

**Orange County Library System:  
Strategic Plan FY 2017 ~ 4<sup>th</sup> Quarter Update  
Bolded Sections are for this Current Update**

**Lifelong Learning**

**A. Children's Learning Initiative**

1. Evaluate & create content of library programs for children with special needs and their parents

Progress	Champion	Updated
<b>"Sunshine Playtime" was offered on in June and August at Orlando Public Library. "Sunshine Storytime" was offered in July and six people attended.</b>	Debbie Tour	9.17
A "Sensory Friendly Family Film" was offered on April 15 at the Orlando Public Library for Autism Awareness Month. "Sunshine Storytime" or "Sunshine Playtime" was offered each month at Orlando Public Library.  North Orange offered "So You Want to Learn a New Language – American Sign Language" for preschoolers. Chickasaw and North Orange offered "Advanced Sign Language" for adults and teens. Each of these was a four-week series.	Debbie Tour	6.17
In raising the awareness of disability Issues, on 26 January, award-winning writer Sharon Draper read from and discussed her "New York Times" bestselling book, "Out of My Mind." The book tells the story of 11-year old Melody Brooks, a brilliant child with a photographic memory who cannot talk or walk due to cerebral palsy. Draper spoke about the book at an event for school groups on 26 January at Main with 396 in attendance. An evening event had 125 attendees. Draper presented a writing workshop to 40 tweens and teens on 27 January. Students with special needs participated in the workshop. The topic of Draper's book helped them feel comfortable attending this writing workshop. Draper's visit was part of the "Sunshine State Author Series."  Storytellers are incorporating sign language into storytime programs as a result of their participation in "Liven up Baby and Toddler Storytimes with Sign Language" in December. Patrons appreciate this addition to storytime, as evidenced by survey responses. A special "Sing and Sign Storytime" was introduced at Chickasaw in February resulting in a total of 119 attendees. Herndon presented "So You Want to Learn a New Language – ASL" for preschoolers in February for 50 attendees. The Youth Services Department purchased 12 sets of Polyblox. These wooden learning blocks help teach early literacy skills and incorporate Braille letters and the sign language alphabet.  In providing special programming for children with autism and ASD, the "Sunshine Storytime" was held at Main in January. "Sunshine Playtime" was offered at Main and at Chickasaw. Youth Services staff participated in a webinar on "Creating Inclusive Storytimes for All Children" and on "Serving Children with Autism."  Project Compass, an alternative school for non-violent youth offenders, hosted an OCLS storyteller on 26 January. Students from UCP Charter School (founded to help students with cerebral palsy but now serves children with and without disabilities) attended the Sharon Draper event on 26 January and toured the library before the event. Youth Services and Community Relations staff met with UCP and Beta Center leadership on 20 January to discuss library resources which might be helpful for their students and families.	Debbie Tour	3.17

Progress	Champion	Updated
<p>Youth Services continues to offer “Sunshine Storytime” and “Sunshine Playtime”. “Sunshine Storytime” is a welcoming storytime designed for children who prefer small group activities or who have sensory, social or developmental challenges, followed by a playtime. This is held on the last Saturday every other month. Average attendance is nine.</p> <p>Ten OCLS staff, including five Storytellers attended a 90-minute ALA webinar, “Liven up Baby and Toddler Storytimes with Sign Language”, in December. Presenter Kathy MacMillan is an Adult Sign Language (ASL) interpreter, librarian and storyteller. Part-time Casual Storytellers Antoinette Griffin, Deanna Braunstein, and Myles Thoroughgood report that they have incorporated simple sign language into stories and songs at various storytimes.</p> <p>The manager of Youth Services, Sue Wright, as a member of the 2016-17 Leadership Orange class, attended sessions facilitated by Orange County Public School’s Exceptional Student Education (ESE). She observed ESE classes at Dream Lake Elementary.</p>	Debbie Tour	12.16

2. Explore specialized life skills programs for children, such as cooking, fitness, etiquette & finance

Progress	Champion	Updated
<p><b>Cooking Skills: Cooking and food preparation programs for all ages expanded. Teens and tweens took part in “Building a Recipe” program offered at six locations this summer and attended by 127 people. Edgewater Branch held “Cooking Matters Class for Tweens,” a five-week series which was attended by 55 people. South Creek held “Choosing Healthy Snacks” which was attended by 13 people. During this quarter, 14 Cuisine Corner Junior events were held for children, attracting 307 people. A new series for preschoolers was launched in September. “Little Chef” is a “Mommy Daddy and Me” program which encourages parents to work with their preschoolers to learn food preparation techniques. Three events were held in September.</b></p> <p><b>Healthy Living: Four locations presented “Fuel Fun and Fitness” in August, which a total of 67 people attended.</b></p> <p><b>Safety: In the week before Hurricane Irma hit Central Florida, two locations offered a program for children called “Extreme Weather,” which provided safety tips and life hacks in case of emergencies and loss of power.</b></p> <p><b>Construction Skills: Edgewater Branch developed a partnership with Home Depot, resulting in a 9-part series called “Home Depot Helping Kids to Build a Better World.” In all, 291 people attended one of these events.</b></p>	Debbie Tour	9.17
<p><i>Cooking Skills:</i> Patrons at Winter Garden enjoyed Cuisine Corner “Springtime Rice Krispie Treats” on 1 April. A Cuisine Corner Junior program on “Cupcake Decorating” was offered on 20 April. On Take Our Daughters and Sons to Work Day, children were treated to a Cuisine Corner Junior program on “Candy Sushi.” Chefs from Publix Aprons visited the Orlando Public Library on 3 May to teach kids how to cook spinach cupcakes. Four locations offered Cuisine Corner Junior “Fruit Salsa ’n Cinnamon Chips” in May. Cuisine Corner Junior “Lemonade Crave” was offered at six locations in June for children ages 8-12. “Snacks 2 Go” was offered to help kids pack food for the road on 29 June. Teens learned how to “Build a Recipe” at two locations in June. Edgewater Branch offered “Cooking Matters for Teens” on 20 &amp; 27 June.</p> <p><i>Healthy Living:</i> “Healthy Herb” was one of our Spring Family Fun performers who visited Washington Park (7 April), and Herndon (8 April) to encourage kids to sing, dance and get fit. Storybook Yoga was held monthly at Orlando Public Library, and a yoga program for kids was held at South Creek on 15 April. Southwest had its first “StoryWalk” program in June. A “Health Fair” for the entire family was held on 25 June. As part of Cuisine Corner, “Unique Healthy Meals and Snacks” was offered at</p>	Debbie Tour	6.17

Progress	Champion	Updated
<p>Hiawassee. South Creek offered “Family Zuma”.</p> <p><i>Finance / Careers:</i> Winter Garden offered “Money As You Grow” on 20 May for children ages 6-12. Career advice and information was provided to teens at “Teen Voices – Build a Career” program on 22 June at Orlando Public Library.</p> <p><i>Other:</i> “Be a Pal to Your Pet” program was offered at five branches. Six locations offered the “Tiny House: Garden” program in April, designed to help toddlers appreciate gardening. On 26 April, a toddler program on “Feeling Faces” was offered to help toddlers understand and manage their feelings.</p> <p>At Orlando Public Library the teen/tween after school program called “Game Changer” provided homework help and gaming, Monday through Thursday during the school year. The coordinator of this program administers an assessment (Rosenberg Self-Esteem Scale) at the beginning and end of the term to see how participation in the program might influence a teen’s self-esteem. Those who participated in the program at least twice a week were assessed. A major component of this program is to help teens develop relationships and connections with others through play that improves their confidence and self-esteem. There was a 2.2 point improvement between fall of 2016 and spring of 2017.</p>		
<p>Cooking Skills: In January, a new series of culinary classes for children, tweens and teens was launched called “Cuisine Corner Junior.” The Youth Program Specialist who is coordinating this series completed Safe Food Handler Training. The first program in the series, “Cuisine Corner Junior: Melted Snowman Bark,” was presented at six locations and attended by 105 people.</p> <p>“Cuisine Corner Junior: Valentine Rice Krispies Treats” was held at six locations in February, and 148 people attended. In March, Chef Tracy Mohr from The Kids Cooking Connection presented “Cuisine Corner Junior: On Your Mark, Get Set, Cook!” to teach kids ages 8-18 to make a simple and healthy recipe. Two branch locations presented “You Are What You Eat” in January, a program designed to teach children about nutrition. “Teen Life Hacks: Mug Recipes” was held at three locations in January with 49 attendees. Toddlers got a chance to get comfortable in the kitchen during the Tiny House program on “Kitchen Play” presented at Chickasaw on March 6 and at “Toddler Spill and Fill,” held at five locations in January.</p> <p>Language Learning: Language Learning classes for children continued in the first quarter of 2017 with “So You Want to Learn a New Language” at Herndon and at Winter Garden. At Main, “Cuentame un Cuento” bilingual storytime was held on 4 February.</p> <p>Etiquette: Kids learned about manners at Edgewater’s “Tea Party” in January and in the “Fancy Nancy Tea Party” at Edgewater and Eatonville in February. Branches created a number of etiquette programs: “Manners and Me!” was held at Washington Park in February; “Can a Bear Say Thank you?” was presented at South Trail in March; and “Henry Wants More” took place at South Trail in March.</p> <p>Financial Literacy: Financial literacy was explored in the “Money As You Grow” program presented at Eatonville, Southeast and Hiawassee in March.</p> <p>First Aid: Alafaya presented “How to: Basic First Aid” in March.</p> <p>Exercise and Fitness: Storybook Yoga continues on the third Saturday of each month at Main. Children ages 4-10 started the day with “Good Morning Yoga” at South Creek on January 14. Programs designed to get toddlers and preschoolers moving continued through the first quarter of 2017 with “Bubble Play”, “Move and Play”, “Parachute Play”, and more. “Spring Family Fun” featured Healthy Herb, who presented a fun show about food and fitness at Chickasaw, Winter Garden and Southeast in February and at Southwest in March. The Teen program “Keep Calm: It’s a New Year!,” held at Eatonville and Edgewater in January, helped teens start the new year right by learning tips for a healthier lifestyle and by challenging friends to a mini-fitness contest. South Creek introduced children ages 6-12 to ballroom dancing</p>	Debbie Tour	3.17

Progress	Champion	Updated
<p>in "Learn to Waltz" on January 21 and "DANCE Alafaya" was offered multiple times. In February, the 12th Annual "Step Off" competition was held. The program "DIY 365" was presented at Windermere and Edgewater in January to encourage teens to get organized and make time for staying healthy and active.</p> <p>Writing: As part of the Sunshine State Author Series, award-winning writers presented three separate writing workshops for kids and teens. In January, Sharon Draper presented a writing workshop for tweens and teens. In February, National Book Award Finalist Jason Reynolds held a writing workshop in the Albertson Room for tweens and teens. On March 10, Jackson Pearce held a children's writing workshop at West Oaks.</p>		
<p>In developing cooking skills, December holidays are a natural for baking &amp; cookie decorating programs. "Cookie Decorating" and "Gingerbread Houses" were hits at many locations. Currently, a Junior Cuisine Corner is being developed. Once a month, on the third Saturday of the month, children ages 3 – 6 learn yoga poses inspired by their favorite picture books at the Main Library. Systemwide, storytimes and popular programs such as "Wiggleworms Workout" and "Literacy &amp; Locomotion" provide interactive stories, songs, dance and various activities promoting fitness.</p> <p>Proper etiquette was practiced at the "Doll and Me American Girl® Tea" at the Winter Garden Branch. This school year the "Game Changer Afterschool Adventures", combines homework help and strategic gaming at the Main Library. Role-playing games improve social skills and creativity in children. Preliminary data also indicate that students' self-esteem and confidence rise when involved in Game Changer programming. November is a perfect opportunity to give thanks. "Appreciation Stations" at six locations gave school-age children the chance to show appreciation for family, friends, teachers and the community through craft and activity stations.</p> <p>At all locations, teens who volunteer with the "Teen Library Corps" gain experience in important work skills and earn community service hours. "There is no 'Pee' in Engineering" at South Trail Branch got kids thinking about future careers and recycling water. Coding with ozobots, coding with JavaScript, basic coding, celebrating flight, knitting, sewing and Lego events all contribute to life skills.</p> <p>Learning language skills are important. Monthly "Cuentame un Cuento: Tell Me a Story Bilingual Stories and Fun" at the Main Library occurs on the first Saturday of each month with interactive bilingual stories and crafts for children in English and Spanish. "Little Pim – Spanish" at Edgewater Branch on two Saturdays in December featured fun-filled language learning experiences with hands-on activities, songs and interactive technology for ages 3 - 5.</p> <p>In October &amp; November, the "Afterschool Club" met weekly at South Creek Branch. Each week a different project was offered for ages 6 - 12. At the West Oaks Branch's "Easy Work" program, school-age children discovered how simple machines can help make chores a breeze. "Drop In Chess" for all ages &amp; skill levels happens on the first Wednesday of each month at the Main Library. Chess has been shown to have many educational benefits including teaching foresight, planning, patience and the ability to seek alternative solutions. In "Paws to Read" events at multiple locations, children practice their reading skills by reading aloud to certified therapy dogs from Be An Angel Therapy Dogs Ministry.</p>	Debbie Tour	12.16

### 3. Expand Getting Ready for K curriculum

Progress	Champion	Updated
<p><b>Get Ready for K was held at Herndon, Winter Garden and Edgewater over the summer.</b></p>	Debbie Tour	9.17

Progress	Champion	Updated
<p><b>All Youth Program Specialists and Part-Time Casual Storytellers received a four-hour training session on the new K Ready! curriculum, which has expanded into an 8-part series that meets Florida’s Early Learning and Developmental Standards for Four-Year-Olds. Additional curriculum to use at home has been created online in Beanstack, which allows parents and children to work together to complete activities and receive badges for each activity</b></p> <p><b>A Powtoon to promote the new K Ready! series was made and is featured on the ocls.info homepage. K Ready! has been scheduled at four locations this fall, including South Creek, Southeast, West Oaks and North Orange.</b></p>		
<p>“Get Ready for K” was held at Eatonville (28 March – 2 May), Hiawassee (4 April – 9 May), and Washington Park (17 April – 22 May). “Get Ready for K” will be offered at Herndon, Winter Garden and Edgewater this summer. A four-hour training session has been scheduled for 2 August for our Part-Time Casual Storytellers to learn the new “K Ready” curriculum that our curriculum specialist has developed.</p>	Debbie Tour	6.17
<p>The OCLS Curriculum Specialist is in the process of revamping the Get Ready for K curriculum for the 2017-18 academic year. The new title will be “K Ready” and the series will last for eight weeks rather than six. The new curriculum incorporates the Florida Early Learning and Developmental Standards for Four-Year-Olds. Children will be able to take home something they create each week and parents will go home with a handout of skills to practice. Each participant will take a pre- and post-test at each session so outcomes can be measured.</p> <p>“Get Ready for K” was held at Chickasaw (Jan 9 – Feb. 20), Alafaya (Jan. 10-Feb. 14), and Eatonville (March 28 – May 2).</p>	Debbie Tour	3.17
<p>OCLS’ Get Ready for K (GRFK) curriculum has been around for some time and is ready to be re-vamped. It currently consists of six sessions spread out over six weeks. The topics are reading, math, basic concepts, basic skills, health &amp; safety, and art. We have come up with a new title, “K-Ready”, which will be offered next year. Our Curriculum Specialist will begin to rewrite the curriculum to match the latest preschool standards and expectations for children entering Kindergarten. All 15 locations are scheduled for GRFK between now and July 2017.</p> <p>We have created a new logo for “Early Learning” which will be used for “K-Ready”, storytimes and for other programs for 0-5 years that are geared toward preparing kids for kindergarten. A Storytimes banner will soon be available for all locations listing all four storytime programs (Tiny Tales, Toddler Time, Storybook Fun and Smarty Pants).</p> <p>Fall Family Fun included a couple of special choices for early learners: “Celebrate Winnie the Pooh” and “Thomas the Tank Engine Celebration” were held at various locations and presented by Actors Reaching Out.</p> <p>OCLS libraries are drawing a larger audience of toddlers to storytimes than children over age 3. Therefore, Youth Services staff has begun creating new scripts for this age group. “Tiny House” allows little explorers to learn, grow and play with hands-on activities inspired by using objects throughout the rooms in a home. “Texture Inspectors” features hands-on sensory discovery of a variety of textures for ages 18 months - 3 years. “Toddler Peekaboo” debuts stories and activities inspired by the game Peekaboo. “Busy Buttons allows toddlers to sort, count, match, craft, play and explore with buttons while developing cognitive and motor skills. “Toddler Fun with Food” inspires toddlers to create, explore and have fun with food. “Peppermint Pals” features stories, crafts and activities inspired by peppermints. “I Spy Winter” explores a winter wonderland through a story and hands-on activities for ages 2 - 4.</p>	Debbie Tour	12.16

Progress	Champion	Updated
<p>Early learning series continue throughout the system. Young children enjoy stories, songs and exploring age-appropriate art experiences such as painting, pasting, gluing, stamping and creating at “Artsy Toddler.” Children ages birth - 2 enjoy the fun series “Baby Bash” where they sing, play and develop motor skills. “SMART Start” series explores hands-on science, math and art for ages 2 – 4 in a sensory-rich environment. “Bubble Playtime”, an interactive bubble class at encourages motor development skills. “Literacy &amp; Locomotion” weaves early literacy practices into fun interactive stories, songs, rhythm and dance for ages birth - 3. “Leap Into Letters” ensures that children ages 3 – 5 practice phonics and letter recognition through stories, activities and crafts and reinforce learning with Miss Humblebee’s Academy database.</p>		

4. Enhance Library offerings for schools with low reading scores

Progress	Champion	Updated
<p><b>Several staff members attended a virtual webinar called “Leaders Library Card Challenge” on July 20, 2017. The webinar discussed various resources and how they can be used to support grade-level reading achievement and ways in which libraries can help improve reading achievement. The information learned will be used to enhance our support to schools.</b></p> <p><b>The list of 2016-2017 low achieving schools was released by the Florida Department of Education. 8 out of 14 of the schools listed with low reading scores from last year have improved and were removed from the low achieving list. 6 schools remain on the list and additional schools were added. The Youth Services Department is in the process of reaching out to these schools to offer storytelling programs.</b></p> <p><b>The annual Children’s Initiative has begun. Every year the library conducts the “License to Learn” contest with the schools to encourage library card registration. Information has been sent out and communication has started between the Library liaisons and the schools regarding this initiative. Library liaisons are in the process of contacting their schools to set up outreaches, meetings, and school visits. Every teacher who participates in the contest and fills out the entry form will receive a small gift as a token of appreciation from the library. Classes with 100% participation are entered into a drawing to win a special prize.</b></p> <p><b>This fall all Orange County Public School students were registered for a Virtual Library Card (VLC). The VLC provides access to free wifi at all locations, as well as access to selected educational databases. In preparation for the launch of the VLC, staff members attended an outreach event for media specialists to train them on how to use and access the VLC resources. During the first month, the VLC site was accessed 3,500 times. We will continue to monitor the use and success of the Virtual Library Card.</b></p>	<p><b>Danielle King</b></p>	<p><b>9.17</b></p>
<p>Staff contacted 18 schools and 6 schools responded. Staff conducted storytelling and library talks at the schools that responded.</p> <p>Washington Shores Elementary – 11/16/16 – presented three storytelling sessions</p> <p>31 Children / 2 Adults = 33  29 Children / 2 Adults = 31  16 Children / 1 Adult = 17</p> <p>Pines Hills Elementary – 12/8/16 – Presented three storytelling sessions</p> <p>34 Children / 5 Adults = 39  46 Children / 7 Adults = 53  40 Children / 7 Adults = 47</p>	<p>Danielle King</p>	<p>6.17</p>

Progress	Champion	Updated
<p>Tangelo Park Elementary – 1/11/17 – Presented one session – Family Reading Night</p> <p>95 People</p> <p>Eagles Nest Elementary – 4/6/17 – Presented three storytelling sessions</p> <p>31 Children / 2 Adults = 33  33 Children / 2 Adults = 35  38 Children / 3 Adults = 41</p> <p>Eccelston Elementary – 4/20/17 – Family Reading Night</p> <p>22 Children / 5 Teens / 14 Adults = 41</p> <p>Kaley Elementary – 5/11/17 – Presented three storytelling sessions</p> <p>32 Children / 4 Adults = 36  66 Children / 5 Adults = 71  57 Children / 4 = 61</p> <p>We visited for community events (Library Table):</p> <p>Rock Lake Elementary – 9/15/16 - 40 Children / 25 Adults = 65  Kaley Elementary – 1/19/17 – 23 Children / 2 Adults = 25</p>		
<p>Staff continue to reach out and connect with these schools in an effort to support the students, parents, and faculty, encouraging them to take advantage of OCLS offerings.</p> <p>Most recently staff are working to offer these schools an OCLS storytelling event. Three programs have been offered so far and one more scheduled for April. The goal is to get children excited about reading and the library. Here is an example of the kind of audiences at these schools. • Washington Shores – (108 children) • Pine Hills – (120 children) • Tangelo Park - Family Reading Night for more than 100+.</p> <p>In addition, this quarter, OCLS supported Lancaster Elementary School in January for their Perfect Attendance celebration by donating pencils and bags as prizes for 275 students with perfect attendance.</p> <p>Staff participated in an African American History Month event at Pine Hills Elementary school. It was similar to a "Teach In."</p> <p>The principal of Palmetto Elementary School wrote a letter of support for the "NASA@ My Library" grant for the South Trail Branch.</p> <p>Staff attended "Family Literacy Night, Pancakes and PJs" at Tangelo Park Elementary School. The library engaged with, 65 children and 30 adults, sharing OCLS resources with a total of 95 participants in their media center.</p>	Wendi Bost	3.17
<p>In July of 2016 the Orlando Sentinel published a story about 18 public area elementary schools that were going to be offering longer school days based on low reading scores. OCLS reached out to these schools in an effort to support them. This included a personal letter from the Director and follow up from their school liaison. There were some connections made at a few schools. The liaison group has met twice to discuss their experiences with these schools and brainstorm ideas to offer library services. While some schools have been receptive to these person connections most have not.</p> <p>Here are some things of note this quarter:</p> <p>Fourteen of the eighteen OCPS elementary schools whose students scored lowest in reading participated in the fall 2016 License to Learn library card sign-up initiative including Eagles Nest, Eccleston, Hiawassee, Ivey Lane, Lancaster, Lake Weston, Lockhart, Lovell, Palmetto, Pine Hills, Riverside, Tangelo Park , Washington Shores and Wheatley Elementary School.</p>	Wendi Bost	12.16

Progress	Champion	Updated
<p>OCLS' Youth Service Department is in the process reaching out to each school to personally offer a storytelling program.</p> <p>One school, Lovell Elementary brought their first graders to the North Orange Branch for a day of fun on Thursday, 8 December 2016. This is an excerpt of the thank you letter:</p> <p><i>"Thank you so much for having us come to your library. We had a ton of fun! Everyone on my first-grade team had positives about the experience. Just a sampling of the comments back to me...so well organized; great hands-on; wow, how'd they do that in just 2 hours! My principal and 1st grade coach were happy with our observations of how engaged our students were. You went the extra mile for us and we greatly appreciate all the arrangements you made for our 7 classes H. Moses"</i></p>		

5. Execute year two of the Mayor's Matching Grant gift to expand sewing program with new equipment and curriculum.

Progress	Champion	Updated
<p><b>Thirteen camps have been completed between June 1, 2017 and August 30, 2017. Due to the number of registrations last year, the number of camps was increased for this summer. 76 Students participated in the camps this summer. The Library exceeded the expected grant outcomes by 55% and had 92 students on waiting lists to attend a camp for summer.</b></p> <p><b>Performance Measure 1:</b>  <b>Students will take a pre-test on the first day of the program and post-test on the last day.</b>  <b>Average student score on pre-tests is 52%.</b>  <b>Average score on post-tests is 92%.</b>  <b>98% of the students scored above an 80% on the post-test showing mastery of the content</b></p> <p><b>Performance Measure 2:</b>  <b>Attendance for each camp will be tracked and surveys will be done at the end of each session for students to evaluate curriculum and instruction.</b>  <b>We expect 80% of the students will complete all sessions for the camp.</b>  <b>98% of camp participants attended all camp sessions.</b></p> <p><b>Performance Measure 3:</b>  <b>Students will demonstrate analytical thinking, creativity, problem solving, safety skills and sewing skills by presenting a completed sewing project.</b>  <b>We expect 80% of the students will complete the sewing project.</b>  <b>98% of camp participants completed the sewing projects.</b></p> <p><b>Michael Sweeney, TEC, has officially received the City of Orlando's Mayor's Matching Grant for 2017-18 for the library. The new grant period has begun. This new grant will expand the camps to Washington Park branch. Equipment and supplies have been ordered and are arriving. The equipment has been inventoried. The sewing machines and tools have been sent to Washington Park. Sewing Bootcamp (Train the Trainer) was delayed by 1 week due to hurricane Irma. Even with the hurricane delay, the library is still meeting the grant timeline originally planned. The train the trainer is taking place and will run for 5 weeks. Two camps have been scheduled for November 2017. Promotional flyers have been created and sent to Washington Park. Two camps will be scheduled for holiday break.</b></p>	<p><b>Debbie Moss</b></p>	<p><b>9.17</b></p>
<p>Six camps are scheduled between 9 June and 30 June. The new Wearable Electronic camp is currently running and the new dressmaking camp is scheduled for 19 June to 23 June. We have 41 students registered and 37 students currently on the waiting lists. Scores for the following performance measures will be calculated on</p>	<p>Debbie Moss</p>	<p>6.17</p>

Progress	Champion	Updated
<p>30 June, and become part of the final grant report. Performance Measure 1: Students will take a pre-test on the first day of the program and post-test on the last day. Performance Measure 2: Attendance for each camp will be tracked and surveys will be done at the end of each session for students to evaluate curriculum and instruction. We expect 80% of the students will complete all sessions for the camp. Performance Measure 3: Students will demonstrate analytical thinking, creativity, problem solving, safety skills and sewing skills by presenting a completed sewing project. We expect 80% of the students will complete the sewing project.</p> <p>Michael Sweeny received notice on Friday, 9 June, that Mayor Buddy Dyer will be recommending funding for the project from the 2017-2018 Mayor's Matching Grant at the City Council Meeting on 19 June. This grant will support camps at Main as well as an expansion to the Washington Park Location. Michael will be working with the Washington Park Branch on set up after the City Council approves the grant funding. We have 5 scheduled camps during 10 July through 11 August.</p>		
<p>Five camps will have been completed between October 1, 2016 and March 31, 2017. The new Wearable Electronic camp was pilot tested with 4 students and ran very well, all students completed a backpack with electronic microcontrollers and conductive thread. Both camps scheduled for spring break are full with students on the waiting lists. We offered camps on making shorts/pants, tote bags and backpacks with built-in electronic LEDs. 11 Camps have been scheduled for summer 2017.</p> <p>Performance Measure 1:</p> <p>Students will take a pre-test on the first day of the program and post-test on the last day.</p> <p style="padding-left: 40px;">Average student score on pre-tests is 37%. Average score on post-tests is 93%. Every student scored above 80% on the post-test, which shows mastery of the content.</p> <p>Performance Measure 2:</p> <p>Attendance for each camp will be tracked and surveys will be done at the end of each session for students to evaluate curriculum and instruction.</p> <p style="padding-left: 40px;">We expect 80% of the students will complete all sessions for the camp. 100% of camp participants attended all camp sessions.</p> <p>Performance Measure 3:</p> <p>Students will demonstrate analytical thinking, creativity, problem solving, safety skills and sewing skills by presenting a completed sewing project.</p> <p style="padding-left: 40px;">We expect 80% of the students will complete the sewing project. 100% of camp participants completed the sewing projects.</p> <p>Michael Sweeney, Technology and Education Center, has developed a relationship with the Fashion Technology and Production Services department at the Orlando Tech Center in Downtown and they are cross sharing promotional materials for students interested in careers in the fashion industry. He was a guest speaker at their site on what we offer at the library in the sewing studio. Several fashion students are in the process of applying to be volunteers for our program.</p> <p>Michael has completed the Mayor's Matching Grant Application for 2017-2018 to expand the camp program to the Washington Park branch.</p>	Debbie Moss	3.17

Progress	Champion	Updated
<p>Sewing camps over the summer were overwhelmingly successful with every camp having a waiting list. Due to the astounding responses, we received for these camps, we added several camps for winter and spring break.</p> <p>Scheduled Camps for this quarter included:</p> <p style="padding-left: 40px;">It's Sew Easy - Pull On Shorts</p> <p>November 5 to December 10 – Saturdays</p> <p style="padding-left: 40px;">It's Sew Easy - Pillows</p> <p>December 27 to December 29 - Tuesday through Thursday</p> <p>Sew camp curriculum has been developed which will be more advanced in working with knit materials for dress making and athletic wear. A Wearable Electronic back pack camp has been developed to cross electronic engineering with sewing skills and will be pilot tested in February.</p> <p>We have developed a relationship with the Fashion Technology and Production Services department at the Orlando Tech Center in Downtown and we are cross sharing promotional materials for students interested in careers in the fashion industry. We are currently working on having students from that field volunteer to work with us in the sewing studio.</p> <p>As required by the grant, from July 1 – October 31, we achieved the following performance measures:</p> <p>Performance Measure 1:</p> <p>Students will take a pre-test on the first day of the program and post-test on the last day.</p> <p>Average student score on pre-tests is 42%.</p> <p>Average student score on post-tests is 95%.</p> <p>Every student scored above 80% on the post-test, which shows mastery of the content.</p> <p>Performance Measure 2:</p> <p>Attendance for each camp will be tracked and surveys will be done at the end of each session for students to evaluate curriculum and instruction. We expect 80% of the students will complete all sessions for the camp.</p> <p>93% of camp participants attended all camp sessions.</p> <p>Performance Measure 3:</p> <p>Students will demonstrate analytical thinking, creativity, problem-solving, safety skills and sewing skills by presenting a completed sewing project. We expect 80% of the students will complete the sewing project.</p> <p>93% of camp participants completed the sewing projects.</p> <p>We are investigating and researching the options of writing a grant for 2017-2018 to expand the program to one or more branches.</p>	Debbie Moss	12.16

## B. Adult Learning Initiative

### 1. Expand health & wellness initiative & promotion

Progress	Champion	Updated
<p><b>Personal chef and author Warren Caterson demonstrated how to create perfect entrees for any weeknight, featuring ten healthy and delicious entrees that can be prepared in ten minutes. He also presented vegetarian cooking and cooking with local fruits and vegetables. Library staff demonstrated “no cook” shortcuts for patrons who were tired of cooking, but still looking to eat healthy. Evelyn Red Cross of Evelyn's TO GO shared tips on the art of juicing and what fruits and veggies are the best to juice. Yamira Lee Johnson, Head Chef and founder of <i>Breaking Bread with Mira</i>, demonstrated a veggie version of lasagna. Chef Jenn of <i>dajeneats.com</i> discussed the benefits of the amazingly meaty, nutrient packed wonder food, jackfruit and provided samples of Jamaican style jerk BBQ jackfruit sliders with pineapple slaw as a summer backyard get together dish idea. Lean proteins, food as fuel, tortillas, one pot cooking, teas and healthy cooking for two were the stars in other programs that were offered this quarter.</b></p> <p><b>Introductory yoga classes focused on the basics in a safe and comfortable setting. Prenatal yoga included gentle poses and movements for expectant mothers. Spending time working on puzzles improves memory, cognitive function, and problem solving skills. As part of the summer “Block Party,” patrons were invited to put together a jigsaw puzzle with library staff. Mark Young, Ph.D., a meditator of over 40 years, led an engaging and powerful workshop on meditation and how to calm the mind’s constant chatter to produce significant changes in your brain and overall wellbeing. Mindfulness coach Danielle Hope taught families how to practice mindfulness through story time and exercises that build presence and awareness.</b></p>	Debbie Tour	9.17
<p>Healthy Living events featured a variety of offerings this quarter. Certified Holistic Health Coach, Shahnaz Nensey, demonstrated how blending American produce with Indian spices can create a delicious and healthy meal. Yamira Lee Johnson, Head Chef and founder of <i>Breaking Bread with Mira</i>, shared recipes the whole family can help make including healthy snacks. Anna-Marie of <i>The Beauty and the Beets</i> blog shared easy vegetarian recipes to spark energy. With the use of laughter, rhythm, and light exercise, patrons learned how to ignite endorphins and receive positive physical and emotional wellness benefits with Laughter Lab Yoga. Introductory yoga classes focused on the basics in a safe and comfortable setting. “Community Yoga” was offered at West Oaks. Natural solutions to women’s health concerns using Essential Oils were discussed and explored. Patrons enjoyed the showcase of health resources for the entire family at the Health Fair. Various coloring events were held through the system to relive stress. “Herbs for the Spirit” to promote peace and relaxation was offered at Herndon.</p>	Debbie Tour	6.17
<p>Taking a new approach to healthy living with an “Edible Landscaping” event, Leu Gardens Executive Director, Robert Bowden, helped participants discover the benefits of eating your landscape. In Cuisine Corner, presenters shared tips on starting the year off right with healthy eating habits. Chef Yamira Lee Johnson demonstrated how to create delicious healthy snacks and meals that are easy to make. With a few simple swaps, Library staff offered ways to easily change comfort food recipes to a lighter and more nutritious meal without sacrificing an ounce of flavor. The health benefits of tea and healthy Hispanic dishes were offered at various locations. Edgewater is offering a six-week cooking course on how to prepare and shop sensibly for healthy meals on a limited budget. Certified Kidney Smart educators focused on how the kidneys function and on keeping healthy. Patrons learned natural solutions to emotional health concerns using Essential Oils during bi-lingual events, offered in both English and Spanish. Various yoga, Tai Chi, Pilates, and Zumba events continue to be offered at different locations. “Healthy Herb” was offered at several locations with singing, dancing, and fitness fun for the entire family. The Certified In-Person Assistants were available at multiple locations during January, to answer questions regarding the Affordable Care Act and to help with</p>	Debbie Tour	3.17

Progress	Champion	Updated
<p>enrollment in the Health Insurance Marketplace. The American Heart Association continues to offer CPR certification. Spending time working on puzzles improves memory, cognitive function, and problem solving skills. Patrons were invited to join in a "National Puzzle Day" event and put together a jigsaw puzzle with library staff and other patrons.</p>		
<p>Healthy Living events featured a variety of offerings this quarter. With the use of laughter, rhythm, and light exercise, patrons learned how to ignite endorphins and receive positive physical and emotional wellness benefits with "Laughter Lab Laughter Yoga." Certified In-Person Assistants were available to answer questions regarding the Affordable Care Act and help with enrollment in the Health Insurance Marketplace at several branches. Educators from Kidney Smart shared how medications, diet, and nutrition work together to help keep people healthy, and how to manage other related conditions, including diabetes and hypertension. Robert Bowden, Director of Leu Gardens, taught patrons about seasonal vegetables, the easiest herbs to grow and which herbs can be grown year-round in Central Florida. Certified Holistic Health Coach, Shahnaz Nensey, demonstrated how organic skincare products can be easily found in your kitchen using essential oils, herbs and spices for beauty and wellness. Powerful meditation techniques were explored, and seasonal stress was discussed in the "Reducing Stress through Meditation" program. In Cuisine Corner, Yamira Lee Johnson, Head Chef and founder of <i>Breaking Bread with Mira</i>, shared healthy holiday recipes everyone can make and enjoy this season. Other healthy holiday meal programs were presented along with reducing stress with Tai Chi &amp; Qigong. The American Heart Association offered CPR certification.</p>	Debbie Tour	12.16

2. Enhance "Next Chapter" offerings for adult seniors

Progress	Champion	Updated
<p><b>The Orange County Library System continues the interactive storytime for adults and seniors called "Storytime for Grownups" at several branches this quarter. The "LIFE Information for Elders" series presented by Orange County's Commission on Aging included an overview of the best computer apps and programs that promote social interaction and connection with friends and family, tips on traveling after age 50 and how to access rarely used hospital based resources. "Pilates for Seniors" attendees learned simple moves to work their muscles and help alignment. Edward Jones representatives shared information seniors need to outsmart scammers including the red flags that may indicate a fraudulent encounter and the steps to take now for protection. Elder law attorney, Geoff Hoatson, focused on guardianship, probate, and long-term care facilities information. As part of the ongoing <i>Smarter Senior Seminar Series</i> presented by Mike Flahaven, E-Pro, SFR, CSHP, and Certified Senior Housing Professional, senior experts shared helpful tips on how to manage expectations as one ages.</b></p>	Debbie Tour	9.17
<p>"Sailing into Your Senior Years" was offered in May at Windermere as well as "Resources &amp; Opportunities for Elders in Your Community." Social Security benefits were discussed in different programs at seven locations, including one in Spanish. Southwest offered "What You Should Know About Senior Living Options" in April. At Orlando Public Library, "How Technology Can Help Frail Elders Stay Safe in Their Homes" was offered in April.</p> <p>Storytime for adults and seniors called "Storytime for Grownups" continues to be offered at several branches this quarter. "Pilates for Seniors" attendees learned simple moves to work their muscles and help alignment. The "LIFE Information for Elders" series presented by Orange County's Commission on Aging included how to avoid missteps in asset usage, financial estate planning and the top 20 websites for seniors.</p>	Debbie Tour	6.17

Progress	Champion	Updated
The Orange County Library System launched an interactive storytime for adults and seniors called “Storytime for Grownups” at several branches this quarter. Storytellers presented different themes making each event a unique experience. Storytimes featured history, travel to different countries through folklore, legends and storytelling games, the preservation of family stories through energetic dialogues, and the presentation of stories meant to inspire intergenerational discussions about family history and experiences. A volunteer fair that featured representatives from various organizations was promoted to area senior living facilities for anyone seeking opportunities to make a difference in the community. “Senior Chair Fitness” attendees listened to music from their favorite decades while doing a fitness routine focused on deep breathing, gentle stretching, and isometrics. The “LIFE Information for Elders” series presented by Orange County’s Commission on Aging included how to age gracefully, tips for gaining a better understanding of the health risks from aging, and the benefits of creating a personal health care team. Part of the Smart Senior Seminar Series, “Healthy Living for Seniors” was offered at Southwest. Various yoga and Pilates events were offered systemwide.	Debbie Tour	3.17
The Next Chapter event series focuses on empowering the lives of seniors through fun, educational and informative programs. This quarter, seniors exercised their way to fitness in the “Introduction to Pilates” event with simple moves that help alignment and encouraged flexibility. Representatives from the Victim Service Center discussed the importance of seniors staying safe in cyberspace and how to recognize internet scams. With millions of Americans depending on Social Security as their primary source of retirement income, the “Maximizing Benefits” event helped inform patrons about when and how to take Social Security benefits while reducing taxes. “LIFE Information for Elders”, presented by the <i>Orange County’s Commission on Aging</i> , shared proactive approaches to healthy aging and managing stress, from speakers, including a geriatric nurse and a physical therapist.	Debbie Tour	12.16

### 3. Provide Career Online High School Diplomas & graduation ceremony

Progress	Champion	Updated
<b>OCLS has 134 students actively pursuing their high school diploma. We awarded a total of 110 scholarships this year. On 19 August, a graduation ceremony was held for 15 graduates with over 150 friends and family in attendance. We have a total of 42 graduates to date.</b>	<b>Debbie Tour</b>	<b>9.17</b>
OCLS hosted our first COHS graduation ceremony on 25 February. State Librarian Amy Johnson, presented the Graduation Address and handed out certificates to eight participating graduates. Friends and family joined the graduates after the ceremony for a reception. There were 56 in attendance.	Debbie Tour	3.17
Plans are being made for the first graduation ceremony to be held February 25.	Debbie Tour	12.16

### 4. Develop curriculum and experiences for immersive technologies

Progress	Champion	Updated
<b>In July, the Melrose Center continued partnering with the Technology and Education Center during offerings of their three-day <i>WhizKids: Space Explorers Camp</i>. Melrose staff take part in day three, during which the campers “immerse into space using virtual reality.” On three occasions during July and August, we offered a <i>TechKrew</i> version of our <i>Introduction to Virtual Reality</i> class, with 12 teens completing the course. We continued offering our two established VR classes over the last three months. <i>Introduction to Virtual Reality</i> and <i>VR in Unity: Design a First-Person Perspective Game</i> were each held six times since July, with a combined</b>	<b>Debbie Moss</b>	<b>9.17</b>

Progress	Champion	Updated
<p>attendance of 41 students. Our Orlando Digital Media Design meetup group met in August with nine in attendance. These classes were held in the recently established VR area in the Simulator Lab. Already a visually appealing area to visitors as they approach the Melrose Center entrance, the Simulator Lab now features VR videos frequently playing on the projection screens on the back wall to entice members to inquire about immersive technology. In August, OCLS premiered <i>Open Lab: Ask a Tech for Game Design and VR</i>. There were a total of 20 attendees for first five sessions in August, and 15 for the two sessions held thus far in September. While the initial experiences have mostly been of the exploratory nature, the library is hoping to see the open lab sessions become more of a development and testing environment for members creating their own games. Melrose Staff exhibited the Virtual Reality game experience at two offsite events in August. Staff attended Community Connections Day at the Orlando Science Center on August 26, displaying our virtual boxing game for visitors. On August 18 and 19, Melrose staff attended and exhibited Orlando IX, a conference focusing on emerging markets for virtual reality, 360 video, and augmented reality. Among information gleaned at the conference, staff reported that the mobile VR experience (like Samsung gear) was cited as a target by major publishers. Given the ubiquity of phones, mobile AR/VR is the seen as the primary target delivery medium. VR in classes that continue to be worked through development are a basic class on C Sharp coding (a key component for creating in Unity) and a level 2 version of Design a First-Person Perspective Game.</p>		
<p>Since our last update, we received the furniture and new laptops that have allowed us to create a virtual reality teaching and practice space in the Simulator Lab. We've moved the simulators toward the front of the room, attached sensors to the back walls, and set up the furniture to stage a comfortable class setting for up to four students. Already a visually attractive space because of the sim screens, the space is even more eye-catching for patrons coming off the elevators or staircase on the second floor now when the projector screens at the back of the room are displaying VR activity. Our last update also mentioned the premiere in late April of a new VR class entitled VR in Unity: First Person Perspective Game. The class has now been offered five times, attended by 20 people. When possible, the class is offered in a pairing with Introduction to Virtual Reality, which has been offered since November 2016. (And yes, the classes have been held in the new VR space since the furniture arrived.) We're planning to schedule VR Open Lab time in the new space as soon as July. The tentative plan is to schedule a staff member to be present in the lab during a four-hour block, during which time members can come in, explore the resources and test/develop their games-in-progress. The development of the Magic Wand Training VR game is rapidly nearing completion and will be ready for the Main Library's building-wide Potterversary event June 24. Also on the horizon, but not expected to be rolled out until September, is the new class on programming interactive experiences in C-Sharp and Unity mentioned in the last update. Melrose has partnered with TEC this summer to help present Day 3 of the three-day camp for 9-12 year olds, WhizKids: Space Explorers Camp. The final day allows campers to "immerse into space using virtual reality," and reports from the first camp have been very positive. We'll be joining forces four more times for this camp this summer. We had our first staff-led meetup for our recently created Orlando Digital Media Design group this month, with six people attending. The group isn't exclusively targeting VR immersive technology enthusiasts, but rather digital designers as a whole. However, as future meetups are planned, some of them will focus on VR (in much the same way that audio, video and photo meetups focus on specific areas.) We also hosted the Orlando Chapter of the VR/AR Association's kickoff event in late May, attended by 16 people. We made connections at the event and drew enthusiasm for the new VR space and plans for open lab sessions.</p> <p>Staff are in the final stages of development of <i>Virtual Reality: Design a First-Person</i></p>	Debbie Moss	6.17

Progress	Champion	Updated
<p><i>Game Level 2.</i> In this class, students will write code to define and control movement and various states of animation in a first-person perspective game. Staff are also working towards the development of <i>Virtual Reality: Program Games with C#</i>. In this class students will learn the fundamentals C# for game design, the programming language's syntax and how to write/read to/from the console.</p>		
<p>Staff are in the final stages of development of the third class in the virtual reality track, VR in Unity: First Person Perspective Game. This class will teach students how to create a first-person perspective VR experience using the Unity game design engine. Students will build on the concepts and skills they learned in the Create a 3D Video Game classes. Topics will include: creation of game mechanics that are optimized for virtual environments, writing code to define movement, and overall best creative practices.</p> <p>Attendance for the Introduction to Virtual Reality class continues strong with an average of 5 students per class (maximum capacity for this class is set to 6 students). In March, a new Virtual Reality Open Lab has been scheduled following each Introduction to Virtual Reality class. These Open Labs will offer students an opportunity to ask an instructor VR-specific questions as well as a chance to try other VR experiences.</p>	Debbie Moss	3.17
<p>For a few years, we have offered a course called Create a 3D Video game. It is presented as two, three-hour classes (Level 1 and 2) and teaches patrons how to develop their own first-person style video game using Unity 3D Game Development.</p> <p>In November this year, we introduced a new class called Introduction to Virtual Reality (VR). This class teaches students about the history of virtual reality and where it falls along the spectrum of mixed reality. It covers the possibilities available to game creators using major platforms and introduces resources available to develop virtual reality experiences.</p> <p>Within the next month or two, we expect the rollout of a class on how to create to a prototype first-person perspective VR experience using Unity 3D. Content would include settings, headset use in a developing environment, creating game objects, creating code to define movement and overall best creative practices.</p> <p>Later in 2017, curriculum will be introduced to teach participants to create a user interface, covering strategies for control panels which allow interactions.</p> <p>Another development, though not specifically related to curriculum, will be the repurposing of the Simulator Lab into a combined Simulator/Virtual Reality space. The simulators will be moved toward the front of the room, while the back half of the room will serve as a VR teaching and demo environment for both Unity 3D and HTC Vive game development. The visual appeal of the Sim Lab will only be enhanced by VR activity that can be projected onto the large screens on the back wall.</p>	Debbie Moss	12.16

### C. Staff - Engaged Learning

1. Self-directed learning opportunities for staff: Provide more OCLS generated content as self-directed learning opportunities

Progress	Champion	Updated
<p><b>During the 4th quarter, the following OCLS courses were created:</b>  <b>The New OCLS</b>  <b>The New OCLS: Strategic Planning</b>  <b>OCLS HIPPA training</b>  <b>Communico Training</b></p>	Bob Tessier	9.17
<p>In the third quarter, a webinar and training document were created to support the new Summer Reading tool Beanstack. Training documents were also created for</p>	Bob Tessier	6.17

Progress	Champion	Updated
updates to the OCLS email system.		
For the second quarter, an e-learning course was created to highlight the changes to statistics reporting in the Evanced event management system.  A training needs survey was sent to all OCLS employees to gain insights and set priorities for training content creation going forward.	Bob Tessier	3.17
During the first quarter, two trainings with OCLS created content were uploaded into the SumTotal Learning Management System: CIS: Customer Interaction Statistics, and Community Outreach: Connecting the Community to Library Resources.	Bob Tessier	12.16

## 2. Offer Financial Wellness skills

Progress	Champion	Updated
<b>During quarter 4, the following webinars on Financial Wellness were offered: Money Talks: Take Control of Your Finances Stretch Your Food Dollar</b>	<b>Bob Tessier</b>	<b>9.17</b>
For the third quarter, the 10 OCLS employees enrolled in Dave Ramsey's Financial Peace University successfully completed the course.	Bob Tessier	6.17
10 OCLS employees are currently enrolled in Dave Ramsey's Financial Peace University course, which runs from the second quarter, into the third quarter.	Bob Tessier	3.17
During the first quarter, 19 OCLS employees participated in and completed Dave Ramsey's Financial Peace University course.	Bob Tessier	12.16

## Community Engagement

### A. Promotion

#### 1. Leverage social media as a digital-marketing tool and create a social media marketing strategy

Progress	Champion	Updated
<b>In June, July, August and September we placed the following social media ads:</b> <b>June</b> <b>Summer Reading Program Awareness Ad</b> <b>Adult Summer Reading Program Awareness Ad</b> <b>Pulse Remembrance Events</b> <b>African American Family History</b> <b>July</b> <b>Summer Reading Program Awareness Ad</b> <b>Orlando Book Festival</b> <b>ePULP</b> <b>Miss Humblebee's Academy</b> <b>SteveSongs</b> <b>Melrose Center Summer Camps</b> <b>Melrose Center "Likes" Ad</b> <b>August</b> <b>Summer Reading Program Awareness Ad</b> <b>Melrose Center "Likes" Ad</b> <b>September</b> <b>Booktoberfest</b> <b>Fall Book Sale</b> <b>Community Relations used social media advertising in September, and</b>	<b>Erin Sullivan</b>	<b>9.17</b>

Progress	Champion	Updated
<p>surveyed people who attended the Fall Book Sale to ask where they learned about the event. Of 52 people surveyed, 17 mentioned social media; others mentioned seeing the sale posted on OrlandoWeekly.com, in a newspaper ad or through a friend.</p> <p>The library also saw some traction with ads placed on Facebook to promote the Orlando Book Festival, which was attended by 618 people. Chatter on social media about the event was extremely positive and even got the hashtag #OrlandoBookFestival trending in Orlando on Twitter as a result of all of the messaging that was being pushed out by the attendees and our featured authors.</p> <p>Looking forward, the library hope to use our social media accounts to increase traffic to specific pages on ocls.info, including library card signup and the technology classes pages. The plan is to increase referrals to those pages by increasing the number of posts about these topics and creating campaigns to promote them.</p>		
<p>This spring, we started the process of looking at our social media activity and creating new goals that we will align with the strategic plan when it launches.</p> <p>We have also been using Facebook routinely to create Event pages for events we highlight in our monthly newsletter and for events for which branches request additional social media support.</p> <p>In April, we launched the #ocslvesorlando Instagram Challenge in an effort to increase engagement with our followers as well as other community organizations and businesses. At the end of the challenge, we ended up with 158 public posts shared using the hashtag. Additionally, we gained 99 followers on our @ocls Instagram account. Overall, the challenge was a success and helped continue to position the library as a community destination and an important part of all that Orlando has to offer.</p> <p>In April, we began Facebook/Instagram ads for the Summer Reading Program, the Spring Book Sale and a promotion for library card registration – all of which continued through May.</p> <p>During May, we focused on promoting the Spring Book Sale, library card registration and pre-registration for the annual Summer Reading Program on Facebook and Instagram. The Book Sale was a great success again this year with more than 1,400 people in attendance and \$5,657 in sales.</p> <p>The library card registration ad reached more than 55,000 people and resulted in 1,285 link clicks.</p> <p>We are actively seeing engagement and link clicks on our Summer Reading Program ads, which will run through the end of the summer.</p> <p>We also continue to experiment with posting more organic video content on Facebook. Overall we've reached more than 11,200 people with our organic video content in May, our videos were watched more than 2,000 times.</p> <p>In addition to our paid advertising, we have been sharing organic video content to promote these programs and initiatives. A Facebook Live video we recorded for the Spring Book Sale reached 1,569 people and was viewed 396 times and videos promoting the various Summer Reading Program segments have reached 4,592 people and were viewed 767 times so far. Additionally, a new animated video created to welcome new cardholders was shared on Facebook and Twitter. We reached 1890 people and saw 332 video views on Facebook and we reached 3,004 people on Twitter and saw 363 media views.</p>	<p>Erin Sullivan</p>	<p>6.17</p>
<p>In December, January and February we placed social media ads for:</p>	<p>Erin Sullivan</p>	<p>3.17</p>

Progress	Champion	Updated
<p>Sunshine State Author Series</p> <p>Winter Book Sale</p> <p>Music Production Meetup with Artist DiVINCi in the Melrose Center</p> <p>Cookies &amp; Milk With a Cop</p> <p>Melrose Creative Expo</p> <p>African-American Read-In</p> <p>Career Online High School</p> <p>Storytime for Grownups</p> <p>Black History Month Events</p> <p>Third Thursday Gallery Hop</p> <p>For some of those events, we did see increased engagement on social media, with people expressing interest or asking questions about the events.</p> <p>One area where we saw an obvious return on our investment in the ads was in response to the Winter Book Sale. We spent \$200 to promote the event on Facebook, and we had more than 1,000 people express interest in attending the sale. The sale brought in \$6,678 in income, which is the most we've seen for a single booksale in several years. For the next book sale, we plan to do some detailed surveying of patrons to ask where they learned about the sale and to determine how many visitors the bookstore receives over the course of a book sale weekend.</p> <p>Key members of the Community Relations Department are analyzing our social media marketing efforts to date and creating a social media marketing strategy that will help us create more impactful social media messaging and advertising.</p> <p>We have had success getting local blog Bungalower to use the Melrose Center to record an audio podcast called "Bungalower and the Bus," with Brendan O'Connor and John Busdeker. Every time Bungalower posts a new podcast, they mention the Melrose Center as the venue for their recording. The podcast was recently picked up by Real Radio 104.1 FM to run on air on Friday nights at 9 p.m.</p>		
<p>After making a concerted effort in 2016 to build and develop our social media following, we have increased our social media footprint significantly, and we have allocated a portion of our monthly marketing budget to purchase social media ads to draw further attention to our programs and events.</p> <p>We have begun to promote:</p> <ul style="list-style-type: none"> <li>Melrose Awards</li> <li>Sunshine State Author Series</li> <li>Gifts &amp; Greetings store</li> <li>EPulp Reviewers</li> <li>Windermere 25th anniversary</li> <li>A general "likes" ad on Facebook</li> </ul> <p>We are also contacting bloggers that interact with us to ask them to act as social media ambassadors for the library. We hope to engage them to attend programs and write about them and share on social media to help spread the message to the community about what the library has to offer.</p>	Erin Sullivan	12.16

2. Grow organic social media presence and use it to connect with the community

Progress	Champion	Updated
<p>OCLS has done a lot of work cultivating our presence on Instagram, creating a curated feed that positions the library as a positive, community-oriented space where kids and adults enjoy learning and participating in fun activities. The library uses Instagram stories and other features to draw people to our account, and the library was highlighted in an article from Rivistas Subscription Services as a "must follow" Instagram account. Our efforts have paid off with an increase in followers: In June, the Instagram account had 1,768 followers, and by September, it had grown to more than 2,200 followers.</p> <p>OCLS also worked on a couple of campaigns for some of the larger events, to generate interest and excitement from the community. For the Orlando Book Festival, we promoted the hashtag #OrlandoBookFestival, which ended up trending in Orlando on Twitter as a result of the chatter and reaction to the event on social media. Overall, the response was extremely positive, due to the messaging being pushed out by both attendees and featured authors.</p> <p>For the Pottersiversary event, the library encouraged attendees to take photos in a cardboard cutout of a flying car. The staff photographer took photos of people, which were then uploaded to social media and shared with our followers after the event. The gallery reached more than 4,600 people and more than 11,000 post clicks, making it an extremely popular and engaging social media effort.</p> <p>In September, the library worked on a campaign to highlight local bloggers and social media influencers talking to their audiences about the benefits of being a library card holder, in honor of National Library Card Signup month. OCLS featured five local bloggers who came to the library to film short videos talking about what they like most about the library and having a library card, and they also shot photos of themselves holding an oversized library card cutout. As of the third week in September, the campaign had reached 7,900 people and hundreds of clicks and reactions from our followers. <b>OCLS intends to continue working with local social influencers on future campaigns to generate goodwill and library awareness.</b></p>	Erin Sullivan	9.17
<p>April was a slow month for follower growth on our social media accounts but we had significant engagement with the followers we already have. In April, we launched the #ocslslovesorlando Instagram Challenge in an effort to increase engagement with our followers as well as other community organizations and businesses. At the end of the challenge, we ended up with 158 public posts shared using the hashtag. Additionally, we gained 99 followers on our @ocls Instagram account. Overall, the challenge was a success and helped continue to position the library as a community destination and an important part of all that Orlando has to offer. We also spent a lot of time engaging with our users on Facebook and Twitter during National Library Week. On the last day of National Library Week, a post about witty signage found at libraries went viral on Facebook, reaching over 15,000 people. We received 190 engagements on the post, 79 shares and 37 comments (including 28 on shares).</p> <p>We also continue to experiment with posting more organic video content on Facebook. Overall we've reached more 11,200 people with our organic video content in May and had our videos watched more than 2,000 times. In addition to our paid advertising, we have been sharing organic video content to promote these programs and initiatives. A Facebook Live video we recorded for the Spring Book Sale reached 1,569 people and was viewed 396 times, and videos promoting the various Summer Reading Program segments have reached 4,592 people and were viewed 767 times so far. Additionally, a new animated video created to welcome new cardholders was shared on Facebook and Twitter. We reached 1890 people and saw 332 video views on Facebook and we reached 3,004 people on Twitter and saw 363 media views.</p> <p>Looking forward, we plan to host a fun social media photo station at the June Pottersiversary event, and we will have a staff member snap pictures of people who want to participate. We will post the photos to a Facebook gallery, and we will urge people to visit our Facebook page to look for their photos from the event and share</p>	Erin Sullivan	6.17

Progress	Champion	Updated
<p>them on their own social media accounts. That should provide a healthy dose of organic, sharable content that will drive interaction and awareness of both the event and our social media presence.</p>		
<p>We have begun using Facebook Live streaming video to capture library events and news that we think will resonate with our followers. Our goal is to use live video to both promote programs and to give people a more personable view of the Orange County Library System through interviews with staff and presenters.</p> <p>So far, we have completed four Facebook Live events.</p> <p>Our first was video of staff member Sarah Fisk’s presentation called “The Author’s Press Kit.” During the broadcast, we had a peak of 10 live viewers and afterward the video continued to take on new life. By the end of February, we had 996 video views, reached 3,309 people and saw 131 engagements with the post. The average viewers were women ages 25-34—an important demographic to reach of library users.</p> <p>Overall Facebook Live stats to date:</p> <p>Peak Viewers: 54</p> <p>Video Views: 2,180</p> <p>Reach: 8,404</p> <p>Engagement: 254</p> <p>Additionally, our Snapchat account continues to grow. We now have 103 followers, and we gained 34 new followers as a result of placing our snapcode on eye-catching table tents that were recently distributed throughout the library system. Our story completion rate still remains strong even with new followers with an average of 88%. We plan to continue exploring video and dark social as a means to educate and engage with library users on social media.</p> <p>One of the challenges we face with promoting the library through social media is that we sometimes need a unique platform to discuss trending topics and ideas, or share information in a social media-friendly way. To address this issue, we have launched <a href="#">OCLS Blog</a>, a place where staff can write about topics that help connect the library to its audience in short, informative posts that have some connection to library services or messages. Some sample posts include:</p> <p>Books to Read to Children for Women's History Month</p> <p>The Maker Movement Comes to Colonial Drive</p> <p>Nine Hobbies to Try in 2017</p> <p>We have been sharing the content from the blog on social media in an effort to give people a new entry point to engage with the library that is similar to how they are consuming other media.</p>	<p>Erin Sullivan</p>	<p>3.17</p>
<p>We have been steadily building our social media audience over time, helping us cast a wider net when we share our message and events. Our social media stats at a glance:</p> <p>11,696 "likes" on our Facebook page</p> <p>7,754 followers on Twitter (OCLS and Melrose Center combined)</p> <p>1,683 followers in Instagram (OCLS and Melrose Center combined)</p> <p>We also continue to support GoodReads, Pinterest and Tumblr accounts.</p> <p>Also worth mentioning, are some of the experimental channels with whom we are</p>	<p>Erin Sullivan</p>	<p>12.16</p>

Progress	Champion	Updated
<p>working. We've gained 43 followers on our Snapchat account since starting it in June. This account is only promoted via our Facebook and Twitter profiles as we've changed them to our Snapcodes, similar to QR codes, that allow followers to automatically add us. We typically run a handful of "stories" a month on our Snapchat account and since counting statistics starting in September we've seen an average story completion rate of about 90 percent. We also saw our first screenshot this month on a story we created promoting Native American literature. Instagram has launched a similar feature called Instagram Stories. Comparatively, while we get more viewers by the sheer consequence of having more followers on Instagram, we only see a completion rate on our stories of about 52 percent. We are also beginning to work with our Events and Programs Department to do more Facebook Live events, in which we are directly streaming video to Facebook. We used it in December to do a preview of a Cuisine Corner event, and we hope to make this a regular feature to engage our Facebook audience and build excitement about library programs.</p> <p>We are also working on a new blog for OCLS to have more shareable content relevant to our mission to post to social media. Staff have been invited to contribute. We hope this will help people understand how the library intersects with the community, current events and trends.</p>		

3. Participate in Knight Campaign pilot

Progress	Champion	Updated																											
<p><b>The Knight campaign is completed, but the library continues to use the Free Yourself booklets and collateral at outreach events. The Community Relations office has also struck up some relationships with the management of some apartment buildings in Orlando who have agreed to put the booklet into welcome packages for new residents. To date, we have sent copies of the booklet to:</b></p> <table border="0" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 30%;"></th> <th style="width: 10%; text-align: right;">Units</th> </tr> </thead> <tbody> <tr> <td><b>Camden Lee Vista</b></td> <td><b>5901 Bent Pine Drive</b></td> <td style="text-align: right;"><b>492</b></td> </tr> <tr> <td><b>Camden Lago Vista</b></td> <td><b>6000 Bent Pine Drive</b></td> <td style="text-align: right;"><b>366</b></td> </tr> <tr> <td><b>Camden LaVina</b></td> <td><b>9405 Dowden Road</b></td> <td style="text-align: right;"><b>420</b></td> </tr> <tr> <td><b>Camden Waterford Lakes</b></td> <td><b>1301 Waterford Oak Drive</b></td> <td style="text-align: right;"><b>300</b></td> </tr> <tr> <td><b>Camden Hunters Creek</b></td> <td><b>4341 Summit Creek Blvd.</b></td> <td style="text-align: right;"><b>270</b></td> </tr> <tr> <td><b>Camden Orange Court Apartments</b></td> <td><b>668 N. Orange Avenue</b></td> <td style="text-align: right;"><b>276</b></td> </tr> <tr> <td><b>The Sevens Apartments</b></td> <td><b>777 N. Orange Avenue</b></td> <td style="text-align: right;"><b>333</b></td> </tr> <tr> <td><b>Citi Tower</b></td> <td><b>101 Lake Avenue</b></td> <td style="text-align: right;"><b>233</b></td> </tr> </tbody> </table>			Units	<b>Camden Lee Vista</b>	<b>5901 Bent Pine Drive</b>	<b>492</b>	<b>Camden Lago Vista</b>	<b>6000 Bent Pine Drive</b>	<b>366</b>	<b>Camden LaVina</b>	<b>9405 Dowden Road</b>	<b>420</b>	<b>Camden Waterford Lakes</b>	<b>1301 Waterford Oak Drive</b>	<b>300</b>	<b>Camden Hunters Creek</b>	<b>4341 Summit Creek Blvd.</b>	<b>270</b>	<b>Camden Orange Court Apartments</b>	<b>668 N. Orange Avenue</b>	<b>276</b>	<b>The Sevens Apartments</b>	<b>777 N. Orange Avenue</b>	<b>333</b>	<b>Citi Tower</b>	<b>101 Lake Avenue</b>	<b>233</b>	<p><b>Erin Sullivan</b></p>	<p><b>9.17</b></p>
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<p>We successfully completed the Knight campaign, with the following actions:</p> <p>February 2: Multilingual landing pages went live</p> <p>February 3: Free Yourself brochures mailed to 100,000 households</p> <p>February 6: First of three Free Yourself email blasts distributed</p> <p>March 27: Second of three email blasts distributed</p> <p>April 21: Third of three email blasts distributed</p> <p>We also placed the following ads to enhance the visibility of the campaign:</p> <p>March:</p> <p style="padding-left: 40px;">Free Yourself banner ad on Bungalower.com March 10-March 31</p> <p style="padding-left: 40px;">Two full-page, full-color ads in <i>Orlando Weekly</i> – March 15, March 22</p>	<p>Erin Sullivan</p>	<p>6.17</p>																											

Progress	Champion	Updated
<p>Interstitial ads on OrlandoWeekly.com -- March 21 and March 29            Paid Facebook ad campaign on OCLS Facebook page, promoting Free Yourself video with link to FY site, March 23-March 31            April:</p> <p>Four ¼ page full-color print ads in the Sunday Orange Extra section of <i>Orlando Sentinel</i>, April 9, 16, 23, 30            Advertorial story published on OrlandoSentinel.com, posted April 9            Dedicated, sponsored <i>Orlando Sentinel</i> Facebook post promoting Free Yourself campaign, April 12            80,000 run-of-site impressions on OrlandoSentinel.com geo-targeted to Orange County, excluding Winter Park and Maitland            Paid Facebook ad campaign on OCLS Facebook page, promoting Free Yourself video with link to FY site, April 1-April 23            Half page print ad in <i>Orlando Weekly</i>, April 28</p>		
<p>The Free Yourself campaign launched the first week in February, when Knight mailed 100,000 brochures to households in Orange County. Due to some problems finding enough lapsed users with valid emails tied to their accounts, we shifted the original targets of the mailing to include approximately 28,000 lapsed users and 72,000 new-card prospects. The mailing was followed by an email that linked recipients to a landing page that details library services. The first email went out two weeks after the mailing, and two more email blasts will go out in March and April, spaced approximately four weeks apart.</p> <p>Our call center logged 23 calls from patrons who had questions about the Free Yourself campaign.</p> <p>The Knight Agency's initial reporting on the campaign indicates that 1,688 people visited the Free Yourself landing page as of February 19. We are awaiting further reporting from Knight.</p> <p>We have taken the initiative to enhance the campaign by placing a series of paid ads on social media, as well as in <i>Orlando Weekly</i> and <i>Orlando Sentinel</i>, in an effort to further the message.</p>	Erin Sullivan	3.17
<p>We have been working diligently on the launch of a marketing campaign created by the Knight Agency to promote libraries. Knight was engaged a vendor to create the campaign, called "Free Yourself" to promote library services. Knight worked with OCLS on a pilot version of the campaign, which is scheduled to launch in January 2017.</p> <p>The campaign features a brochure that highlights unique services of OCLS, which will be mailed to 100,000 households in the greater Orlando area. Forty thousand of those would be lapsed users from our database, and 60,000 would be people who live in our service area who are not currently cardholders. After the brochures are mailed, Knight will follow up with an email blast to encourage library use.</p> <p>The campaign will also be featured in the January 2017 edition of "Books and Beyond" newsletter, and we will work with Knight to promote it on our social media channels. We are also discussing future use.</p>	Erin Sullivan	12.16

4. Engage in community events to celebrate Veterans

Progress	Champion	Updated
<p><b>The second year of “Vets our Heroes” programs will be begin in October 2017. All locations will be participating by hosting an event. The goal of the program is to teach children and their families about the branches of the military and to honor those who served our country. A “Vets our Heroes” film was created and will be shown on each location’s TV screen to promote the programs.</b></p>	Danielle King	9.17

Progress	Champion	Updated
<p><b>Each event will include a veteran guest speaker, a child-friendly Veteran's Day history presentation, and the creation of thank you cards for our veterans. Participants will receive mini flags and stickers as giveaways. Each location will have a pledge board available for people to sign to show their support of veterans. The cards and pledge boards will be given to Career Source Central Florida who will then distribute them to veterans in our community. Events will be held throughout October 2017.</b></p>		
<p>Staff are working to launch "Vets our Heroes" in the Fall of 2017.</p>	Danielle King	6.17
<p>This quarter, initial conversations were held with CareerSource Central Florida about bringing their Veteran Service professionals to library facilities, to serve community Veterans. CareerSource is evaluating their resources and identifying areas of the community they feel are underserved. It is hoped, that by Fall 2017, there will be an effort to place one of their Veteran Service professionals in at least one OCLS facility, at least one day per month.</p>	Wendi Bost	3.17
<p>According to the Florida Department of Veterans' Affairs, "Florida has the third largest population of veterans in the nation, after California and Texas with more than 1.6 million veterans." In partnership with CareerSource Central Florida, OCLS designed a system-wide interactive series to teach children, and their families, about the branches of the military and to honor those who have served our country.</p> <p>The Library System hosted, "Vets! Our Heroes!" with over 500 participants across Orange County. There was a specific program for each branch of the military: Army, Navy, Air Force, Marines and Coast Guard. Each program was designed as follows:</p> <ul style="list-style-type: none"> <li>the playing of the anthem</li> <li>a lesson about the mission the branch of the military</li> <li>a conversation with a Vet from CareerSource Central Florida</li> <li>an activity created or enhanced by our librarians</li> <li>the signing of the pledge board</li> <li>the creating of cards to thank Vets</li> </ul> <p>Thanks to our partners at CareerSource Central Florida, cards were presented to the American Legion and Mission United, United Way for distribution to our local veterans. They received signed copies of the pledge boards to display. What follows is the language on the board:</p> <p>"I am protected, my family is too,  I thank all our veterans with gratitude.  They fought for us all, for me and for you,  our freedom's the result of the work that they do!  So thank a veteran with respect and regard,  for defending our country and fighting so hard!  I promise to remember when I see them around  we owe them so much I will say "thanks" out loud!"</p> <p>On 19 November 2016, this program was presented to over 250 Veterans at the State Convention for the Florida American Legion. They learned about the program and saw the video created by OCLS staff.</p> <p>OCLS will be applying for the Big Read Grant, which will feature a book about a platoon of American soldiers in the Vietnam War. If awarded, this program will be held in the fall. While the book is for adults, we include "Vets! Our Heroes!" during the grant to offer programs for children as well.</p> <p>On 14 December 2016, the program was shared with the State Librarian as she toured the Chickasaw Branch Library. She was provided with collateral, a copy of</p>	Wendi Bost	12.16

Progress	Champion	Updated
<p>the video and a signed pledge board to take back to the State Library.</p> <p>Plans are underway to update the program for next year.</p>		

## B. Engage with/in Community Content Development

### 1. Evaluate results of marketing campaign

Progress	Champion	Updated
<p><b>Overall, the Free Yourself campaign was an attractive package that highlighted the library's services in a unique, modern format that is appealing and clever, so OCLS entered it for a <i>Library Journal</i> Marketer of the Year Award. We submitted the application in August and are waiting for Library Journal to announce winners.</b></p>	Erin Sullivan	9.17
<p>Knight submitted a detailed analysis of data it collected over a 90-day reporting period for the campaign. According to their summary:</p> <p>5,264 people visited one of the campaign landing pages</p> <p>One in five of those people clicked on a button to sign up or renew a library card, find a library location or ask for more information about the library</p> <p>648 people total clicked the button to sign up or renew</p> <p>Open rates on the three email blasts varied between 12 percent and 14.56 percent.</p> <p>Clickthrough rates ranged from 11.74 percent and 12.43 percent</p> <p>Internally, we did not see a lot of direct response from the campaign. Questline received 27 calls pertaining to the Free Yourself campaign. During the June board meeting, however, it was indicated that new card registration is up by 5.64 percent, and overall contacts are up by 3.3 percent. It's not clear if this is a result of the Knight campaign or other marketing efforts, or whether the increase is unrelated.</p>	Erin Sullivan	6.17
<p>Early reporting from Knight indicates that there were 1,688 visitors to the Free Yourself landing page tied to the campaign as of February 19. We are awaiting further statistics from Knight.</p> <p>To date, our call center has logged 23 calls related to the campaign.</p> <p>The campaign will deliver two more email blasts -- one in March and one in April -- before it is complete.</p>	Erin Sullivan	3.17
<p>When the marketing campaign created by Knight wraps up, we will work with the agency to evaluate the results. Knight will be counting traffic to a landing page. We will track traffic to our site, new card registrations, program attendance and the number of lapsed users who received the mailing who returned to use the library after the campaign launch.</p>	Erin Sullivan	12.16

### 2. Host local and national art displays or events

Progress	Champion	Updated
<p><b>In mid-August, OCLS returned the exhibit wall borrowed from the History Center and ordered 14 walls as well as connectors and corner pieces so layouts and art displays can be created</b></p> <p><b>The walls arrived in September, and in October an exhibition called Horror By Design will be presented which features posters from classic movie panels and several educational text panels. The posters are from the private</b></p>	Erin Sullivan	9.17

Progress	Champion	Updated
<p><b>collections of two library staff members, and the exhibit will be on display through Halloween.</b></p> <p><b>In spring 2018, the Thinking Money traveling exhibit will go on display in the gallery area, and we are researching traveling exhibit opportunities and pricing for the remainder of the year. When the library does not have a traveling exhibit for the space, the library uses the History Center archives or other local art and display opportunities to fill the space.</b></p>		
<p>In June, we installed nine modular Mila walls on the second floor of the Orlando Public Library, which we borrowed from the Orange County Regional History Center. During the second week of June, we installed an exhibit of citrus-crate and produce-crate labels. The images were provided by the History Center from its online archives, and we printed them and mounted them on foamcore boards. This is the first of a series of exhibits we hope to host, in partnership with the History Center.</p> <p>In May, we hosted the Green Arts show and awards ceremony. We partnered with Village 2100, a local nonprofit organization that seeks to engage students with their communities through environmental awareness and sustainability initiatives. The theme of this year's show was "Gardens of the Future," and we hosted 86 participants and their families for the May 20 awards ceremony.</p> <p>In June, we partnered with art-supply store Sam Flax to host a Pulse-related exhibit called "What Has Changed?" We hung 81 pieces of artwork, created using supplies donated by Sam Flax, that reflect on how Pulse has impacted the community. On June 15, the Orlando Public Library hosted an opening reception for the show, which featured performances by the Orlando Gay Chorus, a Latin guitar-percussion duo and information tables from various nonprofit organizations that serve the LGBTQ community in Orlando.</p>	Erin Sullivan	6.17
<p>In February, the Orlando Public Library hosted a show by a well-known group of local street artists called the B-Side Artists Collective. The show was highlighted in the Downtown Arts District's Third Thursday Gallery Hop, and it featured work from artists German Lemus, Chris Tobar Rodriguez and Tre Harris. A reception featuring Orisirisi African Folklore was held on February 16 to open the show.</p> <p>On March 25, Women in the Arts hosted its annual "Celebrating the Genius of Women" art show at the Orlando Public Library. The show, which strives to highlight and support accomplished female artists, features work from local, national and international artists. This year, artists from Texas, Poland, Greece, Bulgaria and Russia had work featured in the show, and there were approximately 65 people in attendance for the awards ceremony. Local artist Vicki Jones was selected as the first-prize winner in the competition. "Celebrating the Genius of Women" will be on display at the Orlando Public Library through April 23.</p> <p>The Orange County Regional History Center has loaned us some gallery-quality museum walls that we plan to use for our second-floor gallery space. We plan to display large-scale prints from the History Center's photo collection, and our first exhibit will feature citrus-crate labels from historic Florida groves.</p>	Erin Sullivan	3.17
<p>We are doing several things to maximize the use of our art walls and new exhibit space on the second floor:</p> <ol style="list-style-type: none"> <li>1. We are creating a database of local artists who may have an interest in exhibiting work at one of our 16 locations.</li> <li>2. We are working with the Orange County Regional History Center to coordinate rotating exhibits of large-format photos from their collections to be displayed on the second floor of the Orlando Public Library.</li> </ol>	Erin Sullivan	12.16

Progress	Champion	Updated
<p>3. We are adding UV filters to the windows on the second floor of the Orlando Public Library, so that the space will be eligible for more traveling national and regional exhibits.</p> <p>4. We are in the process of creating a facility physical environment report that we can send to organizations that require one.</p>		

3. Develop community content and programming to support it - EPOCH, Orlando Memory, ePulp

Progress	Champion	Updated
<p><b>EPOCH was promoted at the North Brevard Genealogical Society on 5 September, and at the “Every Day is Veteran’s Day” event on 22 September. The redesign of Orlando Memory is almost complete, with a re-launch expected in early Winter. Content is continuing to be gathered, including interviews with Tom Beaty and Glenda Hood.</b></p>	<p><b>Debbie Tour</b></p>	<p><b>9.17</b></p>
<p>The highlight of this quarter was celebrating “National Preservation” week, 23-29 April. Orlando Public Library hosted two events during which Orlando Memory and EPOCH were promoted to attendees. Also, Orlando Memory and EPOCH were promoted at the Pulse Anniversary events.</p> <p>Staff recorded activities and uploaded submissions for both the Pine Castle Women’s Club 5th grade Essay Contest and the Grand Avenue Primary Learning Center Young Author Events. EPOCH was promoted at the West Oaks African American Family History Event at the West Oaks branch on 10 June. A presentation about EPOCH was given to the Villages Genealogical Society on 24 May.</p> <p>Regarding ePulp, OCLS submitted a 2017 LSTA Grant application, "<i>Community Ebook Collection / Lending Platform</i>," to take ePULP statewide. Total Funds requested were \$101,370. The target audience for this grant are authors, Florida Libraries, and readers. The goal is to develop an e-book lending platform, or enhance our current ePULP platform, and then provide partnering libraries with the ability for authors to submit e-books and have their patrons become community e-book reviewers. So far, five libraries throughout the state has expressed interest in partnering with us to bring ePULP and related services to their library. These partnerships will most likely happen regardless of the grant outcome.</p> <p><i>As of June 2017:</i></p> <ul style="list-style-type: none"> <li>E-books submitted by authors for review: 39</li> <li>E-books positively reviewed by the community that are available for lending on the ePULP lending platform: 10</li> <li>E-books that did not meet our community review standards: 4 (Authors were given the opportunity to request reviews/ratings and re-submit)</li> <li>Patrons and library staff members registered as reviewers on the Community e-book Review Site: 190</li> <li>Reviews posted on the Community e-book Review Site: 84</li> </ul>	<p>Debbie Tour</p>	<p>6.17</p>
<p>Staff visited 10 local funeral homes to let them know about EPOCH. As a result of this, one funeral home has agreed to partner with us and add obituaries to EPOCH. On 6 February an EPOCH presentation was done at the North Orlando District Conference for the New Bethel AME Church for 65 attendees. We have received several follow up requests for materials. EPOCH was presented to the North Brevard Genealogical Society on 13 March for 72 attendees. We have been asked to write an article about EPOCH for their summer newsletter.</p> <p>Work on the redesign of Orlando Memory has begun. Staff continue to gather relevant content from around the community, such as pictures of the mural on the side of the Library Parking Garage before it is hidden by new construction. Staff presented at 3 events and completed 7 interviews for Orlando Memory. The iPad for capturing on the spot memories has been installed next to the Orlando Remembered</p>	<p>Debbie Tour</p>	<p>3.17</p>

Progress	Champion	Updated
<p>display on the fourth floor.</p> <p>Regarding ePULP</p> <p>Official ePULP newsletter created and scheduled to be sent for April 2017 - and at least one per month following</p> <p>Approved Reviewers: 173</p> <p>Submitted e-books posted to review site: 22</p> <p>E-books positively reviewed and moved over to ePULP for lending: 6</p> <p>E-books reviewed and not selected for ePULP – 2</p> <p>Regarding e-books that are not positively reviewed, an email is sent to the author informing that their e-book was not selected for ePULP. The author is also given the opportunity to request the feedback left by reviewers, and the option to learn more about re-submitting their e-book for review at a later date.</p>		
<p>During this quarter, OCLS conducted six interviews and attended four outreach events for Orlando Memory, with an attendance of 92. Staff attended the six-month remembrance of the Pulse Nightclub Tragedy and added content gathered to Orlando Memory. Offsite EPOCH presentations are being scheduled, with two planned for the second quarter.</p> <p>Google ads are being developed and search engine optimization tactics are being explored to market EPOCH. Staff plan to reach out again to local independent funeral homes. Staff will explore reaching out to retirement communities, estate planners, and some key citizens. Pricing for advertisements in local/community newspapers and an informational postcard mailing will be gathered. Program development and a marketing plan will be created for Preservation Week (April) with EPOCH and Orlando Memory activities.</p> <p>ePulp</p> <p>Since launch, on 1 August 2016, ten authors have submitted nineteen works to the site. So far, thirteen books have met the criteria and are ready for reviewing. There is a total of forty-five registered reviewers: forty-one patrons and four staff. There have been twenty book reviews submitted.</p> <p>Plans are currently in the works to move of 4-5 positively reviewed books to the regular ePulp collection.</p> <p>Presentations about ePulp were given to the Library Board of Trustees, Friends of the Library Board, and to staff. A presentation proposal, "Community Created E-book Collection: From Idea to Reality," has been accepted for the 2017 FLA Conference.</p> <p>A reviewer eNewsletter has been made to keep ePulp reviewers informed of new titles, titles needing reviews and the decision status for titles reaching the end of their review period. Two issues have been distributed.</p>	Debbie Tour	12.16

#### 4. Plan/Support Pulse Anniversary event

Progress	Champion	Updated
<p><b>Our Pulse anniversary events were well-attended, and OCLS received multiple mentions and inclusion in stories about Pulse remembrances as a result of the effort to spend the full week commemorating the one-year mark. The <i>Sentinel</i> did a feature story on the Pulse Remembrance in Poetry and Song, and the library was mentioned in both local TV news coverage, online feature stories and in local blogs.</b></p> <p><b>One of our Pulse events, Drag Queen Storytime, drew significant attention. It was mentioned in both local and national media stories, and <i>Orlando Weekly</i></b></p>	Erin Sullivan	9.17

Progress	Champion	Updated
<b>recognized Drag Queen Storytime in its annual Best of Orlando issue, with the write-up, "Best Use of Our Tax Dollars."</b>		
<p>During the week of June 11-16, various library branches held events that commemorated the Pulse tragedy. Our schedule of events included:</p> <p>June 11: Pulse Remembrance with Music and Poetry, Orlando Public Library (105 attendees)</p> <p>June 12: Love Rocks, Winter Garden Branch (116 attendees)</p> <p>June 12: Drag Queen Storytime, Orlando Public Library (319 attendees)</p> <p>June 12: Orlando United: Letters to Strangers, Hiawasse Branch (7 attendees)</p> <p>June 13: Love YA: A Celebration of Diverse Young Adult Literature, Orlando Public Library (32 attendees)</p> <p>June 13: Paint for Pulse, Alafaya Branch (20 attendees)</p> <p>June 14: Orlando United, Letters to Strangers, Alafaya Branch (2 attendees)</p> <p>June 14: L.O.V.E.: Lessons on Vulnerability and Empathy, Orlando Public Library (14 attendees)</p> <p>June 15: Script Orlando, Melrose Center (52 attendees)</p> <p>June 15: What Has Changed Art Show Reception (265 attendees)</p>	Erin Sullivan	6.17
<p>A committee has been meeting monthly to plan a series of events to commemorate the one-year anniversary of Pulse. During the week of June 11-17, we will host various programs that help us honor the victims of the Pulse shooting, show our support for a diverse community and highlight the conversations that have arisen in the year since the shooting took place.</p> <p>We plan to host the following events:</p> <p>Pulse Remembrance: An event featuring songs, poems and prose composed in memory of June 12, 2016.</p> <p>Love Y.A.: A Celebration of Diverse Young Adult Literature: A reflection on the events that have impacted our community with a panel discussion of diverse young adult authors. Ages 13 and up.</p> <p>Art show in collaboration with local art store Sam Flax, modeled after Paint Strong. This year's show will ask participating artists to address the question: What has changed? The goal is to create a body of new work that helps people express their feelings one year after the tragedy. We are also discussing the possibility with Sam Flax of hosting an accompanying panel discussion.</p> <p>Love letters to strangers: An event where people can gather at libraries to write letters of encouragement, love and support to anyone who might need them.</p> <p>We are also discussing ways to make sure that all branches are represented and have an opportunity to participate.</p> <p>We have been in communication with both the county and the city to make sure they are aware of our planning, and we have let them know that our intent is to offer programming that complements their plans to name June 12 a "Day of Love and Kindness" in Orange County.</p>	Erin Sullivan	3.17
Community Relations, Events and Programs Department, and Youth Services staff are discussing a one-year Pulse Remembrance event.	Erin Sullivan	12.16

### C. Pursue Funding Opportunities / Facilities

#### 1. Individualize 2 branches to meet community needs

Progress	Champion	Updated
<p><b>The final quarter of special community focused programming at Alafaya and Herndon saw good results. Staff at Herndon designed events around the key areas of Early Learning, Popular Culture, and Technology/STEAM. Early Learning events such as Busy Builders and Construction Tools for Kids averaged 15 kids per event. An Afternoon Art event drew 11 and a preschool program Leap into Letters drew 18.</b></p> <p><b>Alafaya offered Maker Mondays four times a month along with Bubble Play Time and Smart Start twice each month. Maker Mondays averaged 18 per session and drew 220 people during the quarter. Smart Start averaged 36 each session and Bubble Play Time 48.</b></p>	<p><b>Craig Wilkins</b></p>	<p><b>9.17</b></p>
<p>Alafaya and Herndon are continuing with focused children's programs. Staff teams have worked on designing event calendars that have numerous offerings such as STEM Club, Afternoon Art, So you want to Learn a Language, Maker Mondays, Baby Bash, SMART Start, and Artsy Toddler. Alafaya offered an average of thirty of these events and drew about 500 attendees monthly. Herndon offered about twenty a month and drew a monthly audience of about 170.</p>	<p>Craig Wilkins</p>	<p>6.17</p>
<p>Alafaya's adjustments for the service area were finalized last quarter and this quarter programming began. This includes Maker Mondays for kids ages 8 and up, Early Literacy events such as SMART Start, Move &amp; Play, Artsy Toddler, &amp; Baby Bash and hands-on technology learning classes for kids that focus on coding, robotics, filming and other interactive technologies such as Lego Wedo, Lego Mindstorm, Littlebits, Ozobots, Dash Robots, Snap Circuit, &amp; Film class. All combined nearly 30 of these type programs have taken place this quarter with a total attendance of almost 750.</p> <p>The Herndon Branch engaged in a process to identify areas of interest for the surrounding community. Three key areas of interest were identified: Early Learning, Popular Culture, and Technology/STEAM. Staff self-selected into one of three teams, representing these areas. Each team has concentrated on providing programming focused in these areas. This team oriented approach, and focus on target areas of interest, has led to increased event offerings and attendance at the Herndon Branch.</p>	<p>Craig Wilkins</p>	<p>3.17</p>
<p>The Alafaya Branch was selected as a site for renewed community focus. Staff engaged in a process to identify and develop new service areas. Early Literacy, Maker Space, and Technology Learning were areas targeted for the new focus. Additional resources have been ordered and special programming is being planned as the Branch launches their new focus areas in 2017.</p>	<p>Craig Wilkins</p>	<p>12.16</p>

#### 2. Pursue grant opportunities

Progress	Champion	Updated
<p><b>The following grant application was submitted this quarter:</b></p> <p><b>"Ready to Code" a grant program funded by Google will fund a cohort of school and public libraries to design computational thinking and computer science programs for and with youth including youth population underrepresented in the computer science field. An application in the amount of \$25,000 has been submitted, with notification due in October.</b></p> <p><b>The Library was given a special award of \$10,000 by the Dollar General Literacy Foundation to support ESOL training. The award was the result of</b></p>	<p><b>Craig Wilkins</b></p>	<p><b>9.17</b></p>

Progress	Champion	Updated
<p><b>Dollar General employees who had participated in ESOL classes at the Chickasaw Branch who shared the benefits with the Dollar General Literacy Foundation. The funds will enable the Library to expand ESOL to additional branch locations next year.</b></p> <p><b>The Library received notification that the Library Services and Technology Act Grant in the amount of \$165,000 for ongoing support of Right Service at Right Time would be funded in the amount of \$40,700.</b></p> <p><b>The Library was notified that Library Services and Technology Act Grant in the amount of \$101,370 for "Community Ebook Collection/Lending Platform," the Knight Foundation 360 Immersive Storytelling Challenge in the amount of \$35,000, and the NEH Common Heritage grant in the amount of \$12,000 'Cooking with Mom' were not funded.</b></p>		
<p>The following grant applications were submitted this quarter:</p> <p>Library Services and Technology Act Grant in the amount of \$165,000 for ongoing support of Right Service at Right Time.</p> <p>Library Services and Technology Act Grant in the amount of \$101,370 for "Community Ebook Collection/Lending Platform" to enhance our current platform and provide for partner libraries to join.</p> <p>Knight Foundation 360 Immersive Storytelling Challenge in the amount of \$35,000 to demonstrate how 360 video and immersive storytelling can enhance the field of journalism.</p> <p>NEH Common Heritage grant in the amount of \$12,000 'Cooking with Mom' designed to digitize and share experiences, personal stories, and recipes of community members to help build greater understanding of other cultures.</p> <p>The Library received notification that the Awesome Foundation, Big Read, Motorola Foundation, and NASA @ My Library grants were not awarded.</p> <p>The Library received notification that the Mayor's Matching Grant in the amount of \$3,000 for Sew Easy Camps at Main and Washington Park was funded and the Florida Sunshine Author series will continue with a \$25,000 grant received from the Florida Department of State-Division of Cultural Affairs.</p>	Craig Wilkins	6.17
<p>The following grant applications are in process this quarter:</p> <p>An EBSCO Solar grant in the amount of \$100,000 for the purchase and installation of solar panels at two library locations.</p> <p>A BIG READ community reading program application based on the book <i>The Things They Carried</i> by Tim O'Brien.</p> <p>A Best Buy Community Grant to create Android and Apple IOS app development camps for Teens.</p> <p>An Awesome Foundation application to purchase yarn and fabric for a charity knitting project.</p> <p>A Motorola Foundation grant in the amount of \$10,000 for Fab Lab curriculum, equipment, and materials for the development of new initiatives and the enhancement of existing programs.</p> <p>A NASA @ My Library grant for the South Trail Branch Library to create STEM learning opportunities for library patrons living in geographic areas currently undeserved in STEM education.</p> <p>The Library received notification that the YALSA and TEI Landmark Audio applications submitted last quarter were not awarded funding.</p>	Craig Wilkins	3.17
<p>The Library initiated the following grant applications during the quarter:</p> <p>An application to the Young Adults Library Services Association (YALSA) in the amount of \$1,000 to encourage outstanding Teen Tech Week activities for and with</p>	Craig Wilkins	12.16

Progress	Champion	Updated
<p>teens, especially those teens who lack access to up to date technology. The Library is proposing to purchase computer coding training toys and to host programs to meet the grant requirement that our proposal "helps teens gain skills in using digital media, whether to help with school work, explore personal interests or prepare for careers."</p> <p>An application to TEI Landmark Audio (an audio book publisher) in the amount of \$1,000 to celebrate the companies' 25 years of "Giving a Voice to Literature," TEI Landmark Audio plans to award (25) \$1000 grants to support literacy for young people.</p> <p>In addition to the grants submitted, the Library formed a team to submit an application to Better World Books for their "Game Changing" ideas grant program which aims to help advance a compelling literacy project.</p> <p>The Library agreed to serve as a partner and event host site for a grant being submitted by Rollins College for an NEH grant entitled "Dialogues on the Experience of War." If awarded it will entail discussion groups and public events that create conversations with humanities faculty, veterans and the general public about the experience of war and military service.</p> <p>Walt Disney World notified the Library that it was the recipient of an employee matching grant. The Library was subsequently registered and listed as an option for future employee matching grants.</p>		

### 3. Explore new branch sites

Progress	Champion	Updated
<p><b>No new alternative location for Herndon was identified this quarter and staff continue to explore all available options. Growth and development in other areas of the County continue to be monitored.</b></p>	<p><b>Craig Wilkins</b></p>	<p><b>9.17</b></p>
<p>Staff continue to follow growth and development news in areas of potential interest.</p>	<p>Craig Wilkins</p>	<p>6.17</p>
<p>Library staff continue to gather information about the Lake Nona and Horizon West sections of the County. In addition they visited growth areas to identify travel patterns and community hubs where siting a new library would be desirable.</p> <p>During this quarter, no alternative sites for the Herndon Branch Library were identified.</p>	<p>Craig Wilkins</p>	<p>3.17</p>
<p>The Library continues to monitor area growth and development reports. Areas of rapid growth such as Lake Nona, in south Orange County and Horizon West, in the western portion of the County, have been identified as potential sites for future expansion. Plans are being made to visit and meet with community representatives in those areas early in 2017.</p> <p>Staff are meeting with CBRE to explore alternate locations for the Herndon Branch Library.</p>	<p>Craig Wilkins</p>	<p>12.16</p>

### 4. Celebrate branch anniversaries at South Creek (15<sup>th</sup>), Edgewater (20<sup>th</sup>), and Windermere (25<sup>th</sup>) Anniversary

Progress	Champion	Updated
<p><b>Edgewater hosted their 20<sup>th</sup> anniversary celebration on August 5, 2017. The day was filled with activities which included a DJ from Mix 105.1, firefighters,</b></p>	<p><b>Danielle King</b></p>	<p><b>9.17</b></p>

Progress	Champion	Updated
<p>face painting, balloon art, pick up scrabble game, kid’s talent show and Keva Planks. The Technology Trainers opened the computer lab for demonstrations of Lego WeDo, 3D Printing, LittleBits and K’Nex. The day ended with featured artist Evan Taylor Jones who captured the crowd with music. With some generous donations from the community, Edgewater served cake, hummus, chips, popcorns, donuts and watermelon flavored water. Donors included Publix, Target, Wawa, Blaze Pizza and Sofra Mediterranean Grill. Customers received stamps for attending each activity. If they attended three or more events they were entered into a raffle to win a prize. Fairfield Inn &amp; Suites donated a night’s stay at the hotel and Kennedy Space Center donated four tickets to the Visitor Complex. A total of 801 people participated in the various activities throughout the day. The door count for Edgewater was 1,016 which is more than double an average Saturday door count for this location.</p> <p>South Creek is actively planning their 15<sup>th</sup> anniversary celebration which will take place October 28, 2017.</p> <p>The following events have been planned for the day:</p> <p>10:30 a.m. - Vets our Heroes</p> <p>11:00 a.m. - I’m not Scared</p> <p>1:30 p.m.-The BOO Bash!</p> <p>2:30 p.m. - Mad Science Live: Up and Away!</p> <p>3:30 p.m. – Musical performance by Antone Affronit</p> <p>A face painter, the Master Gardener from the Orange County Extension Office and a representative from the Florida Conservation Crops will also be there throughout the day providing additional activities for the community.</p>		
<p>Plans are underway at Edgewater and South Creek to celebrate their respective anniversaries. An article about Edgewater will be featured in the August issue of Books &amp; Beyond. The article will feature branch history and share all of the exciting things the branch offers for the community.</p>	Danielle King	6.17
<p>Edgewater and South Creek staff are busy planning their respective special anniversary celebrations. The Edgewater Branch will celebrate in August and the South Creek Branch in October.</p>	Wendi Bost	3.17
<p>The Windermere Branch Library marked their 25th year in operation as a branch of the Orange County Library System. The Town of Windermere and Orange County Library System entered into a joint operating agreement that began in 1991. Nearly 700 people (almost triple the normal attendance) visited the Branch on Saturday, 17 December to enjoy birthday cake, storytelling, face painting, crafts, a 3D printing demonstration, and music. A ceremonial ribbon cutting was held with Mary Anne Hodel and Gary Bruhn, Mayor of Windermere. They agreed the cutting was to honor the next 25 years!</p>		