



**Ronald J. Norick
Downtown Library
Service Plan
Nov 2008 - Nov 2009**

MLS Mission Statement

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

Description of Facility: The Ronald J. Norick Library
300 W. Park Ave.
Oklahoma City, OK 73102

The Downtown Library has a long history of serving the citizens of Oklahoma County. The original Carnegie Library was constructed in 1900 at the corner of Third and Robinson. However, as the community grew a larger space was needed. The Carnegie Library was eventually torn down to make way for a larger building which opened in 1954. Again the community continued to grow and additional space was needed.

The Ronald J. Norick Downtown Library is the newest library of the Metropolitan Library System. With its innovative children's area, expanded book collection, and high speed Internet access, this state-of-the-art library is a great place for Oklahoma County families. The four-story, 114,130 square foot Library/Learning Center opened to the public on August 17, 2004. It was built as a project of MAPS, a local tax initiative. The facility also includes audiovisual equipment and classroom space for students of all ages and is home to the Downtown College Consortium.

The Downtown Library is located on the first two floors of the RJN Library Building. The overall building is approximately 114,130 square feet, and the public library space occupies approximately 57,500 square feet:

1st floor, excluding atrium, Development Office and café area.....	24,426
2nd floor, excluding Outreach Office.....	26,930
Prorated share of the basement area plus serials area	6,171
Total library space.....	57,527

The Atrium and the 4 th floor meeting rooms	21,973
Total library plus available meeting space	79,500

Seating capacity within the library, exclusive of specific use seating, such as chairs at computers, is 174. These seating units come in a variety of styles including easy chairs, work chairs adjacent to tables, children's seating, and benches.

Community Profile

The Downtown library actually serves three distinct communities

- Central core area
- Three mile radius or five minute drive time area
- By virtue of the size of the collection, services, and special amenities, relative to those associated with our largest outlying libraries, the Downtown library also draws customers from all areas of the county and metropolitan area.

The first community is the central core downtown area, consisting of the five areas designated by Downtownokc.com: Bricktown, Automobile Alley, Deep Deuce, the Business District, and the Arts District. Within a few years, this will be joined by the Core to Shore expansion area. Numerous major companies have their headquarters in this area, including: BancFirst, Bank of Oklahoma, Dorchester Capital, OG&E, Sonic Corporation, SBC Communications, Inc., SandRidge Energy, and Devon Energy Corporation. Attractions and places of interest in the Downtown area include the Oklahoma City Museum of Art, Oklahoma City National Memorial & Museum, Myriad Gardens, Cox Convention Center, Ford Center, and Bricktown Ballpark.

One recent major change for the Downtown area is the acquisition of the new Oklahoma City NBA basketball team, the Oklahoma City Thunder, which will now make its home at the Ford Center Arena during the 2008-09 basketball season, approximately one-half mile from the Downtown Library.

A second major development in the Downtown area is the announcement by Devon Energy of their plan to build a 54 story skyscraper in the same city block as the library. The building will be the largest capital project ever for Oklahoma City, estimated to cost \$750,000,000 by the time it opens in 2012. The completion of this building will place 3,000 additional office employees within one block of the library. A six story glass rotunda and two acre park are planned for street level and will include shops, restaurants and services.

The parking garage immediately south of the library has also been acquired by Devon and will be remodeled to add five floors. This structure will be built in a Tax Increment Financing District with extra property taxes from the development for 17 years will be diverted to further infrastructure improvements within the boundaries of the new district. Devon executives have requested that most of this money be used to transform the 17 acre Myriad Gardens, Centennial Park and other public spaces into an even more integral part of our community's activities, with the possibility of game tables, wireless Internet access throughout the park, and more fountains and water features.

The Core to Shore Project is Oklahoma City civic leaders' response to the relocation of the I-40 Crosstown Expressway. Approximately 700 acres of space between Downtown and the Oklahoma River will become available when the new I-40 realignment is complete, currently estimated to be 2014. The development plan may take until 2050 for

full implementation. Some ideas being discussed at this time are an expanded convention center, a new civic park for large events, a downtown retail district, and several new urban density residential neighborhoods

Population:

Downtown employees, many of whom commute into town	52,400*
Residents of the Downtown Area.....	7,805 **
Transient Downtown population.....	1,930 ***

* Based on data from Association of Central OK Governments and US Census Oklahoma data

** Since the year 2000, hundreds of apartment units and dozens of for-sale homes have been built. Upcoming construction is planned to shift from high end housing to some more affordable housing that will allow more new home owners to move into the Downtown area.

*** The 2007 homeless survey indicates that the population is a total of 1,930 people on any given day, which is an increase of 24% over 2006. Of these, 28% are chronically homeless by HUD’s definition, 28% report mental illness, 39% report substance abuse, and 19% report physical illness or disability.

Oklahoma City Demographics

Oklahoma City total population	543,524 (2006 est.)
Male	49.3%
Female	50.7%
White Persons.....	67.8%
Black Persons	14%
Hispanic Persons	14%
Persons 18 and over.....	74.5%
Persons 65 and over	11.4%
Per capita income	\$22,665
Median household income	\$39,024
Persons below poverty.....	17.1%
High school graduates	82.2%
Bachelor’s degree or higher.....	25%

Drive Time 2005 population

“Downtown Oklahoma City Grocery Store Location Analysis,” a study prepared by The Kilduff Company for The Greater Oklahoma City Chamber, The City of Oklahoma City and Downtown Oklahoma City, Inc. included a drive time analysis of population based on average driving time from various locations within the city to specific locations in the Downtown area.

5 minutes	54,072
10 minutes	263,385
20 minutes	783,813

Community Profile Sources:

U. S. Census Bureau

www.downtownokc.com

www.homelessalliance.org

Oklahoman, July 23, 2008, 2B

Oklahoman, April 4, 2007, p1A

NewsChanel 4, News, August 20, 2008

Oklahoman, August 26, 2008, p 4B

Oklahoman, August 28, 2008, p 2E

Oklahoman, April 20, 2008, 32Outlook

Service Hours:

The Downtown Library is open 70 hours per week:

Monday – Thursday	9:00 a.m.-9:00 pm
Friday	9:00 a.m.-6:00 pm
Saturday	9:00 a.m.-5:00 pm
Sunday	1:00 p.m. 6:00 pm

Services:

Downtown Library Materials Collection (July 2008 Collection Analysis)

Total holdings by media type	
Media	Volumes
Books	97,186
Paperback Books	45,814
Periodicals	19,290
Microform	4,764
Cassettes	1,832
Video Recordings	2,035
CD	4,005
DVD	2,393
Total	177,319

Total holdings by reading level	
Adult reading level	115,101
YA reading level	2,426
Juvenile reading level	14,670
Tween reading level	6,885
Readers	2,402
Easys, Board books	12,201
Mixed Level Materials	23,634
Total	177,319

CyberMars

The Metropolitan Library System's computerized library catalog includes the holdings of all system libraries. It is available inside each library at dedicated CyberMars computers or through the library's homepage www.metrolibrary.org.

Librarian assistance

Professional librarians are located at each of four public service desks within the library at all times the library is open. Assistance available includes:

- Individualized help in locating specific information or materials for customers in person, on the telephone, or by mail or email.
- Librarians frequently move about the floors of the library to provide assistance to customers
- Information assistance through the *Ask a Librarian* feature of Metropolitan Library System's homepage
- Individualized guidance and instruction in the use of the library's many tools, whether in traditional book or print format, microform, or electronic format including the Internet.
- Reader's advisory to match customers' informational and recreational needs with available materials.
- Document delivery service via FAX, email or regular mail, or a customer pickup service.
- Referral to outside sources or agencies that have complementary collections or expertise.

Computers and wireless access

For public access, the Downtown Library has seven Cybermars computers, one dedicated government documents computer, and six children's computers with educational games. Public multi-use computers offer internet access, word processing, spreadsheets, databases, and other software. There are a total of 27 multi-use computers Monday through Saturday. On Sunday this is supplemented by 16 additional computers in the computer lab, making a total of 43 multi-use computers. The entire facility is also a free wireless hotspot, and customers using wireless devices may access the Library's Internet service.

Programs

Programs are offered for customers of all ages including babies, toddlers, preschoolers, school age children, teens, adults, seniors, and families.

- For babies six months to three years, programs available include approximately eight to ten Parent/Child workshops offered in Spring and Fall sessions as well as one Playtime program per month.
- For toddlers and preschoolers age two to five, approximately 36 programs are offered annually including story time and other similar music and aerobic programs.
- For school age children in K through 5th grade a variety of programs are offered from homework help to comic book appreciation. Approximately one program is offered per month.
- Teens are offered approximately one program per quarter in addition to Wednesday night movies most weeks.
- For adults, programs include piano concerts, seasonal events, and the Harlem Renaissance project which will include a jazz series. Additionally, reading programs, multicultural events, educational and cultural crafts, and computer training are offered. There are two to four genealogy programs offered per year.
- Seniors can enjoy the Winter Readfest Finale program.

Public Room Space

Within the Downtown Library there are several meeting rooms including the Children's Programming room with seating for 66, the Jim Thorpe conference room with seating for 12, the Sequoyah conference room with seating for eight, and five study rooms with seating for three to five persons.

In addition, the Downtown Library has access to all of the headquarters meeting spaces which include the auditorium, the preconference room, seven classrooms, a catering kitchen, and the atrium.

The Downtown Library features a large public display space which faces the front entrance of the library. The Philomathia case is approximately 42 inches deep and 22 feet long.

Unique or Special services:

1. The Oklahoma Collection has the dual purpose of preserving materials that document the history of our city, county, and state, and at the same time making these records and documents available to customers. The major emphasis of this collection is historical information about Oklahoma City and other Oklahoma County communities although the collection does include materials pertaining to the entire state. This unique collection is currently composed of books, periodicals, atlases, audio and video media, and electronic databases. These materials bring history to life and reflect the events, traditions, beliefs and behaviors of this community. Librarians actively seek out existing materials as

well as documenting “history in the making” by collecting audio, video and printed materials related to significant events in our area. Current technology allows the digital preservation of primary sources and construction of databases which provide immediate access to this information from any point in the world. Future technological advances may provide additional ways to collect and share historical records. As part of the Oklahoma Collection:

- *The Downtown Library provides ongoing maintenance and development of the Oklahoma Images database,*
 - *The Downtown Library provides ongoing maintenance and development of the Oklahoma Folklore Collection.*
 - *Librarians actively collect, process, and provide public access to historical materials and special collections and information.*
2. A quiet reading room on the second floor provides table seating for 12 and armchair seating for 10.
 3. The Metropolitan Library System Genealogy Collection is housed on the 2nd floor, and the Downtown Library provides expert staff to assist in this area. This collection includes historical City Directories, phone books, and some high school year books.
 4. The Holocaust Resource Collection is an in depth collection on the Jewish Holocaust.
 5. Compressed shelving houses several unique collections for the library system: Sam’s Photofact collection, historical automotive repair manuals, hard copy of certain archived periodicals, various Government Document documents.
 6. USGS Topographical map collection is available.
 7. A Microform collection is available for 1890, 1910, 1920, and 1930 censuses.
 8. The Philomathia case offers exhibits on a variety of timely and cultural subjects.
 9. The Downtown Library provides five individually scheduled quiet study rooms with seating for three to five people. These are available for reading, study, instruction, assessments, interviews, and other uses.
 10. A computer lab is available which includes 16 computers for classes, special use, and general purpose computer use on Sundays.
 11. The Downtown Library maintains a microfilm collection of magazines, newspapers and other periodicals primarily covering the period from the 1970s to present. This collection includes microfilm copies of the *Oklahoman* from statehood to present and microfilm copies of the *New York Times* from the 1850s to present. Other unique microfilm maintained for the system includes The *Indian Pioneer Papers* on microform, which is one of only a few sets available in Oklahoma, as well as the Federal land tract books of Oklahoma [Territory] on 22 reels of microfilm.
 12. The Downtown Library has three pieces of the Colcord furniture on display in public areas because of their historic and aesthetic values.

Staff by FTE

Manager of Library Operations II	1.00
Assistant Manger of Library Operations.....	1.00
Librarians	12.78
Associate Librarians	2.38
Library Assistant	1.00
Technology Assistant.....	1.00
Serials Technician	1.00
Circulation Clerks.....	4.75
Pages.....	5.64
Total	30.55

Budget

The FY09 budget for the Downtown library for is:

Direct costs:	2,562,131.00
Indirect costs:	1,466,267.50
Total	4,028,398.50

Statistics – annual circulation by categories as listed in Materials Collection

Total circulation by media type	
Media	Volumes
Books	266,499
Paperback Books	31,567
Periodicals	9,207
Microform	0
Cassettes	8,377
Video Recordings	21,894
CD	36,828
DVD	32,836
Total	407,208

Total circulation by reading level	
Adult reading level	273,230
YA reading level	8,302
Juvenile reading level	32,250
Tween reading level	17,043
Readers	7,024
Easys, Board books	33,576
Mixed Level Materials	35,783
Total	407,208

MLS Strategic Plan

YOUR INVITING, INNOVATIVE LINK TO THE WORLD

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.

Goal: All ages realize their library offers topics in a variety of formats they find captivating and enriching to their lives.

Goal: Residents see their library as a resource for introductions to an assortment of cultural, civic and/or community interests.

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.

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.

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.

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 or 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.

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 library.

Downtown Library Service Responses for 2009-2010

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.

Goal: All ages realize their library offers topics in a variety of formats they find captivating and enriching to their lives.

1. The Downtown Library will have at least one display per month that features a non-book format.
2. The Oklahoma Collection staff will contribute to Oklahoma Voices, a series of audio interviews with Oklahoma citizens remembering both historic and personal events.
3. The Librarian who oversees the Oklahoma Collection will contribute local history essays and articles to the library's website, databases, and monthly magazine which highlight features of the Oklahoma Collection.

Goal: Residents see their library as a resource for introductions to an assortment of cultural, civic and/or community interests.

1. The Downtown Library will present programs that increase cultural or historical awareness
2. The Downtown Library staff will assist the Headquarters Manager in hosting the Downtown Open House which showcases the library as part of the Downtown community.
3. The Downtown Library will offer at least one program that can benefit the homeless community as well as other customers.

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.

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

1. The Oklahoma Collection will open two weekend afternoons per month in addition to its regular hours offering additional opportunities for customers to access the resources available there. Staff will create and distribute a flyer regarding the extended hours.

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

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.

Goal: All visitors can expect library staff to have up-to-date knowledge, skills, and abilities to deliver library services.

1. All Downtown staff will attend workshops or MLS training to increase their knowledge and professional skills.
2. At each staff meeting, Downtown staff will highlight an MLS database to increase staff awareness of the variety of databases offered.

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

1. After each customer interaction, Downtown staff members will make at least one additional offer of help, materials, or services as appropriate. This will ensure that every customer has an opportunity to ask any follow up questions that they might have been hesitant to ask. Staff will have the opportunity to share a little more information about additional materials and services that customers might not be aware of and that are also specific to their 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.

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

1. The Downtown Library will provide programming that showcases the use of the internet for fulfilling specific customer needs.
2. Downtown Library staff will contact schools in the service area to offer tours which include database or Oklahoma Images overviews.

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

1. The Downtown Library will create at least one children's display and one children's bulletin board which features computer technology and the internet.
2. A handout featuring a "Website of the Month" which features educational or developmental sites for parents or children will be distributed at each monthly Playgroup Program.

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

1. Downtown staff will create a handout to send to adult groups featuring databases and resources available through the MLS website.
2. Downtown staff will create bookmarks featuring databases for children.
3. Downtown circulation staff will hand out information regarding services available through the library's website and databases to each customer receiving a new library card.

Review of Downtown Library Service Responses As proposed in the 2007 Service Plan

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.

Goal: All ages realize their library offers topics in a variety of formats they find captivating and enriching to their lives.

1. The Oklahoma Collection will be staffed and open to the public a minimum of 12 hours per week.
 - *The Oklahoma Room is regularly open to the public from 1:30-4:30 Monday through Thursday. An additional long term goal has been to open the Oklahoma Room one Sunday a month. Sunday September 28th was the first Sunday that we accomplished this, but we have the prospect of being able to have the room open every Sunday, rather than only one per month.*
2. The Oklahoma Collection personnel will develop additional and new ways to provide access to that unique collection of information.
 - *Oklahoma Voices, a series of audio interviews with Oklahoma citizens remembering events both historic and personal was added to the Oklahoma Collection.*
3. The supervisor of the Oklahoma Collection will contribute local history essays and articles to the library's website, databases, and in the monthly magazine, which highlight features of the Collection, and help guide customers to more information on those subjects.
 - *The Oklahoma Collection supervisor is a regular contributor to INFO, the monthly library magazine, presenting interesting slices of Oklahoma history and inviting customers to view more in the Oklahoma collection. He also continues to upgrade the Oklahoma Images database with essays and enhancements.*
4. The supervisor of the Oklahoma Collection will explore the possibility of a Wiki interchange featuring the curious and fascinating small tidbits of history or geography or landmarks of this area.
 - *The supervisor of the Oklahoma collection did investigate this possibility, found free software, and presented the possibility to the directors of Library Operations and Information Technology. While both agreed that the plan is a good one, Information Technology has several projects with higher priority, and since this project would require the assistance and work of the IT department, it is currently on hold.*

Goal: Residents see their library as a resource for introductions to an assortment of cultural, civic and/or community interests.

1. The Downtown Library will develop a programming plan that addresses the needs of the diverse customer base located in the service area.
 - *The customer base was evaluated early in the year, and it was felt that the group that most needed to be addressed was our homeless population. Research was done by the adult programmers, and a program of offering access to basic services on a Saturday was considered to be the most helpful program. Such a program has not been offered yet, but is in process of development.*
2. The Downtown Library will develop a cost/benefit and evaluation process to determine which programs are viable, and which are not.
 - *Early work was done on this goal in that methods used by other departments were gathered and examined. It was not felt that any method currently in use really addressed this issue, and further study is needed.*
3. The Downtown library will present at least 12 programs that increase cultural or historical awareness among the library's customers. We will make every effort to present these programs in a family enriching way.
 - *The Downtown Library met this goal several times over. Normal programming presented such cultural and historical topics as Historical Dance, Native American Drumming and Storytelling, an Asian Festival, African Business Perspectives, Irish music, a Shakespeare production, and Jewish Graphic Novels. Some of these programs consisted of several parts.*
 - *The Downtown Library presented four genealogy programs: Unlocking the Treasures in the National Archives, Introduction to Passenger Arrival Records, Land Runs, Lotteries & Homesteading in Oklahoma, and How to Create a Family Newsletter with MS Word.*
 - *The many movies presented by the Downtown Library during this past year offer all participants an opportunity to increase their cultural literacy.*
4. The Downtown Library will provide 12 or more onsite programs, which invite people of different ages, ideologies, ethnic and economic backgrounds to find a shared opportunity for interaction.
 - *This goal has been met several times over, and information is provided in earlier goal explanations to establish that.*

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.

Goal: All visitors can expect library staff to have up-to-date knowledge, skills, and abilities to deliver library services.

1. The librarians of the Downtown Library will each attend one or more workshops to increase knowledge in an information area, or a local resources area.
 - *Downtown Librarians have attended an average of 5.5 workshops each during the past year. Although not all librarians attended a workshop intended to increase knowledge in an information area, the average per librarian is still 1.4 workshops per librarian that fulfill the criterion.*
2. The staff of the Oklahoma Collection will attend at least one training course relative to local history or archival management in FY08.
 - *The supervisor of the Oklahoma Collection attended a workshop or symposium presented by the local Historic Preservation Office on working with the National Registry, a direct link to assisting local citizens in our historic preservation district and other interested people. The Oklahoma Room assistant pursued individualized learning through the resources available online at the Northeast Document Conservation Center (www.nedcc.org).*

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

1. The Downtown Library will develop and offer one course on “Evaluating Internet Sources” to the public. Corollary: The Downtown Library may develop and offer one course on “Internet Scams.”
 - *Many classes in computer usage were offered at the DN library, but these two never came to fruition.*
2. The Downtown Library will pursue the “roving librarian” model to find and serve customers at the time and location in the library the customer is in most need of assistance.
 - *Earlier this year a standard requiring an appropriate level of “roving” was added to the Standards of each Librarian, Associate Librarian, and Library Assistant. All of these people have participated in this activity, and an excellent shift in behavior has occurred.*