the Osceola Library system

Strategic Plan FY 2025-2028 | Action Plan FY 2025

Books are just the beginning!

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County and Library Leadership

Library Advisory Board

Damaris Nazario

Sarah Zern

Johannise Maldonado

Noah Ziegler

Steven Rosario

Osceola County Administrators

Don Fisher
County Manager

Beth Knight
Chief Operating Officer

Celestia McCloud
Assistant County Manager

David Barnett
Library Services Manager

Board of County Commissioners

Peggy Choudhry
Vice Chair, District 1

Viviana Janer
District 2

Brandon Arrington
District 3

Cheryl Grieb
Chair, District 4

Ricky Booth
District 5

Library Leadership

Amy Jones, Director

Jacqueline Aviles
Catherine Dombroski
Paola Grimes
Lisa Jones
Dagmar Lopez
Lisa Martinez
Nitza Ramos
Catherine Rudd
Jennifer Sargent
Candice Shields

Special Thanks

Strategic Planning Committee

Abigail Ellis
Steps Foundation

Lauren Taylor
WUCF

Will Cooper
Hope Partnership

Jeremy Lanier
Toho Water Authority

David Tomek
City of St. Cloud

Natalie Ortiz
Osceola County Housing and Community Services

Christopher May
Osceola County Council on Aging

Johannise Maldonado
Library Advisory Board

Damaris Nazario
Library Advisory Board

Sue Considine, Vice President for Library Operations, Library Systems & Services

David Barnett, Osceola County Library Services Manager

Savannah Eldredge, Graphic Designer

Osceola Library System Staff

Executive Summary

Amy Jones
Library Director

The Osceola Library System is committed to providing exceptional services and resources that enrich the lives of our rapidly growing community. Through a comprehensive strategic planning process that kicked off in February 2024, the Library has developed a forward-looking plan that aligns with the Board of County Commissioners' Long-Term Aspiration to make Osceola County a Great Place to Live, and reflects the needs and desires of residents and visitors.

Gathering data to develop this strategic roadmap involved extensive community engagement online and through outreach efforts all over the County, including an online survey with over 1,700 respondents, input from nearly 700 "Big Idea" contributors, and thoughtful conversations with staff and stakeholders. The survey results highlight the community's top priorities: access to physical books; robust eBooks and digital collections; skill-building and how-to workshops; storytimes and literacy programs; and spaces for meetings, study, and work. Survey respondents also mapped specific geographic areas where new or enhanced library services are needed to meet the demands of rapidly expanding communities, notably in the Narcoossee/Harmony, Four Corners, and subdivisions nestled between Poinciana, Kissimmee, and Celebration.

The strategic plan outlines core goals and initial actions that will guide the Library's efforts over the coming years. These include enhancing collections and digital resources, expanding educational and enrichment programming, and improving library facilities to better serve the needs of the growing population.

This plan will be regularly evaluated and updated to ensure the Library's programs and services continue to meet the evolving needs of the community. We express sincere gratitude to the Osceola County Board of County Commissioners, the Strategic Planning Committee, the Library Advisory Board, Osceola Library staff, and our community for their generous support and input. Together, we look forward to implementing this plan to enrich the lives of our community and contribute to a thriving Osceola County.

Mission

The Osceola Library System's mission is to connect people to ideas and information, celebrate our community's vibrant and diverse culture and provide opportunities for life-long learning and personal growth.

Values

- Delivering exceptional service
- Embracing diversity and inclusion
- Literacy and learning in all forms
- Innovative and enriching services and programs
- Creating useful and pleasing spaces
- Open access to information and ideas

Focus Area 1: Learning for Today & Tomorrow

Empower our community with the tools for professional success, personal growth, and lifelong learning through diverse educational programs, literacy initiatives, and tailored resources.

Priorities

1. Equip individuals with the skills, knowledge, and competencies required to support a thriving workforce.

2. Encourage continuous learning through hobbies, creative pursuits, and skill development for all ages and stages of life.

3. Promote and nurture pre-literacy skills in young children.

4. Cultivate a love of reading and learning in school-age children and help prepare them for academic success.

5. Support and increase access to adult education and literacy opportunities.

6. Create enrichment and life-skill opportunities for teens and preteens.

7. Enhance services and resources for homeschooling parents and students.

Focus Area 2: Welcoming Spaces

Create relevant, accessible, and inviting environments that accommodate and reflect our community's diverse needs and interests.

Priorities

1. Expand access to library services to meet the needs and interests of a rapidly growing county.

2. Maintain and enhance current neighborhood libraries to ensure the patron experience is welcoming, clean, convenient, and accessible for all.

3. Bridge the digital divide by offering technology and technology-enhanced spaces to ensure digital literacy, connectivity, and information access.

4. Foster creativity, collaboration, and community gathering by ensuring the library is a dynamic and flexible hub for innovation, learning, and cultural enrichment.

5. Encourage inviting and equitable environments for learning, discovery, and engagement that reflect our communities' heritage and values.

Focus Area 3: Engage, Inspire & Connect

Enriching our community through innovative programming, dynamic events, and impactful outreach and service delivery.

Priorities

1. Promote diverse and multicultural engagement that celebrates the richness of our community's cultural tapestry.

2. Develop targeted programs tailored to meet the social, recreational, and informational needs of senior citizens.

3. Create and support strategic partnerships to enhance library services, expand the library's reach, and collaboratively address community needs.

4. Reach out to new, underserved, or at-risk populations to ensure equitable access to library resources, information, community services, and programs.

5. Foster a sense of community, build excitement, and captivate people of all ages and phases of life through events, classes, and programs.

6. Document and share the library's community impact by showcasing contributions to individual lives, community development, and overall community well-being.

7. Encourage an inviting and equitable environment for learning, discovery, and engagement that is consistent with community history and values.

Focus Area 4: Building Collections for a Diverse Community

Create and grow responsive and engaging collections that support the informational, learning, and recreational goals of our community.

Priorities

1. Enhance and increase digital offerings.

2. Develop and support diverse collections for a variety of learning goals and enrichment opportunities.

3. Ensure that collections are responsive to community needs and national trends.

4. Align collections to support academic benchmarks and objectives set by community and learning partners.

5. Create collections tailored to meet the unique needs and specific interests of potential or established users including business, homeschooling, technology, etc.

6. Curate a Library of Things, a collection of non-traditional resources that encourage equity in work, learning, and hobbies.

FY 25 Action Plan

Focus Area 1

1. Establish a collaborative workforce development initiative in coordination with community stakeholders to provide access to free training and educational resources that enhance employability and increase marketable skills.
2. Engage local experts to conduct skill-building demonstrations and hands-on learning sessions accessible to individuals of all ages.
3. Explore partnering with health care agencies and hospitals to provide literacy materials to new and expecting parents.
4. Collaborate with community members to host an engaging youth reading festival featuring author visits and hands-on activities, designed to inspire a love of reading among families.
5. Increase awareness of Udemy and Career Online High School as free tools for adult education and workforce development.
6. Facilitate virtual career and life-skill workshops for Teen Ambassadors in collaboration with local experts and community partners.
7. Develop and host a comprehensive Homeschool Fair showcasing a wide array of resources, educational opportunities, and enrichment activities tailored specifically for the homeschooling community.

Focus Area 2

1. Lay groundwork for a facilities review and community analysis of library needs across the County.
2. Update carpet, furniture, collection spaces, and meeting areas to create a more welcoming patron experience.
3. Enhance WiFi strength and accessibility across all library branches to ensure reliable and equitable internet access.
4. Conduct a review of current library spaces to optimize and repurpose room for future needs, including study areas and maker spaces, enhancing community access and engagement.
5. Establish dynamic learning hubs or spark spaces integrating thematic activities, makerspace technology, educational objectives, library resources, and cultural elements.

Focus Area 3

1. Investigate cultural perceptions of public libraries within Osceola's diverse community, exploring gaps in communication, programming and promotion, in order to improve library services.
2. Implement technology classes tailored for seniors to empower older adults with essential technological knowledge and confidence using PLA's Digital Literacy curriculum as a guide.
3. Schedule exploratory meetings with key potential partners in the area of senior, unhoused, autism, and literacy-related services to plan and prioritize strategic relationships.
4. Develop mobile library or pop-up library opportunities in areas with limited access to transportation or traditional library facilities.
5. Develop intergenerational programs that bring together youth, adults, and seniors for shared learning experiences, mentorship and cultural exchange.
6. Develop and implement a systemic process to collect, categorize, and archive impactful patron experiences, ensuring easy accessibility for future uses in marketing initiatives, promotional campaigns and performance reporting.
7. Explore relationships with local historians and genealogists to create displays and collections celebrating Osceola's history and heritage.

Focus Area 4

1. Analyze collection performance, evaluating circulation, demand, and utilization, to establish a standardized ROI measurement method, ensuring patron needs, efficiency, and fiscal responsibility are considered when meeting community demands.
2. Create multi-language courtesy collections from donated materials, to explore establishing permanent collections at all library branches.
3. Develop a tracking and reporting system for Library Associates to document gaps and trends based on patron interactions.
4. Contact reading coaches or facilitators who work with 3rd grade students to identify specific areas of reading deficiencies such as vocabulary, comprehension and fluency, with the intent to develop strategies to enhance library programming to address those needs.
5. Curate collections for homeschool families to use in instruction and support.
6. Expand tablet and kit collections to include language instruction tablets for adults and adventure backpacks for children.

Demographics

56.6% Growth

Source: United States Census Bureau

Service Area

1327.55 Square Miles
292.8 People per square mile

Source: United States Census Bureau

Fastest Growing County in Central Florida

10th Fastest Growing in United States

Source: Florida State University

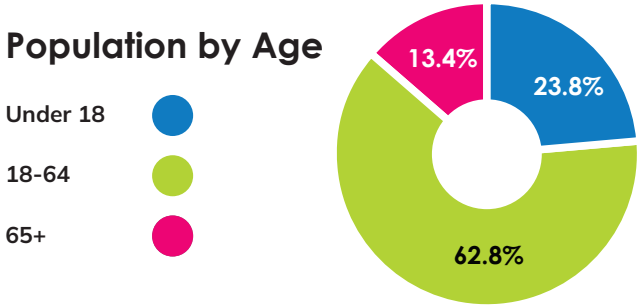
Language spoken at home

Other than English - 54.8%
45% English Only
48% Spanish
6% Other

23.7% are foreign born

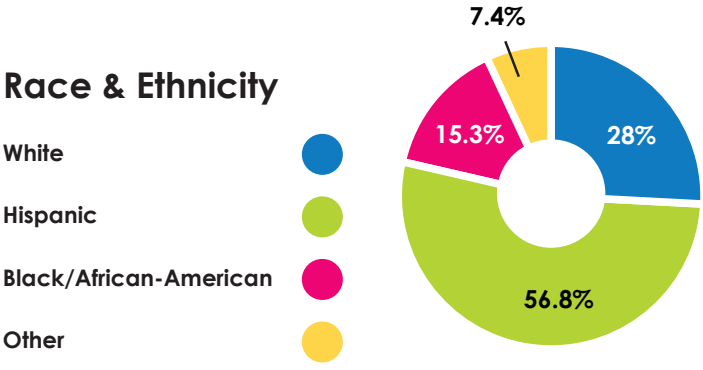
Source: United States Census Bureau

Population by Age



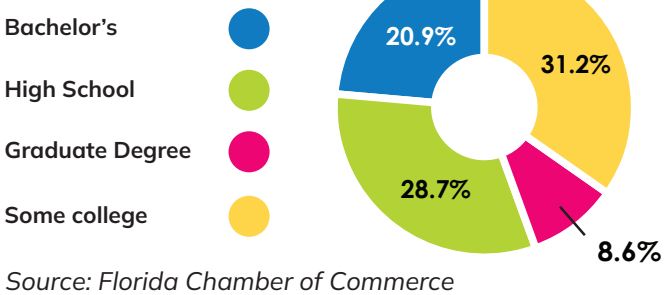
Source: United States Census Bureau

Race & Ethnicity



Source: United States Census Bureau

Education



Source: Florida Chamber of Commerce

Osceola County ranks 4th in state for high school seniors attending college

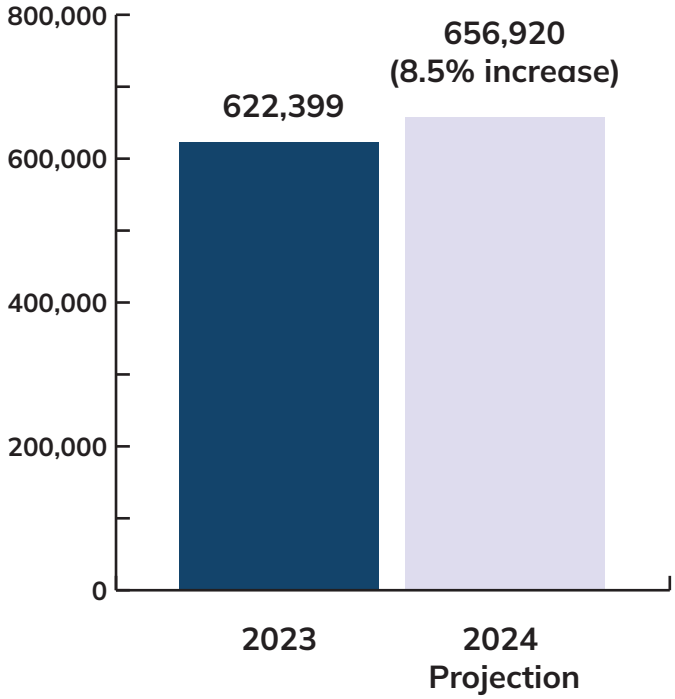
Only 44% of 3rd graders and 40% of 8th graders reading on grade level

3rd and 8th grade showing gains in math

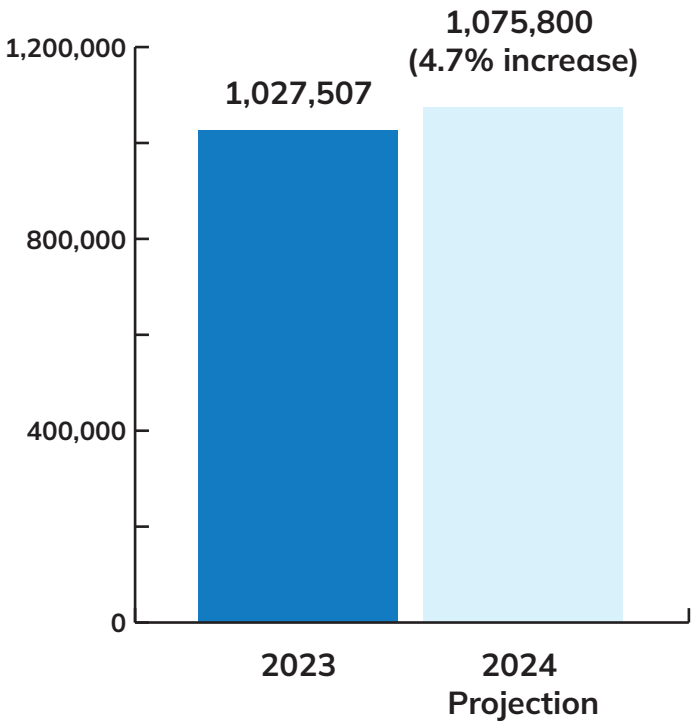
Source: Florida Chamber of Commerce

Library Statistics

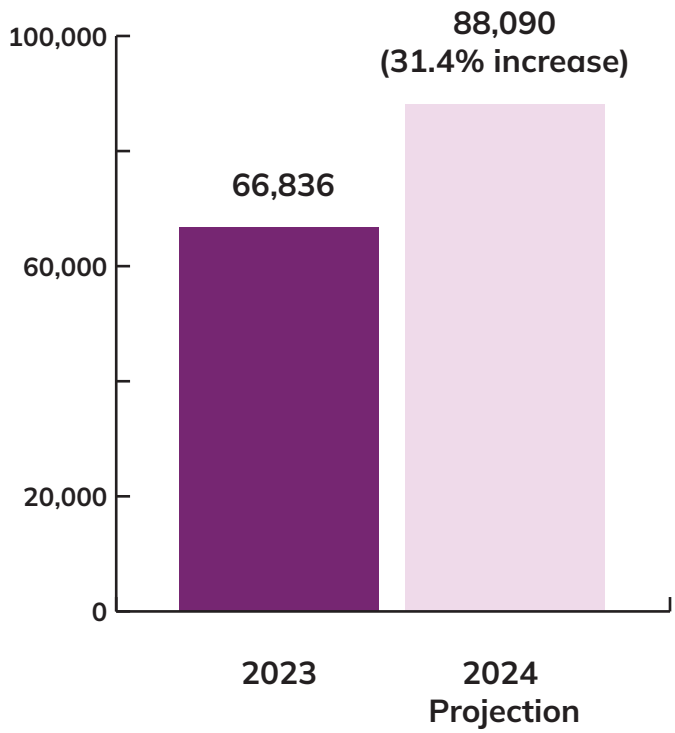
Visitors



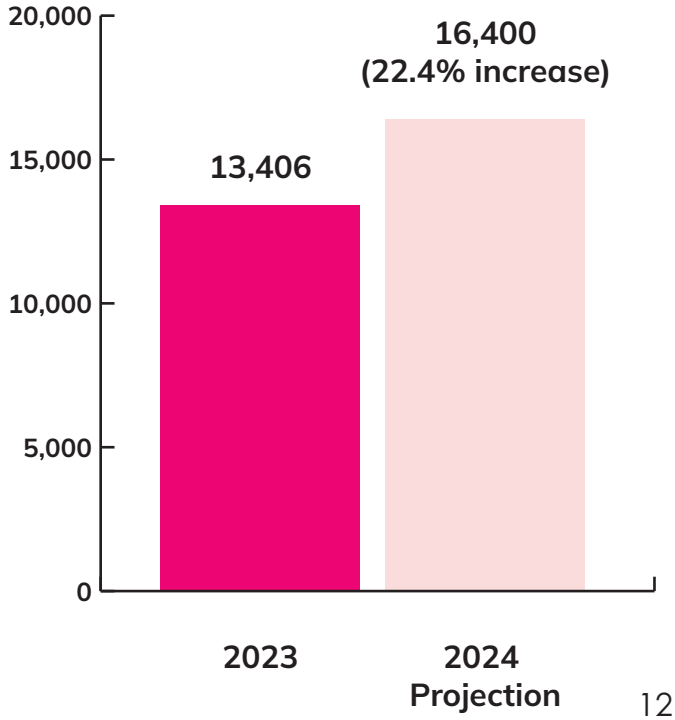
Checkouts



Event attendance



Library cards issued



Library Locations

Hart Memorial Central Library
211 East Dakin Avenue
Kissimmee, FL 34741

Veterans Memorial Library St. Cloud Branch
810 13th Street
St. Cloud, FL 34769

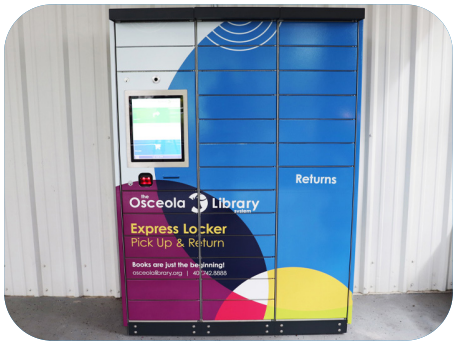
Poinciana Branch Library
101 North Doverplum Avenue
Kissimmee, FL 34758

Buenaventura Lakes Branch Library
405 Buenaventura Blvd
Kissimmee, FL 34743

West Osceola Branch Library
305 Campus Street
Kissimmee, FL 34747

Kenansville Branch Library
1154 South Canoe Creek Road
Kenansville, FL 34739

TechCentral
211 East Dakin Avenue
Kissimmee, FL 34741



Narcoossee Express Locker
5354 Rambling Road
St. Cloud, FL 34771

Reunion Express Locker
7855 Osceola Polk Line Road
Reunion, FL 34747

Introducing
biblioboard
hoopla

Tech
CENTRAL
A creative space to
MAKE/COLLABORATE/LEARN

PBS KIDS
WUCF.org
WUCF
Osceola Library

MAGIC
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EXIT