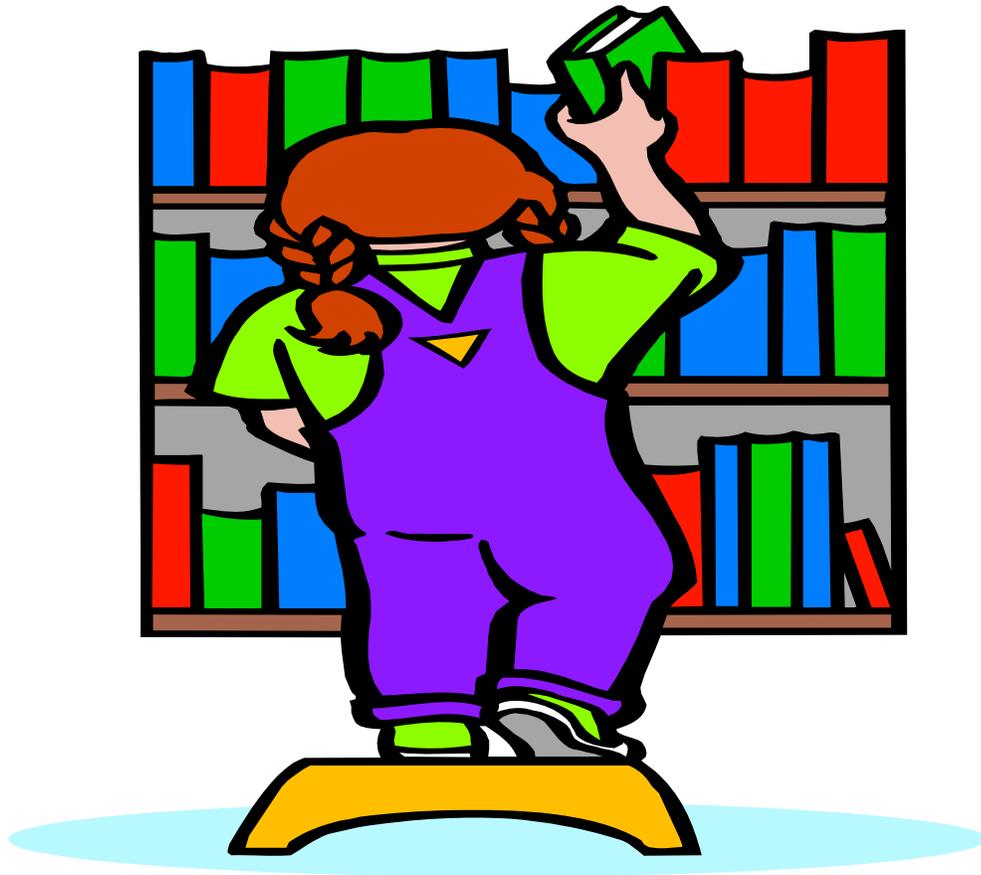


# **SOUTHERN OAKS LIBRARY**



**SERVICE PLAN  
2007-2008**

# Southern Oaks Library Service Plan

## MLS Vision Statement

“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.”

<b>Physical Facilities:</b>	Southern Oaks Library 6900 S Walker Okla. City, OK 73139
Established:	1975
Space:	17,000 square feet
Meeting Room:	1 meeting room with capacity for 60 customers
Seating Capacity:	49 customers at 17 tables (not including computer seating) 19 customers in chairs

## Community Profile

**Population: 519,030** (2002 estimate)

### Population by Race:

One Race Only, White	<b>346,226</b>
One Race Only, Black or African American	<b>77,810</b>
One Race Only, American Native	<b>17,743</b>
One Race Only, Asian and Hawaiian and Other Pacific Islanders	<b>17,955</b>
One Race Only, Other	<b>26,705</b>
Two or More Races	<b>19,693</b>
Hispanic	<b>51,368</b>
White alone, Not Hispanic	<b>327,225</b>
Race Alone or in Combination With Other Race:	
White	<b>362,788</b>
Black or African American	<b>83,034</b>
American Native	<b>29,001</b>
Asian and Hawaiian and Other Pacific Islanders	<b>20,966</b>
Other Race	<b>31,382</b>

**Households: 204, 434**

**Median Household Income: \$34,947**

### Educational Attainment:

**Population 25 years and older: 323,219**

**High school graduate or higher 81.3%**

**Bachelor's degree or higher 24%**

## Services

### Library Hours:

The library is open to the public 70 hours per week. Hours of operation are:

Monday—Thursday 9:00 a.m. to 9:00 p.m.

Friday----- 9:00 a.m. to 6:00 p.m.

Saturday---9:00 a.m. to 5:00 p.m.

Sunday--- 1:00 p.m. to 6:00 p.m.

**Library Collection:** The library has a total circulating collection of 107,094 items and 598 reference items available to the public.

<b>Books</b>	<b>60,909</b>
<b>Paperbacks</b>	<b>31,636</b>
<b>Periodicals</b>	<b>5,619</b>
<b>Cassettes</b>	<b>1,311</b>
<b>Videos</b>	<b>2,682</b>
<b>CDs</b>	<b>3,425</b>
<b>DVDs</b>	<b>1,512</b>

### Public Catalogs & Computers

Library Catalogs: 6

Internet/Multi-Use 14

Children's Computers 2

Website: [www.metrolibrary.org](http://www.metrolibrary.org)

Multi-Use Computers have Internet access with Microsoft Office programs available for our customers. Children's computers offer educational games for entertainment and computer use skill building. The library is a Wi-Fi hotspot.

### Programs:

We offer a variety of programs for all ages. Some of the ongoing programs include:

<b>Age Group</b>	<b>Program</b>	<b>Frequency</b>	<b>Time offered</b>
Children	Storytime	weekly	Sept. thru May
Children	Parent/Child Workshop	bi-annually	spring and fall
Teens	After School Cool	weekly	Sept. thru May
Teens	Teen Advisory	monthly	all year
Adults	Book Club	monthly	all year

System programs include the annual Summer Reading Program and the Neighborhood Arts offered during the summer months.

**Meeting Room:**

One multi-purpose meeting room available for the public. The space can be configured in a variety of ways for a variety of programs or meetings. Seating capacity is 66 audience style and 25 single sided and 50 double sided conference style. Meeting room does have a small counter with a sink for preparing light refreshments.

**Staff**

A Customer Service oriented library team available to assist customers in finding materials on all manner of subjects and needs.

<b>Librarians</b>	<b>8.5 FTE</b>
<b>Circ. Clerks</b>	<b>5.5 FTE</b>
<b>Pages</b>	<b>8 FTE</b>

**Budget: \$2,241,242.60**

<b>Annual Circulation:</b>	<b>651,710</b>
<b>Books</b>	<b>295,421</b>
<b>Paperbacks</b>	<b>205,654</b>
<b>Periodicals</b>	<b>12,009</b>
<b>Cassettes</b>	<b>17,705</b>
<b>Videos</b>	<b>47,682</b>
<b>CDs</b>	<b>44,228</b>
<b>DVDs</b>	<b>29,011</b>

**Strategic Plan**

In 2001 the Metropolitan Library System began developing a 5 year long range plan. Community needs were studied through surveys, focus groups, and meetings with community leaders. In response to the community needs assessment, the strategic plan focuses on the following service needs:

1. Lifelong Learning
2. Career and Business Information
3. Current Topics & Popular Titles
4. General Information
5. Community Referral
6. Cultural Awareness & Local History
7. Public Place

**Objective: Lifelong Learning**

Goal: The Library will provide services that address self-directed, person development opportunities.

**Objective: Career & Business Information**

Goal: The Library will provide services and resources to serve the need for information related to business, career, work, and obtaining employment.

**Objective: Current Topics & Popular Titles**

Goal: The Library will provide current topics and popular titles to help fulfill community residents' appetite for information and recreational experiences.

**Objective: General Information**

Goal: The Library will provide services for the information and technology needs of this community and provide staff skillful in locating relevant information that satisfies those needs.

**Objective: Customer Service**

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

**Objective: Community Referral**

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

**Objective: Cultural Awareness & Local History**

Goal: The library will offer services that cultivate an understanding of world cultures and local history and genealogy.

**Objective: Public Places**

Goal: 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 needs.

## **Review of last year's Service Plan Objectives**

The objective last year was to provide a customer service oriented community library. We concentrated on 3 areas, Facilities, Materials and Staff.

### **Facilities:**

We promoted the WiFi hotspot to the community by handing out flyers and speaking at local community events so as Crossroads Kids Club, and the South Oklahoma City Chamber of Commerce Trade show. We have seen a marked increase in customers using the WiFi connection in the library. We also looked at the seating arrangement in the library in regards to making wireless friendly areas for our customers. After studying the way our customers were using the wireless, it was decided that no re-arrangement was needed.

We added DVDs to the collection and needed to add some shelving for them. We have added a display cabinet across from the circulation desk. This provides easy access for our customers and allows us to keep an eye on them.

New task stools replaced the old worn out ones at the circulation desk. These look much better and provide better seating for the staff. We plan on trying to replace the chairs at reference and in the back workroom this next year.

### **Materials**

We have added some additional materials to the Spanish Language collection. This area continues to increase in use. The additions included study guides for GED and other job related titles.

The DVD collection continues to be a big hit with the customers. We have been adding titles on a regular basis and now have a strong circulating collection.

We have done some major shifting in the Reference area. We withdrew the Mitchell Automotive Repair Manuals. Since we went to the online version, this collection had become dated and was looking very worn. This allowed us to shift the collection a make more space for the large print material. We also continue to review all areas for material that either has become dated or replaced with online services.

**Staff:**

We continue to review our reserve process. We were going to shift some processes to other times to make more time for the new system. Since the whole system process changes are still ongoing, we have not done any major changes in our reserves process. We did move the receiving of the reserves to the afternoon and eliminated the need to receive reserves on the weekends.

We reassigned some of the collection area responsibilities. Some of this was due to staff turnover and some to alleviate the burden on some staff. The goal was to give the areas to staff who worked more directly with the customers who most used that area. We also gave some areas to the part time librarians to give them collection development experience. This seems to be working well and has allowed staff to devote more time to their areas.

We updated the part-time librarians schedule to provide better coverage at the reference desk during high demand periods. We moved them to a 3 evening/one weekend day schedule that allowed them to come in earlier during the week to help with the after school traffic.

We wanted to provide more opportunities for the staff to attend training. We have seemed to increase the number of trainings for some staff, but we still need to get the part-time staff more access.

