



Edmond Library Service Plan

July 1, 2011 - June 30, 2012

Edmond Library Service Plan 2011-2012

As one of the community libraries of the Metropolitan Library System, the Edmond Library is guided by the vision and mission statements of the MLS, and strives to grow with the system in the directions established by the strategic plan for 2007-2012.

Vision

We are your inviting, innovative link to the world.

Mission

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

Although the city of Edmond has a long history of library services dating back to 1890, the current Edmond Library is part of the Metropolitan Library System serving Oklahoma County. The building was originally constructed in 1973 and extensively renovated in 2000. It is a 27,000 square foot facility with a seating capacity of 140. The library is located at the corner of First and Boulevard in the heart of downtown Edmond, adjacent to Shannon Miller Park. The mailing address is 10 S. Boulevard, Edmond, OK 73034.

Edmond Community Profile

CITY LOCATION

Edmond is located 13 miles north of downtown Oklahoma City. Edmond City limits cover 90 square miles in Oklahoma and Logan counties.

POPULATION

Edmond continues to be a rapidly growing community. The 2009 population of Edmond was 83,587. This is an 18.7% increase since 2000. The total number of households in 2009 was 30,310.

The average age of Edmond's citizens is younger compared to the state and the country as a whole. The median age for Edmond is 34.9 years compared with 35.1 for Oklahoma City and 36.7 nationally. Edmond's largest age groups are between

ages 5 to 14 (16.4%) and 45 to 54 (15.3%). Edmond has the second lowest crime rate of any city in Oklahoma.

AVERAGE HOUSEHOLD INCOME

Average household income in Edmond for 2009 was \$94,998. For comparison, the average household income for the Oklahoma City Metropolitan area was \$63,547 and for the United States, \$69,346. The unemployment rate in Edmond is 3.8%.

EDUCATION

Total enrollment in area public schools for 2009 was 20,747. Graduation rate is 94.4%. Public schools in the area include 16 elementary, 5 middle schools, and 3 high schools; all three of Edmond's high schools were among the 2009 list of America's Best High Schools by *Newsweek*.

Edmond Public Schools also has one Early Childhood Center and 2 Alternative High School Centers.

The Edmond School District covers 130 square miles in Oklahoma and Logan counties. For Edmond Public Library, this inclusion increases the amount of citizens outside of Oklahoma County who qualify for a “school card.”

There are 34 private schools in Edmond, many of which are faith-based, and a large home school population; these students round out the population for which Edmond Public Library provides educational materials for students.

In fall 2009, 16,092 students were enrolled at the University of Central Oklahoma, the highest enrollment ever for this university; 2095 students were enrolled at Oklahoma Christian University.

Percent of Edmond population with a college degree

- 51.4 % of Edmond residents age 25 or older have a college degree, and 17.6% of that number also hold a graduate degree.

GOVERNMENT

Edmond is a chartered Manager-Council form of government. The Mayor is elected at-large. Council members are nominated from four wards and elected at-large. The City of Edmond budget is comprised primarily of sales tax and utility sales.

ARTS

Edmond is home to the Blues & Jazz Festival, Canterbury Arts, the Fine Arts Institute, the Downtown Arts Festival, and the UCO Jazz Lab. Starting in 2002, citizens of Edmond supported an initiative to purchase public art for the community. Bronze statues were purchased with a partnership of public and private funding and mounted in high profile locations downtown. Three pieces of public art are adjacent to or visible from the library. The library is located in the midst of the Edmond Cultural District.

POINTS OF INTEREST

Lake Arcadia is located five miles east of the library. The charming, Victorian downtown of Guthrie, OK and the Lazy E arena are sixteen miles north.

ON THE HORIZON

The strategic plan for the City of Edmond includes building an additional public library on the west side of Edmond at the intersection of Covell and North Santa Fe.

Sources: Edmond Economic Development Authority, Edmond Public Schools, City of Edmond

Service Hours

- The library is open 70 hours a week. Regular service hours include Monday through Thursday 9am-9pm; Friday 9am-6pm; Saturday 9am-5pm; Sunday 1pm-6pm.

Collection

Highlights of Edmond Library circulation statistics by category for July 1, 2009 – June 30, 2010:

Adult Non-Fiction:	189,446	CD's:	103,716
Adult Fiction:	98,357	DVD's:	137,532
Mysteries:	22,381	Young Adult Fiction:	30,596
Science Fiction:	8,232	Juvenile Non-Fiction:	28,074
Short Story:	477	Juvenile Fiction:	34,271
Westerns:	3,215	Tween Non-Fiction:	58,334
Large Print:	25,613	Tween Fiction:	36,899
Paperbacks:	104,859	Beginning Readers:	75,778
Periodicals:	9,264	Easy Books:	132,643
Video Cassettes:	4023		

- Computer access to the library system's collection of over 1,000,000 items
- Licensed databases for numerous topics, including: associations, auto repair, biographies, current events, finance, foreign language, genealogy, journal articles, literature, magazine articles, newspaper articles, poetry, readers' advisory, science experiments, and social issues
- Materials from outside the Metropolitan Library System via interlibrary loan

Librarian Assistance

- Library staff is available to assist customers with reference questions during business hours. Eight FTE Librarians and 2 managers are experienced in answering both routine and complex questions.
- Six staff currently hold MLIS degrees, and several staff have advanced degrees in other fields.

Computer Services

- Six CyberMars computers, offering access to the library catalog, reserve services, and customer information
- Fifteen multi-use computers, including Internet access, office software, and databases.
- Six children's computers, offering educational programs and games
- Wireless Internet access, free of charge
- 24/7 library services available at www.metrolibrary.org

Programs & Events

Programs are offered for all ages, with a special focus on children and youth programming. Edmond Library offers “1-2-3 Play with Me” workshops for 0-3 year olds and their parents in the spring and fall, and open playtimes throughout the year. Other programs include Storytimes for preschoolers, Toddlertimes, Lapsits for babies, teen programs, holiday themed programs, parenting classes, inter-generational programs, programs for seniors such as the 55+ Coffee Break, English as a Second Language and citizenship classes, GED classes, Farsi, crafts, book clubs and an annual summer reading program for children and teens.

Meeting Rooms & Display Space

Meeting rooms are available to rent for \$10 per hour.

- 2 large meeting rooms seat a combined total of 162
- 1 meeting room seats 15-20
- 1 small group study seats 8, offered at no charge on a first come, first serve basis
- 1 programming room seats 75, reserved for library-related events
- 1 large and 1 small display case are available; these are booked up to two years in advance

Quiet Reading Room

The Fred P. Snyder Quiet Reading Room was included in the renovation plan to provide a pleasant environment for quiet study and reading. It includes 14 lounge chairs; 10 chairs at tables; 8 study carrels. This room affords a beautiful view of Shannon Miller Park and Victorian era houses in the neighborhood.

Staff

- 53 total staff members (28.83 FTEs) work at the Edmond library, including:
 - 28 part time Pages*
 - 8 half-time Circulation Clerks*
 - 4 full-time Circulation Clerks*
 - 1 half-time Technology Assistant*
 - 1 Library Assistant*
 - 2 half-time Librarians*
 - 7 full-time librarians*
 - 1 Assistant Manager*
 - 1 Library Manager*

Budget

The annual budget for Edmond Library for FY11, July 1, 2010 – June 30, 2011 is \$2,097,463.

Circulation Statistics

In the fiscal year ending June 30, 2010, Edmond Library’s total circulation was 1,342,570. This was approximately a 4.1% increase over the previous year of 1,290,176 in FY09. Edmond Library produced 24% of the circulation for the library system in FY10.

Strategic Partnerships & Events

The library cultivates and maintains strategic alliances with many organizations in the community, including:

AARP Tax Volunteers
Census 2010
City of Edmond
Edmond Art Association
Edmond Chamber of Commerce
Edmond Cultural District Planning
Committee
Edmond Fine Arts Institute
Edmond Historic Preservation Trust
Edmond Historical Society
Edmond Human Needs Association
Edmond Life & Leisure
Edmond Newcomers' Club
Edmond Parks and Recreation

Edmond Public Schools
Edmond Rotary Club
Edmond Senior Center
Edmond Senior Community Foundation
Edmond Sun
Edmond Visual Arts Commission
Oklahoma City Community College
Papa John's Pizza
Project READ
St. Mary's Episcopal School
UCO Chambers Library
UCO Department of History & Geography
UCO Gerontology Department
YMCA



Your Inviting, Innovative Link to the World

Metropolitan Library System 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.

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 physical library.

Edmond Library Activities to Meet Metropolitan Library System Service Responses and Goals Planned for July 1, 2009 to June 30, 2010

We are focusing on “Satisfy Curiosity: Lifelong Learning” during the 2011-2012 fiscal year, while maintaining our established activities to continue to meet all of the service responses for the Metropolitan Library System’s Strategic 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

Activity: Promote online resources including eMedia and databases

- Task 1:** Ensure librarians are familiar with learning tools offered through databases and actively suggest these resources to customers as they are conducting reference interviews (i.e. Mango Languages, Oxford Biblical Studies, Small Engine Repair, etc)
- Task 2:** Order marketing materials available from MAC about these options and encourage staff to make them available during reference interviews and check-out
- Task 3:** Include this information in speaking engagements about the library or during tours

Activity: Help educate the public in how to access and use the many electronic options offered through the library

- Task 1:** Plan classes for social media and personal electronics
- Task 2:** Staff will attend additional training as needed during FY11 to improve computer skills in relation to social media and eMedia
- Task 3:** Manager will evaluate potential need for an additional Technology Assistant, and submit budget request for FY12 by April 2011 deadline, if needed

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

Activity: Offer greater diversity of “fun” programming, especially for adults

Task 1: Work with Outreach in obtaining innovative and unique programs

Task 2: Partner with community resources for programming options

Activity: Emphasize the library as a place in the community for professional development

Task 1: Promote parts of the collection which feature career building, computer skills, life coaching, retirement planning, entrepreneurship, etc.

Task 2: Plan some library programs at venues in Edmond other than the library to reach a wider audience

*Your Inviting, Innovative Link to the World
Metropolitan Library System Service Responses
Status Report for Edmond Library Goals
July 1, 2009 – June 30, 2010*

Satisfy Curiosity: Lifelong Learning

Activity: Increase awareness among library users and in the community about what the Edmond Library has to offer

- ✓ Offered 1-2-3 Play with Me in autumn and spring during FY10, and offered open, interactive playtimes most weeks of the year in conjunction with Lapsit story times
- ✓ Offered story times most weeks of the year for 4-6 year olds and toddlers
- ✓ Offered 3 sessions of music play class twice a month, most months
- ✓ Offered ongoing GED, ESL and Citizenship classes through a partnership with Oklahoma City Community College throughout FY10
- ✓ Offered a variety of parenting classes and developmental screening in partnership with the Oklahoma County Health Department throughout the year
- ✓ Offered teen programs in coordination with Outreach
- ✓ Offered programs for adults and seniors, including arts and crafts classes, publishing seminars, Farsi language, Coffee Break for Seniors, and book discussion groups
- ✓ Staff spoke to several organizations, classrooms, and community groups about the library's service during FY10
- ✓ The library maintained community contacts during FY10

- ✓ The library had at least 1 display during FY10 that raised awareness about world cultures and promotes understanding among diverse populations
- ✓ Staff provided a “library presence” at community events to strengthen strategic relationships and increase familiarity with library among the general public
- ✓ With the help of Outreach, the library provided at least 2 programs during FY10 that raised awareness about world cultures and promote understanding among diverse populations
- ✓ The library continued to network with the Edmond Historical Society and the Edmond Historic Preservation Trust to provide quality information, referrals, and programs.
- ✓ The *Edmond Sun* and local television stations covered several programs and services during FY10
- ✓ Staff donated long unclaimed lost and found items to the Edmond Hope Center and to the Edmond Alliance for Retarded Citizens
- ✓ Provided a “Best Books of 2009” display that was enormously popular and consistently well-stocked
- ✓ Provided several topical and special interest displays during FY10, monthly
- ✓ Offered “Secrets to Getting A Children’s Book Published” by Edmond resident and award-winning author, Tammi Sauer

Visit a Comfortable Place: Public & Virtual Places

Activity: Maintain and enhance the aesthetic appeal of Edmond Library

- ✓ Evaluated aesthetic needs of library and planned for additional fixtures for displays in FY11 budget
- ✓ Planning is in place to move smaller collections (i.e. oversized books, holiday) to more visible locations in the library
- ✓ Feature current well-used collections in more accessible areas (i.e. music, magazines)
- ✓ Order new task chairs and replace worn lounge chairs and benches
- ✓ Replace existing live plants with artificial plants for less upkeep
- ✓ Expand existing teen area into former meeting room E to keep up with growth of this customer base
- ✓ Revisit previous goals of circulation and reference remodels

Know How To Find, Evaluate & Use Information: Information Fluency

Activity: Ensure that all Edmond staff members are well trained to provide up-to-date reference and circulation services

- ✓ Encouraged readers’ advisory development for librarians
- ✓ Staff had additional training on site to meet customer service goals during FY11
- ✓ Provided individual coaching to staff, as needed, to improve customer service performance
- ✓ Analyzed staffing patterns and needs. Requested additional staffing by 4/10 for

FY11 budget

- ✓ Encourage staff to actively promote library programs if and when the opportunity arises during conversations with customers

Connect To the Online World: Public Internet Access

Activity: Provide training opportunities at Edmond Library to facilitate customers' access to the digital world

- ✓ Our technology assistant and two computer volunteers provided individual tutoring for use of computer programs and the Internet throughout the year
- ✓ Offer more classes for the public in topics relevant to public needs
- ✓ Send technology assistant to additional training as needed
- ✓ Work with Outreach for use of a portable computer lab for classes