Annual Statistical Report

Metropolitan Library System
FY 04-05

Prepared by Planning Services
November 2005

Table of Contents

Introduction

The Metropolitan Library System envisions a future in which all the people of Oklahoma County have equitable access to an information-rich environment of library resources.

The Metropolitan Library System experienced many changes during the past fiscal year. The library continued to see increases in circulation, reserves, and library users. The addition of new materials, formats, and technology is exciting to the system. Staff reconfiguration and training also plays a vital role in these changes. Exciting changes continued to occur structurally as well, including the addition of the new downtown library and upgrades to various agency locations along with the planning of a new library location to open in 2008. It is a fun time to work for the Metropolitan Library System.

Many press releases have been written this year describing these changes. Below are some excerpts that encapsulate the year in review.

In a press release describing the changes to the library system and the role the library plays in the community.

> Donna Morris stated, "*In just 40 years our System has grown from one city-based System with three branches to the largest public library system in Oklahoma, a county-wide System with 17 facilities and a $24-million operating budget. While change isn't always easy, we understand its need,*" Morris added. "*New facilities, improvements and technology are all part of our operation now, and they will continue to be our focus as we move ahead in the coming years.*" [1]

These changes included the addition of the new Ronald J. Norick Downtown building. The new building experienced a monumental book passing when the public joined members of the library staff from all over Oklahoma County for a symbolic book passing that stretched from the old building at 131 Dean A. McGee to 300 Park Avenue. The grand opening drew more than 2,000 people downtown, with another 1,000 participants coming from local businesses. The distance the book passing covered was approximately eight blocks. [2]

Another change that occurred within the Metropolitan Library System was the addition of the deputy director positions.

> Lloyd Lovely, newly appointed Deputy Executive Director of Finance and Support stated in response to his promotion "*I've found that the Metropolitan Library System has many talented, hard-working people who challenge each other to make the Library the best it can be. Everyone associated with the System - and that includes the customers, the volunteers and the employees - are dedicated to improvement, and that, more than anything else, makes the Library a great place to work.*" [3]

Circulation of library materials continued to increase this year. Donna Morris discussed this topic in a press release in 2005. She stated that this increase might be due to the greater number of library events that people attend.

> *"People sometimes tend to forget that their public library has more to offer than books. We also present a variety of events all year long. [And] when people come to the library for events they get a taste of all of our services and see everything we have that they can check out to enjoy at home."* She concludes, *"Our mission is to have something for everyone."* [4]

Improving our services through adding to the current technology is another endeavor of the library system. The addition of wireless internet service in August of 2005 will add a needed service to our customers. During the end of fiscal year 2004-2005 staff of the Metropolitan Library System worked to upgrade the system to handle this new addition to the libraries.

> *"We see this [wireless internet capability] as a new service for our customers,"* said MLS Deputy Executive Director Jimmy Welch, *"and one that is easily justified - given the waiting lines for computers at many of our libraries. "We're pleased to be among the front runners in bringing this new technology to the public."* [5]

As you can see from the report that follows, the library continues to be responsive to customers needs. Increases continue to occur in all areas of the library. Changes are occuring that will continue to accomodate the needs of customers and the community.

The *Annual Statistical Report* provides a glimpse into some of the services at the Metropolitan Library System. It is not comprehensive and in no way tries to measure everything we do as an organization. The information provided is used as a tool for planning the future of Metropolitan Library System. The future is exciting.

If you have further questions regarding this report, feel free to contact Planning Services

Borrowers

This past fiscal year, the Metropolitan Library System issued new library cards to over 47,000 people, an increase of approximately 10.6%. The number of registered borrowers increased by 13,000, or 3.5%, while active borrowers increased by 6.4% to 39% (Figures 1 & 2).
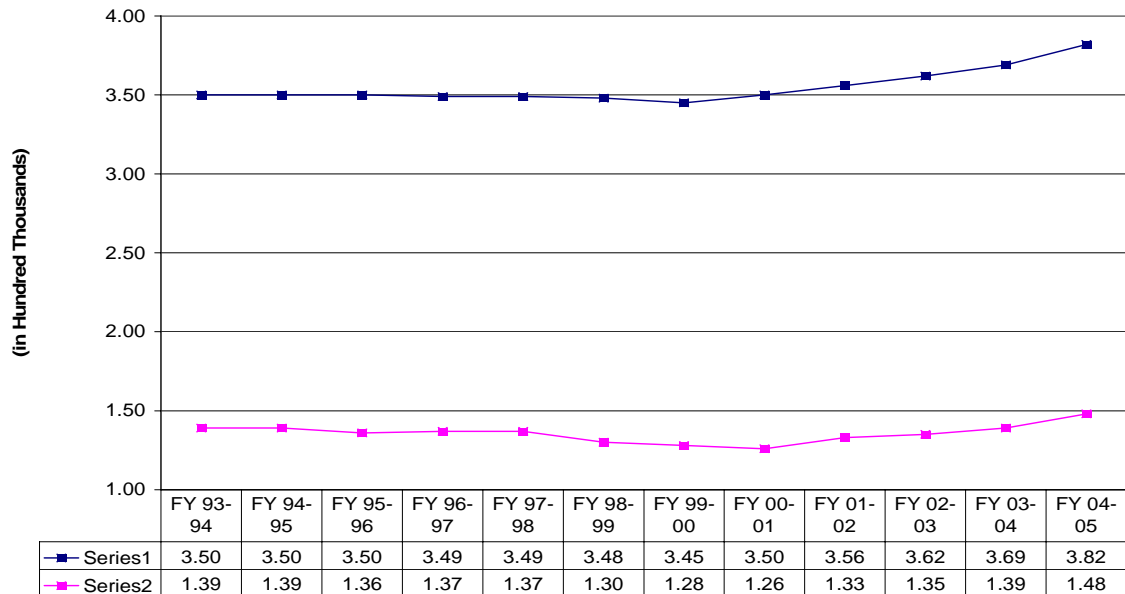
MLS Registered and Active Cardholders

(in Hundred Thousands)

	FY 93-94	FY 94-95	FY 95-96	FY 96-97	FY 97-98	FY 98-99	FY 99-00	FY 00-01	FY 01-02	FY 02-03	FY 03-04	FY 04-05
Series1	3.50	3.50	3.50	3.49	3.49	3.48	3.45	3.50	3.56	3.62	3.69	3.82
Series2	1.39	1.39	1.36	1.37	1.37	1.30	1.28	1.26	1.33	1.35	1.39	1.48

Figure 1: Registered (received last 5 years) and active (used last 3 years) cardholders fiscal year

New Cards Issued

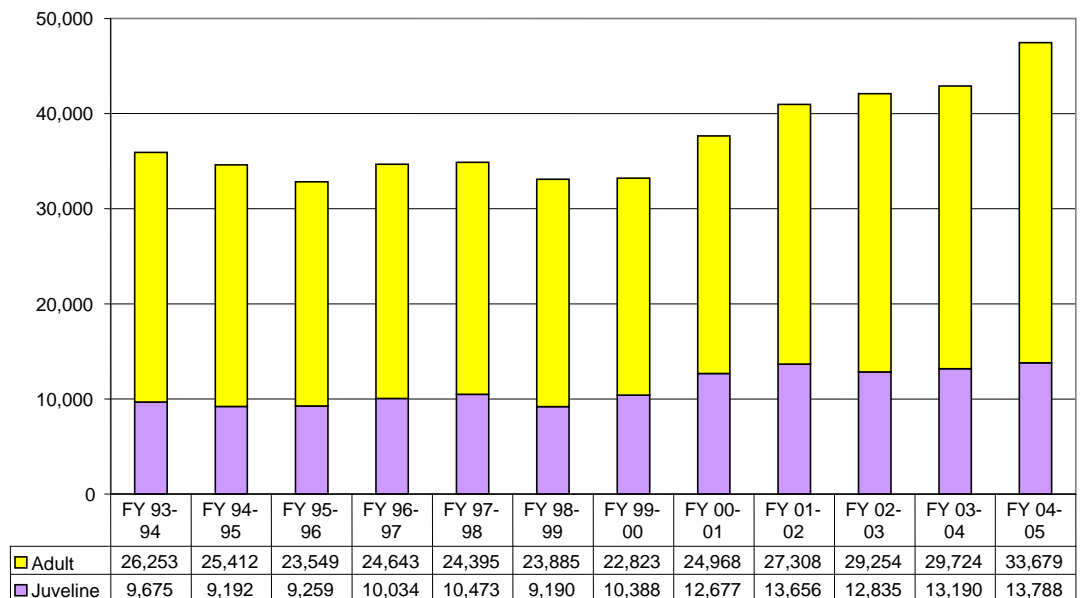|	FY 93-94	FY 94-95	FY 95-96	FY 96-97	FY 97-98	FY 98-99	FY 99-00	FY 00-01	FY 01-02	FY 02-03	FY 03-04	FY 04-05
Adult	26,253	25,412	23,549	24,643	24,395	23,885	22,823	24,968	27,308	29,254	29,724	33,679
Juveline	9,675	9,192	9,259	10,034	10,473	9,190	10,388	12,677	13,656	12,835	13,190	13,788

Figure 2: New card holders by fiscal year

Materials Collection

At the end of FY 04-05 the number of items listed in our catalog reached 1,098,546 which is a 2.97% increase from the end of FY 03-04. The total number of cataloged titles for FY 04-05 was 230,694, an increase of 4.67% over last fiscal year (see Figure 3).
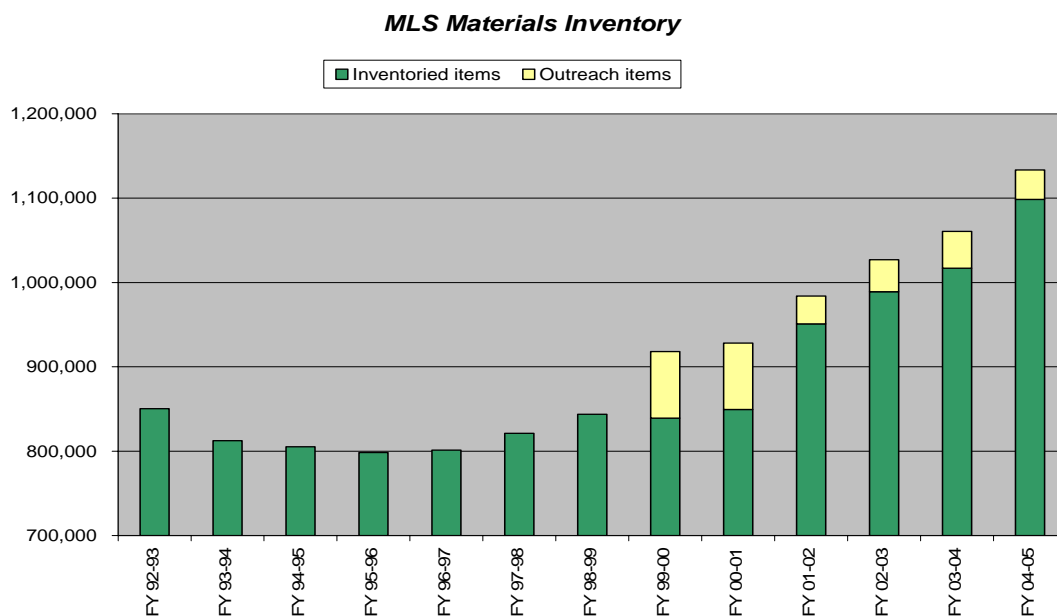
MLS Materials Inventory

Figure 3: MLS Materials inventory by fiscal year

Books represent the largest portion of our collection as shown by Figure 4. Compact discs increased from 2.7% in FY03-04 to 3.0% in FY04-05. DVD's were added to the collection during FY 04-05. DVD's are not yet available for circulation for FY 04-05. However, time has been spent by staff to order and catalog these items. Thus the base number is small, 523; we anticipate yearly increases to this collection.
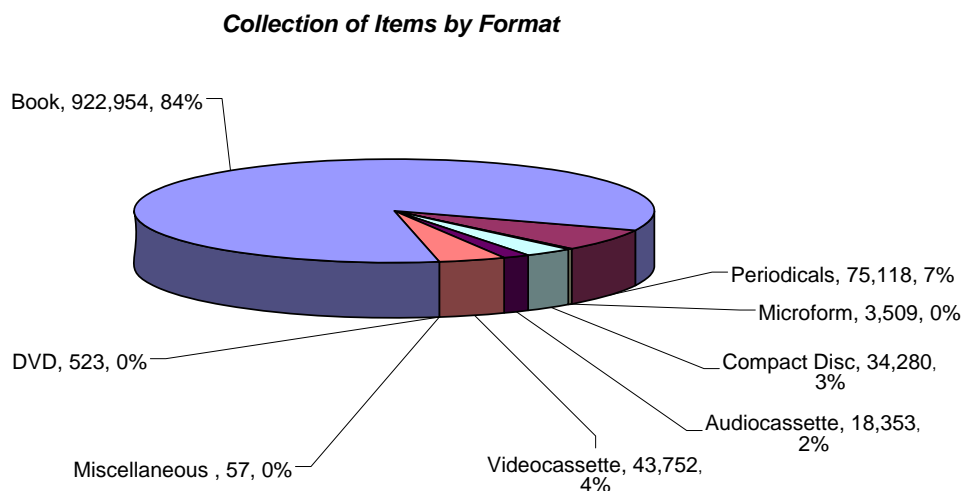
Collection of Items by Format

Figure 4: Collection of materials at MLS

Adult level material comprises about two-thirds of our collection as shown by Figure 5.

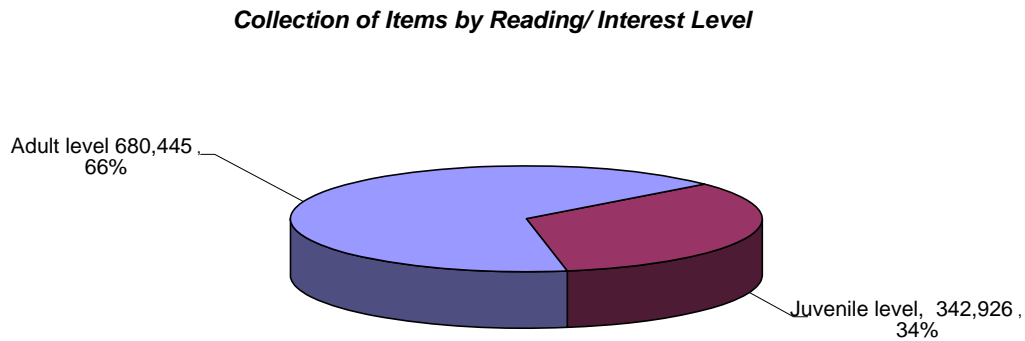**Collection of Items by Reading/ Interest Level**

Figure 5: Collection of materials by interest level of readers

Circulation of Our Collection

Circulation has grown dramatically over the past five years. Circulation increased to 6.08 million items during FY04-05. This is an increase of 347,002 items over FY03-04, a 5.9% increase   Thus, we have experienced an increase in circulation of over 1.6 million items, which represents a 36% increase again this fiscal year (see Figures 6 &7).
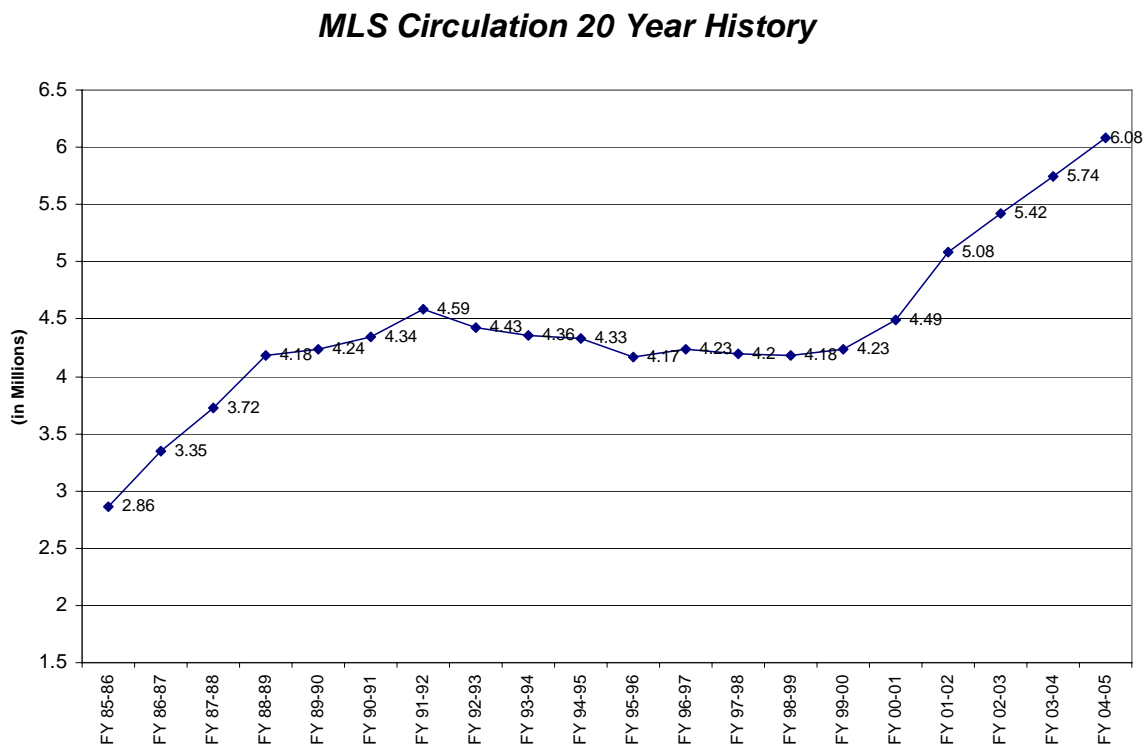
MLS Circulation 20 Year History

Figure 6: MLS circulation 23 fiscal year history in millions
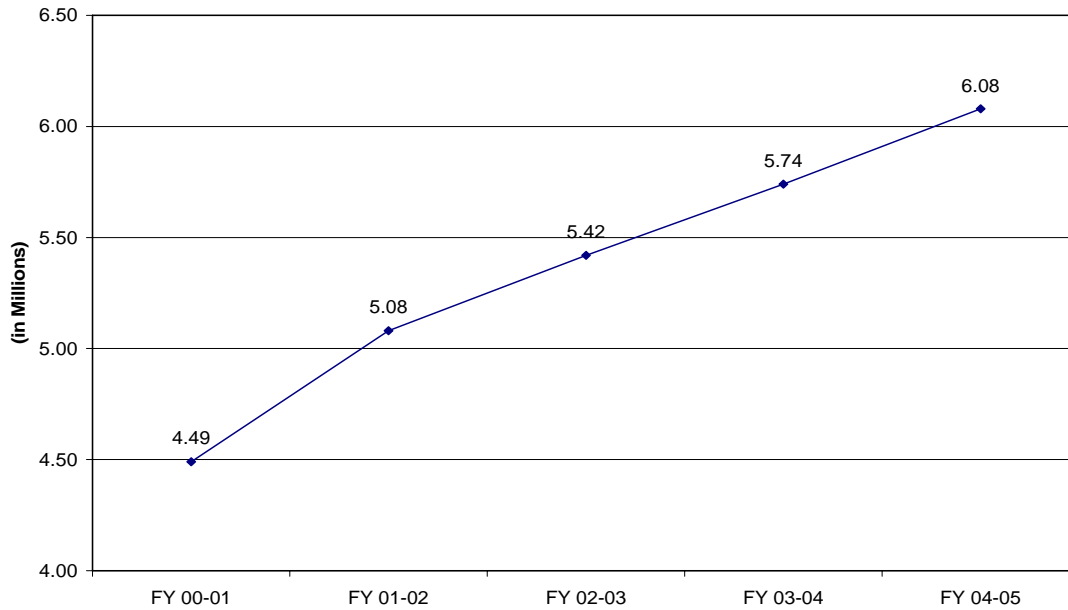
MLS Circulation 5 Year Actual

Figure 7: MLS circulation last five fiscal years in millions

Last year, the Metropolitan Library System included a five-year forecast of circulation. As you will note the projected numbers for FY 04-05 were an exact match of FY 04-05's increase in circulation (6.08 projected and actual from Figures 7 & 8). With this increase, we can expect to see the future circulation numbers climb as well. Although this will continue to challenge the staff of MLS, we look forward to the future as we continue to strive to meet the needs of the customers of Oklahoma.

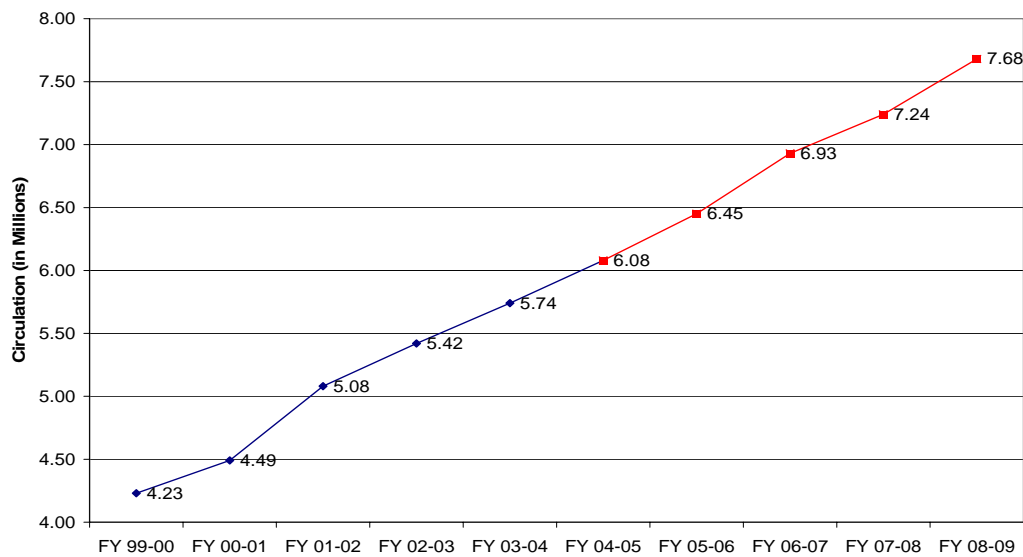**MLS Circulation (5 Year Actual / 5 Year Forcast**

Figure 8: Reprinted from FY03-04 Annual Statistical Report showing projected increases in circulation.
(Note: Forecast based on 6% increase in circulation)

Figure 9 provides the adult-level material contained 67% of our circulation numbers with juvenile materials circulating at 33%. Although books continue to comprise most of the circulation utilized by customers, videocassettes and compact discs continue to increase. The addition of DVD's next fiscal year will provide customers with a new form of media to check out. The Metropolitan Library System anticipates the circulation of these materials to increase and has implemented a 7 day borrower policy in order to ensure all customers have equal access to these materials (see Figure 10).
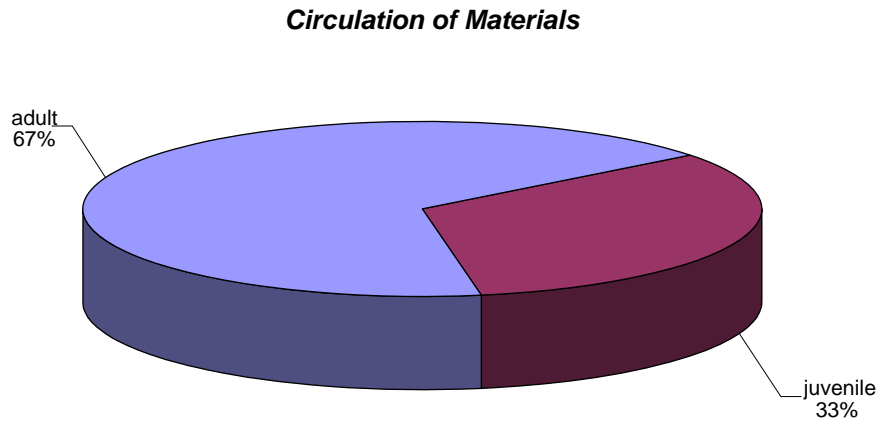
Circulation of Materials

Figure 9: Circulation of materials by interest level
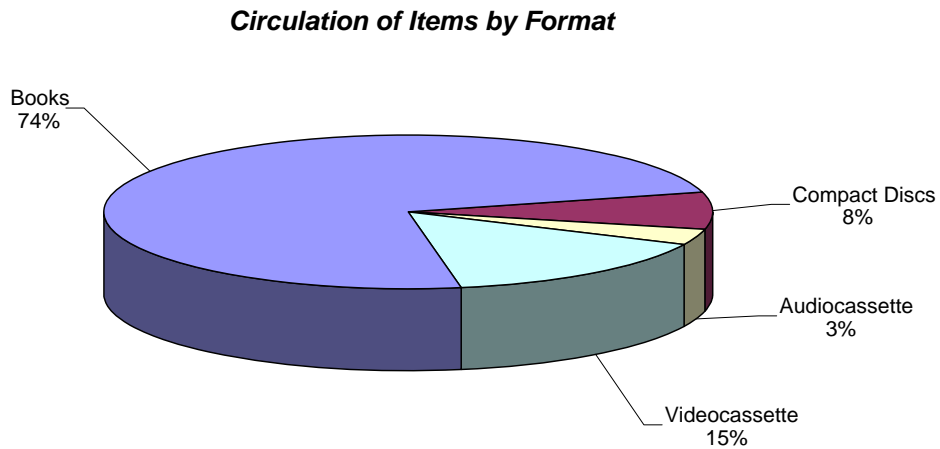
Circulation of Items by Format

Figure 10: Circulation of materials by format

Reserves

Customers and/or staff (for themselves or customers) often use CyberMARS to reserve items in the collection. The number of reserves increased by 109,531 items during the last fiscal year, representing an eleven (11%) percent increase in items placed on the reserve list by customers.

Figure 11 below represents the number of requests taken and filled by the Metropolitan Library System during FY 04-05. About 95% of the customers' reserves are filled overall, however the Metropolitan Library System actually fills about 99% when we subtract 47,059 reserves from those taken due to customer cancellations.

The Metropolitan Library System committee continues to work on developing a model to increase reserve efficiency and decrease staff time required for processing the reserves.

Reserves Taken and Filled

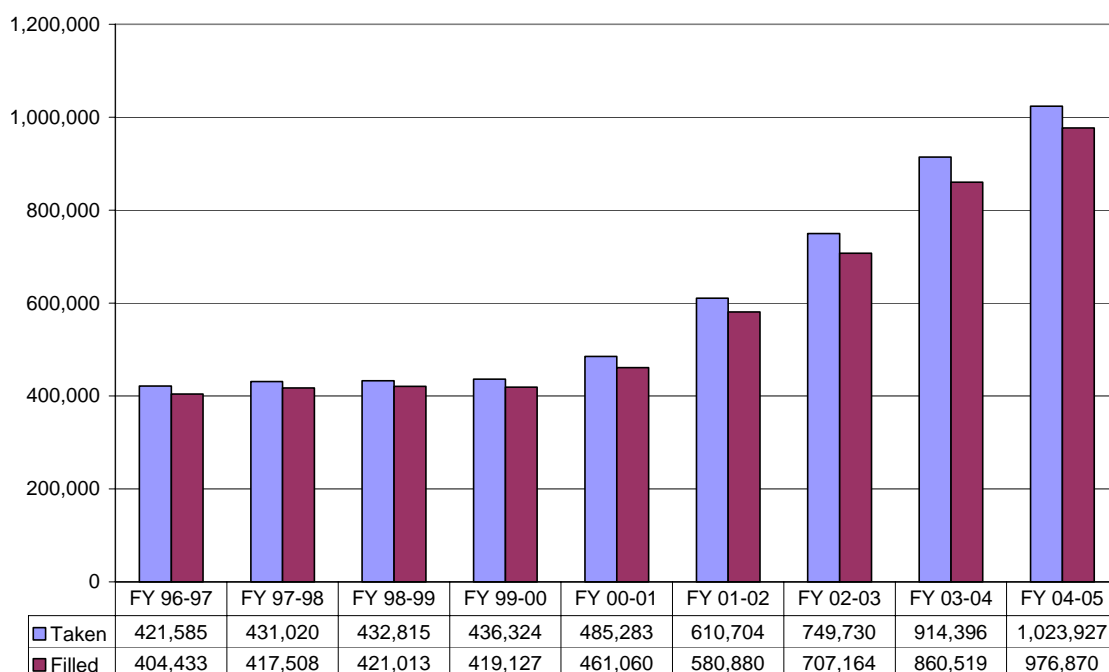|	FY 96-97	FY 97-98	FY 98-99	FY 99-00	FY 00-01	FY 01-02	FY 02-03	FY 03-04	FY 04-05
Taken	421,585	431,020	432,815	436,324	485,283	610,704	749,730	914,396	1,023,927
Filled	404,433	417,508	421,013	419,127	461,060	580,880	707,164	860,519	976,870

Figure 11: Reserves Taken and filled comparison by fiscal year

Interlibrary Loan

Libraries often do not have all of the requested materials by customers in their collections. When this occurs, the Interlibrary Loan (ILL) system is used. ILL helps to meet customers' needs by providing libraries with materials not owned by a specific agency or system. The Metropolitan Library System participates in two Interlibrary Loan programs:

- Online Computer Literacy Center (OCLC), a national system; and
- Oklahoma Library Technology Network (OLTN), a system within the state of Oklahoma.

We initiated 4,337 requests for material that the library did not own from other libraries. This was a decrease of 176 requests compared to FY 03-04 (see Figure 13). Of these requests, 75% were filled from other libraries.

The Metropolitan Library System continues to provide materials to other libraries as a lender. During FY04-05, we received 19,668 requests for material from OCLC, an 11% increase (see Figure 12). Of these requests, the Metropolitan Library System fills about 26% of the requested materials.

OLTN/Autographics requests for material during 2005 decreased by 845 requests to 5,640. Statistics are not kept regarding the OLTN/Autographics fill rate, however, estimates range from one-third to one-half of requests received. OLTN/Autographics data is summarized by calendar year.
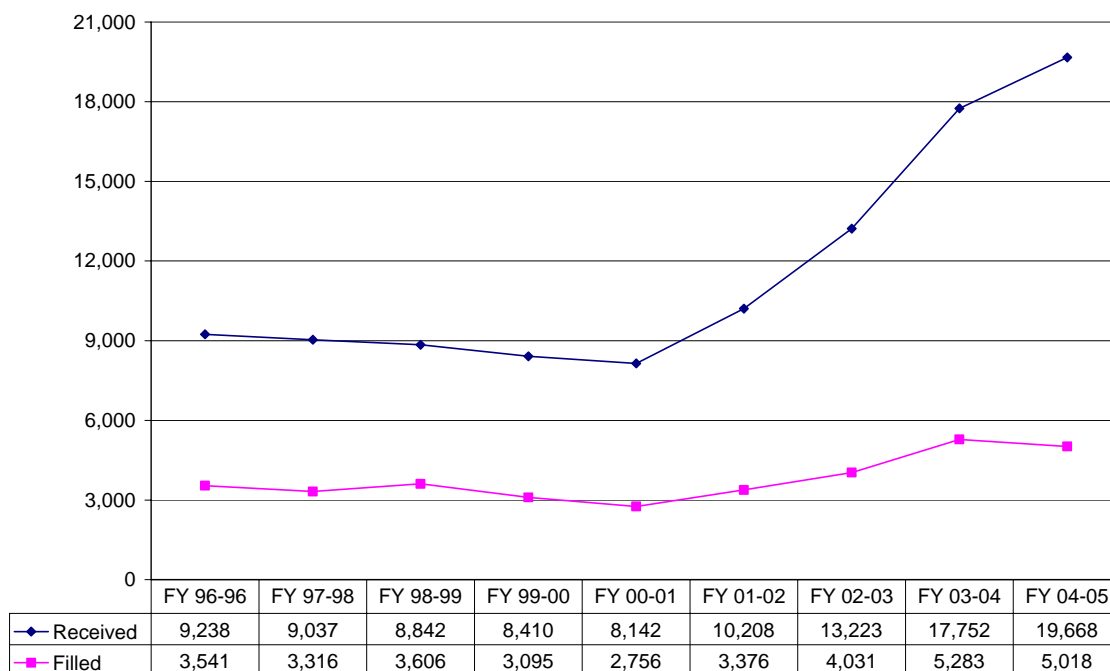
OCLC Interlibrary Loan (MLS as Lender)

	FY 96-96	FY 97-98	FY 98-99	FY 99-00	FY 00-01	FY 01-02	FY 02-03	FY 03-04	FY 04-05
Received	9,238	9,037	8,842	8,410	8,142	10,208	13,223	17,752	19,668
Filled	3,541	3,316	3,606	3,095	2,756	3,376	4,031	5,283	5,018

Figure 12: OCLC interlibrary loan (MLS lender) by fiscal year

OCLC Interlibrary Loan (MLS as Borrower)

	FY 96-96	FY 97-98	FY 98-99	FY 99-00	FY 00-01	FY 01-02	FY 02-03	FY 03-04	FY 04-05
Received	4,574	4,574	4,816	5,112	4,486	4,482	4,309	4,513	4,337
Filled	3,962	3,545	4,081	4,239	3,746	3,697	3,583	3,531	3,276
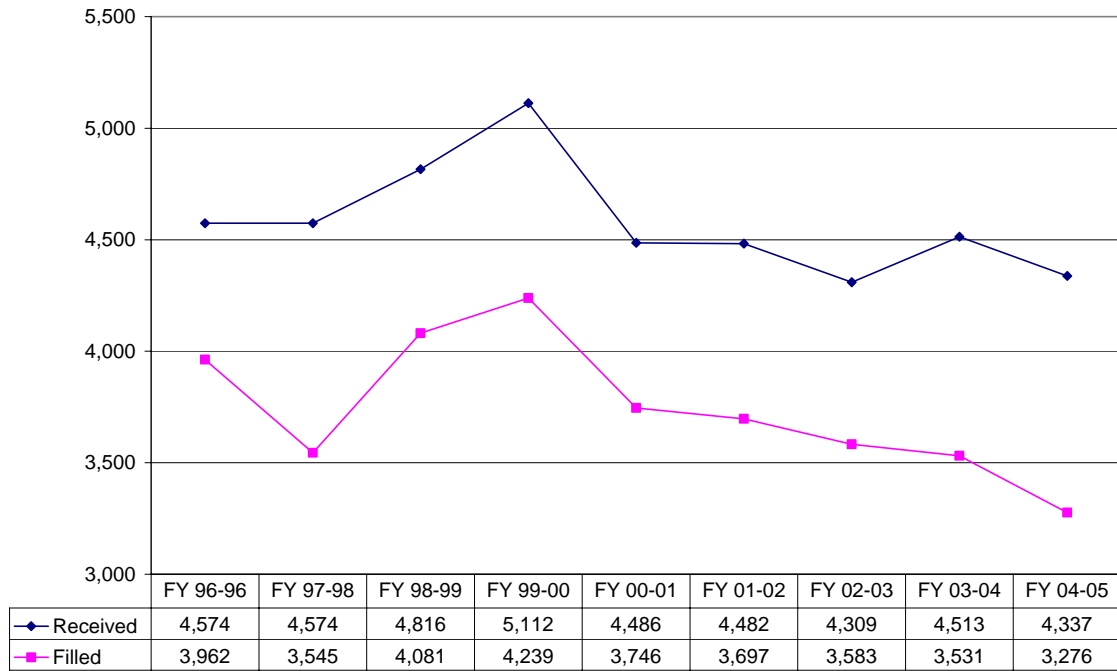
Figure 13: OCLC interlibrary loan (MLS borrower) by fiscal year

OLTN/Autographics Requests for Materials

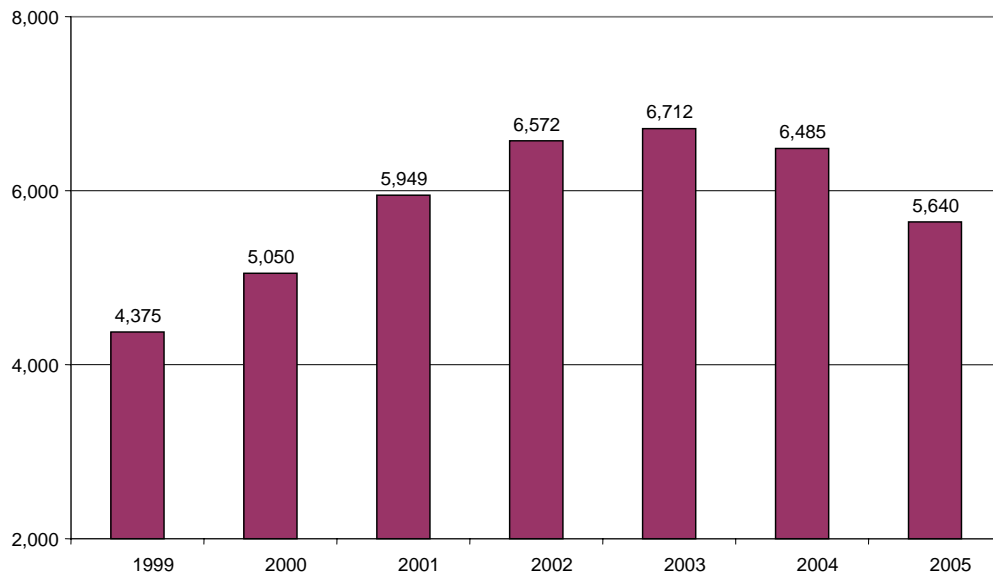| 1999	2000	2001	2002	2003	2004	2005
4,375	5,050	5,949	6,572	6,712	6,485	5,640

Figure 14: OLTN autographic requests for materials

Electronic Materials Collection

The Library subscribes to several electronic resources (also referred to as databases). Electronic resources are subscription services accessible via the Internet, making this information available 24 hours a day.

These electronic resources provide information on a wide variety of topics for our customers. Figure 14 breaks down the various databases available to customers. Every year Metropolitan Library System continues to add databases to the customer resources.
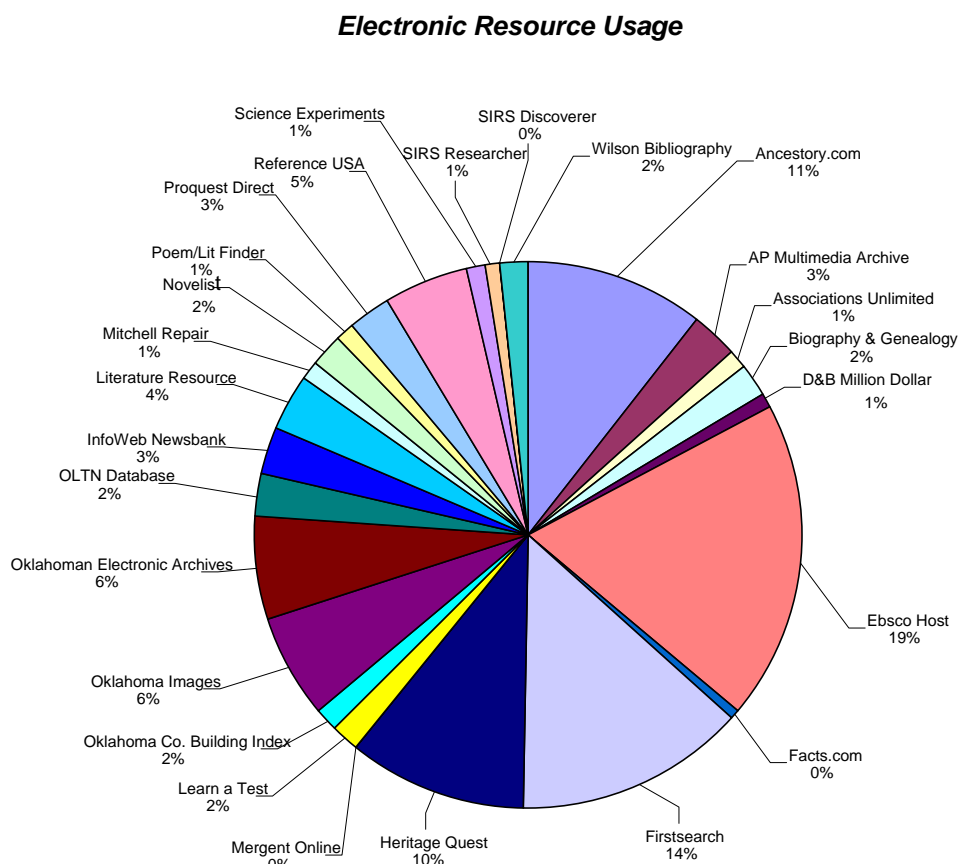
Electronic Resource Usage

Figure 14: Electronic database usage

Figure 15 provides a snapshot of the databases added during FY 04-05. Some of these databases like Sanborn maps have only been available for two months while others like Books-in-Print Pro have been available for over half of the fiscal year.
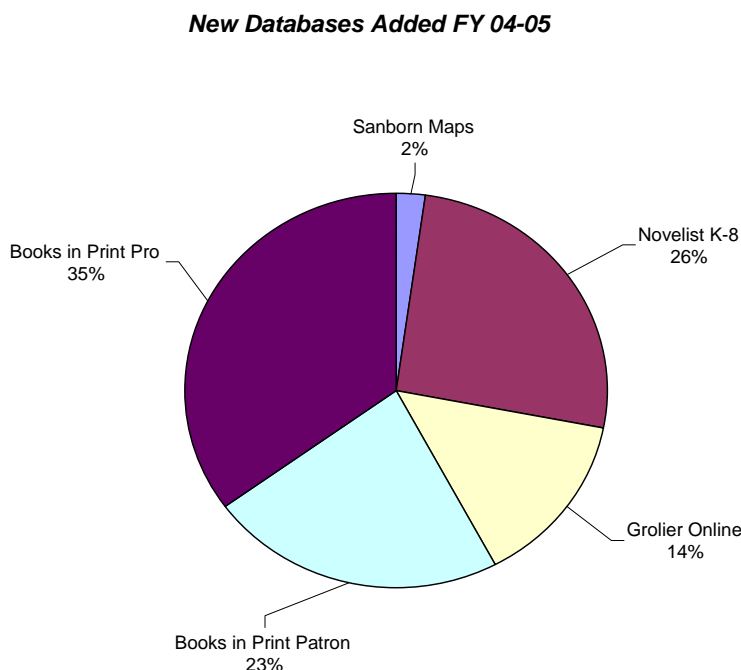
New Databases Added FY 04-05

Figure 15: New databases added during fiscal year

Internet Activities

Library computers provide many services to our customers. These services include the computerized library catalog (CyberMARS), the Internet including the Metropolitan Library System website, access to email, database research, and games. While utilizing CyberMARS, customers can view their borrower record, place items on reserve lists, and access subscription electronic resources. Three million, four hundred nineteen thousand, six hundred and forty-eight (3,419,648) individuals utilized the CyberMARS search function. Additionally, two million, one hundred thirty-four thousand, eight hundred and fifty-eight (2,134,858) users logged onto CyberMARS during FY 04-05.

Free public Internet access continues to be utilized by customers. Two hundred forty-two thousand and six (242,006) customers scheduled individual Internet time during the fiscal year. The library's website www.metrolibrary.org offers 17 different web services. During the last fiscal year this website was visited 548,666 times by customers, a 31% increase over FY 03-04 visits.

Along with these features, library computers continue to be used for word processing, spreadsheets, and other office productivity software. Computers are available in many of

the children's areas at the various agencies. These computers include links to educational games and encyclopedia software. Children's computers are placed on child size tables with child size chairs in order to invite the children to utilize these services. Many of these computers provide headsets in order for the children to hear the instructions without disturbing other customers.

Internet access continues to be very popular. Next fiscal year, the Metropolitan Library System is adding wireless internet to better serve customers. The figures below represent the number of internet hours logged by customer type (Figure 16) along with the number of unique customers who utilized the services (Figure 17).
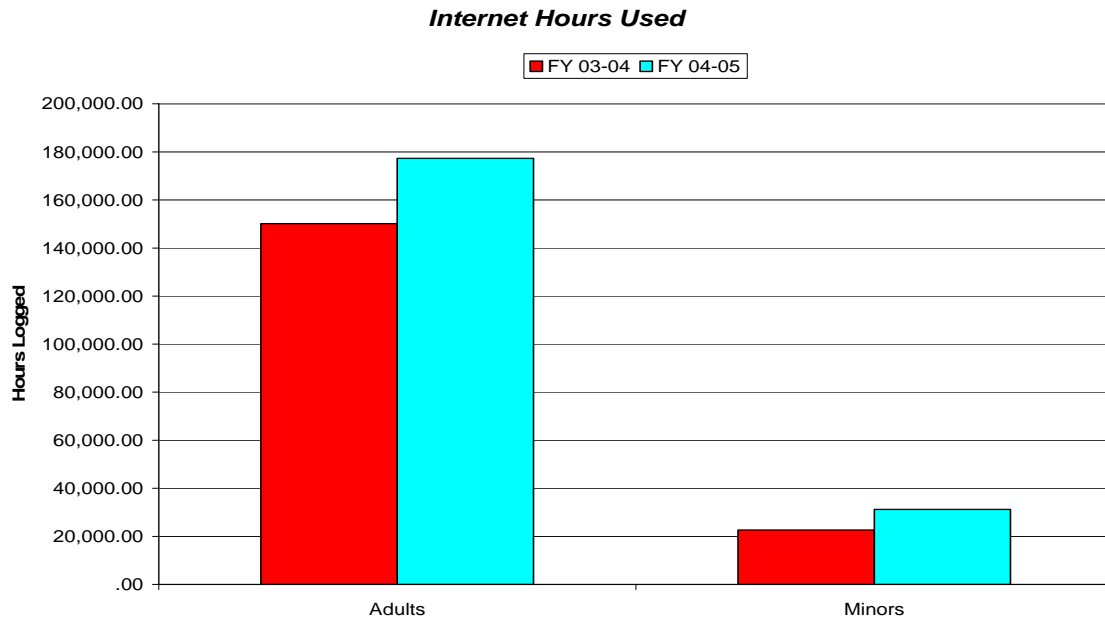
Internet Hours Used

Figure 16: Internet Hours calculated by users

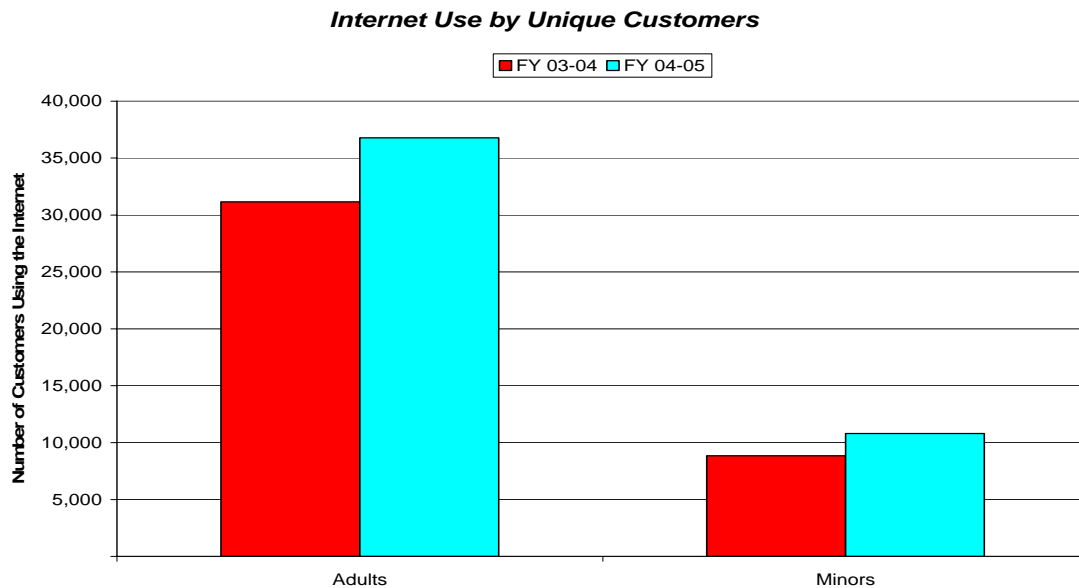**Internet Use by Unique Customers**

Figure 17: Internet use by customer type

Events

Program attendance for the past fiscal year reached 163,417 customers (see Figure 18). Children attendance reached 73,704 for juvenile programs while adult attendance reached 66,890 customers. Many events are available for various age groups (see Figure 19). Some of the children and/or teen programs held by the various agencies include StoryTime, Toddler Aerobics, Teen Read Week, and the Summer Reading Program. StoryTime attendance reached 22,823 customers in FY 04-05. The Summer Reading participation was once again strong. Over 15,000 children and teens participated this year in the Summer Reading Program. This program continues to bring in new families each year. Teen participation in Summer Reading reached record levels for FY 04-05. The Metropolitan Library System is optimistic that as the program continues to be simplified, enrollment and finishers will continue to increase yearly.
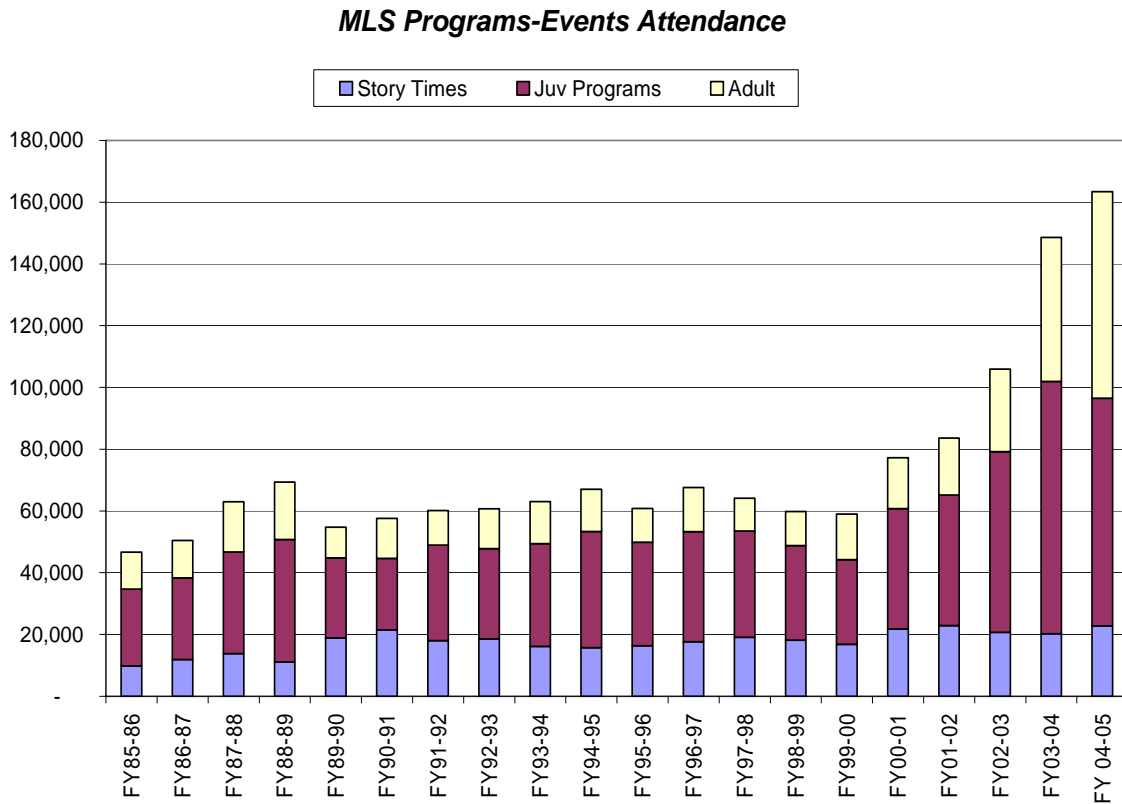
MLS Programs-Events Attendance

Figure 18: MLS Program and events attendance by fiscal year
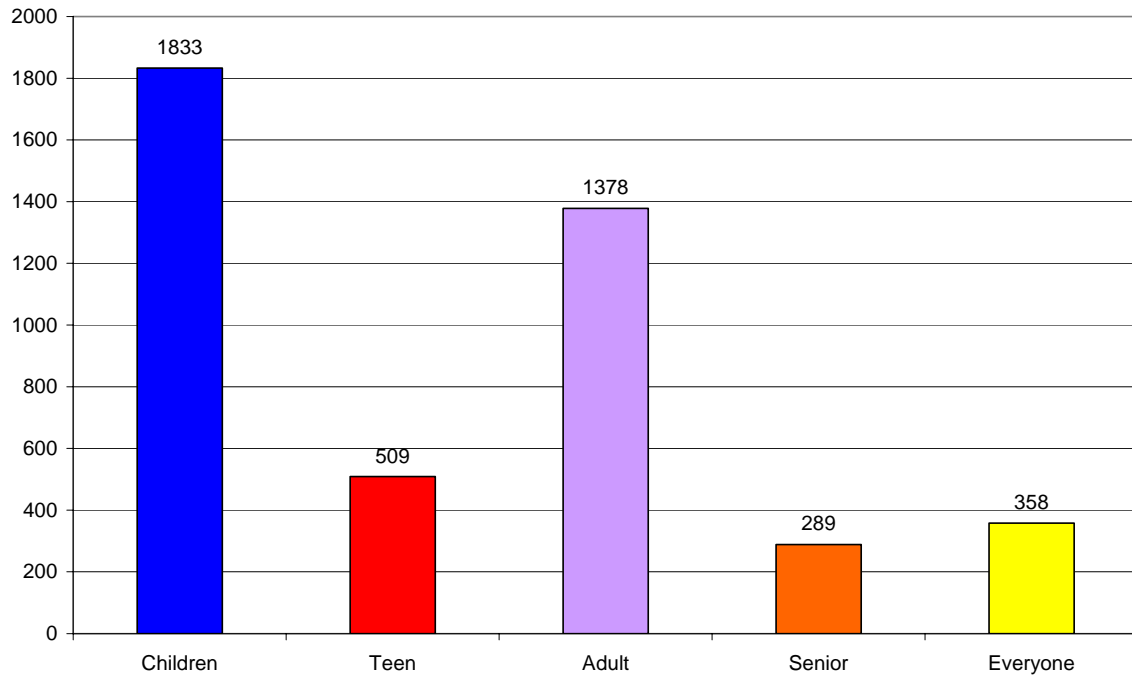
Programs by Customer Base

Figure 19: Total MLS programs by type of program available

Staff Training

Metropolitan Library System staff utilized various training opportunities throughout the past fiscal year. Many courses are available for attendance through Metro U (the internal training unit) as well as outside community partners. The range of courses available for attendance helped employees understand the essential skills for library operations including courses such as V-circ and Got Cards? as well as teaching effective customer service skills, communication, and listening skills.

Another essential piece of training includes state mandated safety training. All full-time employees must attend a minimum of 30 minutes of safety training each quarter, with new employees required to attend one hour during their first quarter of employment. Safety training is provided as a preventative method to help decrease work related injuries and claims.

FOCUS! (**F**ocusing **O**n **C**reating **US!**) is the annual staff development day. The conference was held at the Clarion-Meridian Convention Center in Oklahoma City in FY 04-05. The day provides staff from across the system the opportunity to network, visit, and learn from one another. Total staff attendance at last years **FOCUS!** was 275 employees. METROPOLITAN LIBRARY SYSTEM employed 209 full-time staff during the past fiscal year. Since **FOCUS!** is required for all full-time staff, approximately 35% of the part-time employees attended **FOCUS!**

Summary

Exciting things happened at the Metropolitan Library System during the past year. Metropolitan Library System employees are working diligently to provide quality customer service while building community partners with various agencies. Our efforts to increase community awareness of resources can be seen in the various marketing campaigns and newspaper articles that spotlight the library. Providing customers with the newest products (the addition of DVD's) and increasing our technology (adding wireless internet connections) continues to advance the mission of the Metropolitan Library System.

Staff training continues to be an essential part of the Metropolitan Library System as well. Opportunities for learning, growth, mentoring, and coaching continue to excite library staff. Many full-time employees who hold diverse roles in the system also volunteer to serve as faculty for Metro U. This diversity allows for continual learning to occur. **FOCUS!** continues to be a highlight of employee development within the Metropolitan Library System.

The new Ronald J. Norick Downtown Library located at 300 Park Avenue opened on August 17, 2004. The new library has shown increases in the utilization of most areas of the facility. The building added more space for materials (77,500 Sq. Ft.), longer operating hours (70 hours per week), and more public computers (35) enhance the environment for customers. The grand opening festivities were helpful in providing information to the public.

With the success and opening of the new downtown location, the Metropolitan Library System continues to work in the plans for remodeling several libraries in our system including Capitol Hill, Ralph Ellison, and Southern Oaks. We also continue planning efforts for the incorporation of the new Northwest Library which is scheduled to open in 2008.

Footnotes

References to press release articles during the past fiscal year provided at www.metrolibrary.org.

1) http://www.metrolibrary.org/LibNewsArchive/2005/library_release_2004ar_2005-02.htm

2) http://www.metrolibrary.org/LibNewsArchive/2004/pass_history2004_07.htm

3) http://www.metrolibrary.org/LibNewsArchive/2005/library_announce_promotions_2005-01.htm

4) http://www.metrolibrary.org/LibNewsArchive/2005/circulation_hits_6million_2005-07.htm

5) http://www.metrolibrary.org/LibNewsArchive/2005/library_add_wi-fi_hotspots.htm