

METROPOLITAN LIBRARY COMMISSION OF OKLAHOMA COUNTY

LONG-RANGE PLANNING COMMITTEE

AGENDA

Members: Millicent Gillogly, Chair
Deanna Hannah
Jose Jimenez
Hugh D. Rice
Alyne Strube

Tuesday, March 25, 2003
3:30 p.m.
Belle Isle Library
5501 N. Villa
Oklahoma City, OK 73112
(405) 843-9601

NOTE: Comments from the general public will be limited to 15 minutes with time prorated among speakers. Preference will be given to residents of Oklahoma County. Persons signing up to address the committee must list their residential address and personally sign a speaker form.

- I. Call to Order and Establishment of Quorum – Millicent Gillogly, Chair
- II. Annual Review of Strategic Plan
a compass for the future: 2002-2007

Cc: Metropolitan Library Commission
MLS Administrative Team
MLS Managers and Supervisors
President, MLS Staff Association

Strategic Plan: 2003 Review

Sorted by: those that are finished; those we need to adjust; and those that are in progress

ID #	Finished	Adjust	In Progress	Response	Description	Beginning Date	End Date	Ongoing	Status	Impact
1	X			Career & Business Info	Provide 12 programs on job procurement skills (e.g. resume writing, interviewing, dress for success)		Dec-02	Annually	Offered five in Fall 2002. Three cancelled due to low registration.	Not reaching the audience.
2	X			Community Referral	Create a plan for cultivating and maintaining strategic relationships in our community.		Jul-02		Ongoing Community Council of Central OK, City/County Health Department, OKC Public Schools, OKC Museum of Art, UCO, OU School of Early Childhood Education, Success by 6, Pioneer Library System, Rainbow Fleet, Early Head Start, Early Childhood Association of OK, New partners include Philharmonic, Guiding Right, Inc., Putnam City Schools	More community groups are more aware of services offered by MLS due to partnerships established. Impact will be felt when important mill levy is on the ballot.
3	X			Cult. Aware. & Local Info #1	Provide materials and subject bibliographies to support interactive cultural presentations.		Dec-02	Ongoing	On website: Black History, Feb. 2002; Asian Americans May 2002; Native Americans Nov. 2002.	
4	X			Cult. Aware. & Local Info #1	Offer interactive cultural presentations.	Feb-02	Dec-02		Our World Series - Silk Road Music from China, Rhythmically Speaking, Oklahoma Fancy Dancers, Morris McCovey's Ralph Ellison Residency at Douglas High School.	One of the most popular family series offered. Silk Road was attended by 1364 people. Others yet to be presented.
5	X			Cult. Aware. & Local Info #2	Expand current website to make available to the community photographs from the Oklahoma Collection (I.e. local history collection) and a series of descriptive online essays on topics relevant to the subjects in the photographs.		Jan-03		Complete with new entries added continuously. Each month a photo and essay are included in the Metro Library Magazine.	
6	X			Cult. Aware. & Local Info #2	Strengthen and improve the local history and genealogy services at the Downtown Library & Learning Center.		Jan-03		In the sense that the collection and services were to be strengthened, this goal has been met.	However, this work will continue, as we plan to make this collection available in the new Downtown Library Learning Center.
7	X			Cult. Aware. & Local Info #2	Create an online database of vital details relating to Oklahoma County buildings indexed from materials housed in the Oklahoma Collection (I.e. local history collection)		Jul-03		Complete	
8	X			Current Topics & Popular Titles	Develop a plan to increase the percentage of materials budget spent for popular topics and titles that include best new materials.		Jul-02		Plan has been developed and implemented.	It is currently being evaluated.
9	X			Current Topics & Popular Titles	Develop a plan to increase the availability of current topics and titles at most agencies.		Dec-02		Plan has been developed and implemented.	It is currently being evaluated.
10	X			Current Topics & Popular Titles	Monitor a variety of local and national media as well as publishers' advance information in order to anticipate customer interest in current topics and titles.		Dec-02	Annually	ongoing	
11	X			Current Topics & Popular Titles	Monitor a variety of local and national media as well as publishers' advance information in order to anticipate customer interest in current topics and titles.		Dec-03	Annually	Procedure has been implemented and is ongoing.	

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12	X			Finance	Develop a fundraising plan to supplement regular library revenues.		Jul-02		Plan has been development and is being implemented. Potential donors being cultivated via author dinner.	More people are now aware of several ways to support the library monetarily via outright gifts to libraries or gifts to the Endowment.
13	X			General Info #1	Have a technology plan that details the goals for the year as well as the projection of technology needs for the next three years.		Mar-02	March of each year	Retreat Jan.-02	
14	X			General Info #1	Develop a plan for implementing the Family Place philosophy throughout the system.	Jan-02	Spring 2002		Plan has been implemented & is progressing on track.	Implementation of this objective is helping increase MLS visibility in the child advocacy community and gaining us new partners.
15	X			General Info #1	Develop a plan to increase the percentage of materials budget spent to update and expand the materials used to answer information requests.		Jul-02		Plan has been developed and implemented.	It is currently being evaluated.
16	X			General Info #1	Develop a plan to broaden the range of materials available to serve information needs.		Dec-02		Plan has been developed and implemented.	It is currently being evaluated.
17	X			General Info #1	Have a technology plan that details the goals for the year as well as the projection of technology needs for the next three years.		Mar-03	March of each year	Tech Support reviewed priorities at the Feb. 2003 meeting.	
18	X			General Info #3	Work with transportation vendors to ensure better accessibility to our libraries.		Jul-02		Bus wrapped with ODL grant and WEOKIE, half-price passes on bus, July 19, 2002. This objective will be ongoing.	Most visual marketing effort to date. Can be seen by many everyday in many different locations.
19	X			General Info #3	Recognize Annual Customer Appreciation Month.		Oct-02	October of each year	Planned at the Sept. X-Change, implemented in October 2002, reviewed at Nov. 2002 X-Change. Some Library Manager's incorporating into their Service Plans.	Customers have vocalized their enjoyment of this.
20	X			General Info #3	Revise the performance standards of all staff to reflect customer service modeling behaviors.	Feb-02	Jul-03		Most supervisors have amended the performance standards.	Helps clarify expectations.
21	X			General Info #3	Evaluate the outstanding employee award process.		Oct-03		Have begun the researching of other businesses that provide various incentive programs.	The current and past chairs the outstanding service award committee will be included on the group to evaluate this program.
22	X			Lifelong learning	Create and post on our web site at least 10 pathfinders each year on specific subjects frequently purchased.	Jan-02			African American, Asian, Hispanic and Native American all have bibliographies on our webpage as of Dec 2002.	Developed a template and now working with librarians to develop more.
23	X			Lifelong learning	Conduct focus groups with seniors to determine their needs and how the library can specifically help them address those needs.	Oct-02	Nov-02		Three groups: Oct. 23, 31, Nov. 7, 2002	One-on-one discussions with senior citizens and those who work with seniors showing the library's interest.
24	X			Lifelong learning	Evaluate the collection to determine areas needing more in-depth purchases.		Dec-02	Annually	Ongoing	
25	X			Lifelong learning	Develop a plan to increase the retention of titles that remain of local interest but are requested less frequently.		Dec-02		Plan has been developed and implemented.	It is currently being evaluated.

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26	X			Lifelong learning	Four libraries will conduct four Family Place parent/child workshops.		Dec-02		Grand Opening of workshop July 19, 2002 MC - March 2002; ED - April 2002; CH - October 2002; RE- November 2002. Two others begin this spring: WA - March 2003; VI - April 2003.	Implementation of this objective is helping increase MLS visibility in the child advocacy community and gaining us new partners.
27	X			Public Place	Incorporate into the marketing plan promotion of our Family Place philosophy to inform caregivers of young children that the library is a great resource.				Draft presented to Ad Team October 2002.	Have little data to prove that success other than some limited demographic information gained during MLS promotional events. At present, we're working to develop better ways to track the effectiveness of our efforts.

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28		X		Career & Business Info	Establish an alliance with the career tech system to provide instructors that facilitate programs on job procurement skills and provide counselors for career guidance-counseling centers in the libraries.		Jul-02		Alliance established with OKCCC. These types of services are provided by others in the community. In addition, we offer programming on job procurement.	
29		X		Career & Business Info	Conduct focus groups with business people to determine their needs and how the library can specifically help them address those needs.		Nov-02		We propose to conduct these focus groups in Spring 2004 when we are in the new DN & LLC.	
30		X		Career & Business Info	Establish and maintain a career guidance-counseling center at four libraries with part-time counselors.		Dec-03		This service is provided by others in the community and we offer programs on this topic. At this time, we do not recommend beginning this new service. We have however, continued to purchase career-related materials as usual. In addition, a grant from the OKC Community Foundation last year allowed them to purchase extra material for college bound students, which included career information.	
31		X		Career & Business Info	Have a report prepared that details the economic impact of the library on Oklahoma County.		Dec-03		Recommend moving to December 2004 to be closer to the change in date of millage vote.	
32		X		Career & Business Info	Provide 12 programs on job procurement skills (e.g. resume writing, interviewing, dress for success)		Dec-03	Annually	We are not reaching the intended audience and recommend that this type of programming remain at the individual agency level.	
33		X		Career & Business Info	Implement a plan to increase access to business-related materials in cooperation with the Small Business Development Center.		Dec-04		SBDC is not moving to new DN building. The Selection office has proceeded with the expansion of Downtown business materials holdings using the reserve funds allocated for the opening day collection. In addition, we have collected some, selected retrospective materials from the other system libraries for retention at Downtown. We will continue working cooperatively with the SBDC for programming and considering the small business professionals informational needs as we purchase materials.	This is an ongoing project that will provide information resources to small business professionals.
34		X		Career & Business Info	Install broadband telecom services at all libraries for continuous TV viewing of business networks.		Jan-05		The ability to provide this will be at the DN & LLC.	
35		X		Current Topics & Popular Titles	Library's operating budget allocated for materials will exceed the national average for libraries of comparable size.		Jan-05		We recommend modifying the date to December 2007.	

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36		X		Finance	Place before the public a proposal to increase its millage levy.		Feb-04		Date needs to be changed to 2005	
37		X		General Info #1	Have a single, central telephone number offering reference service and system information.		Jan-04		We recommend clarifying the wording to indicate the intent of this telephone is to be able to provide a single phone number for publicity purposes. We recommend changing the word "reference" to 'referral'.	
38		X		General Info #3	Conduct a survey of Oklahoma County and will receive an excellent customer service rating.		Jan-04		Since millage election will be delayed until 2005, this probably needs to be delayed as well.	
39		X		Lifelong learning	Conduct focus groups with teachers to determine their needs and how the library can specifically help them address those needs.		Mar-03		Recommend waiting until the Fall/Winter of 2003. Largest district in a state of budget flux.	
40		X		Public Place	Develop videoconferencing policy and procedures.		Jan-03		We currently do not have the videoconferencing equipment, when we acquire the needed equipment we will develop a policy.	

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41			X	Community Referral	Have a plan of collaboration with community Information & Referral agencies.		Fall 2003		Compiling and updating several community agency lists including Early Literacy List, Community Associations, and presenter lists.	Impact will be measured after lists are made available to staff and customers.
42			X	Cult. Aware. & Local Info #2	Develop a comprehensive plan (including funding) for expanding the local history and genealogy materials collections.		Jan-03		Policy has been developed and partially implemented. Draft of written document is currently under review and should be finalized at meeting on February 3, 2003.	
43			X	Current Topics & Popular Titles	Include a reader's advisory component in the core competencies for public services staff.	Jul-02	Jun-03		In process as a part of the CCC.	Once complete, the competencies will serve as a standard set of knowledge, skills, and behaviors. The competencies will be used as the foundation for an employee development and human resource management system.
44			X	Facilities	The library will prepare a complete facilities plan detailing the remodeling and additional building needs for this system through the next 10 years.		Dec-02		Draft presented to Finance Committee November 2002	
45			X	General Info #2	Develop a recruitment plan designed to guide the selection and retention of high quality employees.	Feb-02	Apr-02		Draft reviewed in March 2002, revisions in June 2002. No further action to date. The Recruitment Committee needs to reconvene and finish this process. Brochure January 2003 and article in MetroLib.	
46			X	General Info #2	Develop core competencies for public service managers, librarians, and other staff.	Jul-02	Jun-03		A core competency committee (CCC) has been working since April 1, 2002.	
47			X	General Info #2	Develop core competencies for the non-public service staff.	Jul-02	Jun-03		CCC	
48			X	General Info #2	Develop and implement a training plan for all public service managers to achieve the core competencies.	Sep-02	Sep-03		CCC	The training plan will ensure that staff are competent and thus able to consistently provide service that exceeds expectations.
49			X	General Info #2	Develop and implement a training plan for all staff to achieve the core competencies.	Sep-03	Sep-04		Several courses are under revision in order to ensure that training objectives match the competencies currently under development. The objectives are tentative pending the completion and approval of the competencies.	

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50			X	General Info #2	Offer child development courses for all librarians to better understand the information-seeking differences in children and adults.	Mar-02	Jun-05		Offered in Spring 2002 and Fall 2002. Current plan is to offer this twice a year (spring & fall)	Library staff will be more skillful in determining user needs and locating relevant information.
51			X	General Info #2	90% of all staff will have successfully completed the Contact Crisis Listening Skills course to improve their communication skills.		Jan-06		Offered in Spring 2002, Fall 2002 with approximately 28 employees. Another one is scheduled Winter 2003. This objective will not be met by the target end date. Completion of training of existing staff is likely to take 5-7 years unless the number of classes is increased and/or class schedule is adjusted to better accommodate our schedules.	As a foundation skill for excellent customer service, this training is essential. This training will support the acquisition of core competencies for customer service. Without this training, alternative training would need to be provided. As for actual efficacy, follow-up testing has not been done. Anecdotal support for the training has been strong with some resistance also expressed.
52			X	General Info #3	Incorporate into the recruitment plan a component for hiring employees with model customer service attitudes.	Feb-02	Apr-02	Ongoing	Draft reviewed in March 2002, revisions in June 2002. No further action to date. The Core Competency Committee has investigated, reviewed and given to current employees a customer service attitude test as part of a validation of the test as a predictor of the desired attitudes. This objective is on track.	This is a long-term, ongoing endeavor that overlaps with many other Strategic Plan objectives. The measure will come down the road when a positive change in customer-service behaviors in all staff is observable.
53			X	General Info #3	Provide business cards for all full-time public services employees.		Jul-03		At present, any full-time employee who files the proper paperwork for such printing will receive it.	
54			X	General Info #3	Develop and implement a plan for training and maintaining model customer service behaviors.	Apr-02	Dec-04		Customer service behaviors are currently being defined as part of the competencies project. Once approved, the competencies will serve as objectives for training and maintaining the behaviors.	
55			X	Lifelong learning	The library will use the information learned to develop a plan to enhance our services.			Close of Senior focus group	Draft of the Senior Focus Groups findings completed January 2003. No analysis meetings have occurred yet. Objective has been met.	
56			X	Lifelong learning	Provide 22 system-coordinated programs that introduce very young children to the joy of reading.		Dec-02	Annually	355 programs offered between Jan. 2002 & Dec 2002.	Approximately 7000 children exposed to early literacy experiences.
57			X	Lifelong learning	Establish a system-wide Teen Advisory Council.		Jan-03		In progress.	
58			X	Lifelong learning	Conduct focus groups with the Hispanics to determine their needs and how the library can specifically help them address those needs.		Jun-03		Planning on conducting these by the end of FY 03. Received an ODL grant to purchase Spanish language materials.	

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59			X	Public Place	Review the meeting room booking policy for its ability to support community partnerships that help the library achieve its goals and objectives.		Nov-02		In progress.	
60			X	Public Place	Incorporate into the marketing plan promotion of our space as inviting and neutral for groups and individuals to meet.				Draft presented to Ad Team October 2002.	
61			X		Create a marketing plan to address how to more fully and effectively communicate what the library has to offer.	Jan-02	Dec-02	Ongoing	Draft completed in June 2002.	

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62				Cult. Aware. & Local Info #1	Offer interactive cultural presentations.			Ongoing		
63				Cult. Aware. & Local Info #1	Provide materials and subject bibliographies to support interactive cultural presentations.			Ongoing		
64				Cult. Aware. & Local Info #1	Adjust materials purchasing based on the results of focus groups with Hispanics.		Jul-04			
65				General Info #1	Have a technology plan that details the goals for the year as well as the projection of technology needs for the next three years.			March of each year		
66				General Info #2	Offer young adult development courses for all librarians to better understand the information needs.		Dec-04			
67				General Info #3	Recognize Annual Customer Appreciation Month.			October of each year		
68				Lifelong learning	Create and post on our web site at least 10 pathfinders each year on specific subjects frequently purchased.			Each year		
69				Lifelong learning	The library will use the information learned to develop a plan to enhance our services.			Close of business focus group		
70				Lifelong learning	The library will use the information learned to develop a plan to enhance our services.			Close of teacher focus group		
71				Lifelong learning	The library will use the information learned to develop a plan to enhance our services.			Close of Hispanic focus group		
72				Lifelong learning	Evaluate the collection to determine areas needing more in-depth purchases.			Annually		
73				Lifelong learning	Provide 22 system-coordinated programs that introduce very young children to the joy of reading.			Annually		
74				Public Place	Downtown Library & Learning Center will offer videoconferencing.	Opening day				