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Orange County Library System New Logo, Strategic Plan

ORLANDO, Fla. (October 1, 2024) Orange County Library System (OCLS) celebrated 100 years of service in 2023 with “proud past, bright future” as its guiding statement. In 2024, OCLS is launching a fresh new logo, new URL and strategic plan.

“Our 100 Year Celebration gave us an opportunity to reflect on our history and our place in the community,” said Library Director Steve Powell. “But it also gave us a chance to consider what the future holds for Orange County Library System.”

This year, OCLS conducted focus groups, listening sessions and surveys with cardholders, staff and community members for feedback to guide the library’s approach to service.

With the goal of fulfilling the purpose statement “Enriching lives through experiences and opportunities to learn, grow and connect,” OCLS crafted a new four-pillar strategic plan to:

- **Be Welcoming** - provide excellent customer service, create inviting spaces and ensure accessibility so the community feels welcome at OCLS.
- **Be Connected** - promote engagement, facilitate partnerships and generate awareness of what OCLS does.
- **Be Forward-Thinking** - provide and explore services and technology to deliver relevant experiences for the community.
- **Be Empowered** - enhance our employee training structure, support professional development and improve internal communication so OCLS staff are adaptable to community needs.

OCLS is also launching a new logo on October 1. The new logo is adapted from the special logo created for the 100 Year Celebration, bridging the old OCLS and the new.

OCLS has transitioned the website URL from ocls.info to ocls.org to better position the organization’s website among other nonprofit and government agencies with the familiar and reputable .org extension. To maintain ease of access, ocls.info will automatically redirect to ocls.org.

Orange County Library System (OCLS) is a public library system serving Orange County, Fla. With 15 public locations and a vast network of online and outreach resources, OCLS enriches lives through experiences and opportunities to learn, grow and connect. From cutting edge technology and inventive fiber arts to enriching storytimes and bestselling author events, OCLS employees bring innovation and education to more than 4 million visitors in our branches and beyond. For more information visit ocls.org, or follow us on [Facebook](https://www.facebook.com/ocls) and [Instagram](https://www.instagram.com/ocls).

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