

Bethany Library Service Plan—2007-2008



1) Metropolitan Library System Mission Statement—

The Metropolitan Library System facilitates the free flow of information and ideas by providing access to materials, services and programs to Oklahoma County's diverse community.

The Bethany Library opened on January 31, 1965. The Bethany Library joined the Metropolitan Library System later this year. The Bethany Library encompasses 8,280 square feet.

The Bethany Library is located at:
3510 N. Mueller, Bethany, Oklahoma, 73008.

The Bethany Library has a seating capacity of 48 for the public.

- a) **Bethany Community Profile**—Bethany is a suburb of Oklahoma City situated on the western side of Oklahoma County. Bethany borders the city of Warr Acres on the north and east and Oklahoma City on the east and south. Bethany is bisected by the famous Route 66 highway. The northwest side of Bethany borders the Wiley Post Airport. The southwest of Bethany borders Lake Overholser.

The population of Bethany as reported in the 2000 census is 20,307 residents. The population of the Greater Oklahoma City Metropolitan Area exceeds 500,000.

The racial make-up of Bethany is 85.79% White, 4.36% African American, 2.87% Native American, 1.38% Asian, and 5.8 % were counted as Hispano or Latino of any race.

Households numbered 8,161. Those households with children under the age of 18 constituted 28.1%. Households with someone 65 or over living alone constituted 12.2%. Households with married couples living together constitute 49%. Individuals living alone constitute 31% of all households.

The median income for a household was \$ 35,073, and the median family income was \$43,905. Bethany residents below the poverty line constituted 9% of the population with 6.9% of families falling into this category.

Educational attainment:

- 28.6 % of the Bethany population are high school graduates;
- 6% have received an associate degree;
- 15.4 % have received a Bachelor's degree;
- 7.7% have received a Graduate or professional degree.
- 27% have attended some college courses but did not attain a degree.

Bethany is home to two universities. Southern Nazarene University is a private, Christian, four year liberal arts university which also offers some Masters level programs including an MBA program.

Bethany is also home to the Southwestern Christian University which is located at 7210 NW 39th Expressway.

- b) **Service hours:** The Bethany Library is open to the public 65 hours per week.

Hours of operation are:

Monday through Thursday—9 A.M.-9 P.M.

Friday—9 A.M.-6 P.M.

Saturday—9 A.M.-5 P.M.

- c) **Library Services—**

- i) **Materials Available in the Bethany Library—**(Based on 2006 inventory)

- a) The Bethany Library houses 58,000 items.

Books—31,255 Circulating volumes, 1253 Reference volumes;

Paperback books—17,500 volumes;

Magazines and Newspapers—95 titles with 3333 items;

Sound Recordings, including Books-on-Tape and Books-on-CD's—1431 titles;

Music CD's—1500 titles;

Videotapes and DVD's—2820 titles;

Vertical File materials—various files.

- b) Materials holdings in the Bethany Library by reading level:

Children's materials—19,867 items

Young Adult materials—1335 items

Adult materials—29645 items

Note: Some collections, such as Seasonal, Career Guidance, Family Place, and Magazines cannot be divided into reading levels because they include several reading levels.

Circulating items from any of the Metropolitan Library System libraries may be requested to be sent to the library of the customer's choice.

Materials not held by the Metropolitan Library System libraries may be requested through Inter-library Loan at any of the system libraries.

- ii) **Access to Metropolitan Library System holdings:** Our library catalog is accessed electronically through CyberMars, either in the library on special computer terminals or on the Internet at www.metrolibrary.org.
- iii) **Information Services**—Reference librarians help our customers in filling their needs for relevant information by telephone, by mail or in person.
- iv) **Computer Services**— The Bethany Library offers free Internet access as well various programs, such as Microsoft Word, Publisher and Excel. The Bethany Library also offers free Wireless Internet.

Selected databases can be accessed on the Metropolitan Library System webpage at www.metrolibrary.org on the Internet. Many of the databases can be accessed from customers' home computers, but some are only available through Internet access within the Metropolitan Library System libraries.

v) **Programs**—

Adult Programs are provided on a wide range of subjects and of cultural interests, often presenting performances of local groups or informational or craft programs. These are presented one per month on average.

Children's programs and Young Adult programs are generally offered on the following frequencies:

Preschool Storytimes (ages 4-5)—4 weeks in the fall, 4 weeks in the spring;
Toddler Times (ages 2-3)—4 weeks in the fall, 4 weeks in the spring;
Monthly evening storytimes;
Family Place Parent/Child Workshops—Series of 4 meetings held once or twice per year;
4-6 craft or informational programs for elementary-age children during school year;
Holiday theme programs for ages--preschool to 6th grade;
2-3 programs aimed at the teenage population during the school year;
Performances for children during June and July, as well as programs for teens;
Summer Reading Programs for preschoolers through teens;
System-wide programs during National Library Week, Children's Book Week, Spring Break and at other times, as arranged.

- vi) **Meeting Rooms:** A meeting room is available for public use by advance registration. A small fee is required per hour used. The meeting room is 912 square feet. It may be divided into 2 rooms by a sliding wall. Maximum capacity is 140 people. Tables and chairs will limit the number of occupants.

d) **Staff**--8 FTEs and 8 or 9 part-time pages.

e) **Bethany Library Budget—**

Direct costs: \$ 742,195.00

Indirect costs: 464,837.83

Total Bethany Budget: \$ 1,207,032.83

f) **Annual circulation for fiscal year 2005-2006—**476,513 items circulated.

Books—31,255 volumes—Circulated 203,723 times;

Paperback books—17,500 volumes—Circulated 121,913 times;

Magazines and Newspapers—95 titles with 3333 items—Circulated 7023 times;

Sound Recordings, including Books-on-Tape and Books-on-CD's—1431 titles—
Circulated 19,757 times;

Music CD's—1500 titles—Circulated 26,981 times;

Videotapes and DVD's—2820 titles—Circulated 72,734 times;

Vertical File materials—1 envelope circulated.

Circulation by Reading level:

Children's materials—19,867 items—Circulated 146,647 times;

Young Adult materials—1335 items—Circulated 9263 times;

Adult materials—29645 items—Circulated 209,650 times.

Note: Some collections, such as Seasonal, Career Guidance, Family Place, and Magazines cannot be divided into reading levels because they include several reading levels.

2) **MLS Strategic Plan**

a) **Service Responses** of the Metropolitan Library System:

- i) **Lifelong Learning:** The Library will provide services that address self-directed, personal development opportunities.
- ii) **Career and Business Information:** The Library will provide services and resources to serve the need for information related to business, career, work, entrepreneurship, personal finances and obtaining employment.
- iii) **Current Topics and Popular Titles:** The Library will provide current topics and popular titles to help fulfill community residents' appetites for information about popular cultural and social trends and their desires for satisfying recreational experiences.
- iv) **General Information:**
Goal 1: The Library will provide services for the information and technology needs of this community on a broad array of topics related to work, school and personal life.

Goal 2: The Library will provide a staff skillful in determining users' needs and in locating relevant information that satisfies those needs.

Goal 3: The Library will provide friendly and efficient customer service consistently exceeding customer expectations.

v) **Community Referral:** The Library will cultivate and maintain strategic relationships with local organizations to improve the local awareness of the economic and informational value of libraries to a community.

vi) **Cultural Awareness and Local History:**

Goal 1: The Library will offer services that cultivate an understanding of world cultures.

Goal 2: The Library will provide services that cultivate local history and genealogy.

vii) **Public Place:** The Library will provide services that inform the public and meet the needs of people to interact with others and participate in public discourse about community issues.

b) **Service Responses to address this year—**

Bethany Library staff will continue previous ongoing objectives:

i) **System Goal:** The Library will provide services for the information and technology needs of this community on a broad array of topics related to work, school and personal life.

Bethany Library Goal #1: Meet the information needs of the community by providing programs on topics of interest.

ii) **System Goal:** The Library will provide a staff skillful in determining users' needs and in locating relevant information that satisfies those needs.

Bethany Library Goal #2: Improve the listening skills of the staff at Bethany.

Bethany Library Goal #3: Improve the reference assistance given to our customers.

iii) **System Goal:** The Library will cultivate and maintain strategic relationships with local organizations to improve the local awareness of the economic and informational value of the libraries to a community.

Bethany Library Goal #4: To improve the local community's awareness of the Bethany Library's value.

iv) **System Goal:** The Library will provide current topics and popular titles to help fulfill community residents' appetites for information about popular cultural and social trends and their desires for satisfying recreational experiences.

Goal 1: The Library will provide services for the information and

technology needs of this community on a broad array of topics related to work, school and personal life.

Bethany Library Goal #5: To increase the relevance and improve the appearance of the Bethany Library collection.

c) **Review of previous year's objectives:**

- i) System Goal: The Library will provide inviting and well-maintained facilities to achieve our service responses.

Bethany Library Goal #1: Improve the appearance of the public restrooms.

The public restrooms are due to be painted in October 2006.

- ii) System Goal: The Library will provide services for the information and technology needs of this community on a broad array of topics related to work, school and personal life.

Bethany Library Goal #2: Meet the information needs of the community by providing programs on topics of interest.

Several programs were held during the fiscal year. These programs were on a wide variety of interests and were well attended.

- iii) System Goal: The Library will provide a staff skillful in determining users' needs and in locating relevant information that satisfies those needs.

Bethany Library Goal #3: Improve the listening skills of the staff at Bethany.

The original intent was to send staff to Contact. Since this was no longer provided through the Metropolitan Library System, other avenues of training are being pursued. Some of the staff attended What's That You Say?, a workshop on improving interpersonal communication.

Bethany Library Goal #4: Improve the reference assistance given to our customers.

Staff attended training in changes in the Computer Sign-up system, the new Wireless Internet service, Summer Reading and other needed informational classes such as "Bookn'Rooms".

Bethany Library Goal #5: Improve the reference staff's understanding of the information needs of young adults.

Daniel Fields attended the Middle Childhood and Adolescence Workshop series.

- iv) System Goal: The Library will cultivate and maintain strategic relationships with local organizations to improve the local awareness of the economic and informa-

tional value of the libraries to a community.

Bethany Library Goal #6: To improve the local community's awareness of the Bethany Library's value.

Barbara Beasley and Katrina Prince, who followed Barbara as Manager of Library Operations during the fiscal year, attended Bethany City Council meetings and other community events. Also other staff members, particularly Daniel Fields and Sharon Nolan, made contacts with the community.

Prepared by Katrina Prince 9/28/06