

**Orange County Library System:  
Strategic Plan 2016 ~ 4<sup>th</sup> Quarter Update  
Bolded Sections are for this Current Update**

**Lifelong Learning: A. The Dorothy Lumley Melrose Center**

**1. Explore changes to access rules for the Melrose Center**

Progress	Champion	Updated
<b>During July and August 2016, 702 individuals have taken the self-guided tour of the Melrose Center. One hundred and nineteen individuals have taken the online General Orientation.</b>	Debbie Moss	9.16
<p>During the most recent quarter, 703 individuals have taken the self-guided tour of the Melrose Center. Two hundred and twenty-six individuals have taken the online General Orientation.</p> <p>Recent discussions regarding access among staff involve the time frame for booking studios. Some feel that allowing walk in booking of a studio interrupts other scheduled activities while others feel that it's better to have the studios in use even if other activities are impacted. Discussion is ongoing.</p>	Debbie Moss	6.16
<p>Due to the continuing popularity of the Melrose Center as a Meetup location, we have assessed how external meetups register for access to certain spaces/equipment. A new online form has been created and will roll out in mid-March. This should make it easier for external meetups to request meeting times and equipment in the Melrose Center.</p> <p>We continue to average about 250 self-guided tours per month which we believe will be very helpful during the upcoming American Library Association conference here in Orlando. Our online General Orientation created 114 new Melrose Members during January and 110 during February.</p>	Debbie Moss	3.16
<p>Staff have been working on ideas to make the Melrose Center more accessible for visitors. We began offering a Self-Guided Tour option and now average about 250 visitors taking tours a month. Prior to this change, only staff conducted tours and some visitors left without being able to participate.</p> <p>We've also begun an online version of our General Orientation. Staff mediated General Orientations are only offered during certain times of day. Now with an online orientation, whenever someone drops by they can take the orientation and use the Center's public computers or common areas right away. Currently online access is available only at computers in the story area of the Melrose Center. Based on our experience, we will evaluate making available in branches and from home/office.</p> <p>We have developed a new Terms of Use agreement (TOU) for individuals and their guests using our studios. It was developed to address issues regarding intellectual property rights and any potential liability on the Library's part.</p> <p>Based on numerous requests to have coffee in the center, we now permit coffee in containers with screw on tops. We also sell a special Melrose branded coffee cup!</p>	Debbie Moss	12.15

**2. Explore virtual reality tools**

Progress	Champion	Updated
<b>- Information Systems custom built a high performance computer that meets all of the system requirements for optimal performance in virtual reality— design, development, and experience. We are in the process of installing all necessary software applications for development of classes and experiences.</b>	Debbie Moss	9.16

Progress	Champion	Updated
<ul style="list-style-type: none"> <li>- The Oculus Rift CV1 has arrived. The Rift kit includes the headset, Oculus Remote, Integrated VR Audio, a sensor designed for VR, and a game controller.</li> <li>- We have acquired the HTC Vive. The virtual reality kit includes a headset, two base station motion tracking sensors and two wireless controllers that feature 24 sensors that allow for unobstructed 360° movement.</li> <li>- We have embedded a 360° experience in the About page of the Melrose Center site. It allows patrons to explore the Center without leaving their browser.</li> <li>- Juan is working on establishing partnerships with the local groups Orlando Virtual Reality and the Unity Development. The goal of these partnerships is to bring awareness of library resources to more interested people.</li> </ul>		
<ul style="list-style-type: none"> <li>- The Real Sense gaming computers are now available in the Melrose Center for patrons to use.</li> <li>- We have acquired the Kinect Sensor hardware and software for motion capture which has been tested for its use and class creation.</li> <li>- Juan Rivera, Senior Digital Media Design Instructor, has researched and is currently developing a curriculum for video game developers that includes RealSense 3D cameras for hand tracking, Oculus Rift for visual and audio immersion and Kinect Sensor for motion capture.</li> <li>- During Juan's research into the Oculus Rift, he learned how patrons can properly incorporate the technology into use and what to avoid in efforts to minimize motion sickness. Patrons will be able to reuse the environment already created from the Create a 3D Video Game class and learn how to incorporate the Oculus Rift.</li> <li>- The new Oculus Rift is on its way and will come with the EVE: Valkyrie Founder's Pack, a multi-player space war game.</li> <li>- Juan plans to write a class incorporating all three immersive technologies; 3D video, virtual reality, and motion capture. We are quickly learning that Virtual Reality will spill over into multiple areas of the Melrose Center, involving expertise in graphic design, video and audio.</li> </ul>	Debbie Moss	6.16
<p>Juan Rivera, Melrose Center, has created a virtual reality Library Game which was used to demonstrate Maya, Unity and Oculus software working together. It was shown off at Otronicon and the Melrose Center Second Anniversary. Juan and Tony Orengo shared the Library Game experience at the Florida Library Association's Cyberzone, where over 60 Florida librarians saw the demonstration.</p> <p>We have ordered the latest version of Oculus Rift (virtual reality) hardware/software as the platform matures into a consumer model.</p> <p>The Melrose Center has begun offering classes in Maya, 3D animation and modeling software. We currently are offering <i>Maya Fundamentals</i> and <i>Maya Modeling</i>.</p>	Debbie Moss	3.16
<p>Staff in the Melrose Center have begun learning more about tools used in the rapidly emerging technology of Virtual Reality (VR). As our first steps, we have purchased a Sigma Fisheye 8mm fisheye lens to take wide angle shots of spaces. Software used is Panotour, which stitches the images to create panoramas which lend themselves to 360 degree viewing. Staff member Ray Kahn is creating a navigable virtual tour of the Melrose Center. The Panotour software has the VR export options, allowing the content to be viewed on VR headsets like the Oculus Rift.</p> <p>Autodesk's Maya software was used to create a 3D rendering of the Melrose Center, which can also be navigated using the Oculus Rift. Staff member Juan Rivera demonstrated it at our I/ITSEC booth. I/ITSEC is the world's largest modeling,</p>	Debbie Moss	12.15

Progress	Champion	Updated
<p>simulation and training conference. We were fortunate in that it was held here in Orlando this year. We were invited to participate by the local Central Florida STEM council.</p> <p>Maya and AutoCad will be installed on computers in the Melrose Center this month. We'll be promoting on social network and the Melrose blog to promote awareness. A Maya Fundamentals class was created to teach skills essential the development of 3D content. A series of more advanced Maya classes are planned for 2016. The Photo and Graphic Design team are exploring other tools to create classes to introduce the creation of panoramic imagery to use with VR headsets.</p>		

### 3. Explore options for space vacated by public access p.c.'s on the 2nd floor

Progress	Champion	Updated
<p><b>The Technology and Education Center Manager, Ormilla Vengersammy, made a presentation to the Admin Team regarding possible plans for the second floor. We hope to make the space multi-use friendly with mobile furnishings which convert easily into open spaces for the use as exhibition space. Discussion is underway with Community Relations to fold that space into their planning for art displays. Flexible co-working areas are under consideration, along with a potential demonstration space for new technology such as our new Vive virtual reality system.</b></p>	Debbie Moss	9.16
<p>Technology and Education Center Manager, Ormilla Vengersammy, has been speaking with staff regarding plans for the second floor. Some priorities which have been identified are:</p> <p>Provide a flexible space to further our role as a hub for the tech, creative and start-up communities.</p> <p>Provide a collaborative workspace with fewer restrictions than the Melrose center.</p> <p>Provide opportunities for discovery.</p>	Debbie Moss	6.16
<p>Plans are moving forward with the refurbishment of the 4th floor and the relocation of public computers to that location. Currently, it is anticipated that space on the second floor will be available beginning calendar 2017. The Library has submitted an application for the 'Thinking Money' traveling exhibition for public libraries being offered by the American Library Association Public Programs Office. We continue to seek additional opportunities.</p>	Debbie Moss	3.16
<p>Once public computers are moved to the 4th floor, we will have significant open space for new activities on the second floor. Areas under consideration are public space for traveling exhibits, the creation of a motion capture studio, and the creation of a learning audio studio for training so that the regular audio studio can be booked for end users more frequently.</p> <p>Staff have been invited to think creatively and provide suggestions and ideas.</p>	Debbie Moss	12.15

**Lifelong Learning: B. Children's Learning Initiative**  
**1. Incorporate STEAM initiatives into library services**

Progress	Champion	Updated
<p>The After Dinner Mint Club STEAM kits were distributed at Winter Garden and South Creek over the summer. Each branch distributed 230 kits which covered 8 subjects (tessellations, tangrams, Isaac Newton, Frog song, Constellations, static, weather, catapult). Families with children ages 5-12 were able to "check out" a kit to complete STEAM activities at home. Common Core educational standards were incorporated into the activities.</p> <p>Alafaya held two science camps on nanotechnology in partnership with UCF's NanoScience Technology Center. Hands on activities included: DNA extraction, drawing circuits, using nano-scales and making nano-materials. Both one-week camps had 518 in attendance.</p> <p>A week-long summer camp program for teens and tweens was held at Orlando Public Library called Game Changer: MathMAGIC. The camp was designed to give young people practice with math, strategy and leadership.</p> <p>SRP2016 had an increase in attendance over SRP2015. A number of outside SRP presenters taught kids about science and math. DoDad's Lab presented a program called Kid Fit which revealed secrets of fitness using science. The program was presented at seven locations and 475 attended. Math-U, the Counting Cowboy, presented a program at North Orange for 68 attendees. Reactory Factory showed 172 attendees at three branches how science can save the planet. Skeletons: Animals Unveiled presented a program at two locations called To Tell the Tooth which demonstrated the science of animal adaptations. Zoo Mom Science presented at six branches to 358 attendees. The Camp Savvy classes offered <i>PHUN with Physics, Basic Coding, Snap Circuits, Engineering and Design</i> along with other STEAM supporting classes.</p> <p>Many branch locations held a regular STEM program or series over the summer. Winter Garden continued Science Tuesdays, offered Self {a} STEAM and Skills Challenge. Herndon held STEM Club and Construction Toys for Kids. North Orange and Edgewater held weekly Minecraft programs. Southwest presented On Your Mark, Get Set...Summer Science!</p> <p>Early childhood programs featuring STEM and art activities continued to be popular. SMART Start continues to be held twice a month at Orlando Public Library. Get Active with Science was presented at 11 locations and Get Active with Technology was presented at 10 locations. Artsy Toddler was held weekly at North Orange.</p> <p>An Inventor Fest was held at Herndon and another one will be held at Orlando Public Library at the end of August.</p>	Debbie Tour	9.16
<p>The <i>OCPS STEM Expo</i> on 19 May brought 217 people to view STEM projects by OCPS students, tour the Melrose Center, and view STEM demonstrations from community partners.</p> <p>Youth Services completed all deliverables for the \$7,500 Curiosity Creates grant sponsored by the Association for Library Services to Children (ALSC) and Disney which allowed OCLS to expand the <i>Fairy Tale STEM</i> series. Seven branches participated, each of which presented six programs for a total of 42 programs held between January and June 2016. Over 600 people attended a <i>Fairy Tale STEM</i> program.</p> <p>Early childhood programs featuring STEM and art activities continue to be popular. Some new preschool SRP programs include many STEAM themes, including: <i>Get Active with Technology; Get Active with Art; Get Active with Nature; Get Active with Science; Get Active with ABCs and Get Active with 123s. SMART Start, Artsy Toddler, Science Tots, Get Ready for K!, and Crazy 8s Math Club</i> continue to be popular. Over the summer, other STEAM initiatives include: <i>Super Science; Herndon STEM Club; On Your Mark Get Set Create</i> and a series called <i>Summer Science</i>.</p> <p>Plans were made to expand the <i>After Dinner Mint Club</i> to several branch locations to engage families in STEAM activities at home. The <i>After Dinner Mint Club</i> contains 8</p>	Debbie Tour	6.16

Progress	Champion	Updated
<p>different kits (tessellations, tangrams, Isaac Newton, Frog song, constellations, static, weather and catapults) designed for children ages 5-12 years of age which incorporate Common Core standards and activities. Kids can "check out" one kit at a time.</p> <p>Youth Services purchased KEVA planks to be used in STEAM programming. Kids engaged in building and designing with KEVA planks at a program on June 24.</p> <p>Camp Savvy classes support STEAM with offerings on coding, robotics, engineering and maker camps. Some classes are one day camps and others are multi-day camps.</p>		
<p>Eatonville offered a weekly S.T.E.A.M Club, Winter Garden presented <i>Science Tuesday</i> and <i>Family Science Lab</i>, Herndon has a monthly STEM Club and Edgewater offers a STEM series. These events offer families the opportunity to explore science through hands-on projects. Herndon offered an event called <i>Construction Toys for Kids</i> where kids learned the basics of building with Snap Circuits, K'NEX and Magformers. Fairy Tale STEM took place at Windermere, North Orange, and Eatonville. The Fairy Tale STEM programs were presented with the support of ALSC and Disney through the Curiosity Creates grant; more programs are scheduled at additional locations through May.</p> <p>Early childhood series incorporating STEM/STEAM were also popular. <i>SMART Start</i> took place at Main, Chickasaw, North Orange and Alafaya. <i>Science Tots</i> took place at Southwest and Winter Garden. <i>Get Ready for K</i> is another popular series offered at several locations. <i>Preschool Measure It!</i> helped kids measure regular household items.</p> <p>The Youth Art Show winners were announced in February from the 165 art pieces submitted. This was open to middle and high school students. Students could enter all types of media including, but not limited to: paintings, drawings, sculptures, jewelry and graphic designs. The artwork was on display in February.</p> <p>Spring Family Fun featured several events with a STEM focus: <i>Locomotion: How Animals Move</i>; <i>Extreme Animals</i>; <i>Math-U The Counting Cowboy</i>; <i>Prehistoric Pottery</i>, and <i>Stargazing at the Night Sky</i>.</p> <p>The Alafaya Branch continued its successful partnership with The NanoScience Technology Center at UCF by hosting the NanoFest. UCF applied for and received a Museum &amp; Community Partnership Grant funded by the NanoScale Informal Science Education Network which will be used to present science camps at the Alafaya branch for children this summer. Nano Camps will be designed and presented by UCF students and a professor.</p>	Debbie Tour	3.16
<p>Youth Services was awarded a \$7,500 grant from the Association for Library Services to Children (ALSC) in partnership with Disney. This is to train staff, purchase materials and present a six-program series called <i>Fairy Tale STEM</i> at six branch locations, for a total of 36 programs. Each <i>Fairy Tale STEM</i> program is based on a familiar fairy tale, in which children design engineering solutions to resolve the conflict in the story. Each program incorporates pre- and post- testing to track outcomes. On 17 November, 14 staff from seven branch locations along with Youth Program Specialists from Main were trained on how to present the program. Included in the training was a "laboratory class" program where presenters could watch an actual Fairy Tale STEM program in action. Programs will be presented at seven locations between January and May.</p> <p><i>SMART Start</i>, which stands for Science, Math and Art, is an early childhood program that provides toddlers with learning adventures in a sensory-rich environment. <i>SMART Start</i> was presented at Main and North Orange 11 times with an attendance of over 300.</p> <p>The <i>After Dinner Mint Club</i> is a passive program that promotes STEAM activities at home for busy families. Activities are geared to children ages 6 - 12. The kits can</p>	Debbie Tour	12.15

Progress	Champion	Updated
<p>"check out" using a juvenile card. Because the kits contain disposal items, the kits do not get returned to the library. Once the child completes the activity, they return with their answer sheet, enabling them to check out another kit.</p> <p>Alafaya hosted a Family Science Night series with themes including Life Science (Life Cycles), Earth Science (Weather), Physics (Roller Coaster physics) &amp; Engineering (inventions). In October, they hosted <i>Home School Field Trip: Geology, Spooky Science</i> and a <i>Family Paint Night</i>.</p> <p>Winter Garden hosted <i>Science Tuesdays</i> and <i>Wonder Works</i>. Edgewater hosted <i>Color Chemistry</i> and a STEAM series where attendees were excited to learn new scientific concepts then put them into action. The <i>Bugs and Other Creepy Crawlies Club</i> at Edgewater attracted curious attendees who observed the creepiness of various bugs. At the meeting in November, attendees were able to examine specimens under a microscope.</p> <p>Various locations offered the <i>Crazy 8's Math Club</i> where participants run, jump, and make music as they learn math concepts through these fun interactive activities.</p> <p>On 29 October, Genevieve Traas and Hannah Bevan lured 148 participants to the library's display at the community event <i>Orlando Science Elementary – Mad Science Night</i>. Children learned how to create their own slime and the science behind the everyday slime that they encounter.</p> <p>All locations offer WizKids classes in basic electronics, machines, robotics and engineering. Kids can build with Legos, explore the basics of radio electronics, build simple robots and refine many skills.</p>		

## 2. Expand school partnerships, increase participation

Progress	Champion	Updated
<p><b>As reported by the Orlando Sentinel in July, 34 schools in Central Florida must extend their school day one hour due to poor reading scores based on their Florida Standards Assessments language arts exam results and improvement scores. The Director has sent a letter to each of the 18 elementary school principals (OCPS) impacted by poor scores. She offered support and let them know that their Children's Initiative (CI) liaison would contact them to meet and hear about the challenges they face. The goal is to better understand how we might support the schools and their mandate to improve scores. The CI contact for each school was provided with a copy of the Director's letter, the article and asked to reach out to the principal of their respective school from this list: Kaley, Eagles Nest, Lockhart, Pine Hills, Rock Lake, Lake Weston, Catalina, Tangelo Park, Lovell, Lancaster, Rolling Hills, Hiawassee, Riverside, Wheatley, Ivey Lane, Palmetto, Eccleston and Washington Shores Elementary. A follow up meeting of the CI staff involved was held on September 22nd. While a few schools were receptive, overall there was limited response. Staff are continuing to work with the schools and provide information regarding OCLS resources.</b></p> <p>Youth Services is working with area schools to participate in the Sunshine State Reading Series. Planned by OCLS, the series will bring four writers to Orlando in November, January and March. Edgewater High School and Oak Ridge High School have been selected as sites for presentations by award-winning writers Jason Reynolds and Brendan Kiely, authors of <i>All American Boys</i>. These presentations are scheduled for November 15 and 16, 2016.</p> <p>Downtown schools including Hillcrest Elementary, UCP Charter School and Howard Middle School are planning to send classes to the Orlando Public Library on January 26, 2017, to see Sharon Draper author of the New York Times bestselling <i>Out of My Mind</i>. Montessori Garden Charter School classes will attend the March 9, 2017 event at Winter Garden featuring Jackson Pearce. Additional schools are being contacted to participate in the series.</p>	Wendi Bost	9.16

Progress	Champion	Updated
<p>Library U was held in June at the Orlando Public Library. Teachers participated in a full day of activities to learn about OCLS offerings. Survey results and feedback were positive. OCLS targeted High School Teachers this year and this comment is a great example of how participants felt after spending the day with OCLS. "I love everything about Library U! This was easily the most useful professional development I have ever had." Others indicated their desire to make sure their students obtain library cards and their colleagues know about library resources.</p> <p>The Youth Services Outreach Coordinator shared OCLS resources and services with 168 people at the OCPS Parent Academy on 14 May.</p> <p>Staff visited with almost 1,200 students at Headstart schools offering stories, activities and sharing information about the library. Each child received a coupon to receive a free book by applying for a new card or by showing their current card.</p> <p>Seventy-seven OCPS elementary or K-8 schools made the 2015-16 Honor Roll, a 20% increase compared to the 2014-15 Honor Roll. In addition, three charter/private schools made the Honor Roll this year. All schools on the Honor Roll participated in the 2015 License to Learn card registration initiative, invited OCLS staff to attend events at their school, featured the library's resources on their website or took other initiatives to promote library resources.</p> <p>The Main Library hosted the OCPS STEM Expo on May 19, a program featuring science fair experiments by OCPS students; 217 people attended the Expo.</p> <p>Summer Reading Program booklets were sent to all elementary schools students at public, private and charter schools in Orange County. Teen SRP booklets were sent to all public and charter schools in the Orange County.</p> <p>The Youth Services Outreach Coordinator visited four high schools to encourage students to attend the Teen Summer After Hours Kickoff event on June 11.</p> <p>The Summer Reading Program promotional video for children was uploaded onto the OCPS video services link so that all schools could download the video and play during their morning announcements. The Summer Reading Program video designed by OCLS volunteers who are part of Teen Voices was sent to OCPS to be uploaded onto the OCPS video services link for all high schools to promote Teen SRP programs.</p>	<p>Wendi Bost</p>	<p>6.16</p>
<p>OCLS is accepting applications for Library U at the Orlando Public Library. This structured, daylong event is open to High School educators in Orange County and is schedule on June 16, 2016 at the Dorothy Lumley Melrose Center for Technology, Innovation, and Creativity on the second floor of the Orlando Public Library. By providing awareness of Library information, resources, and services, library staff members hope to enhance understanding of educators regarding the services the Library provides. It anticipated that participants will share information they learn with students, other educations and the community.</p> <p>The Youth Art Show in February was publicized to middle and high schools in Orange County Public Schools and resulted in the participation of art teachers and their students from Howard Middle School; Colonial High School; Gotha Middle School; Olympia High School; Discovery Middle; Lake Nona High School; Cypress Creek High School; Edgewater High School; Central Florida Leadership Academy and Union Park Middle School. There were 165 entries in the show. Students from Howard Middle came to the library to view their work in the art show and tour the Melrose Center in February.</p> <p>Step teams from Memorial Middle School, Walker Middle School, Timber Creek High School and Oak Ridge High School competed at the Step Off on 28 February, at the</p>	<p>Wendi Bost</p>	<p>3.16</p>

Progress	Champion	Updated
<p>Orlando Public Library, attended by 183 people.</p> <p>Locations regularly reach out and develop relationships with local schools for example in February, the Edgewater Branch staff reached out to 230 students, parents and teachers at the "Radiant Life Academy Science Fair". Visitors to the library's exhibit received hands on practice with Snap Circuits as well as information on upcoming library events and classes.</p>		
<p>OCLS partnered with OCPS on Smartville Grant for Millennia, Sadler and Tangelo Park Elementary School. As part of the partnership OCLS held the first of two literacy nights on November 19th at Millennia Elementary Schools. Sarah Roy from the South Trail Branch presented information about library services, specifically checking out books, online resources and tutoring.</p> <p>OCPS Parent Academy is a district-wide initiative designed to enhance achievement through the support of community and family involvement. Through the Parent Academy classes, OCPS provides free parental development skill-building workshops, specialized parental support, educational events, and activities for families throughout the school year. OCLS has committed to present at all 6 Parent Academies for the 2015-2016 school year, offering 3 informational classes per Academy.</p> <p>OCLS participated with an informational table at OCPS 1st STEM Opportunity Fair on November 5th.</p> <p>License to Learn is a part of the Orange County Library System's Children's Initiative. In the Fall, local public, charter and private school teachers are encouraged to make sure all their eligible students sign up for library cards. This year, so far, 1693 cards have been issued, thanks to this effort. This is an increase of 10% over 2014 and 120% increase over 2013.</p> <p>In December 2015, the Orange County Public Schools, in partnership with OCLS, received an award from the Florida Department of Agriculture and Consumer Services for the Summer Breakspot Programs held at the library. The partnership was bestowed the "Innovation in Operation" Silver Level Award. Amanda Bot from Orange County Schools and OCLS Branch Managers Ken Gibert and Carolyn McClendon were in attendance. The award was presented by Robin Bailey, Southeast Regional Administrator for the USDA. Over 11,700 children, under the age of 18, received a free meal at 2 library locations this summer while engaging in activities to feed their minds as well. OCLS is working with the schools to extend the program to additional locations next summer. Many of the participants over the summer have become regular library users attending events and classes.</p>	Wendi Bost	12.15

### 3. Expand Language Learning for children

Progress	Champion	Updated
<p><b>The Youth Services Department continued to present "Cuentame un Cuento / Tell Me a Story: Bilingual Stories &amp; Fun!" once a month this quarter in the Children's Department at the Orlando Public Library.</b></p> <p><b>The Southeast Branch Library offered, "Spanish For Kids" as part of the Summer Reading Program offerings. This content is developed by our ESL Specialist and location staff.</b></p> <p><b>The Technology and Education Center provided a new computer class this summer for kids ages 6-8, featuring the Little Pim database, called "Camp Savvy: Learn a Language (6-8)." A total of 42 children participated in one of the 10 classes offered during the summer break.</b></p> <p><b>On Monday, August 29th, OCLS launched our fourth bilingual Prime Time</b></p>	Wendi Bost	9.16

Progress	Champion	Updated
<p><b>Family Reading Time, this time at the Chickasaw Branch Library. This bilingual program is designed to engage families in reading and then, guided by a scholar and storyteller, participants engage in sharing thoughts and ideas about the stories and life. The added value to the bilingual program is that language is shared and many participants improve their Spanish and/or English. This program was made possible thanks to a grant from the Florida Humanities Council.</b></p>		
<p>The Main Library continued to present "Cuentame Bilingual Story Times" once a month this quarter.</p> <p>The bilingual story time program "Jump Frog Jump" was presented by Chickasaw and Eatonville library staff in April.</p> <p>"Fun and easy Spanish for Kids" was presented at the Windermere Branch in April.</p> <p>The Chickasaw Branch Library presented "So You Want To Learn American Sign Language"--a 4-week program developed by OCLS.</p> <p>The Washington Park Branch Library presented "Tablet Tales: Haitian Flag Day" in May, a bilingual story time in English and Haitian Creole using digital apps and media.</p> <p>The Winter Garden Branch Library held a weekly "Bilingual Adventures" program in English and Spanish in June for children.</p> <p>A new Camp Savvy computer class for kids was developed by the Technology and Education Center. The class called, "Learn a Language" features the Little Pim database and is designed for children ages 6-8. It was presented 5 times in June at various library locations and will be offered at additional locations this summer.</p>	Wendi Bost	6.16
<p>At the Herndon Branch this quarter OCLS offered a 4-week American Sign Language course presented by American Sign Language Services. It covered the alphabet, numbers, making introductions and more for ages 12 and older. The class was taught by ASL professionals and was at 100% capacity via registration. Staff are exploring offering additional series at additional locations.</p> <p>The South Creek and Windermere Branches have been offering language learning events to children and their caretakers this quarter using the curriculum developed by staff in conjunction with the <i>Little Pim</i> online database.</p> <p>"Cuentame un Cuento / Tell Me a Story: Bilingual Stories and Fun" continues once a month on Saturdays at the Orlando Public Library and are designed to help children explore stories and stimulate language learning.</p>	Wendi Bost	3.16
<p>Last fiscal year OCLS added <i>Little Pim</i>, a database focused on providing language learning for children. Staff at the North Orange Branch quickly began working to adapt the database curriculum into programming for the community. To date more than 4 locations have offered the <i>Little Pim</i> series teaching a variety of languages to children and their caretakers. To date Spanish, French, English and American Sign Language have been offered. This quarter, 345 customers have attended one of these programs.</p>	Wendi Bost	12.15

#### 4. Explore college & career resources for teens

Progress	Champion	Updated
<p><b>Teens interested in an art career had the opportunity to learn to draw in the Japanese anime style from Los-Angeles-based cartoonist Carlos Nieto and to hear about his career. Nieto presented five workshops this summer at different locations. He has worked as a layout artist on The Simpsons and a visual consultant for Disney.</b></p> <p><b>The College and Career section in Club Central will soon have a new look and a larger display. The resources continue to be sought out by teachers, parents and teens/tweens.</b></p>	Debbie Tour	9.16

Progress	Champion	Updated
In Club Central, staff continue to monitor and assist teens/tweens in the college and career readiness collection, making sure they demonstrate online resources as well. High school teachers participating in Library U were introduced to the new college and career resource section in Club Central.	Debbie Tour	6.16
A new area in Club Central promotes college and career readiness, providing books about college majors, scholarships, test prep, career exploration and more. There are two copies of each book in this collection--one reference copy and one circulating copy. The collection includes test prep resources for ACT, SAT, ASVAB and other tests. There is a collection of free literature from the Federal Trade Commission and Federal Student Aid including FAFSA forms and other college resources. To accommodate the college and career resource area as well as the YA collection, a shift was done to move half the YA Fiction collection to the stacks directly outside of Club Central, at the end of adult fiction.	Debbie Tour	3.16
Two new programs for teens were held at Main in October to promote college and career readiness: Career Cruising for Teens was presented twice a week from 15 September to 8 October. Typing Masters was presented twice a week from 20 October to 12 November. A total of 36 teens attended the sessions.  Staff are exploring the potential of bringing in some partners to host college readiness programs.	Debbie Tour	12.15

## Lifelong Learning: C. Adult Learning Initiative

### 1. Offer themed programming

Progress	Champion	Updated
<p>June's themed programs included <i>Music in the Library</i> events featuring Makeshift, an all-male a cappella group and Nicholas Roberts at Orlando Public Library with Accordion Craze and Journey into the Performing Arts: The Magic of Broadway held at branch locations. June events also included the Libraries <i>Next Chapter</i> Senior Wellness series with programs on Tai Chi and reinventing yourself after retirement.</p> <p>Programming related to the <i>Exercise Your Mind</i> summer reading theme continued in July with a focus on healthy eating and fitness. Brain power boosting foods were showcased and recipes were shared in the Eating for Your Brain program. Maestro Jim Burcham of Orlando Fencing Club did a fencing demonstration and discussed the workout for the mind and the body. Patrons learned the benefits of eating from garden to table with Chef Farah Davids. Dr. Frank Hajcak presented an experiential workshop designed to expand creative expression through the hidden power of photography.</p> <p>In August, staff presented retro programs to complement the <i>Searching for Seventies</i> exhibit at the Orange County Regional History Center. In the Cuisine Corner's Retro Recipes program, staff recreated ambrosia salad with modern ingredients. The Film Fest movie series featured classic films from the 1970s. And the Orlando Public Library Pokémon League launched in August. Meetings were held twice a month for fans of both the Pokémon Trading Card Game and the Pokémon video games.</p> <p>In September, the library participated in <i>Outside the Lines</i>, a week-long celebration of creativity and innovation found in libraries. Events included a <i>Meet and Greet with Tim Dorsey</i> and an Acoustic Music Festival. The <i>Paint Strong Orlando</i> art reception supported the art created by the community in response to the Pulse tragedy. The art materials were donated by Sam Flax. This event had 572 attendees.</p> <p>The month-long celebration of Hispanic heritage began with a lively flamenco</p>	Craig Wilkins	9.16

Progress	Champion	Updated
<p><b>performance by the Alborea Dances. Cooking blog author Yamira Lee demonstrated how to make delicious tostones and tasty samples were enjoyed. Notable Florida Historian Professor J. Michael Francis, presented a talk on Florida's Hispanic roots and 16th-century beginnings.</b></p>		
<p>In April the library designed programming around three special weeks. First up was National Library Week! (April 10-16). As part of the celebration, the Orlando Public Library hosted a Naturalization Ceremony to welcome new United States Citizens to our library community. Next was Preservation Week which featured programs on art, dance, and African-American History including a presentation by Senator Geraldine F. Thompson on the history of the Parramore District. The library system also participated in Money Smart Week April 24-30 as part of a public awareness campaign designed to help consumers better manage their personal finances. The library recruited knowledgeable financial experts to cover a variety of topics to help manage and navigate everyday financial challenges and decisions. Programs offered included, Understanding Today's Retirement, Bringing Balance to Your Budget, Estate Planning, Starting your own Non-Profit, Saving for College, Planning for Healthcare in Retirement and Broadening Your Knowledge of Investing.</p> <p>In May the library honored Asian Pacific American Heritage Month with a variety of events. For the Cuisine Corner, Asian Spring Rolls and Vietnamese Crepes were on the menu from presenter Chef Ha Rhoda. Food writer, recipe developer and sommelier, Rashmi Primlani, demonstrated how to cook the traditional and delicious Indian paratha. Staff presented a tropical dessert featuring sweet spring rolls. The Art of Henna explored the practice and demonstration of henna and Tai Chi for Relaxation taught the basics of this ancient technique of gentle movements that are relaxed and slow in tempo. Music in the Library was part of the celebration with a performance from Surabhi and Sons. Soothing sounds of classical Indian music from the sitar, table and violin delighted patrons.</p> <p>June was the kickoff of Summer Reading Programs! This year the theme for adults is Exercise your Mind, with many health and fitness programs planned. The American Heart Association provided a CPR/AED certification class and hands-only CPR classes at several locations throughout the county. Laughter Lab Laughter Yoga and Chair Fitness Fun ignited endorphins and demonstrated the wellness benefits of exercise. Healthy eating programs were presented for Choosing Whole Grains, Sugar Shock (reducing sugar intake and reading nutrition labels) and Farmers Market Fresh, taking advantage of fresh produce with delicious recipes.</p>	<p>Craig Wilkins</p>	<p>6.16</p>
<p>The new year opened with a focus on healthy living. We launched a Cuisine Corner Express Series where library staff demonstrated how to escape the lunch time rut with quick and healthy meal ideas. Yamira Lee, author of the cooking blog <i>Breaking Bread with Mira</i>, discussed healthy meal planning and presented recipes for breakfast, lunch and dinner. Lisa Wilk of <i>TasteCookSip.com</i> shared the secret of cooking once but eating twice by utilizing a slow cooker. And the <i>Mason Jar Meals</i> program showed how eating on the go doesn't have to be boring with the tips and tricks.</p> <p>Black History month was celebrated system-wide in February and included the <i>African American Read In</i>, weekly film screenings, music, poetry and narratives such as <i>AfroFantastic: Imagination and African-American Freedom</i>, <i>Echoes of My Sisters' Voices</i> and <i>The Beat Goes on: Rap and Hip-Hop Culture</i>. Love was also a part of February's programming theme with a book festival <i>Love Between the Covers</i> that focused on the romance genre. The event featured author panels, book signings with 17 local romance authors and screenings of <i>Love Between the Covers</i>, a feature-length documentary film that takes viewers into the remarkable worldwide community of women who create, consume, and love romance novels.</p> <p>History was a main theme for March events. C-SPAN's <i>"American Presidents: Life</i></p>	<p>Craig Wilkins</p>	<p>3.16</p>

Progress	Champion	Updated
<p><i>Portraits</i>” traveling exhibit was showcased on the 2nd floor at main. The <i>Presidential Film Festival</i> featured screenings of movies based on the real lives of American Presidents. Actors Bill and Cara Elder gave a first person reenactment of George and Martha Washington. Folk singer Adam Miller took attendees back in time with songs of the first World War. Author and historian James C. Clark presented the fascinating history hidden beneath the swamps and sand of Florida. In honor of National Women's History month, Mitchell Bloomer, Resource Teacher from the Holocaust Memorial Resource and Education Center of Florida, shared the stories of women in the Holocaust both as victims and as perpetrators. Dr. Naima Johnston Bush examined the role of women in Hip Hop and rap music from the 1970s through today and how they were able to break through the hip hop glass ceiling and find success.</p>		
<p>Program themes were developed and carried out system-wide during this quarter. October incorporated the month-long celebration of Hispanic heritage that concluded with a lively flamenco performance by <i>Alborea Dances</i> held at Main. Cooking blog author <i>Yamira Lee</i> demonstrated how to create healthy Hispanic dishes. Films that highlighted the culture and contributions of Hispanic and Latino Americans were featured in the <i>Celebrate Through Films</i> showcase. A tribute to the legendary <i>Mirabal Sisters</i> from the Dominican Republic included a history presentation, poetry and music. Local Hispanic artist <i>Xiomara Aleksic</i> created an art piece live, from start to finish, and shared insights into her techniques.</p> <p>October also included some Halloween spookiness. The Victorian horror troupe, "<i>Phantasmagoria Orlando</i>," performed selections from their touring show "<i>Wicked Little Tales</i>" and enthralled attendees with storytelling, dance, and live music. A <i>Spooky Film Fridays</i> movie series was held that featured films with vampires, ghouls and gremlins. The <i>Ghost Society</i>, a monthly open forum, met to discuss and share all things paranormal and the <i>Beyond Investigators Team</i> offered a closer look at the myths surrounding this interesting field. In the <i>Cuisine Corner</i>, the <i>Healthy Halloween Treats</i> event included tips on how to create tasty treats by thinking outside the candy bar. The <i>TnT Paranormal Investigators</i> discussed methods used to find answers and investigate evidence of paranormal or unexplained activity.</p> <p>November's events celebrated family and togetherness and offered programming in celebration of Orange County's <i>Week of the Family</i>. Applicants, including families from countries all over the world became United States Citizens, as attendees witnessed a Naturalization ceremony held at the Main Library. Fun family film screenings were held and the <i>Breaking Bread with Mira</i> cooking program featured recipes that could involve the whole family in the making and planning of a delicious meal.</p> <p>The <i>Winter Holiday</i> was December's programming theme. Patrons enjoyed festive holiday songs performed by the Orlando Dickens Carolers and a showcase of holiday music by the Central Florida Accordion Club. The <i>Cuisine Corner</i> series focused on tips and tricks on how to enjoy entertaining during the holidays without spending too much time in the kitchen. Demonstrations throughout the month by <i>Table for Two</i> cookbook author Warren Catterson, Vegan cookbook author <i>Ellen Jaffe Jones</i>, <i>The Purple Platter</i> catering company and Chef Kevin Marshall of <i>apamperedpalate.com</i>, helped patrons jazz up their holiday meals. The <i>Winter Holiday Film Festival</i> featured a few of everyone's favorite films celebrating the holidays. And signed books make the best gifts! December's <i>Authors Festival</i> included many local authors with books available for purchase and signing.</p>	Craig Wilkins	12.15

## 2. Explore Mini Melrose Spaces in two Branches - Alafaya & Winter Garden

Progress	Champion	Updated
<p><b>With Summer Reading Programs in full swing, most programming focused on the active calendar of kids events at both locations. Efforts to engage the maker audience were held at both locations. The Winter Garden Branch hosted</b></p>	Craig Wilkins	9.16

Progress	Champion	Updated
<p><b>Ozobots where kids could learn the basics of coding and computer programming using a miniature robot. A <i>Self A Steam</i> program about the amazing women who helped advance science, technology, engineering, arts, and math was held in August and the Drone Academy presented an event where audience members could learn about real world applications for drones. At Alafaya <i>Zoom in Nano</i> camps were held throughout the summer. These five day events allowed kids to explore nanotechnology with hands-on activities and taught them how to make their own nanomaterials. These events were in partnership with UCF's NanoScience Technology Center.</b></p>		
<p>Both Branch locations continue to develop audiences with maker space programs. Alafaya hosted its first <i>Explore Science: Nano Around You</i> camp for kids. This five day event was made possible with a partnership with UCF's NanoScience Technology Center and a Museum &amp; Community Partnerships Explore Science Kit. Kids explored nanotechnology in everyday life through games, challenges, and hands-on activities such as DNA extraction, drawing circuits, and using nanoscales. Winter Garden launched the use of scripted coding kits for teaching coding to young library users. These kits enable participants to learn simple computer coding to program toys to perform tasks and are available for other branch locations to borrow. Currently available are Ozobots, Robot Turtles Board Games and KIBOs. In the works are other educational toys that use scripted codes to teach kids about coding.</p>	Craig Wilkins	6.16
<p>Alafaya and Winter Garden continued their program offerings in the maker/fab lab area. This quarter Winter Garden hosted programs such as <i>Introduction to Radio Electronics using Snap Circuits, 3D Design Printing, Simple Computer Programming, Build 3D Models using Google Sketchup, and Minecraft: Maker MODs</i>. Alafaya offered <i>SMART Start, NanoFest, K'Nex Engineering for Homeschoolers, Super Science, Science Tots, and Family Science Lab</i>.</p>	Craig Wilkins	3.16
<p>The expansion of Melrose type classes and services to Branch libraries is being piloted at locations including Alafaya and Winter Garden. Each location has received a 3D printer and is offering maker classes such as "3D Printing and Design," "Squishy Circuits," "Create LED Greeting Cards" and "Art Bots." Squishy Circuits and LED Greeting Card classes introduce attendees to basic circuits using novel materials like conductive paint and homemade insulating dough. In addition classes such are Ky NEX, Little Bits, and Snap Circuits are on the Branch program calendars. Attendance has been good - for example 45 people have attended the Winter Garden new maker classes and 88 people have attended 3D printing classes there.</p>	Craig Wilkins	12.15

### 3. Promote job market resources

Progress	Champion	Updated
<p><b>We continue to host CareerSource Central Florida Job Assistance at five locations each month. At Orlando Public Library, we continued to conduct weekly Job Smart sessions and updated the look of the Job Information board allowing for easier browsing. Several locations continue to offer <i>Resume Writing, Improve Your Job Skill (For Adult and Teens), Cover Letters and Thank You Letters, Searching and Applying for Jobs and Write Your Cover Letter</i>. At Orlando Public Library, there were one-on-one sessions to help patrons find jobs, complete their resume or apply online thru our <i>Book-a Pro-service</i>. For COHS (Career Online High School), we received 75 scholarships. We have awarded 20 so far. There are currently 70 patrons taking a prerequisite course and 20 in line to be interviewed. We have had a total of 6 graduates since the start of the program.</b></p>	Debbie Tour	9.16

Progress	Champion	Updated
<p>CareerSource Central Florida Job Assistance continues to be offered at Alafaya, Chickasaw, Orlando Public, North Orange and Winter Garden. This gives patrons the opportunity to explore the services they provide and learn about using career counseling and utilizing skill development workshops. Over this quarter, we held 13 sessions of <i>Job Smart</i> to help applicants find job listings through Reference USA and indeed.com. Staff are available to assist someone using a computer in the Business and Career Center and are even available to book ahead of time for one-on-one assistance.</p> <p>All 82 openings for COHS (Career Online High School) were filled. Graduates earn a high school diploma and a career certificate. We look forward to holding the first graduation ceremony soon.</p>	Debbie Tour	6.16
<p>CareerSource Central Florida Job Assistance continues to be offered at 4-5 locations each month. In January the database of the month was "Ferguson's Career Guidance Center" and it was promoted in the newsletter and online. Some locations have and maintain a job information board. Main continues to offer <i>Job Smart</i> every week. <i>Resume Writing, Write Cover and Thank You Letters, and Improve Your Job Skills</i> are some of the classes offered regularly.</p> <p>The COHS initiative offers students the opportunity to earn a high school diploma along with a career certificate. Currently there are 34 active students working on their degree.</p>	Debbie Tour	3.16
<p>Main offers the <i>Job Smart USA</i> program every Tuesday. This program offers job search assistance using ReferenceUSA business database and indeed.com. We help uncover job openings that match the interests and skills of each individual. The Job Information area is maintained with current information and job postings. The Business and Career Center for October and November offered 427 sessions, averaging 214 minutes a session. Main offered a class on <i>Career Cruising</i> for Teens in October.</p> <p>CareerSource Job Search Assistance is scheduled at 4 locations for 3 hours a month. In October, Washington Park worked with CareerSource, offering a Career Series with a wide variety of classes including: Resume Writing, Assess your Strengths, Search and Apply for Jobs Using the Internet and Delivering Customer Service to name a few.</p> <p>COHS offers adults the opportunity to complete their high school education, earn a diploma, and earn a career certificate in one of eight high demand fields. OCLS was selected to participate in the Florida Career Online High School (COHS) pilot project, provided through the Division of Library and Information Services, in partnership with Gale/Cengage Learning and Smart Horizons Career Online Education. OCLS was one of eleven county libraries in Florida to be selected and was awarded 74 scholarships of the 400 statewide to provide to students.</p>	Debbie Tour	12.15

#### 4. Explore opportunities for art education for adults

Progress	Champion	Updated
<p><b>This quarter's Art Education events included continued participation in the Third Thursday Gallery Hops, numerous adult coloring events held across the system, and some special displays. Among those displays was a showing of Morgan Steele works at the Main Library in July. Morgan Steele was a local painter who was killed in a tragic car accident. The show was made possible by his friends who want to keep his memory and art alive. Other displays include a Dance &amp; Movement Art Exhibit from the Community School of the Arts held at Washington Park Branch, and Greek Pottery at Winter Garden Branch.</b></p> <p><b>During the quarter, Art 101 programs were held on Neo- Expressionism, Street</b></p>	Craig Wilkins	9.16

Progress	Champion	Updated
<p><b>Art, and Architecture. August marked the 50th anniversary of the construction of the original Main Library building. The event was noted with a special program Celebrating Concrete: The Orlando Public Library: Brutalism. Historian Christine Madrid French explored the history of the all concrete structure designed by John Johansen, which opened August 7, 1966.</b></p>		
<p>A number of art education opportunities were offered this quarter including an art contest, exhibitions, and programs. In April the Library issued a call for submissions to the 2nd annual Green Arts Program, an art contest for students sponsored by Village 2100 and the Orange County Environmental Protection Division. Young artists ages 2 - 12 were invited to submit work on this year's theme: Animals and Animal Habitats. The winning entries will be on display at Orlando Public Library in July with a special awards program taking place July 23rd. Art displays from Women in the Arts were hosted at the Main Library.</p> <p>May art displays included the winners of SmART: Science Meets Art contest held by the Simple Living Institute. Winning entries had to use previously used items. Programs on Jackson Pollock, watercolor and adult coloring were also offered.</p> <p>In June the Library participated in the Gallery Hop which featured numerous galleries (including our first floor gallery at the Main Library) where works of local artists were showcased. Artist Pamela Loudon's work was also on display. Her vivid distinctive images showcase street life, graffiti and ordinary objects in a fusion of photography, digital artistry, and painting.</p>	Craig Wilkins	6.16
<p>Art programs continue to be successful with offerings such as the four part series <i>Family Art Night</i> held at Alafaya or other programs <i>Creative Coloring for Adults</i>, <i>Stress Buster Coloring</i>, <i>Art 101</i> and the <i>50 Shades of Orange</i> devoted to color theory. The Library designed and launched our own adult coloring book which has received positive feedback. A teen art event called <i>Painting Dots with Sevrat</i> was held at South Creek. A <i>Youth Art Show</i> was hosted with winners announced in February. One hundred and sixty-five entries were submitted.</p> <p>On the exhibit front, local illustrator and journalist, Thomas Thorspecken whose work captures the hustle and bustle of life in Central Florida displayed his drawings at Main. The Southwest Branch hosted a display that featured Dawn Wickow's exhibit called "<i>It's a Beautiful Life</i>". And the <i>Celebrating the Genius of Women</i> art exhibit displayed in March gave patrons the opportunity to vote for a Patron's Choice Award that was announced in a special ceremony on March 26.</p>	Craig Wilkins	3.16
<p>Art related programs for adults are being developed and held at locations throughout the System. At the Main Library an <i>ART 101</i> series has been developed that focuses on the art from different cultures. The October program was about Mexican Folk Art and the theme for November was Native American Art. In addition, two training sessions were presented on Staff Day on how to conduct sessions like these at other locations.</p> <p>System wide the popularity of adult coloring is drawing visitors to libraries all over the County. Stress busting coloring sessions are proving popular with good size audiences participating in group "coloring therapy." A year-long program for adults is in the final stages of design. Look for #coloringOCLS to launch in January.</p>	Craig Wilkins	12.15

**Lifelong Learning: D. Staff Learning Initiative**  
**1. Create staff recognition for classes/training**

Progress	Champion	Updated
<p><b>For this quarter, 493 online trainings were taken that qualified for a certificate of completion available through the SumTotal Learning Management System.</b></p>	Bob Tessier	9.16

Progress	Champion	Updated
<p><b>128 digital badges were awarded to staff for the successful completion of monthly orientations, Get to Know Your Library Orientation, Melrose Center Orientation, new website ambassadorship and database training.</b></p> <p><b>An update was made to the employee training recognition page on the Staff Training Site so that badges issued from Credly (the badging system we use) are automatically posted. This allows the featured significant training accomplishments and badges awarded to staff as up-to-date and timely as possible.</b></p>		
<p>For this quarter 1,010 online trainings were taken that qualified for a certificate of competition available through the SumTotal Learning Management System. 113 digital badges were awarded to staff for the successful completion of monthly orientations, Get to Know Your Library Orientation, Melrose Center Orientation, new website ambassadorship and database training.</p> <p>The employee training recognition page on Staff Training Site has been updated throughout the quarter to feature significant training accomplishments and badges awarded to staff.</p> <p>In addition, reminders highlighting the opportunities to earn badges were added to the front page and the database training page of the Staff Training Site and highlighted in the Quarterly Get to Know Your Library Orientation.</p>	Bob Tessier	6.16
<p>For this quarter 363 online trainings were taken that qualified for a certificate of competition available through the SumTotal Learning Management System. 123 digital badges were awarded to staff for the successful completion of monthly orientations, Get to Know Your Library Orientation, Melrose Center Orientation and database training.</p> <p>The employee training recognition page on Staff Training Site has been updated throughout the quarter to feature significant training accomplishments and badges awarded to staff.</p> <p>In addition, reminders highlighting the opportunities to earn badges were added to the front page and the database training page of the Staff Training Site, as well as inclusion in the system-wide training poster for March.</p>	Bob Tessier	3.16
<p>For this quarter, 236 online trainings were taken that qualified for a certificate of competition available through the SumTotal Learning Management System.</p> <p>94 digital badges were awarded to staff for the successful completion of monthly orientations, Get to Know Your Library Orientation, Melrose Center Orientation, and database training.</p> <p>An employee training recognition page has been added to the Staff Training Site to highlight significant training accomplishments and badges awarded each quarter.</p>	Bob Tessier	12.15

## Community Engagement: A. Social Media Promotion

### 1. Explore avenues for targeted marketing on social media

Progress	Champion	Updated
<p><b>On Aug. 28, OCLS launched its Spanish-language Twitter account. A team of four staffers who are fluent in Spanish will post to the account, and the goal is to have at least three to four fresh posts every day. We hope to use the account to engage with our Spanish-speaking audience and direct them to resources and events that cater to Hispanic families.</b></p>	Erin Sullivan	9.16

Progress	Champion	Updated
<p><b>Between June 1, 2016 through August 29, 2016, we ran five Google AdWords promotions. The campaigns were: Library card signup, ePulp, technology classes, Summer Reading Program and Kate Dicamillo. Our AdWords campaigns resulted in 9,689 interactions and 244,915 impressions. All of the campaigns were promoted to an Orange County audience, except for ePulp, which was targeted to the state of Florida.</b></p> <p><b>The social media portion of our marketing campaign with Appleton used targeted posts to reach parents aged 18 and up living in our service area. The campaign reached both Spanish and English speakers. Appleton also used geofencing to serve mobile ads to people within a five-mile radius of any OCLS branch. So far, the campaign reports a clickthrough rate of 2.15 percent for the English-language campaign and 2.29 percent for the Spanish-language campaign. Per Appleton's latest reporting, the campaign has received 3,399,746 impressions in English, surpassing their goal of 3,000,000 impressions, and it has received 1,138,904 impressions in Spanish.</b></p> <p><b>Appleton has agreed to do one final Facebook push for us in September, and we will report the results of that effort when the campaign concludes on Sept. 30.</b></p> <p><b>In our in-house marketing efforts, we have used paid Facebook advertising to reach local moms interested in kids events to promote our SteveSongs concert, as well as our photography classes and a new series called Mind Your Business. We are doing a direct mailing for Booktoberfest to approximately 1,700 people living in zip codes 32801 and 32803 who are between the ages of 18 and 40, live in homes worth more than \$100,000 and have an interest in books, beer and going out. We plan to promote Photoshop classes on Facebook to young men with an interest in technology.</b></p>		
<p>Beginning in April, we made a concerted effort to step up our social media posting and grow our audience. We took out paid ads to promote our Facebook presence, because we know that a wider audience and more engaged users should build both brand awareness and interest in what we have to offer.</p> <p>We launched the campaign with our main Facebook page, which had 6,256 "likes" before we started. Between April 18 and May 27, we invested approximately \$500 to promote the page to potential library users aged 18-65 living within 10 miles of a library branch. The campaigns gained us a total of 2,068 new "likes" on our page (an approximate cost of 25 cents per like).</p> <p>Our audience has continued to grow organically since then, and as of June 28, we had a total of 9,120 Facebook "likes." Our goal of having 10,000 Facebook likes is now well within our reach. According to Facebook analytics, the number of visits to our website per Facebook post has doubled since we started the campaign, as has the number of engaged users per post.</p> <p>In early June, we invested \$200 in running a similar campaign for the Melrose Center's Facebook page. We targeted potential users ages 13-65 who expressed interest in technology, and that campaign brought in 225 new likes for the page. The impact was not as dramatic, so we will continue to experiment with ways to effectively develop the Melrose Center's Facebook presence.</p> <p>We also used paid Facebook advertising to promote two large library events during June. We spent \$75 to promote the Orlando Book Festival and the Kate DiCamillo event on Facebook, and we plan to continue promoting select classes, events and programs and tracking results.</p> <p>We continue to use Google Adwords to target potential users, as well. Since we have</p>	Erin Sullivan	6.16

Progress	Champion	Updated
<p>received the Google Grants for Nonprofits and started using Google Adwords, we have received a total of \$5,997.65 in free Google Adword advertising. That has resulted in 187,215 impressions and 5,549 clicks through to our website.</p> <p>We are also talking to the Sentinel and Cox Media about doing more targeted digital advertising on their networks, and we have experimented with using Cox Media's Google Ad Network to advertise our Summer Reading Program during June and July.</p> <p>In June, we also held the first meeting with our OCLS En Español committee, and we hope to launch the Spanish-language Twitter account at the end of July.</p> <p>Finally, when our Appleton campaign launches in July, it will use direct email and Facebook advertising to reach specific audiences, including Hispanic families.</p>		
<p>Google Grants awarded OCLS with up to \$10,000 a month in free Google Adwords. The following areas are being or were promoted using Google Adwords: Chickasaw Branch, Career Online High School, Library Card Registration, 2nd Anniversary of the Melrose Center, Tim Dorsey author event, Winter Book Sale and EPOCH. Since Google Grants for Nonprofits started in January 2016 our ads have been displayed to people surfing the web 42,881 times (impressions) generating 825 interactions with our website. Going forward, we plan to update the Adwords and experiment with investing different amounts of money from the grant toward different Adwords campaigns to see if that increases the number of interactions we get from the program.</p> <p>We have also launched a Facebook advertising campaign targeting various specific groups to like us on Facebook; at the same time, we have made a concerted effort to increase the amount of posting we are doing on Facebook so that new people who come to the page find something fresh to connect with daily.</p> <p>We are continuing to work on the Spanish-language social media project mentioned previously. With the help of a small team of Spanish-speaking employees who work at the branches, we are forming a committee that can craft posts for our various social media accounts.</p>	Erin Sullivan	4.16
<p>A new addition to staff (Luis Rivera) has allowed us to respond to social media in Spanish. Engagement with Spanish-language blogs, Facebook pages and Twitter, accounts now occur.</p> <p>As part of the Latino Americans program that will continue in January, research has been done to use Pandora internet music as targeted advertising. A review was completed of Facebook advertising done as part of the Grand Opening of Chickasaw.</p> <p>Plans have begun to develop greater communication between departments that generate the different Facebook accounts, the different Twitter accounts and other platforms.</p>	Erin Sullivan	12.15

**Community Engagement: B. Engage with/in Community Content Development**  
**1. Expand outreach for Orlando Memory/Epoch**

Progress	Champion	Updated
<p><b>We conducted one outreach for EPOCH, at the St. Mark AME church, where we spoke with 6 of the board members and demonstrated EPOCH.</b></p>	Debbie Tour	9.16
<p>There were two outreach events for EPOCH. We participated in the Conversation</p>	Debbie	6.16

Progress	Champion	Updated
<p>Project panel discussion at the 50+FYI expo, reaching 212 people. At the National Genealogical Society Conference in Fort Lauderdale in May, we hosted an EPOCH booth and spoke with 165 people. EPOCH informational packets were shared with The Center, Zebra Coalition, Equality Florida and the City of Orlando's Hispanic Office for Local Assistance after the Pulse event.</p> <p>For Orlando Memory, we conducted 6 interviews, and participated in 4 events reaching 209 people. We were present at the Pine Castle Women's Club and the <i>Reflections of Eyewitnesses</i> event at the Holocaust Center. During National Preservation Week in April, a program on <i>Preserving Family and Local History</i> included a presentation on <i>EPOCH and Orlando Memory</i>. Staff took pictures of the tributes left at the Dr. Phillips Center and Pulse nightclub. These will be added to the Orlando Memory.</p> <p>EPOCH and Orlando Memory will be interchanged in a promo box on the main webpage.</p>	Tour	
<p>Main hosted a group from UCF history department, who were researching local history. They were excited to learn about the information in our Florida collection, local history files, and Orlando Memory. For Orlando Memory, main conducted 8 interviews, and posted a LibGuide for staff to follow when conducting interviews.</p> <p>Staff conducted 11 outreach events for EPOCH, including: a Forget Me Not session at The Compassionate Friends, information tables at 4 VITAS events, and distributed information at the Central Florida Fair. Staff are currently working with Alachua County Library to promote EPOCH at their libraries.</p>	Debbie Tour	3.16
<p>We conducted a total of 10 EPOCH sessions this quarter, with attendance of 284. Outreach included presentations at the New Hope for Kids Center, the Council of Catholic Women/Avalon Park, and a session of <i>Forget Me Not</i> at the Chickasaw Branch.</p> <p>Donna Bachowski visited Brooklyn Public Library on 7 and 8 October. She trained a total of 51 attendees including staff and customers on the use of EPOCH. Brooklyn has agreed to be an affiliate supporting and promoting EPOCH. Currently there are 153 entries in EPOCH.</p> <p>A staff training session was held on Staff Day for staff to learn how to use Orlando Memory and host events</p>	Debbie Tour	12.15

## 2. Explore marketing opportunities for Epoch

Progress	Champion	Updated
<p><b>We recently reached out to our EPOCH partners to discuss ideas for promoting and marketing EPOCH in their respective areas. EPOCH currently has 199 obituaries.</b></p>	Debbie Tour	9.16
<p>EPOCH marketing was discussed at the Spectrum meeting of Assistant Managers and a list of suggestions was forwarded to the EPOCH team.</p>	Debbie Tour	6.16
<p>Staff attended the Family History Fair at the Leesburg Public Library to promote EPOCH. We made a connection with the Villages Genealogical Society, and they want us to present EPOCH to over 900 members. This is tentatively scheduled for September. Staff will be participating in the "Conversation Project" where a panel of experts will discuss how to have a conversation with your loved ones about your final wishes. EPOCH will be one of the presentations. Librarians were asked to think about and share marketing ideas for EPOCH.</p>	Debbie Tour	3.16

Progress	Champion	Updated
<p>Staff will host a booth at the National Genealogical Society annual conference in May 2016. This will give us national exposure to hundreds of genealogists for promoting EPOCH.</p> <p>We have mailed over 50 information packets to African-American churches, inviting them to host an EPOCH event at their church. Over 70 information packets were sent out to Florida History Centers.</p>	Debbie Tour	12.15

### 3. Film Lake Eola events

Progress	Champion	Updated
<b>The video is completed and will be posted to Orlando Memory.</b>	Debbie Tour	9.16
A compilation of various events that took place at Lake Eola will be produced by the end of the year. A video clip from the Earth Day Festival and pictures from the Pulse vigil held on 19 June 2016 are two of the events that will be included in the video.	Debbie Tour	6.16

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

### 1. Marketing plans by branch focusing on their special characteristics

Progress	Champion	Updated
<p><b>In September, the West Oaks Branch received a highlight in the Books and Beyond Newsletter, in honor of its upcoming 15th anniversary. Branch Manager Gregg Gronlund contributed a piece about how the branch serves its community, the graphics department designed a 15th-anniversary logo and T-shirts, and the branch held a celebration on Sept. 10.</b></p> <p><b>With our increase in social media posting, we have also been able to post more about events and activities at branches, and we are seeing an increase in contributions to social media from branches.</b></p>	Erin Sullivan	9.16
<p>In the July issue of our newsletter, we highlighted the Chickasaw branch's one-year anniversary with a story and two-page feature on the branch's anniversary celebration. When the week of the anniversary arrives, we will theme the website to coordinate with design of the Chickasaw story and highlight specific programs happening at the branch.</p> <p>Moving forward, our plan is to do similar highlights on all of our branches, starting with West Oaks in September. We will focus on one branch per month in the newsletter with an emphasis on the unique features, attributes and programs the branch provides. The goal will be to show each branch's connection and value to the community.</p> <p>In addition to publicity in the newsletter, we will coordinate with the Digital Content Team to give the branch a spotlight on the website. We can highlight special programs taking place at the branch and make the "hero image" on our website an image that represents that branch and it will link to the branch's landing page. The Community Relations team will review details with the appropriate administrators and branch managers. The Public Relations Administrator will work up story angles on each branch to pitch to local media during that month.</p> <p>The upcoming Appleton marketing campaign also includes some marketing that speaks to unique branch programs and services, such as our genealogy collection at</p>	Erin Sullivan	6.16

Progress	Champion	Updated
West Oaks.		
Specific events at Winter Garden, Eatonville, Chickasaw, West Oaks among others were held and promoted on social media and other promotion outlets. Branch specific factors are being considered in the marketing plan currently in progress with Appleton Creative.	Erin Sullivan	3.16
<p>In an effort to continue the awareness of the Grand Opening year of Chickasaw, the ComRel team brainstormed to understand the unique attributes of Chickasaw. Towards that goal, there has been an Outreach to Valencia College East. Events that Valencia College East does for the public are monitored to see which the library might be able to do an outreach at. The ComRel office will build a database of clubs, associations, and groups connected to the campus towards the goal of reaching out to them with targeted emails and visits when warranted.</p> <p>The marketing plan for the Latino American program has focused on the Hispanic communities served by South East and Chickasaw. Again this includes the targeted marketing of Spanish language social media and Pandora internet radio.</p> <p>As part of the family-nature of the Winter Garden branch, there was a library outreach presentation at the annual "Light Up Winter Garden." In October, there was advertising for a special Halloween course at Winter Garden before the Main Street had its family celebration event.</p>	Erin Sullivan	12.15

## 2. Launch marketing campaign for library

Progress	Champion	Updated
<p><b>On Sept. 8, Appleton Creative agreed to give the marketing campaign an additional push during the final weeks of September to see if we could gain more views and card registrations during the last three weeks of the campaign.</b></p> <p><b>Between Sept. 15 and Sept. 30, we will get another burst of Facebook posts that will give us 250,000 additional impressions in users' newsfeeds. Seventy percent of those impressions will be in English and 30 percent will be in Spanish.</b></p> <p><b>We will measure final statistics after the campaign wraps on Sept. 30. They have also purchased an additional email blast for us to see if gains us any momentum through the final week of the campaign. Appleton is offering the additional exposure free of charge.</b></p> <p><b>We will evaluate the results of the final push when the campaign concludes.</b></p> <p><b>As of Sept. 28, we received 20,601 visits to ocls.info/yourstory and 12,320 visits to ocls.info/tuhistoria. Combined, the campaign landing pages have received 32,921 visits. Approximately 1,661 people have clicked through to register for a library card in English; approximately 1,024 people have clicked through to the library card registration page in Spanish.</b></p> <p><b>The Spanish-language Resource Guide we linked to has so far received approximately 1,250 visits from the campaign landing page; the English-language Resource Guides received approximately 1,450</b></p>	Erin Sullivan	9.16

Progress	Champion	Updated
<p>visits.</p> <p><b>In mid-July, the Appleton Creative marketing campaign launched with a series of targeted digital ads that appeared on Facebook and on various websites served to our targeted users as they browsed the web. The campaign had a significant impact on our Facebook reach, which grew by more than 50 percent in the 28 days after the campaign launched.. According to Facebook insights, our page was served to more than 330,000 people from July 25 through Aug. 25, and the majority of those people were reached via paid promotion and ads. According to Appleton's reporting, the English Facebook campaign has a clickthrough rate of 2.15 percent and cost per click of \$0.16. The Spanish Facebook clickthrough rate is 2.29 percent with a \$0.15 cost per click. Based on benchmarks for the type of Facebook ads we placed, these are good CTRs with a low CPC.</b></p> <p><b>Appleton also reports that the first of three email blasts sent as part of the campaign had a high open rate of more than 10 percent each for the English and Spanish email campaigns. Billboards were also posted throughout Orange County, beginning Aug. 15. They remained up through Sept. 11, and a series of radio ads began to air in August as well.</b></p> <p><b>So far, the campaign has brought approximately 20,000 people to the landing pages on our website created for the campaign. Each landing page has two call to action buttons -- one links people to library card registration, the other to guides that offer more information about library services and programs. A small number of people have been clicking those buttons. We received 850 clicks to library card registration and 875 clicks through to the guides.</b></p> <p><b>We contacted Appleton for feedback to find out what we could do to encourage a higher clickthrough rate, and they suggested changing the language on the call to action buttons to see if it made a difference. We followed their advice, and we will continue to monitor to see if this increases interactions on the pages.</b></p>	Erin Sullivan	8.16
<p>At its June meeting, the Board of Trustees approved the creative and media plans presented by Appleton Creative. The creative concept focuses on a "Write Your Story" campaign, and it encourages library patrons to explore the "inventor," "investigator" and "investor" in themselves using the library.</p> <p>The campaign, which launches in July and runs through September, will incorporate digital billboards, social media posts, direct email and radio ads to reach lapsed users and new users. The campaign will be presented in both Spanish and English, and Appleton plans to use geo-fencing to target specific audiences online.</p> <p>While we waited for the campaign to be approved, the library continued to advertise specific programs and events in some print publications, and we branched out to advertise online with Bungalower.com, Orlando Weekly, in the Orlando Moms Blog, Playground and on Facebook. We also advertised our Summer Reading Program on static billboards using Clear Channel Outdoor's public service program, which offers billboard space along key corridors for a deeply discounted rate.</p>	Erin Sullivan	6.16
<p>Appleton Creative presented several creative concepts and a media plan to the Board of Trustees. Feedback was received and they are currently developing new creative concepts and taglines. They also updated media buy breakdown to eliminate static billboards and concentrate on digital advertising.</p>	Erin Sullivan	3.16

Progress	Champion	Updated
<p>After the Board Of Trustees awarded the Marketing Campaign to Appleton Creative, there was need for additional research on their experience with the Hispanic market. After the competency in that market had been confirmed, negotiations on the terms of the contract has required several meetings.</p> <p>While working through the process of a fair contract, plans for media buys and possible creative concepts were developed. Meetings clarified what the priorities of the campaign should be.</p> <p>Advertising that is not included in the Appleton contract, progressed as Orlando Sentinel ads that highlighted many programs became more focused on a single theme to reach a key demographic.</p>	Erin Sullivan	12.15

### 3. Add more branch e-newsletters

Progress	Champion	Updated
<p><b>All locations have eNewsletters. We will continue to evaluate usage.</b></p>	Wendi Bost	9.16
<p>Now that all locations have their own eNewsletters an internal system has been developed to evaluate their progress. This will allow us to look at use and growth of these resources.</p>	Wendi Bost	6.16
<p>All branch locations now have eNewsletters to promote location activities and events. Currently there are over 20,000 subscribers to all OCLS eNewsletters. The open rate is close to 25% which, according to MailChimp, puts our open rate slightly ahead of other education and training eNewsletters. (Source: MailChimp Marketing Benchmarks)</p>	Wendi Bost	3.16
<p>In December 2015, the eNewsletter for the West Oaks Branch was launched. West Oaks already had an eNewsletter for Genealogy.</p> <p>A schedule has been devised for the remaining branch locations to receive training and publish local interest eNewsletters. All locations are slated to have eNewsletters by the end of March 2016.</p>	Wendi Bost	12.15

### 4. Teacher's Academy: Plan for special partnership with community entity as a pilot project

Progress	Champion	Updated
<p><b>A presentation was made to the board of the Friends of the Orange County Library System on Aug. 17 to showcase the success of Library U. There are plans to present the program again in 2017 because it was so well-received.</b></p>		9.16
<p>On June 16, we held the Library U event. We had 24 enrolled for the session, and we had 12 teachers who showed up. We gave teachers a \$75 honorarium as an incentive to get them to attend.</p> <p>Attendees also received a 2016-2017 Library U branded Doodle Calendar.</p> <p>Attendees left with a binder full of information from the presentations, including information about databases, downloadable media, activities, camps and contests.</p> <p>The teachers were also given an introduction to the Melrose Center and its studio spaces. They were able to try out the simulators, and they were introduced to our hands-on STEM learning programs.</p> <p>The reviews for Library U were excellent, and we hope to offer the session again</p>	Erin Sullivan	6.16

Progress	Champion	Updated
next year.		
A Library U email blast was sent to every OCPS high school principal, district media specialist as well as other educational professionals and department heads. Library U information was also shared with OCPS Public Relations.	Erin Sullivan	3.16
A date has been chosen (June 16, 2016) to launch a pilot project. A plan has been developed to engage 25 Orange County Public School teachers to come to the library and be educated in the resources and benefits of library services. This will be an eight hour day of sessions, tours, education and fun, called <i>Library U</i> . The plan includes which methods to use to reach teachers, how to generate interest and participation, and a schedule to begin the initial contact directly with the teachers in March 2016. The Friends of the Library have been contacted and asked for their sponsorship of this event.	Erin Sullivan	12.15

## Community Engagement: D. Pursue Funding Opportunities & Facilities

### 1. Refurbish 4th floor of Main

Progress	Champion	Updated
<b>Construction is in progress and at this time, the contractor is on schedule for substantial completion in November.</b>	Bob Tessier	9.16
The construction project price, \$1,508,326, has been negotiated with our contractor, Axios, and the contract has been executed.	Bob Tessier	6.16
The architect for the Fourth Floor Renovation Project, Rhodes + Brito, completed the design development phase in early November and is half way through the construction documents. The Library advertised a Request for Qualifications (RFQ) in mid-October and some general contractors made site visits for more information. Contractor responses to the RFQ were due the first week of December and 3 submittals were received.	Bob Tessier	12.15

### 2. Explore fundraising opportunities with guest chefs

Progress	Champion	Updated
<b>We are also currently planning Booktoberfest, which is the Friends annual fundraiser, and we've reached out to multiple restaurants to ask for their support via in-kind donations for silent-auction items. Based on the responses we receive, we think we'll be able to put together a list of local restaurants likely to support the library, and we hope to reach out to them again in the spring to ask for their participation in another library fundraiser.</b>	Erin Sullivan	9.16
Community Relations and Adult Programming met to discuss possibilities, and we are exploring a daylong foodie festival in spring featuring multiple local chefs and food purveyors.  We discussed asking the Friends of the Orange County Library System to be a sponsor for the festival and taking donations to support the friends and use the event as a way to help generate new memberships.  So far, we have reached out to two chefs who we would like to involve. One expressed interest in assisting once we have more details in place, and we have a short list of other chefs we would like to bring on board.  Orlando Weekly was contacted about the event, too, and we hope we can bring the	Erin Sullivan	6.16

Progress	Champion	Updated
publication on board as a media sponsor to help raise its profile in the community.		
We have begun working with Events/Programs to identify chefs who might be a good fit for fundraising opportunities.	Erin Sullivan	4.16

### 3. Evaluate South Trail & Herndon leases

Progress	Champion	Updated
<b>Leases for Herndon and South Trail Branch Libraries have been approved by the Library Board and executed.</b>	Wendi Bost	9.16
The end of the lease at Orange Blossom Center, where the South Trail Branch is located, is approaching in November 2016. Options for relocating were considered. A site across Orange Blossom Trail was explored in the past with the understanding that additional development in that shopping center would be taking place. To date, no additional development has happened at that center. The current Orange Blossom Center site continues to be a workable location for both the Library and the community. Usage statistics are consistent with the rank of the location among OCLS peer branches and new neighboring tenants have occupied the Center including a popular gym. After negotiations with the Landlord, a five year extension of the lease will be presented to the Board in July.	Wendi Bost	6.16
At the March 10, 2016 Board Meeting staff presented an amendment for the Herndon Branch lease which was approved. The new lease amendment is for two years, no increase, and includes an early termination clause after the first year with appropriate notice. Staff will continue to work with an agent to identify alternative sites for the future.	Wendi Bost	3.16
Initial conversations have been held with Sembler, the Property Management /Leasing company, for the Colonial Promenade, Herndon Branch location. The current lease addendum is set to expire in late October 2016. In addition OCLS has contacted CBRE and an agent has been actively looking for other available sites in the area.	Wendi Bost	12.15

### 4. Plan for large scale exhibit space at Main

Progress	Champion	Updated
<b>The Technology and Education Center Manager, Ormilla Vengersammy, made a presentation to the Admin Team regarding possible plans for the second floor. We hope to make the space multi-use friendly with mobile furnishings, which convert easily into open spaces for use as exhibition space. Discussion is underway with Community Relations to fold that space into their planning for art displays.</b>	Debbie Moss	9.16
We continue to anticipate the second-floor space to be available early in 2017. We are still seeking opportunities for displays and have most recently met with Orange County History Center about cross-promotion of events. We may be able to display auxiliary materials to support larger exhibits at the History Center.	Debbie Moss	6.16
Plans are moving forward with the refurbishment of the 4th floor and the relocation of public computers to that location. Currently, it is anticipated that space on the second floor will be available beginning calendar 2017.	Debbie Moss	3.16
We have been selected by the American Library Association (ALA) Public Programs		

Progress	Champion	Updated
<p>Office and the FINRA (Financial Industry Regulatory Authority) Foundation to participate as a host for the Thinking Money traveling exhibition. The tour will begin in August 2016 and will continue through 2018. An itinerary with tour dates and locations will be sent out during March and April.</p> <p>We are currently using some space on the second floor to host the traveling exhibit, <i>American Presidents: Life Portraits</i> that chronicles the history of the American presidency. C-SPAN is the exhibit's sponsor.</p>		
<p>Earlier in 2015, the Library hosted a traveling exhibit called Human Origins. The exhibit was interactive, inviting participants to navigate the panels and even leave comments regarding their thoughts on the origins of "humaness". The exhibit was popular and we believe would have been even better attended with a better space in which to place it. It was placed in the vacated Genealogy space on the 4th floor. The second floor space which will be available once our public computers move is currently under consideration.</p>	Debbie Moss	12.15

### 5. Evaluate options for new branch

Progress	Champion	Updated
<p><b>Growth patterns in areas of interest continue. We are beginning to explore the concept of some community contact meetings.</b></p>	Craig Wilkins	9.16
<p>Preliminary plans for next year's budget include setting aside funds for a potential new location. Staff continue to monitor development reports especially in areas such as Horizon West and Lake Nona where strong residential growth is taking place.</p>	Craig Wilkins	6.16
<p>We are continuing to follow the real estate development in areas of interest.</p>	Craig Wilkins	3.16
<p>Staff are tracking development and demographic reports about growth patterns underway in the County. In addition, a small portion of the funds that would be needed to develop a new location will be set aside from this year's budget.</p>	Craig Wilkins	12.15