

Executive Director's Report
September 2025
Amanda Perrine, Executive Director

I am now 6 months into the role and am continuing to learn and work to improve OCPL; this month's report will be an overview of where we were (past), are (current), and are headed (future). I am also continuing to find the right report format for this; please let me know your thoughts.

Strategic Pathway: Share and Sustain Success

- Marketing
 - Past
 - Tom and Yona had made great strides in our marketing message during their time at OCPL.
 - Current
 - We have continued to grow this by having staff and myself on a multitude of television, radio, and podcast spots. We have also had great guests on our podcast, including County Executive McMahon.
 - I created a social media LA position who has created Instagram and TikTok accounts to reach additional demographics for social media.
 - We have created a display taskforce who will be working together to have unified display themes in the city.
 - Expanded the More Than Just Books fliers, including for formally incarcerated individuals, a population that does not always know that the library is for them.
 - Future
 - Focus on Canva templates for library staff. Plan is in progress.
 - Creation of multi-language marketing materials (in progress). We are also updating the Essential Education's GED Academy subscription to include 18 English language and 2 full Spanish language seats. [Also part of Grow Services and Programs]
 - Focus on brand to match our new delivery trucks.
 - New website, discovery layer, and app are all in the works.

- Advocacy
 - Past
 - We tried to get attendance at CLRC and NYLA events
 - Current
 - I created an Advocacy and Government Relations Committee, chaired by Jackie Bleich, and including system, city, and suburban staff, trustees, FOCL, and CLRC. They are currently planning trainings for the rest of this year and 2026.
 - All large staff trainings, such as staff day and the system retreat, have an advocacy component.
 - We did some library tours for county and city elected officials.
 - Future
 - Advocacy moments at all meetings.
 - Increased assistance on legislative aid for our libraries.
 - Continued tours and trainings.

Strategic Pathway: Grow Services and Programs

- Relationship Building
 - Past
 - Connected with many organizations.
 - Current
 - We continue to connect. I attend meetings of groups such as the Literacy Coalition and the Early Childhood Alliance.
 - Dolly Parton Imagination Library Storytimes.
 - We hired a new Literacy Coordinator.
 - Future
 - Continue to build these relationships and offer more trainings for staff.
- Facilities
 - Past
 - We have 9 buildings in the city and 2 community center spaces.
 - Current
 - I worked with the county to find funding to complete the Petit Community Room. This was approved at the September Leg meeting.
 - Staff computers have been updated throughout the city.
 - Space reconfiguration request form created so that all departments are aware of possible changes and can sign off on them.

- I worked with the County to transfer money to allow us to replace one of our old delivery vehicles. The new van will be for the City route and should arrive by the end of September.
- Future
 - Longterm facilities plan to be ready for construction grants and legislative aid. Plans for refreshes of the spaces will also be included.
 - Asked for additional funding for Branch repairs for the 2026 budget.
 - The Galleries staff have changed. We wish Steve and Fran the best in their retirements and look forward to working with Larry.

Strategic Pathway: Expand Outreach and Partnerships

- Connections
 - Current
 - I have connected with many County departments to learn how we can work together for the good of staff and the community.
 - I attend quarterly Physical Services Leadership Team meetings.
 - I spoke at the TAC meeting and at a Fayetteville Trustees meeting. I will be speaking at the NOPL staff day and attending the Manlius staff day.
 - Future
 - Continue to expand these connections and utilize the resources we have access to.
 - I created a Librarian I position with a small business and nonprofit focus for Central Library. This person should start by the end of 2025 and will work to connect with patrons, staff, and outside organizations.
- Outreach
 - Past
 - Maggie has greatly increased the Outreach events we have done during her time as Outreach Coordinator.
 - Current
 - We attend a multitude of events throughout the county and offer outreach training for all OCPL staff.
 - Future
 - Working to secure a second Outreach Librarian position so that we can continue to attend all/most events we are invited to.

Strategic Pathway: Bolster Leadership

- Staff
 - Past
 - Low morale and lack of trust in administration.
 - Present
 - I attended staff meetings at every branch where people were open and honest about problems and changes they hoped to see.
 - Ask Amanda Anything was held at staff day, and the first virtual session was held in September. These will continue quarterly.
 - We had our first Labor Management meeting and plan to continue meeting quarterly. I also meet with the library unit president of the Union bi-weekly.
 - Administrative meetings have changed to include the Coordinator for Member Services and the Personnel Administrator. All administrators are kept up-to-date on what is happening so that staff can contact any of them for assistance.
 - Focusing on accountability and staff empowerment, as well as collegiality and fun!
 - I attend the monthly Safety and Security meetings, and all branch managers are also now required to attend. We are working to include more learning opportunities in these.
 - I attended new director training at the State Library, the PULISDO conference (also was on the planning committee), and the ALA conference. I am currently in a “Joyfully Managed Workplace” course.
 - I added a 5-year certificate to the staff awards at our annual staff day.
 - Floating clerks now have a branch manager who ensures they are trained, up-to-date on what is happening in OCPL, and available for any questions or problems.
 - Future
 - Managerial training is key and we are hosting both a working session for managers prior to the September board meeting and a full day training in October.
 - I have been working to change the training staff have access to, focusing not just on library-specific trainings, but those on management, poverty, and literacy.
 - The Member Services team will be in charge of the System training calendar to make sure it focuses on multiple areas and also, so we do not overwhelm staff. We are meeting soon about plans for 2026.

- I will be attending trainings through an executive coach and am also visiting other library systems. I am looking forward to having staff members also be able to work more with other library staff outside of our system.