

Statistical
Annual
FY13-14

Metropolitan Library System

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ABOUT THIS REPORT

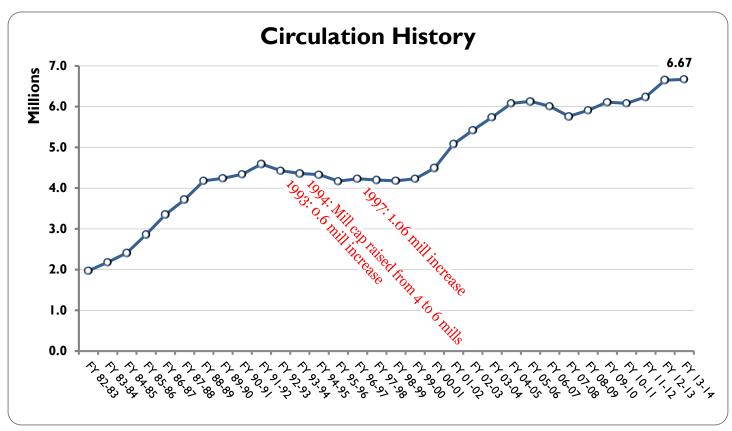
The Annual Statistical Report is a fixture of our yearly reporting practices. The Planning Department begins the process at the close of each fiscal year by gathering the past year's data. This information is first used to complete a report for the Oklahoma Department of Libraries (ODL). The ODL report, typically due in early October, is one of the requirements for MLS to be eligible for state aid in the coming year (\$289,550 in FY13-14). It is also an important resource for completing the many other annual surveys and reports, including this one, that are submitted to various agencies and organizations thereafter.

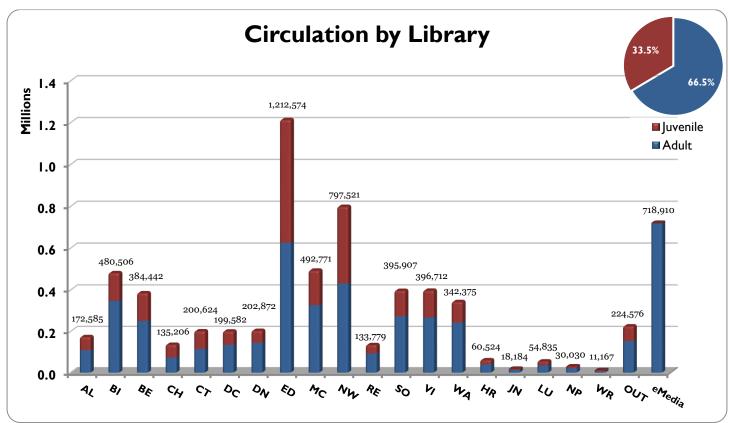
The Annual Statistical Report is intended to provide a fiscal year summary to the staff and Commission and to serve as a record for reference in future years. Some elements of this report vary from year to year, but where possible, numbers are placed in historical context to illustrate multi-year trends. 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 developments.

The final month of FY2013-2014 marked the initial phase of software deployments intended to result in an entirely new, system-level software infrastructure. These transitions, while providing many similarities with our previous system, have similarly marked the beginning of much change with regard to the definition and collection of data for the Metropolitan Library System. Specifically, changes to the way underlying data are defined and collected have had an impact on the comparability of data originating from the legacy system. Therefore, in the coming year, as other systems are deployed, we will primarily focus on establishing new baselines for future comparisons and on the realization of increased analytical potential being created by these transitions.

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

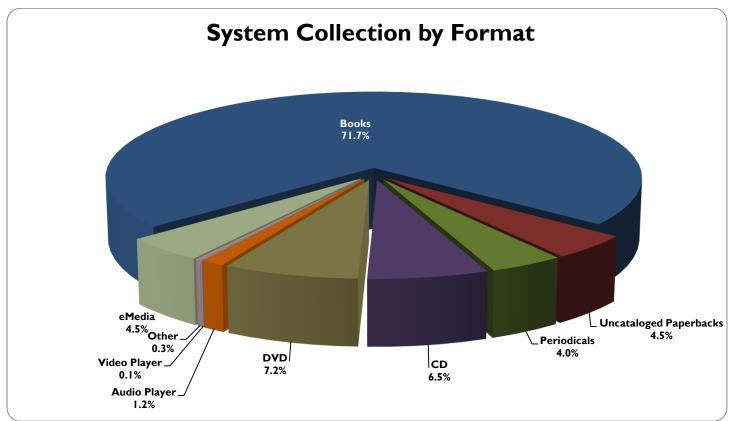
CIRCULATION



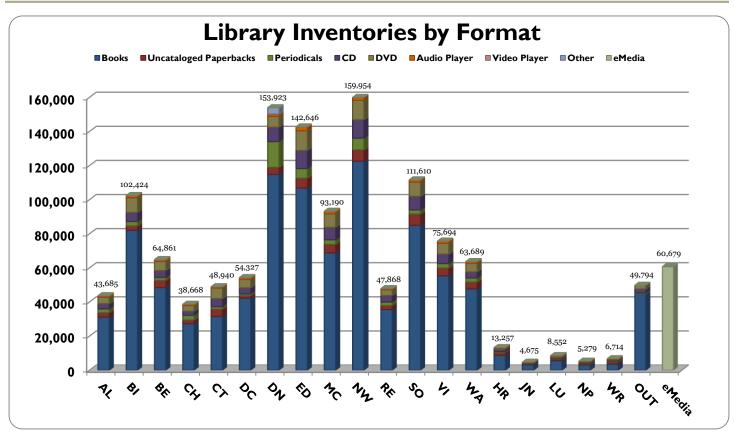


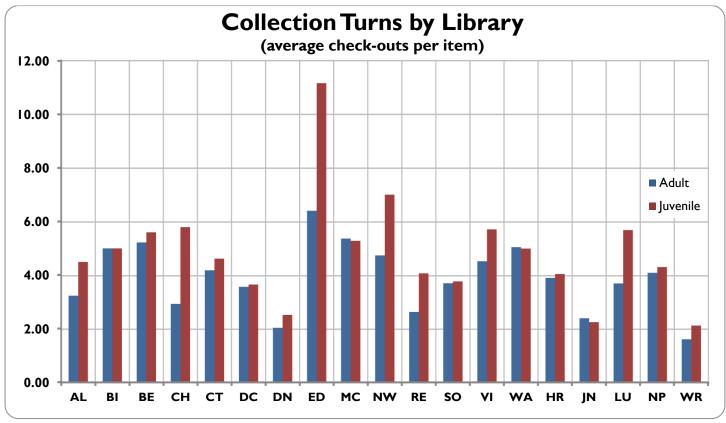
INVENTORY



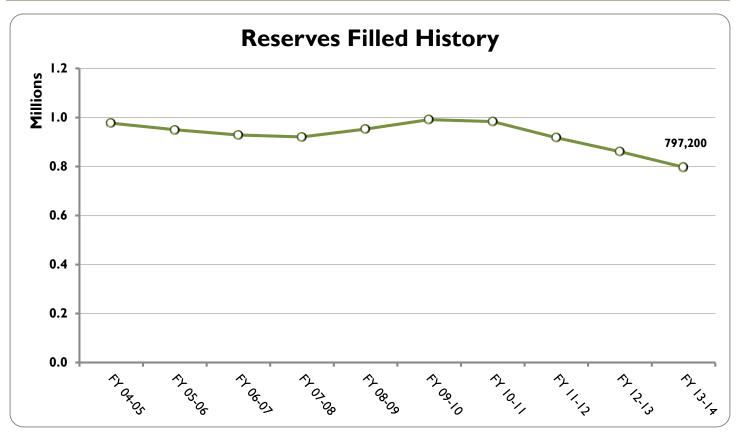


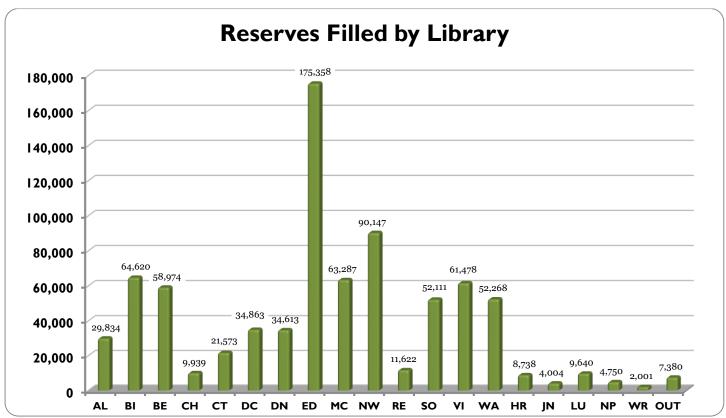
LIBRARY INVENTORIES



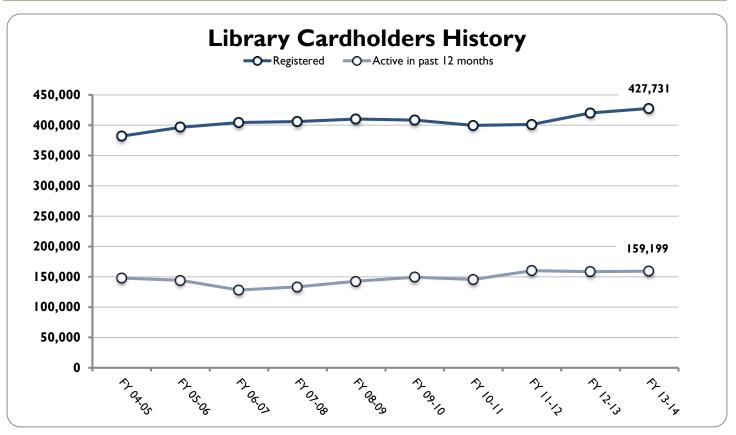


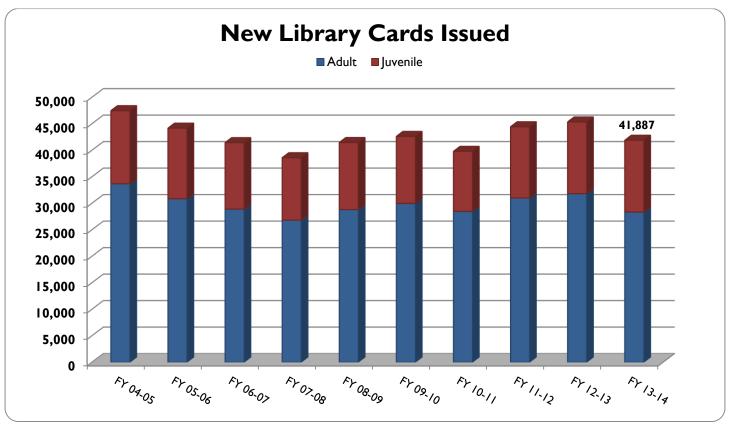
RESERVES



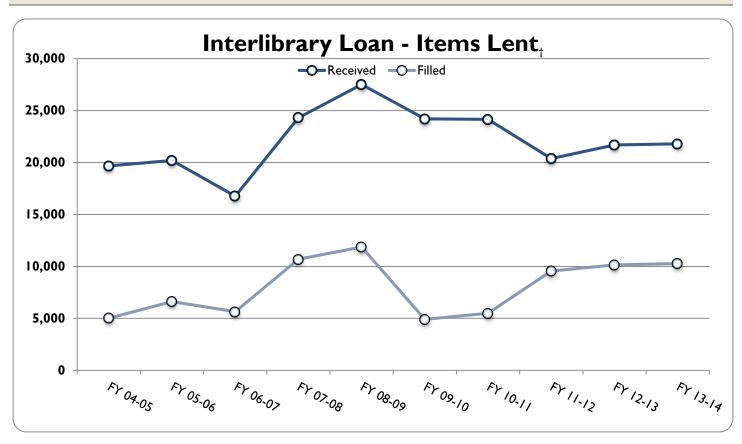


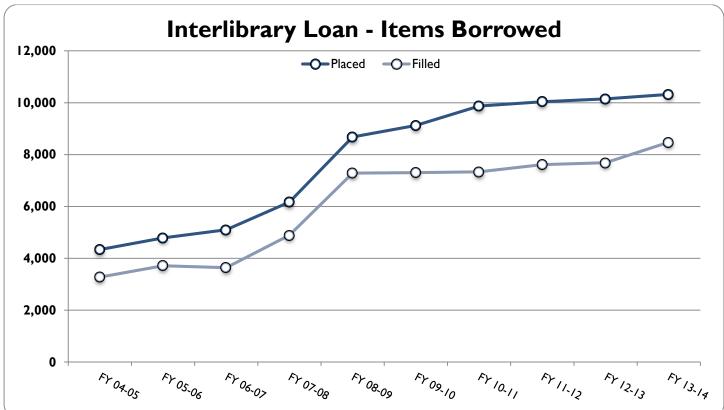
LIBRARY CARDS





INTERLIBRARY LOANS

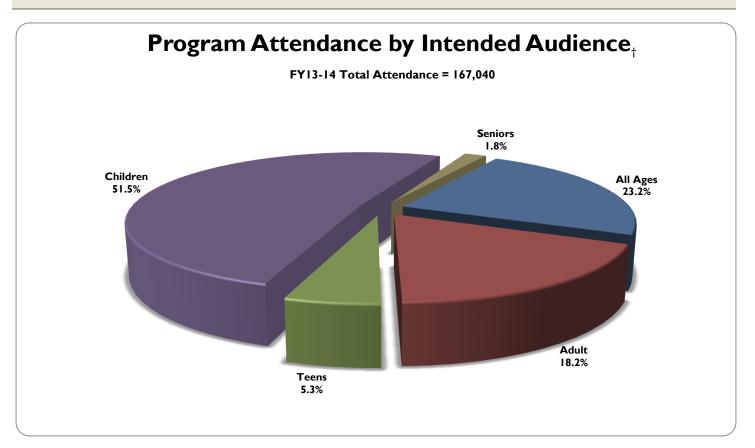


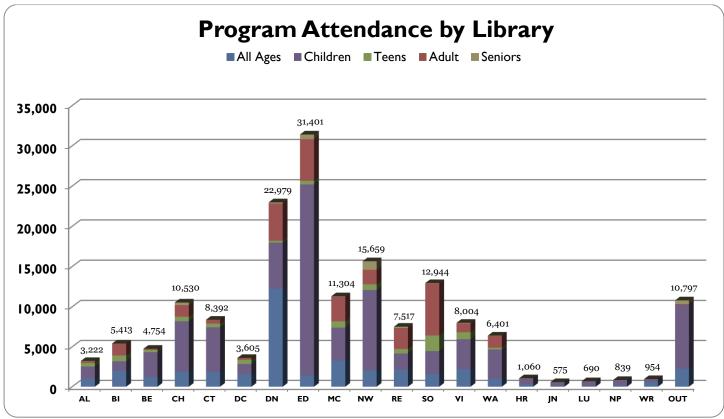


†ODL's Agent ILL system was discontinued in 2009, which eliminated many duplicate requests. ILL lending was also suspended for two months during the move to the service center.

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PROGRAM ATTENDANCE

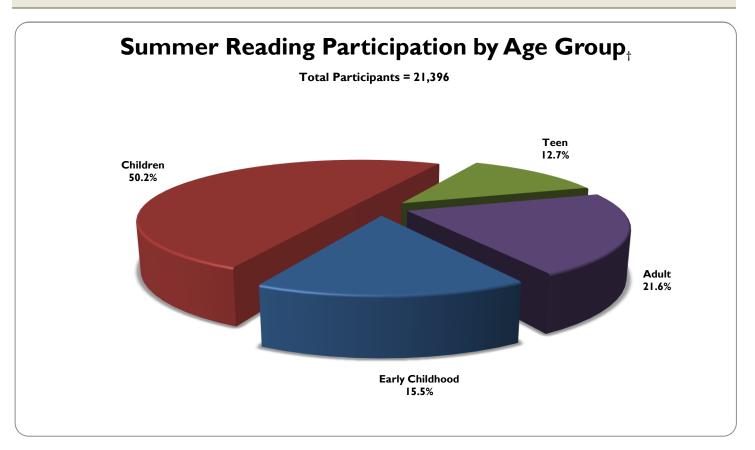


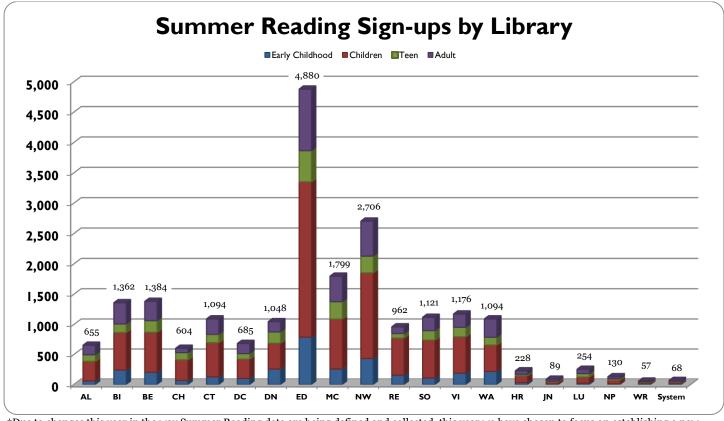


†Due to changes this year in the way programming data are being defined and collected, this year we have chosen to focus on establishing a new baseline for future years and on identifying future opportunities through comparisons made between participant groups for the current year.

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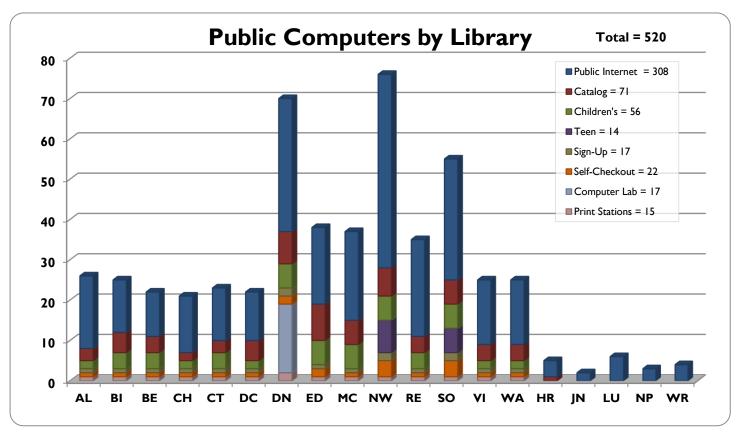
READING PROGRAMS

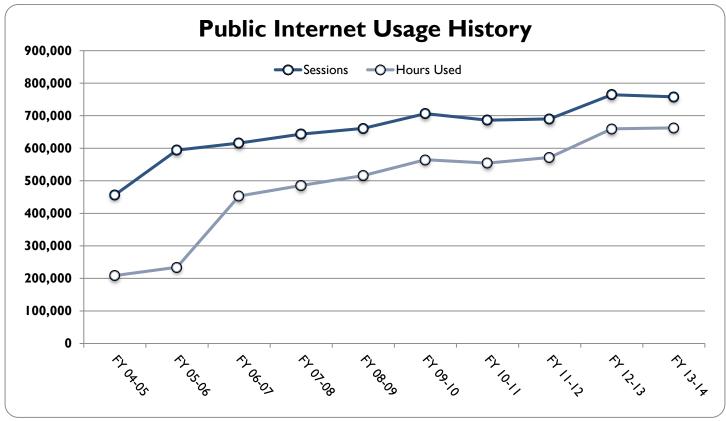




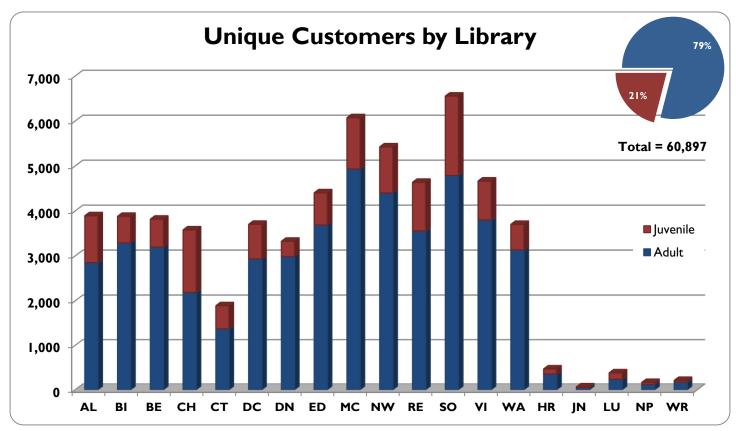
†Due to changes this year in the way Summer Reading data are being defined and collected, this year we have chosen to focus on establishing a new baseline for future years and on identifying future opportunities through comparisons made between participant groups for the current year.

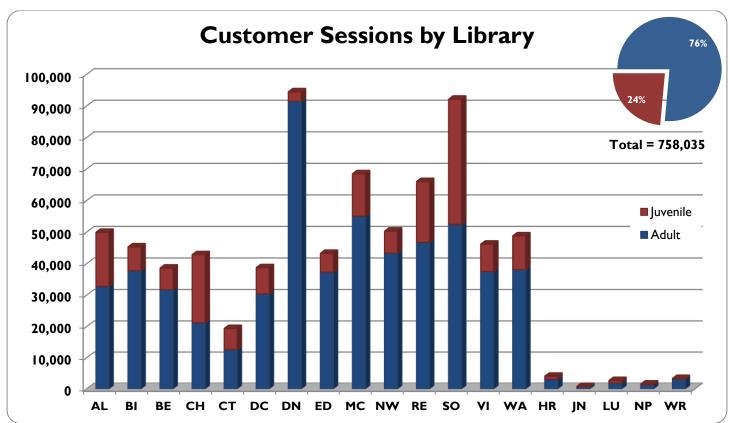
COMPUTER USAGE HISTORY



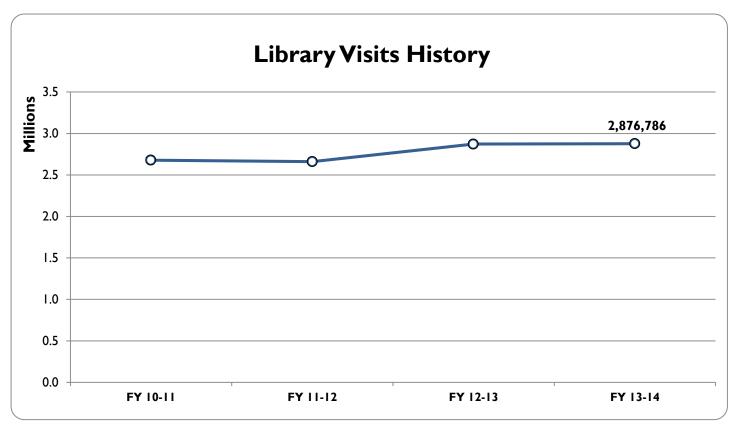


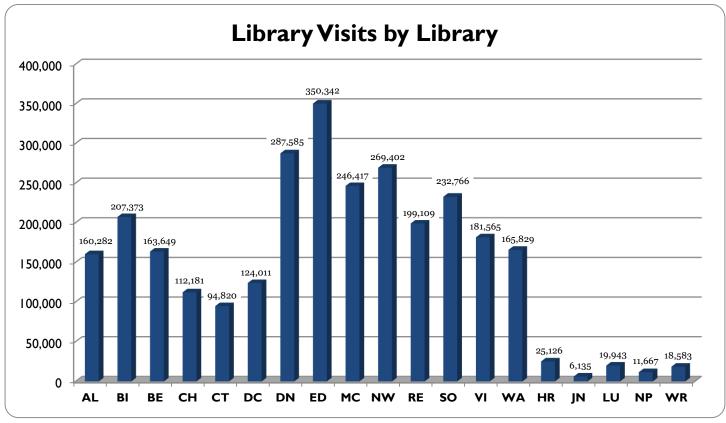
PUBLIC INTERNET USAGE



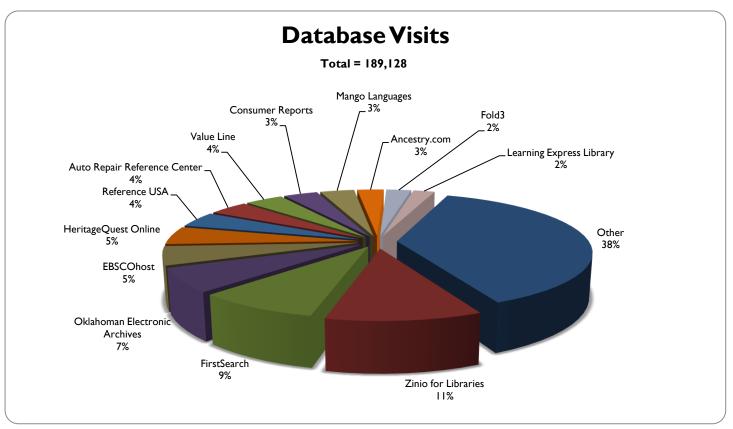


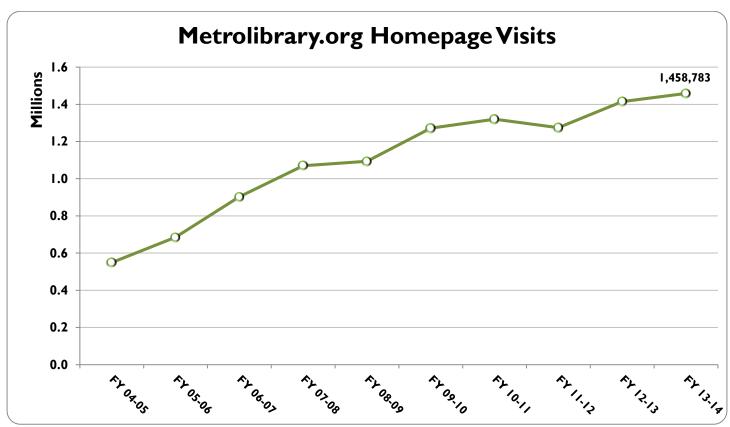
LIBRARY VISITS



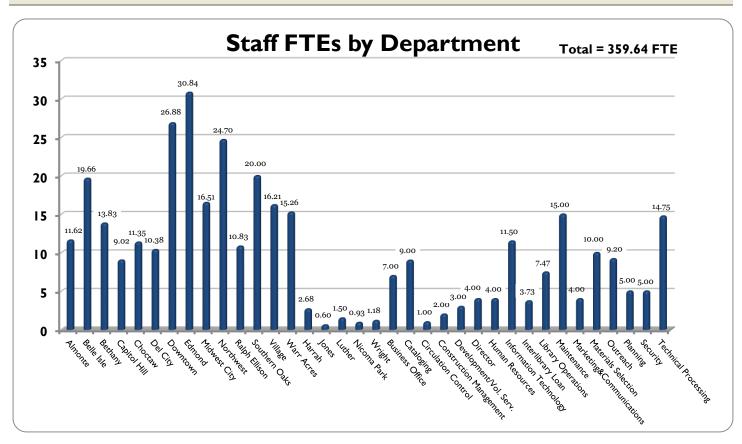


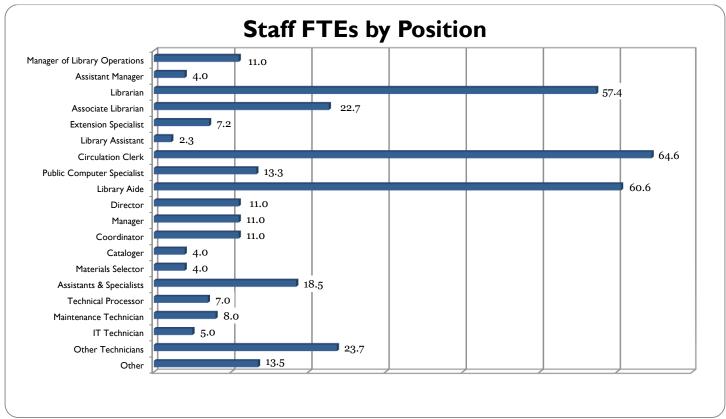
DATABASES AND WEBSITE





MLS STAFF





CONCLUSION

The Metropolitan Library System continues to expand in its ability to facilitate the free flow of information and ideas in new and exciting ways. Facilities improvements, increased materials holdings and additional media content continue to represent a few of the many ongoing projects designed to provide increased value to our community now and for years to come.

Each of these factors has contributed to observed changes in the use of library materials and services during the 2013-2014 fiscal year, which have in turn served to illustrate the value placed upon the availability of these materials and services by Oklahoma County residents.

Data collected during the 2013-2014 fiscal year demonstrates the commitment by the Metropolitan Library System to continued innovation and adaptability in providing library services to the citizens of Oklahoma County. Overall, system-wide usage trends remain steady, while a closer look reveals a dynamic organization dedicated to meeting the diverse needs of the community it serves.

Southwest Oklahoma County residents have firmly established the Almonte Library's place among the Metropolitan Library System. In its first complete fiscal year, the Almonte Library performed 172,585 circulation transactions, filled 29,834 reserve items, and served over 160,000 in-person customer visits. Additionally, largely due to the Almonte location, public Internet computer customers increased system-wide by 3.87% over the previous fiscal year.

The number of library cardholders continues to grow, increasing by 1.76% over FY2012-2013 year-end totals, to 427,731 cardholders. This trend continues to appear largely attributable to increased levels of continuing usage among system cardholders, the result of which being fewer borrowers being identified as inactive and consequently, increased potential for net increases in cardholders overall. Cardholders active during the 2013-2014 fiscal year have remained steady, totaling 159,199.

FY2013-2014 system-wide circulation transactions remain similar to those of the previous fiscal year, though collected data continues to reflect a redistribution of library usage among system locations and services. Perhaps the most evident example of these relationships exists in the increasing popularity of the Metropolitan Library System eMedia collection, which continues to reshape the way customers interact with their library.

FY2013-2014 eMedia circulation grew by 33.94% to 718,910 transactions, while system reserve activity decreased by 7.38% to 797,200 reserves filled. These trends continue to suggest an indirect correlation between these similar, yet distinct services. While these trends have worked to help alleviate heavy system reserve workloads throughout the system, many libraries continue to operate at or near capacity with respect to this popular service, particularly during times of peak usage.

As has been clearly demonstrated through data collected during fiscal year 2013-2014, the Metropolitan Library System continues to provide library services to the citizens of Oklahoma County in the variety of ways and formats in which they prefer. In the coming years, the Metropolitan Library System will continue to upgrade and expand its facilities, materials, and services in order to grow alongside the evolving needs of our community.

Prepared by: Planning Services

January 2015