

**METROPOLITAN LIBRARY COMMISSION  
OF OKLAHOMA COUNTY**

**LONG-RANGE PLANNING COMMITTEE**

**AGENDA**

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

Wednesday, March 03, 2004  
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. 2004 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 : 2004 Review

Sorted by: Finished; need to adjust; in progress

Long-Range Planning Committee  
Agenda Item II  
March 3, 2004

| ID # | FY Finished | FY Adjust | FY In Progress | Response                     | Description                                                                                                                                                                                                                         | Beginning Date | End Date | Ongoing  | Status                                                                                                                                                                                                                                                                                   | Impact |
|------|-------------|-----------|----------------|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1    | 02          |           |                | 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         |          |          |                                                                                                                                                                                                                                                                                          |        |
| 2    | 02          | 02        |                | Career & Business Info       | Provide 12 programs on job procurement skills (e.g. resume writing, interviewing, dress for success)                                                                                                                                |                |          | Annually |                                                                                                                                                                                                                                                                                          |        |
| 3    | 02          | 02        |                | Career & Business Info       | Establish and maintain a career guidance-counseling center at four libraries with part-time counselors.                                                                                                                             | Dec-03         |          |          |                                                                                                                                                                                                                                                                                          |        |
| 4    | 02          | 02        |                | Career & Business Info       | Implement a plan to increase access to business-related materials in cooperation with the Small Business Development Center.                                                                                                        | Dec-04         |          |          |                                                                                                                                                                                                                                                                                          |        |
| 5    | 02          |           |                | Community Referral           | Create a plan for cultivating and maintaining strategic relationships in our community.                                                                                                                                             | Jul-02         |          |          |                                                                                                                                                                                                                                                                                          |        |
| 6    | 02          |           |                | Cult. Aware. & Local Info #1 | Offer interactive cultural presentations.                                                                                                                                                                                           | Feb-02         |          | Ongoing  |                                                                                                                                                                                                                                                                                          |        |
| 7    | 02, 03      |           |                | Cult. Aware. & Local Info #1 | Provide materials and subject bibliographies to support interactive cultural presentations.                                                                                                                                         |                |          | Ongoing  | Continued to post bibliographies on the website for Black History, Feb. 2003; Asian Americans May 2003; Native Americans Nov. 2003. MaC has produces many materials -- including advertising -- to support and promote our interactive programming efforts. These efforts will continue. |        |
| 8    | 02          |           |                | 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         |          |          |                                                                                                                                                                                                                                                                                          |        |

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| 9    | 02          |           |                | Cult. Aware. & Local Info #2    | Strengthen and improve the local history and genealogy services at the Downtown Library & Learning Center.                                                                | Jan-03         |          |          |                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                     |
| 10   | 02          |           |                | 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         |          |          |                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                     |
| 11   | 02          |           |                | 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         |          |          |                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                     |
| 12   | 02          |           |                | Current Topics & Popular Titles | Develop a plan to increase the availability of current topics and titles at most agencies.                                                                                | Dec-02         |          |          |                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                     |
| 13   | 02, 03      |           |                | 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 | Procedure has been implemented and is ongoing.                                                                                                                                                                                                                                |                                                                                                                                                                                                                     |
| 14   | 03          |           |                | Current Topics & Popular Titles | Include a reader's advisory component in the core competencies for public services staff.                                                                                 | Jul-02         |          |          | Specific skills associated with RA are not directly covered in the competencies but are addressed generally through the core competency called Customer Focus. Training needs for RA are being met through a new class, Circ and Ref Skills Series: Reader's Advisory Skills. | 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. |
| 15   | 02          |           |                | Finance                         | Develop a fundraising plan to supplement regular library revenues.                                                                                                        | Jul-02         |          |          |                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                     |
| 16   | 03          |           |                | 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         |          |          | Commission reviewed in Nov. 2002                                                                                                                                                                                                                                              |                                                                                                                                                                                                                     |

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| 17   | 02, 03      |           |                | 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 | Will be completed in March 2004                                                                                                                                                 |                                                                                                                                 |
| 18   | 02          |           |                | 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         |          |                    |                                                                                                                                                                                 |                                                                                                                                 |
| 19   | 02          |           |                | General Info #1 | Develop a plan to broaden the range of materials available to serve information needs.                                                      | Dec-02         |          |                    |                                                                                                                                                                                 |                                                                                                                                 |
| 20   | 02          |           |                | General Info #1 | Develop a plan for implementing the Family Place philosophy throughout the system.                                                          | Spring 2002    |          |                    |                                                                                                                                                                                 |                                                                                                                                 |
| 21   | 03          |           |                | General Info #2 | Develop core competencies for public service managers, librarians, and other staff.                                                         | Jul-02         |          |                    | A competency model was approved by Donna Morris in February of 2004.                                                                                                            |                                                                                                                                 |
| 22   | 03          |           |                | General Info #2 | Develop a recruitment plan designed to guide the selection and retention of high quality employees.                                         | Apr-02         |          |                    | Finished a recruitment speech and brochure for Recruitment Committee in 2002. In 2003, developed and produced a 3-5 minute recruitment video. Video was complete in early 2004. |                                                                                                                                 |
| 23   | 03          |           |                | General Info #2 | Develop core competencies for the non-public service staff.                                                                                 | Jul-03         |          |                    | A competency model was approved by Donna Morris in February of 2004.                                                                                                            |                                                                                                                                 |
| 24   | 03          |           |                | General Info #2 | Develop and implement a training plan for all public service managers to achieve the core competencies.                                     | Sep-02         |          |                    | A training plan (matrix) that matches training to competencies was revised and is currently in use.                                                                             | The training plan will ensure that staff are competent and thus able to consistently provide service that exceeds expectations. |
| 25   | 03          |           |                | General Info #2 | Develop and implement a training plan for all staff to achieve the core competencies.                                                       | Sep-03         |          |                    | A training plan (matrix) that matches training to competencies was revised and is currently in use.                                                                             |                                                                                                                                 |
| 26   | 02, 03      |           |                | General Info #2 | Offer child development courses for all librarians to better understand the information-seeking differences in children and adults.         | Dec-02         |          | Ongoing            | Continue to offer course to staff.                                                                                                                                              |                                                                                                                                 |

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| 27   | 02, 03      |           |                | General Info #3   | Work with transportation vendors to ensure better accessibility to our libraries.                                              | Jul-02         |          | Ongoing              | Marketing & WEOKIE, with assistance from Friends of the Library wrapped bus again for 2003. Project has had positive impact on both metro transit and MLS. Stats provided by Metro Transit show about a 10 percent increase in ridership on this bus due to partnership.         | Most visual marketing effort to date. Can be seen by many everyday in many different locations. |
| 28   | 02, 03      |           |                | General Info #3   | Recognize Annual Customer Appreciation Month.                                                                                  |                |          | October of each year | All agencies celebrated this month once again. We increased our efforts to promote Customer Service month through the whole system -- as a systemwide event. We now have limited sponsorships (that is, food vendors) and have set aside funds to provide advertising via radio. |                                                                                                 |
| 29   | 02          |           |                | General Info #3   | Revise the performance standards of all staff to reflect customer service modeling behaviors.                                  | Jul-03         |          |                      |                                                                                                                                                                                                                                                                                  |                                                                                                 |
| 30   | 02          |           |                | General Info #3   | Provide business cards for all full-time public services employees.                                                            | Jul-03         |          |                      |                                                                                                                                                                                                                                                                                  |                                                                                                 |
| 31   | 02          |           |                | 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   |                      |                                                                                                                                                                                                                                                                                  |                                                                                                 |
| 32   | 02, 03      |           |                | Lifelong learning | Evaluate the collection to determine areas needing more in-depth purchases.                                                    |                |          | Annually             | Ongoing                                                                                                                                                                                                                                                                          |                                                                                                 |
| 33   | 02, 03      |           |                | Lifelong learning | Provide 22 system-coordinated programs that introduce very young children to the joy of reading.                               |                |          | Annually             | 708 programs offered between January 2003 and December 2003. This is an ongoing objective.                                                                                                                                                                                       |                                                                                                 |
| 34   | 02          |           |                | Lifelong learning | Develop a plan to increase the retention of titles that remain of local interest but are requested less frequently.            | Dec-02         |          |                      |                                                                                                                                                                                                                                                                                  |                                                                                                 |
| 35   | 02          |           |                | Lifelong learning | Four libraries will conduct four Family Place parent/child workshops.                                                          | Dec-02         |          |                      |                                                                                                                                                                                                                                                                                  |                                                                                                 |

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| 36   | 02          |           |                | Lifelong learning               | The library will use the information learned to develop a plan to enhance our services.                                                                   |                |          | Close of Senior focus group |                                                                                                                                                                        |        |
| 37   | 02, 03      |           |                | Lifelong learning               | Create and post on our web site at least 10 pathfinders each year on specific subjects frequently purchased.                                              |                |          | Annually                    | Continued to post bibliographies. Developed a pathfinder template and now working with librarians to develop more. First pathfinder posted Feb. 2003, now have two up. |        |
| 38   | 03          |           |                | 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         |          |                             | Review completed.                                                                                                                                                      |        |
| 39   | 02          |           |                | 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. |                |          |                             |                                                                                                                                                                        |        |
| 40   |             | 02        |                | Career & Business Info          | Conduct focus groups with business professionals to determine their needs and how the library can specifically help them address those needs.             |                |          |                             |                                                                                                                                                                        |        |
| 41   |             | 02        |                | Career & Business Info          | Install broadband telecom services at all libraries for continuous TV viewing of business networks.                                                       | Jan-05         |          |                             |                                                                                                                                                                        |        |
| 42   |             | 03        |                | Community Referral              | Have a plan of collaboration with community information & referral agencies.                                                                              | Fall 2003      |          |                             | The advent of 211 service in Central OK necessitates reevaluation of this objective.                                                                                   |        |
| 43   |             | 03        |                | Cult. Aware. & Local Info #1    | Adjust materials purchasing based on the results of focus groups with Hispanics.                                                                          |                |          |                             | Tied to conducting the Focus Groups.                                                                                                                                   |        |
| 44   |             | 02        |                | Current Topics & Popular Titles | Library's operating budget allocated for materials will exceed the national average for libraries of comparable size.                                     | Dec-07         |          |                             |                                                                                                                                                                        |        |

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| 45   |             | 02        |                | General Info #3        | Conduct a survey of Oklahoma County and will receive an excellent customer service rating.                                           | Nov-04         |          |                               |                                                                                                        |        |
| 46   |             | 02, 03    |                | Lifelong learning      | Conduct focus groups with teachers to determine their needs and how the library can specifically help them address those needs.      |                |          |                               | Reevaluate need and timing.                                                                            |        |
| 47   |             | 03        |                | Lifelong learning      | Conduct focus groups with the Hispanics to determine their needs and how the library can specifically help them address those needs. |                |          |                               | Reevaluate need and timing.                                                                            |        |
| 48   |             | 03        |                | Lifelong learning      | The library will use the information learned to develop a plan to enhance our services.                                              |                |          | Close of business focus group | Tied to conducting the Focus Groups.                                                                   |        |
| 49   |             | 03        |                | Lifelong learning      | The library will use the information learned to develop a plan to enhance our services.                                              |                |          | Close of teacher focus group  | Tied to conducting the Focus Groups.                                                                   |        |
| 50   |             | 03        |                | Lifelong learning      | The library will use the information learned to develop a plan to enhance our services.                                              |                |          | Close of Hispanic focus group | Tied to conducting the Focus Groups.                                                                   |        |
| 51   |             | 02        |                | Public Place           | Develop videoconferencing policy and procedures.                                                                                     | Opening day    |          |                               |                                                                                                        |        |
| 52   |             | 02        | 03             | Career & Business Info | Have a report prepared that details the economic impact of the library on Oklahoma County.                                           |                |          |                               | Will incorporate this type of information in the survey conducted in preparation for the millage vote. |        |

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| 53   |             |           | 02, 03         | Cult. Aware. & Local Info #2 | Develop a comprehensive plan (including funding) for expanding the local history and genealogy materials collections.               | Jan-03         |          |         | Draft policy has been developed and partially implemented. We have been adding to these collections using the reserve funds set aside for the new building. We are currently in the third and final year for the reserve funds. Therefore, as part of the FY 05 budget proposal, we will include amounts for local history and genealogy.   |                                                                                                                                                                                                                                                                                                                                                                                                     |
| 54   |             | 02        | 03             | Finance                      | Place before the public a proposal to increase its millage levy.                                                                    | Feb-05         |          |         | A few members of the Ad Team have met and will continue to meet to develop a plan on when and how to move forward.                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                     |
| 55   |             | 02        | 03             | General Info #1              | Have a single, central telephone number offering reference service and system information.                                          |                |          |         | This will take place when we move into the new DN facility.                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                     |
| 56   |             |           | 03             | General Info #2              | Offer young adult development courses for all librarians to better understand the information needs.                                | Dec-04         |          |         | The first Middle Childhood and Adolescent Development class is scheduled for March of 2004. A second class is tentatively set for the Fall of 2004. The class will continue to be scheduled until all members of the target audience have participated.                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                     |
| 57   |             |           | 02, 03         | General Info #2              | 90% of all staff will have successfully completed the Contact Crisis Listening Skills course to improve their communication skills. | Jan-06         |          |         | Began working with Contact in the Fall of 2004 to customize the listening skills class. The new class will be part of a series of courses dedicated to building customer loyalty. Contact and the MLS began revision of participant materials in the Winter of 2003-2004. Plans are to rollout the customized training in late summer 2004. | 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. |



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| 58   |             |           | 02             | General Info #3   | Incorporate into the recruitment plan a component for hiring employees with model customer service attitudes.          |                |          | Ongoing | This is a long-term, ongoing endeavor that overlaps with many other Strategic Plan objectives.                                                                                                                                                                                                                 |        |
| 59   |             |           | 02, 03         | General Info #3   | Develop and implement a plan for training and maintaining model customer service behaviors.                            | Apr-02         |          |         | A series of courses and related activities called 'Handle with Care' were approved for this topic during the year. Classes will begin rolling out in 2004.                                                                                                                                                     |        |
| 60   |             |           | 03             | General Info #3   | Evaluate the outstanding employee award process.                                                                       | Oct-03         |          |         | The Committee has been established and has begun to review our rewards and recognitions.                                                                                                                                                                                                                       |        |
| 61   |             | 02        | 02, 03         | Lifelong learning | Expose Teens to wider literary and life-long learning experiences and to provide services to meet their unique needs.  | Jan-03         |          |         | We are currently strengthening existing Teen Advisory Boards at the branch level. We hope to have system-wide input from the individual branches by late 2004. Life long learning programs for teens are still being developed and strengthened through art programs, tutoring, games, and other presentations |        |
| 62   |             |           | 02             | Public Place      | Incorporate into the marketing plan promotion of our space as inviting and neutral for groups and individuals to meet. |                |          |         | We continue to promote MLS as a destination. However, at this point, we have not specifically targeted our meeting rooms as inviting spaces. Awaiting direction from ED on this particular promotional thrust.                                                                                                 |        |
| 63   |             |           | 02, 03         |                   | Create a marketing plan to address how to more fully and effectively communicate what the library has to offer.        | Jan-02         | Dec-02   | Ongoing | Plan revised at ED request. Most major portions currently being used. However, overall plan has yet to be officially "adopted" by Ad Team.                                                                                                                                                                     |        |