the Florida Humanities Council and is designed to develop the English language and reading proficiencies of parents and children recently arrived from Puerto Rico. The program will concentrate on developing the language proficiency of the child and the parent, developing the English literacy skills for both, and providing parents with effective strategies to address the challenges that attending school in Florida will bring for the children. The classes will be held three times a week for ten weeks and will be hosted at North Orange in the fall 2018 and Chickasaw in winter 2019.</p>	Danielle King	3.18
<p>Two part-time casual ESOL Instructors were hired with funds provided by Dollar General. These two Instructors are teaching “English from Zero” classes at North Orange,</p>	Danielle King	12.17

Progress	Champion	Updated
<p>Hiawassee, South Trail and Washington Park. With the \$10,000 donated from Dollar General, it is estimated that approximately 120 additional classes will be taught over the new few months. The Instructor for North Orange and Hiawassee started teaching weekly classes in mid-November. Thus far, she has taught nine classes and averaged 21 people per class. The Instructor for South Trail and Washington Park is currently going through training. She will start teaching classes soon.</p> <p>In addition to hiring the Instructors, various staff have received training from Jelitza Rivera the ESL Specialist at the Southeast Branch on how to teach basic ESOL classes. 10 employees from 6 different locations have received ESOL training and are now offering classes. Since October 1, 2017, 182 ESOL classes and 331 Language Labs have been offered system-wide. Nine locations teach ESOL classes and 11 offer Language Labs.</p>		

#### D. Provide service delivery via technology

##### 1. Explore and identify alternatives to traditional services

Progress	Champion	Updated
<p><b>Developing alternative interface for library card creation using a customer driver's license barcode.</b></p> <p><b>Developing database that will provide our customers with staff material recommendations both physically and via our website.</b></p>	Ricardo Viera	9.18
Continue to meet with staff to identify future technology needs.	Ricardo Viera	6.18
Visited, Herndon, Chickasaw, Alafaya, North Orange, South Trail and Windermere with the Assistant Manager, Network Administrator and one of the Computer Technicians to tour the branch, talk to the managers and trainers to better understand their technology problems and needs.	Ricardo Viera	3.18

##### 2. Create technology plan

Progress	Champion	Updated
<b>Working on the Technology plan.</b>	Ricardo Viera	9.18
Continue to work on the technology plan draft.	Ricardo Viera	6.18
Started a technology plan draft, getting samples from other libraries.	Ricardo Viera	3.18
	Ricardo Viera	12.17

##### 3. Research and pursue technology opportunities through programs and grants

Progress	Champion	Updated
<b>Application to the FCC's Erate program for their Fiscal year 2018-19 was accepted. Erate will reimburse the Library 80% of the invoices paid to provide network connectivity to the Internet for our locations.</b>	Ricardo Viera	9.18
Last summer, the Library purchased equipment to provide WiFi services that was eligible for the Erate rebate. The library recieved \$75,049.71 from the Erate Program.	Ricardo Viera	6.18
Applied to the FCC's Erate program for their Fiscal year 2018-19. Applied for Internet	Ricardo	3.18

Progress	Champion	Updated
and Metro-Ethernet services to connect all the branches and main buildings to the Internet.	Viera	
	Ricardo Viera	12.17

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

#### 1. Evaluate needs in currently identified sites

Progress	Champion	Updated
<b>Funding has been included in the FY 19 annual budget for a small, leased facility in Horizon West.</b>	<b>Bob Tessier</b>	<b>9.18</b>
In April, the Board was given a presentation about the demographics for both the Horizon West and Lake Nona areas.	Bob Tessier	6.18
Information on Horizon West and Southeast Orange County is being summarized and will be shared with the Library Board in April.	Bob Tessier	3.18
Demographic information for current branch locations as well as possible future locations is being collected and evaluated.	Bob Tessier	12.17

#### 2. Identify a plan for Herndon Branch future

Progress	Champion	Updated
In June, staff presented a one year lease amendment, which was approved by the Board. The amended lease expiration date is October 25, 2019.	Bob Tessier	6.18
A recent phone call from a GOAA representative implied that having a library in the community is important to the Airport Authority Board, but no space has yet been identified.	Bob Tessier	3.18
An update on the Herndon Branch situation was presented to the Library Board in October. Our real estate broker, CBRE, continues to search for new site locations and staff stay in regular contact with the Airport Authority's attorney as to the status of our current location.	Bob Tessier	12.17

### F. Partner with schools

#### 1. Leverage student virtual library card to encourage regular library card acquisition

Progress	Champion	Updated
<b>The 2018-2019 Orange County Public School year has kicked off with a fresh load of student and teacher records with a total of 241,509 Virtual Library Cards (VLC) issued to OCPS students and educators. The VLC usage continues to increase for the number of downloadable ebook and audiobook checkouts using Axis 360 and Overdrive. Total checkouts in August for VLC users included 150 Axis360 ebooks and 664 Overdrive ebooks and 223 Overdrive audiobooks. In August, the VLC page had over 9,000 external visits and over 11,000 page views. The VLC Charter School agreement has been distributed to all charter schools in the county and several schools have expressed interest in obtaining VLC access for students and educators. Staff have received a signed agreement and student record file from a charter school and are actively collaborating with 4 other schools in obtaining student and teacher records files so that they may benefit from the VLC resources.</b>	<b>Danielle King</b>	<b>9.18</b>

Progress	Champion	Updated
<p><b>During this quarter, staff attended 22 community events at schools and other student focused organizations. During these visits, staff promoted library resources and the benefits of having a library card. Additionally, staff conducted the following district-wide presentations for media specialists and parents:</b></p> <p><b>Wednesday, August 8: OCPS Media Specialists Professional Day</b>  Hosted a table to share information about library resources and services to all OCPS Media Specialists.</p> <p><b>Saturday, September 15: OCPS Parent Academy, a Balanced Beginning</b>  Presented to OCPS parents and teachers about how the library can help students during the school year.</p> <p><b>Thursday, September 20: OCPS Grade Level Trainings, High School Media Specialists</b>  Presented to OCPS High School Media Specialists on topics like the VLC, children’s initiative and other library resources and services geared towards high school students.</p> <p><b>Friday, September 21: OCPS Grade Level Trainings, Middle School Media Specialists</b>  Presented to OCPS Middle School Media Specialists on topics like the VLC, children’s initiative and other library resources and services geared towards middle school students.</p>		
<p>There are 243,034 Virtual Library Cards (VLC) that have been issued to Orange County students and educators this year. The number of downloadable ebook checkouts using VLC has increased each month since they were first issued in December. Staff is currently finalizing a Charter School agreement that will allow OCLS to go directly to each Charter School in efforts to add students and teachers to the VLC database. One of the workshops during Library U focused on educating the teachers on the resources and benefits of the Virtual Library Cards. Staff have contacted representatives from Orange County Public Schools to conduct VLC presentations for teachers in the fall. During this quarter, staff visited 69 schools to present storytimes and programs. In addition, staff participated in 25 community events dedicated to students. During these visits, staff promoted library resources and the benefits of having a library card. Staff conducted 21 library Field Trips during this quarter.</p>	Danielle King	6.18
<p>The Library has partnered with the Orange County Public School System to distribute Virtual Library Cards (VLC) to educators. We are working with OCPS to activate 14,000 new VLC for educators. OCPS has declared April “Library Month” and they will be promoting the VLC and new teacher access through their communication channels. The library’s Community Relations Department is planning social media promotions for VLC in April during National Library Week. Children Initiative liaisons continue to share the benefits of upgrading to full-access library cards with their schools. During this quarter, staff visited 35 schools to present storytimes and programs. In addition, staff participated in 14 community events dedicated to students. During these visits, staff promoted library resources and encouraged students and parents to apply for library cards.</p>	Danielle King	3.18
<p>202,892 Orange County Public School students have Virtual Library Cards (VLC). The Library has made efforts to educate students about the benefits of upgrading to a full-access card. A benefits chart was posted to the VLC website (<a href="http://www.ocls.info/using-library/types-cards/how-a-virtual-library-card-different-a-juvenile-library-card">www.ocls.info/using-library/types-cards/how-a-virtual-library-card-different-a-juvenile-library-card</a>) highlighting the differences between a VLC and a juvenile library card. This information has been shared with Children Initiative liaisons who in turn have shared this with their school contacts. Library staff have also done presentations for various schools regarding VLC and full-access cards. Staff visited Windy Ridge K-8 School and spoke to 261 students. The students were shown and had the opportunity to explore the various databases available with the VLC. The staff followed up by handing out regular card applications and encouraging students to upgrade. Staff conducted a presentation explaining the resources available to students with their VLC card at the OCPS Parent Academy at Edgewater High School. Staff explained the differences between the two cards and</p>	Danielle King	12.17

Progress	Champion	Updated
handed out regular card applications to attendees. During this quarter, staff visited 46 schools to present at Teach-Ins, conduct storytimes, and to attend various school outreaches. During these visits, staff promote library resources and encourage students and parents to apply for library cards.		

2. Provide opportunity through which staff can share school visit & partnership success stories to establish best practices for the system

Progress	Champion	Updated
<p><b>The Children's Initiative committee has met, divided into sub-committees and are in the process of the following:</b></p> <ol style="list-style-type: none"> <li><b>1. Creating a school outreach training video to provide staff with best practices when attending a school event and when sharing information with parents and teachers.</b></li> <li><b>2. Creating a printed flyer highlighting library resources and services, with the Marketing Specialist, for parents and teachers that all staff can use when attending school outreach events.</b></li> <li><b>3. Creating a best practices checklist for staff to use when attending a school outreach event.</b></li> </ol> <p><b>The 2018-2019 License to Learn contest has been kicked off and runs from September 1- November 16, 2018.</b></p>	Danielle King	9.18
<p>The Youth Services Department is refreshing the License to Learn Children's Initiative. A committee of library staff have been formed to conduct the following:</p> <ul style="list-style-type: none"> <li>• Develop training for children's initiative participants on topics like outreach, advocacy and marketing library resources.</li> <li>• Help create a simple flyer/handout that can be used system-wide at outreaches or other community events.</li> <li>• Gather and share best practices for License to Learn topics such as contacting your school and attending outreaches.</li> </ul>	Danielle King	6.18
<p>The Youth Services Department is planning to work with the school liaisons to get feedback for best practices. This feedback will be used to enhance the internal License to Learn website. The website will be updated to help train new liaisons and as a resource of ideas for liaisons with schools that are not on the Honor Roll list. These efforts will start after the Honor Roll list is completed for this school year. The results of the Honor Roll list are currently being calculated.</p>	Danielle King	3.18
<p>The Youth Services Department is evaluating options to share school visit and partnership success stories. One option they are reviewing is adding a form to the License to Learn Initiative webpage for staff to share stories. Currently, there is a Tips from your Colleagues page and they hope to make this area more robust. The Youth Services team and Branch Youth Specialists meet monthly to discuss programming, partnerships, and topics related to schools. They plan to discuss ideas about system-wide sharing in the upcoming months.</p>	Danielle King	12.17

3. Evaluate success of Library U and consider options for expansion

Progress	Champion	Updated
<p><b>The Library U committee met in September to start planning Library U 2019. In addition to planning the traditional Library U full-day workshop, the committee is also planning alternative Library U type experiences. These experiences are in efforts to educate and communicate with educators in a variety of ways and formats. A Library U Facebook group has been created and the committee created a list of ideas for postings on this page. The committee is exploring the possibility of hosting mini virtual Library U experiences through webinars and videos for</b></p>	Danielle King	9.18

Progress	Champion	Updated
<p><b>OCPS educators. The group is also exploring the idea of hosting a Homeschool U event for homeschool educators. The committee will meet again in October.</b></p>		
<p>Library U took place on June 14, 2018. A total of 22 teachers participated in the full-day workshops. Workshop topics included: <i>Let's Get Digital, Melrose Mix Up, Coding, Word Up, Database Dossier, Science through Storytelling, Sewing &amp; Knitting, Biz Kids</i> and <i>Virtual Library Card</i>. 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. Surveys from the teachers were positive and 85% of the attendees strongly agreed and 15% agreed that they "learned about new services the library offers."</p> <p>Comments from attendees included:          "What a great use of my day! You just changed the way I plan to structure my year."          "Thank you so much for this day because I learned so many ideas that could be used in the classroom and that can be shared with other students."          "I rarely say this, but every aspect of the day was informative. As a teacher, I attend a LOT of professional development and they rarely keep me engaged. Your group did something that has rarely happened in 20 years of teaching."</p>	<p>Danielle King</p>	<p>6.18</p>
<p>Marketing and promotion for Library U began in January. Email blasts were sent out to key contacts at all Orange County schools. One more email blast is scheduled to be sent out before the deadline of April 15, 2018. Library U ads were run in the monthly Books &amp; Beyond newsletter and posters were distributed to branches. Various social media posts were made to advertise the event. The Library U committee will be meeting in April to review and discuss the applications. Accepted applicants will be notified by May 15, 2018.</p>	<p>Danielle King</p>	<p>3.18</p>
<p>The Library U committee has met several times to discuss the success of last year's event and to plan Library U 2018. Based on feedback, Library U 2018 will be expanded to include Elementary School educators. For the past two years, Library U focused on middle and high school teachers. For 2018, Library U will be open to educators teaching 3rd-12th grade in Orange County with an Orange County library card in good standing. Due to this expansion, several new agenda workshops will be added. There will be times throughout the day where the participants will be split up to share grade appropriate activities. Some of the new agenda topics will include: coding, Biz Kids, science through storytelling and Cuisine Corner. All participants will experience "Melrose Mix Up", 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 digital downloads, databases, writing and storytelling workshops will remain on the agenda. Promotion and marketing will begin in January 2018.</p>		