

Village Library Service Plan 2010/2011

Respect

Integrity

Excellence

The 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 Metropolitan Library System Vision

Your inviting, innovative link to the world!

Current Library Information

The Village Public Library is an agency of the Metropolitan Library System serving the city of The Village and many Northwest Oklahoma City neighborhoods.

Description of Facility

In 1966, The Village Branch Library opened in a leased storefront at 9304 Penn Place, in the Casady Square Shopping Center. In 1990 the library opened in its current location at 10307 N Pennsylvania Avenue in a new 14,044 square foot library, with a small atrium showcasing a commissioned stained-glass mural depicting library-related themes, a capacity of 70,000 volumes, seating capacity of 113, designated spaces for children and teens and a magazine reading area. This facility also includes a multi-purpose meeting room space with a seating capacity of 155 and an outdoor Village Greens a small amphitheater for outdoor programs and events.

This facility was built with funds from a temporary sales tax in the city of The Village and enjoys strong support from the city and the Friends of The Village Library.

Community Profile

The city of The Village community profile includes a diverse population located in the north side of Oklahoma City, with a population of 10,157. Its boundaries are north to Hefner Road between Waverly and Lakeshore Drive. The south border is Britton Road between Lakeshore Drive and Ridgeview Drive and Westchester between Ridgeview Drive and Waverly. We are located approximately 10 miles north of Downtown Oklahoma City and east of Hefner Lake and a few miles south and east of Edmonds southeast borders. The city of The Village has four public elementary schools, which are part of the Oklahoma City Public School District and Casady Schools, one large private school, which offers classes for Pre-K through 12th grade. However, within our service area the Village Library serves students from approximately 15 elementary schools, 4 middle schools and 3 high schools, both public and private, with a large Homeschool community, as well. The city of The Village is surrounded by several Oklahoma City neighborhoods, which we serve and include as a part of our community or service area. The combined community population for a three mile radius of the Village Library has a total population of 61,347 according to the 2000 census blocks intersecting radius. During this 2007-08 a large apartment complex that wraps around two sides of the Village Library has become vacant and

is scheduled for demolition. The plans are to redevelop the property with single family dwellings, at least within the next 5 years, according to Village city leaders.

Below is a demographic break out of the city of The Village, taken from the 2000 Census, the most recent census information available. This does not include any neighborhoods surrounding The Village that are considered Oklahoma City residential neighborhoods, and are part of our service area.

Population Demographics	Number	Percent	Household Demographics	Number	Percent
Population Total	10157		Income		
Sex			Median household income	\$37,559	
Male	4719	46.5	w/Earnings	3830	80.7
Female	5438	53.5	w/Social Security income	1281	27
Age Breakdown			w/Supplemental Security income	91	1.9
Under 5	784	7.7	w/Public assistance income	94	2
5 -- 9	570	5.6	w/Retirement income	812	17.1
10 -- 14	456	4.5	Median family income	\$44,632	
15 --19	444	4.4	Per capita income	\$20,444	
20 -- 34	2847	28	Families below poverty level	196	7.2
35 -- 54	2691	26.5	Educational Attainment		
55 +	2365	23.3	Population 25 years and over	7103	
Race			Less than 9th grade	161	2.3
White	8145	80.2	9th -- 12th grade, no diploma	562	7.9
Black or African Am	1063	10.5	High school graduates	1665	23.4
Hispanic or Latino	383	3.8	(includes equivalency)		
Am Indian	258	2.5	Some college, no degree	2083	29.3
Asian	194	1.9	Associate degree	363	5.1
Housing Occupancy			Bachelor's degree	1666	23.5
Total housing units	4997		Graduate of professional degree	603	8.5
Owner-occupied	3185	66.7	Percent high school graduate or higher		89.8
Renter-occupied	1593	33.3	Percent bachelors' degree or higher		31.9

Service Hours

In September of 1993 an increase in the library system's operating budget allowed for additional operating hours for The Village Library bringing service hours to The Village community to the same level as most other full-service agencies hours. The Village Library is open to the public six days per week, being closed on Sundays, for 65 hours per week, with the following operating hours:

Day	Open	Close
Monday--Thursday	9:00	9:00
Friday	9:00	6:00
Saturday	9:00	5:00

Description of Services

Materials

The Village Library's capacity of 70,000 volumes is stretched a bit according to our 2008/09 collection analysis; we have 68,906 volumes of books, with 8,376 materials that are audio or video/DVD in nature, such as CD's, Video's and audio cassettes. Below is a break out of the entire Village Library materials collection:

Books by Reading Level	TCir/Vol	Tcircs	Media by Levels & Types	TCir/Vol	Tcircs
Board Books	476	6398	Video/DVD Adult Nonfiction	2,452	35,301
Easy	4,648	27,869	Video/DVD Children's	530	13,175
Easy Paperbacks	142	1971	Video/DVD J Nonfiction	565	8,140
Reader	2,340	21,232	Video/DVD T Nonfiction	202	2,256
Reader Paperbacks	169	2652	Compact Disc Books-on-Tape Fic	1162	15,096
Tween Fiction	1,416	9,518	Compact Children's B-o-T Fic	266	2,373
Tween Paperbacks	393	2,626	Compact Disc Music	2,199	21,546
Tween Nonfiction	3,273	15,774	Compact Disc T&J Nonfiction	256	1,494
J Fiction	3,357	18,853	Compact Disc Young Adult	49	371
J Fiction Paperbacks	1,195	5,405	Compact Disc Adult Nonfiction	446	3,643
J Nonfiction	4,178	8,740	Audio Cassette Books-on-Tape	150	1,378
J/Tw Nonfiction Paperbacks	5	30	Audio Cassette Children's B-o-T	42	267
YA Fiction	1,379	10,298	Audio Cassette Children's NF	4	23
YA Fiction Paperbacks	778	2,160	Audio Cassette Young Adult	2	1
YA Nonfiction	102	237	Audio Cassette Adult Nonfiction	51	308
Adult Fiction (all genres)	13,331	100,235	Total Media	8,376	105,372
Adult Nonfiction	21,805	80,269	Total Volumes	77,282	
Adult Fiction Paperbacks	3,635	24,528	Total Collection	77,282	467,815
Adult Nonfiction Paperbacks	55	280			
Large Print	2,314	13,671			
Magazines (circulating)	3,182	9,697			
Total Circulating Volumes	68,173	362,443			
Reference Collection	TRef/Vol				
Reference Adult Nonfiction	732	0			
Reference J Nonfiction	1	0			
Total Ref Volumes	733				
Total Volumes	68,906				

Catalog Computers

The Village Library offers access to a total of 4 CyberMars, library catalog only computers, three available at standing height and a fourth one at sitting height.

Librarian Assistance

As librarians of The Village Library we act as a gateway to information materials and services for all customers. We serve the public by educating them about the layout of the library, how to use the catalog and databases, the processes for using the services and materials of the library, as well as searching and locating information for our customers.

Computers, Wireless access

In keeping with the mission of the library system we offer our service community access to the Internet, Microsoft Office applications and library-subscribed databases, by currently housing 15 multi-use computers, and we have two computers with educational games for children up to age 8. Along with other agencies we offer wireless connection where customers using wireless devices such as laptops may access the Internet through the library's service.

The Village Library also offers individualized computer instruction as well as a "classroom type" setting for computer program instructions. The one-on-one instruction includes a 30 minute session on any computer program offered through our multi-use computers, such as Internet, all Microsoft Office applications available on these computers. The classroom instruction is for beginning computer skills and courses in each quarter will include one class in basic Internet skills, one class in a particular Microsoft Office program, and one basic introduction to computers and Microsoft Windows. Other classes will be multimedia skills including use of cameras and photographs with computers and using Window Media Player with music CDs and DVDs.

Programs

The Village Library offers a myriad of programs for children, teens, adults and senior adults. There are three librarians other than the library manager who focus their programs for specific target audiences, Children's, Teens, and Adults/including Senior Adults. The programs offered at The Village Library for 2008/2009 are in the spreadsheet below, including attendance numbers and target audience by age/grade.

Program by age Category	# Times offered	Total # attendees
Children's Programs	33	897
K-5th grades	73	746
All ages of children	9	953
Parenting Programs	7	84
Teen Programs	32	924
Adult Programs	35	334
Sponsored Programs	49	415
Total	238	4353

Public Room Space

The Village Library has two Meetings Rooms available for library programming, library related programs and non-library related use maybe scheduled when rooms are not needed for library scheduled events. Room fees are set by the Metropolitan Library System at \$10 an hour per room. Both rooms maybe opened up and rented at \$20 per hour. Seating capacity for both rooms opened into one is 155 individuals, capacity for Room A alone is 75 individuals and Room B alone is 35 individuals.

The Village Library has three built-in exhibits/display spaces. We have dedicated one of our built-in exhibit/display cases to our Village Friends group for displaying craft type merchandise to sell for the purpose of raising funds for the Special Village Friends group, leaving two display spaces for special displays created by librarians or used by individuals and groups for displaying items of interest to our public.

Unique or Special Services

The Village Library houses the system's only TDD phone and offers phone service to the hearing impaired countywide. The Village Library offers space when available for tutoring and studying as a community service to our community.

Staffing

The Village Library has 16 FTE staff members to provide quality customer service to its community listed by position below:

Position	Hours per week	FTE
Library Manager	40	1
Librarian	140	3.5
Library Assistant	40	1
Circulation Clerk	180	4.5
System Reserve Page	60	1.5
Library Page	180	4.5
Total	640	16

Budget

The Village Library budget for 2008/2009, including all expenses equals \$1,121,366.00.

Statistics

The Village Library circulation statistics by the same reading levels and categories listed above are shown in spreadsheet below.

Books by Reading Level	TCir/Vol	Tcircs	Media by Levels & Types	TCir/Vol	Tcircs
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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.

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.

The Village Library has provided 191 programs for customers of all ages presented by library staff and sponsored 49 programs offered by our community partners. Preschool children and their parents have enjoyed story times, music play classes, parent/child workshops, and special planned playtimes. School aged children have enjoyed regular book club filled with fun activities designed to stretch the book experience and increase their reading enjoyment. Teens have participated in our Teen Advisory Board and Anime Club, monthly with a number of other programs planned in response to their expressed interests. Our Teen Advisory Board will begin

meeting quarterly rather than monthly to gather information about their library needs and future program needs. Classes offered for adults have included, Beginning Spanish, author visits, various musical programs, and a monthly book club session, and other misc. programs, as well as several off site book talks offered to Senior Centers.

The Village Library participates in offering many programs planned by the Metropolitan Library System's Outreach department, including the "Our World" series, designed to bring special groups from international locations to perform and educate our customers. Our professional staffs give assistance to customers using our databases to search their own family histories, providing a starting point and giving them referral service when necessary.

Service Response Focus for 2010/2011 Service Plan

Visit a Comfortable Place: Public and 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.

The Village Library will work with Special Friends to transform the Staff Workroom into an inviting and safe workplace for staff and for customers when delivering gifts to this space. The Village Library provides meeting room space for groups on our community wanting to meet and discuss many topics. Our staff meetings will include best practices in handling security issues consistently and keeping all customers feeling welcomed and comfortable. When available, quiet spaces will be offered to customers needing an atmosphere quieter than offered in the busy areas of the library. Staff will continue to work with all customers in understanding the importance of their respective role and working together to provide a pleasant atmosphere to our community.

We are working with the Village Special Friends Group to complete the Children's Reading Nook to the satisfaction of all library users and be warm and welcoming to families with children to read quietly or aloud.

We will continue to work with our customers to create a quiet atmosphere, conducive to learning, studying, and completing computer tasks for lifelong learning and self improvement purposes.

The colors selected for the Village Library were selected to create a bright, warm and comfortable space for all library users. We will complete our new look with replaced signage throughout the building following our selected color scheme, replacing all the old "teal" color signs with signs made from the same Plexiglas type materials. Also in the Adult Nonfiction areas we will add decorative industrial style ceiling fans to help circulate air around the shelving units to keep heat pockets from building up in areas that currently have little to no natural air movement.

We will replace some worn chairs in the Teen space and purchase a café style table and chairs for studying and reading while in this space. And change the fabric color for the two staff offices on either side of the Teen space to coordinate better with the current colors scheme around the library.

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 physical library.

The Village Library provides 15 multi-use computers for our community with a half-time librarian available approximately 15 per week to provide 30 minute personal instruction sessions four evenings per week, classes on library database use, computer program applications and other technology topics of interested to our community, such as photographs on the computers, etc. once per month.

The Village Library reference staff will assist all ages in their needs when using the public Internet to find the resources they are seeking and learn how to use those sites to get the information desired. The Village Library staff will acknowledge and respect the needs of Internet users of all ages giving equitable assistance to each individual seeking or seeming to need assistance.

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.

The Village Library conducts monthly staff meetings to educate staff of best practices participating on functional teams to meet our customer needs with professionalism and excellence at all times. Each staff member will have a developmental plan designed to give staff opportunities to refresh their skills, and keep staff up-to-date on library services and best practices for providing excellent customer service.

The workroom will be rearranged to improve the work flow of the library staff in meeting customer demands for reserves, re-shelving materials, local processes of new materials, organized storage, and an organized storage space for program supplies, as well.

Review of previous year

At The Village Library we continue to work on creating an inviting and welcoming atmosphere for our customers. We have worked with the Village Special Friends Group to complete the Children's Reading Nook that remains uncompleted. We have selected a new paint color scheme and are moving forward with plans to have all the wallpaper striped and those walls textured to match other textured walls that already exist. The library will then be painted with colors coordinating with the areas for specific target audiences. The children's area will have a green accent walls and signage; the young adult/teen space will be accented with a denim blue while the remainder of the library will have small amounts of ruby red accents.

During staff meetings, staff members are being challenged to think of their co-workers as customers they serve with their individual responsibilities of the team and the impact of providing less than excellent service to all. We

will focus on the five functions of a high performing team and work to build trust, master conflict, achieve commitment, embrace accountability, and focus on results. We are building on these principles and developing our own "teamwork" encouraging statements to use in our links/team meetings each day. We are developing responsibilities of the professional staff as team leaders and giving ownership to the staff for the sections in which they work.

The staffs work room renovations are delayed due to the need to keep system reserves in the work room until our system software is updated to allow for these to move to the public floor. This should take place during this fiscal year and will open this space for more room and functionality to complete the process deliveries, shelve library materials, complete special tasks, box gifts books, process returns, etc.

Plans are to completely replace all signage using colors to coordinate with the newly chosen color schemes for each area of the library, replacing all the teal colors signage the currently exist.