



Metropolitan
LIBRARY SYSTEM

Edmond Library Plan of Service

July 1, 2013 – June 30, 2014



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As a library of the Metropolitan Library System, the Edmond Library is guided by the vision and mission statements of the Metropolitan Library System, and strives to grow with the system in the directions established by the system's strategic plan.

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.

Community Profile

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

Database Editor Paul Monies provides a good description of Edmond's changing demographics in, "Census data reveals Edmond's growth" (Edmond Living Guide, June 1, 2011):

More than 81,400 people now call Edmond home, an increase of almost 20 percent since 2000, new census data shows. That growth places Edmond as the state's sixth-largest city, a ranking unchanged from 2000.

The city, long characterized as a mostly white, affluent suburb, also became more diverse in the last decade. The share of black residents grew to 5.5 percent, up from 4 percent in 2000. Meanwhile, the Hispanic population more than doubled and now makes up 5.1 percent of the city's residents. Hispanics can be of any race, according to census definitions.

Among children younger than 18, minority children now make up 27 percent of the child population in Edmond. That's up from 17 percent in 2000. At the same time, the minority adult population grew to 17 percent, up from 14 percent a decade ago. About 6 percent of Edmond residents were born in a foreign country, according to recent estimates from the Census Bureau's American Community Survey.

Married-couple households made up 58 percent of the households in Edmond, census estimates show. That compares to 50 percent for the state as a whole.

The city remains significantly more affluent than the rest of the state. The median household income was \$65,828, about 57 percent more than the state median, \$41,861. Edmond's poverty rate was 9 percent, compared to Oklahoma's poverty rate of 16 percent, census estimates show.

On the educational front, a higher percentage of Edmond residents 25 years and older had attained college degrees. Half of that age group had at least a bachelor's, graduate or professional degree, compared to 22 percent for the rest of the state.

Edmond is consistently ranked as a safe community. According to the Edmond Police Department's 2010 Annual Report, the FBI's Uniform Crime Reporting (UCR) Program for calendar year 2009 indicates that Edmond is the 14th Safest City in the United States for cities above 75,000 in population.

Some of the characteristics that the average citizen of Edmond has in common at a higher-than-average rate are as follows:

- Almost all of the largest tapestry segments play computer, console and Smartphone-based games more often than most Americans.
- Edmond has very high rates of home ownership, with the majority of the population falling into tapestry segments which favor DIY (Do It Yourself) home improvement and repair over hiring contractors and gardeners.
- About a third of the tapestry segments do a lot more domestic and foreign travel than average.
- Edmond is an active community, and its major tapestry segments tend to show an interest in health-based activity such as jogging, yoga and Tai Chi.

Edmond continues to grow with development along the I-35 corridor, including a new regional hospital within the last year and a new campus for Francis Tuttle Career Tech near the City of Edmond's Cross Timbers complex. The community already boasts nearly 200 restaurants, 30 parks and outdoor venues, 30 shopping centers, over 100 pieces of public art and much more for a cost of living index that is 11 percent below the national average.

Events and Points of Interest

Since 2002, citizens of Edmond have supported an initiative to purchase public art for the community. Now Edmond is known across the country for its extensive collection of public art - statues, murals, stained glass, sculptures, and more – purchased with a

partnership of public and private funding and mounted in high profile locations around town. Three pieces of public art are adjacent to or visible from the library which is located within the Edmond Cultural District, a zoning designation by the City of Edmond.

- Canterbury Arts
- First Public School House
- Eagle Watch (January)
- Frigid Five Miler (February)
- Spring Garden and Produce Market (April)
- Downtown Edmond's Art Festival (May)
- Edmond Blues and Jazz Festival
- Rhythm, Q's & Blues
- Edmond Farmers Market
- Kids All-American Fishing Derby
- Concerts in the Park (June – August)
- Endeavor Games for Athletes with Physical Disabilities
- Summerstock Productions
- LibertyFest
- Cardboard Boat Regatta
- Broadway Tonight Series
- Rt. 66 Classic Car Show
- StoryBook Forest
- Trick or Treat on the Street*
- Express Ice Skating Rink
- Edmond Electric's Parade of Lights*
- Mayor's Tree Lighting*
- UCO's WinterGlow
- Fine Arts Institute of Edmond
- Lake Arcadia
- UCO Jazz Lab
- UCO Mitchell Hall Theater
- Krazy Kids Dog Show*
- Kickingbird Golf Course
- Lazy E Arena
- Downtown Edmond's Art Crawl
- Festival Market Place - Farmers' Market,
- Mitch Park
- Hafer Park
- Stephenson Park
- Dog Park
- Edmond Historical Society/Museum

Local Media

- Edmond Life & Leisure (weekly)
- Edmond Sun (daily)

Education

Public schools in the area include 16 elementary, one early childhood center, five middle schools, three high schools and one alternative high school center. Total enrollment for the 2011-12 school year was 21,995 with 27.4 percent economically disadvantaged. The graduation rate in 2011 was 93.9 percent.

The Edmond School District covers 130 square miles in Oklahoma and Logan counties. One consequence of Edmond School District including Logan County is that the number

of citizens residing outside Oklahoma County and eligible for library services with a "school card" continues to expand.

Edmond also has a substantial population of home schooling families that depend upon library materials and services to develop their curricula. Area private schools include five K-12 schools, one K-8 school, and one K-5 school. Most are faith-based.

The University of Central Oklahoma is the state's oldest institution of higher education and is located two blocks from the library. The university was mandated by the Oklahoma Territorial Legislature on December 20, 1890 as the Territorial Normal School in Edmond. The original purpose of the school was to train teachers. Today more than 17,000 students are enrolled in five undergraduate colleges and an office of graduate studies and research. *(Source: Enrollment Statistics & Demographics, Fall 2012, Office of Institutional Research, University of Central Oklahoma)*

What began in 1950 as Central Christian College with an enrollment of 97 has grown into a comprehensive Christian university serving more than 2,000 students. Oklahoma Christian University's 200 plus acre campus is located in northeast Oklahoma City bordering the city of Edmond. In Fall 2012, almost 2,300 students were enrolled in more than 60 majors, 30 additional areas of study, and four graduates areas of study. *(Source: [www.http://www.oc.edu/about/universityprofile.aspx](http://www.oc.edu/about/universityprofile.aspx))*

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. The city has been discussing the possibility of a second library for Edmond for several years. Citylink, a local transportation system, started in July 2009 with wheelchair accessible buses that are bicycle friendly. All rides and transfers are free.

Summary

The sum of these factors is likely what earned Edmond the recognition received from a number of sources in the past few years. Some examples are listed below:

- Ranked 73rd in CNN Money Magazine's top 100 "Best Places to Live" in America for 2012
- Voted the #1 Suburb in America by Location, Inc. in 2011 (publicized on CNN)
- Named 10 Best Towns for Families by Family Circle in 2010
- Listed as One of the Best Places to Live by CNNMoney (#52 in 2008 and #35 in 2010)
- Named America's Best Places to Raise a Family by Forbes.com in 2010

- Included in *America's Top-Rated Smaller Cities, 2008/09 edition*, by Grey House Publishers

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 current library building was built in 1972 and renovated in 2000, adding 10,000 square feet which included the Fred P. Snyder Quiet Reading Room, a special children's area, expanded meeting room space, a programming room, and a "teen corner". The 27,000 square foot building can currently seat 168 customers.

The library is located at 10 S. Boulevard on the corner of First and Boulevard between downtown Edmond and the University of Central Oklahoma. Shannon Miller Park shares the city block with the library building and parking lot.

Library Services

The library is open 70 hours a week with the exception of holidays. Regular service hours are as follows:

Monday - Thursday 9 a.m. - 9 p.m.
Friday 9 a.m. - 6 p.m.
Saturday 9 a.m. - 5 p.m.
Sunday 1 p.m. - 6 p.m.

Staff by FTE

A total of 54 staff members work at Edmond library in the following positions:

Manager of Library Operations II 1.0
Assistant Manager of Library Operations 1.0
Librarians (5FT, 4HT) 7.0
Associate Librarians 2.0
Library Assistant5
Circulation Clerks (5FT, 8HT) 9.0
Public Computer Specialist6*
Library Aides (26PT) 12.8**

*Public Computer Specialist works 24 hours/week.

**Hours budgeted for Library Aides are 26,711/year.

Librarian Assistance

- Librarians and Associate Librarians staff the Reference Desk every hour the library is open with few exceptions (monthly meetings, for example). These staff members

assist customers with a wide variety of requests including reference, computer assistance, eMedia help, readers advisory, copier help, directions, and much more.

- The Reference Staff (Managers, Librarians, Associate Librarians, and Library Assistant) are experienced in answering reference questions. Of these 14 individuals, nine currently hold MLIS or MLS degrees, and several staff members hold graduate degrees in other disciplines.

Collection & Circulation

The Edmond Library is home to 148,047 volumes. According to the July 2012 Collection Analysis data provided by Materials Selection, Edmond's total circulation for FY2011-12 was 1.2 million with the following general breakdown:

Media	Volumes	Circulations		
		2012	2011	Diff.
Books	84,318	844,029	874,184	-3.4%
Paperback Books	37,519	98,905	102,826	-3.8%
Periodicals	5,167	12,385	10,449	+18.5%
CDs	9,464	110,757	111,371	-.6%
DVDs	11,200	157,965	145,930	8.2%
Cassettes	0	23	300	-92.3%
VHS	4	34	89	-61.8%
TOTALS	148,047	1,225,398	1,245,149	-1.6%

In addition, the following resources are available to any MLS customer:

- Computer access to the library system's collection of over 1,000,000 items.
- Licensed databases for a great variety and depth of topics.
- Materials from outside the Metropolitan Library System via Interlibrary Loan.

Computer Services

- Nine "CyberMars" computers – six in the adult section and three in the children's section - offer access to the library catalog and customer account access
- Nineteen public use computers include Internet access, office software, and databases
- Six children's computers offer educational programs and games
- Wireless Internet access is available free of charge
- Library services are available 24/7 at www.metrolibrary.org

Programs & Events

Programs are offered for all ages, with a special focus on children and youth programming. Edmond Library offers Storytimes for pre-schoolers, Toddlertimes, and Lapsits for babies many weeks throughout the year. The library provides "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. The annual summer reading program for children and teens is coordinated with the Outreach Department.

Seniors participate in the weekly “coffee break,” book discussion groups, and Winter Readfest. Special programs for teens – a Creative Writing class, College Application Assistance, Chess, Manga and Anime Clubs, for example - are planned throughout the year. Other programs include parenting classes, crafts classes, a Stamp Club, English as a Second Language and citizenship classes, GED classes, and Beginning and Intermediate Farsi. A volunteer regularly schedules one-on-one computer tutoring with adult customers for approximately 9 hours per week.

Meeting Rooms

Meeting rooms are available to rent for \$10 per hour. The following meeting rooms are available at the Edmond Library:

- Room A: large meeting room, seating for 81 (audience setup)
- Room B: large meeting room, seating for 81 (audience setup)
- Rooms A & B: seating for 162 (audience setup)
- Room D: conference room, seating for 15 (board style)

In addition, a programming room (in the Children’s section) with seating for 75 is reserved for library-related events.

Display Space

The following display cases are available to individuals and nonprofit organizations in the community at no charge:

- Large Display: Encompassing most of one wall in the lobby, the floor to ceiling glass display case is 20 feet wide by 59 inches deep (at its deepest). The half-hexagon shaped case holds glass shelves with metal mullions. Displays for this space are coordinated by a full-time librarian with local non-profit organizations or individuals.
- Small Display: Located between the Circulation desk and the Children’s area, the small display case is 66 inches wide by 64 inches high by 10 inches deep. Two rows of glass shelves provide three horizontal surfaces for display. Staff uses this display case for displays appropriate for the season or programming.

Quiet Reading Room

The Fred P. Snyder Quiet Reading Room provides a pleasant environment for quiet study and reading. The Quiet Reading Room includes 11 lounge chairs, three tables with four chairs each, and seven study carrels. This room affords a beautiful view of Shannon Miller Park and Victorian era houses in the neighborhood.

Teen Room

At 16 feet by 17 feet, the Teen Room is the adaptive reuse of a former meeting room. A booth that seats four, a sitting area with three chairs and a coffee table, and another table with two chairs and four bean bags provide seating for 13 in the room. Two of the room's walls are floor to ceiling glass with brick insets. The wall separating the library from the room is also glass, making for a room with a view.

Strategic Partnerships

The Edmond Library has relationships with many organizations in the community:

- AARP Tax Volunteers
- City of Edmond
- Edmond Art Association
- Edmond Economic Development Authority
- Edmond Historical Society
- *Edmond Life & Leisure*
- Edmond Police Department
- Edmond Public Schools
- *Edmond Sun*
- Project READ
- UCO Chambers Library
- University of Oklahoma

Other organizations are ripe for establishing new or reestablishing an alliance:

- Edmond Fine Arts Institute
- Edmond Historic Preservation Trust
- Edmond Parks and Recreation
- Edmond Senior Center
- Edmond Senior Community Foundation
- Edmond Visual Arts Commission
- Hope Center
- Keep Edmond Beautiful
- Oklahoma City University English Department
- Oklahoma Home Educators
- UCO Gerontology Department
- UCO Transportation and Parking Services

Budget

The annual budget for Edmond Library for FY2012-13 was \$2.35 million in direct costs and \$1.33 million in indirect costs for a total budget of \$3.68 million.

Metropolitan Library System – Edmond (610)	
Direct Cost	2,353,379.00
<u>Indirect Cost.....</u>	<u>1,332,015.73</u>
Total	3,685,394.73

Metropolitan Library System Strategic Plan

Your Inviting, Innovative Link to the World

Metropolitan Library System Service Responses

Given current usage levels by the Edmond community, the library is unlikely to have significantly underserved population segments. The Edmond Library plan of service will focus less on outreach and more on better serving existing customers. Therefore, Edmond Library will focus on providing the best customer service possible, striving to win the Gold Medal of the Customer Service Olympics.

The Olympics of Customer Service



ENSURE A WELCOMING EXPERIENCE

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.

Goals:

- A. Visitors are welcomed into an atmosphere of hospitality, exemplary service, and friendly interaction.
- B. Visitors easily navigate our inviting physical and virtual spaces.
 1. Provide the best customer service possible.
 - Recommit as a staff to the MLS Service Principles.
 - Keep the 5 main points from the MLS Customer Service Philosophy forefront (The Olympics of Customer Service).
 - Coach, counsel and train staff as needed - ONGOING.
 - Solicit "secret shoppers" to put our service to the test.
 - Assess current library programs in terms of how well they serve the customer according to the latest demographic data and modify as

warranted. Consider also possible tie-ins with current successful community events.

- a) Studies support the idea that kids who are drawn in by game-based programs tend to show greater library use in other areas. The Edmond Library already owns a Wii and Playstation, and both Del City and Southern Oaks Libraries have regular gaming programs. Edmond staff will work with DC and SO staff to launch and/or build upon a similar program at ED.
 - b) The Edmond Library collection in Home Improvement and Lawn Care is fairly robust; programming in these topic areas would appear to be complementary. The nearest extension service – OSU OKC – is a potential partner for urban agriculture programs at the library.
 - c) Metropolitan Library System subscribes to some fantastic travel databases. Staff will work on improved “signage” advertising the A to Z and Road Warrior databases particularly in the travel sections of the DVDs and ANF. Reference staff will also be trained to use and recommend these resources to customers searching for travel information.
 - d) Exercise programs tend to take up more time and meeting room space than currently available at ED. However, the Village Library has experimented with interfiling exercise DVDs in the ANF section while leaving the rest of the DVDs segregated. The philosophy is that customers searching for exercise materials are much more “format agnostic” than those searching for other topics. Interfiling Edmond’s sizable exercise DVD collection with the exercise books could be more convenient for our customers and free up some much-needed shelf space in the AV section. ED staff will consult VI staff first to determine the success of their trial.
2. Continue current efforts to improve the aesthetics of the library for the purposes of first impressions and comfortable use. Work with appropriate departments to plan for capital improvements such as the following:
- Move the indoor return slots so items are delivered directly to the back room instead of through the circ desk.
 - Add study rooms
 - Replace reference desk with one smaller and more ergonomic
 - Replace circulation desk with one that is better for customer interaction
 - Group all public computers together for easier management and reduced confusion on the part of the customer
 - *See also reorganization of the adult non-fiction and interfiling the Reference collection in FY2012-13 Plan.*

Update of Activities in FY2012-13 Plan of Service

	Status
A. Reorganize areas of the collection so that customers can find the variety of topics and formats they desire at the library.	
▪ Relocate New Books to a more secure location that accommodates more browsing customers at a time.	Completed
▪ Reorganize the adult non-fiction for a more intuitive progression through the collection and better use of space.	To be scheduled with carpet replacement cycle
▪ Add needed shelving in Children's for TWEEN Biography books and Juvenile Fiction.	Ordered
B. Identify items requested by customers and work with Materials Selection to add as many as possible. Promote new items as received and new formats aggressively.	
▪ Highlight playaways and increasing digital collection as received.	Completed and ongoing
▪ Request adding movie and music streaming from Overdrive to deploy movie and music streaming over the eMedia website to customer's devices.	Materials Selection offered demo in September 2012
▪ Work with Materials Selection to determine if materials in Spanish should be added back to the Edmond collection.	
C. Write articles for the newspaper highlighting the library's many resources from the viewpoint that the reader is being introduced to the wonderful world of libraries and does not already know what exists.	Assigned
D. Identify and reestablish relationships with community partners.	Started and ongoing
E. Continue to highlight nonprofit organizations and craft groups with large displays.	Ongoing
F. Continue current efforts to improve the aesthetics of the library for the purposes of first impressions and comfortable use.	
▪ Select and hang framed art (not posters) on the walls in a variety of styles and sizes. Choose artists	Budget request denied

from Oklahoma County/City (Greg Burns, for example).

- | | |
|---|--|
| <ul style="list-style-type: none">▪ Coordinate signage throughout the library. Eliminate flyers taped to the Circulation Desk and on pillars, posts, and walls. Include a directional sign (or map) in the lobby to all meeting rooms, restrooms, etc. Improve sign holders for information that changes daily such as meetings and programs. | In progress |
| <ul style="list-style-type: none">▪ Explore the feasibility of and start planning for the following capital improvements: | In progress (Long-Term) |
| <p>G. Improve Meeting Rooms A & B with up-to-date audiovisual capabilities so groups do not require as much staff time for set up and AV assistance.</p> | |
| <ul style="list-style-type: none">▪ Replace the current projector with one that is easier to use; install in ceiling | Budgeted |
| <ul style="list-style-type: none">▪ Purchase wall-mounted televisions with built-in DVD players. | TVs budgeted; DVD players to be purchased out of supplies budget |
| <p>H. Make sure electricity is available to those bringing their own computers into the library.</p> | Completed |
| <p>I. Make sure staff have the tools to deliver library services.</p> | |
| <ul style="list-style-type: none">▪ Add a staff computer in the Children's section for busy reference days (often needed on Saturdays and Sundays). | Budgeted |
| <ul style="list-style-type: none">▪ Assign the Public Computer Specialist to work with all librarians to make sure they know how to download a digital book from the library and report on their experience. | |
| <ul style="list-style-type: none">▪ Add a desk and computer for Clerks to work off desk in the back room. | Budgeted |
| <ul style="list-style-type: none">▪ Add a desk and computer to accommodate growing reference staff. | Budgeted |
| <p>J. Identify training needed to improve staff knowledge, skills and abilities related to the delivery of relevant library services.</p> | Ongoing |
| <p>K. Reinforce the importance of excellent customer service</p> | Ongoing |

with training, email messages, and reviewing the service principles on a frequent basis.

L. Expand the customer base for the libraries' digital resources by offering training and resources in demand.

- Continue to recruit volunteers to conduct one-on-one computer tutoring and support them with scheduling, equipment, and supplies as needed.
- Request computer security allow certain downloads, e.g. MLS's eMedia (www.metrolibrary.org/emedial), photos on CD.
- Add wireless printing for customers using wireless laptops.
- Add scanning service and USB drive to the copier.
- Have a full-time tech (or two half-time techs) available full-time to advise customers on their e-readers and other technology questions.

Eliminated; IT

IT

Hours increased for Public Computer Specialist from 20 to 24

M. Educate customers on the library's website and its resources.

- Make sure every new library cardholder is given a "Rules of Conduct" brochure and a bookmark that lists remote services.
- Include the library's website and its resources in every presentation made to groups outside the library.
- Take advantage of Marketing materials to share information about databases.
- Provide customer training on the library website.

Ongoing

Ongoing