

Orange County Library System: FY 2015 Strategic Plan ~ 3rd Quarter Update

Bolded Sections are for this Current Update

Lifelong Learning: A. The Dorothy Lumley Melrose Center

1. Evaluate & refine services

| Progress | Champion | Updated |
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| <p>We have a number of adjustments to services and processes which occurred during this last quarter, largely based on feedback from staff. Their dedication to providing the best customer experience was very evident during a series of meetings held with staff.</p> <p>Self-Guided Tours were implemented as part of a continuing effort to address access policies. The laminated Guide was created in a collaborative effort and reviewed by staff. This allows patrons to walk in and tour the Center. This gave staff an opportunity to register those interested to attend the general orientation and sign up for classes. A total of 131 patrons used the option of the Self-Guided Tour since the beginning of August.</p> <p>A "Collaboration Board" was established for Center users to seek or promote services. For instance, a musician may offer their services to other users or may request the services of a graphic artist to product cover art for a CD. Staff mediate requests which are posted to the board.</p> <p>Terms of Use forms are in the process of transitioning to a fully paperless environment. Using a web tool called Formstack, we are able to create a digital form which the patron accesses via a tablet or other mobile device. The patron then signs the form via the device and digital copies are sent to the patron via email and the Melrose Center for storage in a searchable database.</p> <p>We have also been reviewing the language in our Terms of Use documents in order to better address intellectual property issues.</p> <p>We surveyed our Simulator users to see if we could determine why a number of them go through the assessment and don't continue to use the Sims. We learned that work schedule and lack of ability to sign up online were barriers. We are working on setting up online booking and should have that available soon.</p> <p>To improve the customer experience, we are now allowing beverages in addition to bottled water, as long as they are in approved containers with screw on lids. We've even purchased "Melrose" branded containers for sale.</p> | <p>Debbie Moss</p> | <p>9.15</p> |
| <p>We have recently placed orders for new equipment for several studio areas. Orders are being placed for full length mirrors for the photo and video studios, enhanced lighting for the photo and video studios and a wide variety of FabLab supplies to support new projects.</p> <p>We have had suggestions from staff, as well as requests from the public, to have a community board in the Melrose Center to share information and requests for services. For instance, perhaps a musician is looking for a graphic artist to create a cover for a CD. Or a photographer may be looking for products to photograph. This will be a central location to communicate needs and services offered and we hope will become an important part of the collaborative process.</p> <p>As recipients of funds through the Mayor's Matching Grant Program we will soon have 10 new sewing machines and associated training classes in the Melrose Center. This program will teach 11-17 year old students to sew using the proper tools. The camps will reinforce several Common Core Standards in mathematics and literacy. STEM related subjects of electronic engineering, Computer Aided Drafting and mathematics will be interweaved into each session. It will also provide an opportunity for students to understand different textiles, fabrics, design principles and the construction process. We also received a \$1,000 donation from Publix Charities to purchase a new digital</p> | <p>Debbie Moss</p> | <p>6.15</p> |

| Progress | Champion | Updated |
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| <p>camera for the Photo Studio. We also continue to make progress regarding sound attenuation issues in the Video and Audio Studio areas. A full recommendation was received from our acoustician and is now with an architect in order to develop plans.</p> | | |
| <p>Photo Studio staff evaluated the learning environment of the studio and recommended the following changes which are currently being implemented.</p> <ul style="list-style-type: none"> • Rearrange furniture to open space for larger groups. • Paint one wall white to accommodate larger group shots. We are currently using a standalone backdrop which has limitations. • Installation of an improved "background support" system to improve support for green screen and other backdrops. • There are two mounted Pan Tilt Zoom (PTZ) cameras in the video studio. Staff noted that they were not used often as visitors preferred the flexibility of free standing cameras. The PTZ cameras are being re-deployed to the Tech Central area for the recording of events in that area. <p>Chairs in the FabLab have wheels to accommodate reconfiguration of space easily. However, they did not come with a locking mechanism. Experience has shown that this causes some instability on the floors in the FabLab and some encouragement of rolling chairs while being seated in them. Those wheels are being replaced with wheels that have the ability to locked and unlocked.</p> <p>In order to maximize times during which the studios can be booked, staff are looking at which training classes can be relocated to classrooms, rather than being held in the studio. Moving this training allows the studios to be booked for an end user more often.</p> <p>The South Trail branch has hosted a very successful sewing program at their location. We are exploring a grant opportunity for purchasing sewing machines for the Melrose to explore a similar program. We'll be adding a component for creating "wearable technology" by adding LED lights to clothing.</p> <p>We also regularly survey participants in our training. From January 1, through mid-March, 775 individuals took a survey relating to the services of the Melrose Center. Our goal NPS (net promoter score) is 75. For this same time period the Melrose Center NPS was 79.6.</p> | Debbie Moss | 3.15 |
| <p>The Library uses many methods for receiving feedback. One of those is our "<i>Share Your Library Experience</i>" form. A review of forms submitted regarding the Melrose Center reveals a number of occasions where we have been able to refine our offerings to improve service.</p> <ul style="list-style-type: none"> • a change in the scheduling of open simulator labs • a change in the length of time for a simulator session • adding Final Cut Pro X access to the Center • adding classes in Logic Pro 10 • added background music in some areas of the Melrose Center • providing an MBOX with Pro Tools for checkout • providing online orientation option <p>We also regularly survey participants in our training. From October 1, through mid-December, 858 individuals took a survey relating to the services of the Melrose Center. Our goal NPS (net promoter score) is 75. For this same time period the Melrose Center NPS was 80.6.</p> | Debbie Moss | 12.14 |

2. Host Melrose Award

| Progress | Champion | Updated |
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| <p>Melrose staff ran a promotional phase for the award with displays and messages saying, Melrose Awards. Coming Soon. Get Ready. Now we are in the submission phase which opened September 7, 2015 and closes October 31, 2015. The Friends of the Library approved funds for the award in their fiscal 2016 budget</p> | Debbie Moss | 9.15 |

| Progress | Champion | Updated |
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| for which we are greatly appreciative. | | |
| <p>We are putting our lessons learned last year to work as we begin planning the 2016 Melrose Award. It became clear that we needed additional time for the various phases of the award. During June we began promoting the Award cycle on the Melrose blog. The submission period will run from September 7 through October 31, 2015. Public voting will run from November 16 through December 13, 2015. This time table will give staff more time to review submissions to ensure they meet all qualifications and also gives the public more time to submit their projects. We all of this encourages even greater participation than our inaugural year.</p> <p>Though they have not finalized their 2016 budget, we hope to have the Friends of the Library as our sponsors once again this year.</p> | Debbie Moss | 6.15 |
| <p>The Melrose Anniversary celebration was the quarter's most notable event. In addition to being a platform to recognize the creative efforts of Melrose Center users, the event brought together 21 participating exhibitors comprised of many of the meetup groups that use the Melrose Center. Represented at the celebration were; ASCE (American Society of Civil Engineers), Chronosapien Interactive, DeltaMaker, E2i Creative Studios, Orlando Big Band, Orlando Virtual Reality, Lakeshore Learning Materials and Meta-Data Life Sciences. During the 5-hour event, 1459 attendees walked through Melrose Center doors. The event was featured twice in the Orlando Sentinel under the Business/Technology section. Additionally, the Friends of the Library generously provided \$2,500 in prizes for the winners of the Melrose Award. Friends President Crockett Bohannon made the award presentations at the event. Staff have already begun review of this past year's event and are working on plans for next year's event on February 6, 2016.</p> | Debbie Moss | 3.15 |
| <p>Submissions are currently being accepted for the first annual Melrose Awards. Entries are in five categories:</p> <ul style="list-style-type: none"> • film • audio • photography/web/graphic design • maker-3D design/electronics/engineering • gaming/computer programming <p>Public voting on winners continues through January 9, 2015. Final winners will be determined by a panel of judges. Winners will be announced at the Melrose Anniversary event on Saturday, February 7, 2015. The grand prize winner will receive \$1,000. The top winner in each category will receive \$250 each. Prize winnings are being generously provided by the Friends of the Orange County Library System.</p> | Debbie Moss | 12.14 |

3. Update software/hardware/evaluate new technology

| Progress | Champion | Updated |
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| <p>VIDEO One of the existing classrooms in the TEC has been repurposed for the Video Production Learning Lab. This new teaching lab will allow us to offer more time to the public for booking the studio rather than it being dedicated to instruction. Equipment received includes Kino Flo Light kits with fluorescent daylight lamps, tripod stands, c-stands, cables and sandbags. The learning lab is being worked on for additional installation of power and data. Green vinyl was used for the green screen backdrop which was mounted in the far end of the lab. Black and White backdrops hve been moved from the video studio to the learning lab.</p> <p>An opportunity for 30 minutes of instructor support has been offered to patrons booking the studio for the first time.</p> <p>AUDIO Plugins were received for the audio classroom computers which includes the following:</p> | Debbie Moss | 9.15 |

- **Wave Gold-** includes 35 essential plugins that enhance audio mixing and mastering
- **WaveLab Element 8** – contain tools to enhance editing and restoring audio material
- **iZotope Ozone 6** – contains advanced mastering tools for audio
- **Avid Protools** was upgraded to version 12

Additional equipment received were high quality microphones for sound recording.

PHOTO STUDIO

For the Photo Studio, a Canon camera with a wide angled lens was received. Additional equipment received were C-Stands, Bowens Effects and Fashion Lighting kits, Bowen Strobe lights, mounted backdrop support system, cables and battery packs. A printer was purchased to replace the older photobooth printer which was malfunctioning.

FABLAB

The FabLab ordered equipment such as Shape-oko 3 for prototype development, Dremel High Performance Rotary kit and workstation, Lego Mindstorm, a wet/dry vacuum, sander and a compressor. These tools will be used in upcoming classes which are under development.

The first Sewing Camp is scheduled to be offered the first week of October. Materials received included 10 sewing machines, two sergers, cutting tables, sewing patterns, ironing board set, and sewing tools for classroom use.

Open Labs for 3D Printing began in August to encourage patrons to bring in their prototype so they can learn the 3D printing process and to work on their designs in the lab with one-on-one assistance from an instructor.

Lego programming software was installed on the FabLab computers. AutoCad is being evaluated to be used with the Shapeoko and for future classes.

OnDemand (online) General Orientation has progressed well. Staff have recorded the different sections of the orientation for use online orientation process.

TEC - Curriculum Development

QuickBooks 2015 online class materials have been updated.
Haitian Creole Office series has been translated.

Classes currently being developed are:

- Logic class series
- WeDo Robotics for kids
- Lightroom class series
- Lego Minestorm camps for kids
- Getting Started with Windows 10
- Video Production Level 1
- Digital Publishing Using InDesign
- Maya Level 1: Modeling
- Adobe Photoshop: Blending Modes
- Lighting with Flags and Gels
- Vocal Recording Techniques
- Adobe Photoshop: Skin Retouching
- Sewing class series for tweens and teens
- Sewing class series for adults
- After Effect Levels 3 and 4
- Adobe Audition Level 2
- Adobe Premiere Levels 3 and 4

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|--|---|-------------------|-----------------------|------------------------------|--------------------|-----------------|---------------------|-------------------|-----------------|---|---------------------|---------------------|--------------|---------------------------------------|-------------------|--|-------------|-------|
| <ul style="list-style-type: none"> Classes created/under development by branch trainers include: Adobe Photoshop: Restore Vintage Photographs, Drum Machine Basics, Create Animated Gifs for teens and kids, Facebook Marketing, Greeting Cards Using Publisher | | | | | | | | | | | | | | | | | | |
| <p>We have just ordered an Oculus Rift Developer's Kit to begin exploring virtual reality programming and services. In addition the following items have been added the last quarter.</p> <ul style="list-style-type: none"> New Focus Rite pre-amps to replace problematic AVID pre-amps. Updated to Unity 5.01 on 18 class computers One 40" Samsung LEDTV monitor for Photo Studio and one also for the Video Studio to aid in instructor presentation. Fifteen Intel RealSense cameras, 8 computers w/ monitors, all to be donated by Chronosapien Interactive, LLC, at the end of the Intel RealSense Innovator Lab. Received a new Canon T5i camera which will be used as a backup camera to aid in classroom training and photo studio bookings. | Debbie Moss | 6.15 | | | | | | | | | | | | | | | | |
| <p>Installed Logic Pro in audio studio, one editing bay and seven classroom computers.</p> <p>Installed Pro Tools 11 in two editing bays and six public computers.</p> <p>Started selling higher quality headphones with ¼ inch adapters for \$10. Stopped checking out headphones. We found that with repeated use by multiple users, they were difficult to maintain.</p> <p>Started using the Lenovo wireless keypad and mouse for patrons to check out to use at the media wall.</p> <p>Purchased newest release of the ATEM switcher for multi-camera recording. Allows for managing input from multiple devices.</p> <p>Minecraft software has been ordered for upcoming camps and other events.</p> <p>Added two pop filters (noise protection filter for microphones) to audio studio inventory for check out.</p> <p>Tested DeltaMaker, local 3D printing company for future purchase of 3D printers for branch locations.</p> | Debbie Moss | 3.15 | | | | | | | | | | | | | | | | |
| <p>In December we received 4 new 3D printers. In addition to updating the Makerbot in the Fab Lab of the Melrose Center, we will be adding this new service to our Alafaya, North Orange and Winter Garden locations. We also purchased 3D scanners for the first time which will also go to these locations. The scanners allow users to make a 3D image of an object which can then be reproduced on the 3D printer.</p> <p>Ann Collins, Assistant Manager in the Melrose Center, contacted Autodesk regarding a free software offer. She was able to secure licenses for 3 years to the following suite of Autodesk software. Staff are currently studying the software in order to support public use.</p> <p>Autodesk Entertainment Creation Suite includes:</p> <p>Motionbuilder, Maya, Softimage and 3ds Max</p> <p>Autodesk Education Master Suite includes:</p> <table border="0" data-bbox="123 1743 1198 1999"> <tr> <td>AutoCAD®</td> <td>Autodesk® Mudbox®</td> </tr> <tr> <td>AutoCAD® Architecture</td> <td>Autodesk® Navisworks® Manage</td> </tr> <tr> <td>AutoCAD® Civil 3D®</td> <td>Autodesk® ReCap</td> </tr> <tr> <td>AutoCAD® Electrical</td> <td>Autodesk® Revit®*</td> </tr> <tr> <td>AutoCAD® Map 3D</td> <td>Autodesk® Robot™ Structural Analysis Professional</td> </tr> <tr> <td>AutoCAD® Mechanical</td> <td>Autodesk® Showcase®</td> </tr> <tr> <td>AutoCAD® MEP</td> <td>Autodesk® Simulation CFD Design Study</td> </tr> <tr> <td>AutoCAD® Plant 3D</td> <td></td> </tr> </table> | AutoCAD® | Autodesk® Mudbox® | AutoCAD® Architecture | Autodesk® Navisworks® Manage | AutoCAD® Civil 3D® | Autodesk® ReCap | AutoCAD® Electrical | Autodesk® Revit®* | AutoCAD® Map 3D | Autodesk® Robot™ Structural Analysis Professional | AutoCAD® Mechanical | Autodesk® Showcase® | AutoCAD® MEP | Autodesk® Simulation CFD Design Study | AutoCAD® Plant 3D | | Debbie Moss | 12.14 |
| AutoCAD® | Autodesk® Mudbox® | | | | | | | | | | | | | | | | | |
| AutoCAD® Architecture | Autodesk® Navisworks® Manage | | | | | | | | | | | | | | | | | |
| AutoCAD® Civil 3D® | Autodesk® ReCap | | | | | | | | | | | | | | | | | |
| AutoCAD® Electrical | Autodesk® Revit®* | | | | | | | | | | | | | | | | | |
| AutoCAD® Map 3D | Autodesk® Robot™ Structural Analysis Professional | | | | | | | | | | | | | | | | | |
| AutoCAD® Mechanical | Autodesk® Showcase® | | | | | | | | | | | | | | | | | |
| AutoCAD® MEP | Autodesk® Simulation CFD Design Study | | | | | | | | | | | | | | | | | |
| AutoCAD® Plant 3D | | | | | | | | | | | | | | | | | | |

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| AutoCAD® Raster Design AutoCAD® Structural Detailing AutoCAD® Utility Design Autodesk® Alias® Design Autodesk® Infrastructure Modeler Autodesk® Infracore™ Autodesk® Inventor® Professional | Environment Autodesk® Simulation CFD Motion Autodesk® Simulation Mechanical Autodesk® Simulation Moldflow® Adviser Ultimate Autodesk® SketchBook® Designer Autodesk® Vault Basic Autodesk® 3ds Max® Design | |

Lifelong Learning: B. Children's Learning Initiative

1. Explore new early childhood learning programming

| Progress | Champion | Updated |
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| <p>During July and August, 339 programs were scheduled for babies, toddlers, and preschoolers (ages 0-5), with 10,941 people attending system-wide. The <i>SMART Start</i> series which successfully piloted in May was conducted in September at the Orlando Public Library and Winter Garden. Kids ages 2-5 experienced hands-on learning adventures that focused on science, math and art in a sensory-rich environment.</p> <p>The series <i>My Community Is Full of Heroes</i> rolled out system-wide with multiple programs in July and August. Overall, 45 programs were attended by 1,382 attendees. Kids learned about community heroes, such as doctors, mail carriers, firefighters, construction workers, farmers, garbage collectors, bus drivers and teachers.</p> <p>An <i>Artsy Toddler</i> wiki page has been created after the successful series that was offered at Southwest. Currently, 18 themes have been designed and posted to the wiki page so any location can follow the script and offer the programs. Applicable Florida Early Educational Standards are listed for every theme.</p> | Debbie Tour | 9.15 |
| <p>A new series called <i>My Community Is Full of Heroes</i> rolled out system-wide. Kids will learn about community heroes that live close by, such as doctors, mail carriers, firefighters, construction workers, farmers, garbage collectors, bus drivers and teachers. In the first eight programs, 390 attendees participated.</p> <p>More of the <i>SMART Start</i> series for toddler programs will be conducted in the fall. A wiki page has been developed with program scripts and supplies have been ordered for all locations to use.</p> <p>This quarter through mid June, 138 programs for preschoolers were offered system-wide, with an attendance of 3,258.</p> <p><i>Get Ready for K</i> programs are being set up to start in the fall and next spring. The library will be adding a new database for early childhood learning. "Miss Humblebees Academy" will offer online curriculum for children preschool through kindergarten. The curriculum lays the foundation for a lifetime of learning success, supporting core subject areas. The curriculum is theme based and fully interactive with sound cues. This database will be available for patrons to use from home on their computers and tablets.</p> <p>North Orange in partnership with TwoLeftFeetDanceLesson.com designed a once per month program for preschoolers called "Come Dance with Me". This monthly program was designed as an introduction to the art of ballet allowing children to learn one basic concept per month, along with the importance of ballet by following instructions, coordination, and balance while having fun learning with their parents or caregiver. Average attendance is over 20 per program.</p> | Debbie Tour | 6.15 |
| <p>Youth Services staff developed and conducted a new SMART (Science, Math, Art) Start series for toddlers and preschoolers, ages 2-4. The SMART Start series was successful and received positive feedback from participants. Parents were excited about exposing their children to SMART concepts at such an early age. The program scripts are available for all locations to use. The four-week series had an attendance of 178.</p> | Debbie Tour | 3.15 |

| Progress | Champion | Updated |
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| <p>The Southwest branch turned their Artsy Toddler monthly program into an eight-week series. The program offered early literacy learning through stories and crafts for children thru 3 years of age. The series attendance was 509 with an average of 63 per session.</p> <p>Branches now own an iPad and Apple TV for projection for programs. Several locations are developing some early childhood learning programs. The program scripts will be available for all locations to use.</p> <p>LittlePim, an award-winning online language learning program for pre-schoolers, is now available to our patrons. This language learning program is specifically designed for children ages six months to six years. It uses short videos and flash cards to introduce children to a new language through immersion. There are 10 languages available: Spanish, French, Mandarin Chinese, Italian, Japanese, Hebrew, German, Russian, Arabic and English/ESL. The North Orange branch will be using this new product for early childhood learning programs in April.</p> | | |
| <p>To learn more about delivering early literacy programs to Spanish-speaking families, several staff attended a webinar sponsored by ALSC (Association for Library Service to Children) entitled <i>Every Child Ready to Read @ your library</i>.</p> <p>On December 4, Erin Topolsky and Crystal Sullivan conducted a demonstration for branch staff on using an iPad, apps and Apple TV in story programs.</p> <p>Youth Services is developing a new series called <i>SMART</i> (Science, Math, Art) <i>Start</i> for toddlers and preschoolers. Program scripts will soon be available for all locations to use. This is an early learning program that incorporates science, math and art into early learning experiences for 2-4 year olds. Each program will include a suggested book, art project and enrichment activities.</p> <p>The Southwest Branch started <i>Artsy Toddler</i>, a monthly program designed to introduce basic concepts focusing on early literacy through stories and arts and craft activities for children thru 3 years of age. During these programs, toddlers are building their social skills, fine motor control and practicing imaginative play. The children enjoyed learning some basic sign language, singing songs, finger plays and making their own turkey art. During this quarter over 85 patrons have attended an Artsy Toddler program. Starting at the end of January, an 8-week series of <i>Artsy Toddler</i> will begin.</p> | Debbie Tour | 12.14 |

2. Explore partnerships to provide tutoring opportunities

| Progress | Champion | Updated |
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| <p>Positive Flow will start regular tutoring on 23 September at Eatonville. Over the summer Positive Flow offered Game Nights for 97 attendees over 7 weeks. Each week Game Nights focused on learning strategies using fun and innovative ideas. One week there was a library scavenger hunt where kids learned how to research and locate materials on the shelf by using the Dewey decimal system. We contacted "City Year" and found out that they recruit 17-24 year olds to help tutor and mentor students exclusively at OCPS. They work with students in grades 3-9. We have reached out to them to see if there are other ways we can partner with them. Staff continue to look for ways to offer tutoring</p> | Debbie Tour | 9.15 |
| <p>We updated paperwork with the VCI (Volunteers for Community Impact) by signing a revised MOU (Memo of Understanding) and completing an ADA checklist and an IRS determination letter. VCI staff are aware that they have not sent us any tutors this year and they are actively looking.</p> <p>During April and May, "Positive Flow Foundation" offered 135 tutoring sessions at Eatonville. From 24 June through 26 August they are planning a weekly <i>Game Night</i> using fun and innovative ideas focusing on learning strategies. They will start tutoring sessions again in September.</p> | Debbie Tour | 6.15 |
| <p>Due to the success of the tutoring session last quarter, Eatonville decided to continue the partnership with "Positive Flow Foundation". Tutoring sessions are held every Wednesday</p> | Debbie Tour | 3.15 |

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| <p>from 6:00p.m.-7:30p.m. The word has gotten out and the sessions have been well attended. A total of 161 kids, teens, and parents attended the last nine sessions.</p> <p>We continue to work with VCI (Volunteers for Community Impact) to obtain some volunteer tutors. Youth Services created a wiki page with information that will help the process of enlisting and managing volunteer tutors.</p> | | |
| <p>We have been working with the organization "Volunteers for Community Impact" (VCI) to develop a plan for volunteer tutors at three library locations. A Memo of Understanding has been agreed to and the organization is looking for qualified volunteers.</p> <p>We are exploring a potential partnership with Page 15, a non-profit organization. Staff met with Page 15 to see how we can partner with programs such as writing camps and tutoring.</p> <p>In October, the Eatonville Branch developed a partnership with the "Positive Flow Foundation" to offer free tutoring for grades K - 12. The tutoring sessions are being held every Wednesday from 6:00-7:30. Thru December 9, seven tutoring sessions were hosted with a total of 110 kids, teens, and parents attending.</p> | Debbie Tour | 12.14 |

3. Develop more STEM related activities and classes (Science, Technology, Engineering, Math)

| Progress | Champion | Updated |
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| <p>During June and July, 109 programs for kids and teens were scheduled system-wide with over 5,000 in attendance.</p> <p>The <i>Fairy Tales STEM</i> series was presented to 328 attendees at Alafaya, Chickasaw, South Creek and Winter Garden in July and August by the Curriculum Specialist. <i>Famous Scientists in the Making</i> series was facilitated by an OCPS teacher at Alafaya, North Orange, Southeast and Hiwassee. In July and August, eight programs were presented to 247 attendees.</p> <p>Many exciting programs were offered such as: <i>Get ready for K</i> at Edgewater; <i>Come Dance with Me</i> at North Orange; <i>Big Fish, Little Fish</i> at Hiwassee; <i>Shapes that Roll</i> at North Orange, <i>Artsy Toddler</i> at Chickasaw and <i>Fun With Counting</i> at North Orange.</p> | Debbie Tour | 9.15 |
| <p>This quarter through mid June, 96 STEM programs were offered system-wide with 1,369 people attending.</p> <p>The Pop-Up Engineering, Simple Machines, and Animal Adaptations kits have been used in programming at Windermere, Edgewater, Winter Garden and Orlando Public Library.</p> <p>The <i>Self(a)STEAM</i> series on women in STEAM fields started in June and will continue through July. The pilot series is being conducted at the Orlando Public Library and will then be rolled out to branches.</p> <p><i>Fairy Tale STEM</i>, offers classic fairy tales with a science and technology twist. This series is scheduled at several locations throughout the summer.</p> <p>An OCPS teacher will present a four-part series called <i>Famous Scientists in the Making</i> at five locations. Kids will get to be Leonardo da Vinci, Dionysius of Syracuse, Nathaniel Ward, and Soren Sorensen for a day.</p> | Debbie Tour | 6.15 |
| <p>During this quarter over 49 science themed programs were scheduled system-wide with over 1,000 participants. There were programs on feathers, porcupines, insects, plants, building, science experiments and math. We are in the beginning stages of developing curriculum for a series called Self@STEAM which will focus on women in STEAM. Science program kits on pop-up engineering, animal adaptations and simple machines, have been completed and are available to branches. They have been used several times for programs at Eatonville, Alafaya, Windermere and at the Central Florida Fair outreach.</p> <p>The Crazy 8's series has been offered at eight locations and a ninth location, Winter</p> | Debbie Tour | 3.15 |

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| <p>Garden, will start offering the series in April. Since September 2014, 45 Crazy 8's programs have been presented and a total of 809 have participated in the program system wide thru 23 March. Crazy 8's is a part of the larger initiative called <i>Cool to do After School</i> which has a logo and a separate webpage so information can be found easily. <i>Cool to do After School</i> includes Crazy 8's, Whiz Kids, science programs, book clubs and more. We are developing a new installment of the Skills Challenge series involving the AWE computers and Whiz Kids.</p> <p>During the Spring Family Fun series kids will work together to create and star in a musical theatre production that addresses bullying, see live animals, build LEGO™ models and conduct science experiments.</p> | | |
| <p>In October and November, 45 children and teen science-themed programs were conducted system-wide with over 1,000 in attendance. Programs included: <i>Cookie Excavation</i> (archeology), <i>Back to the Moon For Good</i> (Google presentation in the Science Café series), <i>Future Science Past</i> (history of science), <i>Incredible Insects</i> (presented by the UCF Entomology Club), <i>Mad Science: Big Top Science</i> (science of the circus) and presentations at the Central Florida Zoo.</p> <p>Science kits, such as pop-up engineering, animal adaptations, and simple machines, are in the final phases of development. The program kits will soon be available for branch use.</p> <p>Three librarians have taken on the initiative to develop fun surprising ways to educate afterschool kids in the library. <i>The Crazy 8s Club</i> introduces math concepts where participants learn about shapes with <i>Glow in the Dark Geometry</i>, measure themselves with toilet paper in <i>Toilet Paper Olympics</i>, create catapults for <i>Flying Marshmallows</i> and learn probability in <i>Bouncy Dice Explosion</i>. Our <i>Skills Challenge</i> series are computer based programs that develop reading, problem solving and technology skills using Early Literacy Stations by AWE. Lessons were developed by an education consultant to align with State Standards. <i>Whiz Kids</i> is available to create comics, animate images, mix music and make movies with various software. The <i>Mystery Math Club</i> motivates the learning of basic mathematics. More programming is on the way. We are working to develop <i>Cool To Do After School</i> programming across more locations as well as having a webpage presence for discovery.</p> | Debbie Tour | 12.14 |

4. Explore programs for special needs children (physical & developmental)

| Progress | Champion | Updated |
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| <p>Youth Program Specialist, Erin Topolsky, conducted training for 11 OCLS staff members on <i>Programming for Children with Special Needs</i> at the Herndon Branch on 13 August.</p> <p>Per patron's request, an ASL translator was hired to assist a child attending programs at several branch locations over the summer.</p> <p>Two separate programs, <i>Sunshine Storytime</i> and <i>Sunshine Play Time for Children of All Abilities</i> were conducted at two locations this quarter reaching about 150 attendees.</p> <p>A few balance ball chairs were purchased for main and Chickasaw for special needs children to use at programs.</p> | Debbie Tour | 9.15 |
| <p>Programming staff visited Magnolia School on 15 May and Princeton House Charter school on 19 May. They conducted a total of six specially designed programs for 172 children with special needs and their teachers.</p> <p>Additional supplies have been purchased for the <i>Sunshine Storytime</i> and <i>Sunshine Play Time</i> to expand the programs. These programs are for children with various abilities, especially those who prefer smaller group settings or have social, developmental or sensory challenges.</p> <p>As always, special accommodations are provided for patrons who require them. For example, an ASL (American Sign Language) interpreter will be provided at four programs in June for a family with a child who has a hearing disability.</p> | Debbie Tour | 6.15 |
| <p>On 10 February, 50 Colonial High School students with special needs visited the library for</p> | Debbie | 3.15 |

| Progress | Champion | Updated |
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| <p>a tour, research and scavenger hunt. A story program was held for 11 students with special needs from Ocoee High.</p> <p>Staff conducted three special needs programs at Magnolia Middle School with a total of 95 attendees. At Colonial High staff conducted a program for 52 students with special needs</p> <p>Two Sunshine <i>Storytime Programs for Children of All Abilities</i> were scheduled this quarter. The second one is scheduled for 28 March and the first one had 26 in attendance. Youth Services staff are working on a list of skills and supplies that are helpful in offering special needs programs.</p> <p>Staff are currently developing special playtime programming for children with special needs.</p> | Tour | |
| <p>For professional development staff attended <i>two webinars: Storytimes that work for Children with Special Needs</i> and <i>Serving the Underserved: Children with Disabilities at your Library</i>.</p> <p>Two informational newsletters were emailed to customers offering suggestions on sensory activities for children. The newsletters included books and crafts on music, animals and colors. Activities were appropriate for children that might have sensory, developmental or emotional disabilities.</p> <p>Five <i>Sunshine Storytime</i> programs were offered this quarter for children ages 3-8. These programs offer storytime with songs, stories, and interactive play for children who prefer small group activities or have sensory, social or developmental challenges. Additional programs will be scheduled throughout the year as more are developed.</p> <p>To ensure that our programs are inclusive for children of all abilities, Youth Services started to add some activities that are appropriate for children with special needs to program scripts.</p> <p>In October, 35 students with special needs from Dr. Phillips High School visited the Orlando Public Library for a special story program. About 30 students from Ocoee High School are scheduled to attend a special needs program on January 22.</p> | Debbie Tour | 12.14 |

Lifelong Learning: C. Adult Learning Initiative

1. Explore the development of "clubs" for learning and community connection, e.g. chess, bridge, music

| Progress | Champion | Updated |
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| <p>Tabletop Tuesdays, the OCLS Board Game Club, launched in September. The club will meet every third Tuesday of the month at the Orlando Public Library. Each meeting will feature a variety of games of strategy and skill.</p> <p>Creative Coloring is the new stress buster at OCLS. Providing community members with an opportunity to meet and share time coloring to reduce stress has been successful this quarter in many OCLS locations. Participants share tips, tricks and techniques.</p> <p>The "Spiritual Experience Discussions" are held at 6:30 p.m. on the 3rd Tuesday of each month at the Edgewater Branch Library.</p> <p>We are launching the "Foodies Club" at South Creek. Are you a "foodie?" Come to our club. We discuss everything related to food, including books, t.v. shows, recipes and more. We discuss new and old recipes, teas, herbs and more. The club meets the 2nd Thursday of the month.</p> <p>Also the South Creek Branch is launching a "homeschool club for families" on Fridays in September. There will be weekly meetings and include crafts, STEM learning and whizkids technology classes.</p> | Wendi Bost | 9.15 |
| <p>The Adult Programs Department hosts a monthly Cookbook Club series. Patrons learned about culinary holidays and exchanged cooking tips. Cookbook Club discussions range from easy and refreshing dessert recipes to conversations about cuisines from around the world.</p> <p>A Board Game Club is in the development stage and the first meeting to establish the club</p> | Wendi Bost | 6.15 |

| Progress | Champion | Updated |
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| <p>is planned for September.</p> <p>The Tertulia Cuatro Gatos/Spanish Book Club continues to grow and thrive. This April we hosted their 8 year anniversary celebration at the Main Library with 405 people in attendance.</p> | | |
| <p>In January 2015 the Adult Programs Department hosted their first Cookbook Club for patrons looking for cooking inspiration. The club explored new cookbooks, healthy recipes and celebrity cookbooks in the library collection.</p> <p>The OCLS Writers Group continues to grow. There are 25 members that meet once a month for critiques, discussion and camaraderie.</p> <p>"Cuatro Gatos" the Spanish book club and cultural group continues to grow with the Edgewater Branch Library and North Orange Branch Library starting clubs this spring.</p> <p>"Prime Time Family Reading Time" was presented at two OCLS locations this quarter. This six week series provides families the opportunity to come together at the library and explore literature beyond the words read on a page. Our funder, the Florida Humanities Council, provides a scholar and storyteller to guide these families in meaningful discussion. Attendance at all 12 programs combined was over 500.</p> | Wendi Bost | 3.15 |
| <p>The OCLS Writers Group meets once a month for critiques, discussion and camaraderie. In November, the group participated in a NaNoWriMo Write-in (National Novel Writing Month) to encourage authors to write 50, 000 words in November.</p> <p>We are in the development stage for our new Cookbook Club. Surveys were provided at each Cuisine Corner program to determine interest in the club and possible day/times that would work best.</p> <p>Book Clubs are alive and well at OCLS. "Cuatro Gatos" the Spanish book club and cultural group currently has clubs at 4 locations, South Creek, Southeast, Main and Windermere, and additional clubs are being planned for Alafaya and North Orange.</p> <p>The "Knitting Nook" at South Creek has become a cross generational club, developed in the summer of 2014. When the teens members went back to school, the meeting times were adjusted so the teens could still participate.</p> <p>The "Music Club" at South Creek continues to develop and some of the participants performed during our first ever after hours wine tasting at South Creek. The event was a mini fundraiser for the Friends of the Library.</p> | Wendi Bost | 12.14 |

2. Explore & create opportunities to provide specialized learning

| Progress | Champion | Updated |
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| <p>In July, the Herndon Branch taught patrons how to write a query letter to find an agent or publisher.</p> <p>The newly opened Chickasaw Branch hosted The Basics of Self Publishing to help aspiring authors understand the publishing process.</p> <p>In August, the Orlando Public Library hosted a panel discussion at the Meet the Publishers program. Local book and literary magazine publishers answered questions and provided one-on-one time for patrons.</p> <p>In September, the Orlando Public Library hosted a four-week series to teach Screenwriting 101. Patrons learned how to develop stories and write scripts for movies and TV shows. Attendance at the first session was 21.</p> <p>The South Creek Branch provided a program on Writing Young Adult Fiction. The Orlando Public Library offered Firearm Forensics for Writers with crime laboratory analyst Kristin Durfee, to help writers make accurate portrayals of forensics in fiction.</p> <p>Two branches, Alafaya and Chickasaw, hosted Rick's Dog Deli in September.</p> | Wendi Bost | 9.15 |

| Progress | Champion | Updated |
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| <p>Patrons learned about vital nutrition information for their pets and how to prepare custom meals for dogs.</p> <p>Cuisine Corner offered programs in July that included cookbook author Ellen Jaffe Jones sharing tips on how to eat vegan on \$4 a day and the Adult Programs staff facilitated how to cook healthy vegetarian recipes during a two-part "Meatless Mondays" series. Crystal Wells, Holistic Wellness Practitioner showcased Paleo dessert cuisine and shared bacon chocolate chip cookie samples. Melissa Cicero, from Melissa's Chicken & Waffles food truck, presented how to make the perfect chicken and waffle combination with a delicious demonstration. The One Pot Wonders program showed patrons how to simplify dinner with easy recipes that come together in one pot.</p> <p>The Hispanic Heritage Cultural Festival at the Orlando Public Library featured culinary delights from various Hispanic countries.</p> <p>The Event and Wedding Planner workshops in August at Chickasaw and West Oaks taught patrons how to design and coordinate professional events.</p> <p>Mayanist Richard Corwin presented a four week series about the ancient Maya civilization and discussed the remarkable history and hieroglyphs of the Maya Classic period.</p> <p>The ESL Specialist at Southeast has developed and launched a series called "Speaking Clearly" at the branch. The series of classes range from basic pronunciation to advanced skills for English language learners. Since June 2015, there has been a total of 906 attendees in the series or 23 people per class.</p> | | |
| <p>The West Oaks Branch Genealogy Specialist has develop and has been offer a series of 8 classes to assist customers with their research.</p> <ul style="list-style-type: none"> • Branching Out To Find Your Roots: Genealogy, The Very Basics. • Branching Out To Find Your Roots: Discovering U.S. Census Records • Branching Out To Find Your Roots: Using Vital Records. • Branching Out To Find Your Roots: Digging Up Land Records • Branching Out To Find Your Roots: Estates, Wills, and Probate Records • Branching Out To Find Your Roots: Journey through Immigration Records • Branching Out To Find Your Roots: Exploring Church and Cemetery Records • Branching Out To Find Your Roots: Marching through Military Records. <p>"So, You Want to Learn a New Language?" North Orange introduced a weekly fun-filled language learning experience designed for preschoolers and their parents which include hands-on activities, songs, and interactive technology using the Little Pim Database (Powered by Mango languages). Through these weekly programs, participants have been learning Basic Spanish. Each weekly lesson plan includes new Spanish vocabulary words for the week, songs in Spanish, visual cue cards, watching one Little Pim episode, and homework. This program has seen an average of 27 participants per week.</p> <p>The library took part in a nationwide financial literacy initiative known as <i>Money Smart Week</i> for programs specifically geared toward finances. <i>Money Smart Week</i> was created by the Federal Reserve Bank of Chicago in an effort for financial institutions, government agencies, not-profits, libraries and schools to join forces and raise awareness about financial education and provide resources to the public at large. The library hosted 10 events and created community partnerships to bring financial literacy to our patrons.</p> <p>The Writers Corner offered many programs this quarter for aspiring writers. April was National Poetry month. The Herndon Branch hosted a Local Poet Showcase with a live reading from eight local poets. The Orlando Public Library hosted <i>LibCon</i>. This day-long celebration of books welcomed 26 authors of all genres to share their experience through book signings, panel discussions and writing workshops. New York Times Bestselling Author and Printz Honor recipient, Rick Yancey, provided the keynote address.</p> <p>Cuisine Corner programs are popular and included, award-winning cookbook author, Warren Caterson, and Vilma Vela, co-founder of Vela Sauce. In celebration Cuisine Corner's one year anniversary programs featured the return of popular local chef Ha Roda. Holistic elements were explored with a focus on healing with spices and learning about paleo cooking cuisine. Fireman Brad Jones prepared his kale salad recipe. The Adult Programs Department developed and facilitated a "No Cook" program series which</p> | Wendi Bost | 6.15 |

| Progress | Champion | Updated |
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| <p>featured fast and fresh no-cook meal ideas.</p> <p>The do-it-yourself arena has expanded to include brewing. Allan Jackson, of Sanford Brewing Company, and Darren Uner, founder of the Brew Club of Seminole County, shared the basic steps to get started, and how to expand the beer varieties attendees can produce in their own home. For coffee lovers, a scientific approach to brewing coffee allowed attendees discovered how to use a cold-brew coffee process to create a distinctively smooth cup of coffee with time replacing heat.</p> | | |
| <p>Specialized learning opportunities are provided in many ways for adults including library programming. Here are some examples from this quarter:</p> <p>Cuisine Corner</p> <p>Keywa Henderson Thomas, founder of <i>Key's Teas</i>, explained the benefits of drinking tea and shared a special tea recipe to boost the immune system. Patrons enjoyed creating festive <i>Valentine's Day Cookies</i> at our cookie decorating program. <i>Microwave Gourmet</i> demonstrated easy, appetizing and convenient meals cooked in a microwave. <i>Strawberry Sue</i> from the Florida Strawberry Growers Association visited the Cuisine Corner and shared her recipe for a crisp, delicious strawberry spinach salad. Patrons learned about the health benefits of strawberries and more recipes featuring the locally grown and in-season produce. The first pet Cuisine Corner was offered this quarter with <i>Home Cooked Dog Diets with Rick's Dog Deli</i>. <i>Vela Sauce</i> Co-Founder, Vilma Vela demonstrated how to add heat to enhance a dish without changing the flavor.</p> <p>Writers Workshops:</p> <p>Poet J. Bradley facilitated a workshop on how to write a love poem for the first Writers Corner program this quarter. Next, author Pamela Labud discussed how to develop a sympathetic heroine and hero readers will swoon over at the program <i>Writing a Romance Novel</i>. Author H.D. Smith shared <i>How to Create an Audiobook. Let's Write That Book</i>, presented 12 reasons why the world needs your message and how to overcome barriers in writing. <i>Article Writing Success</i> focused on being published in Newspapers, magazines and blogs. Creative Writing Professor, Tof Eklund, explained <i>Writing Diverse Characters</i>. Accountant Robyn Weinbaum provided tax advice for writers and freelancers. Author Jaimie Engle shared the benefits and importance in finding the right representation in <i>How to Find a Literary Agent</i>. The Writing Workshop, <i>Create an Attention Getting Query</i>, taught writers the importance of a query letter and explained the content it should include to be a successful in having your book be noticed.</p> <p>Sample types of programming:</p> <p>The 8 week <i>FUNDamentals of Improv</i> classes teaches students essential skills for Improv. At the end of 8 weeks students perform a showcase to highlight what they have learned.</p> <p><i>Get Organized</i></p> <p>Celebrate National Get Organized Month (GO MonthSM) with Jane Cole, CPO of Happy Home Organizing Solutions. Learn the steps to tackle your organizing projects and reduce the clutter, chaos, and stress in your life.</p> <p><i>Introduction to Essential Oils</i></p> <p>Not all essential oils are created equal. Experience a variety of essential oils with Stephanie Jorian, Vegan Lifestyle Coach & Educator and Natural Solutions Consultant. Stephanie will explain the basics of essential oils and touch on the choosing the right essential oils, frequently used oils for home and the uses and benefits of essential oils beyond aromatherapy.</p> <p><i>Home Buyer's Seminar</i></p> <p>Get an overview of the entire home buying process. Learn about each step including prequalifying for a mortgage, searching for a home, presenting offers, negotiation of contracts to the home inspection, appraisal, title search and closing process.</p> | Wendi Bost | 3.15 |
| <p>OCLS has expanded English learning opportunities for speakers of other languages. ELLIS (English Language Learning Interactive Software) is now available at 11 locations during</p> | Wendi Bost | 12.14 |

| Progress | Champion | Updated |
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| <p>various open-language labs. Participants must first attend an ELLIS orientation. Since October 1, 76 ELLIS orientations have been offered and attended by 201 people; 586 have attended an open language lab.</p> <p>The Cuisine Corner remains a popular program for our guests to learn unique recipes and helpful tips for cooking. In October, we continued our Hispanic Heritage Celebration with a program from Yamira Lee, who demonstrated how to create tostones (fried plantain slices) with mojo dipping sauce. We had our first in-house Cuisine Corner with a demonstration of Homemade Salsa Secrets. Fantastic Hummus honored World Vegetarian Day with a hummus and tabuli recipe. Dreamers Delectable Delights made the perfect candy apple and our Chef Spotlight featured chef Nick Roy from the Doubletree Hilton Hotel.</p> <p>In November, Dr. Ceasar Irizarry taught his Fit Spoon course on how to stay healthy by eating nutritious meals. <i>Orlando Sentinel</i> food editor, Heather McPherson, and <i>Edible Orlando</i> editors, Katie Farm and Pam Brandon told stories and shared recipes from their new collaboration, <i>Good Catch: Recipes & Stories Celebrating the Best of Florida's Waters</i>. We offered a Vegetarian Thanksgiving demonstration and the Florida Beef Council educated consumers about beef products, health and nutrition.</p> <p>December began with a Vegan Holiday Dinner from Ethos Vegan Kitchen. We demonstrated how to decorate your Holiday cookies! Cookbook author, Warren Caterson shared how easy it can be to cook for two. Chef Sonya Rodriguez shared her Culinary Heritage as she prepared a traditional Puerto Rican meal.</p> <p>Our October Writers Corner started with a <i>Writing Workshop: Big Stories, Big Character</i>. Next we offered <i>Choosing a Publishing Path</i> to discuss the different publishing paths available to aspiring authors. We concluded the month with <i>From Page One to Published: Writing Your Novel or Memoir</i>.</p> <p>In November, <i>Copyright for Writers</i> presented by entertainment lawyer, Chrissie Scelsi, answered questions about how copyright affects writers. <i>Revise and Submit Your Book</i> was a two-part series held in December that helped authors prepare their writings for submission to agents and editors. In <i>Establishing Your Writing Career</i>, authors Chris Vander Kaay and Kathllen Fernandez-Vander Kaay shared their advice and experience.</p> <p>Through a partnership with the Florida Humanities Council, in November we offered a three week program, Community Conversations: Diversity in a Changing America. This weekly discussion, lead by UCF Professor Harry Coverston, explored the diversity of the American population to arrive at a better understanding of issues faced in our community.</p> <p>Armando Rua guided students on the basics of learning how to play a guitar at her November Windermere program.</p> | | |

Lifelong Learning: D. Staff Learning Initiative

1. Launch self-directed learning program

| Progress | Champion | Updated |
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| <p>The staff training site was accessed 542 times. A soft rollout of the SumTotal Learning Management System has been communicated to staff, with 121 staff members logging into the system. In addition, 3 Heart Healthy seminars presented by Florida Hospital were offered to all staff; 20 staff members attended the Power to Prevent Heart Disease, 19 staff members attended Signs and Symptoms: Men vs. Women, and 20 staff members attended the Power to Prevent: Eat Your Heart Out.</p> | Bob Tessier | 9.15 |
| <p>Eleven in-person training sessions were offered with an attendance of 69 staff members. 138 online learning opportunities were communicated to staff. The staff training site was accessed 906 times. The SumTotal Learning Management System is being configured and customized for rollout to staff.</p> | Bob Tessier | 6.15 |
| <p>Nine in-person training events were offered with an attendance of 102 staff members. Additionally, 107 online learning opportunities were communicated to staff. The Staff Training Site was accessed 1164 times. We have purchased a Learning Management</p> | Bob Tessier | 3.15 |

| Progress | Champion | Updated |
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| System through SumTotal, which will play a role in the organization and implementation of the Self-Directed Learning Plan. | | |
| Staff were offered 4 in person training events and 136 learning opportunities this quarter. Our Staff training and Development Specialist, Colleen Hooks, continued to meet with staff to explain the self-directed learning concept and the Staff Training Site. The Staff Training Site was accessed 1434 times this quarter. | Bob Tessier | 12.14 |

2. Provide staff with the opportunity to enhance presentation skills

| Progress | Champion | Updated |
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| The training, "Public Speaking Pointers for Librarians," was offered September 8th at the Main Library. | Bob Tessier | 9.15 |
| The article "How to Give a Killer Presentation" from the Harvard Business Review publication was posted to the Staff Training Site. | Bob Tessier | 6.15 |
| The Library offered the following webinars on presentation skills - "8 Great PowerPoint Presentation Tips to Save You From a Fate Worse than Death by PowerPoint" and "Want to Get Your Message or Point Across with Impact? Tell Them a Story." A recommendation of the book "Talk Like Ted" by Carmine Gallo was made on the staff training site. | Bob Tessier | 3.15 |
| The Library offered a webinar on presentation skills this past quarter. In addition, our Staff Training and Development Specialist posted the Librarians Guide to Developing Presentation Skills to the Staff Training Site. | Bob Tessier | 12.14 |

3. Offer language learning opportunities for staff

| Progress | Champion | Updated |
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| Mango Languages was advertised to staff as a "featured database of the month" on the front page of the Staff Training Site, offering an overview of the database, a video tutorial and practice questions to provide better understanding on how to get the most out of the Mango's resources. | Bob Tessier | 6.15 |
| In addition to offering language learning databases, the Library partnered with our Mango representative for two staff training opportunities - one at the North Orange Branch and one at the Main Library. These trainings communicated how to get the most out of using the Mango Language Learning Database and the Mango mobile app, while also reiterating the Spanish for Library Staff resource available on the Staff Training Site. | Bob Tessier | 3.15 |
| The Library provides two databases, Mango and Rocket, that staff can utilize to learn languages skills. Through Mango, the Library provides an interactive resource "Spanish for Library Staff," which focuses on teaching staff customer service phrases that will help them better serve patrons. | Bob Tessier | 12.14 |

4. Provide an annual staff learning event

| Progress | Champion | Updated |
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| Plans for the 2015 Staff Development day are underway. The Committee members have been meeting and planning learning sessions and activities. Staff Day will be held on November 11. | Bob Tessier | 9.15 |
| On November 11, 2014 the Library held Staff Development Day, a day where all staff got together for a day of educational opportunities. Each staff member picked four breakout | | 6.15 |

| Progress | Champion | Updated |
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| sessions to attend with classes ranging from professional development to Database training. | | |

Community Engagement: A. Social Media Promotion

1. Adapt strategies for diverse populations

| Progress | Champion | Updated |
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| <p>The @oclslibrary Twitter account reached 6,000 Followers on July 1, 2015. It continues to grow with the account currently having over 6110 followers. Facebook is also headed to the 6,000 “Likes” milestone. The Orange County Library System (FL) account currently has over 5,850 “Likes.”</p> <p>The Chickasaw Branch Library opened on July 18, 2015. The new location serves a largely Hispanic population and provides OCLS a great opportunity to connect with the community. The Facebook post with the most engagement that was not a promoted ad or posts was, "It's official! The ribbon has been cut. The Chickasaw Branch is open!" with an engagement of 227 unique users.</p> <p>OCLS was awarded a \$10,000 grant from the National Endowment for the Humanities and the American Library Association to bring <i>Latino Americans: 500 Years of History</i> to the community. The library will be offering programming about Latino history and culture between July 2015 and July 2016.</p> <p>The library also received a \$3,500 Mayor's Matching grant to provide sewing camps in the Melrose Center starting in October. This allows OCLS to target the children's and teen audiences and to provide them with essential STEM education skills.</p> | Debbie Moss | 9.15 |
| <p>The Melrose Center launched a series of Summer Camps for 2015 for kids, tweens and the hard-to-reach teen audience. Topics covered include robotics, game design, graphic design, video production, music production and more. The camps have been well received and have filled up quickly.</p> <p>Social media continues to show year-to-year growth. The average growth for OCLS accounts for the past three months was 24.62%. It continues to be utilized to connect with the community by posting information about the Summer Reading Program, Chickasaw Opening and events happening at the library.</p> <p>Opening date for the Chickasaw Branch Library is set for Saturday, July 18. Grand-opening ceremonies will begin with a ribbon cutting at 10 a.m. followed by festivities throughout the day including face painting, give-aways, music and dance performances. This new library -- the system's 16th location -- will serve an area with a large Hispanic population. OCLS is using Facebook advertising targeting the surrounding zip codes to get the word out about the new library.</p> | Debbie Moss | 6.15 |
| <p>OCLS is preparing to open its Chickasaw Branch in Summer 2015. This location will serve a largely Hispanic population. A search for branch manager has been completed and as stipulated in the job description the manager is bilingual in English and Spanish. OCLS has also been in contact with the Charter School across the street from the Chickasaw location for future partnerships. The student population at the school is 70 percent Hispanic.</p> <p>OCLS is developing new promotional flyers about its offerings to be published in Spanish and Haitian Creole.</p> <p>On Staff Day, URBANDER's HOLA Workshop™ (Hispanic Outreach and Language Assistance) was presented as a break-out session This is a cultural competency workshop designed to help professionals more effectively respond to the needs of the growing pool of Hispanics customers in the U.S. by better understanding their culture. HOLA helps improve the rapport between the service provider and the prospective customer by building trust, a fundamental conduit for business development.</p> | Debbie Moss | 3.15 |
| OCLS continues to broaden the scope of its programs to appeal to all types of audiences. | Debbie | 12.14 |

| Progress | Champion | Updated |
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| This quarter the Next Chapter program series aimed at seniors was launched. Citizenship Inspired remains strong and a Naturalization Ceremony will be held at the Main Library during National Library Week in April. A language learning lab has been added to the Southeast Branch Library and a dedicated ESOL specialist has been hired at that location. OCLS now has four active Spanish Book Clubs. | Moss | |

2. Enhance our ability to engage with people through a newly designed website

| Progress | Champion | Updated |
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| Progress continues on the new web design which is slated to go live in October 2015. Staff met and decided on monthly themes for the fiscal year that begins in October. Promotional posters and bookmarks have been created to promote the new website. There are also plans to promote the new design heavily on the library's various social media channels. | Debbie Moss | 9.15 |
| bluespark Development has developed a mock-up of a new website designed based on various themes such as Summer Reading, family fun and others. The library's team will come up with the themes to present and rotate throughout the year. The new design is much more contemporary and requires visitors to scroll down to unveil additional content. It features a very-Pinterest-like feel. The independent research firm Clutch named bluespark Development as one of the top web developers for 2015. | Debbie Moss | 6.15 |
| The library has contracted with bluespark Development to overhaul its current website using the latest technologies on a Drupal content management system. The beta testing showed users seek a more visual experience that meshes seamlessly with mobile devices. | Debbie Moss | 3.15 |
| Beta testing for a new OCLS website is continuing. Currently, OCLS is conducting wire frame testing to determine which areas of the website people would likely click for certain information. The goal is to redesign the website so it results in a more user friendly online experience. | Debbie Moss | 12.14 |

3. Explore rebranding OCLS for the mobile age

| Progress | Champion | Updated |
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| OCLS began advertising EPOCH on Facebook in summer 2015. This quarter, the Facebook post with the most engagement was a paid ad for Epoch and it had 329 unique users engage with this post. | Debbie Moss | 9.15 |
| The library sent out an RFP out for an advertising agency and the RFP called for social media to be a big component of the promotional plan. Five responses to the RFP were received and are currently under review. | | |
| OCLS continues to explore advertising opportunities on social media. Technology classes have been advertised on Facebook and the Chickasaw's grand opening will be advertised on the popular social media site as well. We will be using Google Ad Words to promote EPOCH. | Debbie Moss | 6.15 |
| The first phase of the Mindspot Research was completed in December 2014. Mock-ups of creative collateral to target three non-library user groups (creatives/families/seniors) have been developed. A marketing committee came up with three possible taglines to promote the library. Mindspot is currently in the process of testing the sample ads and prospective taglines to see which are most effective in attracting new patrons to OCLS. | Debbie Moss | 3.15 |
| In Fall 2014, OCLS contracted with Mindspot Research, an independent marketing firm. The firm has been conducting qualitative and quantitative research of library users and non-users. The intent of the study is to determine what would attract more people to use | Debbie Moss | 12.14 |

| Progress | Champion | Updated |
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| the library. The study will drive re-branding efforts for 2015. | | |

Community Engagement: B. Engage with/in Community Content Development

1. Conduct community awareness events

| Progress | Champion | Updated |
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| In the quarter beginning July 1, 2015, so far OCLS has participated in a total of 16 community outreach events and reached a collective audience of 2,753 people. The biggest event was the Family & Kids Expo where library staff interacted with 623 people. Other big events included Commissioner Edwards' Back-to-School Event, the Orlando Shakespeare Theater's Open House, District Four's National Night Out and the Helping Hands Multicultural Center's Back-to-School Festival. At each of these events, staff interacted with more than 200 people. | Craig Wilkins | 9.15 |
| In the quarter encompassing April, May and June 2015, the library participated in 19 events reaching 3,365 people. Large community events included Central Florida Earth Day where OCLS interacted with 337 people and the Nathaniel's Hope Make'm Smile Festival at Lake Eola where we reached 498 people. EPOCH had a booth at the Florida Library Association Conference and interacted with 180 people there. EPOCH also had a booth at the Florida Hospice & Palliative Care Association Conference where we reached 250 people. | Craig Wilkins | 6.15 |
| From January to March 2015, the Library participated in 27 Community Events reaching more than 5,000 people. The largest event of the quarter was Otronicon held at the Orlando Science Center where the Melrose Center had a presence that reached more 3,500 attendees. The Eatonville Branch was able to get news about library services out to more than 600 people at the annual Zora Festival. | Craig Wilkins | 3.15 |
| The Library participated in 36 community events and reached an audience of more than 3600 people. Some of the larger events included Orange County Family Fun Day on November 1st with a library audience of 509 people, a Teach-In at Little River Elementary School with 375 students, and the CFEC Job Fair where 235 learned about library services. | Craig Wilkins | 12.14 |

2. Foster content development

| Progress | Champion | Updated |
|---|---------------|---------|
| Kim Peters at the Main Library has been working with the Third Friday Book Club (the oldest book group in Orlando, established in 1954) to digitize their records and post their memories to Orlando Memory. Related postings include the club's history, articles about the club, and personal photos from members. | Craig Wilkins | 9.15 |
| Brooklyn Public Library (NY), Tulsa City-County Library (OK) and Cedar City Public Library (UT) have officially joined EPOCH as a partner and will be working with other libraries in their respective states to promote the resource. The Central Florida Genealogical Society published a personal story from the editor about how she used EPOCH and how grateful she is for it in their latest newsletter. We had a booth at the Florida Cemetery, Cremation, and Funeral Association conference in July. We spoke to 78 people, and made several promising connections for EPOCH. The Forget Me Not programs will start again next quarter at various locations to help patrons enter content into EPOCH. There are currently 99 tributes posted. | | |
| Children and teen poetry contests were held in April for Dia de los Ninos/Day of the Children with 45 poems submitted for the children's contest and 33 for the teen event. Winners were recognized at a special celebration held May 2nd. The West Oaks Branch Library and Genealogy Center established a special station for library patrons to create EPOCH entries. EPOCH allows the community to save local history and share family | Craig Wilkins | 6.15 |

| Progress | Champion | Updated |
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| memories. In addition a special after hours genealogy event at the Branch drew more than 25 attendees. Announcements for the second annual Melrose Awards were posted in June. | | |
| During this quarter the EPOCH "Forget Me Not" program series was created and implemented at Orlando Public Library and West Oaks Branch. The program allows patrons and community members to receive one-on-one staff assistance in creating EPOCH accounts and writing tributes with access to computers and scanning equipment. Over 30 patrons have attended these 8 sessions to learn about EPOCH. The EPOCH ad ran 18 times in the <i>Orlando Sentinel</i> in February. EPOCH was promoted at the North Florida Genealogy Annual Conference on 21 March with an attendance of 300. Presentations have been scheduled for the Brandon Area Genealogical Society and the Central Florida Genealogical Society. Promotions for EPOCH have appeared in the January and March quarterly newsletter for the Central Florida Genealogical Society. Windermere Branch hosted an Orlando Memory event, Windermere Memory, in March. Reference Central staff partnered with Windermere staff to assist in recording memories of Windermere to post and share on Orlando Memory. A number of prominent citizens participated in the event, including Mayor Gary Bruhn of Windermere. | Craig Wilkins | 3.15 |
| During this quarter, Reference Central participated in a total of 7 events at which they promoted EPOCH and Orlando Memory. A total of 506 people were reached at these events including participation in Week of the Family, the Belle Isle 90th Anniversary Celebration, and the Family History Conference. In addition, 82 packets of information were mailed to local history and genealogical groups in Florida about EPOCH. In addition, the first annual Melrose Awards, designed to recognize users of the Melrose Center was opened to entries this quarter. | Craig Wilkins | 12.14 |

3. Look at our non-user groups and explore opportunities to increase registration

| Progress | Champion | Updated |
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| OCLS has issued an RFP for an advertising agency. The responses to the proposal are due September 3 and will be evaluated immediately thereafter. With the expertise of paid advertising professionals, it is hoped we can attract and engage new users. | Craig Wilkins | 9.15 |
| The Mindspot Research has been completed in both English and Spanish. A campaign is in development to roll out at the end of Summer with the winning tagline: Discover Something New/Descubre Algo Nuevo. Invitations to the Chickasaw Grand Opening are being mailed to a little more than 2,000 residents who live nearby the new location and have been identified as non-users. | Craig Wilkins | 6.15 |
| The second phase of the Mindspot Research is currently underway. The firm is testing potential ads and taglines with three non user segments: families, creative-techie types and the 55+ population. | Craig Wilkins | 3.15 |
| The Library engaged Mindspot Research, an Orlando market research firm, to conduct surveys of both library users and non users. The final report from Mindspot was delivered to the Library at the end of this quarter. Staff are reviewing the report and preparing recommended actions based on the data. | Craig Wilkins | 12.14 |

Community Engagement: C. Promote our Learning Role to the Public, our Partners and the Library Community

1. Pursue partnerships with other learning institutions

| Progress | Champion | Updated |
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| Progress | Champion | Updated |
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| <p>As a result of a partnership with the Orlando Science Center and Mummies of the World Exhibit, OCLS conducted a Check-It-Out promotion. Each location selected three winners for a 4-pack of tickets which allowed them to attend the exhibit as well as tour the Science Center. More than 700 kids and teens participated. The License to Learn Contest starts after Labor Day. Elementary public, private, and charter schools will be invited to distribute library card registrations to their students. This is the first year that private and charter schools are included in the contest. The library will process completed applications and send new library cards to students' homes. This initiative will allow the library to make contact with nearly 300 county schools. Orlando Public Library programming staff introduced the library to 197 teens during their Boys and Girls Clubs visits.</p> <p>OCLS has partnered again with Orange County Public Schools to promote library resources, services, classes and programs during the 2015-2016 school year. We will have a table in the vendor hall at each Parent Academy event. OCLS will have a presence at the following schools on the dates below:</p> <ul style="list-style-type: none"> 9/12 Edgewater High School 10/10 Freedom High School 11/14 West Orange High School 1/30 Jones High School 3/12 Timber Creek High School 4/9 Winter Park High School 5/14 Ocoee High School | Debbie Moss | 9.15 |
| <p>OCLS was part of Orange County Public Schools' annual elementary School STEM Expo on May 28, 2015. In the areas of life sciences, chemistry, Physics and Engineering, 80 student projects were submitted. Students participated in a scavenger hunt and other hands-on activities presented by the Orlando Science Center and Mathnasium. Students also learned about a variety of educational and cultural activities. Attendance at the event was 211.</p> <p>For the first time, Summer Reading Program flyers were delivered to nearly 200 private and charter schools in Orange County.</p> <p>Special Project Coordinator for Lifelong Learning, Melanie Higgins formed a partnership with Orlando Tech, and presented resources to the students and teachers. In April, she worked with the school to conduct a library card drive which resulted in at least 68 people obtaining cards.</p> | Debbie Moss | 6.15 |
| <p>During January and February 2015, OCLS participated in two Orange County Parent Academy events. Also during the quarter OCLS gave a Speakers Bureau Presentation to the group Volunteers for Community Impact.</p> | Debbie Moss | 3.15 |
| <p>An agreement has been signed with Nemours Hospital to deliver 20 story programs at their KidsTRACK as part of the Nemours BrightStart program. These story programs will be delivered from January - October 2015.</p> <p>OCLS continues its successful partners with Orange County Public Schools. The License to Learn library card campaign ran from September through November 1, 2014. All elementary grades were invited to participate. Sixty-nine schools and 641 classes participated in the content. There was a total of 1,684 new library cards issued. Below is additional data:</p> <ul style="list-style-type: none"> • 172 of these new card holders have since (between September 1, 2014 and January 8, 2015) used a library service. • 155 of these new patrons checked out some sort of material, resulting in 1,713 additional checkouts. • 4 of these new patrons downloaded something from Overdrive, resulting in 17 additional downloads. • 25 of these new patrons used the computers, resulting in 71 additional computer sessions. | Debbie Moss | 12.14 |

| Progress | Champion | Updated |
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| <ul style="list-style-type: none"> • 4 of these new patrons attended an event, resulting in 11 additional attendance counts. • 4 of these new patrons used our wireless, resulting in 12 additional sessions. • During this same period, an additional 178 cards were registered to people who shared an address with a student who participated in the school program. • Of these 178 additional patrons, 122 of them were over the age of 18, and 55 were below the age of 18. <p>OCLS has partnered with Orange County Public Schools Parent Academy. This provides an opportunity for the library to share all the resources it has available to assist students in their academic ventures. Four OCLS presentations are scheduled at area high schools in early 2015.</p> | | |

2. Host creative art event

| Progress | Champion | Updated |
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| <p>As part of the <i>Super You Mascot</i> drawing contest, 247 children drew themselves as superheroes. Each location selected a winner to receive tickets to the Crayola Experience attraction.</p> <p>The Kennedy Space Center Essay Contest was extended through July 15 and 68 children participated in the contest. Winners were drawn at each branch. Winners received free admission tickets, a tour of the center and lunch with an astronaut.</p> <p>The summer <i>Teen Photo Contest</i> had 24 participants who earned an entry into the end of summer Grand Prize Giveaway.</p> <p>Summer talent shows were held at Windermere, Orlando Public Library, Edgewater, Hiawassee, Eatonville and South Creek with 477 people attending.</p> <p>The Art 101 program series continues to feature popular hands-on activities that allow patrons to discover their creative side. Topics for this quarter included the Pop Art Movement, Ink Wash Painting and Cubism. In honor of Hispanic Heritage month, patrons created their very own work of art in the style of Spanish-born Pablo Picasso.</p> | Debbie Tour | 9.15 |
| <p>The <i>Teen Poetry Contest</i> in April had 33 participants. The award ceremony and Open Mic Night where teens shared their poetry had an attendance of 30.</p> <p>There were 45 submissions for the <i>Celebrate Your World with Poetry: Kids' Poetry Contest</i> which was held in April.</p> <p>The <i>Super You - Draw Yourself as a Superhero</i> contest is open to children ages 6-12. The deadline for entries is July 25.</p> <p>The <i>Kennedy Space Center Essay Contest</i> is going through July 15. Winners receive free admission tickets, a tour of the center and lunch with an astronaut. The essays will be sent to the Kennedy Space Center and one winner from each branch will be selected.</p> <p>Children were able to participate in several "mom" craft events during May. Windermere offered <i>Mothers Day Tea</i> and Winter Garden had a <i>Mother/Daughter Beauty Day</i>. West Oaks offered <i>Remembering Mom: Family History Crafts</i> for kids and adults.</p> <p>The Art 101 series at main continues to draw a consistent patron following. The Art 101 programs have featured hands-on activities exploring post-impressionism, creating pieces inspired by the works of graphic artist M.C. Escher and learning how to draw popular superheroes in comic book art style.</p> | Debbie Tour | 6.15 |
| <p>The Kids Talent Show took place in January, with 137 people attending the event. The Youth Art contest received 62 entries and the award ceremony was attended by 43. The students' art was on exhibit at the Main library through the month of February.</p> <p>Seven high school and middle school teams participated in the 2015 Step-Off contest, with 297 people participating in the event. Teens held a DIY Expo on 17 January to display their finished artwork and had an attendance of 58. Other teen art programs were held system wide such as <i>Teen Art Adventure</i> and movies with crafts.</p> <p>Reference Central and Adult Programs started a new series, Art 101. This monthly program allows adults to learn about art and create their own works of art. Through this</p> | Debbie Tour | 3.15 |

| Progress | Champion | Updated |
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| <p>series, participants have explored Greek pottery, the creation and history of stained glass and the surrealist art movement. The Southwest Art Club continues to meet and offered classes on <i>Chinese Brush Painting</i> and <i>Calligraphy</i>. Main displayed the artwork of Belina Buisson-Wright in January and February. Her artwork captured the vibrancy of Haitian cultures and was influenced by her African American heritage. The Women in the Arts, Inc. competition finalists were on display in March. This provided viewers with the opportunity to vote for the Patron's Choice Award.</p> | | |
| <p>The <i>Animanga Reality Contest</i> (Anime/Manga character contest) was conducted between October 15 and November 15, 2014 and had 35 participants. Teens submitted anime/manga characters or comic strips that they created.</p> <p><i>Celebrate My Library Bookmark Contest</i> attracted entries from 71 kids. Kids between the ages of 6-12 were asked to create a bookmark picturing what they loved about the library. All entries were displayed in the Children's Department during November and the winning bookmark will be available at all locations.</p> <p>The Southwest Art Club had a class on acrylic painting and one on water colors. Artist JJ Dennis was at Southwest discussing her <i>High Hopes</i> exhibit. In October, Lenin Ovalles displayed his art at main in honor of Hispanic Heritage Month. During November and December, Main displayed artwork by Alduy Tortoriello featuring his art as therapy collection.</p> <p>The Library Architecture Photo Facebook Contest encouraged participants to be creative and take a photo of one of our buildings. The deadline was November 25 and public voting took place through December 17. The winner's photo was featured in the <i>Books & Beyond</i> newsletter and on our Facebook and Twitter accounts.</p> | Debbie Tour | 12.14 |

3. Cultivate OCLS as a National Model for presentations, publishing and award opportunities

| Progress | Champion | Updated |
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| <p>Southeast Branch Manager Paolo Melillo gave a presentation titled <i>Beacon Me Up Scottie</i> at the annual conference of the American Library Association. Since then, he's been invited to write an article for <i>Marketing Library Services</i>, an international publication that's been sharing stories of library marketing and promotion for more than 30 years. In addition Paolo Melillo has been asked to present a Webinar on this topic, this winter, for the Ontario Library Association, Education Institute which provides educational experiences for Librarians and staff across Canada. OCLS has hosted several international visitors in the Melrose Center. The World Affairs Council of Central Florida (WACCFL) brought a group of teachers from Egypt there on August 4. Later in August, WACCFL brought a group of language specialists from the Ukraine to the Southeast Branch Library. This quarter OCLS was featured on Sunny 105.9 Across Central Florida with Michael Rafferty. The program featured many OCLS offerings, including the Melrose Center and upcoming awards, EPOCH, Orlando Memory, Cuisine Corner, the Chickasaw Branch, Computer Classes, the Friends of the Library, Booktoberfest and more. WBZW, My Hometown Radio, 1520 am with Jim Turner, had a live broadcast from the North Orange Branch on Friday August 28th. The broadcast featured events at North Orange including programming, information about the Melrose Center and Computer Class offerings, information about Genealogy at West Oaks as well as online library resources such as EPOCH and Orlando Memory. This is the third live broadcast from the North Orange Branch.</p> | Craig Wilkins | 9.15 |
| <p><i>Library Journal</i> gave a special mention to the Orange County Library System in its 2015 Library of the Year awards program. The national award recognizes innovative libraries that stay on the cutting edge in delivering innovative resources, technology and programming to the community. <i>Library Journal</i> sponsors multiple awards to recognize greatness and contributions to the library industry—the highest honor of which is Library of the Year. Kudos to the Library Awards and Recognition Committee: Edward Booker, Tracy Covey, John Henkle, Joan McSween, Jonathan Small and former Winter Garden Branch Manager August Calabrese who worked with staff across the system in preparing the submission.</p> | Craig Wilkins | 6.15 |

| Progress | Champion | Updated |
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| <p>A number of staff presented at the 2015 Florida Library Association (FLA) Conference:</p> <ul style="list-style-type: none"> Jennifer Ulmer and Lauren Mathur gave a presentation on “Innovative Strategies for Teen Programming.” Tracy Covey and Sarah Roy held a poster session on their work with kids in after school activities, “Cool to Do After School.” Debbie Moss presented with the FLA Standards Committee. The presentation is, “Florida’s Public Library Standards - A New Approach.” Ormilla Vengersammy, Jackie Robinson and Michael Sweeney presented on, “Summer Technology Camps for Kids and Teens at Your Library.” Danielle King, Bethany Stone and Anthony Bradburn presented, “Who are we really serving? Data integration strategies for Libraries,” about our efforts to gather data using demographics and our statistics. Donna Bachowski and Josh Fox staffed the EPOCH booth in the FLA Exhibit Hall and interacted with 180 people there. | | |
| <p>Orange County Library System was honored with a Golden Brick from the Downtown Orlando Partnership on 25 February. The Libraries' Cuisine Corner was the winning recipient in the "Downtown Experience" category. OCLS was picked as one fifty public libraries from across the nation to participate in a pilot study on performance outcomes and measures being conducted by the Public Library Association. The study will evaluate new surveys intended to measure the effectiveness of libraries in civic engagement, digital inclusion, early childhood literacy, economic development, lifelong learning, job skills, and summer reading programs. Vanessa Neblett, Assistant Manager in Reference Central and former staff member Shane Roopnarine co-authored a chapter entitled “Preserving Your Community’s Memories: Developing Librarians for Digital Preservation” which was published in Creative Management of Small Public Libraries in the 21st Century. Kim Peters, staff member in Reference Central, published an article entitled "Buried Treasures" on EPOCH and Orlando Memory in the Central Florida Genealogy Society newsletter. Sarah Roy, Librarian at the South Trail Branch, was selected to attend a NASA Stem training program entitled Marvel Moon. Sarah received STEM training instruction and program ideas to use in future events. The Library submitted an application to the Florida Library Association for recognition as the 2015 Florida Library of the Year.</p> | Craig Wilkins | 3.15 |
| <p>A number of staff submitted program proposals to the Public Library Association for their 2015 meeting and to the Florida Library Association meeting also in 2015.</p> <p>Staff member David Noe, the Library's ILS Specialist, has been asked to present a paper at the Innovative Users Group annual conference in Minneapolis in April of 2015. Innovative is a producer of library software. David's presentation will detail how the Library has created custom automations using SQL for making patron notices.</p> <p>Wendi Bost along with coauthors Joyce Nutta and Allison Youngblood (UCF professor and graduate student) published an article entitled <i>Soy Culto y Soy Bilingue</i> in the September issue of Strategic Library detailing how UCF and OCLS partnered to create an English language learning program.</p> <p>Wendi Bost and Sandy Mayer, librarian at Southwest Branch, have been invited to speak at the Alabama Library Association conference on the topic of Librarians as Learning Leaders.</p> <p>Debbie Moss, Assistant Director, will be presenting at the American Library Association annual meeting in June. The topic is the Bluubeam which is a micro location service which enhances communication with patrons.</p> | Craig Wilkins | 12.14 |

4. Create marketing plan

| Progress | Champion | Updated |
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| <p>The Mindspot Research has been completed in both English and Spanish. Ads have been developed and tested with the winning tagline: <i>Discover Something New</i>. The plan is to roll</p> | Debbie Moss | 6.15 |

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| <p>out an advertising campaign with the tagline in late summer. Multiple advertising channels will be used based on the research including radio, social media and print ads. We will also make good use of owned media to promote the library in a new and exciting way.</p> | | |
| <p>Two Facebook ads promoting technology classes at the North Orange and Winter Garden Branch Libraries had a total reach of 24,708 with 391 website clicks. The ad ran for two weeks and was targeted to the geographic area where the branches are located. The library collaborated with Women in the Arts, Inc. for a "Like" contest on Facebook that produced strong results. Facebook users were asked to vote by liking their favorite artwork for the patron choice award. The album received 284 likes. Print ads are continuing in the Orlando Sentinel, Orlando Weekly and Orlando Family magazine. The library also received significant earned media coverage this past quarter. A story on the Melrose Center's first anniversary published in the Orlando Sentinel. My City Monday also broadcast a segment on the anniversary as well. Sunrailers.com produced and aired two stories on OCLS. The first was on the value of the library as a whole. The second was on the Melrose Center and all it offers. WUCF Public Broadcasting also aired a very positive segment on the Melrose Center which included a video tour. It aired on March 19.</p> | Debbie Moss | 3.15 |
| <p>Ongoing marketing activities include regular placements in the <i>Orlando Sentinel</i>, the <i>Orlando Weekly</i> and <i>Orlando Family</i> magazine. OCLS is looking at expanding paid marketing efforts based on the outcomes of some recent market research. OCLS taps into its owned media (website, newsletter, social media) to promote all the library offers to the community. OCLS has also earned a frequent and rich presence in the local media, thanks to its concerted public relations efforts.</p> | Debbie Moss | 12.14 |

5. Identify two branch locations to provide targeted services to meet specific community interests

| Progress | Champion | Updated |
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| <p>Both the Winter Garden and North Orange Branch Libraries have continued to focus their efforts on service to children and families. While they continue to have programs for adults, the bulk of the staff efforts have been on increased programming for children and families. Both locations are experiencing increases in programming and positive community feedback. North Orange is in the process of re-arranging space to make the children's area more welcoming and provide additional space for programming and children's computing. At Winter Garden new programs are being offered, for example they will have Bilingual Adventure programming on Thursdays during the month of July. North Orange is featuring new original programming such as "So You Want to Learn a Language?" for toddlers and their parents/guardians and programs in partnership such as "Come Dance with Me," basic ballet for little ones.</p> | Wendi Bost | 6.15 |
| <p>The Winter Garden and North Orange Branches have been selected to focus on Children and Family focused services. Evaluation of use and community by the respective Branch Managers have allowed us to determine that this market is strong in each location. In November 2014, via a Florida State Library application, the Winter Garden Branch was awarded 6 Bilingual Early Literacy Stations from AWE that will provide children with hours of learning. It will also allow staff to provide learning opportunities via the curriculum developed from our Skills Challenge grant. North Orange already has a number of ELS stations from a prior grant and regularly uses the curriculum.</p> <p>Managers at both locations have been meeting with their staff, focusing their programming and identifying some changes to provide better service for this targeted audience. A great example of this focus was the Thanksgiving Break@ your library, held at North Orange. The event held, while school was out over the break, was full to capacity.</p> | Wendi Bost | 12.14 |

Community Engagement: D. Pursue Funding Opportunities & Facilities

1. Engage in selective fundraising opportunities

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| <p>On September 10, 2015, the Friends of the Orange County Library System participated in a 5% Day with Whole Foods. The event was promoted and people were encouraged to shop at the store at Phillips Crossing that day. Whole Foods donated 5% of the day's net sales to the Friends of the Library in the amount of \$5,300.31.</p> <p>On Saturday, September 12, 2015, the Friends of the Library had a give-back day at Ethos Vegan Kitchen in Winter Park. People were invited to dine at the restaurant that day and 5% of sales was donated to the Friends of the Library in the amount of \$450.59.</p> <p>The third annual Booktoberfest event is set for Friday, October 23. The evening includes donated wine and beer plus educational samplings, German food, musical entertainment and a silent auction. Proceeds benefit the Friends of the Library.</p> | Debbie Moss | 9.15 |
| <p>The give-back day in conjunction with Anthony's Coal Fired Pizza raised nearly \$400 for the Friends of the Library. Another give-back day with Ethos Vegan Kitchen has been scheduled for September 12.</p> <p>The Summer Reading Appeal has raised \$1,885 so far to support programming for SRP.</p> | Debbie Moss | 6.15 |
| <p>Thanks to a successful year-end appeal, the Friends of the Library were able to purchase an AWE early literacy station for the Children's Department at the Main Library. And thanks to the library system's positive relationship with Dr. Phillips Rotary, the rotary raised funds and purchased two more AWE stations for the Southwest Branch Library. The annual direct mail appeal for the Summer Reading Program will go out at the end of March.</p> | Debbie Moss | 3.15 |
| <p>In October 2014, the Friends of the Library hosted its second annual Booktoberfest. The event brought in nearly \$2,500 and attracted 59 new members to the Friends of the Library.</p> <p>The Friends year-end appeal went out on December 12, 2014. Funds it raises will be used to purchase an AWE early learning station for a branch library.</p> | Debbie Moss | 12.14 |

2. Seek grants to fund initiatives

| Progress | Champion | Updated |
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| <p>The Association for Library Service to Children (ALSC) announced that OCLS has been awarded a Curiosity Creates Grant to help fund creativity programming. The \$7,500 grant will be used to offer Fairy Tale STEM programs at five locations. The Curiosity Creates Grant has been made possible by a generous donation to ALSC by Disney. OCLS was 1 of 77 libraries to receive the grant.</p> <p>The Orange County Library has applied for a \$8,250 grant from the Florida Humanities Council to conduct Prime Time Family Time Reading Programs at the Chickasaw, South Creek, Edgewater and Windermere Branch Libraries in 2016.</p> | Craig Wilkins | 9.15 |
| <p>OCLS has been awarded a \$10,000 grant by the National Endowment for the Humanities and the American Library Association to offer programs about Latino American history and culture through the <i>Latino Americans: 500 Years of History</i> project. The project is in conjunction with the PBS documentary series titled <i>Latino Americans</i> which is scheduled to premiere this fall. The grant will be used to showcase the contributions of Latino Americans through video discussions and programming at our libraries.</p> <p>The City of Orlando awarded OCLS a Mayor's Matching grant to present <i>Sewing for STEM</i> in the Melrose Center. The goal of the program is to teach 11-17-year-old students to sew using the proper tools. The camps will reinforce several Common Core Standards in mathematics and literacy. STEM-related subjects of electronic engineering and computer-aided drafting and mathematics will be included in each session. It will also provide an</p> | Craig Wilkins | 6.15 |

| Progress | Champion | Updated |
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| <p>opportunity for students to understand different textiles, fabrics, design principles and the construction process. There will be multiple camps at two-three hours per session. OCLS applied for and was awarded a grant for a Smithsonian exhibit. The Orlando Public Library was chosen as one of 19 U.S. public libraries to host <i>Exploring Human Origins: What Does It Mean to Be Human?</i>, a traveling exhibition developed by the Smithsonian's National Museum of Natural History (NMNH) and the American Library Association (ALA). The Orlando Public Library hosted the 1,200-square-foot exhibition for four weeks from May 9 - June 5. The exhibition was accompanied by a series of free library programs including presentations by Smithsonian scientists. <i>Exploring Human Origins: What Does It Mean to Be Human?</i> was organized by the NMNH in collaboration with the ALA Public Programs Office. This project was made possible through the support of a grant from the John Templeton Foundation and support from the Peter Buck Human Origins Fund.</p> | | |
| <p>OCLS submitted grant applications to Praxair Global Giving Program for STEM programming, StoryCorp for adult programs, and the Big Read for system wide adult and children's programs. The Library was not selected to receive grant funds by Praxair or StoryCorp. The announcement from the Big Read is due in April 2015.</p> | Craig Wilkins | 3.15 |
| <p>OCLS has been awarded the State Aid to Libraries Grant in the amount of \$1,205,888. A Summer Reading Program grant in the amount of \$52,000 was submitted to Walt Disney World by Youth Services Manager Vera Gubnitskaia.</p> <p>The Florida Humanities Council awarded OCLS \$12,000 to conduct Prime Time Family Reading Programs at the North Orange, Washington Park, Southeast, and South Trail branches.</p> <p>The Library submitted a \$7,000 grant to the City of Orlando for Financial Literacy programs at several library locations.</p> <p>The State Library of Florida awarded the Winter Garden Branch \$16,800 to purchase ELS stations for their children's section.</p> | Craig Wilkins | 12.14 |

3. South Trail Lease (2015)

| Progress | Champion | Updated |
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| <p>The branch is located in commercial shopping center facility with lease scheduled to expire November 2016. Renewal options or potential relocation will be addressed starting January 2016.</p> | Craig Wilkins | 6.15 |

4. Prepare Chickasaw for opening

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| <p>Chickasaw is open and continues to receive accolades from the community. This month Graciela Noriega Jacoby and Carol Clark from Mayor Jacobs' office visited the branch. In addition Commissioner Pete Clarke's staff held an event to meet with the community. Program and class attendance is strong. During a meet the teacher event at the school across the street staff received 72 library card registration forms.</p> | Wendi Bost | 9.15 |
| <p>The grand opening of the Chickasaw Branch Library will take place on July 18, 2015 at 10 am. Staff at the branch, and across the system, are pulling together to make it happen. Final touches are happening with construction. Shelves have been installed and furniture has been delivered. The initial, large shipment, of materials was delivered on June 22, and staff are busy putting everything in order. Technology, from sound systems to computer systems are being installed. Staff have been hired for the branch and have been training around the system. Summer Reading will have a strong kick off at Chickasaw and programming for everyone will be exciting. Getting a branch open is a system effort and we appreciate the entire OCLS team making it happen.</p> | Wendi Bost | 6.15 |

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| <p>The Chickasaw Branch project is moving forward as scheduled. The stamped concrete outdoor decks look welcoming and the View Dynamic Glass has been installed. The blog continues to be updated regularly so that the community can follow our progress. The Branch Manager has been busy working to plan for the future including: hiring staff, assisting with purchases, planning programs and writing a programming grant. Chickasaw is slated to open sometime this summer and plans are being made for a special Summer Reading Program.</p> | <p>Wendi Bost</p> | <p>3.15</p> |
| <p>On November 7, 2014, there was a "Banner Day" in East Orlando. Commissioner Pete Clarke, Orlando City Commissioner Samuel B. Ings, Library Board of Trustee President Ted Maines, Library Trustee Hernan Tagliani and Matt Gilbert from Skanska joined together and unfurled a banner to let residents know we are coming. Close to 50 people attended the event including many community partners such as CareerSource Central Florida, the Supervisors of Elections Office and the Principal from the charter school across the street.</p> <p>Lisa Stewart has been offered and accepted the position of Branch Manager and will assume her new responsibilities in January of 2015.</p> <p>Construction on site continues to progress on track, and we are featuring videos on the blog so that customers can follow along.</p> | <p>Wendi Bost</p> | <p>12.14</p> |