



For more information, contact:

Erin Sullivan, Chief Marketing and Public Relations Officer
407.835.7480
esullivan@ocls.org

Orange County Library System Awarded Two 2025 Florida Library Association Honors

ORLANDO, Fla. (May 6, 2025) — Steve Powell, director and CEO of the Orange County Library System, is Florida Library Association's (FLA) 2025 Administrator of the Year for his outstanding contributions through distinguished service to the library system.

Powell, an OCLS employee since 2007, became OCLS' director in 2022. Since then, he has focused on removing barriers to public access of library services and increasing the library's availability in the community.

"I'm honored to be recognized as FLA's Administrator of the Year, and I share this honor equally with the dedicated OCLS staff working each day to bring our services to Orange County residents," said Powell. "Libraries are meant to serve their communities and that's how we approach each day. Whether a customer is learning a new skill, downloading an audiobook or meeting up with our book bike in a park, we want to offer them a worthwhile experience that encourages them to keep coming back."

Powell worked with the library's Board of Trustees to eliminate fines for overdue materials and clear old fines to reinstate blocked accounts. He made it easier to get a library card by expanding the forms of identification accepted and implementing a more streamlined online application and approval process. He established a new Community Engagement Department to bring library services beyond the walls of OCLS' 15 locations; in 2023-2024, the department reached more than 91,000 people at community and other off-site events.

Florida Library Association also awarded OCLS' Marketing and Public Relations team this year's Communications Excellence Award. In October 2024, OCLS launched a new logo and strategic plan supported by a comprehensive communications campaign highlighting the library's commitment to being "Welcoming, Connected, Forward-thinking and Empowered."

The logo was designed by OCLS lead graphic designer Ben Garcia and the campaign was conceptualized, and all assets created collaboratively, by the library system's graphics and marketing team. The new logo design features an orange as the "O" in Orange County. Embracing the orange motif, the marketing team was inspired by vintage orange juice ads and orange crate designs. The advertising and image concepts center around orange crates and the concept of "fresh" to re-introduce the community to the varied and sometimes unexpected offerings of Orange County Library System. The campaign features simple imagery and concise language to promote library services and programs.

FLA will present these and other awards at the close of their annual conference in Orlando on May 16, 2025.

Orange County Library System (OCLS) is a public library system serving Orange County, FL. With 15 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 engaging 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](#) and [Instagram](#).

The Florida Library Association is a statewide organization that promotes excellence in Florida libraries by advocating strongly for libraries and providing high quality professional and leadership development for a diverse community of library staff, volunteers and supporters. For more information, visit flalib.org.

#