



Ronald J. Norick
Downtown Library
Service Plan
October 1, 2006

MLS Mission Statement: (Part I) The Metropolitan Library System facilitates the free flow of information and ideas by providing access to materials, services and programs to Oklahoma County's diverse community.

Current Library Information (Part II)

Description of Facility –

The Ronald J. Norick Library
 300 W. Park Ave.
 Oklahoma City, OK 73102

After several years of construction, the Ronald J. Norick Downtown Library was opened to the public on August 17, 2004. The four-story, 114,130 square-foot Library/Learning Center and was a project of MAPS, a local tax initiative. The facility includes state-of-the-art information services and equipment, av equipment, and classroom space for students of all ages - including adults - as well as traditional library resources. The building is also home to the Downtown College Consortium (www.downtownokc.com).

The Downtown Library is housed on the first two floors of the RJN Library Building. The overall building is approximately 114,130 square feet, and the public library is approximately 57,500 square feet, with the following breakdown:

1st floor, including atrium, but without the Development Office or café area	29,591
2nd floor, without Outreach Office	26,930
Prorated share of the basement area plus serials area	6171
4th floor meeting rooms, auditorium, Library Consortium	16,808
Total	79,500*
Neither the atrium (5165sq) nor the 4th floor (16,808)	
are considered part of the library portion of the building, although	
we do have full access to them. A more accurate figure is approximately:	
	57,500
* Information provided by Todd Olberding	

Seating capacity within the library, exclusive of specific use seating, such as chairs at computers, is 174. These seating units come in a variety of styles including easy chairs, work chairs adjacent to tables, children's seating, and benches.

Community Profile:

Central core area: The Downtown library actually services three distinct communities. The first community is the core downtown area, consisting of the five areas designated by Downtownokc.com: Bricktown, Automobile Alley, Deep Deuce, the Business District, and the Arts District. Within a few years, this will be joined with the Southern Expansion area. These areas represent the working core of the city. Numerous major companies have their headquarters in this area, including: Devon Energy Corporation, Bank of Oklahoma, BancFirst, Dorchester Capital, OG&E Energy Corp., Sonic Corporation and SBC Communications, Inc. The population is represented as:

Daily workers, most of whom commute into town	43,000	*
People who live in the Downtown Area	4100	**
Homeless people who live in the Downtown area	6000	***

*More than 43,000 people work in the Oklahoma City downtown area.
(www.downtownokc.com)

**A 2003 study by economist Larkin Warner estimated Oklahoma City's downtown population at more than 4100 people. ("Market Forces" Oklahoman, October 25, 2005, p. 1D) These are the people that live in the lofts and the apartments and the houses of the central city, in the 876 current housing units. (www.downtownokc.com) Another survey discovered that 82% of the respondents who live downtown do not work there. It is a lifestyle choice for them. ("Demand Seen for Housing Downtown," Oklahoman, August 4, 2005 p. 1B.) This same "study projected growth of between 2,250 and 4,250 housing units—both rental and owner-occupied—between now and 2010, and between 4,000 and 7,750 units between now and 2015." (ibid.) Numerous construction and development projects are on the drawingboard or already under construction. "More than 700 rental and for-sale units are about to be built downtown, more than twice the number opened in the past quarter-century." ("Downtown Population Rising," Oklahoman, April 30, 2006, p. 1A) "Studies show that downtown could support 12,000-12,500 units." (www.downtownokc.com)

***The Downtown community includes most of the homeless people in the county. The most recent homeless census actually counted 1555 people. The normal extrapolation from that is that there will be between 6000 and 8000 people homeless at some point during the year. Of these, 28% have been homeless for more than a year, 28% are mentally ill, and 1/3 are members of homeless families. ("Count Estimates City's Homeless" Oklahoman, June 16, 2006, p. 17A)

Of special interest is the fact that this central core contains major sports facilities, Oklahoma City's premier art museum, outdoor entertainment and recreational areas, restaurants and shops. These facilities and activities will act as magnets for the outlying populations, and the Downtown Library can benefit from that attraction.

Midtown area: The next interpretation of the Downtown community is a wider service area , based on a radius from three to five miles out from the library. This larger area includes adjacent residential areas, adjacent health service areas and near by state government areas. The Downtown library will fill their public library needs by being the closest large library for these people to use.

Residential population increases in density very rapidly when moving in a northwesterly direction from the library and moderately rapidly in a northeasterly direction. South and southwest produce only small increments in population density.

Of significance in this wider service area, and immediately adjacent to the central business district, is the fact that the two medical facilities book-end the business district. On the west is St. Anthony Hospital, and the east is the Presbyterian Research Park and OU Health Sciences Center. The close proximity of these two campuses (less than a mile apart), causes both Oklahoma City and Oklahoma County to consider the potential for redevelopment to be very high. Both governmental entities are interested in seeing mixed use development with and emphasis on medical service businesses, new creative support industries and the development of an attractive street environment that supports urban style residential use. It is of interest to note that governmental agencies have invested more than \$400 million into development in this area, while the medical sector has invested over \$800 million. (www.downtownokc.com)

Oklahoma County. The final interpretation of the Downtown community is the entire county. By virtue of the newness of the building, the publicity associated with the building of it, and indeed all of the MAPS projects, and the size of the collection and services relative to those associated with our largest outlying libraries, the Downtown library draws customers from all areas of the county and metropolitan area.

Oklahoma County:	Total: 684,534-- 2005 estimate
Male = 48.9%	Persons 17 and under = 33%
Female = 51.1%	Persons 18-64 =54.9%
	Persons 65 and over = 12.1%
White persons = 64.6%	Per capita money income (1999)\$19,551
Black persons = 15.5%	Median household income (2003) \$37,341
Hispanic persons = 10.8%	Percentage of people in poverty 11.2%
Other heritages = 9.1%	
Less than high school	13.50%
High school/Technical School	58.80%
Some College/ Associate Degree	
College Graduate or Higher	27.70%
All statistics taken from U. S. Census, State and County QuickFacts	

Service Hours:

The Downtown Library is open 70 hours per week: Monday – Thursday 9:00 a.m.-9:00 p.m.; Friday 9:00 a.m.-6:00 p.m.; Saturday 9:00 a.m.-5:00 p.m.; and Sunday 1:00 p.m. - 6:00 p.m.

Services:

Materials collection – volumes by reading level & media type

Total holdings by		
Media Type	Total volumes	Total circ.
Books	99,325	188,769
PaperbackBooks	47,248	131,077
Periodicals	19,994	11,547
Cassettes	2,599	16,511
Video		
Recordings	4,990	56,514
CDs	3,583	38,432
DVDs	1,705	22,412
Totals	183,038	465,262

Total holdings by reading level*

Adult reading level	120,641
YA reading level-- grades 8-12	2370
Juvenile reading level --grades 5 through 8	15,238
Tween reading level --3rd and 4th grades	6967
Readers -- 1st and 2nd grades	2562
Easy reading level --picture books for prereaders	24767
Board Books--books for babies, no reading level	509
Total	173,054

* Many items in the collection are non-print, thus having no identifiable reading level

CyberMars: Is the Metropolitan Library System’s computerized library catalog. It contains all holdings at all system libraries, and is available inside each library at special CyberMars computers, or through the library’s homepage, www.metrolibrary.org, from anywhere in the world at any time.

Librarian assistance – Professional librarians are located at each of four public service desks within the library at all times the library is open, and provide help in the following ways:

1. Individualized assistance in locating specific information or materials for customers, in person, on the telephone, or by mail.
2. Internet searching as a specific request from the customer, or as a professional tool in the search for information and knowledge.
3. Individualized guidance and instruction in the use of the library's many tools, whether in traditional book or print format, microform, or electronic format including the Internet.
4. Reader's advisory to match customers' informational and recreational needs with available materials.
5. Document delivery service via one of our many informational databases, CD_ROMs, or the Internet.
6. Referral to outside sources or agencies that have complementary collections or expertise.
7. These librarians also service the **Ask a Librarian** feature of our homepage or catalog.

Computers, wireless access – The Downtown Library has, for public use, a total of 27 multiuse sign-up computers; 6 Cybermarts computers, 1 dedicated government document computer, 6 children's computers (educational games only). The entire physical plant provides wireless access for those who bring their own wireless empowered computers. We are also studying ways to make the computer lab, with its 16 computers a more usable asset.

Programs – by age and category. Please be aware that the programs listed below are our skeleton or framework, and represent the minimum number of programs. We anticipate that the actual number will be greater.

<p>Babies age 6 months-3 years</p>	<p>Parent/Child workshops: two series during the year, autumn and spring, 8-10 sessions total.</p> <p>Playtimes. Similar to above workshops, without the resource person. 3-4 series of 6-8 weekly programs during the year.</p>
<p>Toddlers and preschoolers age 2-5</p>	<p>Storytimes and other similar programs, music, aerobics, weekly to about 42 programs.</p>
<p>School age children K-5th grade</p>	<p>A variety of different programs from homework helper to crafts, entertainments, educational. One per month-12 per year.</p>
<p>Teens.</p>	<p>Average of 1 program per month, including movie nights, teen advisory board, etc.</p>
<p>Adults.</p>	<p>Music. Piano concerts. Jazz Festival. Dance. One program most months.</p> <p>Reading. Oklahoma Reads Oklahoma. Jewish Literature Book Discussion Group. 16 programs during year.</p> <p>Educational/Cultural. Womens Forum. Chinese Culture. 10 per year.</p> <p>Genealogy. Various aspects. 4 per year.</p> <p>Computer. Average of 2 per month, or 24 per year. This is an area that will increase during the coming year.</p>
<p>Seniors.</p>	<p>Winter Readfest Finale. 1 per year.</p>
<p>All family members.</p>	<p>This is the goal for many of our adult programs. We try to make as many as possible “family friendly” wholesome, events that the entire family can enjoy together, thus strengthening family ties through shared learning, social, and educational events. Number is unknown at this time.</p>

Note: The above list of programs does not include Summer at the Library, which usually consists of 6 system level entertainment programs, the summer reading program for children and teens, and whatever related events arise during or from these events.

Public Room Space: Within the Downtown Library there are several meeting rooms, including: the Children's Programming room, with seating for 66, the Jim Thorpe conference room, with seating for 12, the Sequoyah conference room, with seating for eight, five study rooms, with seating for three to five persons.

In addition, the Downtown Library has access to all of the headquarters meeting spaces: notably, the auditorium, the preconference room, seven classrooms with a variety of configurations, two catering kitchens, and the atrium.

Unique or Special services:

1. The Downtown Library provides a quiet reading room on the second floor, with seating at tables for 12, and arm chair seating for 10.
2. The Downtown Library houses the genealogy collection that is part of the MLS overall collection, and provides expert staff to assist in this area. This collection also houses historical City Directories, phone books, and some high school year books.
3. The Downtown Library houses the Oklahoma Collection, a specialized collection of material by and about Oklahoma or Oklahomans. We also provide expert staff to assist in this area. A subset of the Oklahoma Collection is the extensive vertical file, dealing with Oklahoma or Oklahoma City issues.
4. The Downtown Library houses the Holocaust Resource Collection, an in depth collection on the Jewish Holocaust.
5. The Downtown Library has a section of compressed shelving, which houses several unique collections for MLS: Sam's Photofact collection, historical automotive repair manuals, hard copy of certain archived periodicals, various Government Document documents.
6. USGS Topographical map collection.
7. Microform collection on the census for 1890, 1910, 1920, and 1930.
8. The Downtown Library also has a significant public display space facing onto the front hall of the library. The Philomathia case is approximately 42" deep and 22 feet long.
9. The Downtown Library provides ongoing maintenance and development of the Oklahoma Images database.
10. The Downtown Library is providing development of the Oklahoma Images subset, Oklahoma Folklore, either as part of, or adjacent to the Oklahoma Images.
11. The Downtown Library provides 5 individually scheduled quiet study rooms with seating for 3 to 5 people for reading, study, instruction, assessments, interviews, and other uses.
12. The Downtown Library maintains a microfilm collection of magazines, newspapers and other periodicals covering the period from the 1970s to present. This collection includes microfilm copies of the *Oklahoman* from statehood to present and microfilm copies of the *New York Times* from the 1850s to present. We maintain other unique microfilm for the system. The *Indian Pioneer Papers* on microform is one of only

a few sets available in Oklahoma. We have the Federal land tract books of Oklahoma [Territory] on 22 reels of microfilm.

13. Computer laboratory with 16 computers available for classes.

14. The Downtown Library retains three pieces of the Colcord furniture in a public place for appreciation of historic and aesthetic values.

Staff subtotaled by position

Management:	2 FTE
Librarians and Associate Librarians:	11.25 FTE
Circulation Clerks	4.8 FTE
Pages	5.5 FTE
Technology Assistant	1 FTE
Other (serials, collections asst, assistant librarians)	4 FTE
Total	28.55 FTE
Total people	38
Security (not directly DN library)	7
Maintenance (not directly DN library)	1

Budget total figure for agency.

Direct costs:	2,451,166.00
Indirect costs:	1,232,817.74
Total budget:	3,683,983.74

Statistics – annual circulation by those listed in Materials Collection section above

Media Type	Total volumes	Total circ.
Books	99,325	188,769
PaperbackBooks	47,248	131,077
Periodicals	19,994	11,547
Cassettes	2,599	16,511
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Recordings	4,990	56,514
CDs	3,583	38,432
DVDs	1,705	22,412
Totals	183,038	465,262

MLS Strategic Plan (Part III)

Service Responses—as listed in MLS’s current long range plan.

Lifelong Learning. The Library will provide services that address self-directed, personal development opportunities and lifelong learning objectives.

Career and Business Information. The Library will provide services and resources to serve the need for information related to business, career, work, entrepreneurship, personal finances, and obtaining employment.

Current Topics and Popular Titles. The Library will provide current topics and popular titles to help fulfill community resident’s appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

General Information. The Library will provide services for the information and technology needs of this community on a broad array of topics related to work, school and personal life.

The Library will provide a staff skillful in determining customers’ needs and in locating relevant information that satisfies those needs. The Library will provide friendly and efficient customer service consistently exceeding customers’ expectations.

Community Referral. The Library will cultivate and maintain strategic relationships with local organizations to improve the local awareness of the economic and informational value of the library to the community.

Cultural Awareness and Local History The Library will offer services that cultivate an understanding of world cultures. The Library will provide services that cultivate local history and genealogy.

Public Place The Library will provide services that inform the public and meet the needs of people to interact with others and participate in public discourse about community issues.

Service Responses for DN Library to address this year: Anticipated changes in service approach for the DN Library, with some statements of basic library work that I could not find documented in last year's report.

Lifelong Learning. The Library will provide services that address self-directed personal development opportunities and lifelong learning objectives.

1. The DN Library will determine, develop, and implement one new useage for the computer lab, which will provide specialized service for individuals.

Career and Business Information. The Library will provide services and resources to serve the need for information related to business, career, work, entrepreneurship, personal finances, and obtaining employment.

1. The DN Library will present at least 6 programs that enhance knowledge of some aspect of business or career enhancement. These may be specific database instruction, career or job acquisition, or other similar areas.

Current Topics and Popular Titles. The Library will provide current topics and popular titles to help fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

General Information. The Library will provide services for the information and technology needs of this community on a broad array of topics related to work, school and personal life.

The Library will provide a staff skillful in determining customers needs in locating relevant information that satisfies those needs. The Library will provide friendly and efficient customer service consistently exceeding customers' expectations.

1. The DN Library will provide at least 12 programs in basic computer use for those customers who are less technologically oriented.

Community Referral. The Library will cultivate and maintain strategic relationships with local organizations to improve the local awareness of the economic and informational value of the library to the community.

Cultural Awareness and Local History The Library will offer services that cultivate an understanding of world cultures. The Library will provide services that cultivate local history and genealogy.

1. The DN library will complete the Oklahoma Folklore database by the end of FY07.

2. The DN library will present at least 12 programs that increase cultural or historical awareness among the library's customers. We will make every effort to present these programs in a family enriching way.

3. The DN library will plan and present 2-4 programs dealing with various aspects of genealogical research.

4. The DN library will present continuous exhibits that promote historical and/or cultural awareness, with emphasis on Oklahoma Centennial topics.

Public Place The Library will provide services that inform the public and meet the needs of people to interact with others and participate in public discourse about community issues.

1. During the year, the DN Library will investigate the National SafePlace program. If deemed appropriate, we will accomplish all requirements to qualify as a Safe Place under the National SafePlace program.

Review of previous year's objectives listed in the Agency service plan.

Finance

1. Devise a plan and proposal for use of the \$10,000 Norick grant to DN Library. *This money has disappeared into a variety of projects. The final amount is being used for partial payment on a new microfilm reader/printer for the DN library.*
2. Submit and obtain at least one Friends grant to accomplish a service objective. *The Friends gave one grant to the DN Library in the amount of \$925 for " Looking at Jazz," a musical and historical program slated for late spring, 2007.*
3. Submit and obtain at least one grant from an outside agency to accomplish a service objective. *The DN Library obtained a \$60,000 grant from the INASMUCH Foundation to preserve and present the Oklahoma Folklore collection to the public.*

Facilities

1. Monitor how well the current arrangement of furniture and access to materials works in the new building. *Monitoring is ongoing. Several changes have been made to accommodate visual monitoring of the computer assignment screens, and bring some outlying computers into the general computer area. Additional adjustments are anticipated in the near future.*
2. Build a relationship with the onsite maintenance people so we provide the best possible care of the building and offer inviting and well-maintained facilities. *Personal interaction with onsite maintenance people is good. However, formal work requests are still needed for minor things to be done. Some individual staff members have achieved better results.*
3. Further develop the Teen Area with sign installation, signage, and access limited to teens. *Additional furniture and shelving has been received for this area, although we are still waiting for one canopy to be replaced. YA computers have been removed from the area. Additional movement of furniture will facilitate and enhance the YA area, but will not limit it to teenagers. Large sign is in the works.*

Service

Lifelong Learning:

1. Book or Film Discussions: Monthly book discussion; Teen movie/book discussion; Movies in Children's area after school or school vacations. *These goals have been well met, in that DN has regular monthly book and movie discussion groups. Children's after school movies have not occurred, particularly because the MLS Public Performance License was not renewed.*

2. College/continuing Education Guidance. Continue developing JOBs section based on customer input and librarian's expertise. *This is a basic part of collection development and has been done.*

3. Computer and Internet Instruction: Continue monthly basic internet and computer classes in our Computer Classroom. *This has been done, and is increasing greatly.*

Offer at least 2 genealogical computer courses. *This has been done, and both were significant successes.*

Develop course offerings based on input from customers. *This is in progress, in conjunction with staff brainstorming on instructional opportunities.*

4. Family Place. Develop a yearlong curriculum based on customer input and staff expertise. *This is in progress. Regular Parent/Child workshops are part of our standard programming, and we also have special topic lunchtime programs.*