Choctaw Library Service Plan

July 1, 2012

To

June 30, 2013

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Choctaw Library Service Plan 2012 - 2013

MLS Vision

The Metropolitan Library System envisions a future in which it is an inviting, innovative link to the world for all the people of Oklahoma County.

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

Description of the Choctaw Library Facility

This facility opened January 20, 2004 at 2525 Muzzy Street. The award winning structure is 9,000 square feet in space that includes a front porch as part of the east (front) entrance and a covered deck leading to the west entrance. According to the Choctaw Fire Marshall, the occupancy capacity for the building is 600 people. We have about 60 chairs of various styles and 20 low stools situated throughout the open area for customers. The meeting room is a large room and will seat between 60 and 200 people depending on the room set-up.

Choctaw Community Profile

City location

Downtown Choctaw is located about 16 miles east of downtown Oklahoma City on Highway 62 (NE 23rd Street) in the geographic center of eastern Oklahoma County. Over 29 miles are included in the Choctaw city limits. Choctaw borders Harrah, Jones, Nicoma Park, Midwest City, Oklahoma City, and Spencer.

Population

According to the 2010 census, Choctaw was listed as having 11,146 people. The ethnic makeup of the city was listed as 85.1% white, 2.4% African American, 4.8% Native American, and Hispanic or Latino were 3.7%. In Choctaw age mixes, 27.7% of the people are under 18 years old. Those ranging in age from 18 to 24 were 7.6%. Those aged 25-44 were 24.5%, those 45 to 64 were 29.6% and those older than 64 was 13.2% of the population. The median age is 36 years old.

Average Households

Choctaw at the time of the census had 4188 households. Of these households, 64% of these were married couples, 32% had children under the age of 18, and 7.8% consisted of someone who was 65 years or older living alone. The average household size was 2.5 people and the average family size was 2.9 people. The median income for a household is $76,754 while the median income for a family is $59,400. The per capita income for the city is $31,798.

Education

In the general population of those 25 and older, 92% are high school graduates or higher. The Choctaw Nicoma Park School System comprises of 58.5 square miles of Eastern Oklahoma County. There are 4 elementary schools, 2 intermediate schools, 2 middle schools, a ninth grade academy located at the high school and one high school. The Senior Graduation Rate at the Choctaw High School is 96.2%. One elementary and the middle school are located about half a mile from the library. Two elementary schools are located about 4 miles from the library and the high school is located 3 miles from the library. These schools are considered some of the best in the state with a couple of them serving as Great Expectations schools. There is also an Alternate Education Academy that serves students in grades 9-12 from the Choctaw, Harrah, Jones, Luther and Nicoma Park communities. Located just north of NE 36 and Choctaw Road is the award winning Eastern Oklahoma County Technology Center with courses and certification programs for Fire Technology Careers, Early

Childhood/Child Development Careers and Allied Health and Medical Support Careers. The Eastern Oklahoma County Technology Center recently completed construction of the EOC Business Development Center serving business clients and area businesses.

Government
Choctaw is a "Home Rule" city. The government operates under a "council-manager" form of government with the city manager executing the laws and administering the government of the city and the City Council enacting local legislation, adopting budgets and appointing the city manager, city attorney and all judges and boards. Funding for the city is primarily city sales taxes.

Points of Interest:
The **Historical Flower Gardens** are located in the 1 mile distance between Choctaw Road and Henney Street on NE 23rd Street (Oklahoma 62). The eastern boundary is one mile west of the eastern boundary of the 1889 Land Run. Set in the 12 large flower gardens are 19 life size Shadow Art Sculptures of the Ghost Riders of the Oklahoma Land Runs and the Early Settlers. There are 17 history plaques about Oklahoma Life in 1889.

Choctaw's **Main Street** features 2 traffic circles surrounded by gardens. The south circle has an open air gazebo that allows outdoor events to take place next to a city park that is located on the north east corner of the intersection. This intersection is one block west of the library along Gilbert. The second circle has the school bell from the first school house. In April 2007 a centennial clock was dedicated to the city and is located in the garden at the intersection of NE 23rd Street and Main Street.

Choctaw Creek Golf Course is at 2200 N Hiwassee Road and has 18 holes, a driving range, club house with snack bar, banquet and conference room and professional supplies shop.

Bouse Park is a large park that has recently had an all age water feature constructed with an entrance on Indian Meridian. Some of the park is still being restructured into a public park with sports facilities. This is about 4 miles southeast of the library.

The **Choctaw Creek Park** is located within 1.5 miles of the library on North Harper Road between NE 10th Street and NE 23 Street. From the first Saturday in June until the last Saturday in October, a Farmer's market is active in the park from 8:00 AM to noon each Saturday. In addition the park hosts Land Run Days and Old Timer's Day in April, Oktoberfest the first two weekends of September, Halloween Haunted Trails in October and Native American Heritage Day and Festival. In addition, the park is available to organizations for festivals and events. A Wildlife Sanctuary and Wetlands Project is located at one end of the park. Walking trails provide a safe avenue for citizens to walk surrounded by nature.

Lloyd Williamson Memorial Park is a 3 acre park with soccer fields and play ground located at 14700 Dean Street. It is about one half mile due north of the library,

Optimist Park is a neighborhood park with picnic shelter, play ground and baseball field located at 13500 NE 10th street between Henney Road and Hiwassee Road. This is about 3 miles southwest of the library.

Ten Acre Lake Park is a 40 acre park that offers fishing, picnicking, baseball diamonds, playgrounds, and soccer fields. It is located at 15600 NE 10 Street about 2 miles from the library. It adjoins Bouse Park on the east.

Sources of information included the Choctaw City Webpage and www.okcommerce.gov,

Choctaw Library Services

Service Hours
The library is open to the public 61 hours a week. Hours are Monday through Thursday 9:00 AM to 8:00 PM; Friday 9:00 AM to 6:00 PM; and Saturday 9:00 AM to 5:00 PM. In Spring 2012, there are plans to have the library open from 1:00-6:00 PM on Sundays and until 9:00 PM Monday through Thursday.

Collection
As of the Choctaw Collection Analysis of July 2011, Choctaw Library has approximately 49,719 items in its collection. This includes 44442 circulating and reference books and periodicals.

Customers have access to the entire MLS collection of over 1 million items via the CyberMars. The Choctaw library has 3 dedicated CyberMars for customer use.

Each customer with an active card has access to licensed databases included in the MLS database system.

Each customer has access to several e-media services like RSS, downloadable electronic books and e-reader services.

Interlibrary loans are used to acquire for customer use items that are not in system.

Librarian assistance
Librarian assistance is offered to all customers by 3 full time librarians (including the manager), 1 three-quarter time librarian and one half time library assistant.

Services include:
Demonstrating how to use the CyberMars.
Going to the shelves with the customer for items of interest.
Looking up materials for customers on CyberMars or other search tools,
Processing Interlibrary Loan items when the needed resource is not in-system,
Readers Advisory
Coordinating, planning and executing programs of interest to the general public.
Answering all directional and reference questions to the best of the resources and the librarian's ability.
Assisting with computer related questions when public computer specialist is not present.
Answering questions about the RSS.
Helping customers understand the e-media system.

Computer Services
Help signing in at the signup computer for computer use as needed.
Instruction on use of the Internet and other programs available on the public computers.
The customer has access to the free MLS wireless access service.
There are 3 CyberMars terminals.
There are 13 multitask, internet accessible computers available for customer use.
There are 4 children's computers offering enhanced educational and quality programs including 4 with MLS Mascot "Spoticus".
A Public Computer Specialist is usually available 4 afternoon/evenings a week.
The Public Computer Specialist will give one on one instruction as needed.
RSS feed training as needed.
E-Media service is available.
Customers can access the MLS services 24 hours a day 7 days a week by visiting www.metrolibrary.org.

Programs
The Choctaw Library offers programs for all ages.
Toddler story and activity programs for children under 3 years of age are offered weekly throughout the year.

Preschool story and activity programs are offered weekly throughout the year.

Being a Family Place library, Choctaw offers a series of 4 Parent-child workshops in the spring and fall of the year.

Family Place Open Play is offered monthly.

"Children Reading to Dogs" has been a popular monthly addition during the last 3 fiscal years. This year it expanded to two sessions.

Lit' Lit Club was added in 2011. This group of lower elementary and preschool children read aloud and talk about materials selected by the parents and the children's librarian.

Ookami Anime Club for teens meets monthly. It is popular and often has attendees from other libraries clubs.

Programs for homeschoolers at the elementary and junior high school level are scheduled regularly.

Adult programs that have been offered for several years and we want to offer next year include
    AARP defensive driver's safety classes twice a year
    Author visits and book talks twice a year.
    Business planning workshop at least once a year.
    Customer appreciation celebration in October.
    Genealogy.
    Health related workshops twice a year.
    Intergenerational programs twice a year.
    Jewelry and craft programs for teens and adults
    Lifetime Reader's Readfest in February.
    Music Concerts several times a year
    Parent Talk in partnership with the Oklahoma City County Health Department
    Partnership with SBA for business related programs
    Evening and weekend story events for all ages.

New programs for FY10-11 have included:
    Art Classes for Adults is a successful series that we hope to continue
    German language and culture classes – 2 6 week sessions in spring and fall.
    Yoga at beginners levels for two multi-week sessions in the fall and the spring.
    Legos Club for all ages.
    After School @Your Library for ages 10-16.
    Pizza and Plots Book Club for Teens.
    Child Guidance Consultations with the Oklahoma City-County Health Department.

All librarians have been offering catchy displays for holidays, book promotions, programs and public interest.

Summer Programs are offered twice a week for school age children and once a week for YA and preschool children.

In FY 10-11, there were 534 meetings with a total attendance of 13,290.

>   105 meetings for adults with attendance of 995.
>   50 teen programs with attendance of 817.
>   292 programs for children with attendance of 9,015.
>   83   general audience/senior meetings with attendance of 2463.

Meeting Room and Display Space
Meeting spaces are available for $10.00 per hour.
The community room can seat 60-80 people at tables or up to 200 at a stand up function.

A covered deck is located on the west end of the building that can seat up to 200 individuals.

An exposed patio is at ground level on the west and can host up to 50 people.

There is one 2 foot square display case by the community room with 4 shelves available and 1 5 foot wide by 6 ¾ foot high display case that is available to be booked.

There is 1 52-inch high 3 shelf shelving unit used for display of library materials for holidays or special programs near the circulation desk. Carts are used for spot displays through the library.

The computer room and computer area on the public floor has 13 computers and chairs for 15 people.

Quiet Reading Room
The quiet reading room is located in the south east corner of the library. It has 3 lounge chairs as well as 2 tables with 8 chairs for customer use. The reference automobile repair books are displayed in this room as are the periodicals. Native American art by Enoch Haney and a calligraphy message from a community in Japan are the major art in the room. Several green plants make this an attractive space.

Children's Area
Though substantial in size, the children's area is crowded with shelves, tables, computers, and chairs. There are three lounge chairs. At the north end of this section there are two children's sized tables with eight child size wooden chairs for family interaction. There is also a spacious area for the 4 child computers. This area is well used and often crowded indicating future space needs consideration. Sub-areas are organized as preschool and school age with appropriate games, activities, and resources in portable shelving.

Special Collections
Genealogy reference collection includes genealogy magazines, the Chronicles of Oklahoma magazines, a miscellaneous collection of school yearbooks of local schools and some bound local newspapers from the eighties.

Family Talk has children's materials of interest to parents.

Jobs collection offer test books and job opportunity information including resumes and career information.

Staff
There are 5 FTE, 1 three quarter time, 3 half time and 7 part time staff including:
1 FTE Manager
2 FTE librarians
2 FTE clerks
1 75FTE librarian

1 .5 FTE clerk
1 .5 FTE library assistant
1 .5 FTE Public Computer Specialist
7 PT pages

Budget

The FY10-11 budget for the Choctaw Library was $749,958.00 in direct costs. The FY11 -12 budget is for $796,906.00.

Circulation Statistics

In the fiscal year ending June 30, 2009, Choctaw had circulated 202819 items which was a -8% increase over FY 08-09 circulation.

MLS Strategic Plan

Service Responses

The Choctaw Library provides services that help customers in self developmental activities as well as serve the need for information related to business and employment. The library provides materials of current interest in the community for informational, cultural, social and recreational needs. It provides information and technology to assist all customers in their professional, school and personal lives. Our staff is trained to determine user needs and respond to those needs while always providing friendly and efficient customer service. Staff members will maintain strategic relationships with local organizations to improve the local awareness of the economic and informational value of the library in the community. The library offers many avenues to cultivate an awareness of world cultures including genealogy, local history, and other materials. The library provides services that inform the public and meet the needs of people to interact with others and participate in public communications.

Service Responses planned for July 1, 2010 to June 30 2011

Primary Strategic Goals:

The goals that the library system will focus on this year is "Satisfy Curiosity: Lifelong Learning" and "Connect to the Online World."

Facilities Response

Choctaw library will accomplish its part in this endeavor by:

Provide ongoing training of staff as it comes available on current equipment, tools and procedures.

Ask all staff to request training as needed
Arrange for the staff member to have time to attend the training
Arrange in house training where possible.
Encourage staff members who want to increase their formal training outside of library hours to do so.
Add a training component into departmental meetings where staff members can share an article, a book review; a "best practice tip;" or another tool.

Insure that the library is represented at CONNECT and Circulation Forum as a way to further inform staff members of system opportunities.

Talk to customers:
Consider opportunities for "teachable moments" on "How to get the most from your library" to be anytime customer will ask or listen.
Look for ways to increase individual staff awareness of the generational gaps in technology interfacing that exists to better serve each individual.

Provide roving time for the staff to interact with the customers throughout the building. This will encourage customers to seek assistance when needed as well as defuse situations before they can escalate into major confrontations and insure that the computer use is friendly and pleasant when possible.

Offer programming on different topics and themes. Have displays that are varied and an impetus for exploring new avenues of thought.

We try to insure that the plants are maintained, the building clean, and enough comfortable places to sit so as to be an inviting environment to encourage learning.

Children's and YA librarians will include demonstrations of virtual resources when appropriate when giving tours and orientations to the students. They will expand the non-fiction displayed items and link materials to programs.

Encourage parents to use the school's databases and show them the link as needed. As well as demonstrating MLS data bases as needed.

Inform customers of the on line resources available and how to use them. This would include the self service checkout, databasis, RSS, and e-media resources.

Secondary Strategic Plan goals
The Choctaw Library staff plan to continue to maintain an inviting, welcoming environment for customers, all day, every day at the Choctaw Library. This will be done by:

Every staff member will smile and offer a pleasant and appropriate greeting, such as "good morning", or "hello, how may we help you today" when customers arrive in their area. Every staff member will add "please let me know if I can help you with something" or similar phrasing to insure the customer feels welcome to ask for help and about library services.

Every staff member will smile and offer a pleasant and appropriate farewell to each customer as they depart the staff member's area. They will ask if the customer found what they needed when appropriate. When appropriate, the staff member will suggest other venues to increase the customer's available resources.

The manager will observe whenever possible the actions of the staff to insure it is carried out.

Services Responses
Self directed, personal development opportunities
Partner with the local technology center to offer more programs in health, local history and craft or artistic activities. This ongoing partnership serves both parties well.

Explore other avenues of adult and juvenile educational opportunities.
The YA librarian plans to include more school visits to have direct contact to help build rapport between the school and the library.
The children's librarian has helped establish links to the individual schools' webpage. She encourages class visits and will continue this practice.
Maintain existing level of individual educational programs such as Spanish language, Yoga and Genealogy.

Current topics and popular titles

Continue to build and encourage reader's advisory development for librarians especially in the teen and children's area.

Continue to communicate with Selection on titles of interest to our community.

Coordinate with Outreach Services to provide high visibility programs for teens and for adults.

Information and technology needs

Plan to continue to offer one on one person classes in computer topics ranging from the software programs offered to using the databases.

Customer Service

Continually analyze the staffing situation and recommend changes in the FY 12 budget.

Create specific customer appreciation plans for October 2011 before the budget input period is over to insure funding is available.

Continue to explore ways to have positive meetings that yield desired behaviors at the staff meetings.

Encourage the existing peer-recognition system to expand and support it by more consistently recognizing staff members for the excellent customer service observed by their peers.

Offer a YA activities each month via the Ookami Anime Club, Pizza and Plots, and craft/learning themed activities.

Offer new or revived programs like a Teen Advisory Group, teen gaming club, Lego club and other series.

YA and Children's Librarian will coordinate to offer like themed programs for the respective ages.

Strategic relationships

Maintain the existing relationships in community groups like Chamber of Commerce, Team Choctaw, Eggs and Issues at the EOC Technology Center, and the Nicoma Park Choctaw Business Women's Club.

Remain an integral member of the EOC Disaster Recovery Resources Association.

Seek to strengthen ties with the schools by developing relationships with the local principals and increasing the contacts with school librarians and teachers in all Choctaw schools to make them aware of programs for the relevant age group.

Over the last year we have partnered with some schools to have links to their school catalogs and the Reading Counts information. Choctaw Nicoma Park schools have a link to the MLS website. (Several of the elementary schools have a link to our website specifically—we continue to maintain a link to the school library catalogs for all the CNP schools. We can use this link to confirm the AR levels for parents.)

Look for additional ways to be involved in the community at local events. This includes Old Timer's Day, Land Run Days, and Christmas in Choctaw.

Maintain existing level of attendance at City Council Meetings and other governmental meetings.

Create a directory of local services throughout the community to assist customers through the networking that librarians and library manager do.

Explore ways to network with home school parents. This library continues to offer Art Class on Friday mornings facilitated by a home school parent and attended by home schooled children. There is a "Lil Lit Club for beginning readers that meets on Wednesdays. The children's librarian is considering offering other programs during the day for homeschoolers.

Local History

Continue to work within existing groups to build an understanding of the local community so we can focus resources in a productive manner for customers.

Plan and execute ongoing genealogy or local history workshops perhaps in partnership with the Eastern Oklahoma County Technology Center, the History Center and other local history groups.

Maintain displays offered by local citizens.

Choctaw Library Objectives Accomplished

Programming
Children
Toddler and Preschool Story times were offered weekly.

Family Place Parent-Child workshops were planned and held in March 2011. Another series will be offered in October 2011.

Family Place Open Play Time sessions were offered every month as planned and were relatively well attended.

The reading to dogs program was a successful program and will be continued.

Summer Programs offered In July 2010 and June 2011 were a success.

Young Adult programs
The Ookami Anime Club has been successful with the teenagers.

Teen programs both during the school year and during the summer that were offered fluctuated wildly in attendance based on topics but overall were a success.

Adult programs
German class has been offered since the fall 2010.

Intergenerational and community participation
Land Run Days and Old Timer's Day are combined into a single weekend (Thursday-Saturday). The April 2011 event was very well attended and the library got a lot of positive public exposure with students, teachers and families. As an added value, the Library partnered with local storytellers to enhance the world of learning using library materials.

Library involvement in Christmas on Main Street included a children's craft program that attracted many children plus the library manager was involved in the planning and working the event. Because of the exposure, families in the community are more aware of library services. Complimentary programs are offered at the library.

Group Services offered
Tours continue to be requested and provided on an ongoing basis as space and time is available.

Story times were prepared for groups upon request and offered both on site and at the school, head start or preschool care facilities.

Library Resource Instruction was provided as a group or individual activity on an "as needed" basis. This will be an ongoing activity offered by the staff.

Community information
The bulletin boards have been a success. Community activities and opportunities are displayed on the east outer wall of the chair room. Library related programs are displayed on the prominent north outer wall of the chair room.

A display area consisting of 2 small tables and wall hung racks has been maintained for non-profit, public service type announcements, news magazines, bus timetables and flyers.

The self-service copier is available to all customers. Staff continues to offer assistance in its use on a one-on-one basis.

The manager and librarian staff will provide book talks or speeches about the library to local community groups who request such service as a method of community outreach.