

ORANGE COUNTY LIBRARY SYSTEM

Section 189.0694, Florida Statutes

GOALS AND OBJECTIVES PERFORMANCE MEASURES AND STANDARDS

**FY 2025-2026
October 1, 2025 – September 30, 2026**

**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 on-demand technology classes.
 - Partner with organizations to host mobile stops.
- Partner with organizations to share resources.
 - Cultivate expertise-driven partnerships that enrich library programs.
 - Host themed resource fairs that spotlight key customer topics.

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

- Evaluate the customer experience in public spaces.
 - Establish consistency in signage and communications across locations and departments.
 - Evaluate replacement of copy and scanner stations.
 - Update Wi-Fi experience for customers to improve reliability and connection speeds.
- Explore opportunities to optimize accessibility.
 - Create marketing materials that are friendly to customers with disabilities.
 - Evaluate accessibility tools and features at all locations.

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

- Establish best practices to support underserved populations.
 - Facilitate workshops led by social workers to empower staff to better support underserved communities.
 - Develop a resource toolkit for staff to assist customers with social services.
- Implement systemwide expectations and training based on the Customer Service Story.
 - Update the current service story framework.
 - Implement part two of orientation - focused on the service framework, the rules of conduct, and de-escalation best practices.

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.
 - Reimagine the School Partnership Program.
- Support partnerships with health and wellness organizations.
 - Connect with local health and wellness organizations for potential and continued collaboration.
 - Cross-promote wellness initiatives within the system through displays and shared marketing materials.

Activity: Explore ways to foster higher engagement rates.

- Focus on connecting with the senior and teenage segments of the community.
 - Create marketing targeted at senior and teen audiences.
 - Offer senior-specific technology classes.
 - Expand senior-focused event offerings.
 - Explore options for middle-grade focused programs.
 - Provide regularly scheduled senior activities.
 - Provide regularly scheduled teen activities.
 - Increase volunteering opportunities.
- Engage customers in library services with system-wide initiatives.
 - Grow SAYL participation.
 - Promote career-support resources.
 - Drive engagement with LEGO learning programs across the system.
 - Foster literary engagement across the system.
 - Enhance creative technology initiatives, programs and events.
 - Implement new digital signage solution with more capabilities to better inform customers of OCLS' offerings.

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

- Seek opportunities with individuals, organizations and agencies that can help expand the library's fundraising footprint.
 - Pursue funding sources to expand Local Wanderer program.
 - Onboard a grant-writing professional to assist with application, oversight and implementation of grants to OCLS.
 - Build inroads with community grant makers, corporate donors and philanthropic community.
- Raise the library's visibility through networking and community building.

- Engage staff in networking to build community relations that enhance organizational visibility.
- Connect with city and county communications professionals to build stronger 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.

- Evaluate existing and new opportunities for services and resources.
 - Begin the process of evaluating and selecting a new ILS.
 - Evaluate and implement a solution for tracking and managing software solutions used by OCLS to standardize and improve customer offerings.
- Evaluate and improve current data collection.
 - Explore LibInsight feature capabilities for expanded use.
 - Implement a mechanism for tracking anonymous user interaction using tools such as heat maps and Google Tag Manager.
- Create a Master Plan

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.
 - Review programs and services to ensure that the library's community engagement efforts meet community needs.
 - Review Wi-Fi and Public PC usage stats to make sure we are offering enough resources to meet customer needs.
- Utilize data to evaluate the success of programming and classes.
 - Use data to analyze Summer at Your Library program attendance, sign-ups and completion rates by location.
 - Review adult technology class attendance for trends.
 - Evaluate bilingual offerings and attendance.

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

- Evaluate and update customer satisfaction measurement tools.
 - Evaluate and update remaining surveys and rebuild to meet established objectives.
 - Implement new IT ticket system feedback metrics to evaluate customer satisfaction and implement proactive changes.
- Explore innovative technologies, ideas and procedures to enhance the customer experience.
 - Evaluate AI options to contribute to a better digital customer experience.
 - Complete implementation of the Discovery platform on the online catalog.

- Develop and implement a centralized OCLS Services Application Programming Interface (API) that acts as middleware to various OCLS services.
- Develop standard practices and recommendations for how to use the Microsoft 365 product suite for internal and external collaboration.

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.
 - Provide support and training for program and class rubrics, guidelines and best practices.
 - Provide team trainings on OCLS resources and tools.
 - Refine the competency model framework and align SumTotal content to create career pathways.
 - Evaluate processes for internal applicant interview feedback and development.
 - Implement a mentorship cohort program for new employees.
 - Crisis Prevention Institute's Verbal Intervention Training offered for staff.
- Support opportunities for cross-departmental/branch experiences.
 - Provide opportunities for systemwide participation in large-scale events.
 - Provide training and tabling outreach experiences for staff.

Activity: Strengthen internal communication.

- Implement a Human Resources Information System (HRIS) and explore feature capabilities.
 - Explore best reporting practices to provide managers with personnel data/statistics.
- Implement Finance Enterprise Software (FES) and explore feature capabilities.
 - Explore best reporting practices to provide managers with financial data/statistics.
- Create a Technology Plan.

Activity: Prioritize employee engagement and well-being.

- Explore meaningful ways to celebrate employee contributions.
 - Create a monthly recognition program to celebrate individual and team successes.
 - Evaluate kudos for staff recognition.
 - Celebrate work anniversaries with personalized acknowledgements.
- Support staff in building connections locally and throughout the system.
 - Establish staff interest groups.
 - Promote volunteering opportunities for staff.