

**ORANGE COUNTY LIBRARY SYSTEM**

**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.**

**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.
- Partner with more organizations willing to host offsite library events and resources.

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

- Evaluate the customer experience in public spaces.
- Explore opportunities to optimize accessibility.

**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.
- Implement systemwide expectations and training based on 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.
- Support partnerships with health and wellness organizations.
- Leverage partnerships to enhance services.

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

- Focus on connecting with different segments of the community.
- Create challenges, contests, and initiatives for customers who use library services.

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

- Seek partnerships with organizations willing to collaborate on marketing initiatives.
- Expand multicultural marketing, communications, and offerings.
- Conduct research to determine why people are not using OCLS and use data collected to create responsive campaigns.

**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.
- Evaluate and improve current data collection.

**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.
- Utilize data to evaluate the success of programming and classes.
- Develop core programming focused on different segments of the community.

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

- Evaluate the digital customer experience.
- Evaluate and update customer satisfaction measurement tools.
- Evaluate the obstacles that customers face when accessing the library.

**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.
- Increase opportunities for more cross-departmental/branch experiences.

**Activity: Strengthen internal communication.**

- Centralize internal systems including HR, IT, and Finance platforms.
- Redesign the Orange Peel for enhanced usability.

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

- Explore staff recognition and awards program.
- Evaluate ways to provide team-building sessions.
- Explore ways to offer professional development opportunities.