BELLE ISLE LIBRARY

SERVICE PLAN

OCTOBER 2008

MLS Vision:
Your inviting, innovative link to the world.

MLS Mission:
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.

Current Library Information:
Description of Facility: Opened: 1963 Square footage: 18,848 Address: 5501 N Villa, OKC 73112
The Belle Isle Library is a two level structure located along a main thoroughfare of Oklahoma City.
Meeting rooms are located in the lower level with elevator access.
There are three entrances to the library.
There are 87 parking spaces plus 4 handicapped.
Seating capacity is 89. This includes 24 in the children's room and 3 in the Young Adult area.
The Centennial Commission funded a Centennial Arbor which includes five Princeton Elms, eight Canaerti Junipers, Three White Bud and Three Oklahoma Redbud trees. This was a project by Oklahoma City Beautiful.

Community Profile: Population 523,060 (OKC 2005 estimate) Household Income Average: $34,947
Education: Median Age: 34 High School: 81% Bachelors and Higher: 24% (OKC 2005 estimates)
- Belle Isle is within one mile of Penn Square Mall, 50 Penn Place and Belle Isle Station which are major retail centers for the City.
- Integris Baptist Health Center is within two miles of the library.
- Chesapeake Energy has displaced many tenants from the NW 63rd Street and North Western Avenue area.
- The Northwest Expressway is dominant in 'the Oklahoma City retail market as both retail and office tenants are finding it increasingly difficult to lease large spaces from the east of Council Road to Penn Square Mall. There is limited retail space available." (Square Feet, May 2007 "The Return of OKC's Northwest Expressway)
- The Asian district (the heart located at 23rd and Classen) is becoming a highly visible and vibrant, thriving community. It is locally known as "Little Saigon". The estimated 2005 population of this area is 21, 220. This is 3.1% of the county's total.

Since Belle Isle Library has such a centralized and easily accessed location it draws customers from all over the metropolitan area. Teachers, business professionals, students and adults of all ages seek educational, recreational and business resources. We also serve customers from a variety of cultures for which English is their second language. The use by minority groups continues to increase.

Service Hours:
The library is open 70 hours per week including the following hours of operation:
Monday 9-9
Tuesday 9-9
Wednesday 9-9
Thursday 9-9
Friday 9-6
Saturday 9-5
Sunday 1-6.

Services:
- Children's wooden puzzles, two touch and see screens and other toys are available in the children's room for in-library use.
- Small sofa where parents may sit and read to their children.
- Provide three meeting rooms for literacy council tutors and other groups.
- Movie screen, podium, overhead projector, dry erase board, and a TV/VCR/DVD for meetings when requested.

Specialized Resources:
- Databases of Plays, Songs and Spanish language materials in our collection.
- Bibliographies of basic readers and toddler books.
- Accelerated reading lists provided by schools in our service area.
- Separate section for popular test books for career guidance.
- Family Place materials.
- Labeled Spanish language materials (fiction and non-fiction).
- Vertical files which contain clippings and pamphlets on Oklahoma information
- Maps of states and countries and some major cities

Materials Collection: (July 2008) Collection Analysis

Reference/Circulation Total: 103,894

			Reference	Circulation
BI	MEDIA	BOOKS	2507	61148
BI	MEDIA	PAPERBACK BOOKS	617	26702
BI	MEDIA	PERIODICALS	130	4827
BI	MEDIA	CASSETTES		606
BI	MEDIA	VIDEO RECORDINGS		1840
BI	MEDIA	CD-ROM		4353
BI	MEDIA	DVD-ROM		1970
BI	MEDIA	TOTALS	3267	103894

Reading Levels: (approximates, using location code only)

	Items	Circulation
Easy (0-Preschool)	8128	64824
Readers (1-2 grade)	2340	15438
Tween (3-4 grade)	6359	30150
Juvenile (5-6 grade)	12163	55349
Young Adult (Middle & High school)	2328	11954
Adult	65619	439083

* Does not include seasonal storage, juvenile new books, foreign language, music, Sequoyah, juvenile award winners, family place, magazines, CD's, DVD's and VHS, since they contain materials from multiple reading levels.

Librarian Assistance:
Staff is available to assist customers during business hours with the following services.

- Individualized assistance in locating specific information or materials for customers, in person, on the telephone, or by mail.
- Internet searching as a specific request from the customer, or as a professional tool in the search for information and knowledge.
- Individualized guidance and instruction in the use of the library's many tools, whether in traditional book or print format or electronic format, including Internet.
- Readers advisory.
- Going to the shelves with the customer to locate items of interest.
- Processing Interlibrary Loan items when the needed resource is not in the library system.
- Answering all directional and reference questions.
- Assisting with computer related questions when technical assistant is not present.
- Help customers signup for computer use as needed.

Computer Services:
Thirteen multi-use computers, including internet access, office software, and databases.
Five library catalogs, offering access to the library holdings, and reserve services.
Four children's computers in the children's room provide educational programs and games.
Wireless access is available throughout the building and parking lot.
Computer access to the library system's collection of over 1,000,000 items including is provided via the library's homepage, **www.metrolibrary.org**.
Licensed databases for numerous topics via the Internet. (Examples are associations, auto repair, biographies, genealogy, periodical articles and other research material)
RSS feeds
eMedia

Programs:
Programs are offered for all ages on a wide range of subjects and cultural interests.

Adults: Provide at least one monthly program or presentation for adults (including seniors). This includes the following sample partnerships:

> Oklahoma City County Health Department to provide parent talk and other programs for parents
> Tax-assistance with AARP (January-April)
> Co-partner with SCORE to help customers needing advice on business. (Twice a month)
> Co-partner with OKC Public Schools to provide classes for ESL. (9 months, approx.)
> Oklahoma Literacy Council
> Metro OKC Knit Guild

Children & Teens: Provide one or more monthly programs or presentation for children. (Story times)

> Provide quarterly programs for teens. (various)
> Provide 1-2-3- Come Play with Me on a rotating basis twice a year.

Events:
> Summer Reading (children & teens-June/July)
> Spring Fling (children-March)
> Neighborhood Arts (children-June)
> Teen programs (summer)
> Our World Series (all ages-fall)
> Teen Read Week (October)

Readfest (senior adult)

Public Room Space:
Three meeting rooms are available to rent for $10.00 per hour or two can be combined for $20.00 per hour by advanced registration. The number of tables, chairs and parking spots limits the number of occupants. No exhibit space is available.

Staff subtotaled by position:
14.5 FTEs-Manager, Assistant Manager
 3 Associate Librarians (one is 30 hours)
 5 Librarians (1 half-time)
7 Circulation clerks (one is 30 hours & 2 are half-time.)
We also have 2 part-time technical assistants and 10 part-time pages.

Budget:
Direct: $1,539,552.00   Indirect: $1066,532.20   Total: $2,606,084.20

Statistics:
Annual circulation as of June 2008: 673806; -3.1 from previous year

MLS Strategic Plan:
 Service Responses:
- **Satisfy Curiosity: Lifelong learning**. The resources you need to explore topics of personal interest and continue to learn throughout your life are at your library.
- **Visit a comfortable place: Public & virtual places.** Your library has safe and welcoming physical places to meet and interact with others or to sit quietly and read and has open and accessible virtual spaces that support social networking.
- **Know how to find, evaluate & use information: Information fluency.** When you need information to resolve an issue or answer a question, you have the skills to search for, locate, evaluate, and effectively use information to meet your needs.
- **Connect to the online world: Public internet access.** Your library has high-speed access to the digital world with no unnecessary restrictions or fees to ensure that you can take advantage of the ever-growing resources and services available through the Internet.

Service Responses to address this year (not continuing services)

Visit a comfortable place
Goal: All ages appreciate their library for its designated places for quiet reading or studying and as a place for social or business activities.

Goal: All ages recognize their library as a great place both physically and virtually to interact with others due to the noteworthy opportunities provided.

Replace worn lounge chairs
Replace 2 "Slim Jim" tall waste containers with lid
Replace 1 19-20" waste container
Replace dry erase boards in meeting rooms

Know how to find, evaluate & use information
Goal: All visitors can expect library staff to have up-to-date knowledge skills, and abilities to deliver library services.

Goal: All ages can expect friendly guidance on how to locate the best information resources to meet their request needs.

Send staff to OLA, Encyclomedia and other workshops
Continue to send staff to workshops to update their skills or learn new skills.

Connect to the online world: Public Internet access
Goal: All ages discover that their library has current equipment, tools and training for the public to responsibly access the digital world.

Goal: Adults understand that using the Internet is beneficial to development for all ages.

Goal: All ages recognize and use their library's website and its resources as an extension of the physical library.

Have a "Did you Know" project to highlight various databases that expand the library's resources and display by cybermars and internet computers for customer access.
Continue to provide technology assistants 40-46 hours per week and consider changing one position to full time to cover 70 hours a week.
The reference staff will continue to assist all ages in their needs when using the public internet to find the resources they are seeking.

Review of previous year's objectives (only different objectives and not the maintaining are listed)
Completed:

- Replace worn sofas in the staff lounge and the children's room.
- Provide more space for customers studying or accessing wireless.
- Request two tables and four chairs for studying or wireless use
- Replace two analog television sets with digital sets
- Eliminate vertical file to provide more space for customers studying or accessing wireless
- Eliminate the microfilm reader printer and the film cabinets.
- Replace the copier that needs repair and replacement parts that have to be ordered from out of the country.
- Send staff to OLA, Encyclomedia and other workshops