

Bethany Library Service Plan—2011-2012



Your Inviting, Innovative Link to the World.

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 that year.

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

The Bethany Library encompasses 8,280 square feet.

The Bethany Library has seating within the library for 48 library customers.

- 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 edge of Bethany borders Lake Overholser.

The population of Bethany as reported in the 2000 census is 20,307 residents.

The projected 2010 census shows little change in the population of Bethany.

The population of the Greater Oklahoma City Metropolitan Area exceeds 500,000.

Bethany is a diverse community with the population listed in the latest census as 85.79% White, 4.36% African American, 2.87% Native American, 1.38% Asian, and 5.8% 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 populace have a high school diploma;
6% have received an associate degree;
15.4% have received a Bachelor's degree;
7.7% have received a Graduate or professional degree;
and 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. The Southwestern Christian University 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 2010 inventory)

- a) The Bethany Library houses approximately 57,000 items.

Books—31,000 Circulating volumes, 860 Reference volumes;

Paperback books—17,800 items;

Periodicals—88 titles of which 11 are Newspapers;

Sound Recordings, including:

Books-on-CD's—1500 titles;

Music CD's—1500 titles;

DVD's—3265 titles;

Vertical File materials—various files.

- b) Materials geared to a specific reading level:

Children's materials—20,683 items

Young Adult materials—1325 items

Adult materials—29,735 items

Note: Some collections, such as those coded "Seasonal", "Foreign Language", "Magazines" and "Family Place", include children's and adult materials.

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 found within the Metropolitan Library System libraries may be available through an "Inter-library Loan" request. We will try to find another library outside of the Metropolitan Library System willing to loan the material to us for the use of our customers.

- ii) **Access to Metropolitan Library System holdings:** Our library catalog is accessed electronically through CyberMars on special computer terminals in the libraries or on the Internet at www.metrolibrary.org.
- iii) **Information Services**—Reference librarians are glad to help our customers to find materials or information.
- iv) **Computer Services**—The Bethany Library has 11 computers on which customers can access the Internet as well as various programs, such as Microsoft Word, Publisher, PowerPoint 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. 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;
1-2-3 Play with Me! (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 themed programs for ages--preschool to 6th grade;
2 programs for the children who are in the middle-school "in-between" age group.

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. The room is rented by the hour for a small fee.
The meeting room is 912 square feet. It may be divided into 2 rooms by a sliding wall. Maximum capacity is 140 people for the undivided room. Tables and chairs may further limit the number of participants than can be accommodated.
Some restrictions to the room use may apply.

d) **Staff**--8 Full time staff members and one half-time staff member and 8 part-time pages.

e) **Bethany Library Budget for 2010-2011—**

Direct costs: \$ 957,505.00

Indirect costs: 640,946.29

Total Bethany Budget: \$ 1,598,451.29

f) **Annual circulation for fiscal year 2009-2010—**445,941 items circulated.

Circulation of the Bethany Library Collection:

Books—31,222 volumes—Circulated 272,779 times;

Paperback books—17,574 volumes—Circulated 37,812 times;

Magazines and Newspapers—77 titles with 2781 items—Circulated 6917 times;

Books-on-CD's—1600 titles—Circulated 17,392 times;

Music CD's—1388 titles—Circulated 14,835 times;

Videotapes and DVD's—3433 titles—Circulated 57,139 times;

Vertical File materials—5 envelopes of vertical file items circulated.

Circulation by Reading level:

Children's materials—20,683 items—Circulated 123,769 times;

Young Adult materials—1325 items—Circulated 11,912 times;

Adult materials—29,735 items—Circulated 189,398 times.

Note: Some collections, such as those coded "Seasonal", "Foreign Language", "Magazines" and "Family Place", include both children's and adult materials.

2) MLS Strategic Plan—Your Inviting, Innovative Link to the World.

a) Service Responses of the Metropolitan Library System:

i) Satisfy Curiosity: Lifelong Learning

The resources you need to explore topics of personal interest and continue to learn throughout your life are at the library.

Goal: All ages realize their library offers topics of personal interest 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.

ii) 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.

iii) **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 requests or needs.

iv) **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.

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

i) **Satisfy Curiosity: Lifelong Learning**

The resources you need to explore topics of personal interest and continue to learn throughout your life are at the library.

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

Bethany Library Goal: The library will present the following programs for children and teens:

At least 24 storytimes;

One or two series of "1-2-3 Play with Me" Workshops (a.k.a. Family Place);

4-6 craft or informational programs for elementary-aged children;

3-6 programs to appeal to the teenage population.

We will add two programs for the children who are in the middle-school "in-between" age group.

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

Bethany Library Goal: The library will host 6-8 programs to showcase crafts, food, and music of various cultures and for a variety of interests.

ii) **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 recognize their library as a great place both physically and virtually to interact with others due to the noteworthy opportunities provided.

Bethany Library Goal: The Bethany Library will purchase two new computer chairs to replace older chairs.

Bethany Library Goal: The Bethany Library will provide a place for teens to meet for the library-sponsored "Yu-Gi-Oh" Club.

iii) **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.

Bethany Library Goal: Staff will attend available workshops to enhance their skills in using library resources.

Bethany Library Goal: Librarians will be given the opportunity to attend the O.L.A. Conference. All staff are encouraged to attend workshops and other professional meetings when approved by the supervisor.

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

Bethany Library Goal: Staff will give friendly service and will enhance their communication skills by attending appropriate workshops.

iv) **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.

Bethany Library Goal: The Bethany Library will have one or more workshops for library customers on the resources available on the library multi-purpose

computers, including the Internet and special databases offered on the library computers and remotely on the library website.

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

Bethany Library Goal:

We will develop flyers detailing websites that will help parents to find appropriate websites to use with their children.

c) **Review of Previous Year's Objectives—**

i) **Satisfy Curiosity: Lifelong Learning**

The resources you need to explore topics of personal interest and continue to learn throughout your life are at the library.

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

Bethany Library Goal:

The Bethany Library exceeded its goal of providing 24 story times by holding a total of 43 Story Times: 22 Pre-school Story Times and 21 Toddler Story Times.

The Bethany Library exceeded the goal of providing for one series of Family Place—"1-2-3 Play with Me" by having two series of workshops with double sessions of each.

The Spring 2010 series included two workshops per day due to the large number of customers desiring to attend. Each workshop still included over 20 participants even with the double meetings per day.

The Bethany Library met its goal of 6 craft or informational programs for elementary-aged children.

The Bethany Library met its goal of providing 6 programs to appeal to the interests and informational needs of the teenage population.

The Summer Reading Program was a big success in 2010. The Bethany Library had 1581 participants in the Children's Program and 424 participants in the Teen Program.

Attendance in the Neighborhood Arts Programs in the Summer of 2010 totaled 1835. The Bethany Library held double performances of each program due to demand.

The Bethany Library continues to attract seniors from the surrounding communities. The Winter ReadFest was very popular again this year. Approximately 400 seniors enrolled and participated this year.

The Bethany Library had programs of personal interest to area residents. Some of the programs were:

"The Art of Folding Paper" with Mae Dean Erb;

"The Art of Needlepoint" with Myra Woodside;

"Quilts Show" with Judy Howard;

"Dreams" program presented by the School of Metaphysics;

Parenting classes were provided in partnership with the Oklahoma City-County Health Department.

Throughout the year various displays of library materials on topics of interest are presented for the customers to enjoy. Materials are available for check-out by the library customers.

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

Bethany Library Goal: The library will host programs to showcase crafts, food, and music of various cultures and for a variety of interests.

Some examples:

Irish cultural performance by Hill's Irish Dancers;

Piano concert by Wayne McEvilly;

Performance by the Oklahoma Fancy Dancers;

"Songs of the Cattle Drive";

Meet author Terrye Robbins;

"Silver Strings" performance;

A series of programs on music was provided for Elementary-aged children.

Various craft programs for children were offered. Some were holiday-themed programs.

Teen programs included "Gamefest", Face Painting, a Hip Hop Dance Workshop, and a Chinese Brush Painting Workshop.

ii) **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.

The Annual Ice Cream Social attracted over two hundred customers.

The "Customer Appreciation Month" cake and tea reception was held in October for Bethany Library customers.

The Holiday Open House held in December provided entertainment and refreshments for Bethany Library customers. We also had a "Come and Go" Holiday event for Bethany customers to relax from the holiday bustle, interact, and enjoy refreshments.

Wii! games were added to several sessions of "Coffee, Tea, and Games", a program which provided opportunities for customers to enjoy interacting and playing games. Refreshments were provided.

Yoga classes were provided for adults to exercise with others in a pleasant environment.

Teachers from area schools set up times to meet with their students in the Bethany Library in the summer to encourage them to read and to keep up their reading skills.

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

Provided a place for the Bethany Centennial Book Committee to sell copies of the Bethany history books during the fall of 2009 and during our Bethany Centennial Art Premier on February 6, 2010.

The Oklahoma City-County Health Department consultants meet monthly in the Bethany Library to discuss with parents their developmental concerns and other issues relating to their children.

Children had several opportunities to participate in the "Children Reading to Dogs" sessions.

Provided a place for the U.S. Census Bureau to test potential census takers. (over several months)

Bethany Library Goal: The library will purchase two new computer chairs to replace older chairs.

We purchased two new computer chairs for the public computers.

iii) **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.

Bethany Library Goal: Staff will attend available workshops to enhance their skills in using library resources.

Katrina attended the Public Library Association Conference in March 2010 and the Oklahoma Library Association in April 2010.

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

Bethany Library Goal: Staff will give friendly service and will enhance their communication skills with available workshops.

Janet Bowen attended the True Colors Workshop. (8/27/09)

Jerry O'Hare & Regina Fields attended the Circulation Forum to improve skills and improve service to our customers. (11/04/09)

Regina Fields attended the Microsoft Excel workshop. (12/15/09)

Janet Bowen attended the Circulation Forum. (2/10/10)

Kimberly Wade and Dianna Rupp attended the Circulation Forum at the Ralph Ellison Library. (5/05/10)

Sharon Nolan attended a workshop on "Healthy Aging at Your Library: Connecting Older Adults to Health Information. (5/06/10)

Debbie McPherson attended the Reference Tools 2: Business and Consumer Information Workshop. (5/13/10)

iv) **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.

Bethany Library Goal: The Bethany Library will have at least one workshop for library customers on the resources available on the library multi-purpose computers, including the Internet and special databases offered on the library computers and remotely on the library website.

The Bethany Library held a workshop on making resumes on the Internet.

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

Bethany Library Goal:
We will develop flyers detailing websites that will help parents to find appropriate websites to use with their children.

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

Project is ongoing.

Bethany Library Goal:
We will develop bookmarks and other hand-outs to give to the public on the available databases and other resources on the library website.

We requested these from Marketing. They created the bookmarks as a system-wide project.

~~~~~