

## January 2019 Monthly Update

	Hart	St Cloud	Poinciana	BVL	West Osceola	Kenansville
Circulation	25,787	26,500	14,652	10,708	18,189	360
Visitors	24,489	14,227	13,194	8,337	15,331	134
Computer Sessions	6,449	2,699	3,823	2,945	2,248	54
AWE Computer Sessions	n/a	1,177	n/a	4,361	n/a	n/a
Programming Onsite, In-Community, and Schools	Events: 74 Attendance: 878	Events: 63 Attendance: 1,302	Events: 59 Attendance: 869	Events: 58 Attendance: 1,113	Events: 34 Attendance: 600	Events: n/a Attendance: n/a

**\*Does not include electronic resource circulation**

### Other Statistics

- Electronic Resource Circulation for the month was 13,344, up 21% from 2018
- Visitors to the Libraries for the month totaled 75,712
- The Library held 288 events attended by 4,762 persons
- Computer sessions at the networked public computers numbered 18,218
- Wi-Fi sessions numbered at Hart Memorial, St. Cloud, Kenansville and Poinciana Libraries totaled 1,058 persons registered for full-service Library cards and 98 registered for eCards
- 11,126 holds were placed on Library materials, up 20% from 2018
- Self-Check-Outs numbered 19,119 resulting in nearly 24% of circulation
- Total circulation for January was 94,964

### Highlights

#### Everyday English Continuation

The Everyday English program in 2018 was a resounding success, in providing convenient access to high quality English conversation classes, solidifying a positive relationship with partners, gaining a deeper understanding of the diverse needs of our citizens, and creating new avenues to promote the Library. The Library did apply for a second year of the American Dream Literacy Initiative, and although we were not selected to participate, we were given a generous surprise from the Adult Learning Center of Osceola (ALCO).

In 2018, ALCO supported our Everyday English classes with School District instructors funded by the grant. Even though the classes were open to the general public, ALCO-enrolled students were given increased access to classes offered in the evening and on the weekend and the opportunity to gain lab hours to satisfy ALCO

class requirements. Perceiving the value of this access to their students and the impact to the community at large, the School Board voted in January to provide the Library with District-certified teachers to continue the Everyday English classes through the end of 2019. We are now offering Everyday English conversational classes at four libraries, Hart Memorial, St. Cloud, Buenaventura Lakes, and Poinciana, with the generosity and commitment of our partners at the Adult Learning Center of Osceola. Forging partnerships that create dynamic opportunities for education, self-improvement, and professional development is a cornerstone of our strategic goals so many thanks are given to ALCO and the School District for this support.

### **Girl Scout / West Osceola Collaboration**

The Girl Scouts in Celebration have forged a remarkable partnership with the West Osceola Library in support of creative programming open to all school-age children. These programs, collaborations between the Youth Librarian and Girl Scout troop leaders, have enabled Girl Scouts to earn patches and badges, but have also brought the high quality of Girl Scout-level programs to the general public. In 2018, some noteworthy programs were Think Like an Engineer, Women's Suffrage: the 100<sup>th</sup> Anniversary, and Pinwheels for Peace. So far 19 programs aimed at earning patches and 3 programs aimed at badges have been held.

On January 28, the Girl Scout Troop 85 presented a one of a kind, hand-designed and -constructed structure to be used in conjunction with the West Osceola Library's escape rooms. The structure can be put up and taken apart in minutes to create portable walls. Additionally, they generously presented the West Osceola Library with a check for \$150 to be used in support of their next Library project, a butterfly garden! The Girl Scouts were so enthusiastic about their gift to the Library that they talked their troop leader into increasing the donation over the troop leader's suggestion.

The butterfly garden is being planned as a multi-troop service project with at least four Girl Scout troops invited to take part in the preparation and planting. The troops are working with a Master Gardener to ensure proper irrigation, plant selection, and maintenance are followed, and will be using their engineering skills to plan and build an obelisk that will be placed in the garden.

### **Online Engagement and Marketing Update**

In addition to tracking traditional statistics like door counts and checkouts, the Library also tracks our online engagement through a quarterly report of "Library Platform Statistics." The Graphics and Social Media team monitor all of our social media and web-based engagement tools such as Facebook, Twitter, Instagram, Tumblr, YouTube, the Newsletter, and Podcast so that we can have our finger on the pulse of opinion and community interactions, and understand how and when best to reach our patrons. Some quick statistics: The newsletter gained 1,409 subscribers, Twitter gained 30 followers, and Facebook added 71 followers during the last quarter of 2018.

The Library uses web-based resources to develop diverse and creative pathways to reach patrons and pique their unique interest in Library resources and services. Our podcast, *Nonfiction Friends*, celebrated in January its 50<sup>th</sup> episode. The podcast, which launched in early 2018, had 1,666 listens just within the last quarter of 2018, reaching people in over 50 countries, and is an example of how the Library is embracing all avenues to get us into the homes and hearts of our patrons.

The Library has formed a relationship with *Osceola Woman* magazine, found free in medical centers, businesses and restaurants, where we contribute content about Library services and resources and then the magazine is made available for free in our libraries. We received positive feedback on our first submitted article and look forward to many more contributions in the future!

## Youth Services Intern

A wonderful new opportunity for those interested in the field of library service launched this January. The Youth Specialist Service Learning Program provides an opportunity for previous Teen Ambassadors or Library Volunteers who are now 18 or older to gain on-the-job experience and knowledge of the library profession, potentially for college credit. Participants must be enrolled in college or recently graduated with an eye toward a career in libraries, particularly the youth services field. Service Learning opportunities include meeting with Collection Services staff to gain an understanding of how library collections are developed and managed and shadowing programs from start to finish. The Youth Specialist Service Learning Program culminates in the creation and implementation of an original library program. We currently have one bright and enthusiastic intern who met another of the initial requirements – completing 100 hours as a Library Volunteer/Teen Ambassador – and we are looking forward to opening this internship opportunity to more volunteers or Teen Ambassadors in the future.

## Career Online High School (COHS) Update

Progressing quietly behind the scenes is this fantastic program where the Library is able to provide scholarships to adult library card holders/Osceola residents 19 or older who wish to graduate high school but for whom life and circumstances have not always aligned to enable them to do so in a traditional timeframe. The Library was initially awarded 5 scholarships from the State Library of Florida to hand out to applicants who have met rigorous criteria and deadlines. But demand has been so great and the need so high in this community that we have successfully granted 7 scholarships and have dozens of people working their way through the process to potentially be awarded the 8 additional scholarships we have been provided. This program is exciting because it aligns with our Library's overreaching goal to transform people's lives with the convenient and free access to knowledge. The stories told by those applying for the COHS scholarships are both harrowing and uplifting, and getting the chance to share in their personal journey and support them on their path to creating a better future for themselves and their families is what library service is all about. We hope to share some of their stories with the community through videos and testimonials once we have the equipment supplied by the LSTA Innovation Grant we've recently been awarded.

## Gallery



**LEFT: Our Library podcast, *Nonfiction Friends*, celebrated 50 episodes as well as their one-year anniversary. *Nonfiction Friends* has listeners from over 50 countries and their episodes have accumulated nearly two thousand listens this last quarter alone.**

For the 50<sup>th</sup> episode, our hosts, Josh and Rebecca, asked their listeners for feedback of what their favorite episode or moments were on the podcast. Fans shared their answers on social media, recounting even episodes as far back as when the podcast first began (**BELOW**).



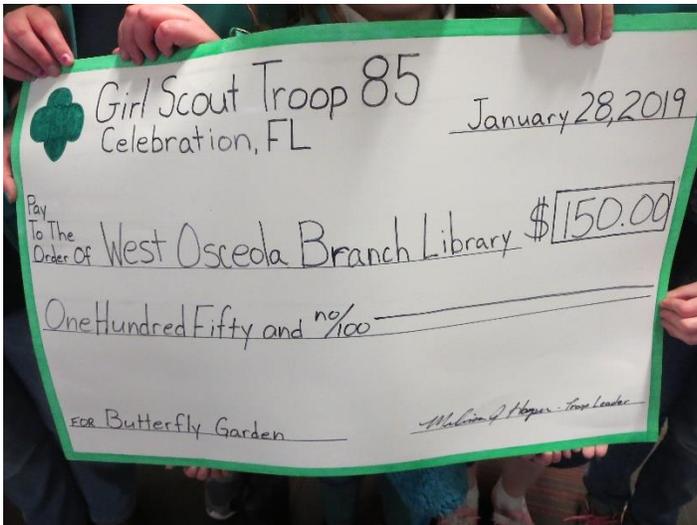
We enjoy connecting with our patrons through social media platforms and using web-based resources to pique interest in Library resources, services, or events. As our following on social media grows, so does the support from not only organizations and patrons, but authors as well (**BELOW**).


**Sunshine Rodgers** 🇺🇸 recommends Osceola Library System.  
 9 hrs · 🌐

I was one of the participatory authors for the Florida Author Fest located in the St. Cloud library and I was blown away by how fantastic this location was! Teresa Batchelder was a joy to be around and I thank this library for setting up such an amazing event for local authors and for the community! The St. Cloud library had an amazing selection of books and DVDs, a great children's section upstairs and incredible group of people working there. It was such a positive experience visiting with this library that offers so much to the St. Cloud area!



**In January, we launched our new Youth Specialist Service Learning Program** which provides previous Teen Ambassadors or Library Volunteers a chance to gain on-the-job experience and knowledge of library professions as an intern. Our current intern at Hart Memorial Library (**LEFT** with Youth Specialist, Jonathan) also completed 100 hours as a Library Volunteer.



**The Girl Scout Troop 85 in Celebration presented the West Osceola Library with two generous gifts.**

The first gift (**ABOVE**) was a hand-designed structure that creates removable walls perfect for use for the Library's Escape Rooms.

The second gift presented was a check dedicated to an upcoming Butterfly Garden project (**LEFT**), which will be built and maintained by multiple Girl Scout Troops and Master Gardeners.