Annual Statistical Report

Metropolitan Library System
FY 03-04

Prepared by Planning Services
November 2004

Table of Contents

Introduction

The Metropolitan Library System envisions a future in which all the people of Oklahoma County have equitable access to an information-rich environment of library resources.

"Today, the public library is a center for information gathering, reading readiness, community discussions and personal education," stated Metropolitan Library Commission Chair, Penny McCaleb in *A Compass for the Future: 2002 – 2007*. Nowhere is this information more evident than at the Metropolitan Library System. The Library has undergone a number of changes this past year. Some of the most notable transformations are highlighted below:

- System-wide circulation topped 5.74 million items during FY03-04.
- Approximately 15,000 youth participated in the Summer Reading program.
- New Luther Library opens Saturday, May 8, 2004.
- New Choctaw Library Grand Opening during the week of February 9 – 14, 2004. [i]
- Historic book passing from 131 Dean A. McGee to 300 Park Avenue, combining books and people in a chain linking our old Downtown Library with our new one. [ii]
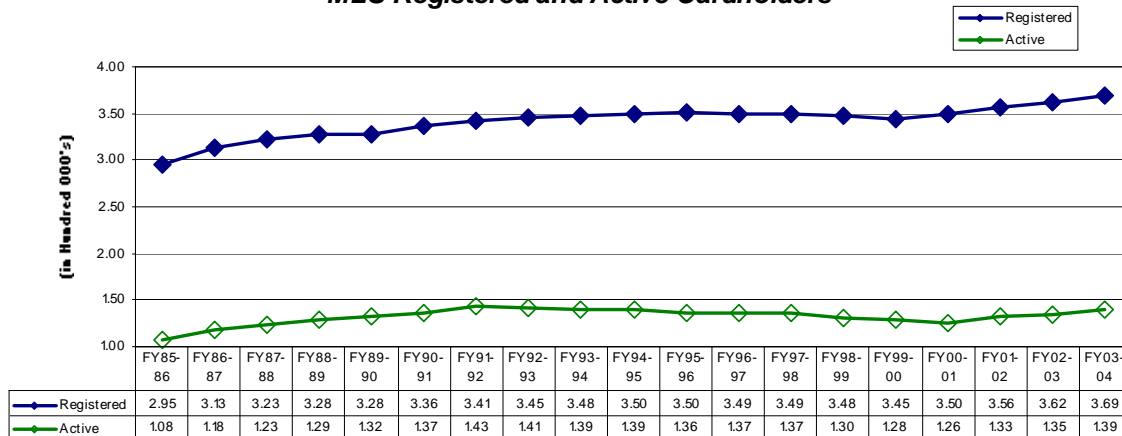- Ribbon-cutting and grand opening of the MAPS-funded Ronald J. Norick Downtown Library.[iii]

The purpose of the Annual Statistical Report is to provide a snapshot of the services customers used this past year as compared to previous years. Then, by using the snapshot, we are better able to prepare for our future. Although we will evolve as a system, the spirit of the Metropolitan Library will remain strong as we continue to offer customers high quality customer service, a superior collection of materials, and the latest in technology.

If you have questions regarding this report, please contact Planning Services.
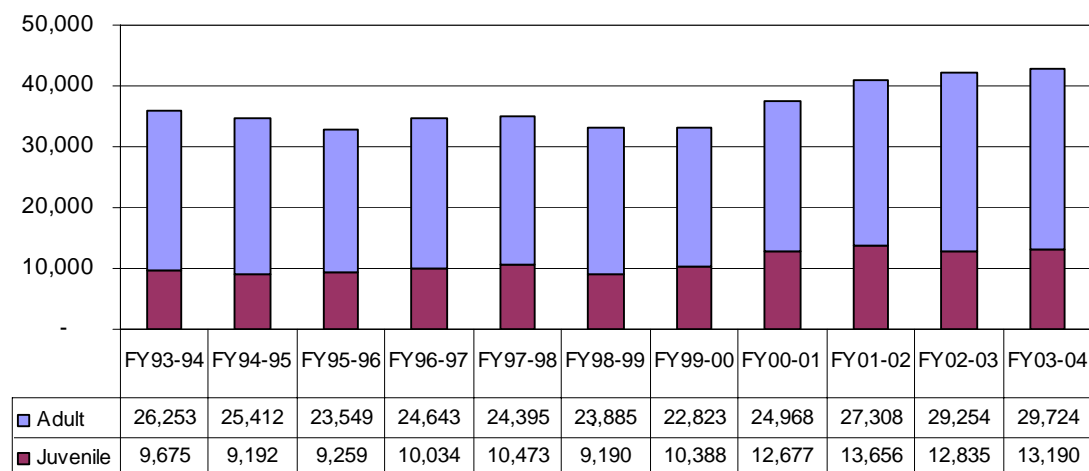
Borrowers

This past fiscal year, MLS issued new library cards to almost 43,000 people, an increase of 1.9%. The number of registered borrowers (those who have a MLS library card) increased by 7,704, or 2.1%, while active borrowers increased by .6% to 37.6%.
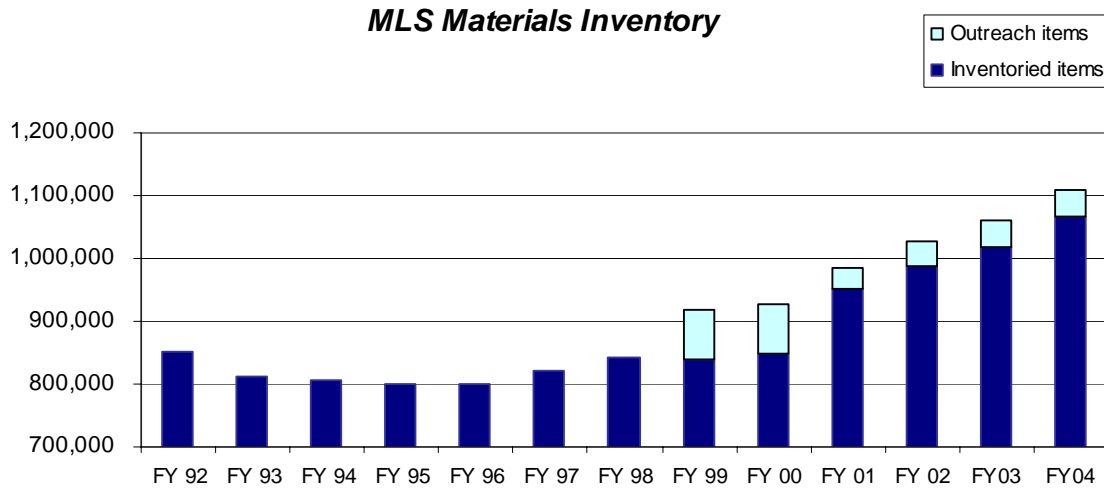
MLS Registered and Active Cardholders

	FY85-86	FY86-87	FY87-88	FY88-89	FY89-90	FY90-91	FY91-92	FY92-93	FY93-94	FY94-95	FY95-96	FY96-97	FY97-98	FY98-99	FY99-00	FY00-01	FY01-02	FY02-03	FY03-04
Registered	2.95	3.13	3.23	3.28	3.28	3.36	3.41	3.45	3.48	3.50	3.50	3.49	3.49	3.48	3.45	3.50	3.56	3.62	3.69
Active	1.08	1.18	1.23	1.29	1.32	1.37	1.43	1.41	1.39	1.39	1.36	1.37	1.37	1.30	1.28	1.26	1.33	1.35	1.39

(in Hundred 000's)

New Cards Issued

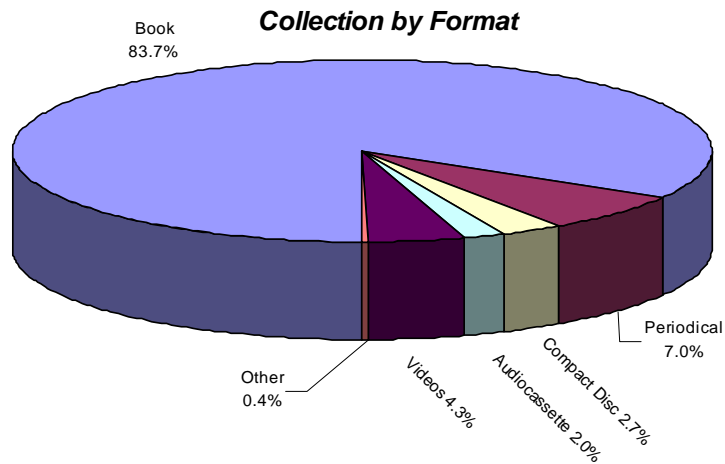|	FY93-94	FY94-95	FY95-96	FY96-97	FY97-98	FY98-99	FY99-00	FY00-01	FY01-02	FY02-03	FY03-04
Adult	26,253	25,412	23,549	24,643	24,395	23,885	22,823	24,968	27,308	29,254	29,724
Juvenile	9,675	9,192	9,259	10,034	10,473	9,190	10,388	12,677	13,656	12,835	13,190

Materials Collection

During FY03-04 the number of items listed in our library catalog increased 4.9% to 1,066,858. The total number of cataloged titles was 220,407 which is a increase of 7.69%.

MLS Materials Inventory

Legend:
- ☐ Outreach items
- ■ Inventoried items

	FY 92	FY 93	FY 94	FY 95	FY 96	FY 97	FY 98	FY 99	FY 00	FY 01	FY 02	FY03	FY04

Books represent the largest portion of our collection as shown by the chart below. Compact discs increased from 2.4% in FY02-03 to 2.7% in FY03-04.   Periodicals decreased by .3% during FY03-04.

Collection by Format

Book
83.7%

Periodical
7.0%

Other
0.4%

Videos 4.3%

Audiocassette 2.0%

Compact Disc 2.7%

Adult level material comprises over two-thirds of our collection as shown by the chart below.

Collection by Reading/Interest Level
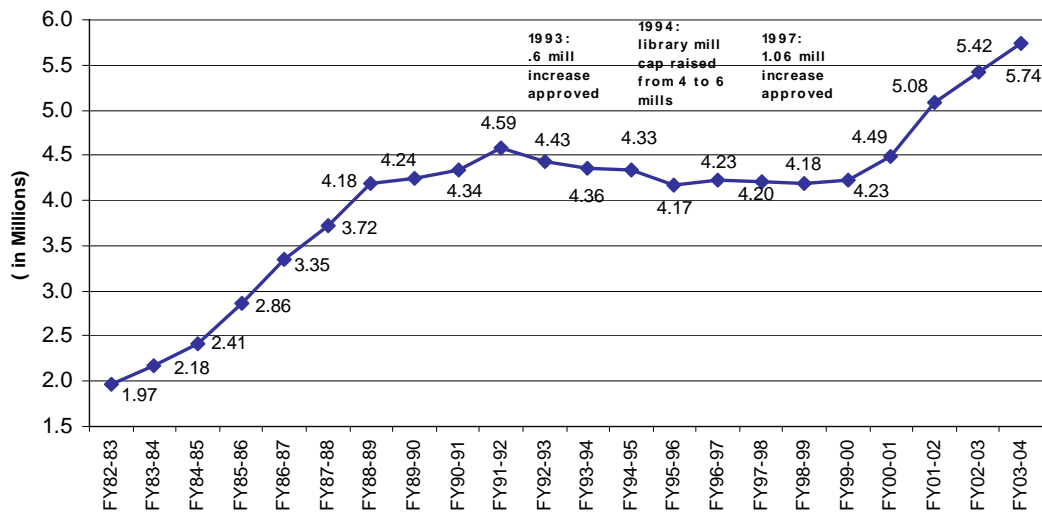
☐ adult level
☐ juvenile level

32%

68%
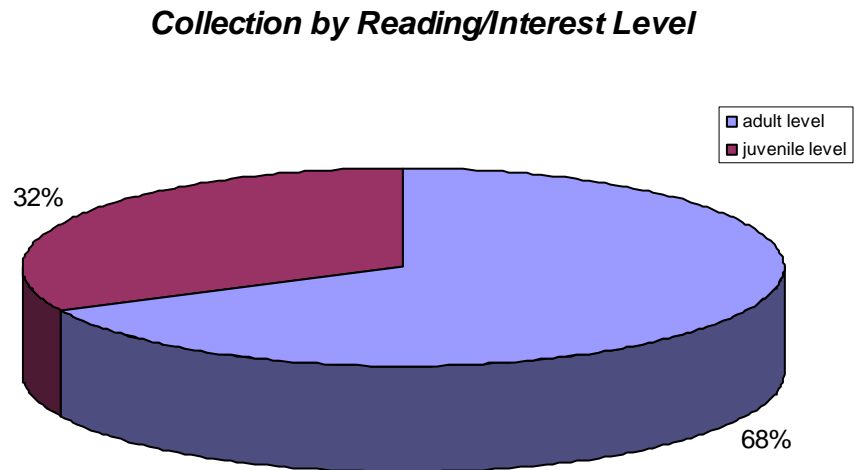
Circulation of Our Collection

Circulation has grown dramatically over the past five years. We have experienced an increase in circulation of 1.5 million items, which represents a 36% increase!

Circulation increased to 5.74 million items during FY03-04. This is an increase of 313,653 items over FY02-03, a 5.7% increase.

MLS Circulation
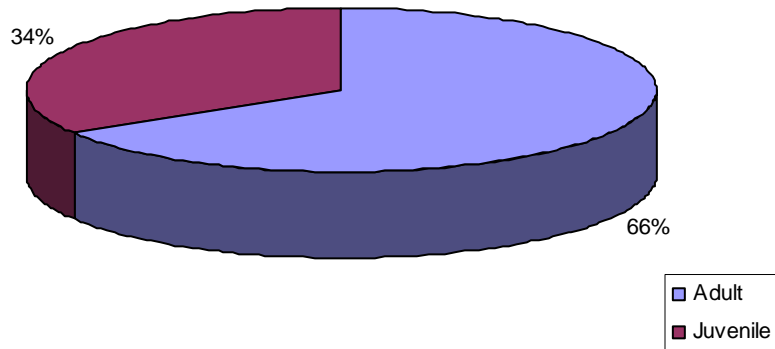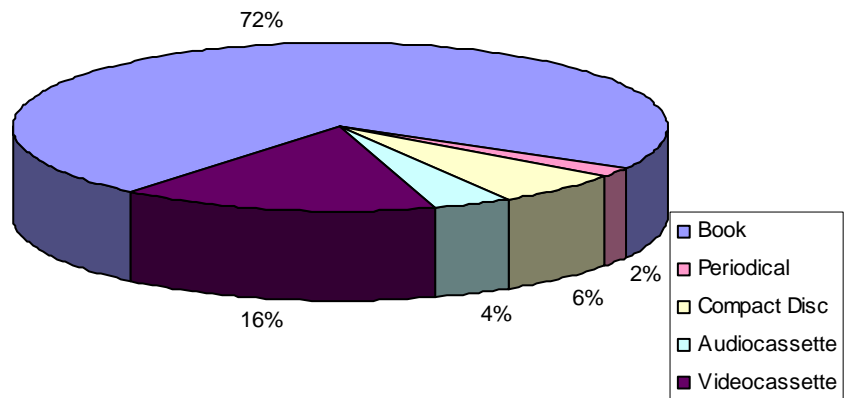### 22 Year History

MLS Circulation
5 Year Actual
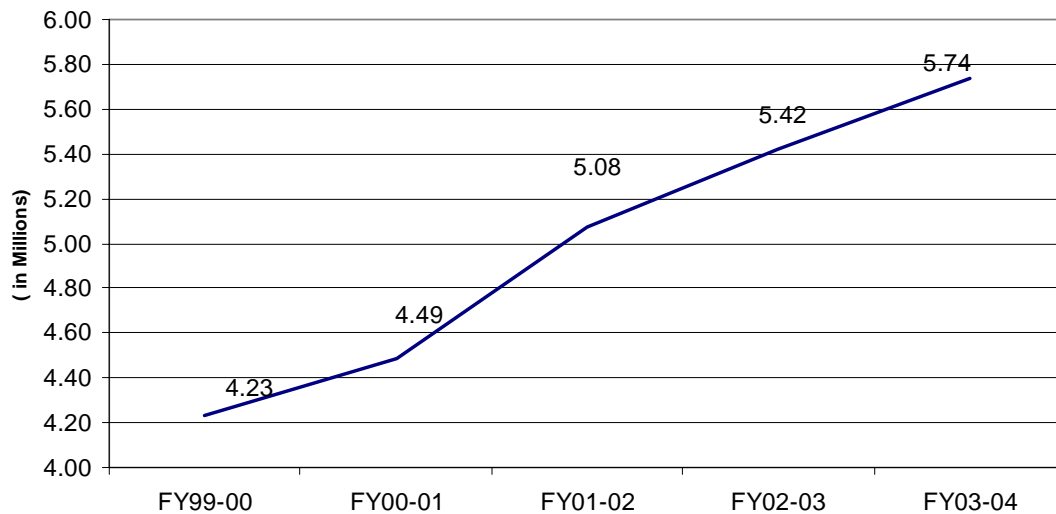
Last year 66% of our circulation was adult-level material and 34% was juvenile.
Compact discs circulation by format increased slightly during FY03-04.

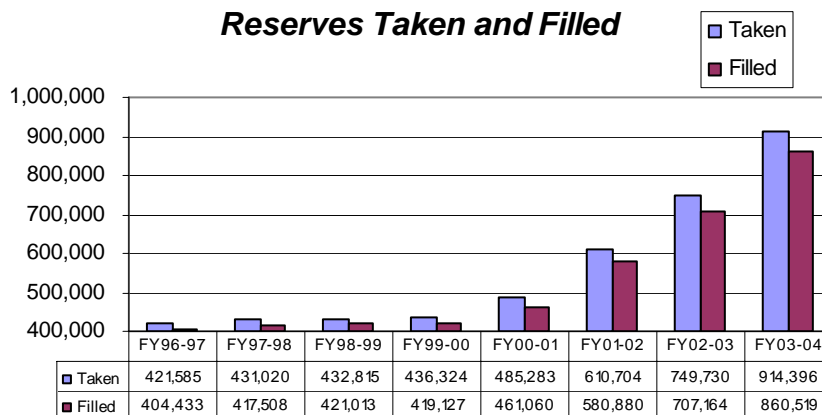### *Circulation by Reading/Interest Level*

34%

66%

□ Adult
■ Juvenile

Circulation by Format

72%

16%

4%

6%

2%

□ Book
■ Periodical
□ Compact Disc
□ Audiocassette
■ Videocassette

Reserves

Customers may use CyberMARS to reserve an item the library owns or a staff member may reserve the item for them. The number of reserves taken increased by 164,666 during the last fiscal year, which represents a 22% increase. As a result of these significant increases, a group of MLS employees has been meeting to address the amount of staff time required to process reserves.

As shown by the chart below, we filled 94% of the customers' reserves. However, our fill rate becomes 98.7% when we subtract from the number taken, the 42,853 reserves that customers cancelled.

Reserves Taken and Filled

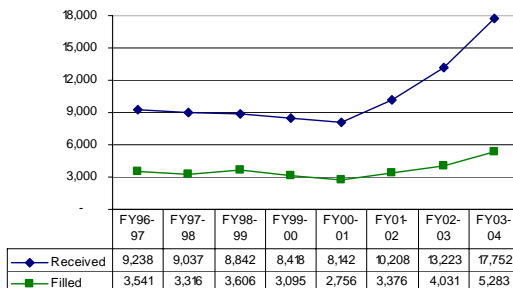|	FY96-97	FY97-98	FY98-99	FY99-00	FY00-01	FY01-02	FY02-03	FY03-04
Taken	421,585	431,020	432,815	436,324	485,283	610,704	749,730	914,396
Filled	404,433	417,508	421,013	419,127	461,060	580,880	707,164	860,519

Interlibrary Loan

When a library's materials collection does not contain the specific item requested by a customer, Interlibrary Loan may be used to help fulfill his/her need. We participate in two Interlibrary Loan (ILL) programs:

- Online Computer Literacy Center (OCLC), a national system; and
- Oklahoma Library Technology Network (OLTN), a system within the state of Oklahoma.
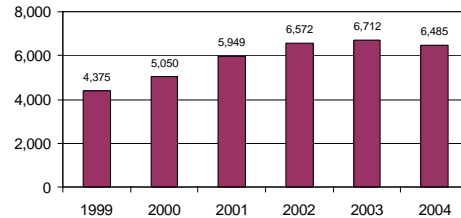
Requests generated by us to other libraries, where we are the borrower, increased last year. We initiated 4,513 requests for material that the library did not own, an increase of 204 requests compared to the previous year. Of these, 78% of customer requests were filled.

Other libraries contact us for materials we own that they would like to borrow for their customers. During FY03-04, we received 17,752 requests for material from OCLC, a 34% increase. OLTN/Autographics requests for material during 2004 decreased 3% to 6,485.   Statistics are not kept regarding the OLTN/Autographics fill rate, however, estimates range from one-third to one-half of requests received. OLTN/Autographics data is summarized by calendar year.
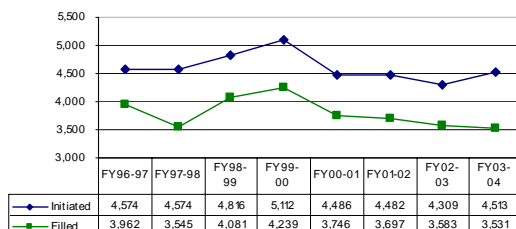
OCLC Interlibrary Loan (MLS as Lender)

	FY96-97	FY97-98	FY98-99	FY99-00	FY00-01	FY01-02	FY02-03	FY03-04
Received	9,238	9,037	8,842	8,418	8,142	10,208	13,223	17,752
Filled	3,541	3,316	3,606	3,095	2,756	3,376	4,031	5,283

OLTN/Autographics Requests for Materials

1999	2000	2001	2002	2003	2004
4,375	5,050	5,949	6,572	6,712	6,485

Notes: The Interlibrary Loan Office coordinates the lending and borrowing of materials between the Metropolitan Library System and other libraries through OLTN. Statistics are not kept regarding the fill rate, however, estimates range from one-third to one-half of requests received. Data is summarized by calendar year.

OCLC Interlibrary Loan (MLS as Borrower)

	FY96-97	FY97-98	FY98-99	FY99-00	FY00-01	FY01-02	FY02-03	FY03-04
Initiated	4,574	4,574	4,816	5,112	4,486	4,482	4,309	4,513
Filled	3,962	3,545	4,081	4,239	3,746	3,697	3,583	3,531

Electronic Materials Collection

The Library subscribes to several electronic resources (also referred to as databases). Electronic resources are subscription services accessible via the Internet, making this information available 24 hours a day.

These electronic resources provide information on a wide variety of topics for our customers. For example, genealogy is very popular with our customers so we subscribe to Ancestry.com. Another resource is the Learn a Test database, which assists those who are preparing to take an exam.

Electronic Resource Usage

Pie chart segments:

- SIRS Researcher, 0.8%
- SIRS Discoverer, 0.2%
- Wilson Biography, 1.5%
- AP Multimedia Archive, 2.2%
- Science Expirments, 0.9%
- Ancestry.com, 9.2%
- Associations Unlimited, 1.1%
- Reference USA, 5.3%
- Biography & Genealogy, 2.1%
- Proquest Direct, 3.4%
- Poem/Lit Finder, 1.3%
- D&B Million Dollar, 1.0%
- Novelist, 2.9%
- Mitchell Repair, 0.8%
- Ebsco Host, 23.3%
- Literature Resource Center, 5.5%
- InfoWeb Newsbank, 3.5%
- OLTN Database, 2.9%
- Oklahoman Electronic Archives, 1.5%
- Oklahoma Images, 0.3%
- Oklahoma Co. Building Index, 1.7%
- Facts.com, 7.2%
- Learn a Test, 1.6%
- Firstsearch, 19.7%
- Mergent Online, 0.2%

Notes: The following databases are funded by ODL (Oklahoma Dept. of Libraries) Firstsearch, Ebsco Host and SIRS Discoverer

Internet Activities

Library computers provide access to our computerized library catalog called CyberMARS. Additionally, CyberMARS allows our customers to view their borrower record, place reserves and access subscription electronic resources. During FY03-04 there were over 3 million searches of CyberMARS which is a 14% increase.

Our computers offer free public Internet access, as well as software such as word processing, encyclopedias and children's educational software.

The library's website www.metrolibrary.org offers 17 different web services. During FY03-04 there were 420,341 visits to the website, an increase of 35%.

Internet access is very popular as shown by the chart below. We logged 172,776 hours of scheduled customer Internet use during FY03-04, which represents an 11% increase from the previous year. Scheduled Internet use by adult customers increased 13.3% to 150,636 hours. Internet use by minors (children) increased to 22,140 hours, a 2.3% increase. During the past fiscal year we had 40,135 unique customers use our scheduled Internet an increase of 15.1%.
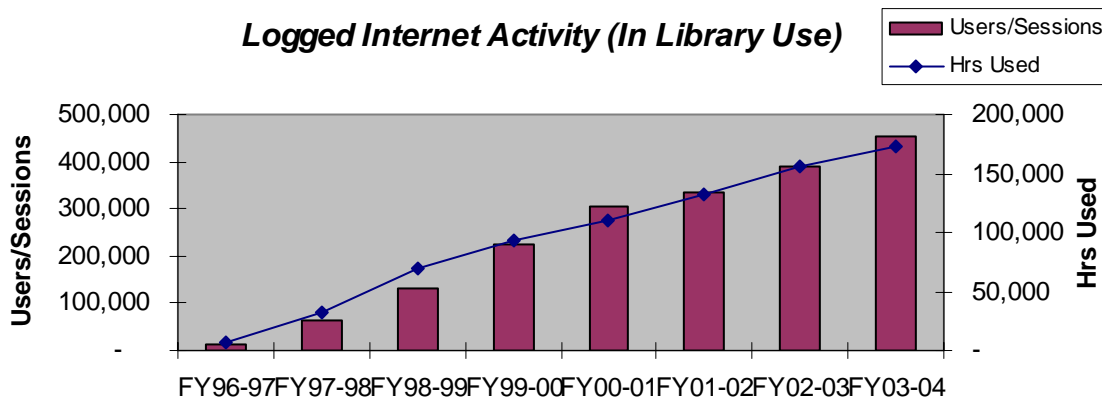

Note: Public Internet Access implemented beginning at Downtown Library on Sept. 3, 1996

Events

Program attendance increased 40% during FY03-04. In fact, we had 148,612 customers attend programs during FY03-04.

Over 81,000 children attended a juvenile program during the year, a 40% increase, and adult program attendance increased by 74% to 46,653 customers. Summer Reading participation was extremely strong as well with close to 15,000 children and young adult participants.
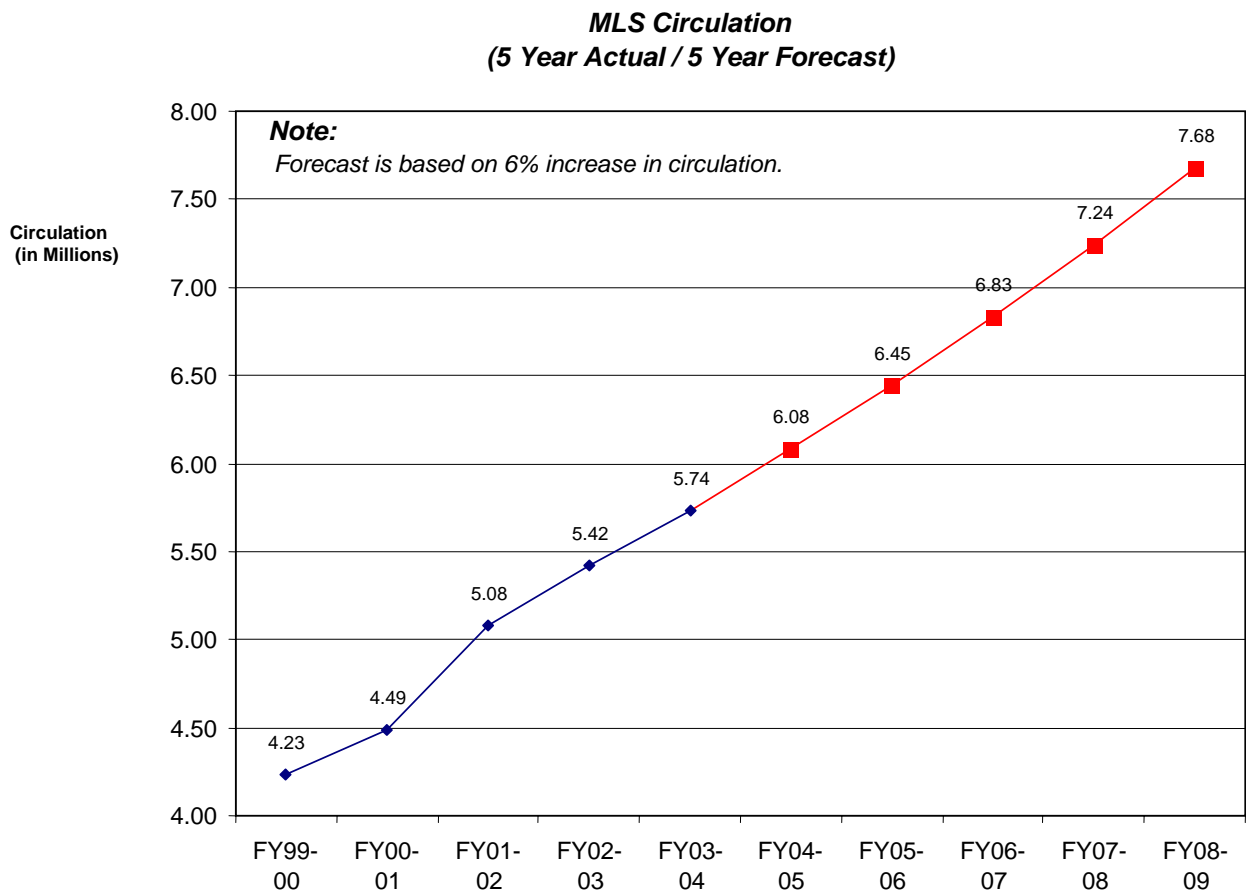
MLS Program-Events Attendance
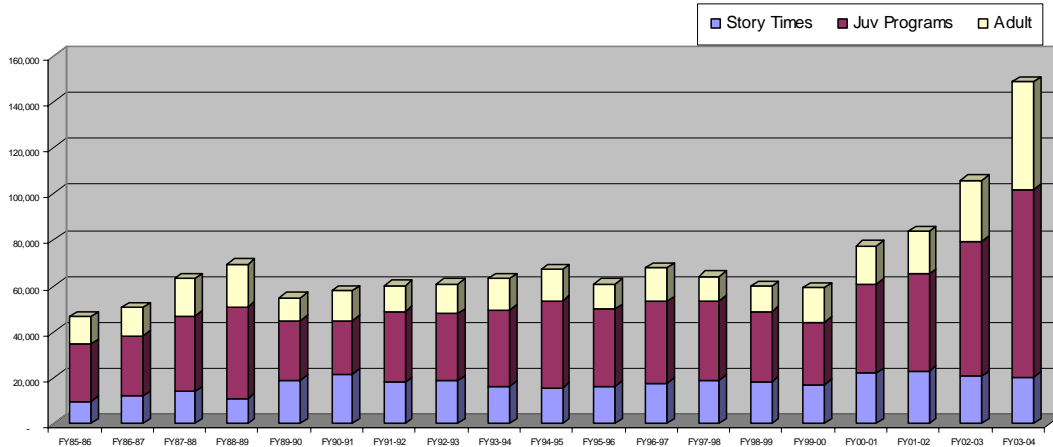
Summary

Our library system is continuously evolving. We are striving to partner up with our community and connect them to an oasis of resources that we provide. Our efforts are paying off in various ways, one way being that our system reserves are increasing 22% annually.

The Metropolitan Library System has accomplished a lot this past year and we are looking forward to the many exciting things we have planned for the upcoming year. We have begun the long process of planning the remodeling of several libraries in our system: Capitol Hill, Ralph Ellison, and Southern Oaks. We are also beginning the planning process for the new Northwest Library which is scheduled to open in 2008.

We have included a five-year forecast of our circulation, which demonstrates the exciting future for us, the Metropolitan Library System. That future will surely require changes. Yet, our vision, our spirit, will remain constant: To provide an information-rich environment of library resources for all the people of Oklahoma County.

MLS Circulation
(5 Year Actual / 5 Year Forecast)

Note:
Forecast is based on 6% increase in circulation.

Circulation (in Millions)

FY	Circulation
FY99-00	4.23
FY00-01	4.49
FY01-02	5.08
FY02-03	5.42
FY03-04	5.74
FY04-05	6.08
FY05-06	6.45
FY06-07	6.83
FY07-08	7.24
FY08-09	7.68

End Notes

[i] "New Choctaw Library to Open, MLS Officials Say." January 2004. **Library News**. www.metrolibrary.org. November 18, 2004.

[ii] "New Library to Host Historic Grand Opening Book Passing August 13." July 2004. **Library News**. www.metrolibrary.org. November 18, 2004.

[iii] "Library Officials Announce Opening of Downtown Library." August 2004. **Library News**. www.metrolibrary.org. November 18, 2004.