

Orange County Library System ~ Strategic Plan FY 2009: 4th Quarter Report

Strategic Goal: Develop OCLS as The Gold Standard for Public Libraries					
Objective A : Continue to cultivate the reputation of OCLS as a national model					
Plan Year	Action	Task	Progress	Champion	Latest Update
	1. Participate in national meetings as presenters			Kathryn Robinson	
Year One		a) Conduct effective presentation skills workshops online and face-to-face	Small group sessions were conducted in May 2009. Series of training and coaching sessions planned for staff who proposed conference presentations to be delivered over the next year. First workshop was held 3-20-09.		06/10/2009
Year Two		b) Seek opportunities for presentations outside of traditional library audiences			
Year One		c) Maintain calendar of meeting proposal submission deadlines	The Wiki continues to be updated regularly with new opportunities for conference presentations. Some of the more recent presentations by staff were given as part of an Ask A Librarian Webinar and also at the American Library Association Conference in Chicago and the Florida Library Association Conference in Orlando. Staff Wiki created 11/08 and to be announced to staff 12/08.		09/15/2009
	2. Publish in national library literature-periodicals and other publications			Kathryn Robinson	
Year One		a) Conduct effective writing skills workshops online and face-to-face	The Foundation Center presented a webinar for staff on grant seeking basics on July 28, 2009, and an OCLS librarian presented training for staff on our Foundation Directory database on August, 12, 2009. the FLA PreConference, "Grants for Libraries" was attended by two staff members on May 5, 2009. Technology Grants for Libraries 101 Webinar was offered in March 2009 to Librarians.		09/15/2009
Year One		b) maintain list of suggested publications and their submission guidelines	The list of publications by OCLS staff continues to grow and be updated on the publication wiki. Examples of a few places staff articles have been published are <i>Public Libraries</i> and <i>Computers in Libraries</i>. Staff wiki created 11/08 and announced to staff 12/08.		09/15/2009
	3. Create unique opportunities for colleagues to learn from us			Debbie Moss	
Year		a) Create a	We have added our "arcade" page promoting the sale of		09/15/2009

One		web page through which we can share our products through a "business to business" model to both promote our services and solicit input from the library community or other industries	locally developed games and other constructs. Will post for staff review in October 2009. The " OCLS EntrepreneurShop " page is under development. The page will market locally developed resources to other libraries. It will feature Ready, Set, Go, iphone app, computer class curriculum among other OCLS products.		
		b) Market in house training to other libraries.	Marketing will pick back up at a later date. Few public libraries are currently hiring or investing in training right now. Debbie Tour has drafted an article for submission to Florida Libraries, a presentation was made at the 2009 Florida Library Association Conference and RSG curriculum and participation will be part of the EntrepreneurShop offerings. The Osceola County students have completed the Ready, Set, Go (RSG) class with rave reviews from both the students and the administration / management of the Osceola County Library System. Development of a marketing piece to other libraries to offer RSG training services to staff at regional public libraries is underway. 10/08 Two Osceola County staff begin Ready Set Go funded through HW Wilson Staff Development grant.		9/15/2009
	4. Communicate our achievements with our colleagues and our local community		Announcement of appointment of Dave Lehman to the Friends of the Library Board of Directors published in the <i>Orlando Sentinel</i> along with his photo in July 2009. Board of Trustees e-newsletter started in May 2009. E-newsletter is issued monthly to a comprehensive list of community leaders and elected officials.	Tracy Zampaglione	09/15/2009
Year One		a) Create ocls.info page to highlight the achievements of staff in presenting, publishing or other recognition	Employee achievements page updated to reflect additional presentations and publications. Employee achievements page added to OCLS in October '08. It features staff who have been honored with awards, published in professional journals or presented at major conferences.		09/15/2009
	5. Establish staff committee to focus solely on criteria for application for Library of the Year and favorable placement in library rankings and awards			Debbie Moss	
Year		a) establish	Posted OP announcement for staff volunteers and got nine		10/9/2008

One		committee	volunteers.		complete
Year One		b) Focus on Library of the Year application	<p>The OCLS Orlando Memory Project won Rethinking Resource Sharing Innovation Award. Librarian Shane Roopnerine attended the awards ceremony where OCLS received a \$1,000 award.</p> <p>Communications are primarily now occurring via email and wiki as we complete various applications.</p> <p>01/09:Committee met 01/08 and 02/05.</p> <p>Committee has met twice, Nov 6 and Dec 4. Each member is reviewing previous Library of the Year winners. Wiki has been established and we are posting a list of key factors that make OCLS a winner to focus on in application.</p>		6/15/2009
Year One		c) Identify other significant awards	<p>Information Systems staff submitted OCLS Mobile for the ALA Cutting Edge Award. This award showcases libraries that serve their communities with innovative methods for delivering library services.</p> <p>Nominated the Orlando Memory Project for the Rethinking Resource Sharing Innovation Award and submitted Florida Library Association Library of the Year nomination along with a nomination of ocls.info for FLA website of the year. The Gale Cengage Library of the Year nomination has been completed and submitted.</p> <p>We are examining the new "LJ Index of Public Library Service" . It provides "star" ratings to public libraries. This year's rankings were based on 2006 performance measures and OCLS did not get any stars- though we did rank second in the state of Florida behind Broward County. Our study will help us identify the areas in which we need to drive performance to reach a goal of 5 stars.</p> <p>01/2009 Created Wiki to track award opportunities and applications.</p> <p>Applied for Ash Innovations in Government Award (MAYL) and did not receive. Applied for and was awarded Workforce Central Florida Employer of Excellence Award (Staff Development programs). Also recently applied for the Polaris Library Innovation Award (OCLS Alerts)-did not receive.</p>		9/15/2009

Objective B : Connect the community to our services and products

Plan Year	Action	Task	Progress	Champion	Update Date
Year One	1. Develop Library Ambassador program		<p>One of the library's ambassadors (radio personality Curtis Earth) publishes a weekly trivia quiz on OrlandoSentinel.com and he has agreed to include a question about OCLS each and every week.</p> <p>Ambassador Toolkit completed and made public during National Library Week, April 12 - 18, 2009. Since then, several area leaders have signed on as formal library ambassadors.</p>	Tracy Zampaglione	09/15/2009
		a) Create ambassador toolkit	Library Ambassador Toolkit completed and available to members of the public wishing to promote OCLS as library ambassadors.		06/15/2009
	2. Ensure that OCLS is recognized as an important community institution			Wendi Bost	
		a) Develop submissions for local awards and grants	OCLS received an Honorable Mention in OverDrive's Outreach Program Contest. OCLS was selected as a winner based on the creativity and effectiveness of a video campaign to reach		08/4/2009

		<p>new patrons.</p> <p>We participated in the Best Places to Work – 2009 – Orlando Business Journal Survey - Staff were asked to participate the survey, Results are pending.</p> <p>The Downtown Orlando Partnership informed the Orange County Library System that we are the recipients of a 2008 Golden Brick Award for our Art After Hours programming. The Orlando Public Library is one of downtown’s jewels and <i>Art After Hours</i> is adding some extra sparkle to the urban core. These opening receptions for exhibits at the Orlando Public Library in the heart of downtown bring together visual and performing artists from Central Florida to showcase their work. <i>Art After Hours</i> offers the community a great way to kick off their weekend with art, live entertainment and refreshments in a delightful downtown venue.</p> <p>OCLS is participating in the Best Companies to Work for in Florida program created by <i>Florida Trend</i> magazine and Best Companies Group. Staff were emailed, at random, surveys to fill out.</p> <p>OCLS Awarded: WORKFORCE CENTRAL FLORIDA Award of Excellence</p>		
	<p>b) Increase linking into OCLS web site from other local highly valued web sites</p>	<p>OCLS has a listing on the "Buy Orlando" site recently established by the City of Orlando to promote use of downtown businesses.</p> <p>We have also posted to the the Florida High Tech Corridor Council’s new Virtual Entrepreneur Center. We have used the opportunity to promote classes and databases.</p>		<p>6/17/2009</p>
	<p>c) Participate in community events</p>	<p>4th Quarter to date</p> <p>OCLS continues to participate in numerous community events initiated via our Community Relations Department as well as via the Main Library and Branch Library Locations.</p> <p>Staff have participated in over 140 offsite/community events and met with over 11,500 patrons.</p> <p>3rd Quarter to date</p> <p>The Division of Branches participated in 64 events and connected with 1556 members of the community. Community Relations organized 169 community events and connected with 14735 members of the community. Grand totals: 233 events and 16291 community members.</p> <p>2nd Quarter to date</p> <p>OCLS participated in numerous community events during the second quarter of the year including the Mayor’s Job Fair and Fiesta in the Park at Lake Eola. In total, OCLS interacted with 992 people through 11 outreach events. In addition the Division Of Branches attended over 76 events offsite in the community that connected us to 3372 people.</p> <p>Second Quarter Totals: 87 events and 4364 people.</p> <p>FIRST QUARTER RESULTS Community Relations 15 events reaching a cumulative total of 3,441 people. Sample programs from the first quarter can be found here community events strat plan</p> <p>Additional outreach from Division of Branches 30 events reaching 1,461 people.</p>		<p>9/15/2009</p>

			Total: 45 events reaching 4902 people	
	d) Increase OCLS presence in the media	<p>The immigration workshop offered by the library in conjunction with its Citizenship Inspired Program was the topic of a September 10, 2009 article in the <i>Orlando Sentinel</i>.</p> <p>Central Florida News 13 featured an interview and multiple on-air mentions of the <i>Evening with the Author</i> program which featured bestselling author and <i>Wall Street Journal</i> columnist Jeff Zaslow. This event also received multiple print write-ups in the <i>Orlando Sentinel</i> as well as several community newspapers.</p> <p><i>The Orlando Weekly</i> (September 3, 2009) recommended the library as a cost saver because of the free programs, CDs and DVDs, home delivery of materials and more offered to library cardholders.</p> <p>Several library events and offerings are being promoted regularly on various <i>Orlando Sentinel</i> blogs. Recent entries have promoted the coupon workshop, the availability of PlayAways as well as free WiFi.</p> <p>OCLS guests have appeared on Spanish Radio Station 1440 AM several times to promote upcoming library programs, products and services. On September 14, 2009, Paolo Mellio was a guest on the Lucymar show and talked about Hispanic Heritage Month activities at OCLS.</p> <p>OCLS' Southwest Branch was featured in a national webisode for Homeroom Moms on msn.com. Librarian Sandy Mayer gave an overview of how to properly access and utilize your library.</p> <p>OCLS Continues to work with the media, has been featured in the press for our Citizenship Inspired Program and works on publicizing OCLS happenings such as SRP programming.</p> <p>OCLS has a new connection with the <i>Orlando Sentinel</i>. Scroll down to the bottom of the Sentinel's online Local page. They have a whole section called "Orange County Library news" and a link to our press releases.</p> <p>http://www.orlandosentinel.com/news/local/orange/</p> <p>Added OCLS to Business Wire. Business Wire, a news distribution services. It transmits full-text news releases, photos and other multimedia content to journalists, financial professionals, investor services, and the general public worldwide. Business Wire originates hundreds of thousands of news announcements each year.</p>		09/15/2009
	e) Encourage staff participation in local civic groups and/or local boards to promote library services	<p>Kris Woodson has been appointed to the Community Action Team for the Orange County Arts and Affairs Committee.</p> <p>OCLS presented Speakers Bureau presentations to the Downtown Rotary, the Downtown Kiwanis and Orlando Tech during August and September 2009.</p> <p>Edward Booker has applied to serve on the Board for Leu Gardens. Staff have been actively promoting the library through our speakers bureau and in the Media- particularly Spanish language radio.</p> <p>Marilyn John, Librarian from North Orange is connecting with our community via the Apopka Chamber.</p>		09/15/2009

		<p>Kelly Pepo and her team at Edgewater have made a great connection with the Florida Humanities Council with their Successful PrimeTime Program. Patricia Putnam and Frank Billingsley were present at the branch to witness the success first hand.</p> <p>The Community Relation's Speakers Bureau continues to be successful going off site to speak to local groups such as the rotary about all OCLS has to offer.</p> <p>Mary Anne Hodel is on the board of the Florida Humanities Council, Patrice Florence-Walker is on the Neighborhood Center for Family & Children Committee of Eatonville, Kris Woodson is representing OLCS as part of Leadership Orlando, Bethany Stone is Secretary of the Dr. Phillips Rotary.</p> <p>Gregg Gronlund is President and Editor of the Central Florida Genealogical Society, Inc.</p> <p>Bobbie Gonazales represents the library on the teacher grant award committee for Foundation for Orange County Public Schools, Inc.</p> <p>Several staff members are on various school SAC (student advisory committee) committees.</p> <p>North Orange, West Oaks and Winter Garden Libraries are now all members of their respective area Chambers.</p>		
	f) Library as Third Place: Foster the experience of OCLS as a community gathering place with relevant programs, services and resources	<p>The library continues to offer a wide variety of programs and services that bring people into our facilities. Examples include Art Exhibits, Hispanic Heritage Events and expanding programs such as Citizenship Inspired to more locations. We recently had 46 people in attendance for the first class for Citizenship Inspired at South Creek. Books Clubs, activities for children during the summer and school year are all things that are bringing people through our doors and fostering a sense of community.</p> <p>While budgets are tight, locations continue to be well maintained and clean. We are seeing increased traffic with SRP. In addition the new Hiawassee Branch has been designed to be inviting and exciting using low cost/high impact features such as carpet and paint.</p> <p>Efforts were made to renovate several locations making them more inviting, paint carpet etc. New fixtures were received at some locations to improve floor plans and access to materials. Branch managers are working with their staff using stats from databases to focus on their programming and even developing "programs in a box" for when people are present. Gaming for grown-ups is being worked on at several branch locations</p>		09/16/2009
	g) Utilize existing networks to partner with organizations to enhance OCLS initiatives.	<p>Reading Companion classes have started and keeping IBM informed of our progress. We also are working with the Adult Literacy League to promote the project.</p> <p>We are ready to launch our PRIME TIME Family Reading Time at the Main Library later this month. We have community partners lined up to provide healthy meals for the participants. We also are working with local community centers, Headstart programs and medical centers to promote the program.</p> <p>The meet the author program with Jeff Zaslow is another great example of our community coming together to support the library.</p> <p>Initial meeting for the roll out of Reading Companion Software with IBM has been held. This software will allow individuals to learn to</p>		09/15/2009

			<p>read at their own pace. Launch is scheduled for mid July 2009.</p> <p>Working with IBM, OCLS has just applied for Reading Companion for 3 branches to bring literacy software to our community. For our Prime Time Grant the Edgewater staff have made connections in the community with their local IHOP, Just Fork it, Subway, Pizza Hut, Little Caesars, Dollar General, Publix, and WAL*MART and through their generous donations these local merchants have supported this program to bring the love of reading to the Edgewater community.</p> <p>Grant being worked on with FSU -IMLS grant to promote Orlando Memory and train future librarians. Will be submitted by 12/15/2008</p>		
		<p>h) Partner with other non-profit organizations to achieve common goal of visibility</p>	<p>WorkForce Central Florida Interns logged over 9500 hours of work time with OCLS this summer. The students gained real life work experience, learned about their community and working with the public. The Library System received help during a time of increased customer use. One Intern from the Herndon Branch, Sederia Washington, won a laptop from WorkForce Central Florida. The prize was a result of her portfolio, which documented her work experiences and what she was learning about goal setting and future aspirations.</p> <p>OCIS is working with the Girl Scouts of Citrus Council and is hosting a Girl Scouts Open house Saturday, 9/19/2009, and a badge workshop.</p> <p>Bobbie Gonzalez who represents OCLS on the Board of First Book of Orlando was asked to participate as a judge in the 2009 Cheerios Spoonfuls of Stories New Author Contest. She read stories from aspiring authors from across the country. This years' contest received a record-breaking number of submissions with 2,800 total story entries.</p> <p>We are actively working with WorkForce Central Florida and their Summer Intern Program. This summer we had 47 workers for six weeks who will be paid by WorkForce through the stimulus package they received. In addition we have several WorkForce Central Florida Job Seeker participants that are in our locations who are helping members of our community look for and hopefully find employment.</p> <p>The Library continues to work with the Adult Literacy League through the following activities:</p> <p>April 30, 2009 - submitted copy for newsletter on Practice Makes Perfect program at South Trail</p> <p>May 6, 2009- Chris Gardner and Debbie Moss met with Gina Solomon to discuss language learning programs as they relate to citizenship</p> <p>May 23, 2009- Community Relations attends Tutor training at ALL to group of 29 tutors.</p> <p>Various Grants such as Community Partners, Superstarz, FINRA, Community Development Block Grant and PrimeTime has OCLS actively in the community, working with teachers, teens and children.</p>		<p>09/15/2009</p>

			<p>OCLS continues to work with nonprofits including A.L.L. (the Adult Literacy League) OCLS was featured in ALL's Winter 2008 Update and their December issue of Between the Lines.</p> <p>OCLS participate in other outreach events- see samples noted above as well as continuing to participate in groups like the Dr. Phillips Rotary, Orlando Memory Project with community partners such as UCF and the Smart Investing Grant with Rollins College.</p>		
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Objective C : Use psychographics to develop and market services

Plan Year	Action	Task	Progress	Champion	Update Date
Year One	1. Find resources to identify markets			Craig Wilkins	
		a) Create a Simply Map profile at all locations, updated annually	<p>Simply Maps used to create marketing list for the Southeast Branch Library. Staff testing effectiveness of the data for marketing programs and classes.</p> <p>Profile sheets for branch locations hosting board meetings have been shared in the board packets.</p> <p>Ongoing work on profile topics.</p> <p>Branches have begun the process of working with simply maps to create local profiles.</p>		09/15/2009
		b) Evaluate local circulation statistics to identify interests of local users for program/class tie in	<p>Recrafted Millennium Reporting Module to produce new circulation reports by material type. Scheduled to go live 10/1/2009. Identified successful pilot programs at locations, such as Citizenship Inspired, and expanded these programs to additional locations where demographics support interest. We are doing this with Smart Investing as well.</p> <p>Various Branch locations have starting working with staff goals which tie displays of merchandise to demographics. In addition Job Search Displays have been created at many locations to aid job seekers.</p> <p>Attended demonstration of marketing research company, OrangeBoy, that uses market research to help libraries.</p> <p>Goals are being set with various managers to create ways to do this and share with others.</p>		09/15/2009
All	2. Cross promote bundled programs and services to meet the needs of various audiences / populations / interests / demographics			Craig Wilkins	
		a) Prepare teams of staff to do presentations around particular services or for certain	<p>Our Speakers Bureau, directed by our Community Relations Department, is actively presenting information about the library to targeted community groups. Promoting library resources and events.</p> <p>Librarian groups are still meeting and working on projects. A version of the E-government site has been launched. The business librarian group hosted an online training session from Morningstar</p>		09/15/2009

		interest groups	for the public. In progress, we have several librarian groups working on topics such as e-government and business connections. This all stems from our efforts known as Librarians as Learning Leaders. With recognition that psychographic data is critical to aspects of research OCLS added two new database from ReferenceUSA called New Movers and Lifestyles with access for staff and public.		
		b) Develop process for sharing information to promote classes, programs and services meeting similar interests	Through technology the library continues to develop the ability to share information with staff across the system via recorded training. Recently we have added training information about Reading Companion so that all staff can learn about this new product available at three locations. Best Practices continue to be shared across the Division of Branches at Branch Manager Meetings. Cohort teams established for more efficient scheduling of computer classes. Location managers working with staff to increase attendance at programs and classes. Returns are being seen as evidence by the work at Edgewater their class attendance is up 260%. Best practices being shared at Branch Managers meetings.		09/15/2009
All	3. Maximize attendance of computer classes and library programs by reaching out to target groups			Eric Atkinson	
		a) Analyze past attendance, waiting lists and survey results	An additional analysis of waiting lists led to adding additional classes for both the Word 2003 and Powerpoint 2003 series of classes each month A waiting list analysis was conducted for Computer Resource Center classes. Based on the waiting list stats, a third Excel class series was added to the monthly class schedule as of May. Division of Branches cohort groups met and analysis of classes was done based on class attendance. A follow up quarterly analysis was conducted comparing FY08Q1 to FY09Q1 and presented to managers on 3/12/09 and front line TCSS on 3/17/09 as a springboard for discussion and future measurement. An analysis of FY08 attendance sheets, waiting lists, and surveys has been completed. Preliminary results have been shared with branch administrators for review. Preliminary analyses of individual locations have been produced.		9/16/2009
		b) Create balanced system schedule	Balanced cohort class scheduling will begin 10/01/2009, schedules for November are being developed now. Balanced Cohort schedules have been created for 10/1/2009. Community Relations is working on ways to market the Cohort idea in Books and Beyond newsletter. A meeting was held with select members of the administrative team to review plans. Meetings were then held with branch managers on 3/12/09 and front line TCSSs on 3/17/09 to introduce the concept. Managers have been selected to lead branch work teams and a project timeline established which will result in our first balanced system schedule in October 2009.		9/16/2009

			An initial strategy meeting has been scheduled for 12/12/2008 to include the IS Dept. Head, Training Manager and Branch administrators to review individual location statistical analyses and to brainstorm ideas for ensuring participation of various stakeholders including branch managers and instructional staff		
		c) Host Small Business Expo	Plans for hosting a Small Business Expo have been put on hold due to budget constraints. Staff has performed a cost comparison analysis of different sites to host expo. We are currently exploring the options of having a Career Expo at the Library which will involve educational institutions and workforce development organizations.		9/16/2009
		d) Create targeted course tracks to obtain specific skills for particular fields	Course Track Web pages were built for the three new course tracks (Web Maintenance, Bookkeeper and Administrative Assistant). These pages include locally produced video descriptions of various job roles. Plans are for these web pages to go live by the end of June. Promotional brochures have been created and a logo has been created to market the program. The logo will be placed on the course track brochures and Web site. Flyers have been created for Bookkeeping, Administrative Assistant, and Web Maintenance course tracks. Recording of promotional videos for web site are underway. Still pending is a marketing plan for each course track. Course tracks for Basic Accounting, Web Maintenance and Office / Clerical Skills will begin development in 2Qtr FY2009.		6/15/2009

Objective D : Establish OCLS as an Employer of Choice

Plan Year	Action	Task	Progress	Champion	Update Date
Year One	1. Communicate competencies to attract candidates with appropriate skill levels			Carla Fountain	
		a) Include required competencies in job descriptions and job postings	Draft competencies for Librarians have been developed. Consideration underway for how competencies will be evaluated and development of consistent format. Draft competencies for Branch Collections Clerks and Branch Shelving Clerks. Core skills and competencies for technology related staff positions have been identified. Next steps: consider format used for other positions; develop a format to share on job descriptions and job postings. Technology Training Manager is in the process of developing core skills and competencies for technology related support staff positions. We will use these core skills as a template for other positions.		6/11/2009
Year One	2. Expand OCLS employment web site to provide a more transparent and welcoming introduction into the			Carla Fountain	

	organization, our mission and our staff				
		a) Develop a monthly blog with news from HR.	<p>OCLS JobSpot Blog went live on 9/18/09.</p> <p>OCLS JobSpot Blog debut was postponed. It will debut simultaneously with the new web based applicant portal in June 2009.</p> <p>OCLS JobSpot Blog has been created. Goal is to post on ocls.info on 5/1/09.</p> <p>HR and IS Digital Content team have met to discuss basic framework for blog. We want to integrate with online applicant portal, so will reconvene once the decisions are made regarding the applicant portal.</p>		9/18/09
		b) Create online applicant portal	<p>Web based portal live through ocls.info. Internal application functionality also accessible for staff on the intranet.</p> <p>Web based applicant portal implementation delayed. Target implementation is June 2009</p> <p>Web based applicant portal has target implementation date of 5/1/09. This will enable applicants to apply for positions online.</p>		9/16/09
		c) Develop "realistic job preview" videos for select key positions	<p>Librarian realistic video completed. Technology & Customer Support Specialist, Instructional Technology Specialists, and General Computer Resource positions are currently being videotaped and edited.</p> <p>Key positions identified for the initial production are: Technology & Customer Support Specialist; Instructional Technology Specialist; General Computer Resource Center positions; and, Librarian. Outlines for video recording have been submitted. Next step - featured employee volunteers to be selected and filming schedule to be coordinated.</p>		9/16/09
		d) Create employment ads that engage and captivate the best applicants			

Strategic Goal: We will ensure continuous innovation

Objective A : Create dynamic opportunities for customers and staff that move beyond the traditional Library experience

Plan Year	Action	Task	Progress	Champion	Update Date
Year One	1. Develop concierge Library services where information finds you			Renaee Bennett	
		a) Analyze Library usage and trends to identify trends in customer interests	Kelly Pepo, leader of the Trendwatchers Team, presented information about recent trends at an all managers meeting and Librarians as Learning Leaders meeting : your brand called "you", "status", "tribe" (people seeing to connect with each other) and more.		09/16/09

		<p>Impact and influence of social networking trend continues: Video publishing via youtube and other sites is hugely popular as is the use of Twitter and Facebook. OCLS has been creating and publishing video as well as participating on social networking sites.</p> <p>Looking into "UX" (User Experience) blogs for trend information.</p> <p>Trendwatchers Committee continues to be vigorous in watchdogging trends and considering library applications for them. Team leader Kelly Pepo has set up a blog to share information and enhance communication among team members.</p> <p>Researching community needs as identified through various stat gathering tools, efforts of OCLS Trendwatchers Committee.</p> <p>Continuing to look for unique or new concierge concepts. Web developments (reflected elsewhere in the Plan) continue to connect customers with information and library resources.</p> <p>Researching concierge concepts in relation to connecting community with information experiences.</p>		
	<p>b) Create opportunity for personalized library interface via the web.</p>	<p>The following virtual galleries have been updated and promoted to the public: Hispanic Heritage (adult), Football, Florida Authors, Back to School, Downloadables, Taming Technology. The following virtual galleries are new and have been promoted to the public: Hispanic Heritage (kids) and Teachers Connect. We are currently in the process of developing the following virtual galleries: Science Fair, Basketball, and Olympics.</p> <p>There are several new Web sites and pages that are new or are currently in development. The new KidsConnect children’s web site is currently being redesigned. The homepage look and feel has been determined and currently the secondary pages are being designed. The arcade Web page is currently live at www.ocls.info/arcade. This page aggregates all of the games that are available on our Web site.</p> <p>The Digital Content Team has designed a non flash based newsbox. Users will no longer have to continually click on arrows to see the other newsbox items. Page also includes our latest Twitter, RSS and podcast posts and links to Facebook,</p>		<p>9/16/09</p>

			<p align="center">MySpace and YouTube.</p> <p>We are currently developing two new eGuides: Homeschool Resources and College Bound. Both are in different stages of development, but the content for both has been completed.</p> <p>E-Gov portal page created to link users to Local/State/Federal assistance; ten Virtual Galleries updated and a new one developed, "Writing a Research Paper"; creation and launching of new Genealogy Eguide, Citizenship Inspired web page, WebTopicks online learning. We have launched a revised and more user friendly Suggest A Title Database to take suggestions from the public for additions to our collection.</p> <p>Librarian Business Resources Team have discussed user topic headings for the business users page. Recommendation to be finalized during Mar. 31 meeting.</p> <p>User page mock up developed. First user group to develop is businesses. Librarian Biz Team is assisting with content development.</p> <p>Digital Access staff are finalizing design and functionality and still gathering resources and content.</p> <p>Digital Access staff working on "user search interest" design for library home page; this will support personalized searching of web site by various groups of patrons such as business users.</p>		
All	2. Utilize traditional and innovative approaches to the provision of Library services			Eric Atkinson	
		a) Create finding options that use terms familiar to the public	<p>The patron account screen has been redesigned and is live thru the catalog. A screensaver has been created and deployed to all InfoSpot computers. It provides information on what the computer can be used for.</p> <p>We continue to review Help Desk emails for additional search terms that can be pre-programmed into the Library web sites search engine (Google-mini) to improve search results. We have also developed an informative screen saver for public computers describing what services are available on particular computers throughout the system. We are also redesigning patron account screen with user-friendly terms.</p> <p>Implemented common aliases for branch location in ocls.info, such as Apopka Branch for North Orange and Dr. Phillips</p>		09/16/2009

			Branch for Southwest		
		b) Provide services/location to encourage experimentation with new technologies	<p>Ubuntu class was developed and is scheduled for October 5th at the Orlando Public Library</p> <p>The Library has created "Team Twitter" which is a group of staff members who will promote Library events and services through social media. Staff members post Tweets of their daily activities to various Twitter feeds. Staff members in Reference Central were given 2 iPod touches to use in their normal daily activities to explore how this hardware platform can be used to provide library services. For the public, our second EduGaming course has been scheduled for June 14 – June 20 for teens to explore game design using the UNITY design engine.</p> <p>Purchased iPod Touch devices and deployed 2 units to Southeast Branch for staff to experiment with OCLSMobile, collection of Customer Interaction Statistics, and other uses.</p>		09/16/2009
		c) Develop new applications for RFID technology	<p>Wireless Location Services evaluation continues, the system is tracking all computer devices and we are evaluating RFID tags from Aer Scout.</p> <p>The Library received a demo unit from Cisco Systems that would allow us to use our current Cisco wireless technology to track IP based, and RFID tagged equipment, in real-time.</p> <p>Researching Cisco Network Location Services and WiFi tags to accommodate inventory tracking of fixed assets along with other network devices.</p>		09/16/2009
		d) Implement Learn 2.0 for the public	<p>First round of WebTopicks was offered and had 54 customers register.</p> <p>WebTopicks went live on 6/15/09 with 43 registrations. Twenty participants showed up for the Live Chat session at 1pm. Unit one has been released. The topic is on Blogs. Within the first two hours we received two favorable comments from participants about the program so far. Course will run through until August 24.</p> <p>Web site is being built. eLearning 2.0 @ OCLS will debut in June 2009 and be promoted in the June Books and Beyond newsletter.</p> <p>Course track for public Learn 2.0 is under development. Rollout is anticipated to occur before July 2009.</p>		09/16/2009
		e) Develop opportunities to showcase Library innovations	<p>An open house and badge workshop is scheduled with the Girl Scouts of Citrus Council for Saturday, September 19. A digital supplement for their junior girl scout journey</p>		09/16/2009

		<p>workbook is nearing completion.</p> <p>Staff members have met with Girl Scouts Citrus Council and discussed badge workshops as well as digital supplemental piece for their workbook. We have also implemented "Share This" social media link sharing throughout the Library web site.</p> <p>Library mobile applications including OCLS Mobile have been promoted to local media as well as Library blogs. OCLS Mobile and our iPhone catalog have received favorable write ups in local newspaper.</p> <p>Plans are also underway to promote Library innovations during National Library Week at "An Innovation Presentation" on 4/16/09</p>		
	3. Enhance our virtual presence			Eric Atkinson
	a) Develop Library Services for mobile users	<p>Library Staff have started investigating creating XML based off of the catalog search results. These results can be used for a mobile app that can randomly select materials of interest. This will also include a filtered search method.</p> <p>OCLS Mobile was submitted for the ALA Cutting-Edge technology Award.</p> <p>Library Staff have begun investigating developing CSS code for other mobile devices besides the Apple platform. We have been contacted by various library systems about our iPhone/iTouch application and have been approached by NACO (National Association of Counties) with an interview request. We have begun evaluating software for harvesting mobile utilization statistics. These packages include Bango and GoogleAnalytics. We have also developed an internal Customer Interaction Statistics so that staff can enter statistics more efficiently using standard web pages or a mobile device.</p> <p>OCLS Mobile including an iPhone optimized catalog and calendar have been developed, tested, and implemented. Additional plans to incorporate Twitter feeds into the library web site are underway.</p> <p>Beta testing a new mobile phone interface to the Library Catalog will begin for staff in December and then be opened to the public in January</p>		09/16/2009
	b) Provide the means to allow patron produced content (video,	<p>Webcams are being deployed to locations for the new Read This! Video campaign. Managers and TCSS staff have been trained. Our first</p>		09/16/2009

		photo, music...) for addition to the Library's digital collection	<p>book review was submitted by Lisa Glassford.</p> <p>A picture viewer was created for both ocls.info and the intranet. Created in AJAX this interactive piece is reusable and easy to update.</p> <p>The will be exploring using web cams to empower staff to record Book Reviews for the Library's web site. Lessons learned in this effort will then be extended to enabling customer contribution of similar content. We are also developing merit badge workshops which will include units on digital storytelling using web videos and podcasts.</p>		
		Adapt www.ocls.info on a continual basis to meet the expectations and needs of our customers	<p>The map on the locations page has been updated using Google Maps. This allows patrons the ability to get custom directions based on their address.</p> <p>The newsletter sign up page has been redesigned to allow patrons the ability to sign up for multiple eNewsletters at the same time.</p> <p>A promotional page was built in anticipation of the Hiawassee branch move</p>		09/16/2009

Objective B : Manage continuous innovation so that communication, ideas, and analysis become an integral part of the innovative process

Plan Year	Action	Task	Progress	Champion	Update Date
Year One	1. Capture ideas from customers and staff		<p>The dynamic self sign up system for both staff and the general public is currently live on ocls.info. At this time there are no beta testing opportunities. OCLS continues to provide ways for customers to contact us providing information on our website and in printed literature.</p> <p>Information Systems is building new sign up system for beta testing for staff and the general public that would allow for a self sign up process and feedback. This will authentic patron's accounts via our millennium software and allow for feedback. Rollout anticipated in the next few months.</p> <p>On Monday February 23, 2009 we went live with a new Beta Test for the public. It's the new Mobile Web Application for ocls.info http://m.ocls.info</p> <p>In February 2009 we will kick off the MY-LS project. This project is designed to gather input from front line staff on the features a library automation system would have if they designed one for</p>	Wendi Bost	09/15/2009

			<p>themselves. Communication is through a wiki and a series of staff meetings across all frontline work groups. The MYLS staff wiki is up and active. Presentations made at 11 staff meetings. 73 ideas have been posted with nearly 1000 page views.</p> <p>Orange Seed is active online for staff participation. New online classes are planned to start in 3/2009 to educate new staff about the Orange Seed. Patrons currently have many ways to contact us, phone, online, comments, emails we continue to use their feedback constructively and are working on new ways to seek their feedback such as beta tester programs.</p>		
		a) Expand Beta Tester program for the public	<p>In order to make this process easier Information Systems is building new sign up system for beta testing for staff and the general public that would allow for a self sign up process and feedback. This will authentic patron's accounts via our millennium software and allow for feedback. Rollout anticipated in the next few months.</p> <p>In 2008 OCLS staff began beta testing a roll out for an Iphone/Ipod touch interface with our catalog. In January 2009 we will roll out this same experience for the public to help Beta test this functionality. The feedback from staff to date has been positive.</p>	Wendi Bost	06/15/2009
Year One	2. Establish an "Orange Seed" Team to manage ideas, research, prioritize, create proposals and evaluate results		<p>Two ideas have been implemented this year and two ideas are in progress. In addition, this year, an online webinar for staff was created and presented and recorded for staff to learn more about the Orange Seed and how they can participate.</p> <p>Ideas continue to come through the Orange Seed. Recently one idea was put into practice with a new form for patron requests. The form is accessible on both the Orange Peel and in the Library's online catalog.</p> <p>Several new ideas have worked through the Orange Seed and been implemented. Most recently we added the ability to see scheduled classes and programs via MYOCLS. Suggested by staff from the Computer Resource Center and implemented by Information System it is a valuable way to provide customers access to their registered classes and programs.</p> <p>The seminar about the Orange Seed is scheduled for March 30, 2009 and is being done online and accessible to all staff. It will be recorded.</p>	Wendi Bost	09/15/2009

			The Orange Seed continues to generate ideas. The Orange Seed team presented awards on staff day to those who submitted successful ideas and to those departments who help implement the ideas.		
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Objective C : Establish and support a creative culture that values the free flow of ideas

Plan Year	Action	Task	Progress	Champion	Update Date
All	1. Develop a culture where risk taking is encouraged			Mary Anne Hodel	
Year One	2. Establish Innovation Champions		The Innovation team met to discuss future plans. Team Members include Liz Seiltgen, Nick Martinolich, Jason Elbo, Luis Franco, Myriam Delien, Jennifer Singleton and Michael Raghunath.	Mary Anne Hodel	06/17/2009
All	3. Provide timely recognition and feedback		<p>Nominations are underway for the 2009 Employee of the Year. The Employee of the Year Committee has even streamlined the process this year with easy online submissions, All an employee has to do is select an employee's name from the form provided and write a few lines describing how the nominee demonstrates the qualities and values of the Employee of the Year. The deadline for nominations is September 25, 2009.</p> <p>Graduates of <i>Ready Set Go!</i>, a multi-month program aimed at developing exceptional customer service skills, were honored at commencement ceremonies on February 18, 2009. The Eatonville and Southeast branches were recognized with an announcement on the Staff Intranet for circulation increases of over 20% in February 2009. Also recognized on the Staff Intranet were OCLS staff members who completed Learn 2.1, a self-directed online program to keep them abreast of and comfortable using the latest technologies.</p>	Mary Anne Hodel	09/15/2009
All	4. Foster the contribution of creative ideas and solutions		The Orange Seed is a forum for OCLS staff to share innovative ideas for ways we can better serve the public or be more efficient. On March 30, 2009, OCLS will host an Orange Seed Adobe Connect online session to help staff learn how they can contribute to making an idea a reality, determining the costs, and measuring an idea's success.	Mary Anne Hodel	06/17/2009

Strategic Goal: We will maximize the public's Return on Investment

Objective A : Pursue additional revenue sources and cultivate active partnerships

Plan Year	Action	Task	Progress	Champion	Update Date
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All	1. Expand fundraising activities		<p>To date this fiscal year, the MAYL donation appeal has raised \$12,220. Most of these come to us in small donations of \$10, \$15 and \$25 from patrons who especially appreciate the home delivery service.</p> <p>The annual <i>Evening with the Author</i> event which this year featured bestselling author and <i>Wall Street Journal</i> columnist Jeff Zaslow netted \$6,480 in ticket sales. An additional \$8,800 was secured in monetary sponsorships to offset advertising for the program. In-kind sponsors provided food and beverages. Bright House was the presenting sponsor, and provided the speakers fee plus travel and lodging for the speaker. Bright House also produced and aired a PSA to promote the event.</p> <p>Appeals for for MAYL Program and the Summer Reading Program are currently underway.</p> <p>Plans for the September 2009 Evening with the Author are underway. A sponsor (Tony Roma's) for the refreshments has been secured. Additional sponsors are being pursued to offset costs of promoting the event.</p> <p>The Character Breakfast in December netted \$2,130 and the Summer Reading direct mail appeal is underway.</p> <p>Year-end appeal dropped Dec. 1; Third Annual Character Breakfast will be Dec. 21; refreshments underwritten by Apple Spice Junction, TooJays and CocaCola.</p>	Tracy Zampaglione	09/15/2009
Year One		a) Implement "Marketing by MAYL "program	<p>Thirteen businesses paid for advertising in the MAYL Express business directory. The opportunity to advertise was presented to individual businesses and to the members of the Kiwanis of Central Florida. The future of the directory is now undergoing evaluation.</p>	Debbie Moss	09/15/2009

			<p>Our first MAYL business directory has been published. We are currently distributing 15,000 copies. The directory will be updated as new advertisers come on board.</p> <p>We have nine confirmed sales for the MAYL Express business directory. A mock-up using the confirmed sales has been created.</p> <p>The mobile ad sign has been installed on the PEP Delivery truck.</p> <p>We have sent out 1,000 mailings to potential advertisers.</p> <p>1/22/09: Prototype "Advertise Here" sign developed.</p> <p>Promotional brochure created for the program in fall '08. Distributed at two fall business events. Mock up of piece for which advertising will be sold is under development and bids are out for cost for advertising for various PEP vehicles.</p>		
		b) Create donor recognition opportunities			
		c) Create consignment opportunities for artists			
All	2. Dedicate staff/teams to identify and recommend more grant opportunities		Team selected and first meeting was held 12/9/08.	Kathryn Robinson	12/2008
		a) Create wiki page to gather suggestions and encourage participation	<p>The team continues to update the wiki with an extensive list of opportunities, pending and approved grant application updates and resources to support grant writing. A sampling of grants awarded include Citizenship Inspired, Fit for Life, LSTA SuperStarz, IBM Reading Companion Grant and Target Early Childhood Reading Grant.</p> <p>Staff wiki created 11/08 and announced 12/08.</p>		09/15/2009
All	3. License and sell our value added products and services			Debbie Moss	
		a) provide value	In spite of a number of		09/16/2009

		added services at a charge, such as a Premium Library Card	<p>inquiries, we have not yet had any rentals. We continue to look for marketing opportunities.</p> <p>A promotional brochure has been produced to market the rental of our computer classrooms at the main library.</p> <p>Had presentation from staff team with recommendations for possible services to include with Premium Card.</p>		
		b) Market online classes to individuals living outside of district and to other libraries	<p>Received query from individual in Puerto Rico looking for computer training who plans to sign up for online classes.</p> <p>In mid- January 2009, Montgomery County picked up again on their evaluation of online classes.</p> <p>We have provided "demo" online classes to the Queen's Public library, Alachua County, Montgomery County, Maryland and Hialeah Public Library. Have held staff team meetings to discuss pricing the distribution methodology.</p>		03/23/2009
		c) Repackage digital products and classes for sale	<p>The same libraries who have viewed our online classes have also looked at our online tutorials. At this time we will not pursue selling in person class content. We are concerned with our ability to control quality. We had a call from a web design firm expressing an interest in purchasing the "Build a Snowman" construct. Sadly their client decided not to pursue.</p>		12/12/2008
All	4. Expand and strengthen community partnerships		<p>The Orange County Library System partnered with the Downtown Orlando Partnership to present the inaugural exhibit at the new Glimpse Gallery located in the Downtown Information Center. OCLS was the first of six nonprofit organizations being showcased at the new gallery. The library exhibit featured three towers decorated with promotional information and images of library programs, products and services. OCLS also hosted a Third Thursday lunch-time event to share the exhibit with professionals working downtown.</p> <p>As part of its Citizenship</p>	Tracy Zampaglione	09/15/2009

			<p>Inspired Initiative, OCLS partnered with the U.S. Citizenship and Immigration Service in hosting a workshop to assist legal immigrants who qualify and want to become citizens. The workshop was held at Main on Saturday, September 12. Orlando was among the first cities to hold a class to review citizenship requirements.</p> <p>The Library System is partnering with a group of area agencies to present World Refugee Day on June 20, 2009. The lead agency is the Florida Department of Children and Families, Refugees Services Division. The day features art, entertainment, a naturalization ceremony, health fair and information from several local refugee groups.</p> <p>OCLS is partnering with Bright House Networks to bring Jeff Zaslow as the speaker for the annual Evening with the Author event on September 11, 2009.</p>		
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		a) Create the Library's "Partner Profile"			
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Objective 2: Foster a financially accountable culture and offer services that provide maximum value to our customers

Plan Year	Action	Task	Progress	Champion	Update Date
Year One	1. Determine service and policy priorities through cost-benefit analysis to seek operational efficiencies		In the near future, there will be a post on the Orange Peel for volunteers for this team.	Bob Tessier	06/16/2009
Year Two	2. Evaluate library services for relevancy and efficiency		<p>Effective 10/09, the Library will stop taking holds and delivering entertainment DVD's.</p> <p>CIS paperless implementation took effect for our May statistics week.</p> <p>Staff are testing an in house designed web based Customer Interaction Stat system. This new system will eliminate much paper tracking and save a great deal of time in repetitive data entry routines.</p>	Bob Tessier	09/16/2009
All	3. Maximize energy and			Bob Tessier	

	ecological efficiency				
		a) Arrange for energy audits for three locations per year	Energy audit for Winter Garden and West Oaks in process. Progress Energy Audit completed for Alafaya Branch on May 8. Energy Audit completed for Main Library		09/16/2009
		b) Discontinue use of "rainy day bags"	Use of rainy day bags has been discontinued		03/25/2009
All	4. Educate and inform staff and the public about budgetary issues		Mary Anne continues to hold quarterly staff meetings at which she informs staff of budget issues. An additional meeting will be held on September 17th with the 54 employees eligible for the Voluntary Separation Incentive. A survey to solicit preferences regarding several key budgetary options was distributed to staff online. 380 staff members completed the survey. December Library Leader Blog post dedicated to follow up discussion of effects of Property Tax Reform	Bob Tessier	09/16/2009
		a) Create "What Does It Cost" quiz	2nd Quiz was posted in August. "Orange Peel of Fortune" quiz currently on the Orange Peel Intranet with financial questions to educate staff.		09/16/2009

Strategic Goal: We will develop and optimize communication

Objective A : Improve electronic communication tools including training

Plan Year	Action	Task	Progress	Champion	Update Date
Year Two	1.Establish icon-linked Orange Peel page for quick policy and procedures reference- "OP 411"			Eric Atkinson	
Year Two	2.Improve Orange Peel alerts, announcements, and search box results		A new Staff Toolbar for Internet browsers on staff computers has been created to provide easier access to commonly used places on the links on the Internet. Second search engine has been received and will be	Eric Atkinson	06/15/2009

			<p>implemented this third quarter.</p> <p>A second search engine (Google mini) has been ordered in order to allow indexing of the Orange Peel separate from ocls.info</p>		
Year One		a) Survey staff regarding Orange Peel use	<p>Staff survey was conducted from July 31st through August 5th. Ninety eight staff members responded to the survey and results are being examined by the Digital Content Team.</p> <p>A group of staff beta testers has been surveyed about recent changes. A wider survey of all staff will be conducted in 4 Qtr of FY2009</p>		09/16/2009
Year One	3. Enhance staff online training tools on the Orange Peel		<p>Nine additional staff received training on creating Adobe Connect presentations this quarter.</p> <p>A training presentation posted this quarter include one on effective communication techniques which was developed using Adobe Connect and a tutorial covering new wireless networking procedures produced with Adobe Captivate. Staff in the Circulation Department are creating a series of instructional videos and posting on the "Circulation Station Wiki". In December a video on replacing damaged AV cases was posted.</p>	Eric Atkinson	03/24/2009

Objective B : Establish communication as an organizational priority for OCLS, provide tools and formal training to promote best practices for communication (such as 'It's How You Say It')

Plan	Action	Task	Progress	Champion	Update Date
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Year					
	1. Provide tools and formal training to promote best practices for communication (such as How You Say It)		<p>Updates continue to be added as changes are noted by our team.</p> <p>Circulation Station continues to develop instructional content-the newest addition on damaged material handling is ready to post.</p> <p>Short instructional videos on shelving biographies and assisting Spanish speakers register for a library card were added to the Circulation Station.</p> <p>Most recently we added some language for staff regarding game circulation changes. EMail best practices published to staff intranet.</p> <p>Communication Tools, a new section on the staff intranet has been updated for the Online version of How You Say It Also live class content offered to staff has been updated as well reflect all new fiscal year adjustments.</p>	Wendi Bost	09/16/2009
	2. Evaluate effectiveness of communication practice			Wendi Bost	
		a) Post "Communication@OCLS"- a collaborative effort from librarians and management to enhance the communication process at OCLS	Completed		12/4/2008
Objective C : Expand methods for communicating with the public					
Plan Year	Action	Task	Progress	Champion	Update Date
All	1. Implement user-friendly ways to get feedback			Debbie Moss	
Year One		a) Consider options for program evaluation	A Program Evaluation Troop has been formed and met twice. The troop has drafted surveys (online and print version) for adult programs, teen programs and		09/16/2009

			<p>childrens programs. A pilot is being conducted through the end of September. Live date planned for October 1-</p> <p>Met with Kris Woodson, Program and Promotions Development Manager, to develop action plan on June 24, 2009.</p>	
Year One		b) Develop a shorter online survey	<p>Since launching the short survey in March the monthly participation in the survey has increased from an average 161 per month to an average 233 per month for the current fiscal year.</p> <p>On March 16, 2009, we posted a new "short" survey option estimated to take only two minutes to complete. We are promoting the new survey in various patron emails with the tag line, "Got two minutes? Give us your two cents!". We will expand this campaign to include signage for all locations.</p> <p>12/08 Have had conversations with our survey vendor. They have plans for the launch of an abbreviated survey, hopefully by January 2009.</p>	06/16/2009 completed
Year One	2. Create targeted focused customer surveys to gather more data and evaluate findings to improve customer service		<p>In July 2009 we posted a statement online from Mary Anne regarding upcoming policy changes. It includes a link to provide feedback regarding these changes or any other library comment. Over 130 comments</p>	Debbie Moss 09/16/2009

			<p>were left and responded to when contact information was provided.</p> <p>Developed business user survey with "Biz Team". Deployed on 4/23 via email.</p>		
	<p>3. Use social networking to expand our reach</p>		<p>Twitter follower update:</p> <p>ocslibrary: 440 oclsteen: 78 oclnorth: 35 oclstech: 77 oclsCitizenship: 29 oclscomrel: 124</p> <p>Scheduled team twitter meeting for this week. Posted one feedback question to Twitter asking for ideas on what followers would like to see us tweet about and unfortunately did not receive any suggestions.</p> <p>We launched OCLS Social, accessible from the header of ocls.info. It has information regarding the variety of social networking experiences available from ocls: Twitter, Facebook, MySpace, blogs, etc.</p> <p>Twitter update: 294 on ocslibrary 85 on oclscomrel 38 on oclsteen 27 on ocscitizenship 32 on oclsnorth 56 on oclstech</p> <p>We have convened a staff team to focus on the use of Twitter to promote the library We have a general OCLS account, a program promotion account, a technology account and later regional branch accounts. Currently we have over 100</p>	<p>Debbie Moss</p>	<p>09/16/2009</p>

			followers on our general account.		
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Strategic Goal: We will empower staff to achieve their potential

Objective A : Establish expectations for technology and professional competencies so staff will be well prepared and knowledgeable

Plan Year	Action	Task	Progress	Champion	Update Date
	1. Establish teams to develop technology competencies for existing staff and applicants		Several staff attended a webinar in December regarding performing information literacy assessments.	Debbie Moss	12/12/2008
		a) Establish teams to develop technology competencies needed to complete essential job functions throughout the system	CRC completed. Beginning work on Technical Services positions. Have draft prepared for all positions in the CRC and the TCSS position which exists in branches and CRC.		06/15/2009
		b) Communicate competencies on job descriptions that are posted both internally and externally			
	2. Establish competencies and standards for employee performance and development			Carla Fountain / Kathryn Robinson	
		a) Establish teams to develop competencies needed to meet and exceed requirements for skills other than technology skills (i.e., customer service, shelving, promotion of library services, etc.)	The team has made recommendations to management. The Computer Resource Center Manager has also completed draft samples of competencies for select job descriptions. The process to be used is currently under discussion. The Reference Central Manager has established a team to work on development of competencies for Librarians. After several meetings and discussion with the Librarians as Learning Leaders group on 2-17-09,		06/10/2009
		b) Evaluate current MLS course tracks of several graduate programs to determine which critical skills are missing from graduates of those programs compared to day to day expectations of life at OCLS			
		c) Communicate competencies on job descriptions that are posted both internally and externally			

Objective B : Implement additional training opportunities to cultivate future success

Plan	Action	Task	Progress	Champion	Update Date
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Year					
	1. Create consistent comprehensive on the job training plans for all new OCLS employees.			Debbie Moss	
		a) Establish teams to develop training/orientation plans for new employees			
	2. Centralize training for all public service staff			Kathryn Robinson	
		a) Determine which processes would benefit from centralization of training (i.e., circulation system and procedures)	A centralized registration training process is being developed by staff in the Circulation Department. With the upcoming rebalancing of staff, there will be an opportunity to test the training in the near future.		09/15/2009
		b) Develop training and evaluation applicable to processes identified above			
3QTR FY2009	3. Create an OCLS training blog where staff can share and learn from others' successes and challenges		A draft Training Blog has been developed and a Technology section of the blog is being developed. A prototype blog has been created and initial design work is underway. Work in progress can be viewed at http://stafftraining.ocls.info/	Eric Atkinson	06/15/2009
1QTR FY2010	4. Establish inter-departmental tech circles to assist with promoting and coordinating training when new technology is introduced			Eric Atkinson	12/02/2008
	5. Make training topics, presentations, etc. available via the Orange Peel so they can be shared with new staff and reviewed at any time.		New Finance Quiz has been posted to the Orange Peel for staff to educate them on Library finances and operations. Added a Reading Companion training tutorial on the OP Staff members have posted several new training tools on the Orange Peel including an Overdrive Digital Library Presentation, a video about use of the GoogleMini, and instructions on setting customized email signatures to promote library services and programs. We have also developed and posted a Finance Quiz for staff to educate and inform staff about the financial issues facing the library. Guide to printer repair and Setting up	Eric Atkinson	09/16/2009

			gaming equipment PowerPoint presentations have been created and are being prepared for posting to the Orange Peel. These are being written into individual staff goals at this time. Several being planned include ... a.) a guide to printer repair and replacement, b) a guide to setting up gaming equipment.		
1QTR All	6. Provide recognition for learning new technologies		To be incorporated into Staff Day activities	Mary Anne Hodel	12/03/2008

Objective C : Develop training for employees and managers for understanding and interpreting data

Plan Year	Action	Task	Progress	Champion	Update Date
	1. Create a site where statistical data compiled by the organization can be easily accessed by all OCLS employees		<p>Using Libpas to aggregate library statistics has been put on hold due to the need to rebalance staff to direct public service location.</p> <p>Assistant Manager, Lynette Schimpf, has been assigned to work on the LibPAS project. Staff meetings have been held, we continue the process of identifying and entering new performance indicators. One indicator has been created specifically for events. Staff continue to work on the Orange Peel Statistics dashboard.</p> <p>The Library has purchased Libpas (Library Performance Assessment System), a statistical tracking product that will allow us to create reports across a number of performance indicators. Staff are working on making local modifications and have begun training with the vendor We have begun identifying critical statistics. In addition, a Orange Peel Statistics dashboard is under development and anticipated to be available for staff by the end of 2QTR FY2009.</p>	Eric Atkinson	09/16/2009
	2. Develop opportunities for ongoing application of organizational metrics			Kathryn Robinson	
		a) Establish "metric moment" as a regular agenda item at manager's meetings , location meetings, and new employee orientation/training	<p>The team presented the Balanced Scorecard to system managers in July 2009. After final revisions the Scorecard to be used FY 09/10 will be made available on the staff intranet by 10-1-2009. The Team is also scheduled to meet the end of September to</p>		09/15/2009

begin planning for the "metric Moment" at meetings.

Balanced Scorecard Group has been revising scorecard and a final draft has been shared with the Administrative team. Will discuss how to incorporate into meetings during the 4th Quarter.

Objective D : Establish a talent development initiative that will provide employees with an understanding of internal opportunities and career development within OCLS. (Best practices, thresholds, and corporate culture).

Plan Year	Action	Task	Progress	Champion	Update Date
	1. Improve employee access to career, developmental and leadership information and opportunities			Carla Fountain	
		a) Organize and communicate career, developmental and leadership opportunities via the Orange Peel providing staff (and applicants) with the access to information about opportunities available to them			
		b) Create talent development process for key positions/key functions within the organization	<p>Identification of Skills and Competencies for positions in Circulation Department is complete. Next step is to draft process to develop skills and competencies for current staff and to consider application of format to other similar positions in system.</p> <p>Identification of progression opportunities (within the Circulation Department) continues.</p> <p>Circulation Department Manager and HR Manager have met to begin development of career and leadership opportunities within the Circulation Department that may be used as a model in other areas.</p>		06/11/2009
	2. Establish mentoring programs to foster employee growth and development			Rena Bennett / Carla Fountain	
		a) Develop mentoring program for new staff			

		b) Develop voluntary mentoring program for current staff interested in either career development or growth within the organization	<p>Mentor Program developed for Spectrum (Assistant Manager) participants. Mentor training completed on 5/28/2009. Mentors have been matched up with "mentees" - our program is underway!</p> <p>Mentor Program development underway for Spectrum (Assistant Manager) employees. Plan is to use this program or parts of this program as a model for other positions. Plan is to provide mentor training on 5/28/09.</p>		06/11/2009
	3. Provide training to employees in OCLS shared beliefs, practices, and change management			Carla Fountain	
		a) Develop and implement ethics policy	<p>Ethics training completed 4/30/2009. Formation of Task Force to be announced.</p> <p>Following completion of ethics training, a system wide task force/committee will develop and implement an ethics policy.</p>		06/11/2009
		b) Develop and implement training on change management, corporate culture, and ethics	<p>Managers and Admin Team partnered to provide Ethics training. Training provided was a participatory format encouraging discussion and questions. Training was completed on schedule on April 30, 2009.</p> <p>Ethics training developed and provided to managers on 2/19/09. Managers and Admin Team are conducting training to all staff through 4/30/09.</p>		06/11/2009