

FY06-07
Annual
Statistical
Report



Metropolitan Library
System

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ABOUT THIS REPORT

The Annual Statistical Report is a fixture of our yearly reporting practices. The Planning Department begins the process at the close of each fiscal year by gathering the past year's data from each agency. This information is first used to complete a report for the Oklahoma Department of Libraries (ODL). The ODL report, typically due in early October, is required for MLS to be eligible for state aid in the coming year (\$314,374 in FY06-07). It is also an important resource for completing the many other annual surveys and reports, including this one, that are submitted thereafter.

The Annual Statistical Report is intended to provide a fiscal year summary to the staff and Commission and to serve as a record for reference in future years. Some elements of this report vary from year to year but, where possible, numbers have been placed in context to illustrate multi-year trends. These trends are the result of a combination of factors that can be broadly classified as either stemming from library policies and available resources or as the effects of larger social, demographic, and/or technological trends.

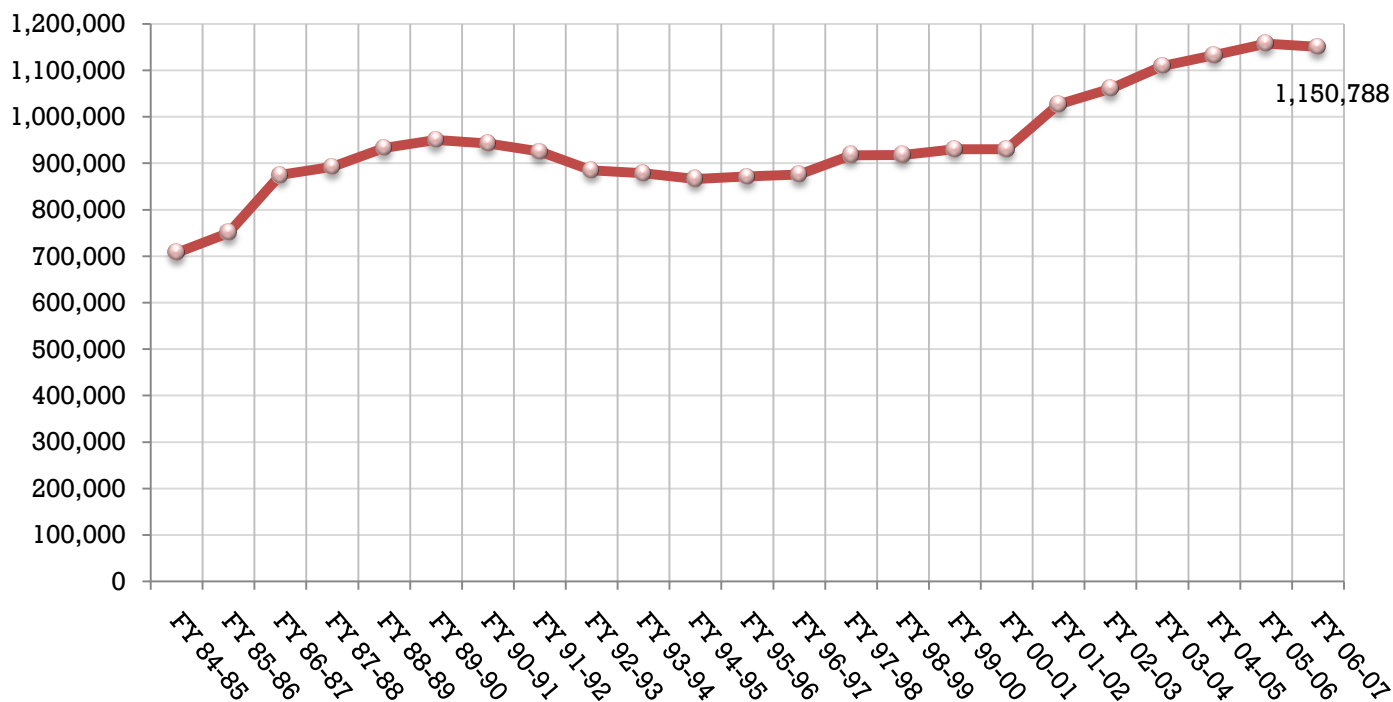
Sometimes these factors all work together to produce clear effects. For instance, the upward trend in computer usage can be attributed in part to policies created in conjunction with a new sign-up system, additional resources in the form of extra computers, as well as the social and technological changes that continue to increase the public's desire to use this service. In anticipation of this trend continuing, there are plans to increase the system's available bandwidth by adding a second internet connection.

Other times, however, such relationships are less clear. Many considerations underlie circulation (loaning of our materials) and inventory figures. Some variables such as the economy, property values or Oprah's next book club selection we cannot control. However, there are elements we can influence, and plans are in place to improve or enhance our processing capacity, shelf space and operating efficiency. These plans include a new service center and Northwest Library that will increase our system's processing capacity and shelf space; as well as implementation of radio frequency identification (RFID) tags and a new reserves handling process which will improve our operating efficiency by enabling staff to return items to the shelves more quickly and accurately where they are accessible to customers.

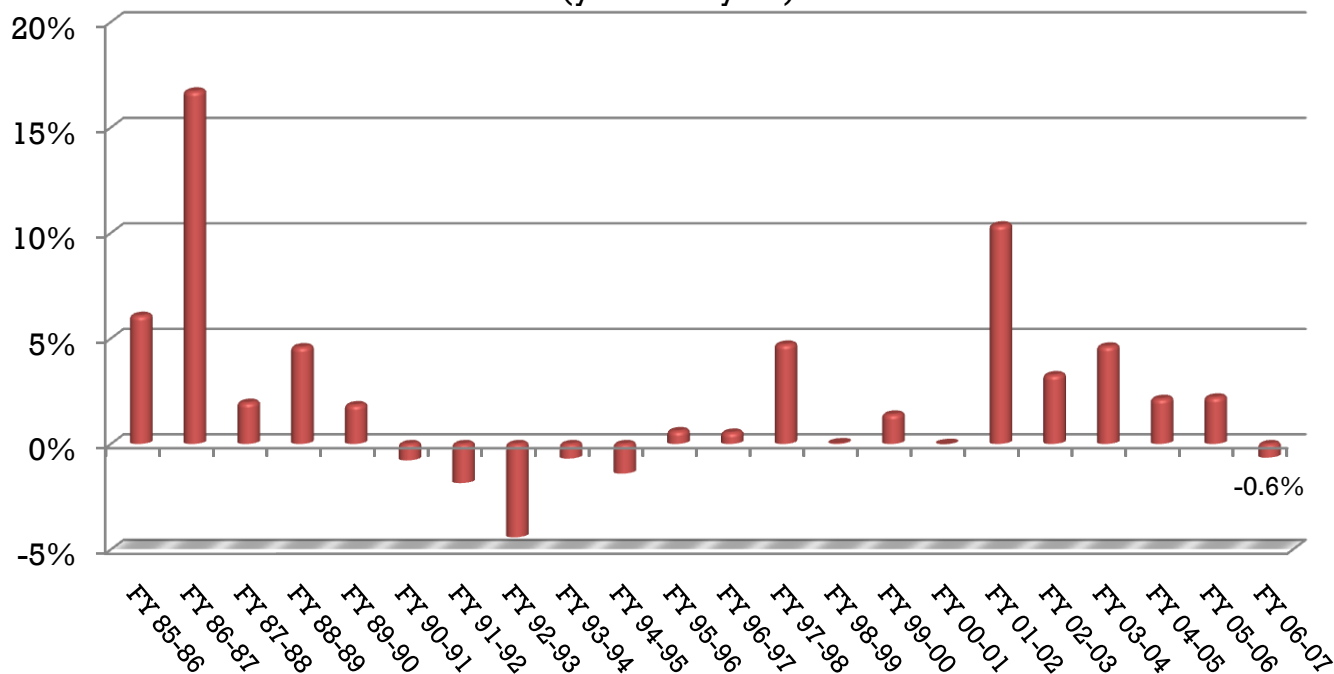
Finally, as we continue marketing the library to promote controlled and sustainable growth, there are often considerations, such as maintaining a current and diverse collection, which are more important than maximizing circulation or other measures. Therefore, while reading this report it is important to regard the information presented herein as a balancing of the resources used to fulfill our mission of providing materials, services and programs to Oklahoma County's diverse community.

INVENTORY HISTORY

MLS Inventory History

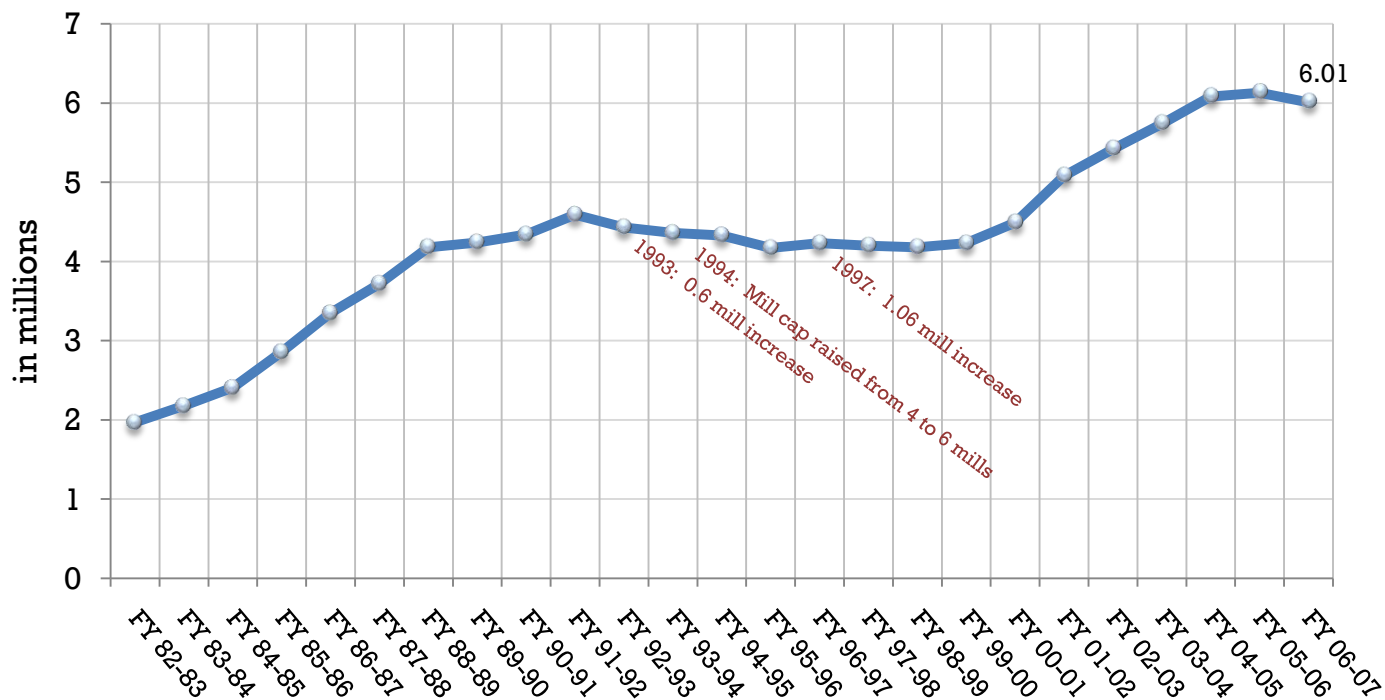


Percentage Inventory Change (year over year)



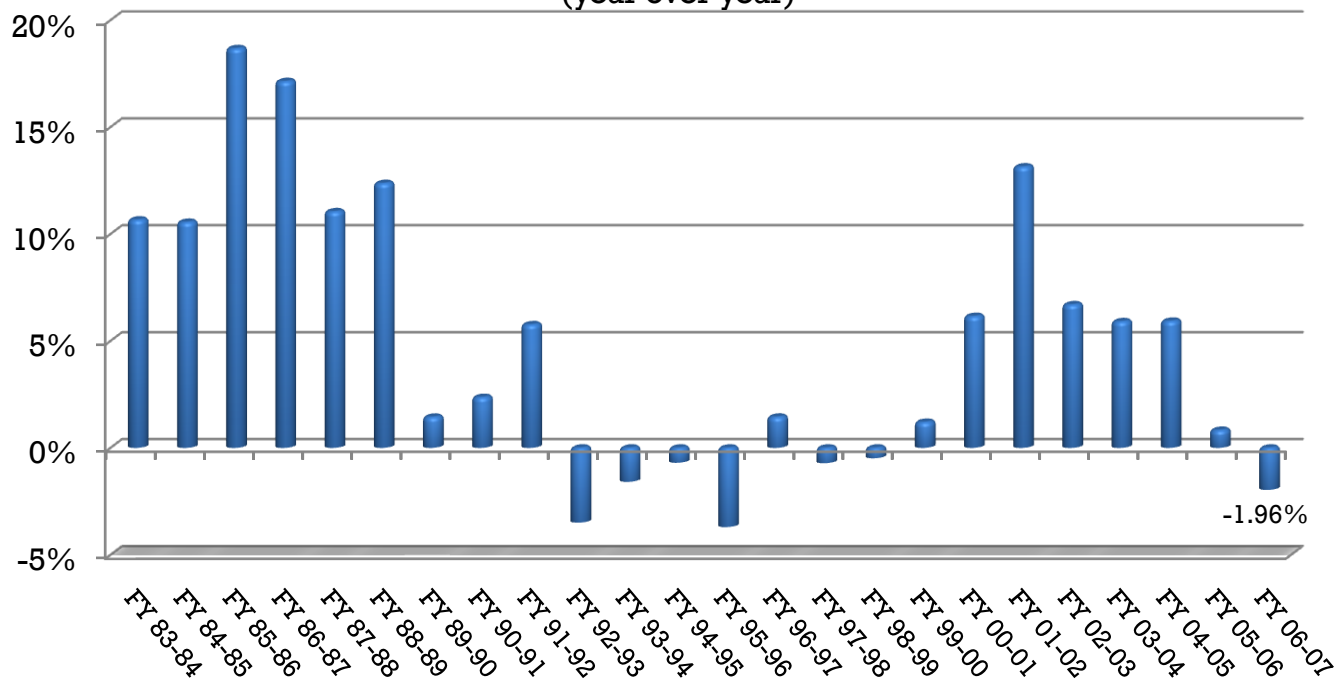
CIRCULATION HISTORY

MLS Circulation History



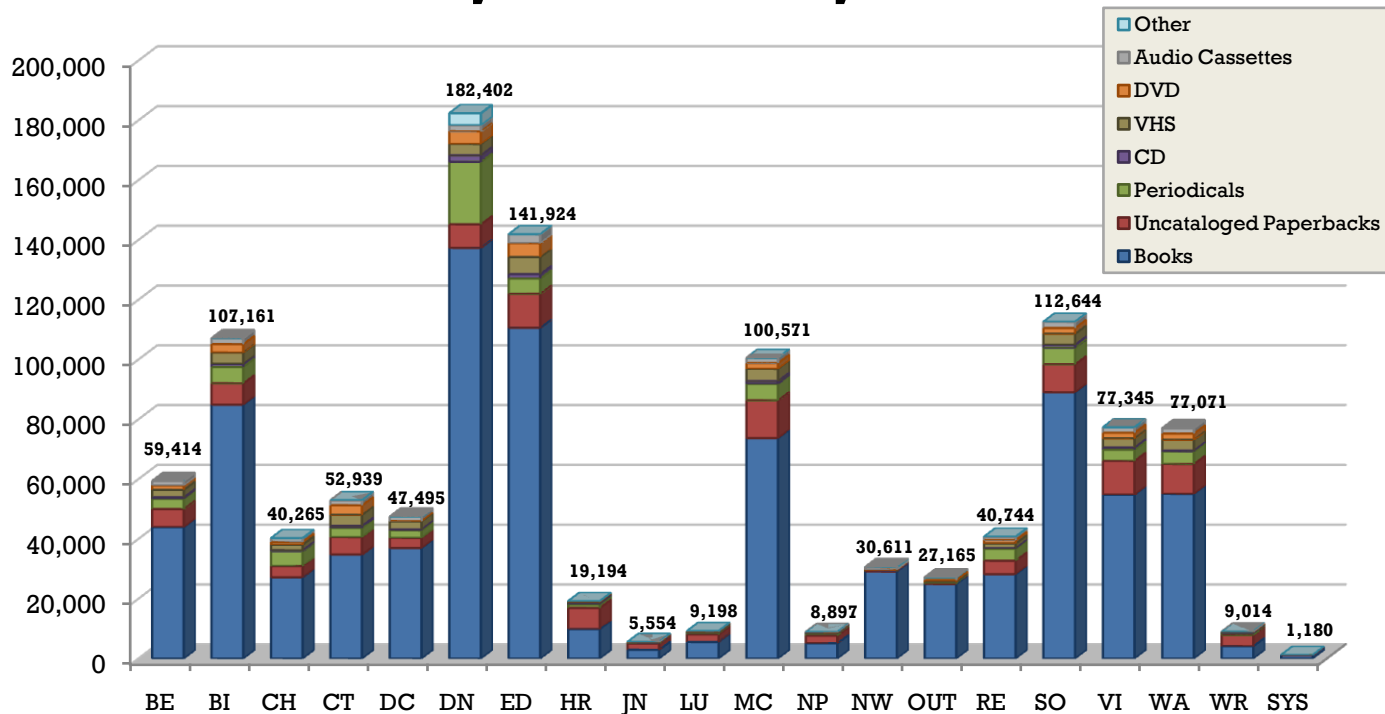
Percentage Circulation Change

(year over year)

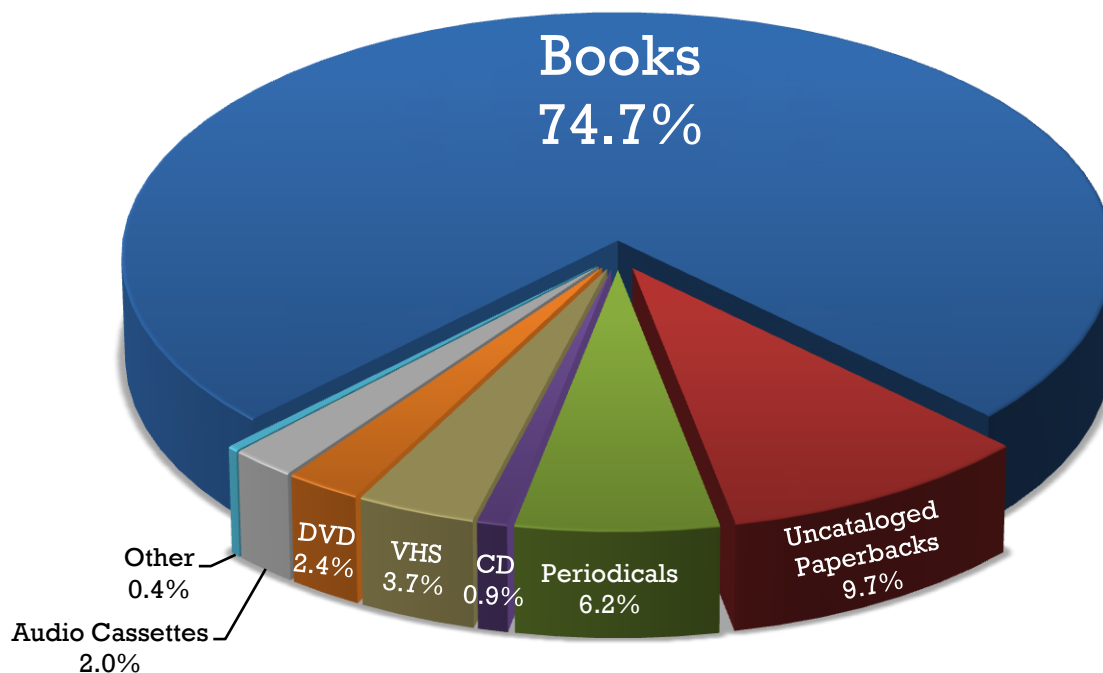


LIBRARY INVENTORIES

Library Inventories by Format

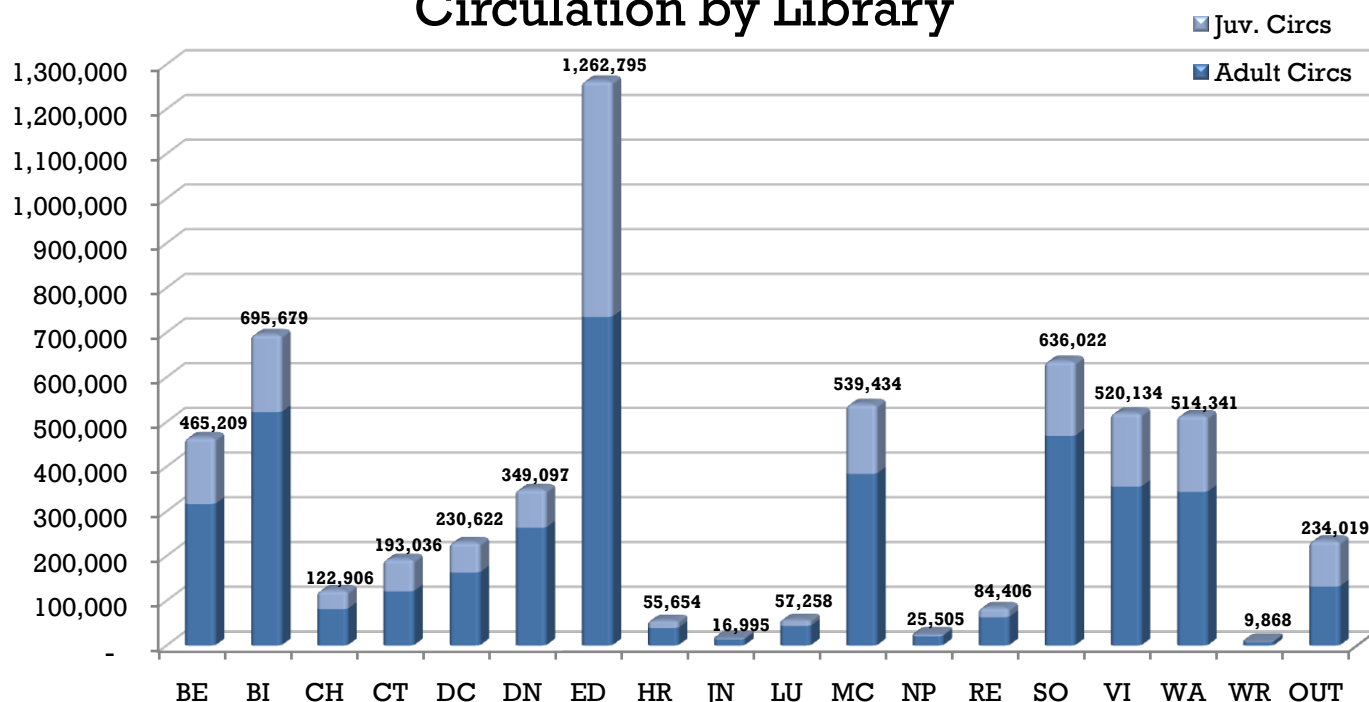


System Inventory by Format

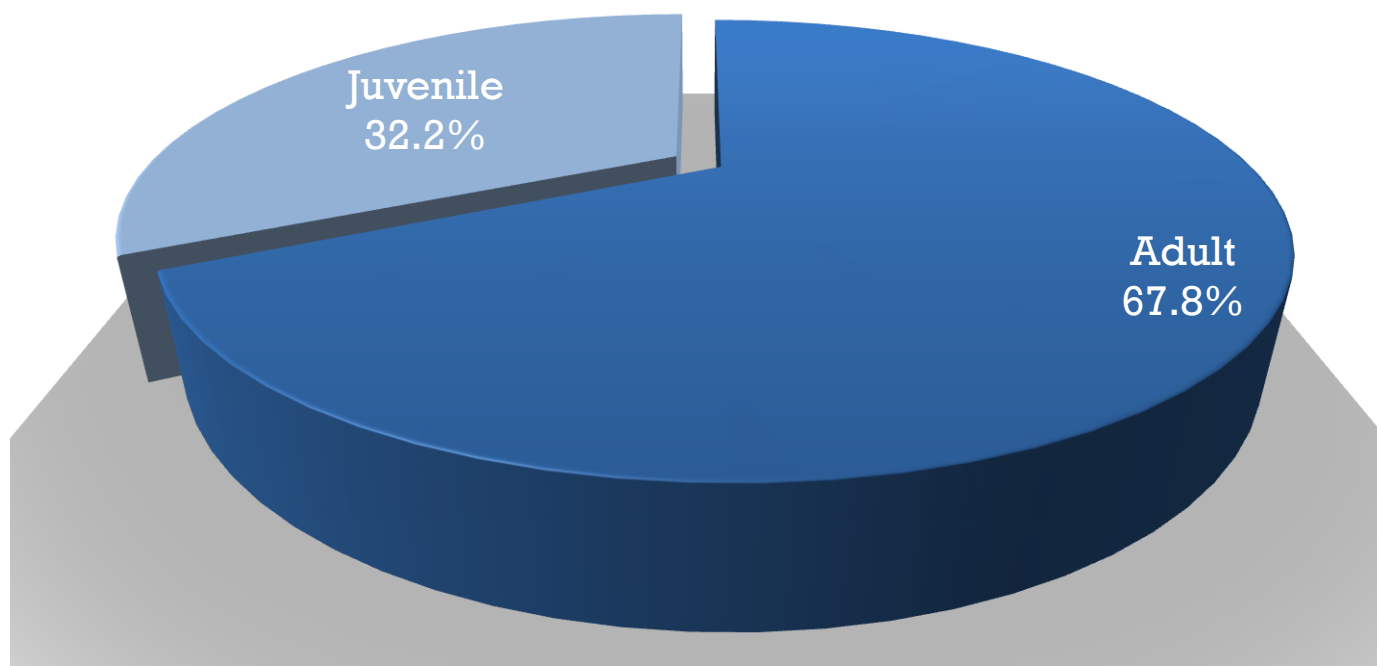


LIBRARY CIRCULATIONS

Circulation by Library

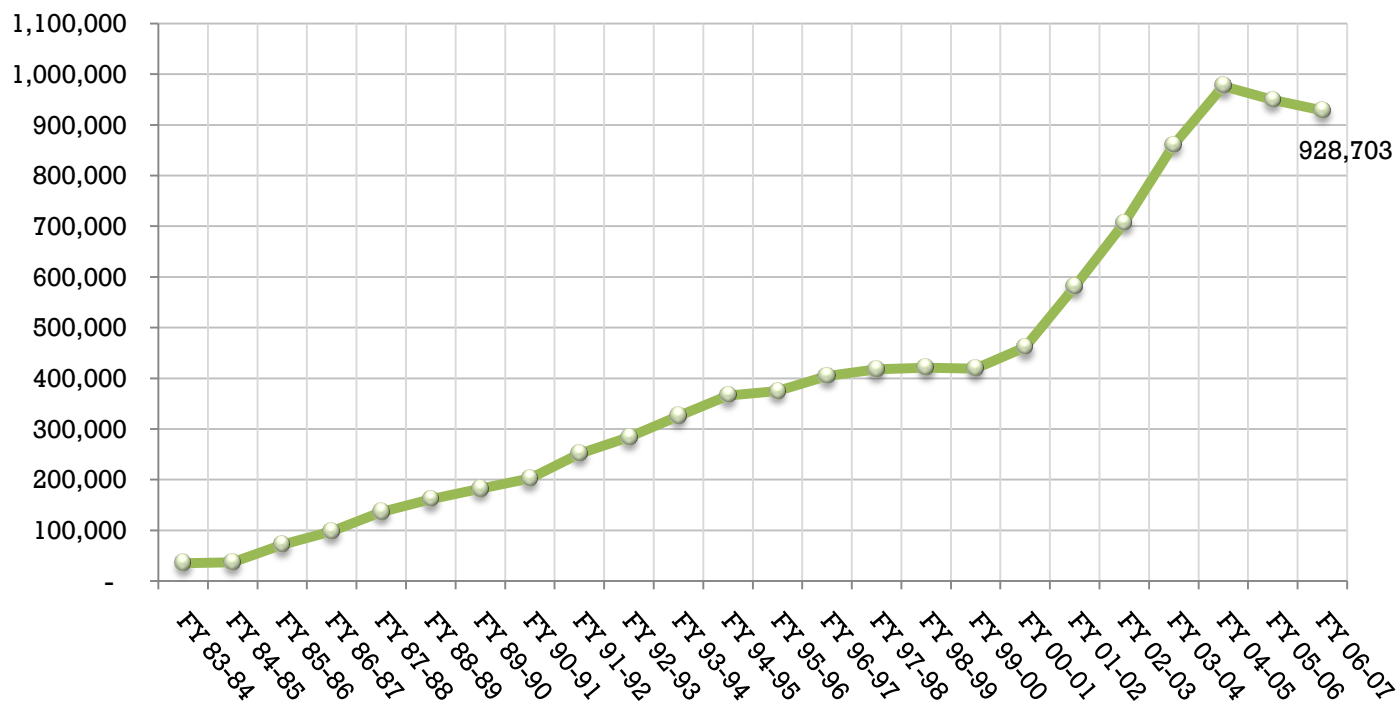


System Circulation by Age Level

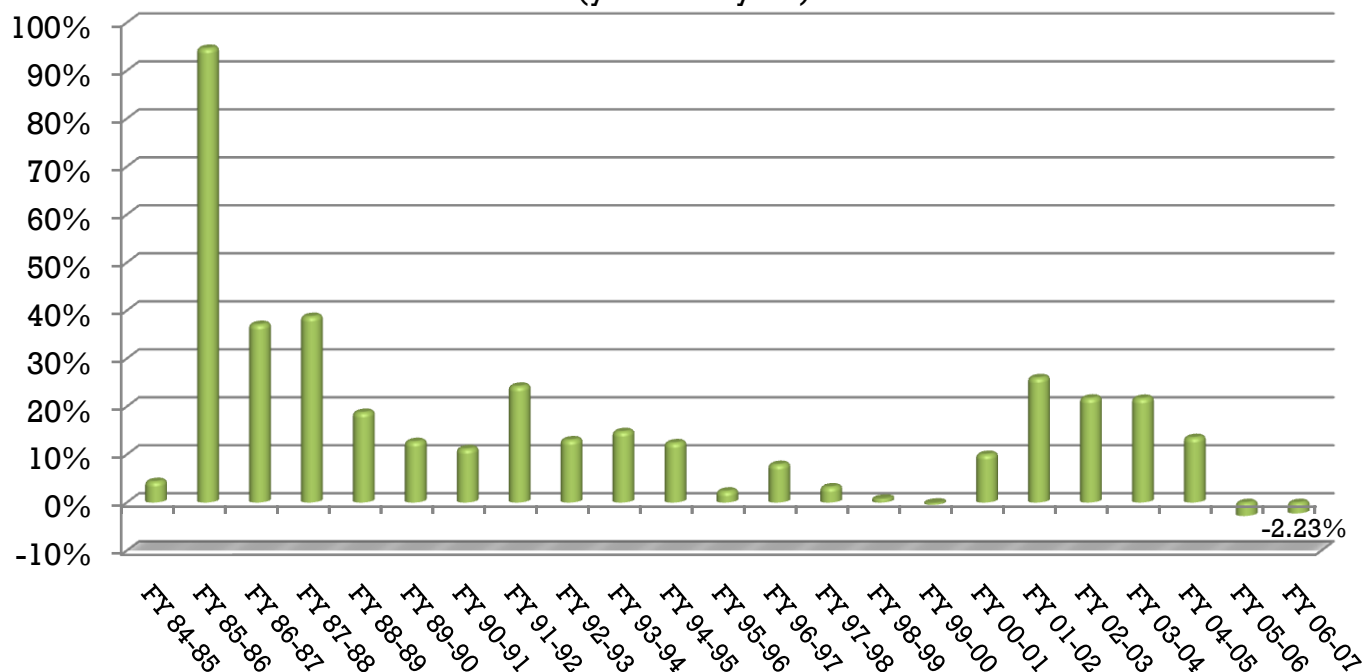


RESERVES HISTORY

MLS System Reserves Filled History

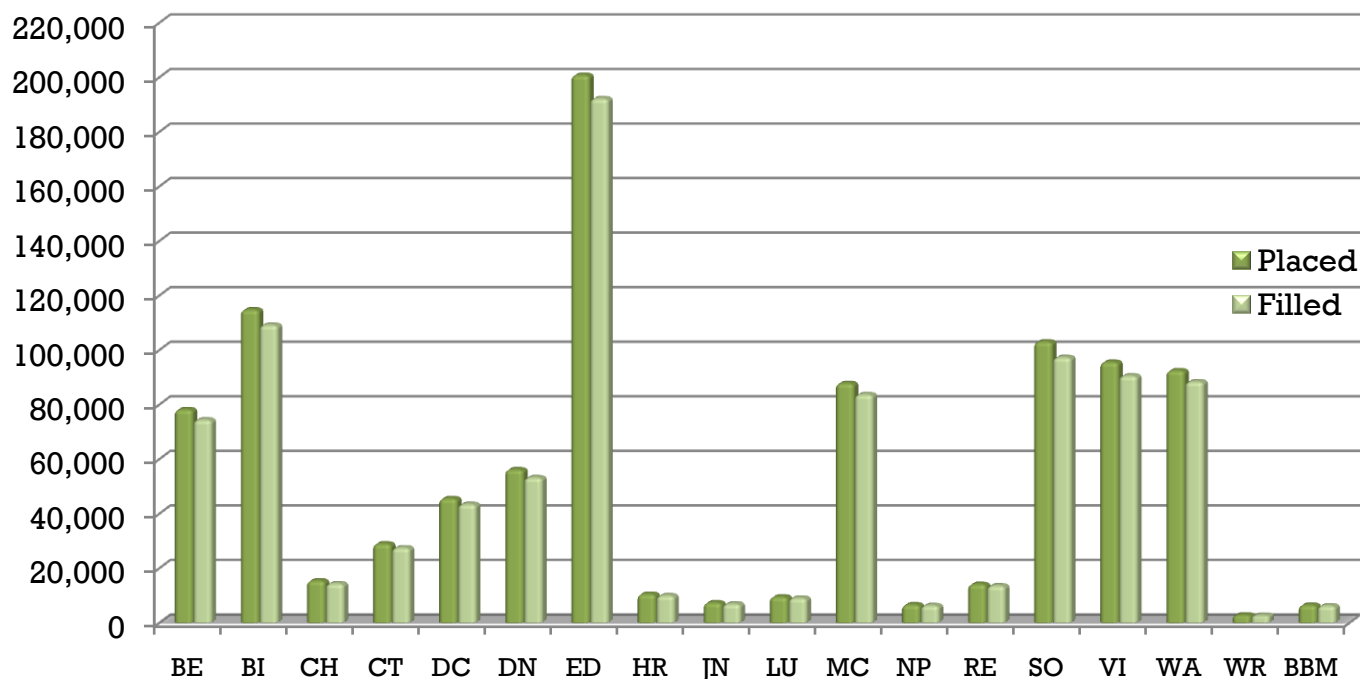


Percentage Reserves Change (year over year)

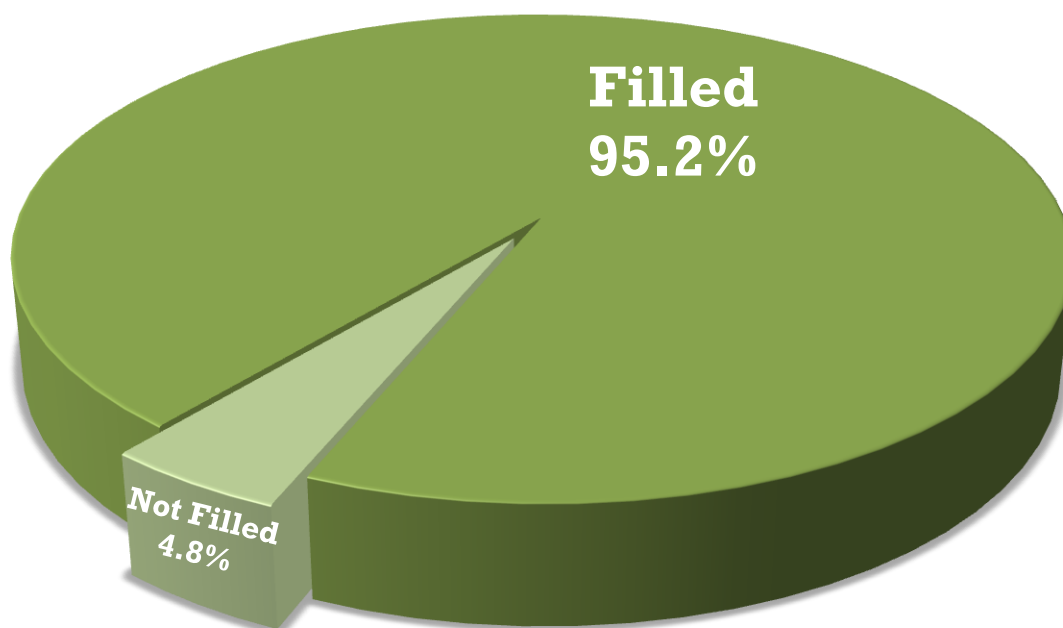


LIBRARY RESERVES

Reserves by Library

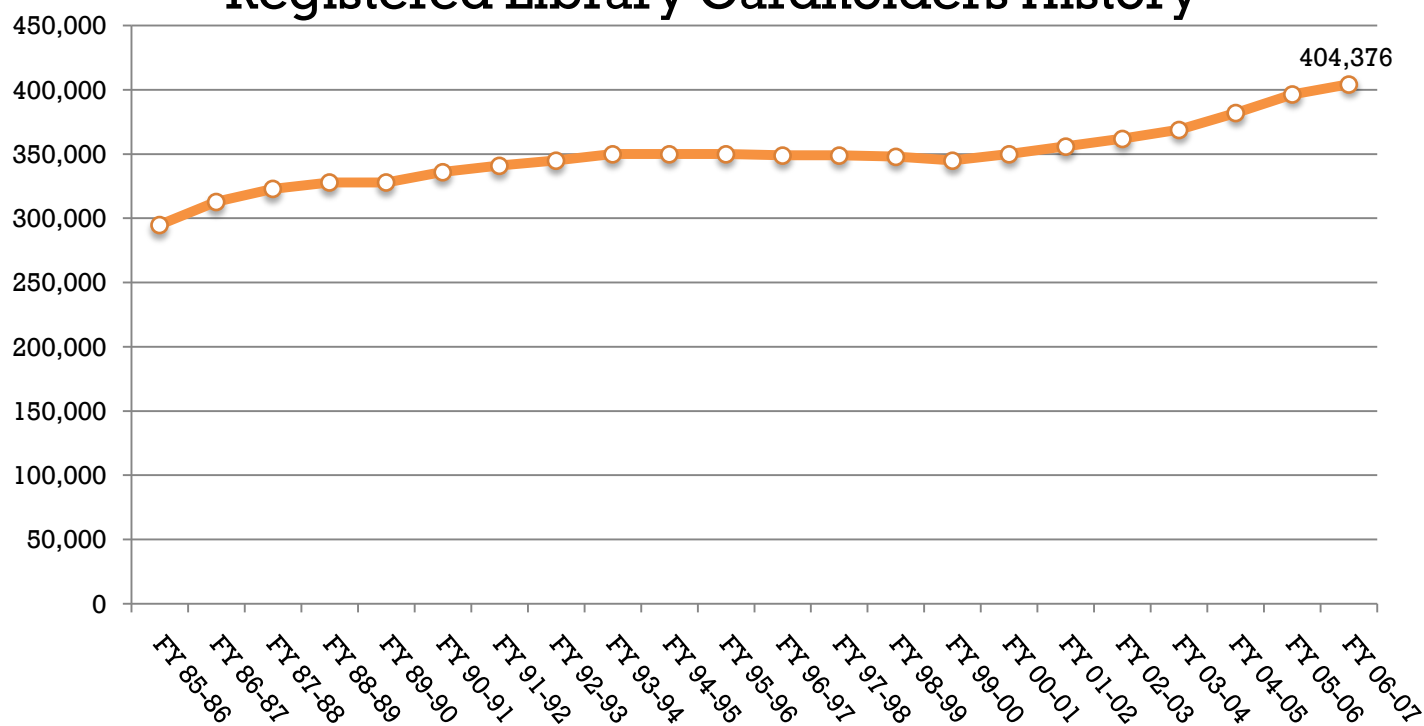


FY06-07 System Reserves Fill-Rate



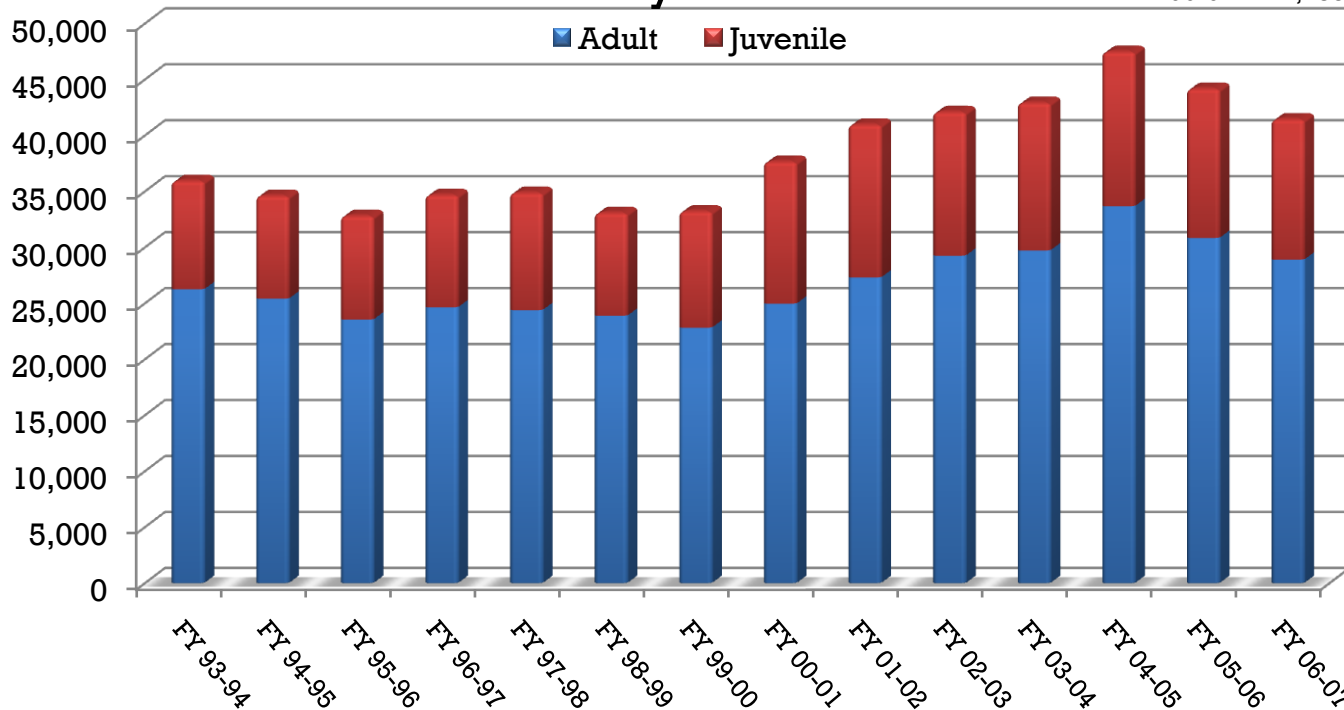
LIBRARY CARDS

Registered Library Cardholders History



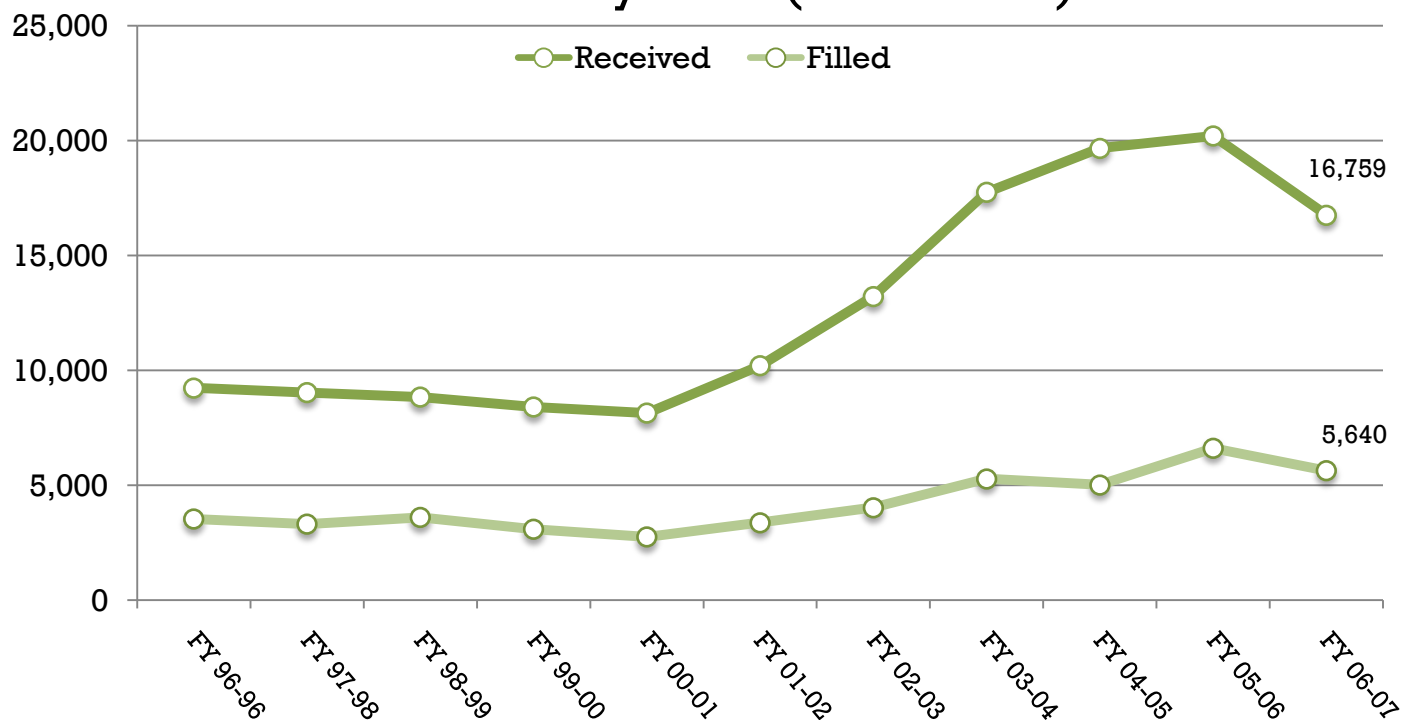
New Library Cards Issued

FY06-07 = 41,435

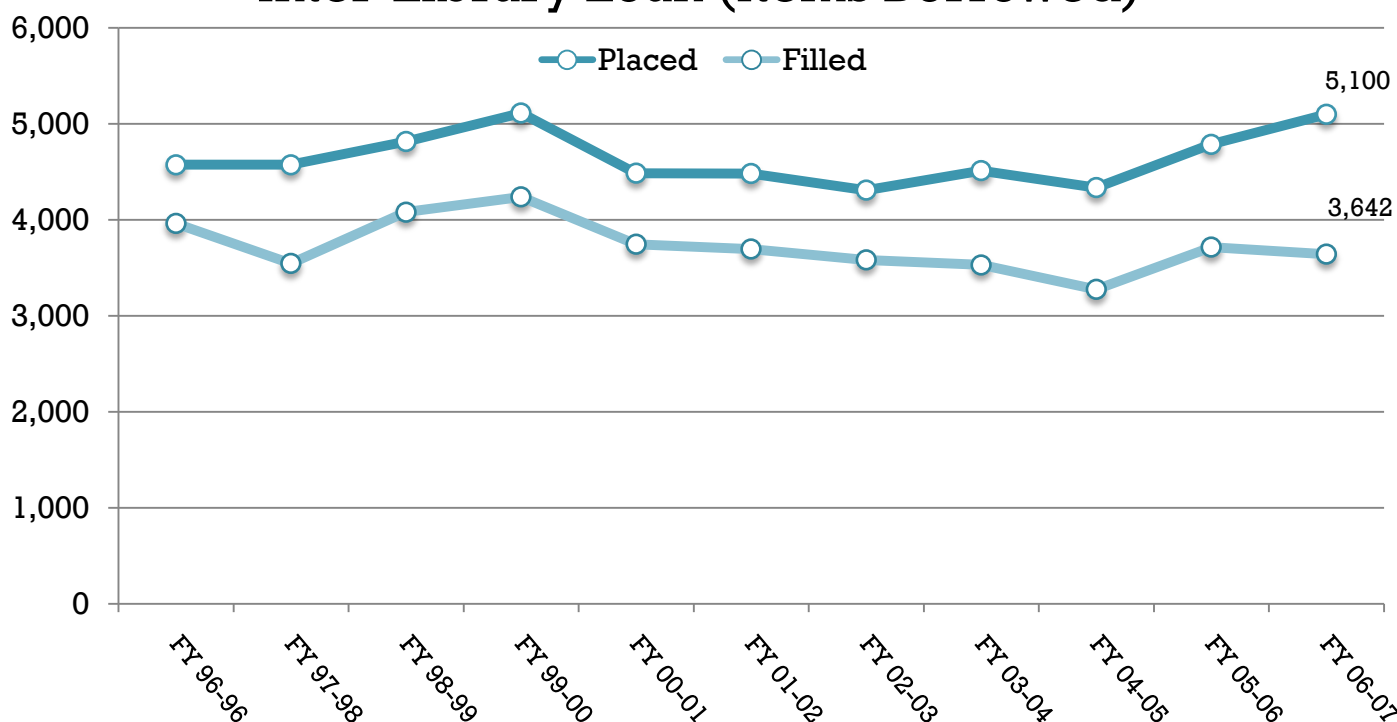


INTER-LIBRARY LOANS

Inter-Library Loan (Items Lent)

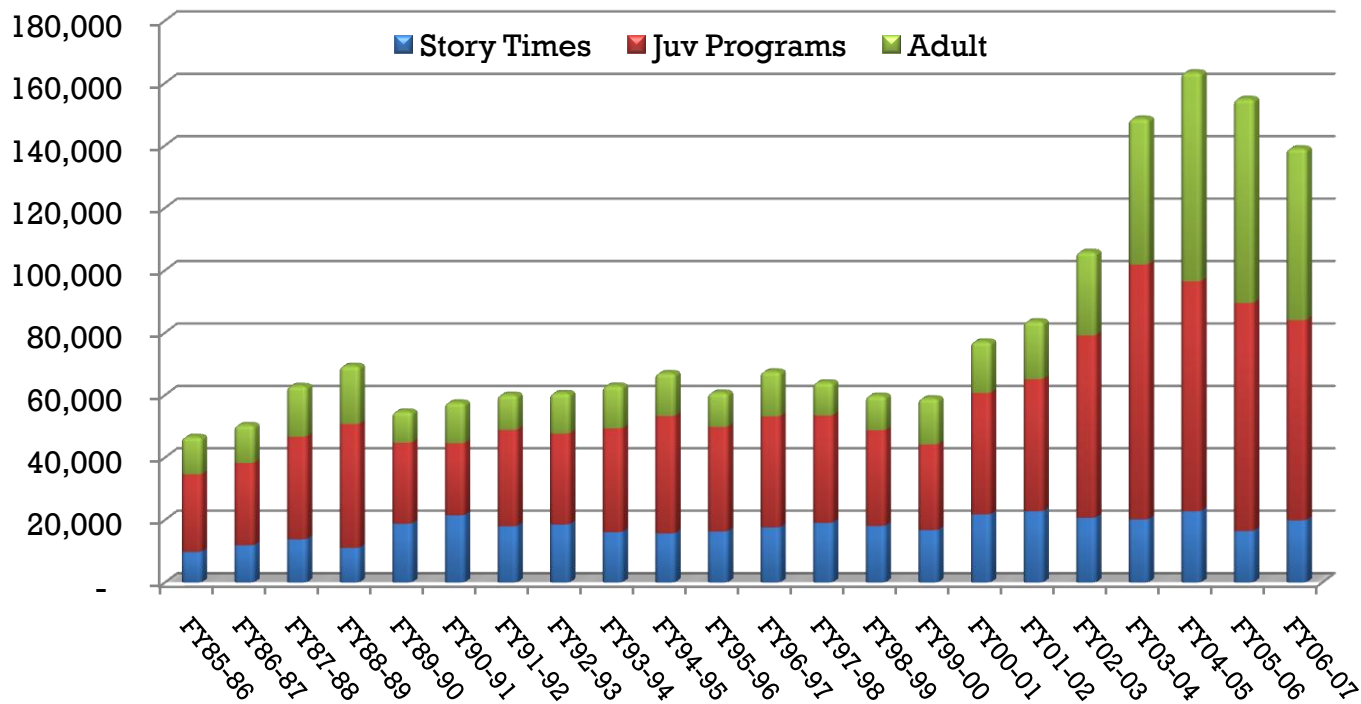


Inter-Library Loan (Items Borrowed)



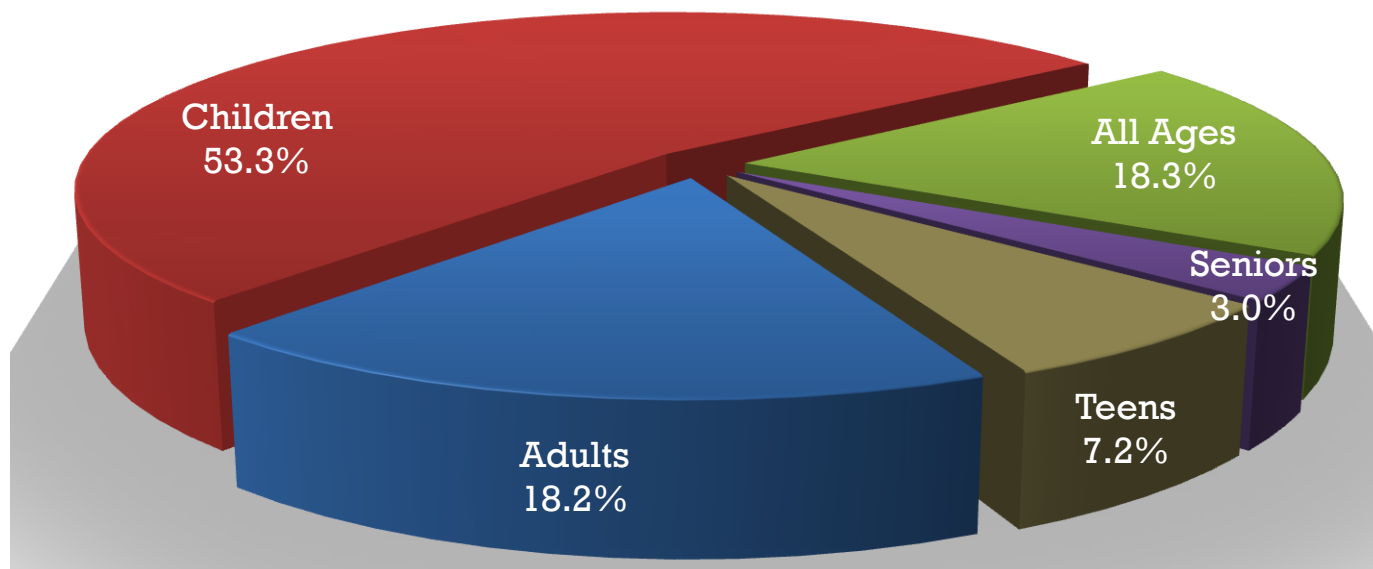
PROGRAM ATTENDANCE

Program Attendance History



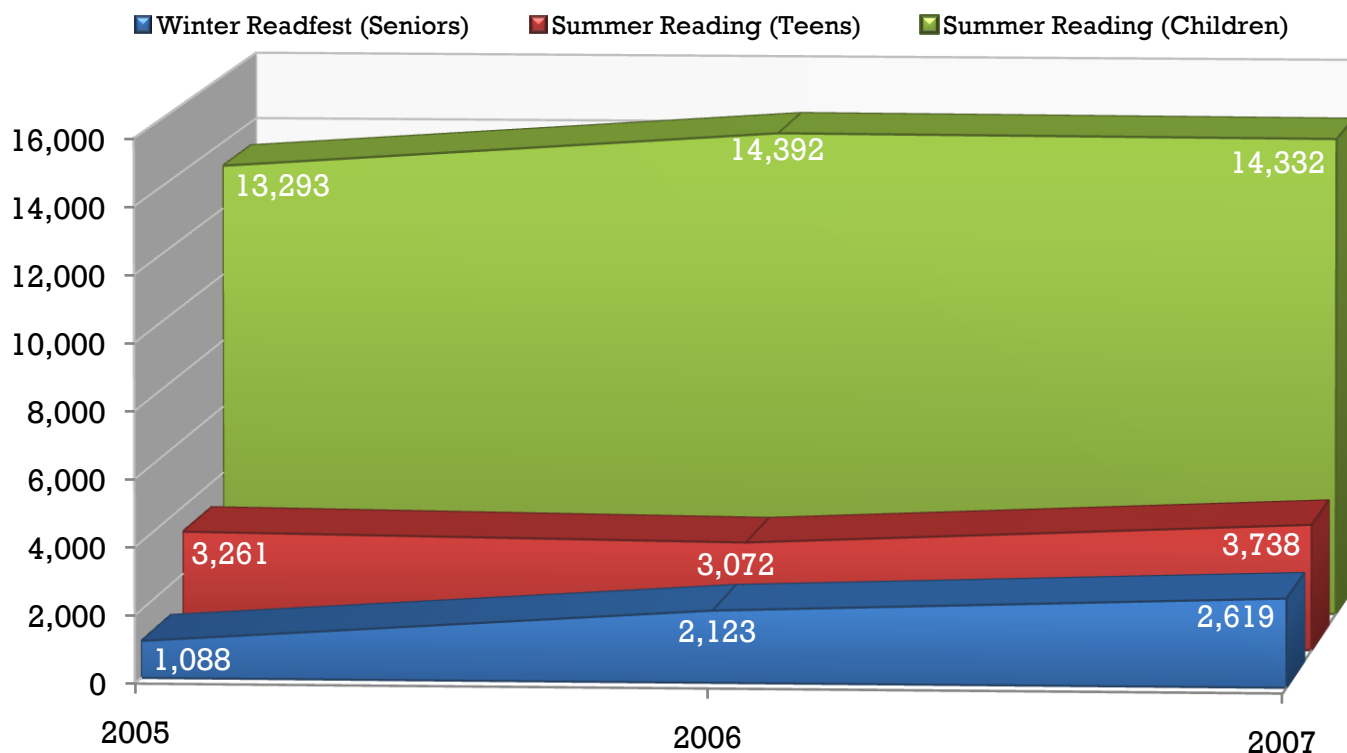
Program Attendance by Intended Audience

FY06-07 Total Attendance = 139,061

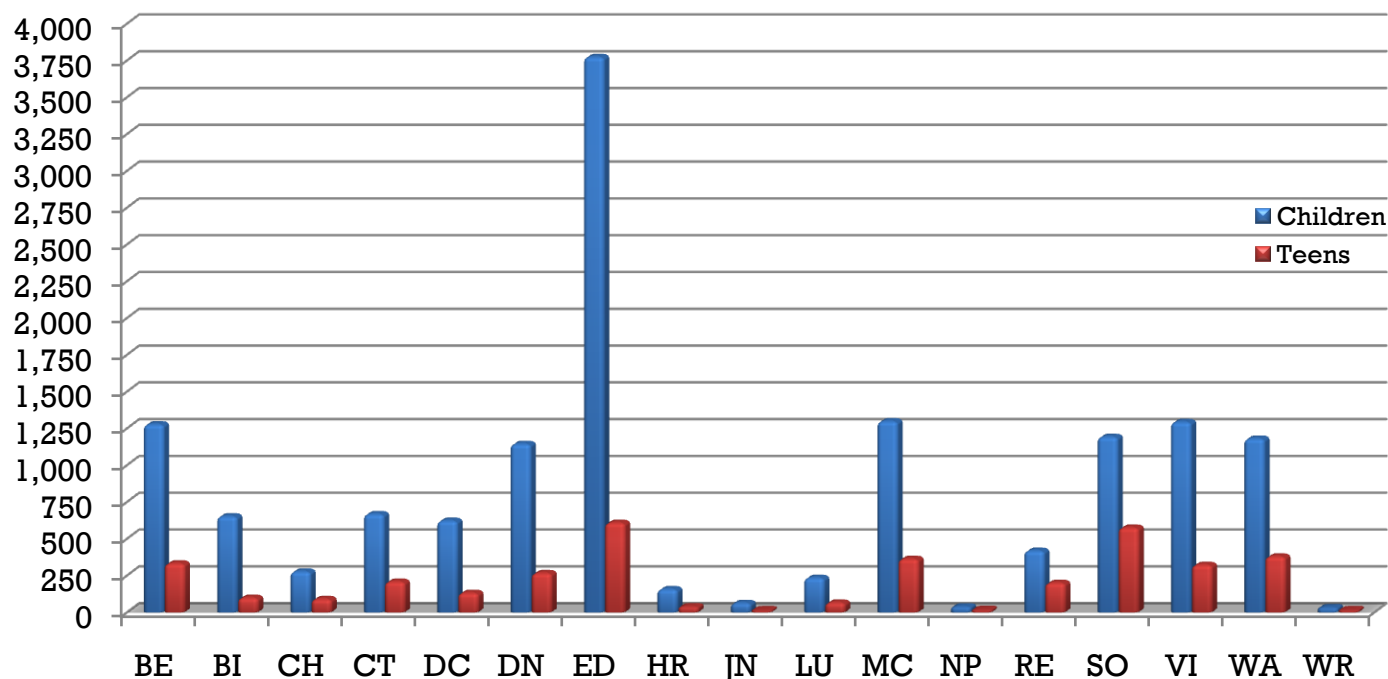


SUMMER READING

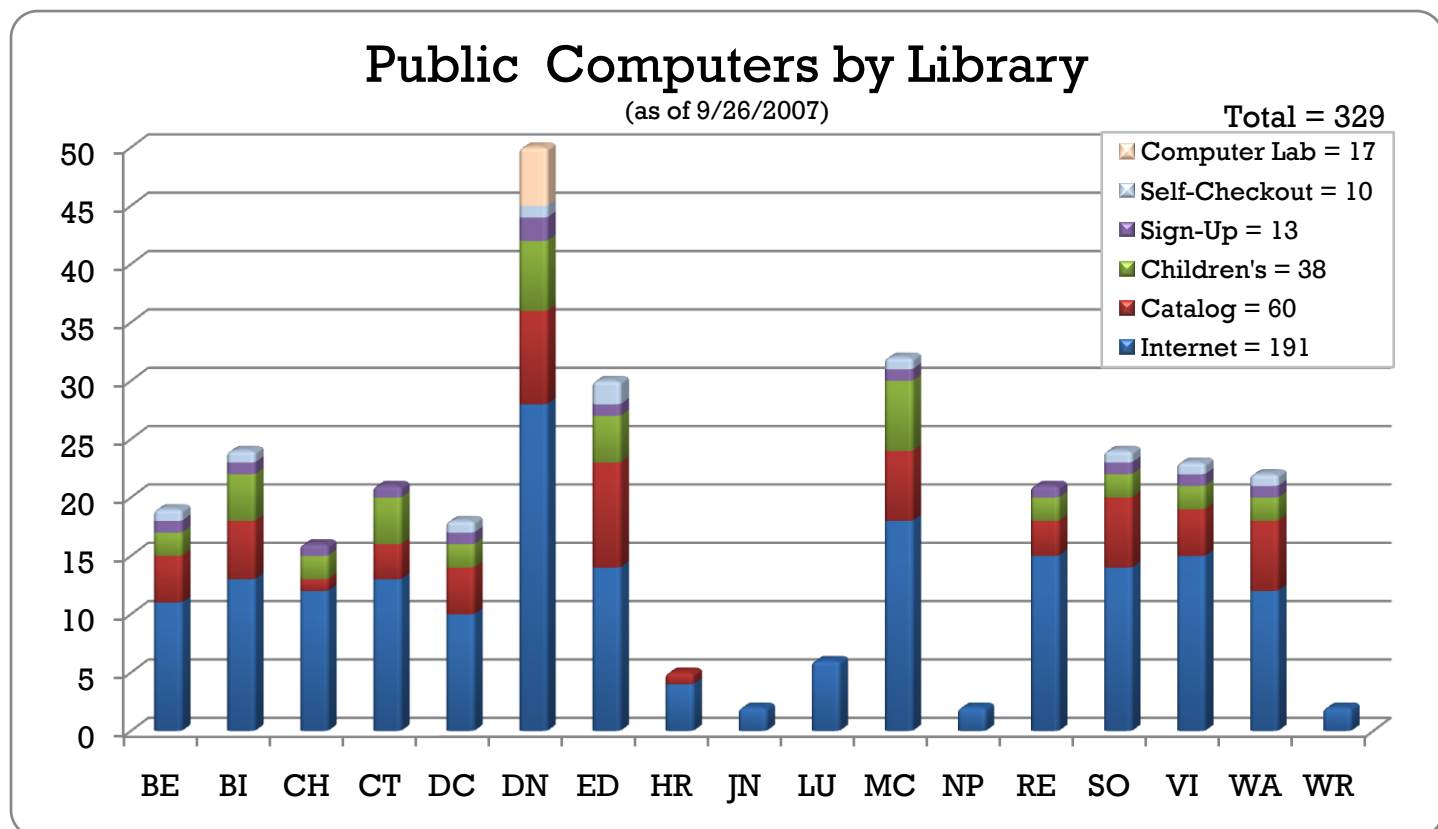
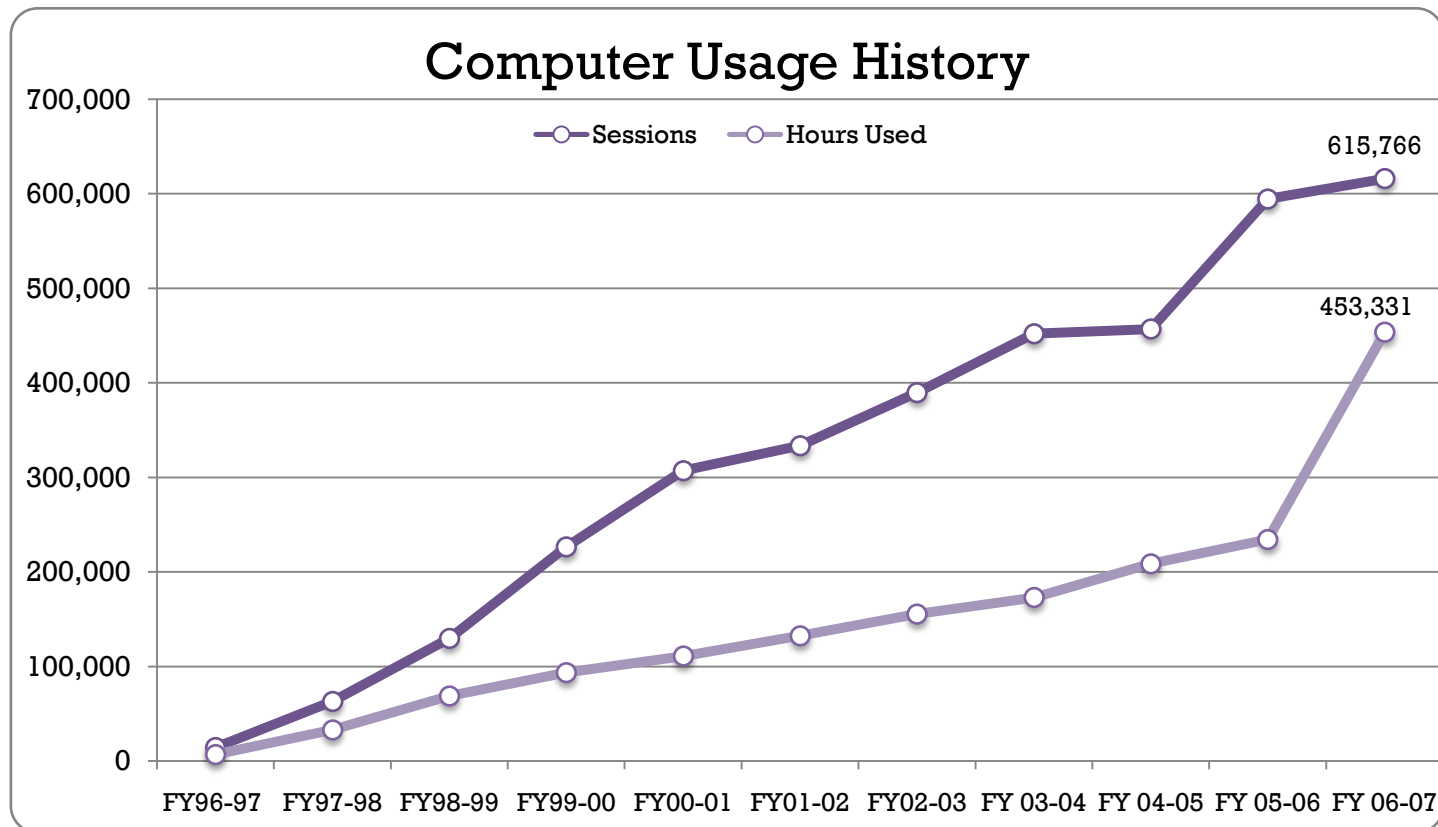
Reading Program Participation History



2007 Summer Reading Sign-ups by Library

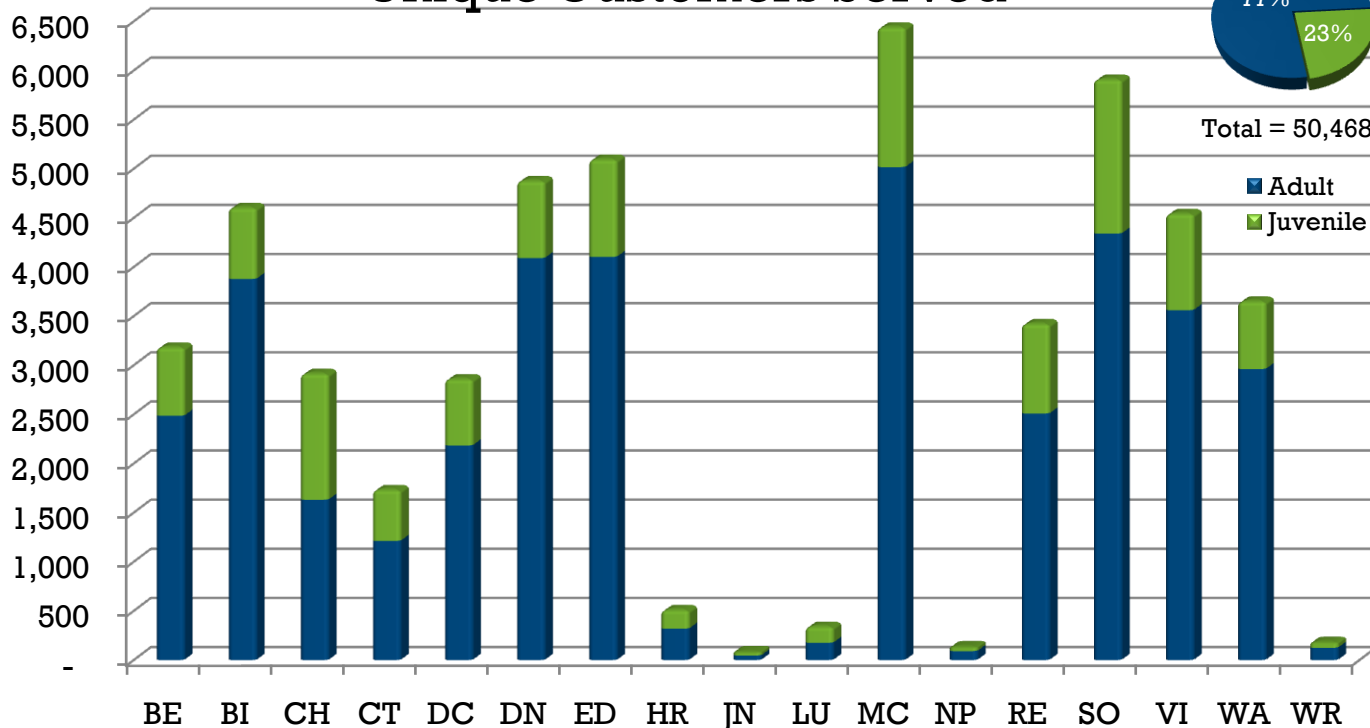


COMPUTER USAGE HISTORY

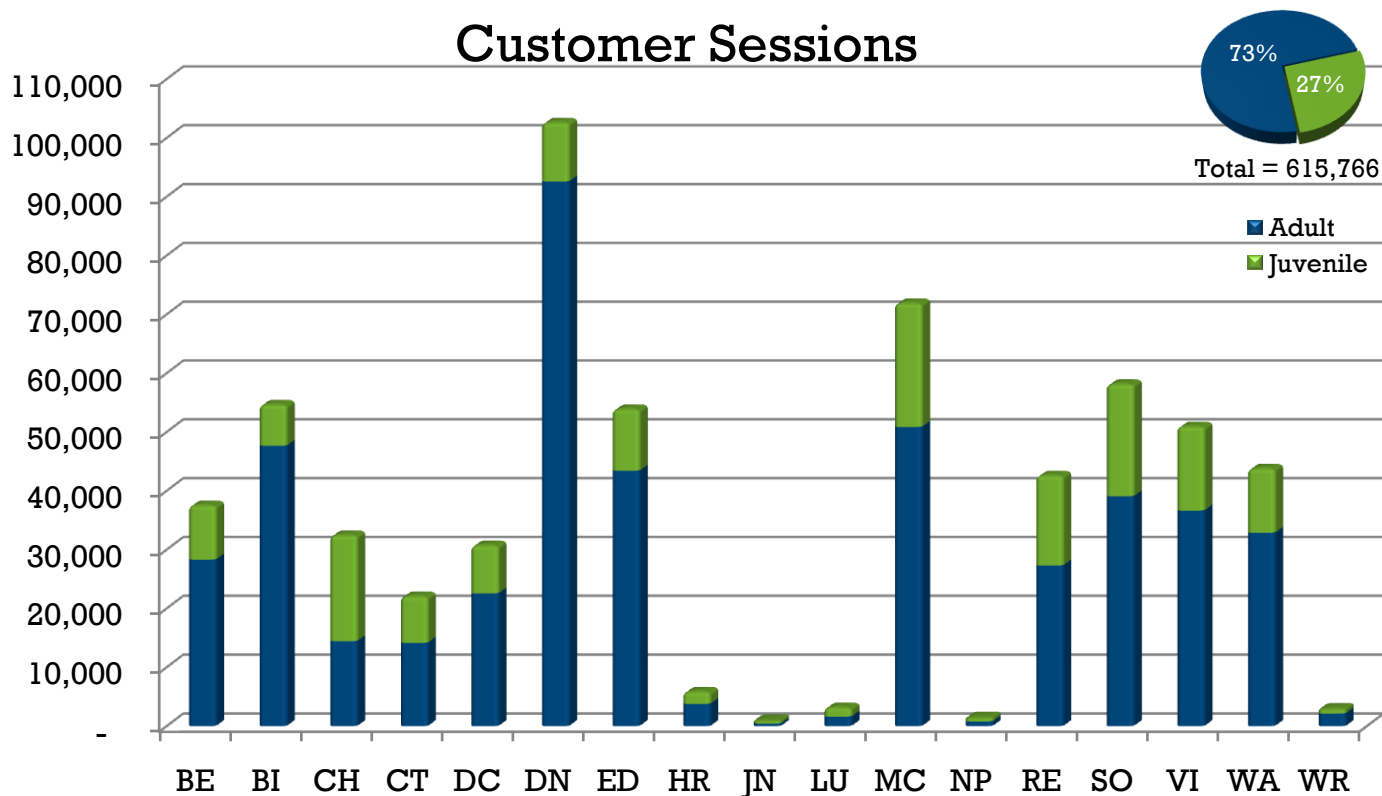


LIBRARY COMPUTER USAGE

Unique Customers Served



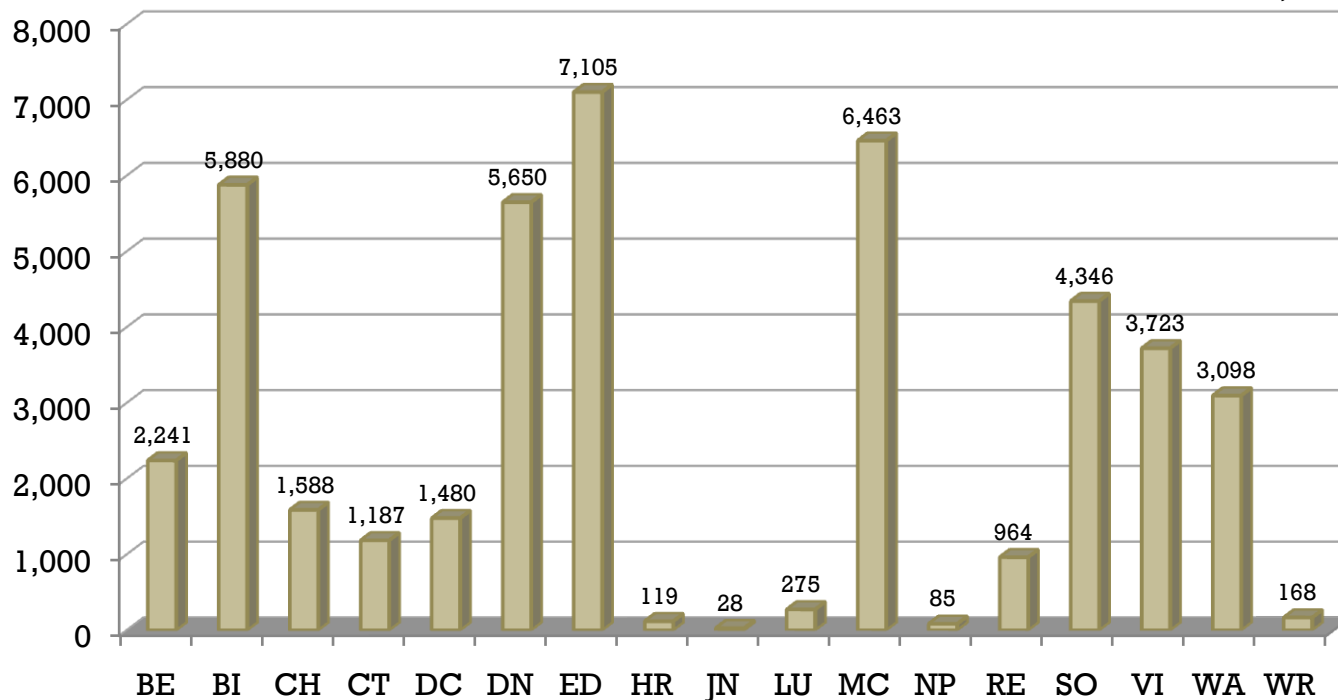
Customer Sessions



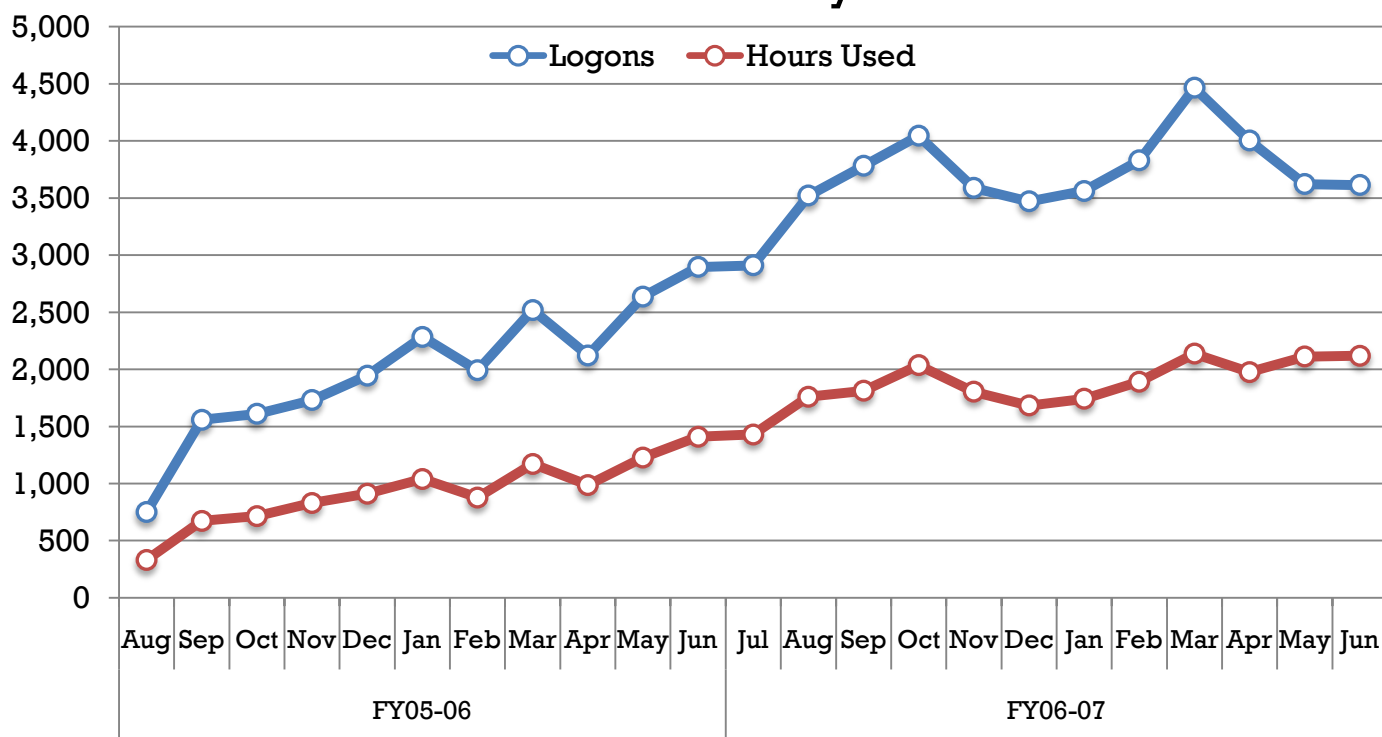
WIRELESS INTERNET ACCESS

Wireless Internet Logons

Total = 44,400



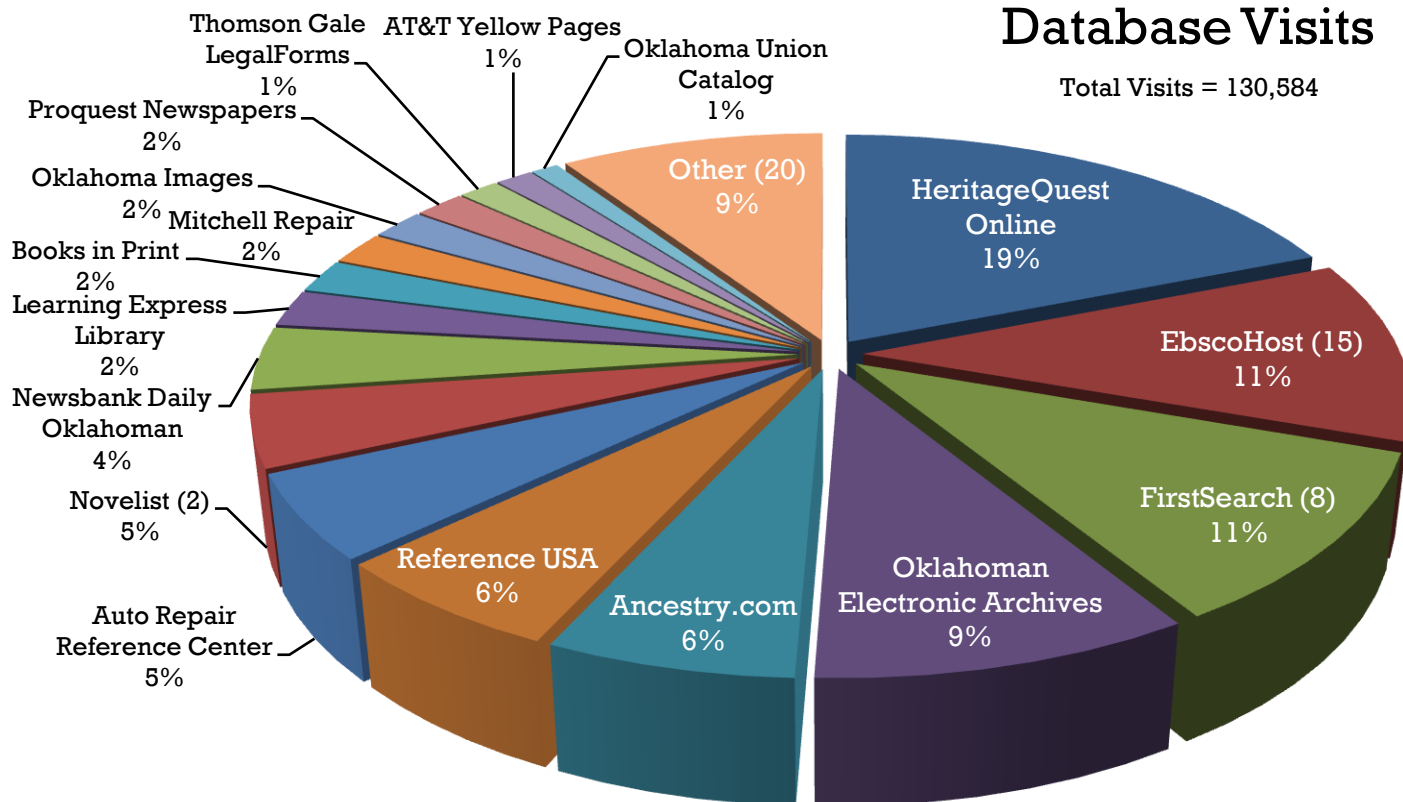
Wireless Sessions by Month



DATABASES AND WEBSITE

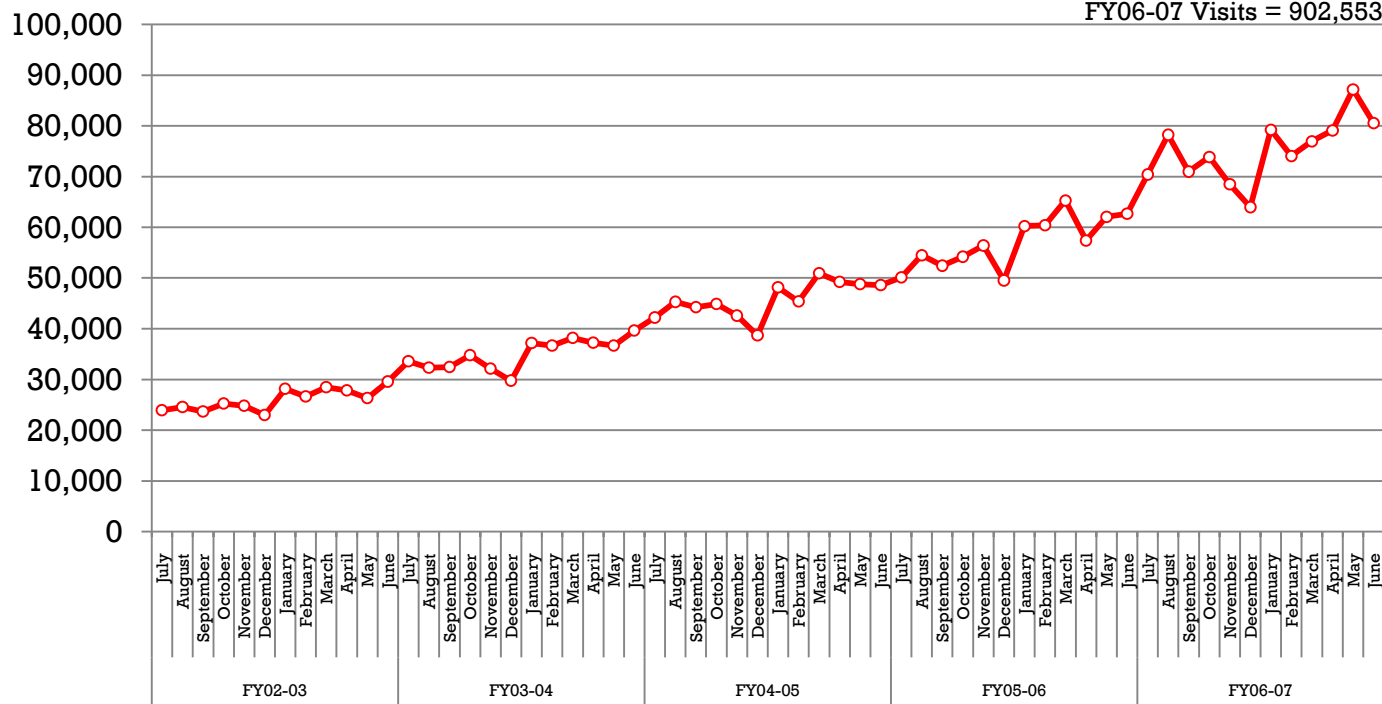
Database Visits

Total Visits = 130,584



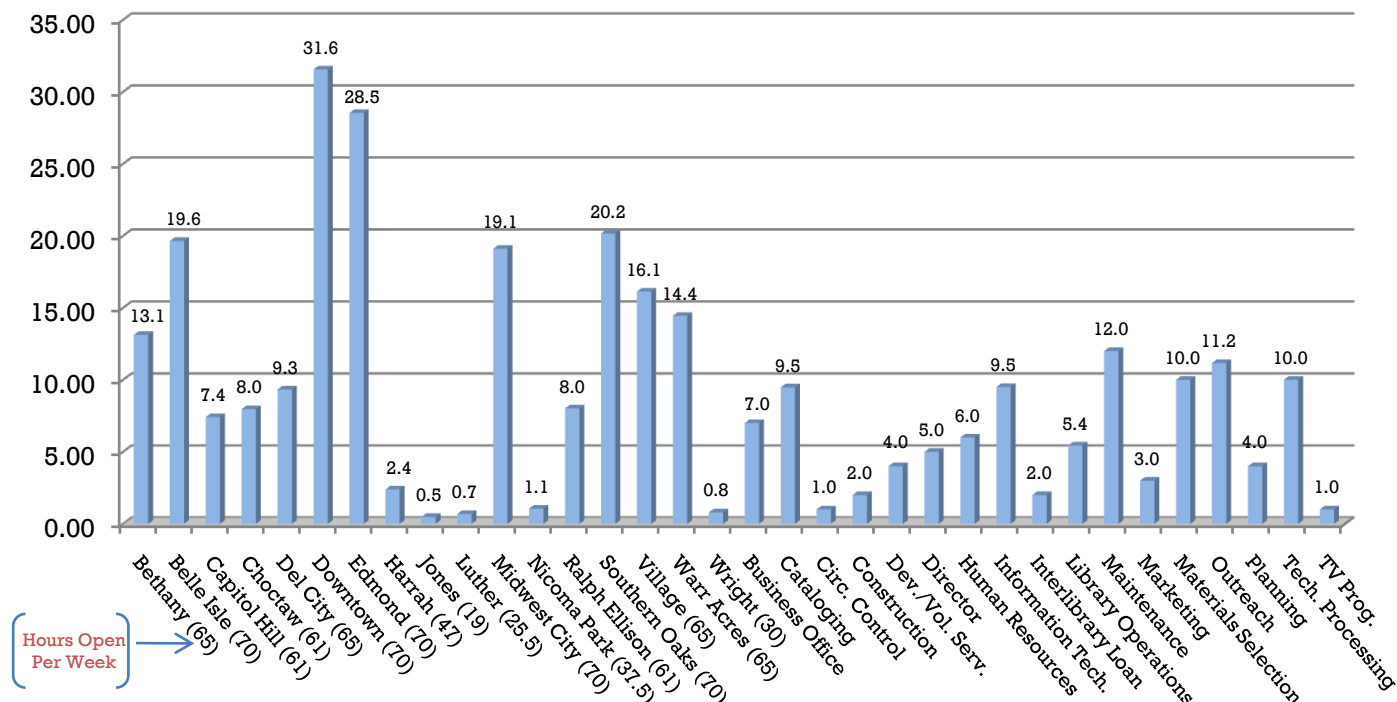
Metrolibrary.org Homepage Visits by Month

FY06-07 Visits = 902,553



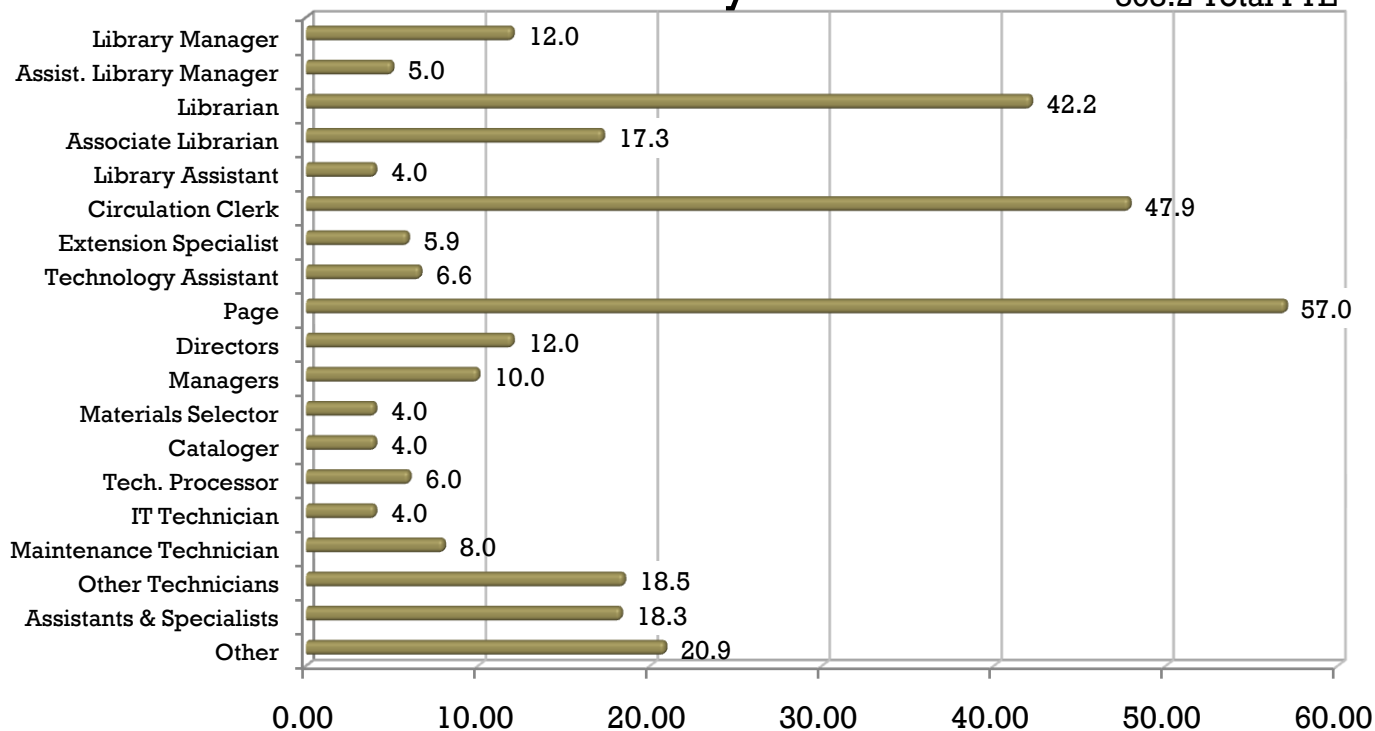
MLS STAFF

Staff FTEs by Department



Staff FTEs by Position

303.2 Total FTE



CONCLUSION

Once again, it's been a great year for The Metropolitan Library System...

We celebrated our state's centennial year by inviting Oklahomans to interview notable citizens, friends, and family for *Oklahoma Voices*, an oral history initiative conducted by our Outreach Department. Both the newly digitized *Oklahoma Folklore Collection* database and *Oklahoma Moments* (with former Gov.



George Nigh narrating brief historical videos produced for MLS's weekly television show *Read About It*) were made available on our website www.metrolibrary.org. Finally, we showcased our unique *Oklahoma Images Collection* with a series of collector bookmarks and a brochure guide to those images on display at the Downtown Library.

The past year also saw the demand for our computers and online resources continue to grow by leaps and bounds. Public computer usage nearly doubled thanks in large part to the new sign-up process installed system-wide in July of 2006. The number of wireless internet sessions *more* than doubled in the second year Wi-Fi has been available, and this year marked the beginning of our Overdrive service that allows customers to download audio books. And while some of the traditional library measures such as circulation (down 1.8% to 6.01 million) and inventory (down 0.6% to 1.15 million) declined slightly due to the constrained materials processing capacity of our current service center, work on the new service center is well under way with ground-breaking scheduled for this February. The close of the Rainbow Fleet book center impacted circulation of our Outreach juvenile collection, but the Edmond Library continues to keep pace with the city of Edmond, circulating one and a quarter million items in the community. Construction of a new Northwest Library, the renovation of the Ralph Ellison Library, and other construction and renovation projects on the horizon promise to keep MLS growing in the years to come.

Summer at the Library 2007 was again our largest program with 14,332 children and 3,738 teens participating. The sign-ups for children changed little from last year; however, participation among the



hard-to-reach teenage segment increased an impressive 22%. We repeated the practice of providing Summer Reading training to every MLS staff member to ensure a positive experience for our customers taking part in this tradition.

The MLS Planning Office implemented many other training opportunities for staff to sharpen existing skills and discover new ones. Staff members availed themselves of *Metro University's* 150 course offerings with 1,482 total enrollments. On Columbus Day, FOCUS! 2006 gathered 275 MLS employees together in one place for our annual staff development day. The theme for 2006 was *Passport to Success* and each participant took in four workshops as well as a

keynote address by Myra Golden, an award-winning professional speaker, who presented a passionate customer-service presentation entitled "Beyond Wow!".

With the addition of a Headquarters Manager last fiscal year and through initiatives such as our Holiday Open House on December 4th, public awareness and use of the Downtown Library's meeting room facilities has grown substantially. Hours of use and the collection of room fees in FY06-07 increased by 86% and 95% respectively over the previous year.

Your Inviting, Innovative Link to the World...

Last year also marked the end of our previous strategic plan and the beginnings of a new one. The development process was guided by our library's new vision of being *Your Inviting, Innovative Link to the World*. Through a series of discussions and focus groups a plan came together that is rooted in what customers can expect from us and how we want them to perceive the Metropolitan Library System five years from now. A

video and brochure were created as the most effective means of disseminating the plan throughout the system, and surveys of our customers will be conducted to track our progress. The trends we see in statistics such as those in this report, will be monitored and considered as we strive to achieve the goals in our strategic plan.

The new *Leadership MLS* program is another part of our library's bright future. Eight staff members were selected for the program which allows promising future leaders to acquire skills beyond the scope of their current positions. Participants attended a variety of administrative meetings and met to select a project to benefit MLS. The group chose to conduct pilot sessions with one library and one administrative department on how to realize the vision of the new strategic plan within their own library or department.

What's in store for FY07-08? The Information Technology Department has already designed and rolled out a streamlined method for processing reserves. And, they are currently hard at work installing equipment, writing software, and tagging items as part of a new RFID (radio frequency identification) infrastructure for circulating library materials. This monumental undertaking represents the largest enhancement to our ability to track and manage library materials since the introduction of barcodes in 1975. Another important event is coming up on December 11, 2007 - Oklahoma City's bond election which includes nearly \$13 million in funding for MLS capital projects. These monies are vital to ensuring the Metropolitan Library System continues to grow and flourish as Oklahoma County's Inviting, Innovative Link to the World!

Prepared by: Planning Services
November 2007