



STRATEGIC PLAN 2007-2012

WHERE ARE WE NOW?

Year 3 Highlights



We strive to be your inviting, innovative link to the World!

Satisfying Curiosity: Lifelong Learning

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

October 2009

Students from Stonegate Elementary and West Nichols Hills Elementary visit The Village Library and learn how to find information and materials for their personal enjoyment.

November 2009

Information Technology modifies our reserves system to allow customers to pick-up their own materials. So far, Midwest City, Ralph Ellison, and The Village libraries offer this service.

December 2009

The Village Library hosts a resume writing workshop to assist customers looking for work and partners with SCORE to offer business tax workshop to educate those interested in starting a business.

Senior Services Coordinator Anita Roestler hosts library information booths at three senior awareness/information events.

January 2010

Maintenance implements a new delivery schedule with more stops that will result in materials spending less time in transit and more time available for our customers.

Jim "Mr. Stinky Feet" Cosgrove returned to Oklahoma City to delight children at three libraries (Warr Acres, Edmond, and Belle Isle) with his award-winning children's music.

February 2010

Positive Tomorrows, the nonprofit school for homeless children, officially designates the Downtown Library as their "school library".

The staff of the Capitol Hill Library interacts with several local schools to promote the library to parents, teachers and students.

A top recruiter from Workforce Oklahoma conducts workshops on creating a professional resume at nine MLS library locations.

Winter Readfest 2010 is a huge success with 4,163 seniors participating.



March 2010

Marketing hires an outside production company to produce a series of commercials aimed at promoting library resources, benefits and customer service oriented staff.

April 2010

On April 14, the Downtown Library coordinated with the Development Office to host the *Author Confidential* program. The speaker this year was best-selling author Harlan Coben.

The Hill Irish Dance School presents the traditional music and dances of Ireland as a program for families at the Belle Isle Library.

In conjunction with the Junior League of Oklahoma City, Outreach completes an 8-month-long series of programs designed to teach children in the 3rd to 6th grades about the cultures of Asia, Africa, and Latin America.

In partnership with the American Red Cross, Outreach presents "Are You Prepared", a discussion on disaster preparedness, at 16 library locations.

May 2010

Marketing begins buying airtime to run the commercials on local TV, geared to promote the library.

Children and teens receive free comic books around the system as part of Free Comic Book Day.

June 2010

The entire Edmond Library was festive for the start of the Summer Reading Program; having a lobby display of water-related books to highlight a section of our collection.

KVSP FM Radio DJs visited the Ralph Ellison Library and read to 45 children. The children and DJs had a good time sharing their favorite books and stories.

July 2010

The Downtown Library provides a display of astronomy equipment and information in partnership with Astronomy Club.

System-wide, the Summer at the Library program registers 4,056 teenagers, setting a record for teen participation.

19,067 children participate in the 2010 Summer at the Library reading program.

September 2010

Materials Selection adds the years 1923 - 1938 to the MLS microfilm holdings of the Guthrie Daily Leader.

Downtown Library staff members conduct more than 20 interviews for the Oklahoma Voices project during the past year.

MLS prepares for the first *BooktoberFest* - a reading program for adults.

The Belle Isle Library hosts a double flute and tuba concert.

The Ralph Ellison Library holds a month-long College Preparation Series.

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

October 2009

The Native American Festival was held at the Downtown Library on October 4. Over 350 people were in attendance to see Native American dancers and artists, participate in craft activities, and taste samples of Native American foods.

The Capitol Hill Library was represented at the *Hispanic Fiesta*. MLS literature was distributed along with over 1,200 Spanish books donated by the Purcell Rotary Club.

The film *Twelve* is presented at the Belle Isle Library, which shows life and hope following addiction for teens and adults.

November 2009

Outreach brings the music of Iraq to MLS with performances around the system for a total of 1,080 customers.

Peter Fletcher, a New York-based classical guitarist, gives a concert for customers at Belle Isle Library.

December 2009



Students from the Academy of Ballet and Theatre Arts present selections from the Nutcracker Suite at the Belle Isle Library.

January 2010

The Library Endowment Trust funds a concert series by pianist Wayne McEvilly in honor of Ernestine Clark, former MLS Director of Development. A special reception was held after the Valentine's Day concert to honor donors to the Library Endowment.

The Richter Uzer Duo presented classical guitar and cello music from Led Zeppelin to Rimsky-Korsakov at 5 library locations.

February 2010

Rhythmically Speaking performs *The Way it Was: Oklahoma's Soulful Stories* around the system for 835 people.

The Capitol Hill Library partners with the Census Bureau to offer several training and informational workshops about the importance of the census. These events continue throughout the spring.

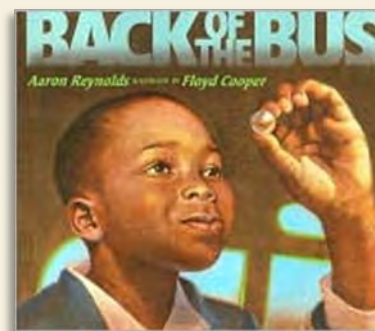
In celebration of the city of Bethany's Centennial, four original paintings created by artist Danny Gordon especially for the Bethany Library children's area debuted.

March 2010

The Ralph Ellison Library hosts a Guitar Hero tournament. There were 24 contestants, a large audience of family and friends, and a Thunder basketball player presenter.

During Spring Break [Agent 23 Skidoo](#) provided positive hip-hop for kids with a sound that's all grown up at 12 library locations.

Coretta Scott King award-winning children's author and illustrator Floyd Cooper toured several branch libraries and schools and talked about how he became an author and illustrator. More than 900 people attended.



April 2010

The Downtown Library partners with the OKC Museum of Art to present Gallery Stories, a series of storytimes at the museum conducted by the downtown children's librarian.

Choctaw Library partnered with local storytellers and brought in an ECU student group to do a puppet show in the library booth space for the Land Run Days & Old Timer's Day in Choctaw.

The Library Endowment Trust brought bestselling author Harlan Coben to the Downtown Library for the public Author Confidential lecture, Q&A, and book-signing.

Harlan Coben visits OKC for the 8th annual Library Endowment Trust Dinner.

Edmond Library participates in the Edmond Arts Festival, the YMCA Health Fest for Kids, and the Heartland New Day BookFest, building a strong presence in the community and promoting library services.

May 2010

The Library Endowment Trust provides funds for a selection committee to commission public art at the Ralph Ellison Library.

The Downtown Library began a Bilingual Storytime that incorporates Spanish and English into a family-friendly learning experience.

Ralph Ellison Library provides a senior program called *How Does Health Care Reform Affect You?* A volunteer from AARP came and spoke about the Health Care Reform bill.

June 2010

Belle Isle Library provides a *Manage Your Money* seminar for teens and adults.

Outreach continues to offer weekly entertainment programs at Wright, Jones, and Luther during Summer Reading.

Ralph Ellison Library holds a Juneteenth celebration where thousands of people take part in festivities such as a health fair, story times, face painting, author book signings, concerts, and other cultural activities.

July 2010

Representatives of the Capitol Hill Library participated in the annual Hispanic Expo on July 31st. Customers enjoyed a variety of activities and a free book for the children. Altogether they interacted with about 2000 people.

The Downtown Library partners with the Respect Diversity Foundation to display student artwork portraying the value of diversity in our society.

The Downtown Library organizes a reception to honor the Lucky Penny Players. The public was able to thank the group for their years of enriching the community with their dramatic productions.

Bestselling author Jenna Blum came to the Del City Library to chat with readers about her latest book *The Stormchasers*.

August 2010

Author and Choctaw storyteller Greg Rogers shared traditional Native American tales for an all ages audience at the Belle Isle Library.

Staff members from the Downtown Library and Outreach manned a booth at the Oklahoma City Indian Clinic Powwow. They passed out books to children along with information about MLS.

September 2010

The Midwest City Library [collaborates](#) with a local Islamic school on an art exhibit that gains local and national attention.

MLS participates for the 14th straight year in SeptemberFest, encouraging 20,000 children and adults to read for fun.

The Edmond Library launches a History Book Club in response to the results of a customer survey. The club, which is a partnership with UCO, had 56 people attend the first meeting.

Outreach provided a storyteller, Charlotte Blake Alston, for a program at Martin Luther King Elementary School. This program reached 66 fourth graders who will be starting a Storytelling Club this year.

A representative from OG&E presented a seminar at Ralph Ellison Library titled "Home Energy Assessment." In this seminar, OG&E was seeking to help individuals lower their monthly utility bills by giving away free energy efficient upgrades.

Visit a Comfortable Place: Public & Virtual Places

Goal: All ages appreciate their library for its designated places for quiet reading or studying and as a place for social or business activities.

November 2009

The Del City Library hosts a New Moon Prom for teens to celebrate the release of the Twilight movie.

December 2009

The Village Library installs a large antique wall clock that coordinates with the new inviting reading space in the vaulted ceiling reading area beside the Adult Fiction collection.

The Ralph Ellison Library re-opens to the public after a year-long renovation.

Headquarters Manager Candace McDaniel hosts the annual holiday open house to promote MLS meeting spaces to the downtown business community. This year featured an amazing collection of gingerbread houses decorated for the occasion by various MLS departments.

January 2010

The Del City Library rearranges furniture to provide an atmosphere more conducive to reading and relaxing.

The Village Library gets a face lift by replacing the original wallpaper with paint and a new color scheme throughout the building.

February 2010

Ralph Ellison librarian Jean Longo set up two gaming tables at Langston University's Jubilee Night. Parents and children were able to play games and see that the library can be a fun and social place.

March 2010

The Edmond Library changes up their adult and teen areas with new furniture and arrangements.

The Belle Isle Library undergoes various ADA improvements.

In trying to make visiting the Edmond Library a more enjoyable experience, MLS staff met with City of Edmond to continue working on the parking situation for the library.



[MLS breaks ground on the Northwest Library!](#)

April 2010

Capitol Hill undergoes ADA renovations. These renovations include creation of a new restroom on the main floor, new handicapped parking spaces, and a new meeting room on the first floor.

On April 20, the Downtown Library was the host location for an Oklahoma Library Association & the Mountain Plains Library Association All-Conference event. Guests enjoyed tours of the library, catered food, and a fashion show of clothing made from library materials.

May 2010

The exterior of the Warr Acres library was painted a new color. The interior received a fresh coat of paint as well.

The Young Lawyers Division chose the Belle Isle Library as the focus of their [Law Day landscaping and beautification project](#) and spent the entire day removing old landscaping debris and planting flowers, shrubs, and bushes to create a more inviting space.

Lawyers from the community offer a free day of one-on-one legal advice for customers at the Ralph Ellison Library.

June 2010

The Wright Library undergoes ADA renovations to make it more accessible for disabled customers.

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

August 2010

Two local nursing homes visit the Ralph Ellison Library for an afternoon of Wii Bowling. It was a great success with 16 participants.

September 2010

In order to provide better customer service, the Downtown Library installed a copier in the Oklahoma Room. Customers no longer have to leave the room in order to make the copies they might need since these materials can't be checked out.

The Ralph Ellison Library begins a GED study program in that will carry on into 2011.

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

October 2009

On October 17, the Bethany Library hosted a Customer Appreciation Tea Party with harp music. All ages were welcome for this social activity.

Warr Acres Library teens win a gold medal in the state-wide *Trick My Book Truck* competition with their Batmobile book truck.

The Capitol Hill Library partners with Generations Health Care to offer flu shots for 308 customers. Coffee and tea were provided along with customer appreciation bookmarks.

November 2009

Outreach receives a Friends of the Library grant to bring in young adult authors to visit libraries around the system.

The Bus-eum 3, a traveling museum in a bus, presents at Del City artifacts, texts, and media describing the experiences of the 380,000 housed in POW camps in the Midwest from 1943 - 1946.

December 2009

The Capitol Hill Library's Holiday Open House features a live jazz band and a tree decorated with crafts created by customers in an Origami workshop.

The Downtown Library is a venue for Opening Night 2010.

January 2010

Newsok.com [reports](#) on the Reading to Dogs program at Nicoma Park.

Belle Isle replaces computer chairs in the children's room with child-friendly, colorful seating.

March 2010



Marketing wins medals at the Addy Awards for INFO magazine, the annual report, and two promotional posters.

Author Terrye Robbins of Chelsea, Oklahoma discusses her Christian-fiction books in a fun presentation at the Belle Isle Library for customers age ten and up.

April 2010

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

May 2010

The Capitol Hill Library offered a School's Out bash on May 19th that featured a DJ and included information about summer events at the library.

The Downtown Library hosted six different art displays throughout the school year from local schools in their service area: Wiley Post Elementary, Central Elementary School of Art, Classen High School, and a local Homeschool group.

June 2010

The Village Librarian Mallory Weigl creates a Volunteer Wall to highlight volunteers of the week and acknowledge their excellent service and contribution to the library.

Warr Acres librarian Alma Brown leads the first meeting of the LEGO club for children.

A total of 2,061 volunteers donated 31,456 hours of service (the equivalent of 15 full-time employees) in FY10 to supporting excellent library service in Oklahoma County.

Belle Isle Library puts on a Sizzlin' Summer singing program for the whole family with Martha Stallings.

July 2010

Edmond teens get a live skateboarding [demonstration](#).

The Ralph Ellison Library hosts Cards for Oklahoma Troops program for customers to make cards to send our troops overseas.

The Del City Library formed a partnership with the Oklahoma School of Metaphysics. A representative came out and conducted a program titled "Heal Your Mind and Body." This program was well received by the Del City community.



August 2010

The Bethany Library hosts an ice cream social to mark the end of summer reading and bring the Bethany community together for a fun, interactive event.

Capitol Hill Library summer volunteers celebrated the end of a successful summer with a Hawaiian luau. Young customers also enjoyed an ice cream social and a workshop on healthy lunch boxes.

The Midwest City Library provides café tables and stools in their lobby, which allow for social interaction as well as additional seating for WIFI users and study groups.

September 2010

Capitol Hill Library creates space for a new teen area and rearranges their Spanish collection to provide room for growth.

Ralph Ellison Library held a Guys' Night, which was a night for guys of all ages to bond through playing video games, board games, and socially interacting.

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

Goal: All visitors can expect library staff to have up-to-date knowledge, skills, and abilities to deliver library services.

November 2009

The authors of a new book *Managing Library Volunteers, A Practical Toolkit* feature several forms developed by MLS Volunteer Coordinator Heidi Port.

MLS Young Adult Services Coordinator Emily Williams is selected for the Leadership OKC Loyal class. LOYAL (Linking OKC's Young Adult Leaders), is a program which targets young adults just beginning their civic lives by teaching leadership skills for volunteers.

The first quarterly MLS Circulation Forum Meeting was held on November 4th. The meetings are an opportunity for circulation clerks, circulation control and the Business Office to interact, share best practices, learn more about MLS procedures, and hear first-hand news about the system.

December 2009

MLS Leadership III class graduates.

January 2010

Belle Isle Library Assistant Manager Debbie Robertus chairs the OLA Gold leadership committee.

Five MLS staff members serving on American Library Association committees attend the ALA Midwinter Conference. Kim Terry was elected chairman of the John Cotton Dana award judging committee.

March 2010

Nita Normore in Library Operations distributes periodic newsletters to the extension libraries to keep them informed about MLS developments.

Twenty MLS staff attend the Public Library Association Convention.

April 2010

Kellie Delaney and Teresa Goggins (the MLS web team) attend the Computers in Libraries conference to stay abreast of current library web trends.

June 2010

Executive Director Donna Morris visits Oklahoma's congressional delegation during the ALA conference in Washington D.C.

July 2010

Planning implements a new web-based learning management system that will create new training opportunities for our employees online.

The Friends of the Library group provides funds for MLS young adult librarians to attend a symposium on young adult literature.

September 2010

Nita Normore in Library Operations finalizes updates to the Extension Staff Handbook to include revised policies and procedures as well as updated Library Operations information.

Ric Rea and Roy Ballou from Human Resources attend an Oklahoma City Human Resource Society Legal Seminar to learn about recent updates in wage and hours laws, FMLA, OSHA enforcement, immigration law, healthcare reform, and workers' compensation updates.

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

October 2009

An additional format for presenting the Service Principles becomes available on the Intranet. It is a new approach that allows managers greater flexibility in holding service principle discussions.

MLS begins a new system for staff appraisals, which will better reflect and reward employee performance.

November 2009

Ngoc Nguyen, Patricia Rivas, and Mary Sholly win the Outstanding Service Award, which recognizes staff members that go above and beyond in their jobs.

Human Resources implements new customer service and management tests to help identify the highest quality applicants.

January 2010



Emily Williams, MLS Young Adult Services Coordinator, is a reviewer on the Oklahoma Department of Libraries' CYA: Children's and Young Adult Podcast Blog, which is a Book Review Podcast.

Outreach's Anita Roestler participates in the Area Wide Aging Agency, the Aging Consortium, and the Oklahoma State Literacy Coalition. These activities have made her a great resource for referring customers in need of help to the appropriate resources.

Belle Isle Library moves their adult seasonal books to a different area in order to expand the new book section for customers.

March 2010

The Belle Isle Library creates flyers to educate customers about useful government websites, e-media young adult materials and compatible devices, and NY Times bestseller lists.

Downtown librarian Buddy Johnson serves on a committee to create a historical display in the Oklahoma City Municipal Building.

April 2010

The Rose State College's class of Family & Consumer Science invites Outreach's Kelley Riha to speak about library services and give a story time demonstration to an audience of day care providers.

May 2010

The Daily Oklahoman runs an [article](#) with Hispanic book recommendations by MLS librarians Taryn Kingery and Charla Aucone.

June 2010

Belle Isle Library conducts a workshop on how to create a professional resume and the essential tools needed for finding a job.

July 2010

The Edmond Library supports a great group of teen volunteers (and parents). They work with the volunteers to instill a good work ethic in the teens through training and provide work experience before they look for their first job.

August 2010

Planning's Stacy Schrank visits the Edmond Library to put on customer service workshops for the staff.

September 2010

Outreach's Lisa Wood speaks about early literacy and utilizing library resources to a group of parents at Educare.

The Human Resources Department acquires a new Virtual Customer Services Skills Assessment test to help identify the top candidates for Circulation Clerk openings.

MLS prepares for Wellness Works!, the new health & wellness program for employees. It is a service of Personalized Prevention, a leader in health and productivity solutions.



Connect to the Online World: Public Internet Access

Goal: All ages discover that their library has current equipment, tools and training for the public to responsibly access the digital world.

November 2009

The class *Using Photographs with Computers* at the Village Library teaches customers how to transfer and email pictures on a computer.

December 2009

Warr Acres Library adds a section to their monthly calendar explaining changes to the Express Checkout.

January 2010



A January 3 article in the Oklahoman about the computer classes at the Downtown Library resulted in a sign up of over 165 people. Additional sessions of the class were added to accommodate the large response.

March 2010

An entry on the library's Twitter page is featured on a digital billboard.

May 2010

The digital bookmobile visits the Del City and Midwest City libraries to educate customers about our eMedia collection.

June 2010

Materials Selection added Mango Languages, Grzimek's Animal Life, and Oxford Biblical Studies to the MLS collection of database subscriptions over the past year.

July 2010

Village Librarian Julianna Link surveys staff on which technologies they use. The staff will then provide demonstrations and tutorials to each other on how to use various technologies.

The Information Technology, Construction, and Planning departments work together to install a [webcam](#) on the Northwest Library construction site.



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

December 2009

The Information Technology department adds cool new princess and sports themed keyboards for children's computers

June 2010

Videos from the Downtown Library's *I Can't believe I Shot That* film contest are added to the MLS YouTube page.

July 2010

Downtown Library Adult Services Librarian Darlene Browers provides training to Putnam City teachers on using our online Mango Language database.

August 2010

Marketing Director Kim Terry trains Putnam City teachers on how to use eMedia resources and our Mango Languages, NoveList, and Learning Express databases.

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

October 2009

Warr Acres Librarian Kelly Dalyrmple creates *Do You Know* flyers explaining how to request a title on cyberMARS and on the difference between Reserves and the Shopping Cart.

Outreach and the Planning departments host a Maltese Falcon scavenger hunt as part of the Big Read.

MLS adds a Manager of Web Development and Support position to further enhance MLS library services available online.

November 2009

Marketing highlights MLS eBook offerings with article in INFO magazine.

December 2009

Planning and Marketing work together to create an interactive version of the annual report for the web.



February 2010

Marketing and Planning add an [In the News](#) page for the website. The site features local news stories about MLS.

Planning unveils an updated [website](#) with a fresh new look and streamlined navigation.

Warr Acres librarian Kelly Dalrymple teaches a beginning genealogy class.

Planning creates and implements web pages for Summer at the Library teen volunteers.

March 2010

Downtown librarian Buddy Johnson contributes 12 vignettes on Oklahoma governors that are posted on the MLS website.

April 2010

Planning and Marketing include QR codes in INFO magazine to allow customers with smart phones to locate related web content.

May 2010

Marketing heavily promotes the library's Mango Languages database subscription.

June 2010

Materials Selection purchases the Associations Unlimited, Footnote, Mergent, Biography Reference, and Biography and Genealogy Master Index databases available for our customers to use remotely from home.

July 2010

Emily Williams and Ben Mount from Outreach visit the Sam Noble Museum of Natural History for Library Day. There, they talked to customers about all of the different databases MLS offers and promoted upcoming programs.

The Downtown Library provides instruction in online catalog and database use and assists with research projects in the computer lab for a nurse training class.

Marketing signs a contract with the Journal Record newspaper to promote six different databases throughout the year.

Buddy Johnson participates in Retro Metro, which meets at the Downtown Library. The City of OKC, OK Historical Society, The Oklahoman, and Chamber of Commerce all participate to gather old photos and artifacts. Some of these are added to Oklahoma Images.

August 2010

Outreach hosted a MLS booth at the A+ Arts Conference and demonstrated to attendees how to use the databases; especially Mango Languages.

September 2010

Warr Acres librarian Karen Litteral teaches a class on the Learning Express database for our customers.

All Goals

October 2009

The MLS United Way Committee raises over \$18,000 dollars to benefit programs in central Oklahoma.

January 2010

MLS moves into the new Service Center. The operational improvements allowed by this modern facility will impact and enhance virtually all aspects of the library services we provide.

February 2010

The Friends of the Library donate \$160,000 of the money raised at the 2010 book sale to MLS to fund special grant projects.

850 volunteers help the Friends of the Library raise \$242,000 from their annual book sale to benefit MLS.

April 2010

166 staff members volunteered their time and energy throughout the year to help other community organizations including United Way, Regional Food Bank of Oklahoma, American Heart Association and the Salvation Army.



June 2010

The Marketing department wins top honors at the ALA conference for their work on our outstanding INFO magazine.

The Information Technology department publishes their annual report for FY09-10, which details accomplishments from the previous year and plans for the coming year.

July 2010

Planning commissions a midpoint telephone survey to monitor the progress on our strategic plan.



STRATEGIC PLAN 2007-2012

MIDPOINT EVALUATION



Survey Results

The Metropolitan Library System recently commissioned the OU POLL to repeat the baseline telephone survey that was conducted at the beginning of the strategic plan. Comparing the results from these two surveys provides an objective measure of the impact our efforts have had in the community as we examine the first three years of our strategic plan and prepare for the final two.

Analysis of the survey results shows that over the past three years our efforts to educate the community about the materials and services we provide have been very successful. Participants rated their awareness of these materials and services on a five-point scale (strongly agree to strongly disagree) by responding to statements such as *"I am aware that the library offers access to..."* In every case, statistically significant declines were recorded in the proportion of people who rated themselves completely unaware that the library offers the given materials and services. These results are listed in the table below.

<i>"I am aware that the library offers access to ..."</i>	% Completely Unaware	
	2008	2010
Materials & Services		
Magazines & Newspapers	4.1%	0.8%
Videos	6.7%	1.1%
Audio Books	8.0%	1.6%
Music CDs	18.0%	4.2%
Library sponsored events, programs, and training classes	15.3%	3.0%
Free access to the library's online subscriptions (databases)	23.5%	4.9%
Computer workstations connected to the internet	7.0%	1.4%
Wireless internet access	20.2%	2.4%
I am aware that many library resources are available 24/7 through the library's website, www.metrolibrary.org .	26.9%	7.4%

Notice the dramatic reductions in the respondents who are unaware of our online subscription databases, wireless internet, and web resources. We have been aggressively marketing our online databases and have added a Manager of Web Development & Support position to enhance our online presence. Also since 2008, many libraries have rearranged their collections to feature multimedia holdings, and our Marketing Department has targeted their efforts on specific areas by coordinating articles in INFO magazine, in-library promotional

materials, and external advertising. Our staff has done a tremendous job as well educating customers about these resources at every opportunity.

Compared to the positive survey results regarding customer awareness, we have found that redefining perceptions about The Metropolitan Library System and its role in the community is, in general, a more substantial challenge. The survey results for questions about these perceptions showed little or no significant movement from 2008. We can use this information to re-examine our approach to communicating, for example, that:

"The Metropolitan Library System is an important resource for diverse cultural, civic, and/or community interests in our county."

In the most recent telephone survey, 89% of respondents either strongly agreed or agreed with the above statement. While this percentage is good when considered in isolation, in our 2008 baseline survey 91% of the respondents strongly agreed or agreed with the same statement. Statistically, in this case, such a small difference is not enough to be confident that *any* change at all occurred in the perception of Oklahoma County adults. Overall, the high proportion of residents that do agree with this statement together with the number of these cultural activities taking place at our libraries make it clear that the library is indeed an important such resource. However, one of our targets is to be able to demonstrate statistically significant improvement in each area, similar to the progress shown above regarding awareness of library materials and services.

It is clear from the two surveys we have conducted that there exists a small minority of residents that has proved hard to reach in this regard. Therefore, the array of cultural and civic activities at our libraries since 2008 has supported but not measurably grown this already widely shared perception. We can infer from this that there is little marginal progress to be made by simply increasing the quantity of these events in the coming years. We must also work harder to place these activities within a larger context that communicates their underlying purpose and why they are important for our community.

The preceding analysis covers only one of the many perceptions we are trying to foster in the community as part of our strategic plan. However, the survey results were similar for all of the perceptions residents were asked about and will be analyzed in much the same way. These other perceptions measured in the survey concern customer value and satisfaction, staff knowledge and service, and library facilities as inviting environments for different types of activities and interaction.

The purpose in doing a midpoint telephone survey was to identify where we have made significant progress (awareness of materials & services) and where we need to reconsider our approach (changing perceptions in the community). The survey data will be used in conjunction with records of the related activities undertaken, some of which have been reported in the annual Strategic Plan Highlights summaries, to identify what types of activities are the most effective. Gathering this information now gives us an opportunity to adjust our strategies and work smarter as we advance the goals of our strategic plan.