

ORANGE COUNTY LIBRARY SYSTEM

ANNUAL REPORT

Section 189.0694, Florida Statutes

GOALS AND OBJECTIVES PERFORMANCE MEASURES AND STANDARDS

FY 2024-2025

October 1, 2024 – September 30, 2025

**Purpose Statement:
Enriching lives through experiences and opportunities
to learn, grow and connect.**

SUMMARY FOR FY 2024-2025

The Orange County Library System (OCLS) successfully executed its **GOALS AND OBJECTIVES, PERFORMANCE MEASURES AND STANDARDS per Section 189.0694, Florida Statutes**. OCLS demonstrated measurable progress across all strategic goals and objectives for fiscal year 2024–2025, from October 1, 2024, to September 30, 2025.

Through a system-wide commitment to Being Welcoming, Connected, Forward-Thinking, and Empowered, OCLS delivered meaningful outcomes that reflect its purpose: *enriching lives through experiences and opportunities to learn, grow, and connect*. The library expanded access to services across Orange County, strengthened strategic partnerships, enhanced staff development, and significantly increased its visibility and impact within the community.

OCLS remains agile and responsive to community needs, utilizing data-driven strategies to refine programming, enhance accessibility, and foster meaningful connections. The success of this year's goals and objectives reflects the library's ongoing commitment to equity, engagement, and enrichment, as well as its role as a vital resource in building a more connected, informed, and inspired Orange County.

GOAL: BE WELCOMING

Objective: We will provide excellent customer service, create inviting spaces and ensure accessibility so the community feels welcome at OCLS.

Activity: Provide additional ways to access library services throughout the county.

- Expand in-demand library services so that they are accessible to more people in the community.
 - To support Lego-based curriculum, learning, and technology classes the Youth Services Department purchased Lego Spike Prime and Lego Spike Essential kits that will be distributed among locations.
 - In early November 2024, OPL Circulation Department staff developed a Drive-Up Window Initiative for re-opening the OPL Drive-Up Window and starting on November 18, 2024, the DUW officially opened during business hours seven days a week.
 - Two OPL Customer Service staff members received additional training from Marketing and Public Relations so that they can provide building tours at OPL.
 - The Development team has been focused on transitioning to a new ticketing platform for Local Wanderer, the library's culture pass program.
 - The Youth Services Department is creating a homeschool script template as the foundation for a comprehensive homeschool programming series.
 - Melrose staff met with Adult Services and Youth Services staff to discuss Game Design and Video ideas, in order to offer more Melrose based classes at branch locations
 - Youth Services is looking at making a series using Godot, which would provide students with useful experience to take Melrose camps and classes.
 - Melrose staff provided Youth Services staff with documentation to offer a Presenting for the Camera class, based on the Melrose Acting for the Camera class.
 - Youth Services staff members reviewed the inventory in borrowed items and created two additional Lego Program Kits.
 - Youth Services staff drafted a summer themed homeschool program that was piloted this month.
 - Adult Services collaborated with Seniors First to offer a live virtual monthly program that will focus on Food 101 programming and a Book Club for homebound seniors.
 - Adult Services scheduled and updated live virtual Career Academy programs for resumes and interview skills that will be hosted in upcoming months.

- Youth Services staff connected with programming staff systemwide to create a cohort for planning and homeschool knowledge sharing.
- Marketing & Public Relations revised the OPL Tour Questionnaire to include a wider variety of interests to choose from to better tailor tours to individual groups.
- The Melrose Photography team created an outline for a new Cell Phone Photography class. It's currently being reviewed by the Youth and Adult Technology Specialists.
- Youth Services staff submitted a request for a "LEGO" search tag to be added to the event management system and an initiative page to be created. The tag is live and the page is in development and will include a carousel with library materials available for checkout, events, and additional resources as they become available.
- Youth Services staff created a training outline for homeschool programs that details educational standards, family needs, and resources needed to develop programs. This framework will be used to build the training deck and house the program guidelines once finalized.
- Home Delivery is preparing to offer two new themed Orange Crate programs for adults, Cozy Mysteries and Florida History, that will run August - November. Registration will begin in July. Staff reached out to the Orange County History Center and has secured promotional materials to include in the Florida History Orange Crate. The new program will be promoted to our senior community.
- MPR updated the tour process to begin tours in a meeting room (Albertson Room when available) to have a more focused space to give a tailored introduction to OCLS and answer specific questions. The centralized meeting location also helps if anyone arrives late or there are changes with the tour itinerary.
- The Development team has recently met with three new organizations to discuss the possibility of them joining the Local Wanderer program.
- A master list was created with all of the book clubs currently offered and their facilitators.
- West Oaks staff utilized the borrowed items offered by the Youth Service Department to request Legos. This enabled them to host two Lego One Scoop programs on April 26 and April 30. A total of 30 people participated in the two events.
- Adult Services hosted a live virtual Entrepreneur Toolkit (4 Part Series), Career Academy: Interview Like a Pro, and Career Academy: Perfecting Your Resume.
- In May, MPR updated the tour process to include "OPL Tour" lanyards for participants; lanyards help tour guides easily identify tour participants and keep the group together and lanyards are collected at the end of the tour.

- Collaboration began with IT D&D and Graphics to create the sign-up page and images for advertising on social media for Orange Crate.
- Youth Services staff created and recorded a presentation outlining best practices and framework for homeschool programs to be reviewed by managers before posting for staff. Youth Services staff created a Lego Club Script and Wiki page with updated promotional materials and program materials. They also reviewed contents of Lego themed borrowed items and are reviewing Lego donations received from branches.
- Youth Services staff created a LEGO club resource page for the children's programming repository. It includes an overview of what the program goals are, how to start a club at a branch, promotional materials, links to supplies, a donation drive guide, program script, and challenge cards.
- Registration was held for the inaugural Orange Crate for Seniors edition. 32 customers signed up for either the cozy mystery edition or the Florida history edition.
- In August, Book Club Facilitators met to review areas of support and provide feedback, including input on title selections for library-use book bundles. The first bundles for Staff-Led Book Clubs have now been selected and ordered, allowing staff to offer customers new 2025 releases in their groups.
- Youth Services staff updated a training presentation with a voiceover recording outlining best practices and a framework for homeschool programs; this resource will be posted in the youth program repository for staff access.
- Adult Services offered live virtual Career Academy programs on résumé writing and interview skills.
- The first boxes for the two Orange Crate for Seniors series were delivered, each including promotional materials from the Events and Programs Department to highlight upcoming senior citizen events. The cozy mysteries box also featured a library mystery activity for participants.
- MPR collaborated with other departments by providing building tours. In August, two OPL Customer Service employees received tours training and shadowed live tours. MPR and Development also hosted the Synchrony Foundation for a behind-the-scenes visit to OPL.
- Melrose Center photography instructors offered "Back to School Photos" at Alafaya and South Creek, where children received free digital portraits to share with family and friends.
- Melrose Center photography instructors offered "Back to School Photos" at the Fairview Shores branch on September 6th, where 13 kids received a free digital photo to share with family and friends.

- **Marketing & Public Relations conducted five building tours in September, collaborating with internal departments to tailor information to tour participants.**
 - **To support Book Club programs at every branch, three book bundle titles have been received. Special "Book Club" labels have been ordered to help distinguish these sets from regular circulating copies, and planning for distribution and loan policies will begin next quarter.**
- **Partner with more organizations willing to host offsite library events and resources.**
- **The Community Engagement Department staff developed and began to compile a database of partner organizations.**
 - **The Community Engagement Department hosted the first of what will become a monthly Family Storytime and book bike visit to the Orlando Executive Airport. The event was well attended by 22 people, and our partners at GOAA are interested in growing the event selection.**
 - **Community Engagement, in collaboration with Events & Programs, worked with the Orlando Executive Airport and selected four days in the summer that OCLS will host Summer at Your Library events that are open to the public to attend.**
 - **Community Engagement staff met with several potential partners this month to discuss options to expand offsite library events including Advent Health, the City of Orlando and the Alzheimer's and Dementia Resource Center.**
 - **Outreach Social Workers are collaborating with several partners in the community to bring assistance hours to offsite locations including Covenant House, Healthy West Orange, and two Neighborhood Center for Families locations. MOUs have been drafted and Facility Use Agreements are being signed as needed.**
 - **This month, the Community Engagement leadership team met with the Center for Independent Living and attended their open house to explore the various resources the organization offers to the community. During the visit, several collaboration opportunities were identified, including support for their career resource camps and an additional referral option for our social workers' clients.**
 - **This month, the Community Engagement leadership toured WUCF to learn more about their programs for the community and how the library can collaborate.**
 - **Community Engagement also connected with Orlando Family Stage to support their summer theater schedule and are discussing their regular season events as well.**
 - **Outreach staff have been surveyed and a checklist of criteria needed for successful offsite and tabling events has been created.**

- **Community Engagement Department (CED), Human Resources, and Winter Garden staff collaborated to present career resources, job preparedness, and information about working at the library to teens at the Center for Independent Living.**
- **Chief of Neighborhood Services and CED leadership met with officials at the Orange County Jail to explore options for expanding their partnership and providing more services to inmates.**
- **CED staff connected with 4 local organizations to discuss the potential to begin or expand library services.**
- **CED staff also participated in the 27th Annual Family Café event for individuals with disabilities and their families. While there, the team networked with other local organizations, sharing information about services offered.**
- **The Social Worker team connected with "New Hope for Kids" to explore services for families.**
- **CED continued the conversation with Orange County Corrections Department to discuss the planning of two book clubs, one for female inmates and one for juveniles, as well as, a story writing workshop.**
- **The Community Engagement leadership team has drafted and submitted for approval a formal process for evaluating potential partnerships, as well as an annual review framework for assessing existing partnerships.**
- **CED leadership visited Certus at Waterford Lakes, a memory care facility, to meet with their team. The storytellers will start offering services at the site in October. Additionally, the staff has linked the Certus group with the Training and Development team to explore potential staff training opportunities.**
- **The formal process for evaluating potential partnerships, as well as an annual review framework for assessing existing partnerships, has been approved for CED. Plans are underway to meet with individual staff members to review partnerships, time allocation, and initiate the annual review process.**
- **CED met with the UCF office of Community Engagement and Partnerships to explore collaboration potential at community events.**
- **CED connected with the OCPS Wellness & Communications department, serving OCPS staff and families. CED will be present at an upcoming event and will also explore new opportunities to bring library resources to OCPS staff.**
- **CED coordinated with MPR, Melrose, and Youth Services to host the September Central Florida Interagency Council Committee Meeting. This meeting brings together local organizations dedicated to improving access to information and services for individuals with unique abilities.**

Activity: Regularly access interior spaces to maximize usage and accommodate a variety of user experiences and needs.

- Evaluate the customer experience in public spaces.
 - The South Trail and Southwest Branches are looking at layout changes to their public computer areas to make them more accessible.
 - North Orange adjusted the locations of the AWE stations and public computers in the children's area to allow caregivers to be side by side with their children.
 - Washington Park has rearranged the furniture in the branch to create a more inviting atmosphere, increasing accessibility to wall and floor outlets and improving the circulation of periodicals by making them more visible.
 - North Orange added "priority seating" signs at select public PCs to facilitate access for those with disabilities or limited mobility.
 - All public computers at the Orlando Public Library, including the JAWS stations, now have external slim DVD drives, enhancing customer accessibility.
 - Windermere evaluated the children's department space and purchased puzzles for customer use to provide a new sensory experience for young customers.
 - Southeast provided opportunities for sensory play during ten Caregiver Connect sessions.
 - The West Oaks team moved a pair of large chairs near the Genealogy section of the branch to open up the space, and now that they are moved to the center back of the branch, they are creating an inviting space for customers to enjoy a view of the outdoor StoryWalk and Wildflower Garden.
 - The Alafaya branch consolidated the DVD section to relocate the Manga collection next to the Graphic Novel section. The move created extra study space in the southeast corner of the branch.
 - South Creek Branch completed adjustments to the branch's public computer area. Computer rows were rearranged to create larger walkways and improve accessibility. Three large print keyboards were added to the area to assist customers with low vision. Devices were also added to the children's area so families could remain near each other during visits. Finally, study tables were moved into open areas where they are more visible to customers as they enter the branch.
 - The Washington Park Branch showcased a Martin Luther King, Jr. bulletin board display designed as an interactive sensory experience. Voice-activated buttons played excerpts from his speeches, offering an auditory connection to his impactful words. Each button was accompanied by a label displaying the title of the

speech and a QR code linking to the full transcript, encouraging further exploration. This display engaged visitors through sound and interactivity, creating a memorable and educational experience that deepened their understanding of Dr. King's legacy.

- Southeast provided opportunities for sensory play during ten Caregiver Connects and five Sensory Free Play sessions.
- MPR visited the Windermere Branch to review branch marketing and collateral needs.
- The Washington Park Branch Display Team created sensory experiences in various locations within the branch through thoughtfully designed displays that engage multiple senses. The Adult Sensory Solutions display offers tactile and cognitive engagement with textured anxiety strips, worry stones, metal mind teasers, interactive puzzles, and weekly affirmations.
- MPR is scheduling visits with Branch managers and assistant managers to walk through each location and collaborate on ways to better visually serve branches and customers.
- The Alafaya branch repurposed the Right Service computer into a Catalog computer providing customers with an additional location in the branch to search for resources via the catalog.
- Winter Garden managers created a new layout for the public computer area to improve accessibility and navigation. The public computer area, printer, and copy machine are now together to increase ease of use.
- South Trail collaborated with IT Services to remove two rows of computers and repurpose the tables as dedicated workspaces with power for customers using their laptops. They also designated an accessible row of computers, including a JAWS station, a Video Relay Service (Purple) station, and a Right Service station.
- MPR is scheduling visits with Branch managers and assistant managers to walk through each location and collaborate on ways to serve branches and customers better visually. In March, MPR toured Eatonville, North Orange, Southwest, Fairview Shores and Washington Park branches.
- Winter Garden hosts two weekly sensory programs for early learners (Caregiver Connect, Sensory Free-Play, STEAM Free-Play Jr., or Bubble Playtime).
- Southeast provided opportunities for sensory play during nine Caregiver Connects and four Sensory Free Play sessions.
- "Toddler Sensory Playtime" at the Windermere Branch offered 11 children a sensory experience that ignited their senses of touch, sight, hearing, and smell.
- The South Trail Branch collaborated with IT to replace The Right Service at the Right Time station on the accessibility row of public

computers with another workstation and shift the public teen computers to improve the flexibility of the Youth Area.

- Customer feedback and staff observations have identified the need for customers to have more access to power outlets. In March, the North Orange branch added seven additional power strips at or near key "study areas" in the branch. The new power strips aim to improve customers' ability to work, study, or enjoy leisure time while keeping their devices charged across more areas in the branch.
- Windermere reevaluated its shelving space for board books. All board books were relocated to the children's section so customers could browse more easily. This opened up the walkways to computer areas, increasing visibility for customers.
- OCLS rolled out sensory kits to all locations in April 2025. Employee services staff conducted training for managers on how to use the sensory kits to enhance the library experience for customers with sensory sensitivities. The kit includes self-regulating tools such as noise-cancelling headphones, sunglasses, and various fidget devices.
- MPR is conducting visits with Branch managers and assistant managers to tour each location to talk about marketing needs and collaborate on ways to better visually serve branches and customers. In April, MPR toured South Creek, South Trail, Southeast and Windermere branches.
- The South Trail Branch collaborated with IT to space out the rows of public computers, facilitating staff assistance at these service points and providing customers with a more welcoming experience.
- In April, the Southwest managers met with members of the IT department to discuss changes to the public computer area, aiming to make it more accessible to customers.
- The Alafaya branch moved one of the catalog computers at the service desk to a more visible area, mounting it on the wall by the New & Popular collection.
- The Southeast Branch requested charging hubs for public computer tables for improved outlet and charger accessibility. T
- he Southwest Branch reconfigured the public computer area to make it more accessible for customers.
- The South Creek Branch increased branch accessibility by adding large alphabet markers to the children's area so customers can more easily distinguish shelves. Additionally, new signage was placed above the DVD collection shelves.
- Chickasaw relocated the Juvenile collection to the front of the branch, directly across from the children's area. This change created a more cohesive and intuitive layout for customers.
- MPR updated and expanded the Marketing LibGuide and presented the changes at the May Managers Meeting. Branches now have

access to Canva templates and ready-to-print signs to help maintain clear and consistent customer communication. MPR concluded its visits with Branch managers and assistant managers at each location to discuss marketing needs and collaborate on ways to visually enhance branch and customer service.

- MPR identified, updated, and replaced signage on the OPL 4th floor to be consistent with the Rebrand.
- New public computer tables were installed at OPL, each accommodating three PCs while offering customers a greater sense of privacy. The updated layout has enhanced the space's openness and overall appeal.
- The Hiawassee Branch installed multi-color liquid floor tiles that allow kids to explore different colors by stepping and jumping on them. The sensory activity of spreading the colors within the tiles makes unique patterns as they play. The South Trail Branch hosted "Play-Dough Sensory Play Lab," where kids learned how to make play-dough and allowed parents to explore the importance of sensory play and its connection to mindfulness with their children. The Winter Garden staff created various art-themed decorations to display around the branch, promoting Summer at Your Library.
- Charging hubs were installed at the Southeast Branch's public computer stations to provide customers with easy access, while also allowing cables to remain neatly secured under each station.
- Staff at the Southwest Branch noticed that customers frequently sat on the floor in the graphic novel section. To improve the user experience for customers reading graphic novels in the library, a chair and side table were placed in the graphic novel area and have been highly utilized.
- Windermere Branch hosted the program "The Sun is Fun" for babies. There were various sensory experiences throughout the program for babies to see, touch, and hear. Southeast Branch provided opportunities for sensory play during 11 Caregiver Connects and five Sensory Free Play sessions. South Trail Branch hosted "Play Dough Sensory Play Lab" where kids learned how to make their own play dough and allowed parents to explore the importance of sensory play and its connection to mindfulness with their children.
- The West Oaks Branch streamlined browsing and genealogy collection navigation by adding clear, descriptive labels to help users find resources faster.
- The Hiawassee Branch added sensory stepping-colored tiles to the children's area. Almost immediately, children began changing around the tiles to produce a variety of patterns.
- MPR installed additional 11x17" poster holders on the OPL 2nd floor display cube to provide additional dedicated space to display program posters. MPR is creating drafts for poster templates to allow for easy-to-read promotion of program series on one poster.

- The Melrose Audio team worked with MPR to provide quick start guides for the popular sound booths in Spanish, Haitian-Creole and Portuguese.
 - Across the system, locations have hosted a variety of programs and activities that provided sensory experiences for library customers. The South Trail and Southeast Branches hosted multiple "Caregiver Connect: Stay and Play" events where caregivers and their little ones engaged with sensory toys and with one another. During August the Windermere Branch offered "Toddler Sensory Playtime" for children ages 18-36 months. The Winter Garden Branch incorporated sensory activities such as bubble playtime and musical instruments into their end of summer celebration.
 - The Hiawassee and South Trail branches worked with IT to rearrange computers to allow for easier access for customers using mobility devices. These changes have helped facilitate increased usage of computer resources by library customers.
 - The West Oaks branch removed three storage cabinets which allowed for increased access to tables and seating by customers. The Hiawassee branch designated an area for a community puzzle by repurposing some library furniture and setting up a space in the center of the branch for customer use. The Southwest Branch evaluated the layout in the back section of the branch and created two seating areas with chairs that allow for group work. Each area is set up to ensure accessibility within the space and allows customers with mobility devices to pass through the area safely.
 - Windermere reevaluated their Easy section and moved all small books into new furniture for customers to browse. This has made the smaller books easier for customers to see and the branch has already seen an increase in circulation.
 - Chickasaw added exterior signage indicating where to return items. This has alleviated confusion among customers who previously searched for the outdoor book drop and has improved the overall customer experience.
 - MPR worked with the Orange County Regional History Center to change assets in an Orlando Remembered display at OPL.
 - The Southeast, North Orange and Winter Garden branches offered Caregiver Connects programs providing caregivers and their little ones the opportunity to engage with sensory toys.
- Explore opportunities to optimize accessibility.
 - The Marketing and Public Relations Department met with the OPL Customer Service Department to plan cross-training on meeting room reservations and payment processing, aiming to enhance walk-up reservation and cash payment experiences.

- The meeting room form has been updated to include a QR code for each meeting room; the QR code helps access all meeting room policies, identifies meeting room availability, allows cardholders to reserve and pay for their room, and empowers customers to identify the room that best fits their needs.
- The Youth Services managers and technology staff met to discuss changing class age ranges to be in line with program age ranges. They also discussed what kind of information would need to be included in the registration, class presentation, and class materials and what information trainers would need to help with class management and manage parental expectations.
- The Youth Services technology staff began including new age ranges, skills requirements, and verification questions in class descriptions for the curriculum that will be taught in the summer months.
- The meeting room procedures and flyer were updated to better serve customer needs. The procedures were updated to include giving a hard copy of the meeting room policy to patrons at check-in, and the meeting room flyer was updated to add language that better communicates online booking.
- Youth services staff presented information about streamlining age ranges to match other youth programs to branch managers and technology trainers. Classes will now be grouped as Early Learning (3-5 years), Kids (6-12 years), and Teens (13-19). Youth services staff also presented the new format for the long description in the event listing that will detail the required skills, learning objectives, and caregiver agreements that their child meets the learning requirements for each class.
- MPR created an updated draft of the meeting room policy with simplified and more accurate language to make it easier for customers to understand. The policy has been reformatted for ease of reading as well. The draft is under review by MPR and will be sent to Admin for approval.
- MPR designed and printed an easy-to-read, 11x17 "Reserve a Meeting Room" poster with a QR code and placed copies near the info desk on OPL's first floor and second floor to aid customers in easily reserving meeting rooms in the building.
- At the Orlando Public Library, magnifying glasses previously located at a service point have been repurposed for use on other floors. These assistive devices are now available for customer use on the 3rd and 4th floors.
- MPR created an updated draft of the meeting room policy with simplified and more accurate language to make it easier for customers to understand. The policy has been reformatted for ease of reading as well. The draft is with Admin for approval.

- MPR created an automated daily meeting room report for MPR managers and assistants for clear communication about the day's reservations.
- Following additional training by F&O on correctly opening and closing the Magnolia/Palm meeting room wall, the Marketing & Public Relations Assistant Manager created an easy-to-follow infographic with clear instructions on the process. MPR office staff are scheduled to receive additional hands-on training to reduce issues with the wall.
- Script templates for new youth programs have been updated with detailed short and long descriptions that include learning objectives and activities to enable customers to make better informed decisions when signing up for programs. Youth programming staff have assessed over 800 scripts in the digital repository and are in the process of updating content, implementing these new standards.

Activity: **Focus on customer service training that addresses the needs of Orange County residents.**

- Provide staff training for best practices of how to support underserved populations.
 - Orlando Public Library managers, Training and Development, and members of the Rules of Conduct updates committee worked together to create a Rules of Conduct "How You Say It" guide that will go out to all staff.
 - On November 6, the Community Engagement Department hosted staff from the Neighborhood Center for Families at the Hiawasse Branch. 14 NCF staff members shared information about the services they provide to the community with the CED team to develop a deeper relationship and more meaningful partnership.
 - The Youth Services Department has compiled a list of resources and community partner contacts to aid in identifying support materials for assisting children and families affected by incarceration.
 - CED has determined two areas, SNAP and re-employment, in which social workers can develop resource kits to help OCLS staff provide relevant and timely information about assistance available in the community to customers.
 - The Training and Development and Community Engagement departments met to discuss options for gathering and sharing content and processes for staff development around social services resources.
 - Social Workers have submitted initial drafts of resource packets and procedures that OCLS staff can use to provide relevant and timely information about community assistance available to customers.

CED leadership has met with Training and Development to discuss how to make this information accessible to staff.

- **Youth Services staff attended the webinar “Supporting communities impacted by incarceration through library services” to gain additional perspective on resources and practices that would be beneficial to share in Orange County.**
 - **Staff also compiled a list of picture books currently in the collection to help families facilitate conversations in the context of storytime.**
 - **The social workers completed and shared two resource guides for staff: “How to Apply for SNAP in Florida,” and “How to Apply for Reemployment Assistance Benefits in Florida.” These resources were created to aid staff when assisting customers in need when a social worker is unavailable.**
 - **CED Social Workers have created resource packets and procedures that OCLS staff can use to provide relevant and timely information about SNAP and reemployment assistance available to customers. These packets are accessible to location managers.**
 - **UCF- CARD (Center for Autism and Related Disabilities) visited OCLS to provide training to staff working with youth. Additional resources in English and Spanish were shared for attendees to provide to customers.**
 - **Youth Services staff has completed the “Resources for Families Impacted by Incarceration” LibGuide and it has been made available for customer access on the website.**
- **Implement systemwide expectations and training based on the Customer Service Story.**
- **OPL managers, Training and Development, and members of the Rules of Conduct committee worked together to create a Rules of Conduct How You Say It guide, which provides staff with context and rationale behind each rule, as well as sample language and examples of how to inform customers of our process and the expected library behaviors. This tool will be used/featured in part two of new employee orientation.**
 - **An outline has been created and the instructional design process has begun for part two of new employee orientation.**
 - **The training and development team has created an evaluation strategy and proposed a timeline for evaluating and updating the Customer Service Story.**

GOAL: BE CONNECTED

Objective: We will promote engagement, facilitate partnerships and generate awareness so the community feels connected to OCLS.

Activity: Intentionally invest in meaningful relationships and partnerships with organizations that are aligned with the library's purpose.

- Support partnerships with local educational institutions to promote services.
 - The School Partnership Program chairs from Youth Services and the Community Engagement departments met to discuss findings from last year's evaluation of the School Partnership Program survey and possibilities for redistributing liaisons or schools.
 - Multiple efforts have been made by the Community Engagement Department to connect with local higher education institutes to collaborate. The CED team:
 - Traveled to meet the UCF Mighty Knights group of 55 for their annual trip to the farm, providing a storytime and songs.
 - Joined Valencia College twice during their annual International Games events by bringing hands-on technology experiences like VR headsets and Sphero Robots, and again to provide a relaxation crafting opportunity to 32 students.
 - Visited Full Sail for a monthly networking summit, connecting 25 with students.
 - Lifelong Learning, Community Engagement and MPR worked with Sally Ride Elementary and Library Board Member Ashley Cisneros Mejia to help enhance their ARISS Radio Contact Event, which allowed students to speak with real astronauts.
 - Youth Services hosted four virtual field trips attended by 73 students and teachers.
 - CED visited with a book bike, provided storytelling to 145 students, and distributed 461 activity kits (developed by YS & CED).
 - On December 17, OCLS livestreamed the event at Sally Ride to locations across the county.
 - The Community Engagement Department is partnering with The University of Central Florida (UCF) to apply for a grant that focuses on "community engaged research to support communication for children with complex needs." If funded, this project would bring together UCF and OCLS to co-develop inclusivity toolkits and storytimes for children and families across the county.
 - Youth Services and Community Engagement collaborated to send a quarterly information and resource memo to Head Start locations. The memo highlighted OCLS early learning resources, programs, and card registration.

- Youth Services continued to support the "Let's Read OCPS" challenge by reporting minutes read by adults who signed up for the companion challenge that is hosted by the library's Beanstack.
- Community Engagement and Youth Services staff developed and shared a spring resource memo with Head Start communities to promote youth literacy and connect families of early learners with the library.
- Community Engagement and Youth Services have developed three potential models to revamp the outdated school partnership program for the administration's review. A timeline for implementation and a communication plan for staff have been created to clarify and support the transition.
- In the Community Engagement Department, the Storyteller Coordinator is preparing for the annual Friends of the Library Head Start Book Giveaway event, scheduling CED staff for storytimes and preparing the books.
- Starting this month, Community Engagement Department staff will offer the Countdown to Kindergarten Series at the Aloma Head Start.
- Community Engagement staff kicked off the annual Friends of the Library Head Start Book Giveaway event, visiting six locations so far to bring books and a storytime to 373 children enrolled in Head Start programs. The Community Engagement team also visited 17 Head Start locations to share stories, activities, and library resources with 683 children.
- The Community Engagement Outreach Social Worker connected virtually to provide information about library services and career paths after high school in a presentation to Orange County Public Schools' Alternative School teens.
- The Community Engagement Youth Outreach Coordinator attended the April Orange County Public School Board Meeting to receive a certificate celebrating her participation in the Leadership Orange program for community partners.
- A total of 44 gifted students and teachers from Citrus Elementary's gifted classes visited the West Oaks Branch on March 3 to learn about library research and resources.
- During the Spring Arts Festival at Innovation Montessori of Ocoee, West Oaks Branch staff spoke with 164 attendees about library services.
- CED welcomed the UCF Mighty Knights to a new day and time for storytelling at the West Oaks Branch this period. The partners reported that the families enjoyed the expansion of the program and the storyteller's engagement with the families.
- CED staff completed the annual Friends of the Library Head Start Book Giveaway event, visiting 6 locations so far to bring books and a storytime to 411 children enrolled in Head Start programs.

- The CED team also visited 6 Head Start locations to share stories, activities, and library resources with 375 children.
- The local Headstart brought 103 children to storytimes at the Alafaya Branch in May.
- West Oaks staff promoted Library services at two Innovation Montessori events—meeting with 61 students and caregivers during the High School “Night at the Museum” and connecting with 121 more at the Family Bookfair Night—for a combined outreach to 182 community members.
- Youth Services and Community Engagement submitted potential models for the school partnership revamp to the administration for review.
- A new model for the School Partnership Program (SPP) has been adopted. Community Engagement and Youth Services staff developed a communication and rollout plan, inclusive of an OP Announcement for all staff. The new SPP model will be in place for the next school year in August 2025.
- Community Engagement staff connected with 47 Valencia students at the east and west campuses to provide a cooking class for students.
- The new model for the School Partnership Program (SPP) has been launched and OCLS staff are signing up to participate as school liaisons. The new model allows staff to choose schools that are in proximity to their branches, rather than being scattered across the county, as well redistributes the schools more equitably among staff. Resources and a tabling training have been developed to support staff in their new roles.
- Community Engagement Department staff reconnected with Orange Technical College to resume visits to ESOL classes, presenting on library services and providing opportunities for attendees to sign up for a library card. The department also hosted a Cuisine Corner event at Valencia West, offering students an engaging break from their day.
- Structural changes were implemented in the School Partnership Program, with liaisons assigned to schools within proximity of their work location. Youth Services and Community Engagement staff added academic resource flyers in Spanish and Haitian Creole to the program hub for use by all liaisons.
- Following the realignment of schools into geographic areas, three Alafaya staff members attended back-to-school events at Riverdale Elementary, Bonneville Elementary, and Lawton Chiles Elementary, providing library information to more than 400 students and caregivers.
- Community Engagement and Youth Services staff developed and shared a back-to-school resource memo and flyers with Head Start communities to promote youth literacy and connect families of early

learners with the library. Recipients were also notified about Library Card Sign-Up Month in September.

- The Melrose Center developed field trip experiences for high school students, highlighting resources in Performing Arts, Game Development, and the Makerspace.
- Support partnerships with health and wellness organizations.
 - The Community Engagement Department staff met with representatives at Nemours Children's Hospital to discuss staffing updates at the hospital, schedule revisions, and ideas for additional events throughout the coming year.
 - The Community Engagement connected with the new project lead for the Florida Department of Health (FDOH)-Orange County's Florida Healthy Baby Initiative.
 - Community Engagement staff hosted the second annual Halloween-themed Arnold Palmer Take-Over Day, complete with a broadcast of original stories and all-day activities available for patients and their friends. This event connected with 268 people.
 - CED joined the True Health Community Resource Fair, connecting with 96 attendees by offering crafting opportunities and information on library resources.
 - CED attended Yoga Fest by Heartfulness Orlando, bringing the book bike and books, library information and information on the Library of Things Blood Pressure kits to 207 attendees.
 - Community Engagement staff visited Nemours Children's Hospital on December 18, connecting with nine new parents to share library resources and provide a relaxing art corner.
 - CED staff also provided opportunities at various outreach events for the community to create holiday cards for the children and families spending the last few months of the year in the hospital. Over 50 cards were created and delivered to Arnold Palmer Hospital for Children for distribution.
 - The Marketing & Public Relations Department scheduled an interview in January with Windermere's manager Lelia Higgins, the American Heart Association and the West Orange Times & Observer to promote the "Libraries With Heart" program.
 - The marketing department facilitated the West Orange Times & Observer interview and photos at the Windermere Branch with Lelia Higgins. The goal of the interview was to promote the Libraries with Heart program in partnership with the American Heart Association and HCA Florida Healthcare.
 - The marketing department promoted the following this month: a yoga event in "It's Just Yoga" magazine, healthy meal prep with Coach Mira, and "Go with the Flow Yoga."

- In partnership with the American Heart Association and HCA Florida Healthcare, OCLS celebrated Heart Month this February. Library staff hosted 25 “Libraries with Heart” events, reaching 289 attendees at programs held in the library and within the community demonstrating how to monitor blood pressure using kits available for checkout at the library.
- Community Engagement Department (CED) staff presented at the 2025 KidsLib MiniCon in Marion County, showcasing the work that OCLS has done to provide events for children and families at Nemours Children's Hospital and Orlando Health Arnold Palmer Hospital for Children.
- CED staff met with Advent Health's Child Life Department to discuss their collaborative efforts with other hospitals in the area and explore how they can bring events to their patients and families. Advent Health is enthusiastic about this partnership, and plans are underway for CED staff to visit their facility.
- CED staff also visited the West Lakes Early Learning Center, run by Advent Health to deliver storytime sessions to 78 children.
- CED staff hosted the first Arnold Palmer Library Takeover Day of the year on Valentine's Day, which featured an original storytime and a variety of interactive activities, attracting over 300 attendees.
- The marketing department promoted yoga classes with Go With the Flow Yoga and Mindful Play on Facebook.
- Community Engagement staff hosted the first Library Takeover Day at Nemours Children's Hospital and have been invited to bring the event back in June.
- Outreach Social Workers are working to expand OCLS' partner referral network, this month adding The Obstacle of Lupus Organization Inc., Orange County Family Resource Program, and Grace Medical.
- A group of seniors at Chickasaw joined the Crochet Meetup program and made 75 baby hats and 9 blankets for newborns at Winnie Palmer Hospital. The handmade items, created over three months, show care and community, helping both the patients and the seniors who made them.
- MPR conducted two photo shoots for yoga programs to provide images and a b-roll to promote yoga offerings at OCLS. The department also promoted two Advent Health classes, and six Go with the Flow yoga classes on Facebook.
- The Community Engagement Department welcomed a new partner in Advent Health's Child Life Department at their Princeton location. CED staff visited the location to talk about shared goals and bringing library programming to the facility.
- CED staff were invited to attend the Annual Health Fair hosted by the Digestive and Liver Center of FL. The team connected with 132

individuals, sharing information on resources and library membership.

- The marketing department promoted one Advent Health class (men's health) and three yoga classes with Go With the Flow Yoga on Facebook.
- OCLS Social Workers toured Grace Medical this period to connect with their social service staff for brainstorming session.
- CED staff hosted an intergenerational event on storytelling for children and their families enrolled in Advent Health's West Lakes Early Learning Center.
- MPR promoted two Advent Health classes, three yoga classes, and one healthy cooking class on social media. In addition, the Mindful Play yoga classes were highlighted with an interview in Orlando Family Magazine.
- CED staff kicked off the summer at Arnold Palmer and Nemours Children's Hospitals with Library Takeover Days, bringing Summer at Your Library Events and experiences to 377 attendees.
- MPR videographer and Marketing Manager attended CED's library takeover event at Arnold Palmer Hospital for Children on Friday, June 13, to gather new b-roll and interviews about OCLS' partnership with the children's hospital and patient/family reactions to the library presence.
- MPR promoted three yoga classes with Go With the Flow Yoga, two healthy cooking segments with Chef Mira, a Teen Zumba exercise class, and the OCPS summer lunch bus program on Facebook and Instagram.
- The Community Engagement staff attended the Health and Wellness Fair for staff at Evermore Resort. OCLS provided card registration and information on library resources for 77 attendees. CED also brought the library to families at Advent Health and Florida Blue locations this month.
- Chickasaw crochet students completed 48 adult hats for cancer patients, which were delivered to the Orlando Health Cancer Institute in Central Florida. The hats were warmly received by both patients and staff, making this initiative an impactful contribution to the community.
- CED staff brought four library events to AdventHealth and Nemours Children's Hospital, reaching 154 people. The team also attended three community events hosted by local health and wellness partners, promoting the library to 94 attendees.
- MPR promoted three yoga classes with Go With the Flow Yoga, one healthy cooking segment with Chef Mira, one Qigong class, and one Adult ADHD class with AdventHealth on Facebook. MPR also promoted the Examine+ Database on both Instagram and Facebook.
- Community Engagement staff brought library events to 4 offsite locations, including AdventHealth and Nemours Children's Hospitals,

a daycare run by AdventHealth, and a senior group run by AdventHealth, reaching 78 people. The team also attended 4 community events hosted by local health and wellness partners, promoting the library to 343 attendees.

- The Marketing department produced a video detailing the partnership between OCLS and the UCF Mighty Knights program for children with complex communication and motor needs. OCLS promoted via Facebook: three yoga classes with Go With the Flow Yoga, one healthy cooking segment with Chef Mira, one Qigong class and one AdventHealth Prepping for Cold and Flu Season class; and promoted GreenFest on Instagram and Facebook and collaborated with @Ideasfor.orlando for a GreenFest recap on Instagram.
- Leverage partnerships to enhance services.
 - The Development Project Coordinator has been researching different grants that may benefit the Local Wanderer program.
 - The Events Department conducted a pre-planning meeting to discuss tabling events for the upcoming year. This meeting inspired the creation of an interdepartmental Resource Fair Committee that will take the lead on large tabling events in the future.
 - The Events Department's Resource Fair Subcommittee met to begin planning the first community resource fair, which is tentatively scheduled for May.
 - The Development Manager is actively recruiting to help diversify and strengthen the Friends of the Library Board, with the goal of enhancing the Friends' network.
 - The Events Department's Resource Fair Subcommittee met to begin planning the first community resource fair of 2025 which is tentatively scheduled to take place in May.
 - The Development Manager has been actively working on board recruitment to help diversify and strengthen the Friends of the Library board, with the goal of enhancing the Friends' network and building key relationships that could lead to new funding opportunities.
 - This July marks 20 years of OCLS hosting offsite storytimes at Leu Gardens. To celebrate this milestone, the library and Leu Gardens are planning a special anniversary event. In support of this celebration, the Friends have generously voted to fund the purchase of books that will be given to each child who attends, ensuring they leave with not only wonderful memories, but also a book of their own to keep.
 - The Events and Programs Department facilitated a Community Resource Fair at the Hiawasse Branch on May 27. The fair hosted 12 community partners and welcomed 10 attendees.

- The Fairview Shores branch co-hosted a job fair that connected the local community to different job opportunities and employers. This was in partnership with the Eatonville & Winter Park Neighborhood for Children and Families and Goodwill Industries. Customers receiving assistance through tech open labs and resume databases were able to showcase their skills.

Activity: **Explore ways to foster higher engagement rates.**

- Focus on connecting with different segments of the community.
 - Marketing and Public Relations is researching marketing opportunities specific to teens and immigrants.
 - The Chickasaw Branch hosted a Veterans Meet and Greet, which gave 12 seniors a chance to connect, share stories and talk about their experiences, and brought a workshop to seniors at the Gentry Park Senior Community that taught 15 attendees how to make sugar scrubs infused with essential oils.
 - Fairview Shores Branch staff participated in an OCPS Teach-In, providing library-centric presentations to students at Magnolia School, Orlando Gifted Academy, Carver Middle School, and Evans High School.
 - The Community Engagement Department visited 13 senior facilities and connected with more than 280 people, bringing storytimes, interactive activities and library resources right to their doorsteps.
 - Marketing and Public Relations worked with the Dr. Phillips Center for the Performing Arts to create social media videos to promote the January 24 author event with John Green. The videos featured local influencer and John Green superfan Clarissa Moon, who will be moderating the discussion with Green, talking about the event in various areas of the Dr. Phillips Center. Three videos have been published so far and have been viewed more than 1,200 times.
 - Branches and the Community Engagement Department continued to work on ways to connect with teens and seniors.
 - Fairview Shores introduced a Winter Beanie Keychain Kit for teens, which supported multiple teen learning objectives, including creative expression, decision-making skills and expressing individuality.
 - The Chickasaw librarian attended Colonial High School's Curriculum Night and promoted teen volunteer opportunities at OCLS to 75 students and their families.
 - Community Engagement reached out to the South Orlando YMCA, United Cerebral Palsy of Central Florida and BETA Alternative School to connect with teens, reaching more than 190 with games and activities over the past month.

- This month for teens, the Community Engagement Department visited Harbor House to provide a teen storytime for young people staying at the facility, and they also hosted a teen book club in Ocoee. Meanwhile, the Marketing and Public Relations Department participated in Changemaker Day at Rollins College, promoting library services to staff and students and networking with community organizations.
- For seniors, the Community Engagement Department visited 17 senior facilities and connected with more than 280 people, bringing library resources, storytimes and interactive activities directly to the places where seniors gather. A Community Engagement Department Social Worker also provided assistance hours at the Mayor William Beardall SeniorCenter.
- The Chickasaw ESL Specialist created a welcome guide for immigrants. This guide includes a list of OCLS programs and local organizations that offer free support with family, health, legal, education, and financial services throughout Orange County.
- Fairview Shores staff participated in Literacy Week activities and library resource presentations at Orlando Gifted Academy, Sadler Elementary, Killarney Elementary, Wheatley Elementary, and Carver Middle School.
- Marketing worked with Dr. Phillips Center to cross-promote offerings continued. Marketing and Public Relations collaborated with Dr. Phillips Center on a blog post and social media posts to promote the center's new upcoming Brooklyn's Bridge show to highlight materials (books, DVDs, music) available at OCLS that might appeal to those interested in the musical.
- This month, the efforts to offer more programs for seniors continued with events at branches such as Chickasaw, which hosted a Seniors Crochet Community Project, where a group of seniors came together to crochet baby hats to be donated to a local hospital. West Oaks staff held an Art History for Seniors event.
- The Community Engagement Department visited 10 senior facilities to speak with over 190 people to promote American Heart Month and blood-pressure monitoring kits available to check out through the library.
- Additionally, Community Engagement visited 27 senior facilities, connecting over 293 people to share information about library resources, storytimes and interactive activities
- Branches and the Community Engagement Department also continued to focus on outreach to local schools.
 - West Oaks staff offered multiple activities to support local schools, including Literacy Nights for Ocoee Elementary and Wedgefield School, a storytime and tour for three Citrus

Elementary first-grade classes, and a tour for families from the Grace Bible Church of Central Florida Preschool.

- **Washington Park staff participated in Literacy Week activities and library resource presentations at Ivey Lane Elementary and Ridgewood Elementary School, while also supporting outreach efforts at Carver Middle School.**
- **The Community Engagement Department visited a middle school group at United Cerebral Palsy School to provide activities and to host a teen book club, connecting with over 100 teens in total.**
- **Community Engagement brought Bilingual Storytime to Redlands Christian Migrant daycare facility. The storytime and accompanying craft are designed to teach children vocabulary and allow them to practice English.**
- **The Community Engagement Outreach Social Worker attended the annual OCPS Spring College and Career Fair, delivering a presentation to 723 attendees over several sessions on post-secondary career paths.**
- **To support the focus on engaging more with teens, the Marketing and Public Relations Department conducted photo shoots with teens for use during Women's History Month. The photos, which show teens using the library and reading, are included in the March issue of Books & Beyond magazine and will be used on social media for teen-focused ads.**
- **Marketing also met with Cox Media Group and is evaluating a proposal to advertise on digital platforms to target two groups: seniors and teens via apps Nextdoor and Twitch. Nextdoor skews older than most social media apps with a significant audience in the 50 to 64 year age range; Twitch is heavily used by 13 to 20 year olds.**
- **Marketing has also scheduled and completed a photo shoot that includes audiobook and technology services. The images will be used for digital ads on the UCF campus that target college-aged customers.**
- **The Community Engagement Department has continued to collaborate with senior facilities and community organizations to reach more people and foster higher engagement rates, particularly among seniors, teens and immigrants. Community Engagement collaborated with Neighborhood Community Centers and Windermere High School to provide financial literacy information and a book club for teens. Staff from the department also visited 28 senior facilities and community spaces, reaching more than 416 seniors this month, with offerings like trivia, creative workshops, exercise programs and more. In addition, the department participated in the Healthy Aging Fair, promoting the Talking Books**

service, social worker assistance and blood pressure monitoring kits to 78 people.

- To reach out to immigrants in the community, Community Engagement has had multiple interactions with the Redlands Christian Migrant daycare facility. Staff brought English-language learning programs to 43 children at the facility and participated in a spring festival and promoted library resources to 42 people. The library's social workers also connected with the Center Coordinator to learn more about the community's needs.
- Marketing and Public Relations has been working with community partners on joint marketing opportunities on social media. In March, the department worked with Orlando Family Stage and UCF Celebrates the Arts to promote shows that the arts organizations have provided tickets for through our Local Wanderer program. Marketing also worked with Women in the Arts to build awareness about the Women in the Arts Expo, which took place at the library's Melrose Center. Marketing used social media, a story in Books & Beyond, and a blog about the event to generate interest in the Expo.
- Marketing also shared social media posts from six Orlando-based influencers highlighting OCLS-related activities, including Home Delivery, Melrose Center, homeschool programs and Friends of the Library.
- The Community Engagement Department welcomed a new partner in April – the HEM Alliance, an organization that supports at-risk youth by offering various support services. CED hosted three teen-focused events through this new partnership, connecting with 43 people.
- The Community Engagement Department also visited 27 senior facilities and community spaces, reaching out to over 450 individuals to host activities such as storytime, trivia, exercise sessions, and creative workshops. Response to the programming has been positive, and in response to a memory care program staff has been offering at a senior-living facility, the department received the following email in response to someone trying to use what they learned: "I have been trying the storytelling game using a picture and asking the questions like you all do, and it has been very good. Even if they forget a little while later, they are happy and engaged. A picture is everything."
- CED staff presented at the annual Orange Technical College Age Symposium, connecting with an additional 449 people.
- To connect with the immigrant community, CED visited the Redlands Christian Migrant daycare facility, Hope CommUnity Center, and the Yousa Institute, bringing programming and resources to 97 individuals.
- In order to better target our advertising to teens and seniors, two areas we are striving to reach in this area of the Strategic Plan,

Marketing and Public Relations started advertising on Nextdoor and Twitch. A series of ads on Nextdoor will target older community members, and a 15-second video on Twitch strives to reach teens and young adults.

- This month, the Community Engagement Department extended its outreach to seniors by visiting 35 senior facilities and community spaces, making contact with more than 542 people who attended storytelling, trivia and exercise events, as well as creative workshops.**
- Community Engagement also hosted events at the Redlands Christian Migrant Center and four teen-focused events.**
- Marketing and Public Relations connected with a variety of “bookstagrammers” on Instagram, to promote the Orlando Book Festival, Friends of the Orange County Library System and the OCLS home delivery program. Seven influencers shared library content this month. Marketing also shared content from five different authors who posted about the Orlando Book Festival.**
- Marketing also launched a young-adult focused advertising campaign on Twitch in April with a :15 commercial featuring Melrose Center and its game-development resources.**
- Finally, IT Design and Development had a preliminary discussion about what factors might be considered in creating a system that allows customers to receive notifications about upcoming events and classes based on criteria they have selected, including location, audience, category and date.**
- This month, our Community Engagement Department hosted five events for teens, reaching 150 people, visited 23 senior facilities reaching more than 340 people, and visited the Redlands Christian Migrant daycare facility, sharing resources with more than 45 people.**
- Community Engagement is also collaborating with Pineloch Elementary School to provide assistance to immigrant families during the summer.**
- Melrose Center hosted the Center for Independent Living on June 4 for a for a special tour and programming for teens in the Step Ahead Career Camps. Students learned about Melrose resources, as well as career and small business opportunities that can be supported through Melrose offerings. Melrose also hosted a group of 74 Summer Break Career Campers through a local nonprofit called Children Enriched with Opportunities.**
- Marketing and Public Relations met with the organizers of the 2026 Southern Fried Poetry Slam, which will be held in Orlando, to look for ways to help support the event. The organizers plan to use the library’s meeting spaces to host planning meetings. Other opportunities will be explored as they arise.**
- In July, the Community Engagement Department hosted four teen events and visited 36 senior facilities and community spaces. They**

reached over 50 teens and more than 500 seniors through these efforts.

- Branches also continued to reach out to teens – During July, more than 40 different programs were offered to the teen audience, focusing on everything from Fiber Arts to Nintendo to writing.
- Marketing and Public Relations also reached out to the teen and young adult audience with a marketing campaign on Twitch, a streaming platform that attracts gamers. In a research survey completed by Mindspot Research, we learned that engagement among teens and young adults has risen this quarter, over the previous quarter. “Notably, young adults (18-24) saw a remarkable approval jump from 74 percent to 90 percent, indicating growing engagement,” the Mindspot report noted.
- During the month of August, the Community Engagement Department visited 43 senior facilities and community spaces, reaching more than 622 individuals with library activities and creative workshops. They also connected with three new assisted living and memory care facilities to schedule regular storyteller visits for residents.
- Community Engagement also hosted three events for teens this month. Outreach social workers established connections with Pathlight Home, which provides services to the unhoused, and AMI Kids, which focuses on providing services to young people aged 16 to 24.
- Additional efforts to connect with teens and seniors included the Community Engagement Department’s attendance at a Back to School Event at the OCPS Global Family Welcome Center, several homeschool-centric programs hosted by the Alafaya Branch, and Melrose Center’s work with local nonprofit organization Children Enriched with Opportunities to offer game-design classes to the nonprofit’s Summer Break Career Campers.
- The Marketing and Public Relations Department collaborated with several community partners this month to market initiatives:
- The department worked with the Dr. Phillips Center for the Performing Arts to promote DogMan the Musical via social media. Tickets for this event will be available through the library’s Local Wanderer program.
- Marketing supported Orlando Family Stage in its 100-year giveaway, distributing 300 rubber ducks to all 15 locations as part of a county-wide scavenger hunt that gave customers a chance to win free tickets to a performance.
- Marketing worked with Leu Gardens to shoot video to highlight the library’s new affinity card, which features Florida pollinators. The card will be available to cardholders in September.
- MPR is currently working on several paid advertising partnerships with Central Florida Public Media and WUCF Jazz radio. The

department is also implementing a September-December campaign at UCF Student Union focused on Get Your Card ads and free digital resources ads; MPR is discussing student advertising with the UCF Athletics department.

- **Teen Engagement:** Community Engagement Department hosted three dedicated events for teens, reaching 25 participants in the last quarter, while Marketing and Public Relations continued its successful Twitch ad campaign promoting gaming and maker resources. The campaign, which started earlier this year, has performed very well, with a 97 percent completion rate. Marketing also placed ads in all Dr. Phillips High School Playbills, promoting homework help, and it used earned media stories to promote the driving simulator as a resource for teens learning to drive.
 - **Senior Outreach:** Staff met with the Beardall Senior Center leadership to plan on-site programming. Melrose Game Development staff will be offering recurring VR Headset Orientations through the end of the year. Marketing expanded its WUCF sponsorship to include jazz programming popular with seniors and advertised in the Orlando Sentinel's Orange Extra section. Community Engagement also connected with over 652 seniors through visits to 39 senior facilities and community spaces.
 - **Cross-Promotional Partnerships:** In September, Marketing and Public Relations collaborated with multiple community organizations, including the Orange County Regional History Center (WESH feature), Leu Gardens (social media videos), and UCF Athletics (cross-promotions). Throughout the fiscal year, MPR partnered with more than 20 arts, education, health, and cultural organizations to extend the library's reach.
 - **College and Young Adult Engagement:** Throughout this fiscal year, Marketing implemented seasonal digital ad campaigns in the UCF Student Union, promoting audiobooks, study tools, and library card sign-ups.
 - **Literary Community Engagement:** Chickasaw Branch hosted a successful Romance, Wine & Chocolate event featuring bestselling author Abby Jimenez, fostering community among romance readers.
 - **Enhanced Customer Engagement Tools:** Design & Development collaborated on plans to improve user notifications via email, SMS, and calendar integrations, supporting more personalized access to library events and resources.
- Create challenges, contests, and initiatives for customers who use library services.
 - The Alafaya and South Creek Branches utilized scavenger hunts to successfully encourage exploration and community involvement while boosting library engagement.

- The Youth Services team is set to relaunch a large-scale LEGO contest, while the Acquisitions Department is planning an end-of-year OverDrive usage contest to enhance digital engagement.
- OCLS has energized communities with creative challenges and activities highlighting library resources and services. Scavenger hunts have been particularly successful, drawing participants of all ages.
 - North Orange's scavenger hunts saw over 125 participants.
 - Windermere's attracted 126 customers searching for hidden ghosts.
 - Winter Garden engaged 294 children in a scavenger hunt as they searched for hidden items in the children's area.
 - Washington Park's dino-themed activities and Southeast's bilingual artifact hunt added unique, educational, and culturally enriching experiences to the mix.
- Collaborative efforts between Youth Services and the Melrose Center have also laid the groundwork for future large-scale events. Plans for the revamped Lego contest, now named Legopalooza, include a new teenage group, partnerships with local schools, and exciting sponsorships.
- The library's outreach initiatives through CED brought programming to over 190 teens through partnerships with organizations like the YMCA and BETA Alternative School, demonstrating a commitment to serving all segments of the community.
- OCLS branches have implemented a variety of creative challenges and contests that encourage the exploration of library resources.
 - North Orange's winter animal scavenger hunt.
 - Windermere's unique 'Adopt-a-Book' display.
 - Washington Park's astronaut-themed scavenger hunt and scavenger hunt bingo.
 - The Alafaya branch distributed winter-themed take-home kits to encourage reading during winter break.
- Our system-wide efforts also encompass collaborative, larger-scale initiatives.
 - We've revamped Legopalooza in partnership with the Melrose Center, reaching out to LEGO businesses for donations and implementing creative marketing strategies.
 - The Melrose Center has also been leading the coordination of Yarnfiti: Stitched Together, a fiber arts community project that spans multiple branches, showcasing inclusivity and creativity.
- Digital engagement was also boosted through a successful Libby checkout campaign, incentivized with giveaways. By mid-December, customer checkouts on Libby had reached an impressive 2.5 million. To help reach Acquisitions' goal of making 2.6 million checkouts by

the end of the year, MPR started a contest that gives everyone who checks something out on Libby before the end of the year a chance to win a Libby mug, tote bag, and other swag. 2024 ended with a total digital circulation of 2,634,583.

- **Library branches have engaged customers through interactive challenges, contests, and themed initiatives promoting library services and material checkouts.**
 - **Scavenger hunts remained popular, with branches like North Orange, South Trail, and Southwest designing hunts that encouraged children to explore library resources in fun and educational ways.**
 - **Alafaya's Pilkey Week featured a Dogman scavenger hunt with book prizes from Scholastic, while Windermere's Snovenger Hunt and Southeast's seasonal hunts added a festive touch.**
 - **Washington Park expanded engagement with a STEAM station, an I Spy activity, and themed scavenger hunts tied to upcoming programs.**
- **In February, branches across the system engaged customers through a variety of interactive challenges, contests, and initiatives designed to promote library resources in fun and engaging ways.**
 - **Scavenger hunts were a popular choice, with Southwest, North Orange, Southeast, Chickasaw, South Trail, Eatonville, and Washington Park offering themed hunts that encouraged participants to explore learning resources, celebrate Black History Month, and discover hidden treasures throughout their libraries.**
 - **Hiawassee took a creative approach with "Break in Bags," where teens solved puzzles to unlock prizes while learning about Black inventors and upcoming library events.**
 - **Windermere brought excitement with an I-Spy game during Fantasy Week and a "Guess How Many Candies" contest that saw 129 participants vying for a sweet reward.**
 - **Washington Park encouraged creativity and literacy through an Elmo-themed character mailbox activity, while also providing a STEAM sensory station for hands-on learning.**
- **At the Melrose Center, Legopalooza generated strong interest, with registration boosted by a social media push.**
- **Library branches continue to foster community engagement through creative challenges, contests, and initiatives that encourage interaction with library services. In March, several branches hosted scavenger hunts, including Women's History Month-themed activities at Southeast, South Trail, North Orange, and Southwest. Windermere encouraged juvenile graphic novel checkouts with a reading challenge, while Hiawassee engaged teens and children with themed hunts like Pokémon and Character Shadows.**

- Beyond scavenger hunts, Chickasaw's Women's History Month art project engaged customers in creating a collaborative mural, while Washington Park introduced interactive features like a themed character mailbox and STEAM puzzles. South Creek's Birth Month Mystery Book Display sparked curiosity, leading to 40 checkouts in three weeks.
- A major highlight was the return of LEGOpalooza at the Melrose Center, drawing 400 attendees for a large-scale LEGO contest and hands-on activities, including a VR experience, a scavenger hunt, and expert demonstrations. The expanded event built on its 2019 success and was supported by sponsors from Bricks & Minifigs, LEGOLAND Resort, and the Friends of the Library.
- As part of our continued effort to foster meaningful engagement and connect customers to library resources, branches implemented a wide range of interactive challenges and themed initiatives throughout April. These activities were designed to increase awareness of library materials, encourage browsing, and celebrate learning through play. From genre scavenger hunts at Southwest to Arab American Heritage Month activities at Southeast and North Orange, branches tied initiatives to cultural observances and educational themes. South Creek highlighted STEM and space exploration, while Hiawassee's character hunt encouraged discovery through beloved literary figures.
- In addition to scavenger hunts, branches introduced seasonal contests and high-interest programs with measurable community impact. Windermere's spring lineup drew over 150 participants through events like an egg hunt, a candy-counting challenge, and an Earth Day celebration with 93 attendees. Hiawassee's "Lights, Camera, Read" campaign tied circulation to prize incentives, while Washington Park's visually striking displays promoted diverse collections and reinforced the library's role as a welcoming and dynamic space. These initiatives demonstrate the library's ongoing efforts to engage customers, promote library usage, and align programming with strategic goals.
- Branches continued to engage customers through interactive challenges and contests that promote library usage. In May, several locations hosted themed scavenger hunts highlighting cultural heritage months, popular book series, and seasonal topics. Southwest continued its Spring Book BINGO activity for children, teens, and adults to encourage circulation. Windermere offered the multi-week Prime Time Family Reading Time program to foster shared reading experiences and encourage ongoing borrowing. Chickasaw invited families to create personalized teacher appreciation cards, while Hiawassee provided Teen Break-in Bags exploring Thai culture. These initiatives supported increased

engagement with library materials and services across diverse age groups.

- **Branches across the system implemented a range of creative activities to deepen customer engagement and promote library resources.**
 - **North Orange launched a community art project aligned with the Summer at Your Library theme “Color Your World,” resulting in over 120 submissions now displayed in the children’s area.**
 - **Alafaya’s weekly Shredded Book Cover Challenge drew more than 50 participants, encouraging ongoing visits and interaction with the collection.**
 - **Scavenger hunts at South Trail, Southeast, and Winter Garden invited customers to explore library spaces and materials in a fun and educational way.**
 - **Windermere introduced multiple initiatives, including a Juvenile Fiction checkout challenge and thematic displays that encouraged browsing and circulation.**
 - **Southwest engaged youth through a bookmark design contest and a scavenger hunt that highlighted popular children’s authors.**
 - **Fairview Shores enhanced its monthly scavenger hunt by incorporating questions about library services, helping to build awareness of the library offerings.**
 - **In addition, system-wide planning is underway for next year’s Lego event, and Acquisitions provided incentives for a Libby-themed social media contest to further promote digital resources.**
- **Branches across the system implemented a variety of engaging activities to connect customers with library services through challenges, contests, and initiatives. Several locations hosted scavenger hunts that aligned with the Summer at Your Library theme, encouraging exploration of library spaces and collections. These included a carnival-themed hunt at North Orange, a bilingual version at Southeast, and a fruit-themed activity at Winter Garden featuring an educational display.**
- **Creative contests were also a highlight this summer. Alafaya and Southwest hosted bookmark design contests, with Alafaya receiving 45 entries across four age categories. At Windermere, a Juvenile Fiction checkout challenge rewarded young readers with prizes for borrowing materials. Fairview Shores invited community participation through a collaborative collage of favorite summer reads, reinforcing the “Color Our World” theme.**
- **The Melrose Center, in partnership with Youth Services, began planning for the 2026 LEGOpalooza event by reviewing past feedback and identifying improvements, laying the groundwork for**

this exciting event. These efforts reflect the library's commitment to fostering community engagement through creative, inclusive, and interactive programs that promote the use of library resources in meaningful ways.

- Many branches leveraged scavenger hunts as interactive tools to promote discovery and encourage exploration of library resources. Southwest recorded 194 participants in its monthly youth scavenger hunt, while South Trail, North Orange, Southeast, and Hiawassee each hosted themed hunts tied to literacy, seasonal celebrations, or bilingual engagement.
- Other creative initiatives included Winter Garden's "Guess the Page Count" challenge and Windermere's interactive book-to-film display. Windermere also celebrated the start of the school year with an "I Spy" bulletin board and themed display, contributing to the circulation of over 80 back-to-school titles in less than two weeks.
- In addition to branch-led initiatives, the Marketing and Public Relations team introduced a new Florida Pollinators affinity card, complete with a commercial, social campaign, stickers, and bookmarks. The card was created to boost library card signups while celebrating Florida's unique environment.
- In September, branches and departments continued to engage customers through creative challenges, contests, and initiatives that highlight the value of library services. At Southwest, the return of Book Bingo, now with a fall theme, encouraged readers of all ages to expand beyond their regular genres, boosting circulation and fostering discovery. Several branches hosted scavenger hunts that invited children and families to explore collections in fun and educational ways. West Oaks drew 73 children with its "Musical Instruments Scavenger Hunt," North Orange celebrated National Dog Week with a "Furry Friends" hunt, Hiawassee created activities around building the "Perfect Sandwich" and Hispanic folklore, Windermere joined the national "Fat Bear Week" with a bear-themed scavenger hunt and educational tabling, and Winter Garden challenged customers with a "Guess the Book" contest.
- System-wide initiatives also gained momentum. Youth Services and the Melrose Center finalized plans for LEGOpalooza in 2026, while Melrose's Yarnfiti: Stitched Together project brought together nine locations and culminated in a Fall Fiber Festival featuring local guilds and vendors, with space-themed community art displays now featured at multiple branches. In addition, Marketing and Public Relations launched a new pollinator-themed affinity card during Library Card Sign-Up Month, supported by a strong promotional campaign.

Activity: Pursue opportunities to raise visibility of OCLS in the community.

- Seek partnerships with organizations willing to collaborate on marketing initiatives.
 - Development staff are planning site visits to each Local Wanderer partner location to refresh collateral with newly rebranded literature and to inquire about additional onsite marketing opportunities.
 - Marketing and Public Relations meets regularly with the Orange County Regional History Center to collaborate on joint marketing initiatives.
 - The Development team is working with Local Wanderer partners to share library collateral at their venues, and Orlando Family Stage now has Local Wanderer info on site.
 - To ensure that our messages are getting into smaller community-based publications, the Marketing team ran ads for the new rebranding campaign in the Orlando Times special section for the Florida Classic.
 - Dr. Phillips Center is working with MPR to include the John Green event in its holiday gift guides to subscribers and members, which will help build awareness of the event with a wider audience.
 - MPR coordinated with the city of Orlando to film a story with WKMG News 6 about the Nature Walk Book Club, organized through the Southwest Branch, at Bill Frederick Park.
 - MPR worked alongside Orange County's communications team to cross-promote the annual Mayor's Toy Drive, which OCLS participates in.
 - MPR established a new relationship with Windermere Neighbors magazine. The magazine will continue publishing library news and events in each issue, and OCLS will purchase an ad monthly.
 - The new relationship with Neighbors of Windermere magazine has begun. Two stories have run so far – the first was about the history of the Windermere library, and the second highlights Heart Month resources and the library's partnership with the American Heart Association.
 - Marketing and Public Relations (MPR) collaborated with local influencer and John Green event moderator Clarissa Moon on Instagram and Facebook to promote John Green's event. Clarissa Moon recorded three separate videos with OCLS marketing at the Dr. Phillips Center for the Performing Arts. Her videos about the event were shared 46 times, and OCLS saw a bump in ticket sales each time the videos were posted.
 - MPR also collaborated with Dr Phillips Center for the Performing Arts on Instagram to promote John Green event. The January 4 collaborative post had 59 shares and 30 ticket sales followed within 3 days. Overall, more than 1,200 tickets were sold for the event.

- **MPR engaged with local book-based influencer @bookiesbybrookie to promote the John Green event. Brooke Fells liked and reposted OCLS posts on Instagram and attended the event, posting and tagging OCLS following the event.**
- **Marketing and Public Relations provided Neighbors of Windermere local magazine an editorial on Libraries With Heart to promote blood pressure checkout program and heart healthy habits to the community; editorial article, provided images and ad gave OCLS a full page in the magazine for cost of a quarter-page ad.**
- **Through an introduction from CED's Nathy Corredor, Marketing and Public Relations scheduled and met with EA Sports to discuss providing EA with upcoming OCLS events for their weekly employee e-newsletter. More than 600 EA Sports employees live in Central Florida and receive the e-newsletter.**
- **The library's Digital Marketing Coordinator continued to work with local social media influencers to share content about the library.**
- **Marketing and Public Relations is working with Orlando Science Center to support its Mythbusting Misinformation grant-funded project, which is supported by a grant from the Institute for Museum and Library Services. The library and the Orlando Science Center will exchange information that promotes the Science Center's project, while the Science Center will position the library as a trusted source to get accurate information. The project is currently conducting listening sessions with the help of Central Florida Public Media.**
- **Marketing and Public Relations has been working with community partners on joint marketing opportunities on social media. In March, the department worked with Orlando Family Stage and UCF Celebrates the Arts to promote shows that the arts organizations have provided tickets for through our Local Wanderer program. Marketing also worked with Women in the Arts to build awareness about the Women in the Arts Expo, which took place at the library's Melrose Center. Marketing used social media, a story in Books & Beyond, and a blog about the event to generate interest in the Expo.**
- **Marketing also shared social media posts from six Orlando-based influencers highlighting OCLS-related activities, including Home Delivery, Melrose Center, homeschool programs and Friends of the Library. The department also worked with UCF to advertise OCLS's free digital resources on the digital towers at UCF's Student Union and bus system. The ads will begin running in April.**
- **The Marketing and Public Relations Department's relationship with Neighbors of Windermere continues. This month, the magazine published an editorial on the library's plant programs and author events. Marketing is also working with Apopka Voice and Apopka Chief to receive ad discounted ad space to promote North Orange Branch offerings.**

- Marketing and Public Relations collaborated with Orlando Family Stage in April to promote *Diary of a Wimpy Kid* through social media posts. The posts celebrated the series by highlighting titles from the series (available through OCLS) and the fact that the theater company was bringing the books to life in a staged production. Orlando Family Stage also donated tickets to the production to OCLS to be distributed to library cardholders through our Local Wanderer platform. Similarly, Marketing also collaborated with UCF Celebrates the Arts to promote events and Local Wanderer ticket availability via social media.
- This month, Marketing shared social posts from six Orlando-based social influencers highlighting OCLS-related activities including Home Delivery, Melrose Center, homeschool programs and the Friends of the Library.
- Marketing created a marketing collaboration with Kelly's Homemade Ice Cream for National Library Week. Kelly's donated 750 free scoop cards to be distributed to customers who signed up for a new card or renewed a lapsed card at an OCLS location. Kelly's also donated a gift basket for a social promotion and drawing and collaborated on social posts promoting the offer. The posts received more than 9,200 unique views.
- Marketing also worked with Reaction Marketing & Promotions, Inc. (the marketing firm for Disney's *The Lion King* Broadway touring production) on a social media ticket giveaway for the show at Dr. Phillips Performing Arts Center. Engagement was high, with more than 1,100 people commenting on or sharing the posts.
- Marketing is running a series of ads in local publications the Apopka Voice and Apopka Chief focused on North Orange branch offerings, as well as a series of ads in the *Apopka Voice* and *Apopka Chief* focused on North Orange branch offerings.
- The Development team is updating promotional materials for Local Wanderer and have created window clings that have been sent to all partner locations to put on display in public areas, such as box office windows and customer service areas.
- Marketing and Public Relations has been working on a targeted marketing campaign focused on driving traffic to the North Orange Branch. Targeted advertising through Apopka Chief and Apopka Voice have resulted in strong web-user acquisition since the campaign started on April 24. Banner ads and QR codes have resulted in 676 visits to ocls.org.
- Marketing also placed ads in two new places, Lake Butler Living and the Fringe Festival program, to advertise Summer at Your Library.
- Marketing and Public Relations continues to work with local publications the Apopka Voice and Apopka Chief to focus on marketing North Orange Branch offerings. MPR is also working on

an agreement with local publication Butler Chain Living on an annual ad contract.

- Marketing is also working with local radio station WDBO on establishing recurring segments on the Sunday morning public affairs show highlighting library events and offerings. In June, WDBO interviewed the library's Chief Marketing and Public Relations Officer about Summer at Your Library, the Local Author's Festival, the launch of the library's new app, and the Leu Gardens 20th Anniversary event scheduled for July.
- Marketing and the Community Engagement Department are working with Mayor Buddy Dyer's office on highlighting the 20-year anniversary of the library's storytelling program at Leu Gardens. On July 7, the mayor will attend the special event that has been organized in coordination with Leu Gardens. Marketing is working with the Mayor's office on coordinating media coverage for the event.
- Other social media collaborations we had in June:
 - A popular Orlando Instagram account, @lemonhearted (82.4k followers), reposted our "Summer Lunch" informational post to her story, which greatly boosted awareness of the program as well as the number of shares.
 - A collaborative post with the podcast "A Mediocre Time with Tom & Dan" (10.2k followers), where they interviewed Jim Myers about the resources offered at Melrose.
 - A collaborative post with "Book Club After Dark Podcast" (19.8k followers) where they show off their local branch.
 - An upcoming collaborative post on June 30 with Leu Gardens to promote our 20 years of storytimes celebration.
- During July, Marketing and Public Relations worked with multiple local influencers to help build awareness and excitement about our new OCLS app. Accounts like @_lostinthelibrary._, @bookiesbybrookie, @allofmyfriendsarebooks, @propertyofmadislibrary and @bookclubafterdarkpod collaborated with us to post about the app to their followers.
- We also collaborated with Orlando Family Stage and Leu Gardens to cross promote reading, literacy and the library's partnerships with both organizations. Orlando Family Stage and Leu Gardens regularly hosts the book bike. In July, Leu Gardens and OCLS celebrated 20 years of partnership with a special event and storytime, with a special appearance by Mayor Buddy Dyer and his family. Marketing and Public Relations worked with Mayor Buddy Dyer's office to coordinate media presence at the event, as well as video interviews with the mayor, Commissioner Robert Stuart and customers in attendance at the event.
- The Marketing and Public Relations Department collaborated with several community partners this month to market initiatives:

- MPR worked with the Dr. Phillips Center for the Performing Arts to promote *DogMan the Musical* via social media. Tickets for this event will be available through the library's Local Wanderer program.
 - Marketing also supported Orlando Family Stage in its 100-year giveaway, distributing 300 rubber ducks to all 15 locations as part of a county-wide scavenger hunt that gave customers a chance to win free tickets to a performance.
 - Marketing also worked with Leu Gardens to shoot video to highlight the library's new affinity card, which features Florida pollinators. The card will be available to cardholders in September, which is National Library Card Sign Up Month.
 - MPR is working on several paid advertising partnerships with Central Florida Public Media and WUCF Jazz radio. The department is also implementing a September-December campaign at UCF Student Union focused on Get Your Card ads and free digital resources ads; MPR is discussing student advertising with the UCF Athletics department. Advertising discussions with other outlets, including the Apopka Voice, Orlando Sentinel, Clear Channel and Cox Media continue.
 - During August, some success with a new digital advertising outlet from Clear Channel is already proving to get results – in just a few weeks' time, our analytics indicated that more than 650 clickthroughs to the website can be attributed to the Clear Channel campaign.
 - MPR collaborated with Jeremiah's Italian Ice to distribute more than 1,500 Jeremiah's bookmarks at OCLS locations during September. The bookmarks include a coupon for a free small item at Jeremiah's treat (no purchase necessary), and the bookmarks promote reading with language that reads: "A book is a cool pond of knowledge waiting for you to leap in."
 - MPR added new online community news site, Orlando Shine, to our advertising relationships. Through its ambassador program, Shine is featuring two OCLS programs or events each month in its blog and socials. We added an annual agreement with the Orlando Sentinel for a digital campaign targeted to new residents of Orange County and print advertising in the Orange Extra. We expanded community-based advertising to include ad buys in three additional publications (Orlando Parenting, Baldwin Park Living and Butler Chain Living) and leveraged two of those to each include a 500-word OCLS editorial in each issue.
- Expand multicultural marketing, communications, and offerings.
 - Marketing and Public Relations is working with Exitos radio and *America Magazine* to refine advertising to better meet Spanish-speaking and bilingual audience needs/preferences.

- Youth programming specialists created two new scripts for Arab-American Heritage Month: **Bright Stories: Arab American Heritage Month (for babies)** and **Teen Art Adventures: Arabic Tile Art (for teens)**.
- Windermere Branch hosted a **Basic English II cultural night program**. The program celebrated various cultures around the world through presentations. Attendees were invited to participate by sharing their cultures.
- The Events and Programs Department's event planners are planning a series of events to highlight Arab-American Heritage Month in April 2025.
- Marketing and Public Relations met with the Visual Merchandising Team and the DEIA Specialists to review the monthly required display signage to ensure that important cultural celebrations are reflected in all locations.
- The Youth Services Department is transitioning existing bilingual program scripts into a toddler program series, expanding OCLS offerings for early learners ages 0-5. They also restructured the Children's Program Bank to highlight National Heritage Month and bilingual programs, improving staff access and implementation.
- Windermere created a bulletin board display to celebrate the Lunar New Year with the year of the snake and also hosted the program, **Chinese New Year Celebration**.
- Online French programs hosted at Windermere have seen an increase in attendance, with 67 customers participating in the month of January. An in-person program is also available, as well as a homeschool option. In total, the branch had a combined attendance of 90 customers throughout the month at the online and in-person sessions.
- Chickasaw hosted two **Music in the Library** events featuring Sean Gaskell and Hungrytown in January. The performances showcased the West African Kora, traditional songs, harmonious strings, and a variety of instruments. A total of 40 customers attended the event.
- In January, Collection Development began working to add more items to the collection for locations to use in displays for Arab American Heritage Month.
- February was **Black History Month**, and several branches held programs and events to recognize it.
 - Alafaya held a homeschool program focusing on important Black inventors through history, and also hosted **Snack Around the World**, a program featuring Haitian snacks, introducing children to a variety of flavors from Haitian culture.
 - Windermere created children's and adult displays, hosted the program **"Black History Month Heroes,"** and created passive

- crafts to celebrate Black History Month. The crafts included a stop light to celebrate Garrett Morgan, who invented the three-position traffic signal, and a program highlighting tennis pro Arthur Ashe, who helped develop the composite tennis racket.
- MPR worked with the African American ERG on a photo shoot of Black librarians to support activities for Black History Month. Members of the ERG also provided blog posts on a variety of topics for Black History Month, increasing the diverse voices on our blog and social media channels.
 - Development assembled a series of display cases on the third floor of Orlando Public Library that highlight local Black history, including a case that features items from the African American Museum of Arts in Deland and the Mary S. Harrell Black Heritage Museum.
 - Youth Services staff is updating the Mama Gansa materials on the children's wiki, including a refreshed flyer, script, and program outline.
 - March was Women's History Month, and branches recognized it with activities, book displays and programs. Winter Garden created an Adult and Juvenile display and hosted a program for kids to educate children them about the contributions to science of biologist and educator Margaret Lowman. Windermere created multiple book displays, as well as a wall display featuring photos of notable women in history. The branch also hosted the program Women Make History through EqualiTEA, during which customers enjoyed tea and cookies while learning about notable historical figures, completing activities, and making a craft.
 - Windermere created multiple displays for Women's History Month. Two book displays were placed, one in the adult section and another in the children's sections. A wall display was created with photos of notable historical female figures. The Windermere Branch also hosted the program "Women Make History through EqualiTEA," where customers enjoyed tea and cookies while learning about notable historical figures, completing activities, and making a craft.
 - April is Arab American Heritage Month, and branches have been preparing to ensure that OCLS has programs, book displays and events that welcome our Arab American customers. At North Orange, staff created a display related to Ramadan and reviewed the branch's collection to ensure that materials related to Arab American Heritage Month were readily available. Southeast's librarian also prepared materials and booklists for next month's Arab-American Heritage month display. At Washington Park, the programming team prepared a program on Tatreez, a traditional Palestinian embroidery, where teens will explore visual identity, cross-cultural understanding, and the Palestinian diaspora. Through hands-on experience, participants

will experiment with designs and create their own embroidered masterpieces. Adult Services developed a Bean Stack challenge for adults on Arab American Heritage Month, and the subject heading “Arab American Heritage” has been added to catalog records to make it easier for staff to search and find relevant titles.

- Youth Services staff attended a webinar on bilingual storytimes, to help provide additional materials for use in Mama Gansa and other bilingual programs, and staff created an updated Mama Gansa presentation for use by staff systemwide.
- The Windermere Branch hosted its first bilingual storytime in Portuguese, with an attendance of 17 people.
- In celebration of Arab American Heritage Month, multiple library locations held events, programs and displays to educate people about the culture and contributions of Arab Americans. Branches that hosted programs and displays included South Trail, Alafaya, Southwest, North Orange, Winter Garden, Southeast, South Creek, Fairview Shores, Windermere and Washington Park. Programs covered Arabic Tile Art, Story Walks centered around books by Arab American authors, poetry, fiber arts and storytimes.
- Adult Services and Community Engagement also hosted Arab American Heritage Month programs in April, and Acquisitions Services provided curated lists in Overdrive and other digital resources to highlight works by Arab American authors. The subject heading list highlighted over 900 titles throughout the collection. The Arab American Heritage and Middle Eastern Voices curated lists on OverDrive have resulted in 83 checkouts and 10 holds placed so far.
- Home Delivery also moved Arab American History easy books to the front of the queue to ensure customers received these books in time for their celebrations.
- Marketing and Public Relations supported these efforts by featuring Arab American Heritage Month programs prominently in Books & Beyond.
- To further our outreach to Spanish-speaking residents, Marketing also launched a Direct Out Of Home (DOOH) advertising campaign with Cox Media Group targeting the ZIP codes adjacent to the North Orange Branch; 50 percent of the ads are in Spanish to reflect the language makeup of the community.
- Marketing and Public Relations launched a direct out of home advertising campaign with Cox Media Group targeting ZIP codes close to North Orange Branch; 50 percent of the ads are in Spanish to reflect the language makeup of the community. The ads ran 26,000 times and received 90,000 impressions. The most impressions came from ads running in grocery stores, such as Winn Dixie, WalMart and Key Foods), gyms, and casual dining restaurants.
- All locations celebrated Asian American Pacific Islander and Native Hawaiian Heritage Month with book displays, events and programs.

- **Marketing and Public Relations continued its Spanish-language Direct Out of Home ad campaign in the two ZIP codes adjacent to the North Orange Branch.**
 - **Marketing also shared six social posts (Facebook and Instagram) and four Facebook events about Caribbean American Heritage Month events, books and programming.**
 - **All locations created Pride and Caribbean American Heritage Month book displays in June.**
 - **MPR requested and received data from Clear Channel Communications on Orange County residents' preferred language settings on cell phones, sorted by zip code, to better understand language preferences in the communities around branch locations.**
 - **Marketing and Public Relations continued developing targeted ads for Clear Channel in Spanish, and is also continuing to develop a mailing list for bi-lingual branch-specific mailers to non-cardholder new residents in Orange County.**
 - **MPR is writing a new Spanish-language commercial for CMG Radio HITS for September.**
 - **Youth Services staff created an updated Mama Gansa script template and example to be put in the Children's wiki, and Windermere hosted a Mexican Folk Art program to celebrate Mexican Independence Day and Hispanic Heritage Day.**
 - **During the course of this fiscal year, Marketing and Public Relations balanced ad buys to better reflect the multicultural makeup of the county, with dedicated TV and radio ad placements and a five-month Direct Out of Home campaign all in Spanish.**
- **Conduct research to determine why people are not using OCLS and use data collected to create responsive campaigns.**
- **Marketing and Public Relations met to discuss past surveys and survey data, to determine what relevant research has been done on this subject in the past and what methods were used to communicate with customers.**
 - **In January, Marketing and Public Relations worked with Data and User Services to discuss best ways to reach non-cardholders to survey them about their consideration of the library. The departments agreed to reach out to Gale to ask for an updated Analytics on Demand dashboard for OCLS.**
 - **Marketing and Public Relations is working with Data and User Services to look for areas of focus for marketing activities using data obtained through Gale's Analytics on Demand. The product provides demographic information for both users and non-users, making it possible to do targeted outreach to non-users.**
 - **Marketing and Public Relations is also working with Data and User Services to determine the metrics that will help us measure progress**

under the current Strategic Plan. We will use data from customer surveys and usage data to evaluate our success with customers, and we will work with a local market-research firm to get an objective evaluation of our brand awareness and visibility, and to find out from non-users why they are not currently using library resources.

- This month, the library used the services of Mindspot, a local consulting firm that has worked with the library in the past, to survey residents about their awareness of the library, their sense of connection to the library, the visibility of our marketing campaigns, their feelings about the ads they do see, and reasons they may not be using OCLS resources.
- The data received from the surveys was insightful, and it will be used to refine our marketing and advertising efforts.
- In May, marketing research company Mindspot started the next phase of its data collection for our Community Tracking study, which includes feedback from customer who are not using OCLS services. When we receive the results of our next tracking survey in June, we can compare to the first quarter survey to see if our marketing, outreach and public relations have had an impact on awareness and visibility of OCLS in the community.
- In June, we confirmed with Mindspot that we wanted to pursue another round of surveys to measure awareness, brand visibility and customer consideration. The results should be available to us in early July, and we will compare them to the first round of surveys conducted by Mindspot to look for trends, progress and patterns.
- July's report from Mindspot arrived, and it indicated consistently high ratings in customer satisfaction, a slight increase in awareness among the survey respondents, and significant gains in the feeling that OCLS is a welcoming place for the community.
- Areas of opportunity that the report pointed out were less engagement among non-users and lapsed users, indicating that OCLS can be doing more to communicate and connect with people who are not current library card holders, and a decline in the library's Net Promoter Score, "warranting a closer look at service differentiation and communication."
- In response to the data, Marketing and Public Relations has begun work on an email campaign to lapsed users to try to rekindle their interest in the library, and is exploring a direct mail campaign to non-users during National Library Card Signup Month.
- MPR received and reviewed the third quarter survey data from Mindspot Research and adjusted designs for billboards based on consumer feedback. Lack of awareness continues to be one of the primary reasons people report that they are not using the library (43 percent of respondents in the third quarter reported that this is why they haven't used library services recently), followed by lack of time (25 percent) and what Mindspot calls passive disengagement (28

percent). Looking ahead to the new fiscal year, our marketing focus will be on specific services and offerings, rather than broader programming themes, which should help build awareness. Mindspot also reports that advertising recall is on the upswing, with 38 percent of those surveyed indicating that they have seen library advertising (up from 25 percent in the previous quarter).

GOAL: BE FORWARD-THINKING

Objective: We will provide and explore services and technology to deliver relevant experiences for the community.

Activity: Use data to provide responsive services that evolve and grow with the community.

- Conduct consumer insight research to evaluate existing and new opportunities for services and resources.
 - The library is working with Mindspot Research to create a survey to gather key community feedback on specific KPIs.
 - Mindspot conducted comprehensive research and delivered an insightful report on the findings.
 - The objectives of the research were to:
 - Measure awareness of OCLS and its key services
 - Gauge perceptions of OCLS among both users and non-users of the library
 - Assess interest in OCLS services
 - Track engagement levels
 - Evaluate the effectiveness of advertising
 - Identify needs and preferences
 - Gain segment insights
 - The report provided valuable information, highlighting key areas for the library to focus on for improvement and growth.
 - OCLS received the second installment of the Mindspot survey data and is reviewing the report. The data showed some positive changes in awareness among younger users.
- Evaluate and improve current data collection.
 - Data and User Services has vetted LibInsight from SpringShare and will move forward with the implementation of the product.
 - MPR is analyzing historical open rates and click-through rates and cross-referencing with subject lines and the day/time sent to plan the structure of future e-newsletter marketing.
 - Data & User Services staff began training for the library's new statistics gathering tool, LibInsight, to prepare for the software implementation.
 - The Data & User Services department has created a roadmap for implementing LibInsight, and staff will continue training on the product.
 - The Data & User Services department has begun importing statistics into the LibInsight platform.

- MPR is in the process of contracting with Vega Promote to help develop and Beta test their Promote targeted marketing platform.
- The Data & User Services Department has hired an additional Data Analytics Specialist to increase capacity for data collection and analysis projects and goals.
- Data and User Services made significant progress in LibInsight by uploading key statistics and generating informative graphs.

Activity: **Review programs, services and collection offerings to ensure that the library meets community needs.**

- Utilize qualitative and quantitative data to ensure resources are meeting the needs of individual communities.
 - Staff met with collectionHQ to learn about updated features and better understand how to utilize the data. They then began collecting information from users to determine training needs.
 - MPR and Data and User Services met to discuss data sorting and how to better communicate with communities with lower OCLS usage.
 - CED leadership are reviewing webinars on designing surveys that focus on outcomes. CED posted on the American Bookmobile & Outreach Services list serve asking for information on how other libraries measure their bookmobile outreach initiatives. To date, four responses have been received.
 - In preparation for measuring the success of the bookmobile, CED leadership is reviewing webinars on designing surveys that focus on outcomes. CED posted on the American Bookmobile & Outreach Services list serve asking for information on how other libraries measure their bookmobile outreach initiatives. To date, four responses have been received.
 - CED staff participated in the quarterly Florida Outreach Staff Virtual Conversation and inquired about the tools libraries use to gather and measure outreach success.
 - Acquisitions used CHQ to provide weeding possibilities to Adult Services for OPL's nonfiction collection. Preparations are being made to use CHQ grubby data with a transfer report to test the replacement of heavily used items with items not being used at other locations.
 - CED created a form to collect and store direct partner feedback and photos from strategic initiatives.
 - Acquisitions met with the Overdrive vendor and discussed ways to better highlight areas of our collection with lower engagement and the various services the library offers.

- MPR met with IT Design & Development to collaborate on a redesign of the “Welcome” email for new card holders. The plan will potentially allow for A/B testing of a more interactive and graphical email interface for customers.
 - Plan created to test cHQ transfer feature to take materials not used at Washington Park and transfer to Alafaya to replace worn items still in use at their location. Meetings with Washington Park and Alafaya managers held. First test of process scheduled for end of July/beginning of August.
 - MPR met with Data & User Services to refine plan for new resident mailer.
 - Select items identified as grubby by collectionHQ at Alafaya were replaced by copies identified as low circulating at Washington Park. Transfer reporting and procedures have been established. A process is in place to evaluate the initial effectiveness of the project next month.
 - MPR met with the new Data & User Services staff member to discuss current MPR data gathering and needs.
 - 49 "dead" items from Washington Park were transferred to Alafaya to replace their grubby copies. There were 43 circulations/renewals of those items in the first month after transfer. Another collection set has been identified for transfer. We are also looking at items marked for withdrawal from Eatonville that could be good candidates for replacing grubby copies at other locations.
- Utilize data to evaluate the success of programming and classes.
- The Youth Services Department is developing rubrics for programming for all youth age groups.
 - The Washington Park and Winter Garden Branches began analyzing statistics to assess classes and programs.
 - An internal programming team was established to regularly review and evaluate monthly surveys and class statistics with staff, aimed at refining future program and class offerings.
 - The rubrics that the Youth Service Department developed for kids (6-12) and teens (13-18) programming were approved for sharing with managers.
 - Multiple branches used statistics to refine program offerings this month. After analyzing program statistics, Winter Garden started offering “Little Chef” and a monthly baby program, and Windermere has placed its LEGO Club programs on hiatus due to declining attendance.
 - The Adult Services Department created a file of statistics and surveys for classes and programs. During a staff meeting, the Adult Services managers reviewed the file for October and November and discussed potential ideas to refine program and class offerings.

- **Multiple branches used statistics and customer feedback to refine branch offerings.**
 - **Windermere Branch added Homeschool technology classes to their Homeschool programming.**
 - **After evaluating attendance and positive feedback from customer surveys for its English classes, the Alafaya Branch has added an "English for Families" series.**
- **The Chickasaw Branch reviewed and used feedback from previous customer surveys to determine program needs. As a result, Chickasaw launched its first book club this month with eighteen attendees.**
- **The Youth Services Department utilized feedback via Customer comments to adjust the times that homeschool programs and classes are being offered.**
- **The Winter Garden Branch assessed class statistics from the past two years to identify the best time to offer more senior programs.**
- **The Southeast Branch concluded the Adulto Empreendedor series that was created based on feedback requesting an adult version of the popular BizKids series.**
- **During the March staff meeting, the Hiawassees managers reviewed the February 2025 monthly report, analyzing statistics and comparing them to February 2024. After the review, they encouraged the team to identify past programs with strong attendance to help guide and refine future program selections.**
- **The North Orange managers met and reviewed class and program statistics from the current fiscal year and identified areas of improvement, such as removing programs with limited attendance and expanding programs for higher demand programs, such as adult crafts, sewing, and Little Chef.**
- **The South Trail managers evaluated monthly statistics and customer feedback with the branch technology trainers to shape the upcoming class calendars.**
- **The Youth Services Department reviewed program attendance for early learning programs, including "Caregiver Connect" for the last six months at all locations to determine which locations would be suitable for a pilot workshop series in the future.**
- **The Windermere Branch increased its Fiber Arts offerings to meet feedback provided by customers.**
- **The managers at the Alafaya Branch went over survey results with staff at morning meetings to help identify ways to refine and demonstrate the effectiveness of various programs.**
- **The South Trail Branch managers met with their technology trainers to review attendance statistics and customer demand for language-learning tools. As a result, the trainers added more "Open Language**

Labs" on different days and at different times to meet the needs of adult language learners.

- **The Winter Garden Managers used data and customer feedback to reevaluate their Fiber Arts schedules. They have begun offering classes on Mondays and Wednesdays.**
- **Youth Services staff developed training materials aligned to the new programming rubrics to support OCLS managers in identifying successful program practices.**
- **Based on program attendance from last year's SAYL program, in June the Southwest Branch expanded its Monday afternoon school-age offerings from every other week to every week.**
- **Winter Garden Managers evaluated class statistics to identify best days and times to offer additional fiber arts classes. They have expanded to up to two offerings four days a week. In response to customer surveys, they have also begun offering one program for early learners on Wednesday afternoons.**
- **Youth Services staff has developed the framework for the training track to support the programming rubrics and is finalizing the creation of the presentations for managers and staff.**
- **Youth Services managers reviewed 2024 Summer at Your Library statistics and compared them with current engagement trends to design the programming calendar for 2025 Summer at Your Library and are now monitoring for outcomes. Additionally, new technology curriculum, such as LEGO Spike Education and BandLab, have been deployed systemwide and managers are monitoring engagement.**
- **The South Trail managers met with their new YPS to review data for their youth programming over the last 14 months. They observed the days/times and content of events and reviewed attendance stats to determine what had been successful. They used this information to shape August and September program offerings.**
- **Youth Services staff created a presentation for managers and staff to explain the programming rubrics. The presentation gives an overview of how, when, and why to use the rubric as well as information on how the rubrics were developed.**
- **Senior programming and class statistics were reviewed and discussed during the monthly Adult Services meeting to identify trends and opportunities.**
- **The Winter Garden Branch increased the offerings of sewing and project-based fiber arts classes in response to customer feedback.**
- **Youth Services staff completed a comprehensive training track to support the evaluation rubrics, which are now live and available for staff to use. At the August managers' meeting, Youth Services staff presented the rubrics, explained how they were developed, demonstrated how to use them, and shared supporting materials. Youth programming staff from across the system contributed to**

- creating the trainings, which are designed to help staff better understand each of the age groups the programs serve.
 - The South Trail managers and the branch librarian used feedback from customer surveys obtained during the summer’s “Craft & Chat” senior program series to help shape programming content for the new “Seniors Kick Back” series.
 - After listening to feedback from customers, Windermere expanded Homeschool Jr. programs.
 - In response to customer feedback, the Winter Garden Fiber Arts Instructor began planning a four-week sewing series for beginners, which will begin in October.
- Develop core programming focused on different segments of the community.
 - The library system continues to expand its programming to serve different community groups, with recent efforts showing a strong commitment to engaging teens, seniors, children, and aspiring citizens.
 - Teen programming has grown across branches, with Alafaya reporting a 17% increase in volunteer participation, leading to plans for expanded activities.
 - Senior-focused programs have included collaborations like the 2025 LIFE Information for Elders series.
 - The library's Citizenship Inspired program is growing, with Hiawassee and Eatonville preparing to reach more participants by early 2025.
 - Teen programming is being refreshed with creative activities such as Windermere’s Dungeons and Dragons sessions, South Creek’s “Falling for Heartstopper” and “Let’s Crochet: Sunflower Earrings,” and Winter Garden’s “Let’s Paint Miniatures” program for homeschoolers.
 - Citizenship Inspired programs continue to provide critical resources for those preparing for naturalization.
 - South Trail supported 52 participants with test preparation and interview practice.
 - Southeast and Windermere celebrated multiple successes, with several participants passing their citizenship tests.
 - The initiative is growing, with Eatonville and Winter Garden staff preparing to offer classes in the coming months and new team members being trained to host in-person and virtual sessions.
 - Senior-focused programming is also underway, with events like Winter Garden’s “Bingo for Seniors” and South Creek’s “Preparing for Retirement: Getting Organized” helping older adults connect and learn.

- For senior adults, programming enhancements included Southwest's activities at Brookdale Memory Care Unit, "Holiday Wreaths for Seniors" at Southeast, and "Bingo for Seniors" at Alafaya and Winter Garden, which fostered social connection and increased attendance. Additionally, Southwest hosted a Beginner Line Dancing program to encourage active participation.
- Teen-focused efforts include South Creek's monthly "Sketchbook Club" for budding artists, Winter Garden's "Teen Art Jam," and Washington Park's Animanga Series, designed to engage teens creatively.
- The Youth Services Department revamped the teen volunteer program at OPL, standardizing tasks and developing training resources, and created six new teen programs centered on heritage months and systemwide initiatives.
- Youth Services also coordinated with the Central Florida Chess Club to add Chess Club events across the system to the Central Florida Chess Club calendar to expand cross-promotion.
- For adults seeking citizenship, South Creek hosted a four-day citizenship preparation series. The series included a mock interview to familiarize participants with the naturalization process.
- Senior-focused initiatives included Bingo for Seniors at North Orange and Alafaya, Beginner Line Dancing and memory care activities at Southwest, Cybersecurity for Seniors and Computer Basics at Windermere, Open Lab - Ask a Tech - For Seniors at OPL, and Crochet Open Lab at Southeast.
- Teen programming saw evaluation and expansion across the system. South Trail involved teens in The Orange Zest Magazine, while Windermere, Southwest, and Southeast engaged teens through Dungeons & Dragons, Teen Art Adventures, and The Terracotta Times literary zine. South Creek hosted multiple teen-focused events, drawing 40 attendees. The Teen Volunteering Committee advanced training efforts with a new onboarding guide and promotional video development. System-wide efforts also included revamped programming planning, with event planners coordinating new teen-focused offerings at multiple branches.
- Citizenship preparation expanded, with Alafaya launching Citizenship Inspired, Washington Park hosting a four-part series, and Windermere, Southeast, and Hiawassee increasing participation. Notably, Hiawassee saw four students successfully complete their citizenship interviews.
- Teen programming has expanded across multiple locations, introducing new creative and interactive opportunities such as Teen Paint Night, digital art classes, Dungeons & Dragons sessions, and poetry camps. Several branches have also enhanced teen volunteer

programs, refining scheduling and activities to encourage engagement and community service.

- For seniors, locations are actively tailoring events to support wellness, social engagement, and lifelong learning. Programs such as Bingo, Qigong movement sessions, Chair Yoga, and craft-based social gatherings have seen steady participation. Additionally, initiatives like blood pressure monitoring workshops and real estate/insurance seminars help address the practical needs of older adults.
- The Citizenship Inspired series continues to grow, with expanded offerings across locations. Recent sessions have guided numerous participants in navigating the U.S. citizenship process.
- Furthermore, the library is exploring chess programming for both adults and children, aiming to build structured opportunities for skill development and social engagement.
- The library continues to enhance its programming to serve the diverse needs of our community. Efforts to evaluate and revamp teen programming have resulted in engaging new offerings, including Dungeons & Dragons sessions, poetry camps, board game hangouts, and teen volunteer opportunities. These initiatives foster creativity, literacy, and social connections among teen patrons.
- Senior-focused programming has expanded across multiple branches, featuring chair yoga, technology assistance, craft workshops, social security information sessions, and memory care activities. These programs provide valuable learning opportunities, social engagement, and wellness support for older adults.
- The Citizenship Inspired program also remains a key service, with multiple branches hosting sessions to support aspiring citizens. Attendance has been strong, and the program continues to empower participants on their path to citizenship.
- Branches continue to develop and refine core programming tailored to the needs and interests of specific community segments, including teens, seniors, and those pursuing U.S. citizenship. Teen-centered programming has been especially active, with multiple branches offering creative outlets such as Dungeons & Dragons, art workshops, poetry events, and service-hour activities like zine contributions and craft kit assembly. Teen volunteer programs were re-evaluated at the branch and system levels, resulting in improved outreach, updated forms, and staff resources to support consistent onboarding and engagement across locations.
- Senior-focused efforts included technology classes, wellness workshops, legal information sessions, and creative programs like line dancing, book bingo, and craft events. Community connections were further strengthened through social programs such as Washington Park's popular dominoes and Cuban coffee gatherings.

Five branches hosted Citizenship Inspired sessions, mock interviews, and multi-day workshops to support new Americans, serving over 65 customers at South Trail alone. Youth Services advanced the development of chess programming for all ages by coordinating internal tagging and promotional tools. These programs reflect a thoughtful and inclusive approach to addressing diverse community needs across age groups and interests.

- Library locations continued to expand programming aimed at teens, seniors, and customers pursuing citizenship. Several branches hosted the Citizenship Inspired series, which saw strong attendance and interest from participants in recurring sessions. Senior-focused programming thrived with offerings such as Fitness Bingo, Understanding Medicare, technology classes, and culturally themed tea socials at multiple branches. Teen engagement was fostered through activities like Dungeons & Dragons, craft sessions, and life skills classes, alongside renewed efforts to recruit and onboard volunteers system-wide. Additionally, standardized resources were developed for chess programming across all branches to enhance both youth and adult participation. These initiatives reflect the system's commitment to meeting the diverse needs of the community.
- To support the strategic goal of developing core programming tailored to various community segments, branches and departments across the system delivered a broad range of offerings focused on teens, seniors, and citizenship support.
- Teen programming saw renewed emphasis through creative and interest-driven events.
 - North Orange introduced teen-focused programs such as Japanese Swordsmanship and American Sign Language.
 - South Trail offered a robust mix of six teen events, including BandLab songwriting and cupcake decorating.
 - Southeast engaged teens through volunteer opportunities, such as assembling craft packs and contributing to the teen zine Terracotta Times.
 - Winter Garden responded to teen interest in creative outlets by hosting a stained-glass bookmark workshop and launching bimonthly volunteer pop-ups.
 - Windermere offered a diverse lineup of teen programs ranging from crochet and sewing to Dungeons & Dragons.
 - South Creek hosted teen events, including a book club, an artist club, and board game meetups.
 - Youth Services also completed a comprehensive evaluation of 200 existing teen programs, updating or retiring them based on current best practices, and began developing a new volunteer resource guide in collaboration with Alafaya staff.
- Senior-focused programming also expanded across the system.

- The Community Engagement Department presented an Emergency Preparedness workshop to 26 seniors.
- Adult Services partnered with the Downtown YMCA to offer a Device Advice session.
- Winter Garden launched a weekly fiber arts meetup, providing a space for seniors to connect and share skills.
- Hiawassee continued its consistent Tuesday morning senior sessions with steady growth in attendance.
- South Creek hosted six senior events, offering a range of activities from crochet to charcuterie.
- Events and Programs hosted themed programs such as sensory play labs and improv workshops, further enriching options for this audience.
- Additionally, Windermere and Hiawassee supported adult learners through ongoing Citizenship Inspired classes, helping customers navigate the path to U.S. citizenship.
- To ensure our programming meets the diverse needs of the community, OCLS locations and departments continue to offer and expand core programming tailored to specific segments, including seniors, teens, and new Americans.
- Senior-focused programming remains a strong system-wide focus. Branches such as South Trail, Winter Garden, Windermere, North Orange, and South Creek offered creative and social engagement opportunities, ranging from fiber arts meetups and “Bad Art” sessions to jewelry-making workshops and wellness classes. The Community Engagement Department introduced a new program, Memory Games for Seniors, which blended dementia-friendly storytelling and music therapy, drawing 37 attendees at a local neighborhood center. The Events and Programs Department also delivered system-wide offerings focused on senior wellness and safety, with sessions on healthy relationships, fraud prevention, and yoga.
- Teen services continue to grow through both ongoing and new offerings. The Events and Programs Department hosted fifteen events during Summer at Your Library, both in person and virtually, covering topics such as beginner makeup application and American Sign Language. Branches including Southeast, South Creek, North Orange, Winter Garden, and Windermere provided targeted programs like escape room challenges, art clubs, volunteer opportunities, and a three-day coding camp. One North Orange participant shared, “This is way more fun playing in-person with other [teens],” reinforcing the value of social and interactive teen engagement.
- In support of our system-wide goal to offer Citizenship Inspired at all locations, Southeast, Winter Garden, and Windermere facilitated multi-session workshops to help guide new Americans through the naturalization process, with consistently strong attendance.

- OCLS continues to expand programming that meets the needs of specific community segments, including preschoolers, teens, seniors, homeschoolers, and new Americans.
- Fairview Shores introduced Barks and Books, a preschool series for ages 3–5, while Chickasaw launched new Homeschool Spanish and Technology classes in response to customer demand. Teen programming remained strong across multiple branches, with events like Teen Art Adventures, Dungeons & Dragons, and book clubs offered at South Creek, North Orange, Southeast, Windermere, and Winter Garden.
- Senior-focused programs were held systemwide, including Chair Yoga, Coffee and Dominoes, Fiber Arts, and new technology classes like Painting with Microsoft Paint. Adult Services launched a Senior Technology Track and partnered with Youth Services to implement standardized chess programs for all ages.
- Citizenship Inspired classes were offered at six locations, helping prepare customers for the naturalization process and supporting civic engagement.
- In September, OCLS advanced core programming for seniors, teens, adults, and families. Senior engagement increased with new series, including Seniors Kick Back at South Trail, bilingual bingo at Southeast, chair yoga at Windermere, and technology and social programs offered across several branches. Teen programming expanded with creative activities, including the Teen Art Jam at Winter Garden, zine contributions at Southeast, and flexible volunteer opportunities at Windermere and Eatonville. Adult Services launched a Senior Technology Course Track and prepared a new Job Seeker program to support employment seekers. Systemwide initiatives included Citizenship Inspired classes and new chess programming for both adults and children. These programs highlight the library's commitment to meeting the diverse needs of the community through engaging, inclusive offerings.

Activity: **Evaluate the user journey in all aspects of library service.**

- Evaluate the digital customer experience.
 - IT Design & Development staff are finalizing details of a contract with Communico to implement their Connect app.
 - The contract for the Connect app from Communico is under review and a project plan has been drafted.
 - The Data & User Services Department has created a roadmap to implement a discovery layer. This includes starting a list of functional requirements for the new layer and posting a survey on the library catalog to solicit feedback from the public and staff members.

- The Data & User Services department is analyzing the online catalog survey results so customer feedback can be considered during the discovery layer implementation. They have also sent a list of initial functional requirements to three vendors for the following unified discovery layer products: Aspen, BiblioCore, and Vega Discover.
 - The Data & User Services department met with three vendors to discuss their discovery layer products and scheduled product demonstrations with two vendors.
 - The new library smartphone app is being built, and the vendor is concentrating on integration with the catalog. Once the configuration is complete, the app will be ready for review and testing.
 - A Request for Proposal for selecting a Discovery platform is being written, and a selection committee has been established.
 - A Request for Proposal (RFP) for selecting a Discovery platform has been posted, and vendors are now invited to submit their proposals.
 - The library's smartphone Connect app has been thoroughly tested and is ready for a soft launch to staff. A marketing plan has been developed for the wide release of the app and is expected to launch next month.
 - A soft rollout of the library's smartphone Connect app started on June 2, allowing staff to become familiar with its features before the official marketing campaign for its wide release began on June 23. As of the end of June, the app had been installed by 3,554 people.
 - The RFP evaluation committee for a new discovery service scored vendor proposals and selected four vendors to move forward with live presentations.
 - The RFP evaluation committee scored Unified Discovery Layer vendor proposals and has selected four vendors to move forward with live product demonstrations.
 - Demonstrations to showcase Unified Discovery Layer products were completed by four vendors and have been evaluated and scored by the RFP selection team.
 - The mobile app continues to grow in usage with an additional 5,609 downloads during August. Customers also used the app to place 17,503 holds on items, renew 5,210 items and check out 608 items.
 - OCLS selected Grove to provide the library's new unified discovery layer Aspen. The contract between Grove and OCLS was negotiated and signed, and the implementation planning process has started. Aspen will integrate physical and digital resources into a single search platform and enhance access to library materials.
- Evaluate and update customer satisfaction measurement tools.
 - The Data & User Services department met to discuss initial plans to rebuild customer service surveys and NPS.

- The Data and User Services Department Head is working on creating a project charter for the survey update project.
 - A project charter for the Survey project was created with an expanded scope of Survey oversight of SurveyMonkey.
- Evaluate the obstacles that customers face when accessing the library.
- Home Delivery is meeting with IT Support to discuss the usage of GoToConnect and text messaging options to make it easier to alert customers when their holds are ready to be picked up.
 - IT will install GoToConnect for Home Delivery staff involved in testing the software for text notifications.
 - Volunteers from the Home Delivery Department have met to discuss providing opportunities for homebound customers to return materials via PEP.
 - GoTo Connect has been added to two workstations in the Home Delivery Department. This will allow staff members to text customers when their holds are available for pickup. Texting has been successfully tested internally among staff.
 - Home Delivery is testing using text messaging for holds pickup with a small sample of customers. Testing of this service has been successful so far. This will help make it easier to alert customers when their holds are ready to be picked up from the library.
 - Staff met with Priority Express Parcel (PEP) to discuss the feasibility of providing return services for customers. Based on the PEP feedback, a list of considerations and a draft process were discussed. Challenges to offering the service have been identified.
 - The number of customers opting for text message alerts for hold pick-ups continues to grow. The Home Delivery Department is currently evaluating options to expand this service to additional locations.
 - Questline is collaborating with IT Services to explore potential enhancements to our call center operations. We are actively engaging with GoToConnect and have scheduled a product demonstration to evaluate their call center capabilities. Our primary goal is to identify solutions that will streamline workflows, improve agent efficiency, and ultimately enhance the overall customer experience.
 - Library staff met with Avalon Park Group to begin the process of placing a library dropbox in Avalon Park. The timeline and exact location are still to be determined.
 - The Library came to an agreement with Avalon Park Group to install a new library dropbox in Tanja King Park in Avalon Park. Installation details and dates are still being finalized.
- Review and update board-approved library policies.

- **The tentative plan is to communicate with the Board in February and March and bring an issue statement to the Board to decide on which policies will be Board approved and which ones will be maintained by staff.**
- **Bethany and Steve finalized a project charter and an initial approach to the project.**

GOAL: BE EMPOWERED

Objective: We will enhance our employee training structure, support professional development and improve internal communication so OCLS staff are adaptable to community needs.

Activity: Clarify paths for upward mobility.

- Create career pathways for staff development.
 - The Training and Development department sent inquiries regarding career paths and best practices to the Urban Libraries Council and Learning Roundtable distribution lists, and some individual public libraries. They have received three responses so far.
 - The Collection Development team attended the January Spectrum managers meeting to provide an overview of what they do and how it impacts the system. They also shared information about how assistant managers can better interact with their collections.
 - A new course content package is being evaluated for SumTotal that better aligns to organizational competencies and future skill development needs.
 - The Human Resources Manager and Training and Development Manager designed and facilitated the class Handling Inappropriate Comments and Threats for system managers. This interactive training session was offered seven times in May.
 - The New SumTotal package (SMB Essentials) has been added and is available to staff. It includes the option for immersive learning focused on managerial and leadership skills.
- Increase opportunities for more cross-departmental/branch experiences.
 - Employee Enrichment Experiences (EEE) have been a central strategy for fostering inter-branch and departmental learning. Planning is underway at each branch and department to establish EEE agendas with defined goals, including post-visit evaluations and follow-up actions to maximize the benefits of these experiences.
 - The library system has strengthened cross-departmental and branch collaboration through initiatives like Employee Enrichment Experiences (EEEs), which allow staff to learn from other roles and departments. Examples include:
 - Windermere staff gaining insights into acquisitions.
 - Southeast hosted branch visitors for circulation and youth programming.
 - MPR hosted a Fairview Shores staff member who contributed to the holiday display plans.

- Efforts to foster collaboration extend further, with Adult Services implementing a branch visit schedule and the Summer at Your Library Committee bringing together staff to develop impactful systemwide programs. Meanwhile, the Customer Service Department is refining EEE processes to ensure meaningful, goal-oriented experiences that empower staff and enhance connections across the library system.
- Regular branch visits are being implemented, with Lifelong Learning Departments and the Events Department visiting Fairview Shores and South Trail to better understand community needs.
- Youth and Adult Services Technology Specialists are working together to coordinate branch visits focused on class and trainer needs.
- The CED team reviewed tabling criteria and created a project plan for staff outreach training.
- MPR collaborated with Youth Services to streamline creative requests and improve systemwide communication.
- The Community Engagement Department hosted an Employee Enrichment Experience (EEE) for a Winter Garden staff member, providing hands-on experience with senior programming and partnership mapping. Marketing and Public Relations conducted an EEE focused on digital marketing and social media for a Windermere staff member. The Customer Service Department supported EEE implementation by designing customizable Canva templates for structured agendas, offering options for various program lengths.
- Adult Services, Youth Services, and the Events & Programs Department visited multiple branches, including Fairview Shores, South Trail, Alafaya, and Chickasaw, to discuss programming, identify community needs, and strengthen collaboration. Acquisition Services facilitated an Open House for Spectrum managers, offering insight into department operations.
- Several departments and locations have made significant progress as part of our ongoing efforts to increase opportunities for more cross-departmental and branch experiences. Employee Enrichment Experiences (EEEs) have been a key focus, with multiple departments creating structured agendas and defined goals to ensure meaningful participation.
 - Marketing and Public Relations (MPR) has also strengthened internal engagement by conducting an EEE focused on marketing administration, with more scheduled in the coming weeks.
 - Training & Development hosted an EEE, providing participants insight into instructional design, adult learning fundamentals, and department responsibilities.

- Branch and department visits have also expanded, fostering stronger connections and collaboration. Adult Services staff visited Eatonville and North Orange to discuss adult programming, while Youth Services managers and specialists met with branch technology trainers at Alafaya and North Orange. The Community Engagement Department (CED) has also developed a Tabling Guidelines Manual to train staff across the system on best practices for outreach events.
- We have expanded opportunities for cross-departmental and branch experiences to support staff development and career growth. Employee Enrichment Experiences (EEEs) occur regularly system-wide, allowing staff to explore new roles and develop a broader understanding of library operations. Recent EEEs have connected staff with branches and departments such as Community Engagement and Circulation. Additionally, branch and department visits by Events and Programming, Adult Services, and Youth Services have strengthened collaboration and deepened insight into community needs.
- Open house events and training initiatives have also enhanced staff knowledge and interdepartmental communication. Home Delivery and Acquisitions welcomed staff for an open house, while Washington Park developed a structured EEE schedule to support role shadowing. Marketing and Public Relations met with multiple branches to improve outreach and resource sharing. We will continue fostering these experiences to equip staff with the skills and adaptability needed to meet evolving community needs.
- OCLS continues to expand opportunities for cross-departmental and branch experiences that support employee growth and help clarify career pathways. In April, departments, including the Melrose Center, Youth Services, and Events & Programs, visited branches such as Eatonville and Southeast to strengthen collaboration and better understand local community needs. At Eatonville, Melrose team members contributed to the Eatonville History Preservation Project by setting up photo and video interviews with residents. These hands-on, purpose-driven visits help foster stronger interdepartmental relationships and a deeper awareness of the diverse work occurring across the system.
- Employee Enrichment Experiences (EEEs) also remain a key strategy for promoting internal mobility and professional development. Locations and departments, including Windermere, Southeast, Training & Development, and Acquisition Services, hosted or participated in EEEs that offered targeted learning in marketing, events, training, and collection development. Updates to the EEE agendas—such as increased one-on-one shadowing—are helping ensure that participants gain meaningful insights into roles across

the organization. These structured exchanges play an important role in preparing staff for future opportunities and building a more agile and informed workforce.

- Departments and branches continued to enhance cross-location collaboration through various initiatives. Staff members from Adult Services, Youth Services, Marketing and Public Relations, and Events & Programs conducted rotating visits to branches to gain a deeper understanding of local community needs and available support offerings. The Employee Enrichment Experience (EEE) initiative advanced with finalized agendas, surveys, and active participation from departments including Acquisitions and Community Engagement. Additionally, staff from multiple locations volunteered to help with the Orlando Book Festival, contributing to the success of this large-scale system event. Marketing also collaborated with staff at West Oaks to discuss marketing priorities and gather feedback on ways to better support branch needs. These efforts foster a stronger internal network and promote shared learning throughout the system.
- Departments and branches continued to foster collaboration across the system by creating opportunities for staff to learn from and engage with one another.
 - Adult Services staff visited the West Oaks and Windermere branches in June to meet with local staff and discuss adult learning offerings.
 - Youth Services conducted a support visit to the Windermere Branch, where their technology specialist reviewed current successes and identified areas for growth.
 - The Community Engagement Department launched a system-wide effort to expand outreach skills by creating a Tabling Guidelines Manual and coordinating virtual training for staff interested in school partnerships and community events.
- Home Delivery hosted an open house for Customer Service staff from the Orlando Public Library, providing an inside look at department operations. Attendees expressed appreciation for the opportunity to see how different parts of the system work together.
- Marketing and Public Relations further supported cross-departmental engagement by welcoming a branch staff member to their Graphics team through the Employee Enrichment Experience (EEE) and collaborating with IT Design & Development on the launch of the OCLS mobile app. Their Digital Marketing Coordinator also visited North Orange to meet with staff and film branch activities for social media content.
- As part of our commitment to strengthening internal collaboration and professional development, several departments and branches have facilitated cross-departmental and cross-location experiences

through the Employee Exchange Experience (EEE) and open house opportunities.

- South Creek, Southeast, and the Community Engagement Department (CED) each hosted visiting staff to support onboarding and knowledge sharing. At South Creek, the new Youth Program Specialist (YPS) for South Trail shadowed an experienced YPS to gain hands-on experience and insight into program planning and youth engagement. CED's Assistant Manager also completed a three-day EEE at South Creek to better understand daily branch operations. Similarly, Southeast hosted a staff member transitioning into a YPS role, offering direct exposure to youth programming in action.
- CED coordinated an EEE for a staff member from the Orlando Public Library (OPL), and Acquisition Services hosted an open house for OPL Circulation staff to explore back-of-house functions such as materials processing, lease recalls, and weeding workflows.
- These cross-location experiences promote professional growth, increase understanding of system-wide operations, and help build stronger working relationships across departments. This initiative continues to cultivate a more knowledgeable and connected staff system-wide.
- To support collaboration and professional growth, staff participated in cross-departmental and branch experiences throughout the system.
- Adult Services visited Southeast and Hiawassee to learn more about local adult programming. South Creek and Southeast hosted visiting staff through the Employee Exchange Experience, offering opportunities to observe programs and share ideas.
- Community Engagement led a live training on the new Tabling Guidelines Manual, focusing on outreach and school partnerships. Marketing and Public Relations hosted leaders from OPL Circulation and Customer Service to strengthen internal connections and explore future collaboration.
- MPR's Digital Marketing Coordinator visited the Windermere Branch to meet with staff and film branch-specific activities for social media.
- Staff across departments and branches have expanded opportunities to learn from one another and strengthen collaboration. Adult Services and Youth Services staff visited multiple branches, including Chickasaw, Fairview Shores, South Creek, Southwest, Washington Park, and Hiawassee, to share programming updates, shadow classes, and provide support on technology and community needs. Marketing and Public Relations deepened its cross-departmental connections by holding monthly meetings with Data and User Services, inviting colleagues from Youth and Adult Services into creative planning sessions, and collaborating with HR on recruitment efforts.

- Several departments hosted open house events. Home Delivery welcomed Questline staff for tours and presentations, while also visiting branches such as Alafaya and West Oaks to explain how delivery services support customers. Acquisitions hosted Questline staff and presented to Customer Service staff to share insights into Collection Development and Technical Services. Branches also created hands-on learning opportunities through Employee Enrichment Experiences: South Creek hosted Adult Services staff to shadow a librarian, while Hiawassee scheduled an EEE for Retail Operations staff to explore branch operations and participate in programs like Citizenship Inspired.

Activity: **Strengthen internal communication.**

- Centralize internal systems including HR, IT, and Finance platforms.
 - A project to bring all Human Resources processes under one platform has been underway for several months. Staff have finalized a ranking and plan to bring the ranking to the November 2024 Board meeting for approval.
 - A project to create an IT ticketing system has been underway for a couple of months, and the IT Services Team plans to start testing parts of the new system soon.
 - Purchase orders have been issued for the new HR and Finance platforms, and kickoff meetings are planned for January 2025.
 - The IT ticketing system is in its final testing phase.
 - The projects to implement HR and Finance software kicked off in January. The first steps include OCLS is sending required data to the vendors, participating in training, and working with the vendors to establish project timelines.
 - The IT Ticketing System is in the final design stages and is going to be tested by staff in March.
 - The HRIS Project is underway. Staff are providing the vendor with current policies, procedures, and data to inform the set-up of the new system.
 - The Finance Project is also underway with staff providing current account configurations to inform the set-up of the new system.
 - The HRIS system upgrade is off to a great start, with the HR team providing the required formatting and configuration requirements to UKG. The HR team is scheduled to start their implementation/data conversion process in April.
 - The Financial system upgrade is well underway. In March, the Finance team and CentralSquare Team (CST) finalized the configuration, uploaded data and started hands-on training on the system. The CST team will upload and verify FY 2021-22 through FY 2024-25 data the week of April 4th.

- The UKG and CST teams are working on a shared implementation timeline for the conversion of the payroll processing from Finance to Human Resources.
- The IT Ticketing system is in test mode with approximately 20 library staff members at various levels throughout the system.
- The IT ticketing system is live with the Adult Services, Youth Services, Events & Programs and Melrose Center departments. The plan is to expand access gradually until it is rolled out system-wide.
- The HRIS Project is in progress, and most recently, the time and attendance settings were discussed and set up in the new system.
- The Finance Software Project is also underway, with the general ledger account structure finalized.
- The new IT ticketing system is in use across the entire system and has received positive feedback so far.
- The HR project is on track, and the vendor, UKG, is currently building the library's dashboard.
- The Finance project is also on track.
- We are continuing to make steady progress with the HRIS implementation, advancing through each phase of the core system modules.
 - The HR module has been fully built and is now in the production phase. Additional support sessions are scheduled throughout July to address any outstanding needs.
 - The Timekeeping and Accrual module is in the build phase.
 - The Payroll module is currently in the discovery and build phases.
 - Our first discovery call for the Benefits module is scheduled for July.
- Testing is ongoing across all modules to ensure that functionality and integration meet the library's needs.
- The IT Ticketing System is fully live, and the old ticketing system is closed. So far, there has been positive feedback for the new system.
- The Finance Enterprise Software Project continues to progress.
- We are continuing to make steady progress with the HRIS implementation, advancing through each phase of the core system modules. Testing is ongoing across all modules to ensure that functionality and integration meet the library's needs.
 - UKG continued building out the HR module, with updates based on feedback from the HR team.
 - Progress continues with benefits discovery.
 - The HR team met with a third-party provider to explore support for payroll and benefits data conversion.
 - UKG introduced our Integrations Consultant and facilitated an initial meeting to begin coordinating system integration efforts.

- The HR team met with IT Services to discuss Single Sign-On (SSO), and a call to connect them with UKG has been scheduled.
 - The Finance Enterprise Software Project continues to progress.
 - This month's HRIS Project highlights centered on payroll and benefits data conversion and training for our dual punching period. We partnered with Surety Systems to begin the conversion of payroll and benefits data from our current payroll platform to UKG Ready.
 - The Training and Development Manager provided a training session for managers and materials for staff in preparation for the upcoming dual punching period, which begins on 09/07/25. During this phase, staff at select locations will begin clocking in/out, approving timesheets, and entering time-off requests in both UKG Ready and Executime until we're live in UKG Ready. By the 09/21/2025 pay period, all staff will be participating in the dual punching process.
 - The new accounting system's Phase I implementation is nearly complete with Purchasing, Accounts Payable, Journal Entries and reporting ready for an October 1, 2025, start date. Other modules, such as fixed assets, grants, and inventory, will be phased in throughout FY 2025-26.
 - As we get ready for our official launch of UKG Ready, we are planning to roll out implementation in phases, starting with the Timekeeping and Attendance module. To prepare, a dual punching period began on 9/7/25 involving 50 % of staff at select locations and continued on 9/21 with 100% of staff clocking in/out (if non-exempt), approving timesheets, and entering time-off requests in both UKG Ready and our current time and attendance system.
 - In addition to this dual punching period, we are continuing to build out other modules of the system.
- Redesign the Orange Peel for enhanced usability.
 - The IT Design & Development team is working with the HR Department to modify what staff members can access on the Orange Peel from outside the library network.

Activity: **Prioritize employee engagement and well-being.**

- Explore staff recognition and awards program.
 - The South Creek and Winter Garden Branches celebrated unique and successful programs and contributions by having a branch potluck and sharing the successes in "Kudos" the library's email recognition program.

- The South Creek Branch saw the return of the Kudos board, where staff could share thanks to their team members. The kudos were displayed in the staff break room for all to read.
- The Community Engagement Department leadership sends a monthly email recap which includes a section called "Sharing Good Things." This section, which often includes pictures, highlights the team's wins, stories, and interactions with the community and each other.
- As part of Staff Development Day, staff successfully expanded the Employee of the Year award from one to two. One winner is from a customer-facing department/location, and the other works in a behind-the-scenes department/location. This ensures a broader representation of contributions across the organization. In addition to the Employees of the Year we issued a variety of recognition and awards, including:
 - Staff Picks - Picky Award
 - Health, Safety, and Wellness Award
 - Mystery Shopper Award
 - Best Display Award
 - Best Bulletin Award
- At the year-end department meeting, the Youth Services Department Head recognized staff on training and projects completed, such as SLJ Library Manager Training, Sunshine State Leadership Institute, and creating and hosting training for staff.
- South Creek Managers highlighted staff shout-outs/kudos, as well as mystery shopper champions, in a monthly newsletter to their team.
- The Customer Service Department hosted a meeting to finalize the staff recognition program. During the meeting, the logistics of the program were clearly laid out so that any assistant manager could carry out the program.
- The South Trail Branch created an "Achievement Board" to post kudos from customers and staff.
- The Customer Service Department rolled out the "Golden Book Awards," which are customized bookmarks created to highlight staff that have received Kudos.
- The Windermere Branch celebrated the accomplishment of one of their staff members for completing their Master of Science in Information degree.
- At the North Orange Branch - In honor of Valentine's Day, staff were encouraged to fill out a small, themed note to some of their peers sharing "I love working with you because _____."
- The Adult Services managers implemented recognition of staff at monthly meetings to highlight special accomplishments and extraordinary customer service.

- The Chickasaw managers hosted a "Friendship & Appreciation Day" for the team. Part of the activities for the day included giving recognition messages to staff members.
- The Alafaya managers held meetings to recognize and commend staff for their performance in the monthly survey and overall statistics, raising awareness of the significant impact the Alafaya branch has within OCLS.
- The South Trail team participated in weekly "shout-outs" where staff shared kudos for one another at the end of each staff huddle.
- Kudos were given out during the monthly Home Delivery Department staff meeting.
- A monthly newsletter template has been developed at Washington Park to highlight staff achievements and their impact on the community. Additionally, three reports have been created to analyze the results of various customer surveys, providing tangible evidence of the positive experiences staff create.
- The Chickasaw Branch celebrated National Library Week by giving customers the opportunity write kudos to staff. Each staff member's picture and name were displayed on stars, creating a constellation of appreciation on the entry wall. Customers were to write heartfelt kudos, resulting in 93 entries from the community.
- The North Orange Branch started to actively seek kudos from staff at our weekly staff meetings. Staff have been sharing kudos with their peers for helping them out with a project or when they observe a great customer service interaction.
- The Windermere Branch created a kudos section on their bulletin board for staff to recognize each other for excellent customer service.
- The Home Delivery department has focused on making sure comments from customers are being shared with Home Delivery staff so they are aware of the impact their work is having. This month, a customer comment shared at Alafaya was passed along to staff and PEP.
- The South Trail team participated in weekly "shout-outs" where staff shared kudos for one another at the end of each staff huddle.
- In June, the Southwest Branch continued its employee of the month program, highlighting a new staff member and their accomplishments.
- Winter Garden Managers encouraged staff to share Kudos about each of their team members on sticky notes throughout the month. Staff collected the notes they received and selected the one that meant the most.
- After the conclusion of Summer at Your Library 2025, the Events and Programs Department Head recognized the individual achievements

of the team members who contributed to this year's initiative during a weekly department meeting.

- From the various customer surveys, the Windermere Branch recognized staff with positive feedback from various customer surveys on their staff bulletin board.
 - CED staff met in September for their quarterly meeting, where staff were celebrated for wins and accomplishments.
 - Southwest continued our Employee of the Month program as well as our Kudos board to recognize staff that go above and beyond.
 - The South Trail team participated in weekly "shout-outs" where staff shared kudos for one another at the end of each staff huddle.
- Evaluate ways to provide team-building sessions.
- Team-building efforts include activities held on Staff Day as well as ongoing opportunities offered throughout the month by various departments and branches. Staff Day Activities included:
 - Adult Services staff enjoyed Jurassic Jeopardy as a team-building activity on Staff Day.
 - Windermere staff participated in two activities at Staff Day and also a branch team-building activity following Staff Day to build a dinosaur.
 - Southeast staff planned and implemented a two-part dinosaur-themed team-building session as part of Staff Development Day.
 - Winter Garden Managers facilitated an activity where staff passed around a sheet of paper with their name and anonymously wrote positive things about each other.
 - The Events Department worked together to create their own miniature dinosaur-themed chia gardens. Staff members displayed their gardens in a communal space in the office and monitored growth in the weeks following Staff Day.
 - CED staff collaborated on both the pumpkin contest submission and the department flag for Staff Day.
 - Other Team-Building Activities
 - Southwest began a "get to know me" team-building activity which will run over the next several months.
 - Staff at Windermere participated in various team-building activities throughout the month.
 - Youth Services Technology Trainer Olivia Okolue spearheaded a team-building exercise where she taught the department how to create no-sew lanyards.
 - The Youth Services Department hosted a Friendsgiving potluck and craft session to celebrate the season of fun, food, and gratitude.

- Staff led two team-building activities to create displays within the branch:
 - Staff created their own book buddy where they shared their favorite picture book and juvenile novel to display in the children's area.
 - Staff created their own paper gingerbread character to display at the customer service desk. Participants enjoyed having projects to show their creativity and share a little about themselves.
- West Oaks staff utilize the break room bulletin board to offer passive team-building activities. November's activity prompt was "No Place Like Home." The prompt encourages staff members to share a story of their favorite home décor.
- Acquisitions, along with Home Delivery staff, participated in a game of Heads Up, taking turns as the guesser and describers.
- Acquisitions held a week-long step challenge where everyone was encouraged to walk an extra step from the day before and chart their progress.
- CED staff met for a quarterly meeting to celebrate their first year as a team and connect through stories and shared experiences.
- The Events Department created and distributed customizable "Get to Know Me" sheets, and the Southwest Branch continued this team-building activity in December.
- Acquisitions introduced "Walking on the Ones" - a weekly challenge to remind staff about the importance of movement during the day. Every Wednesday, staff are encouraged to walk around the department.
- The South Trail Branch hosted a cookie and white elephant exchange where team members shared sweet treats and many laughs.
- The Washington Park Morale and Wellness team focused on several initiatives to foster team engagement and well-being.
- Multiple locations celebrated the season with activities like cookie swaps, ornament crafts, and potluck lunches, including the Youth Services Department, Melrose, and Chickasaw branches.
- The Windermere Branch staff participated in an activity to upcycle t-shirts into reusable bags.
- The Alafaya branch hosted a "Create a Balloon Bouquet" class in anticipation of offering a new program at the branch in the upcoming months.
- The team at Windermere created a Staff Reads Binder to encourage each other to read books outside of their genres and provide reviews. The binder helps to make both internal and external recommendations for our customers.

- In January, the morale and wellness team at Washington Park focused on professional development, team bonding, and well-being. They celebrated winning the 2024 Mystery Shopper Award with a pizza party and supported wellness by taking short walks during breaks for fresh air and exercise.
- The South Creek team participated in a staff led mindfulness exercise that focused on breathing and meditation. Staff who participated shared positive feedback and expressed their interest in hosting their own team-building sessions as well.
- Eatonville staff participated in the Poverty in America Simulation—a team-building activity designed to raise awareness and provide a better understanding of the challenges faced by millions of Americans living in poverty.
- The Hiawassee team put together a 750-piece puzzle in two weeks. The puzzle has been framed and hung in the workroom to commemorate their great job as a team.
- The Human Resources Division conducted a team-building activity centered around mindfulness and setting intentions for the new year.
- Staff across the system have been actively engaging in team-building activities to strengthen collaboration and improve communication. Some highlights from February include:
 - South Trail staff participated in a team-building exercise where team members learned the importance of teamwork and communication to achieve process improvement.
 - CED Branch Outreach Specialists joined together to participate in a watch party for the rollout of the Summer At Your Library training. Following the training, the team received procedural updates and brainstormed ways to bring the themes and events to partners across the county.
 - The Washington Park Moral and Wellness Team hosted a potato potluck in celebration of National Potato Month and took part in the Wellable 'Walk the Wonders Challenge.' In honor of Valentine's Day, they organized a week of activities, including crafting Valentines, painting planter pots, and creating self-care items. They also marked a team member's birthday and worked together to build a garden outside the kids' area, which has since begun to sprout. This initiative fostered team collaboration and provided an opportunity to recognize staff achievements, with former team members visiting to see the garden.
 - The South Creek team participated in staff led wellness activities including team walks around the property and yoga sessions. Staff also participated in a Q&A session to learn more about service animals from a trained service animal

handler and owner. Other team-building activities included team crossword puzzles, raising butterflies for the branch garden, and Valentine's Day celebrations where staff left messages for each other on cards.

- In March, several teams participated in a variety of team-building activities across different locations. At their monthly staff meeting, the Adult Services team engaged in two activities: one focused on improving communication by building paper loop chains with and without verbal interaction, and the other on understanding individual strengths and how they can enhance teamwork.
- The Alafaya branch enjoyed team puzzles while also celebrating Mardi Gras and Pi Day with snacks. Southwest completed the "get to know me" activity, fostering better personal connections among team members. The Melrose Center team had a fun morning of multiplayer video games adding a competitive yet collaborative element to their team building.
- Home Delivery held a unique activity called "This is my life..." where staff shared personal stories tied to different life stages, marked by playing cards. Acquisitions hosted a Mardi Gras potluck and later took a walk around Lake Eola to enjoy the outdoors.
- Windermere staff participated in a monthly book club focused on Sci-Fi books, and eight of them joined a passive scavenger hunt at Disney Springs, sponsored by the Staff Association. Additionally, the team completed four large puzzles (300–1000 pieces) during the quarter from January to March.
- Various locations engaged in team-building and creative activities:
 - CED leadership and coordinators practiced papermaking in preparation for Leu Gardens' 20th Anniversary Storytimes event, and CED staff collaborated on the birdhouse staff submission.
 - Adult Services and Alafaya staff took part in a "What Color Reader Are You?" questionnaire to explore reading preferences and spark conversations.
 - The South Trail team tested their knowledge of policies, procedures, and team facts with a friendly but competitive game of Jeopardy.
 - Southwest shared a nostalgic slideshow featuring staff at different life stages.
 - Winter Garden staff celebrated Earth Day with themed trivia.
 - The Windermere and North Orange teams partnered together to present the "Create a Balloon Rainbow" program. Staff have been interested in learning how to make unique balloon art, and the program was available for staff systemwide.

- Each activity supported team bonding, creativity, and shared interests across the system.
- Various teams engaged in meaningful activities aimed at fostering team spirit, professional growth, and wellbeing. Below is a snapshot of some of the team building activities from different branches and departments.
- North Orange staff were encouraged to share photos of themselves as a child along with a favorite memory to share with the team. The activity was inspired by "El Dia del Niño" or "Children's Day" which is often celebrated in Mexico and many other Latin American countries. The idea came from staff who regularly enjoy the holiday with their families as a part of their cultural identity.
- Fairview Shores staff built camaraderie over a “Cava” themed pot luck in May. Each staff member brought in an ingredient for creating either a pita sandwich or rice bowl. Staff had the opportunity to spend time together in an informal environment over lunch.
- The South Trail team engaged in a team training to highlight strategies that help staff confidently navigate policy pushback. Staff shared their own practical tips for handling policy disputes. The South Creek Branch took part in team building activities including matching temporary art and butterfly releases, as well as posed for group photos.
- CED staff met in May for the quarterly meeting. Steve spoke to the team then everyone joined in a papermaking session to promote team building and in preparation for hosting the session at Leu Gardens. Following this meeting each team broke out into small work groups to discuss topics specific to their roles and share experiences.
- In conjunction with the Wellable Meditation Challenge, the Windermere staff participated in a meditation session. They were also provided with Mandalas to color to take a mental health break.
- Four staff members from the Windermere Branch participated in the Corporate 5K.
- Youth Services staff (with the help of Orlando Public Library staff) packed 4,100 goodie bags to be distributed for Summer at Your Library. Staff took turns selecting music and choosing ice breaker questions to make the project more enjoyable.
- In June, staff at the Southwest Branch participated in fun activities including an I Spy game, guessing riddles, and a crossword puzzle.
- July’s team-building promotes kindness and appreciation among staff by encouraging staff to write anonymous notes to one another. These thoughtful messages are shared via paper buckets posted on the staff room bulletin board.
- To encourage team building, the South Creek branch hosted board game sessions for staff to enjoy. Additionally, a summer BINGO card was created for staff to complete.

- Staff at Windermere participated in the community art project themed to the Color Our World Summer at Your Library programming. The art project, created by customers and staff, is displayed in the library for SAYL.
- The Melrose Center team celebrated art and the onset of summer with a space themed magic window crafting session on June 3rd
- Chair Yoga Bingo was introduced as a June activity for department staff to participate in. Staff completed one of the stretches during a meeting to begin filling in their bingo cards. Staff are encouraged to complete a line on their card to earn a bingo.
- Eatonville's 3rd quarter team building exercise consisted of the manager and team participating in TEAMWORK - a card game that builds a better team dynamic.
- The South Trail team engaged in a "Who Am I?" team building activity to build camaraderie.
- In July, Southwest staff participated in a "Media to Understand Me" activity, where everyone shared their favorite past and present books, movies, TV shows, music, and more.
- Youth services staff continued meeting to discuss their book club selection, "The Seven and Half Deaths of Evelyn Hardcastle"
- Staff created tie-dye shirts to celebrate summer and the Color Our World theme of Summer at Your Library.
- The North Orange team worked together to create and plan a mid-summer celebration by way of a "Summer BBQ" potluck. Staff brought in several homemade treats and food items on July 10 as recognition for the hard work we have done during the first half of Summer at Your Library.
- Staff filled out a template on Canva with different media (books, movies, etc.) that were meaningful to them. These were displayed in the workroom and staff were able to connect on shared interests.
- The Southwest branch participated in a monthly bucket list team builder, sharing things they have accomplished and what they're looking forward to doing. This sparked many great conversations amongst team members. The activity was shared with several other branches/departments and was well received.
- Chickasaw staff participated in a Codenames team-building activity designed to strengthen on-the-spot thinking, trust, and collaboration. Using one-word clues to guide teammates, the activity encouraged clear, concise, and strategic communication. It also helped staff practice tailoring their language to their audience to enhance customer service interactions.
- The South Creek Branch hosted a mental wellness week for staff. The meeting room was use to create a space separate from work, and staff were given board games and other activities to participate in team building.

- The North Orange team participated in a team builder focused on enhancing bonds through several small activities to learn fun facts, share praise for each other, and improve communication.
 - Winter Garden staff created a custom magnet with their names, which they use to vote in weekly polls. Winter Garden Managers have noted lively discussion between staff about the poll topics.
 - The Acquisition Services team completed a team building exercise that contained a list of events you would do, would never do, and have done. Results were shared among staff.
 - This month Eatonville manager worked with the leads at her location to plan upcoming team-building sessions.
 - To foster team engagement with creativity, the Hiawassee team participated in coloring a 65" x 46" coloring sheet. They took sections of it, claimed as their own to then color and watch the results unfold once it was completed.
 - The training and development team built a database of team building activities that include clear objectives, discussion questions, materials lists and participant guides. There are over 50 activities on the topics of communication, connection, cooperation, dealing with change, creativity, and morale and support. It also includes facilitation tips and guidelines for successfully running a team building session for managers.
- Explore ways to offer professional development opportunities.
 - Library leadership is evaluating organizational memberships to determine if individual memberships might better serve staff who want to be more involved in a professional organization.
 - All five of our active Employee Resource Groups met in person for the first-time during Staff Day for a networking session. 48 ERG members attended this session, which ended with a Kahoot trivia game sponsored by the newest resource group, the Black and African American ERG.
 - The Black and African American ERG met for a separate meeting in November to elect their chairperson and begin planning how they want to operate as a group. It was a strong start for this newly launched ERG.
 - Questline is collaborating with the West Oaks Branch to offer staff an opportunity to visit and learn more about Genealogy services to better assist our customers.
 - Winter Garden hosted a Questline staff member who learned about branch leadership through an Employee Enrichment Experience.
 - As part of a commitment to professional development, Questline is collaborating with the West Oaks Branch to offer staff an opportunity to visit and learn more about the Genealogy service they provide. For some Questline team members, this will be their first time visiting

West Oaks and will allow them to familiarize themselves with the branch and the Genealogy services to better assist our customers.

- The Winter Garden Customer Service Lead and Assistant Manager hosted a Questline staff member who learned about branch leadership through an Employee Enrichment Experience (EEE).
 - During March, Chickasaw staff hosted a series of database training sessions to sharpen their presentation skills and increase awareness of the database resources we have for the community. Each staff member presented at a staff meeting, highlighting key features of various databases to promote to customers. The databases included Right Service at the Right Time, Science Online, Novelist Plus, Driving Test, Learning Express, Big Interview, Chilton's, Digital Learn, and Ferguson's Career Guidance Center.
 - The Alafaya branch had several staff participate in various trainings offered this month, such as ServSafe Food Handling certifications and Silhouette Cameo Orientation held at OPL for staff. This location also sent the Librarian and Youth Program Specialist to the FLA Conference May 14-16, bringing new ideas to the Alafaya branch.
 - A Customer Service Associate participated in an Employee Enrichment Experience in the Marketing and Public Relations Department, getting a behind the scenes view of our advertising, both in print publications and social media, and how the "fresh" vision and style for the library was initially developed.
 - Chickasaw staff successfully completed the Teamwork Foundations training on LinkedIn Learning, led by Chris Croft. This course is designed to help staff strengthen collaboration skills, recognize the value each team member brings, boost morale, and consistently deliver high-quality results. It also encourages professional growth and going the extra mile in team settings. Each participant completed a questionnaire and earned a certificate upon completion.
- Implement a new compensation structure.
- New pay scales and pay bands are in the final stages of development, with the intent to roll them out in early 2025.
 - The project team is finalizing the details with plans to take a new Pay Structure to the Admin Team in February.
 - The library's new Pay Structure was rolled out to managers on February 20 and then out to all staff on February 24.
 - The goals of the project were:
 - Confirm whether positions are competitive when compared to national survey data (PayFactors).
 - Confirm positions as Exempt or Non-Exempt.
 - Create two new scales – one for library staff and one for support staff.

- Expand the pay bands to at least 40% between the minimum and maximum for all grades.
 - The goals of the project were met:
 - Technical IT positions were determined to be below market, and all other positions were deemed to be competitive.
 - Nine positions were transitioned to Non-Exempt, and all Exempt positions now meet the requirements of the Department of Labor's Fair Labor Standards Act.
 - All pay bands are at 40% between the minimum and maximum.
 - There are two new pay scales, Library Staff and Support Staff.
 - Staff feedback has been positive since rolling out the new structure last month.
- Develop and implement a new Director's evaluation form/process/reporting structure.
- The CHRO and Director are looking at different ways of doing this and gathering information from other public libraries.
 - The new evaluation is in progress, and we plan to review an initial version with the Library Board's Personnel Committee in April.
 - CHRO Yvonne Hartley and Director Steve Powell created a new evaluation process and form. The new process and form were introduced to Trustee Sharon Smoley at the Personnel Committee meeting on April 29. Trustee Smoley stated that she definitely liked the evaluation form.