

Village Library Service Plan
2006/2007

The Metropolitan Library System Mission Statement

The Metropolitan Library System facilitates the free flow of information and ideas by providing access to materials, services, and

Current Library Information

The Village Public Library is an agency of the Metropolitan Library System serving the city of The Village and many Northwest Oklahoma City neighborhoods.

Description of Facility

In 1966, The Village Branch Library opened in a leased storefront at 9304 Penn Place, in the Casady Square Shopping Center. In 1990 the library opened in its current location at 10307 N Pennsylvania Avenue in a new 14,044 square foot library, with a small atrium showcasing a commissioned stained-glass mural depicting library-related themes, a capacity of 70,000 volumes, seating capacity of 113, designated spaces for children and teens and a magazine reading area. This facility also includes a multi-purpose meeting room space with a seating capacity of 155 and an outdoor Village Greens a small amphitheater for outdoor programs and events.

This facility was built with funds from a temporary sales tax in the city of The Village and enjoys strong support from the city and the Friends of The Village Library. This community of 10,157 is surrounded by Oklahoma City neighborhoods as well making our service area include much more than just The Village residents.

Community Profile

The Village community profile includes a diverse community located in the north side of Oklahoma City. Its boundaries are north to Hefner Road between Waverly and Lakeshore Drive. The south border is Britton Road between Lakeshore Drive and Ridgeview Drive and Westchester between Ridgeview Drive and Waverly. We are located approximately 10 miles north of Downtown Oklahoma City and east of Hefner Lake and a few miles south and east of Edmonds southeast borders. The city of The Village has four public elementary schools, which are part of the Oklahoma City Public School District and Casady Schools, one large private school, which offers classes for Pre-K through 12th grade. However, within our service area the Village Library serves students from approximately 15 elementary schools, 4 middle schools and 3 high schools, both public and private, with a large Homeschool community, as well.

On this following page is a demographic break out of the city of The Village, taken from the 2000 Census. This does not include any neighborhoods surrounding The Village that are considered Oklahoma City residential neighborhoods.

Population Demographics		
	Number	Percent
Population Total	10157	
Sex		
Male	4719	46.5
Female	5438	53.5
Age Breakdown		
Under 5	784	7.7
5 -- 9	570	5.6
10 -- 14	456	4.5
15 --19	444	4.4
20 -- 34	2847	28
35 -- 54	2691	26.5
55 +	2365	23.3
Race		
White	8145	80.2
Black or African Am	1063	10.5
Hispanic or Latino	383	3.8
Am Indian	258	2.5
Asian	194	1.9
Housing Occupancy		
Total housing units	4997	
Owner-occupied	3185	66.7
Renter-occupied	1593	33.3

Household Demographics		
	Number	Percent
Income		
Median household income	\$37,559	
With earnings	3830	80.7
With Social Security income	1281	27
With Supplemental Security income	91	1.9
With public assistance income	94	2
With retirement income	812	17.1
Median family income	\$44,632	
Per capita income	\$20,444	
Families below poverty level	196	7.2
Educational Attainment		
Population 25 years and over	7103	
Less than 9th grade	161	2.3
9th -- 12th grade, no diploma	562	7.9
High school graduates (includes equivalency)	1665	23.4
Some college, no degree	2083	29.3
Associate degree	363	5.1
Bachelor's degree	1666	23.5
Graduate of professional degree	603	8.5
Percent high school graduate or higher		89.8
Percent bachelors' degree or higher		31.9

Service Hours

In September of 1993 an increase in the library system's operating budget allowed for additional operating hours for The Village Library bringing service hours to The Village community to the same level as other full-service agencies hours. The Village Library is open to the public 65 hours per week with the following operating hours:

Day	Open	Close
Monday	9:00	9:00
Tuesday	9:00	9:00
Wednesday	9:00	9:00
Thursday	9:00	9:00
Friday	9:00	6:00
Saturday	9:00	5:00
Sunday	CLOSED	

Description of Services

Materials

The Village Library's capacity of 70,000 volumes is stretched a bit according to our July 2005 collection analysis; we have 72,783 volumes of books, with 7,982 materials that are audio or video in nature, such as CD's, Video's and audio cassettes. This does not include DVD's as we have not had them in our collection long enough to have an analysis. During 2006 we have concentrated our efforts to weeding our adult nonfiction areas and adult fiction; these reductions are not reflected in this analysis as well. Below is a break out of the entire Village Library materials collection:

Books by Reading Level	TCir/Vol
Board Books	927
Easy	6,274
Easy Paperbacks	305
Reader	2,670
Reader Paperbacks	467
Tween Fiction	1,541
Tween Paperbacks	1,221
Tween Nonfiction	3,317
J Fiction	3,155
J Fiction Paperbacks	2,107
J Nonfiction	6,558
YA Fiction	1,016
YA Fiction Paperbacks	1,188
YA Nonfiction	64
Adult Fiction	12,871
Adult Nonfiction	22,965
Adult Fiction Paperbacks	3,528
Adult Nonfiction Paperbacks	151
Reference Collection	TRef/Vol

Media by Levels & Types	TCir/Vol
Video Adult Nonfiction	2,764
Video Children's	739
Video J Nonfiction	660
Video T Nonfiction	73
Compact Disc Books-on-Tape Fic	328
Compact Children's B-o-T Fic	57
Compact Disc Music	1,632
Compact Disc J Nonfiction	211
Compact Disc Young Adult	6
Compact Disc Adult Nonfiction	109
Audio Cassette Books-on-Tape	626
Audio Cassette Children's	

Catalog Computers

The Village Library offers access to a total of 4 CyberMars, library catalog only computers, three available at standing height and adding one at sitting height.

Librarian Assistance

As librarians of The Village Library we act as a gateway to information materials and services for all customers. We serve the public by educating them about the layout of the library, how to use the catalog and databases and also the processes for using the services and materials of the library.

Computers, Wireless access

In keeping with the mission of the library system we offer our service community access to the Internet, Microsoft Office applications and library-subscribed databases, by currently housing 11 multi-use computers, and two computers with educational games for children up to age 8. Along with other agencies we offer wireless connection where customers using wireless devices such as laptops may access the Internet through the library's service. The Village Library also offers individualized computer instruction as well as a "classroom type" setting for computer program instructions. The one-on-one instruction includes a 30 minute session on any computer program offered through our multi-use computers, such as Internet, all Microsoft Office applications available on these computers. The classroom instruction is for beginning computer skills and courses in each quarter will include one class in basic Internet skills, one class in a particular Microsoft Office program, and one basic introduction to computers and Microsoft Windows. Other classes will be multimedia skills including use of cameras and photographs with computers and using Window Media Player with music CDs and DVDs.

Programs

The Village Library offers a myriad of programs for children, teens, adults and senior adults. There are three librarians other than the library manager who focus their programs for specific target audiences, Childrens, Teens and Adults/including Senior Adults. The programs offered at The Village Library for 2005/2006 are in the spreadsheet below, including attendance numbers and target audience by age/grade.

Program Category	Target Audience	# Times offered	Ave # attended	Total # attendees
Children's Programs				
Birth through preschool				
Music Play Class (skipping summers)	2-4 year age	4mon,3quarters=13/yr	30	389
Storytime (skipping summers)	2-4 year age	4mon,3quarters=15/yr	26	393
Toddler Aerobics (skipping holidays, etc.)	2-4 year age	1wk, 3/mon=11/yr	30	338
Play Group	birth-3 year age	2/year	12	25
Touch the Trucks Day	2-8 year age	1/year	X	300
Parachute Play	3-8 year age	1/year	X	13

K-5th grades	Target Audience	# Times offered	Ave # attended	Total # attendees
Castle Building	6-12 year age	1/year	X	10
Where the Wild Things Are (Sci & Art)	1-5th grades	1wk/June=4/yr	32	130
School Skill Games	1-5th grades	1/year	X	8
Make & Take	5-12 year age	1/year	X	65
Medival Times (Sci & Art Prog)	1-5th grades	1 wk/July=4/yr	43	171
Village Book Club	1-3rd grades	4wk, quarterly=16/yr		
New/Old Games	3-5th grade	1/year	X	4
Apple Pie Time	K-5th grades	1/year	X	65
Attic Light Book Club	4-5th grades	bi-wkly 2 mon each quarter	10	159
Harry Potter Birthday Party	4-6th grades	1/year	X	30
How to do Homework without Throwing Up	4-6th grade	1/year	X	17
Study Skills	5-6th grade	1/year	X	15
Elementary School visits	1-5th grades	6/year	57	344
All ages of children	Target Audience	# Times offered	Ave # attended	Total # attendees
Friday Morning Program	PreK-6th grades	2/summer	81	163
Merry Medival Movies	PreK-6th grades	2/summer	55	110
Village Fair, Day in Provence	3 - 10 year age	1/year	X	360
Outreach Events				
Neighborhood Arts (June & July only)	birth-10 year age	1wk=9/yr	147	1322
Gumbo Pot (AfrAm Heritage)	birth-10 year age	1/year	X	50
Spring Fling	birth-10 year age	1/year	X	
Parenting Programs	Target Audience	# Times offered	Ave # attended	Total # attendees
Parent & Child Programs				
Baby Sign Play Group	birth-2 year age	1/wk, 1/mon=4/yr	16	66
Parent/Child Workshop (varies, 1- 2 session/yr)	birth-3 year age	5/year	16	82
Preschool Screenings (during 9 months)	birth-5 year age	1/mon=9/yr	4	37
Outreach Events				
Baby's First Library Book	birth-1 year age	ongoing	X	9
Parent Only Programs				
Raising Responsible Children	Parents	1/year	X	10
When My Child Won't Mind What To do	Parents	1/year	X	15
Learning Differences in Children	Parents	1/year	X	

Teen Programs	Target Audience	# Times offered	Ave # attended	Total # attendees
Teen Advisory Board (skipping summers)	12-17 year age	1/mon=10yr	5	48
Anime Club (skipping summers)	13-18 year age	1/mon=10yr	13	133
Teen Cafe	12-18 year age	2/summer	4	8
Mystery Night	10-15 year age	1/year	X	28
OSBI CSI Forensic Investigation	13-18 year age	1/year	X	24
American Red Cross Babysitting	11-15 year age	1/year	X	9
Chocolate Festival	13-18 year age	1/year	X	25
Outreach Events				
Supernatural & Paranormal: Truth/Myth	13-18 year age	1/year	X	8
Spoken Word w/ Will Richey	13-18 year age	1/year	X	28
Build-A-Creature	13-18 year age	1/year	X	13
Reptiles	13-18 year age	1/year	X	11
Adult Programs	Target Audience	# Times offered	Ave # attended	Total # attendees
Spanish, beginning	18 and up	4, 8 wks=32/yr	8	260
ESL	18 and up	2/wk-37wks per yr=74/yr	6	445
Let's Talk About Music	10 and up	2/year	35	70
Monday Book Club (skipping holidays)	18 and up	1/month=9/yr	6	54
Town Village Book Discussions	65 + year age	1/quarter=4/yr	10	40
Oklahoma Small Business Development	18 and up	2/year	10	20
Senior Adult Programs				
Yoga for Seniors	50 + year age	2wk/27 wks=55/yr	11	550
Tai Chi for Seniors	50 + year age	2wk/24 wks=48/yr	14	675
Outreach Events				
Author Visit --Yarn Harlot	all ages	1/year	X	115
Our World Series	all ages	X	X	X
Totals		375		7264

Public Room Space

The Village Library has two Meetings Rooms available for library programming, library related programs and non-library related use maybe scheduled when rooms are not needed for library scheduled events. Room fees are set by the Metropolitan Library System at \$10 an hour per room. Both rooms maybe opened up and rented at \$20 per hour. Seating capacity for both rooms opened into one is 155 individuals, capacity for Room A alone is 75 individuals and Room B alone is 35 individuals.

The Village Library has three built-in exhibits/display spaces, with 2 stand alone display cases. The 2 stand alone cases will be removed from our lobby by December 2006. We had dedicated one of our built-in exhibit/display cases to our Village Friends group for displaying craft type merchandise to sell for the purpose of raising funds for the Special Village Friends group, leaving two display spaces for special displays created by librarians or used by individuals and groups for displaying items of interest to our public.

Unique or Special Services

The Village Library houses the system’s only TDD phone and offers phone service to the hearing impaired countywide. The Village Library also offers two Study Carrels to be used for tutoring, studying, small group meetings, interviews, and proctoring tests. Usage is shown below:

Staffing

The Village Library has 15.5 FTE staff members to provide quality customer service to its community listed by position below:

Position	Hours per week	FTE
Library Manager	40	1
Librarian	120	3
Library Assistant	40	1
Technology Assistant	20	0.5
Circulation Clerk	180	4.5
System Reserve Page	60	1.5
Library Page	160	4
Total	620	15.5

Budget

The Village Library budget for 2005/2006, including all expenses equals \$893,383.00.

Statistics

The Village Library circulation statistics by the same reading levels and categories listed above are shown in spreadsheet below.

Books by Reading Level	TCir/Vol	TCircs
Board Books	927	7,960
Easy	6,274	33,889
Easy Paperbacks	305	2,735
Reader	2,670	22,258

Reader Paperbacks	467	3,083
Tween Fiction	1,541	8,852
Tween Paperbacks	1,221	5,438
Tween Nonfiction	3,317	13,572
J Fiction	3,155	13,897
J Fiction Paperbacks	2,107	3,676
J Nonfiction	6,558	29,159
YA Fiction	1,016	5,777
YA Fiction Paperbacks	1,188	3,183
YA Nonfiction	64	245
Adult Fiction	12,871	94,111
Adult Nonfiction	22,965	143,380
Adult Fiction Paperbacks	3,528	28,875
Adult Nonfiction Paperbacks	151	288
Reference Collection	TRef/Vol	
Reference Adult Nonfiction	2,444	0
Reference J Nonfiction	14	0
Total Volumes	72,783	420,378
Media by Levels & Types	TCir/Vol	TCircs
Video Adult Nonfiction	2,764	55,483
Video Children's	739	18,803
Video J Nonfiction	660	13,142
Video T Nonfiction	73	1,356
Compact Disc Books-on-Tape Fic	328	4,982
Compact Children's B-o-T Fic	57	612
Compact Disc Music	1,632	24,778
Compact Disc J Nonfiction	211	1,817
Compact Disc Young Adult	6	44
Compact Disc Adult Nonfiction	109	970
Audio Cassette Books-on-Tape	626	10,338

Audio Cassette Children's B- o-T	217	2,246
Audio Cassette Children's NF	96	391
Audio Cassette Young Adult	18	102
Audio Cassette Music	21	51
Audio Cassette Adult Nonfiction	428	3,243
Total Media	7,985	138,358

MLS Strategic Plan—Service Responses

Finance Response

The Library will have the funds to achieve the facilities and service responses.

The staff at The Village Library actively looks for ways to best spend the sources provided by our taxpayers and funding to supplement our budget from grants, in-kind donations and the Special Friends of The Village Library.

Facilities Response

The Library will provide inviting and well-maintained facilities to achieve our service responses.

The Village Library has use the finances allotted from MLS budget to furnish a new Young Adult area, now called our "Teens" area. These funds purchased new shelving units made by the same company who built our original shelves using the same design as well. These new units have provided a new well-maintained space for teens with chairs and "tiki" tables that give it a more inviting look for teens.

The Village Library has also removed old and worn furniture to provide an inviting and well-maintained space for our customers.

Service Response

The Library will provide services that address self-directed, personal development opportunities.

The Village Library has provided 375 programs for customers of all ages presented by library staff and our community partners. Preschool children and their parents have enjoyed storytimes, toddler aerobics, parent/child workshops, and special planned playtimes. School aged children have enjoyed regular book club filled with fun activities designed to stretch the book experience and increase their reading enjoyment. Teens have participated in our Teen Advisory Board and Anime Club, monthly with a number of other programs planned in response to their expressed interests. Classes offered for adults have included, Beginning Spanish, ESL, computer skills offered both by our staff and Metro-Tech instructors, with a monthly book club session and other misc. programs.

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

The Village Library offered several personal finance classes presented by our partner Oklahoma Small Business Development Center and local finance business in our area.

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.

The Village Library has re-organized our new book and paperback collections to make our more popular titles and those current trend titles more assessable to our customers. The Village Library professional staff have spent a great deal of time reviewing our large, overgrown adult/juvenile nonfiction collection to weed outdated titles and look for topics missing from our collection to provide an equitable and balanced collection for our community.

The Library will provide a staff skillful in determining user's needs and in locating relevant information that satisfies those needs.

The Village Library professional staffs actively convey ideas and needs expressed by our community, identifying trends and communicate these needs to our Material Selection staff and plan programs or seek program presenters to meet these needs.

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 Village Library provides 11 multi-use computers for our community with a half-time technology assistant available approximately 20 per week to provide personal instruction, classes on computer program applications and other technology topics of interested to our community, such as photographs on the computers, etc.

The Library will provide friendly and efficient customer service consistently exceeding customer expectations.

The Village Library conducts monthly staff meetings to educate staff of best practices in customer service and other community needs, which the library can provide resources to assist the customers in meeting their needs.

The Library will cultivate and maintain strategic relationships with local organizations to improve the local awareness of the economic and information value of libraries to a community.

The Village Library works with its Special Village Friends group to help reach local organizations and raise their awareness of the libraries' role in our community. The professional staff regularly visit The Village City Council meetings and reporting our activities to our communities council persons and visit local businesses to announce special programs they may be interested in attending or of interest to their cliental.

The Library will offer services that cultivate an understanding of world cultures.

The Village Library participates in offering many programs planned by the Metropolitan Library System's Outreach department, including the "Our World" series, designed to bring special groups from international locations to perform and educate our customers.

The Library will provide services that cultivate local history and genealogy.

The Village Library will participate in offering "Story Board" locations for local persons to have a place to tell their family stories. Our professional staff gives assistance to customers using our databases to search their own family histories, providing a starting point and giving them referral service when necessary.

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.

The Village Library provides meeting room space for groups on our community wanting to meet and discuss many topics.

Service Responses to address this year

The Library will provide inviting and well-maintained facilities to achieve our service responses.

The Village Library will rearrange the children's area to provide a more open look to the children's area, adding shelving to move paperbacks from free standing units to linear shelving units to provide the open space needed.

The Village Library will remove or replace the existing fish tank with a smaller tank and move to a location along the wall north of the stain-glassed mural.

The Village Library will pursue creating a quiet reading space for adults with children to read and enjoy their books of choice in a soft and comfortable atmosphere, which invites them to return again and again.

The Village Library will replace computer tables with large units to provide more space for each customer using a computer and increase the number of computers to meet our customer demand. All multi-use computers will be moved to an area just north of the "Information Desk" to ensure all customers have equitable access to computer assistance, providing our Technology Assistant with a workstation in this same area.

The Village Library will move our children's game computers just north of the multi-use computer stations to allow more assistance for these customers as well.

The Library will provide a staff skillful in determining user's needs and in locating relevant information that satisfies those needs.

The Village Library will move staff offices from a very crowded workroom to our existing study carrels and purchase two new smaller study carrels for customer needs along the wall just west of the manager's office. The workroom will then be rearranged to improve the work flow of the library staff in meeting customer demands for reserves, re-shelving materials, local processes of new materials, and storage and planning space for programs, as well.