

ORANGE COUNTY LIBRARY SYSTEM

Section 189.0694, Florida Statutes

GOALS AND OBJECTIVES PERFORMANCE MEASURES AND STANDARDS

FY 2026-2027

October 1, 2026 – September 30, 2027

Purpose Statement:

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

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.
 - Explore options for providing additional support for parents and caregivers.
 - Expand outreach and mobile services scope.
 - Evaluate website accessibility and mobile responsiveness and address defects to ensure compliance, usability, and responsiveness across devices.
- Partner with organizations to share resources.
 - Increase themed resource fairs throughout the year based on community need and organizational capacity.
 - Create and foster marketing relationships that bring OCLS messages to new audiences.

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

- Evaluate space usage based on the findings of the master plan.
 - Evaluate public space technology tools to ensure they align with community needs.

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

- Identify and explore learning opportunities that address location-specific needs.
 - Provide team training on customer service resources.

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 to promote and enhance services.
 - Expand upon the success of existing partnerships.
 - Leverage a new partnership with Junior Achievement to extend our reach in the community.
 - Highlight community partnerships through news media and marketing.

Activity: Explore ways to foster higher engagement rates.

- Focus on connecting with the senior and teenage segments of the community.
 - Support and offer regularly scheduled senior activities.
 - Create marketing targeted at senior and teen audiences.
 - Support and offer regularly scheduled teen activities.
- Engage customers in library services with system-wide initiatives.
 - Increase customer awareness and participation in system-wide initiatives.
 - Design and distribute targeted marketing materials and campaigns to increase awareness of and participation in system-wide initiatives.
 - Enhance creative technology initiatives, programs and events.
 - Diversify and expand library volunteer opportunities.

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

- Seek opportunities to expand the library's fundraising footprint.
 - Establish and grow the OCLS Foundation and increase awareness among philanthropic partners and stakeholders.
 - Leverage philanthropic relationships and pursue grant opportunities to expand the library's fundraising footprint.
- Raise the library's visibility through networking and community building.
 - Engage in networking opportunities that promote organizational visibility.
 - Connect with local and library communications professionals to build relationships conducive to collaboration in messaging and marketing.

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.

- Develop actionable plans to expand, improve, and sustain services and resources.
 - Develop a facilities improvement plan based on the Master Plan report.
 - Implement a new Integrated Library Service.
 - Conduct a comprehensive review of the calendar of events software for alignment with current organizational needs.
- Evaluate and improve current data collection.
 - Expand LibInsight implementation system-wide to standardize the collection, analysis, and reporting of library usage.

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

- Utilize data to ensure resources meet the needs of individual communities.
 - Analyze survey feedback on senior programs and events and prepare a report highlighting key findings.
- Create feedback loops and evaluation processes to guide the development and continuous improvement of programs, classes, and events for all ages.
 - Gather branch feedback at regular intervals to continuously refine and strengthen Lifelong Learning offerings.
 - Strengthen and modernize programming through curriculum evaluation.

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

- Evaluate and update customer satisfaction measurement tools.
 - Evaluate and update remaining surveys, including Customer Satisfaction Survey.
 - Refine the feedback loop between IT and staff to improve focus and support.
- Explore innovative technologies, ideas and procedures.
 - Explore adding digitization stations to select locations to allow the conversion of older media to a digital format.
 - Establish a standardized framework for the design, deployment, and ongoing maintenance of surveys.
 - Improve customer and staff engagement with library resources by addressing usability gaps, expanding functionality, and establishing processes in Aspen Discovery.
 - Pilot and assess AI-driven chatbot capabilities on the library's website to foster opportunities for improving self-service options and access to information.

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: Foster a culture of growth and development.

- Provide training and development opportunities that support staff and system-wide efforts.
 - Implement Grants Module.
 - Offer more in-person training opportunities.
- Support opportunities for cross-departmental/branch experiences.
 - Assess and implement financial reporting needs per department.
 - Promote knowledge sharing and collaboration across departments and branches.
 - Provide opportunities for system-wide participation in large-scale events.

Activity: Strengthen internal communication.

- Explore feature capabilities of UKG Ready.
 - Evaluate the remaining UKG modules and create an implementation schedule.
- Provide systemwide communication through multiple channels and platforms.
 - Provide monthly system-wide news, policy and reminder updates to staff.
 - CEO regularly hosts Town Hall meetings.
 - Departments share system-wide projects with staff.

Activity: Prioritize employee engagement and well-being.

- Explore meaningful ways to celebrate employee contributions.
 - Continue the monthly recognition program to celebrate individual and team successes.
 - Develop a work anniversary recognition program with an annual schedule.
- Support staff in building connections locally and throughout the system.
 - Explore additional volunteer opportunities for staff through the Staff Association.
 - Enhance the OCLS wellness initiative.