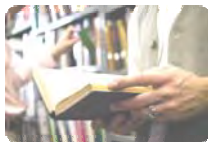




STRATEGIC PLAN 2007-2012

WHERE ARE WE NOW?

Year 1 Highlights



Satisfying Curiosity: Lifelong Learning

Goal: All ages realize their library offers topics in a variety of formats they find captivating and enriching to their lives.

September 2007

City of Edmond formally expresses desire for a second library

October 2007

Northwest Library community visioning meeting held on October 16th

Belle Isle replaces their shelving signage

January 2008

Edmond Library creates "Best Books of the Year" display

February 2008

Friends of the Library Booksale raises \$239,000 to fund special library projects

March 2008

3,302 seniors participate in *Winter ReadFest*

Libraries offer gaming opportunities for Teen Tech Month

April 2008

Harrah hosted 17 Virginia Elementary School classes, a total of 533 students

May 2008

Kick off for audiobook marketing campaign

Outreach department receives an American Library Association grant to establish a Great Stories CLUB (Connecting Libraries, Underserved teens and Books) at Emerson Alternative School

Summer at the Library begins with heavy advertising promoting the events

"Staff Pick" sticky notes highlight books customers may enjoy

Come Read with Me funded by the Friends of the Library

June 2008

Del City Library offers browsing baskets for customers to use while selecting materials to borrow

Bethany sets aside a section to display their audiobooks

Bus benches promote using the Metropolitan Library System in English and Spanish

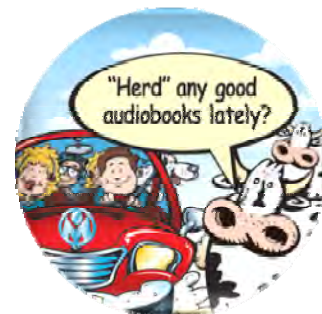
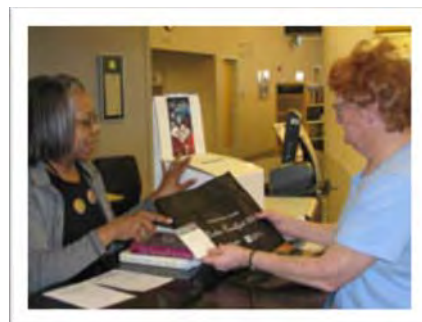
July 2008

Reading to Dogs program encourages children to read

Libraries promote our children's music materials, INFO magazine ad

KOCO website ads for *Summer @ the Library* have high click rate

Edmond *Summer @ the Library* featured on front page of *Edmond Sun*



August 2008

17,805 children and teens participated in the 2008 Summer Reading program
Belle Isle and Downtown libraries rated 2nd & 3rd best local bookstore/library respectively by the *Oklahoma Gazette*
MLS partners with Rose State to participate in *The Big Read*
Harrah hosted the Tail Waggin' Tutors program, children read to a dog named Duke



September 2008

INFO magazine article spotlights the library's genealogy resources
Edmond Library partners with several organizations to plan *Edmond Living History Social*
Edmond Library participates in the Central OK Home Educators "back to school" conference.
Edmond Library works a booth at Panera Bread with the Edmond Senior Community Foundation
Belle Isle adds informational signs to the circulation and young adult areas
Nicoma Park adds new shelving to highlight various media formats
Ralph Ellison Library employee Kim Ventrella, answers School Library Journal question "What are they reading for fun?"

Goal: Residents see their library as a resource for introductions to an assortment of cultural, civic and/or community interests.

July 2007

Oklahoma Voices program allows our customers to record and share their own history

September 2007

INFO magazine article spotlights MLS resources for Hispanics

October 2007

450 people attend Alfalfa Bill Murray program series at our libraries
Oklahoma Images Brochure available for our Downtown customers
Wright hosts the Stockyard's Morning on Mainstreet business meeting

November 2007

Our World series, funded in part by the Friends of the Library, brings classical music of India to our libraries and 1,123 people attend
Metrolibrary.org spotlights MLS resources for Native Americans

December 2007

MLS sponsors Oklahoma Centennial activities as highlighted in INFO magazine
Luther places Christmas trees for each of the grades in the local elementary school on the grounds of the library, 350 children decorate the trees

February 2008

Rhythmically Speaking, Hidden Soldier: I just need a JOB performed for Black History Month at our libraries and 1,141 people attend
Metrolibrary.org spotlights MLS resources for African Americans

March 2008

Spring Fling features *Eth No Tec* performances at our libraries, 568 people attend

April 2008

Endowment Trust's guest of honor at the Literary Voices Author Dinner is attorney & author Scott Turow

May 2008

OKC Arts Commission & Oklahoma City install four new glass art pieces at the Downtown Library
Ralph Ellison art contest winners announced in INFO magazine
Luther sets up a display during Washington High School Alumni weekend highlighting the history of



Luther and the surrounding areas

June 2008

Capitol Hill employee, Joan Shelton, is interviewed in Spanish by the Telemundo TV station about *Summer at the Library*
Capitol Hill partners with the Hispanic Chamber of Commerce and Rainbow Fleet for the *Annual Hispanic Expo*
Bethany Library plants a seedling from the bombing Survivor Tree

July 2008

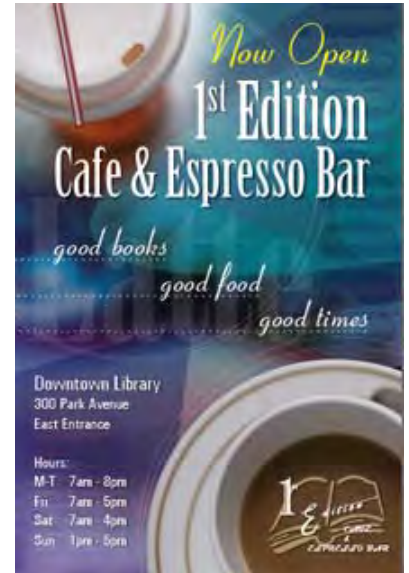
Cultural diversity of library programming is a topic of INFO magazine article
Summer at the Library events at the individual libraries, attendance 2, 727

August 2008

Midwest City Library conducts a children's bookmark art contest for "Get out and Vote"

September 2008

Build Your Own Business events and discussion of MLS meeting rooms promoted in INFO magazine ad



Visit a Comfortable Place: Public & Virtual Places

Goal: All ages appreciate their library for its designated places for quiet reading or studying and as a place for social or business activities.

August 2007

1st Edition Café opens inside the Downtown Library

October 2007

MLS celebrates Teen Read Week with programs and publicity

December 2007

Oklahoma City includes library projects in General Obligation Bond package
MLS Holiday Open House promotes our meeting spaces to the downtown business community

January 2008

Luther expands its hours, now open 6 days/week
Libraries replace worn out chairs to improve comfort of customers

February 2008

Bank First of Nicoma Park employees donate plants and labor for a beautification project at Nicoma Park

March 2008

News 9.com uses the Downtown Library atrium to film their commercial
Libraries begin new process for educating customers about library rules of conduct

April 2008

MLS updates exterior lighted signage at Belle Isle, Southern Oaks, The Village and Warr Acres libraries

May 2008

Bethany Library moves the Large Print collection closer to the door for ease of access
The Village begins work on the new Children's Reading Nook, funded by The Village Friends
Del City purchases new tables and chairs for the Teen area funded by the Friends of the Library
Midwest City and Ralph Ellison receive Friends grants for new children's area furniture
Southern Oaks Library receives a Friends Grant to purchase a storytime rug

June 2008

The Village Library partners with the Village Friends for the Village Fair and raises over \$15,000 from sponsorships
Del City Library orders new bean bag chairs for the children's area



Southern Oaks rearranges the seating area to provide more room near the computers

July 2008

Edmond Library hires a day porter to clean around the library during the day

August 2008

Healthful programs in August, INFO magazine article

Ralph Ellison Library moves to temporary location during renovations

MLS hosts Devon Energy in the Downtown Library's 46th Star auditorium for the unveiling of their headquarter plans

September 2008

INFO magazine article promotes the many uses of our libraries' meeting spaces

Construction begins for our new Service Center building

Groundbreaking for Ralph Ellison Library renovations

The Village Library gets new carpeting and creates more inviting children's and magazine reading areas

Downtown Library meeting room usage by paying customers increases by 32% in past year



Goal: All ages recognize their library as a great place both physically and virtually to interact with others due to the noteworthy opportunities provided.

August 2007

Southern Oaks Library hosts a Wizard Rock concert

October 2007

Jones holds an Open House during Old Timers' Day

MLS celebrates Customer Appreciation Month

December 2007

Capitol Hill Open House attracts over 650 visitors

Downtown Library atrium is a venue for Opening Night 2008

January 2008

Downtown Library conducts "I Can't Believe I Shot That" teen film contest

April 2008

Scott Turow gives a talk at the Downtown Library, 100 people attend

Outreach department receives Friends Grant to bring authors to our libraries

May 2008

News 9 visits with Edmond Library customers about the *Reading to Dogs* program

KFOR (Channel 4) reports on Edmond Library's display of "Centennial Chronicles" books created by students and *The Edmond Sun* an article

June 2008

Capitol Hill customers enjoyed 3 La Zeta radio station personalities reading at Friday storytimes

The *Joy of Mozart* series begins bringing piano performances to several libraries

INFO article about events during *Summer at the Library*

Edmond Library employee, Teresa Mathews, discusses "Trick my Truck" program with News 9



July 2008

Wizard Rock concert at Edmond Library
12,898 children and teens attend our *Neighborhood Arts* events
Capitol Hill Library participates in the *Annual Hispanic Expo* at the State Fairgrounds

September 2008

Downtown Library purchases a baby grand piano for the Downtown Library atrium, funding by the Friends of the Library
MLS begins Noon Tunes music in the Downtown Library atrium, funding by the Friends of the Library
Aboriginal Australia cultural event (sound clip added to MLS website)
The Downtown Library participates in *Roman Art Family Day* with the OKC Museum of Art, 500 attend



Know How to Find, Evaluate & Use Information: Information Fluency

Goal: All visitors can expect library staff to have up-to-date knowledge, skills, and abilities to deliver library services.

August 2007

Commission approves hiring Right Management to review our appraisal system

September 2007

New system reserve process implemented, reducing process time and cross-shipping between libraries

October 2007

MLS Transforming Lives: FOCUS 2007, our staff development day sees 265 attend
Portable Family Place: 1,2,3 Play with Me (on the go) begins

December 2007

Leadership MLS Class I graduates
Prepare Training is offered to improve employee's ability to diffuse difficult situations
Some staff attend the American Library Association Midwinter Conference in Philadelphia
MetroU Mentors begin providing training to co-workers

January 2008

The Village Library staff create development plans to encourage them to improve their service

February 2008

Sexual Harassment Training is conducted for all staff

March 2008

Library employees, Buddy Johnson and BJ Williams are honored by the OK Center for the Book
Leadership MLS Class II is selected
Several staff attend the bi-annual Public Library Association Convention in Minneapolis



April 2008

Intranet Page created to keep staff apprised of the progress toward the goals in our Strategic Plan

Door count survey conducted at all seventeen libraries shows that a typical week brings about 55,000 people through our doors

INFO magazine article talks about our process of selecting materials

May 2008

System-wide RFID tagging completed ahead of schedule

MLS prepares to undertake an Organizational Culture Survey

INFO magazine article about our 17 locations and how this system benefits customers

June 2008

Our Marketing department receives an honorable mention in the 2008 Best of Show competition in the Printed Materials Promotion category from the American Library Association.

Del City Library manager, Melissa Weathers, joins the Del City Community Center Renovation Committee

MLS staff encouraged to improve their job skills by applying for the Lee B. Brawner Scholarship, funded by the Friend of the Library

Choctaw provides staff and space to proctor various test sessions

Several staff attend the annual American Library Association Conference in Anaheim

Warr Acres creates exercises to enhance staff and customer familiarity with databases

Our Employee Development Coordinator, Stacy Schrank, is the 2008-09 President of the American Library Association's CLENE roundtable, which focuses on continuing education for library staff

During FY 07-08 a total of 2028 staff attended 172 courses

July 2008

Training sessions created for the new MLS Code of Conduct



Goal: All ages can expect friendly guidance on how to locate the best information resources to meet their requests or needs.

August 2007

Libraries begin making a concerted effort to greet all customers as they enter and exit the library

September 2007

Librarians spend more time roaming to better serve customers

October 2007

Staff learn how United Way helps our community and the MLS campaign raises \$13,357

March 2008

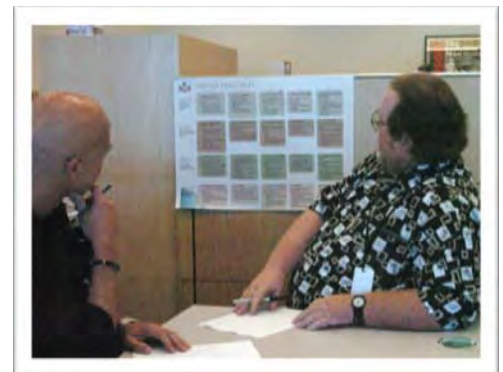
Service Principles are introduced system-wide and are reviewed by staff daily

May 2008

Capitol Hill offers library tours to customers obtaining a new library card

July 2008

Edmond Library enlists secret shoppers to evaluate customer service



Connect to the Online World: Public Internet Access

Goal: All ages discover that their library has current equipment, tools and training for the public to responsibly access the digital world.

June 2007

- Information Technology Annual Report details accomplishments and plans for 2008 (document #117)
- Del City Library adds a CyberMars catalog computer for the convenience of customers and staff
- Del City Library adds two public computers
- Capitol Hill purchases new furniture for an additional CyberMars computer

August 2007

- Downtown Library opens computer lab to the public on Sundays, reduces customer wait times
- MLS adds a second internet connection to expand bandwidth available to customers and staff

January 2008

- CyberMARS search interface re-designed

February 2008

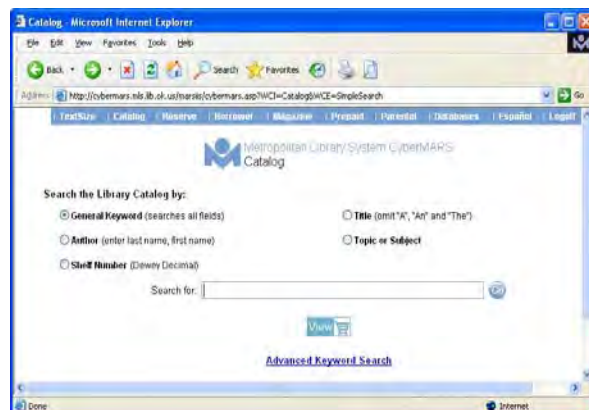
- Public Printing Management System (aka LPT1) is implemented to ensure equitable use of printing

April 2008

- Credit cards accepted on CyberMARS, as of Sept 30, 2008 customers have used this service 2,086 times to discharge nearly \$23,000 in fines

June 2008

- Information Technology Annual Report details accomplishments and plans for 2009 (document #116)



Goal: Adults understand that using the Internet is beneficial to development for all ages.

August 2007

- Teens use MLS' wireless Internet access for homework on the cover of INFO magazine

March 2008

- Benefits of connecting to the online world, INFO magazine article
- Parents begin observing teen video game programs

April 2008

- Videos from Downtown film contest posted on youtube

July 2008

- INFO magazine article on life-enhancement: potential available through the online world



Goal: All ages recognize and use their library's website and its resources as an extension of the physical library.

September 2007

- Oklahoma Folklore online database launched
- CyberMars adds shopping carts, 16,375 unique carts in use as of September 30, 2008
- The Village offers a program on how to use downloadable media

October 2007

- Oklahoma Moments* videos featuring Gov. George Nigh begin airing

January 2008

- Cover image, summary, and Table of Contents profile added to CyberMARS item records

June 2008

- New database Novelist Plus made available
- Exploring databases at your library and its website, INFO magazine article
- MLS added or upgraded 7 more online database subscriptions to CyberMars

July 2008

- Many online resources available through CyberMars, INFO magazine article

August 2008

- INFO magazine spotlights the Oklahoma Folklore Collection

September 2008

- RSS feeds added to our website allowing customers to be updated on MLS news, events and catalog additions
- Stickers promoting database affixed to ValueLine binders
- Free online resources announced in MLS press release
- Warr Acres begins offering classes to the public on our online databases
- Customers meet on Facebook to register for and discuss John Green author visit.
- MLS begins purchasing downloadable audiobooks in mp3 format



All Goals

June 2007

Long-Range Planning Committee reviews strategic plan

July 2007

Commission approves strategic plan

August 2007

Libraries continue working with schools in their service areas by calling, visiting and having various partnerships

October 2007

Transformational Café at FOCUS generates ideas from staff on ways to fulfill strategic plan goals

December 2007

MLS Annual Statistical Report details past year usage (document #54)

January 2008

MLS Annual Report highlight past year

Strategic Plan measuring process begins with a telephone survey conducted of Oklahoma County residents and an online survey of library customers (see Attachment A)

April 2008

The V2R training developed by the first Leadership MLS group is expanded to include all MLS agencies and departments

Managers incorporate strategic plan progress as an element of their monthly reports

MLS begins promoting our new vision statement "Your Inviting, Innovative Link to the World"



Metropolitan Library System Your Inviting, Innovative Link to the World!



We've got it all. Visit your nearest Metropolitan Library and discover *Your Inviting, Innovative Link to the World!*



www.metrolibrary.org

Beale Isle | Bethany | Capitol Hill | Choctaw | Del City | Downtown | Edmond | Hiramah | Jones | Luther
Midwest City | Nicoma Park | Ralph Ellison | Southern Oaks | Village | West Acres | Wright



ATTACHMENT A

MLS STRATEGIC PLAN SURVEY MEASURING PROCESS

If it's true that a public organization can't establish effective goals if it doesn't know its own history, it's even more true that changes cannot be planned if it doesn't understand how the public perceives it in the present moment.

With this in mind, the Metropolitan Library System commissioned OU Poll to conduct a telephone survey of approximately 35,000 calls to 6,500 randomly generated and unique phone numbers in Oklahoma County from January 7th through February 22nd 2008. The callers completed 1,094 interviews, and the information has been analyzed to help us meet our bottom line goal: to enhance and enrich the lives of the citizens of central Oklahoma by continuing to be relevant to our community.

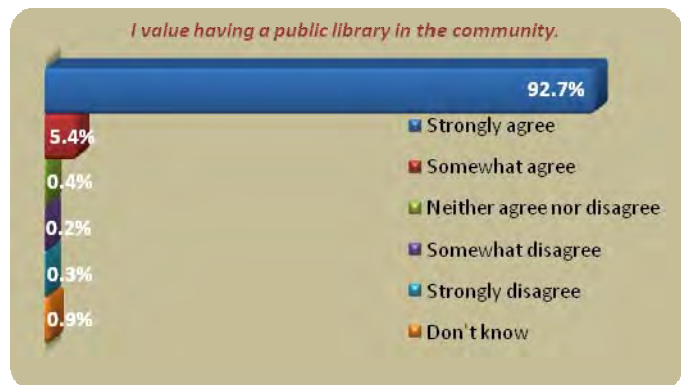
We need to learn in what ways the public expects us to move so we can stay on the cutting edge of library service as it will evolve in the 21st century. The Telephone Survey provides us with a foundation on which we can build, and gives us a baseline by which we can measure the success of our activities that address the four questions at the heart of our Strategic Plan:

1. How well do we satisfy the need for lifelong learning?
2. Do we supply comfortable, safe places, both actual and virtual?
3. Does our staff know how to find, evaluate and use information?
4. Do we keep up with ways for our customers to connect to the online world?

The survey measured the public's relationship with MLS in three ways: we wanted to find out which library materials and services the public knows about, what the perceptions of public libraries are in the 21st century, and the degree to which customers and non-customers are satisfied with their Metropolitan Library System.

There is no doubt that public library service is a highly valued element in central Oklahoma. The most overwhelming response to any survey question came when we asked interviewees to respond to this statement: "I value having a public library in the community," and an astounding 98 percent agreed while only .5 percent disagreed, with 1.5 having no opinion.

98%
VALUE THE LIBRARY



**“
The winds of change blow strong in Oklahoma,
but there must be no weakening of the
relevance of our public library to the lives
of the people who depend on us.
”**

Welcome as this news is, we know we have to consider it a starting point for further improvement. Citizens are satisfied with the Metropolitan Library System overall, but the survey also shows us that awareness of specific library services and materials could be increased. 75-76 percent of respondents indicated an awareness of our magazine and newspaper collections, as well as the availability of free public access to the Internet at our computer workstations. Knowledge of our video and audio book collections was shared by 69 percent of the population, while awareness of library sponsored programming events, music CDs and wireless Internet access hovered between 50-54 percent.

The survey continued with questions for interviewees about their general perceptions regarding the Metropolitan Library System. The most gratifying response came to the statement: “The library provides an inviting environment to read quietly and/or study.” Our respondents agreed with the survey statement 94 percent of the time. When asked if they thought the library was “an inviting environment for business and social activities,” the response was noticeably less, with 68 percent agreeing. This reaction from the public, along with others from the survey, shows us a clear goal on which to focus.



When asked if library staff is knowledgeable about the sources of information each library contains, and whether or not staff are attentive to customer needs, the response was 85 percent positive, with 10 percent expressing no opinion.

Interviewees gave us our highest marks when asked about their general level of satisfaction with the Metropolitan Library System. A question about overall satisfaction indicates that 82

percent of our customers agree with what we are doing, and 89 percent agree that there are great benefits to be gotten from our free Internet access.

At the same time the telephone survey was in process we were also conducting an online survey. On the telephone, OU Poll was collecting data from both library users and non-users while the online survey reached users only because the gateway to the survey was on our website. Over the five-year period covered by the Strategic Plan we will continue to gather information regarding our progress by using smaller checkpoint surveys.



These methods of data collection give us information to analyze and learn from so we can remain a leader in innovative public library service. For nearly half a century the Metropolitan Library System has been dedicated to improving the lives of the citizens of central Oklahoma by supplying them, at no cost, materials for both entertainment and life-long learning.

The winds of change blow strong in Oklahoma, but there must be no weakening of the relevance of our public library to the lives of the people who depend on us.