



**Ronald J. Norick
Downtown
Library
Service Plan
October 1, 2007**

MLS Mission Statement: (Part I) The Metropolitan Library System facilitates the free flow of knowledge 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 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 - 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, excluding atrium, Development Office and café area	24,426
2nd floor, excluding Outreach Office	26,930
Prorated share of the basement area plus serials area	6171
Total Library Space	57,527
The Atrium and the 4 th floor meeting rooms are located in the same Building, and the DN Library has full use of them, but they are not part of the Library, proper.	21,973
Total space of library proper plus available meeting space	79,500

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	7805	**
Homeless people in OKC, most live Downtown	8000	***

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

**Population estimate by USCensus 2000, Oklahoma Department of Commerce, as presented in "Downtown Housing Demand Study – Final Report," (www.downtownokc.com)

***The Downtown community includes the largest percentage of homeless people in the county. The most recent homeless census actually counted 1930 people, an increase of 24% over 2006. The normal extrapolation from that is that there will be between 8000 and 10,000 people homeless at some point during the year. Of these, 32% have been homeless for more than a year, 28% are mentally ill, 16% are veterans, and 14% are members of homeless families. ("Transient Population Rises in the City" [Oklahoman](#), April 4, 2007, p1A.)

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. Additionally, approximately 700 acres of space between Downtown and the Oklahoma River will become available when the new I-40 realignment is complete, currently estimated to be

2014. The development plan, called Core to Shore, may take 20-50 years for full implementation. Some ideas on the table at this time are an expanded convention center, a new civic park for large events, a downtown retail district, and several new urban density residential neighborhoods. (Skyline Snapshot, 3Q, 2007, www.downtownokc.com)

Accessibility by drive time: A recent study, “Downtown Oklahoma City Grocery Store Location Analysis,” prepared by The Kilduff Company, for The Greater Oklahoma City Chamber, The City of Oklahoma City and Downtown Oklahoma City, Inc. (www.downtownokc.com) included a drive time analysis of population based on average driving time from various locations within the city to specific locations in the Downtown area. This analysis provides better information than a simple geographic residential analysis:

Driving time	2005 Population
5 minutes	54,072
10 minutes	263,385
20 minutes	783,813

Oklahoma County. The final interpretation of the Downtown community is the entire county. By virtue of the newness of the building, 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—items by reading level and media type

Total holdings by media type				
Media		Total volumes		Total circ.
Books		97,629		188,005
PaperbackBooks		47,663		126,518
Periodicals		20,866		11,643
Microform		3,989		
Cassettes		2,202		12,029
Video Recordings		4,185		35,406
CDs		3,805		39,016
DVDs		2,056		34,118
Totals		182,395		446,735

Total holdings by reading level	
Adult reading level	133,589
YA reading level	2,500
Juvenile reading level	14,359
Tween reading level 3-4 grade	4,835
Readers 2-3 grade	2,479
Easys, picture books, prereaders	10,940
Board Books, prereaders	547
Mixed level books	584
Total	169,833

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. Librarians frequently move about the floors of the library to provide assistance to customers at the time and place the need for assistance occurs, for the customer.
2. Individualized assistance in locating specific information or materials for customers, in person, on the telephone, or by mail or email.
3. Internet searching as a specific request from the customer, or as a professional tool in the search for information and knowledge.
4. 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.
5. Reader's advisory to match customers' informational and recreational needs with available materials.
6. Document delivery service via FAX, email or regular mail, or a customer pick-up service.
7. Referral to outside sources or agencies that have complementary collections or expertise.
8. 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 on weekdays, which are supplemented by the 16 computer lab computers on Sunday, making a total of 43 multiuse computers available to customers on Sundays; 7 Cybermars 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.

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.

Babies age 6 months-3 years	<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>
Toddlers and preschoolers age 2-5	Storytimes and other similar programs, music, aerobics, weekly to about 42 programs.
School age children K-5th grade	A variety of different programs from homework helper to crafts, entertainments, educational. One per month-12 per year.
Teens.	<p>Average of 1 program per quarter.</p> <p>Wednesday Night Movies have become an almost weekly event.</p>
Adults.	<p>Music. Piano concerts. Seasonal events.. Native American music. One program most months.</p> <p>Reading. Oklahoma Reads Oklahoma. Celebrating Oklahoma Authors. 12 programs.</p> <p>Educational/Cultural/Crafts Native American Month. Origami. Historical dance 12 programs.</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>
Seniors.	Winter Readfest Finale. 1 per year.
All family members.	<p>This is the goal for many of our adult programs. We try to make as many “family friendly” wholesome, events that the entire family can enjoy together, thus strengthening family ties through shared learning, social, and educational events.</p> <p>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, a catering kitchen, and the atrium.

Unique or Special services:

1. The Oklahoma Collection—overview and forecast.
The Oklahoma Collection has the dual purpose of preserving materials that document the history of our city, county, and state, and at the same time making these records and documents available to researchers, and people with specific local interests. While concerned with all things Oklahoma, the major emphasis of this collection is historical information about Oklahoma City and other Oklahoma County communities. This unique collection is currently composed of books, periodicals, atlases, audio and video media, and electronic databases. We strive to retain those materials that bring history to life and reflect the events, traditions, beliefs and behaviors of this community. We do not merely wait for materials to come to us, but actively seek out existing materials as well as documenting “history in the making” by collecting audio, video and printed materials related to significant events in our area. Current technology allows us to digitally preserve primary sources and construct databases which provide immediate access to this information from any point in the world. We recognize that technological advances will provide additional ways to collect and share historical records, and we eagerly await the opportunity to use them to enhance access to the Oklahoma Collection.
2. As part of the Oklahoma Collection, the Downtown Library provides ongoing maintenance and development of the Oklahoma Images database,
3. As part of the Oklahoma Collection, the Downtown Library provides ongoing maintenance and development of the Oklahoma Folklore Collection.

4. As part of the Oklahoma Collection, DN Librarians actively collect, process, and provide for public use, historical materials and special collections and information.
5. The Downtown Library provides a quiet reading room on the second floor, with seating at tables for 12, and arm chair seating for 10.
- 6 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.
7. The Downtown Library houses the Holocaust Resource Collection, an in depth collection on the Jewish Holocaust.
8. 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.
9. USGS Topographical map collection.
10. Microform collection on the census for 1890, 1910, 1920, and 1930.
11. 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.
12. 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.
13. 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.
14. Computer laboratory with 16 computers available for classes.
15. In some "Special Situations," the Downtown library is able to provide extended use of a computer for customers who have legitimate need for continuous, uninterrupted use of a computer beyond the perimeters of our computer sign-up system.
- 16 At times of highest computer demand, the Downtown Library transfers the computer lab into additional "general public use," computers, thus providing access for an additional 16 people.
17. 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
Librarians and Associate Librarians	14.5
Circulation Clerks	4.8
Pages	6.25
Technology Assistant	1
Support Staff (serials, assistant librarians)	3
Total FTE	31.55
Total people	38

Budget total figure for agency, as proposed in FY2007-2008 Budget.

Direct costs:	2,597,655.00
Indirect costs:	1,328,440.27
Total budget:	3,926,095.27

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

Media Type	Total volumes	Total circ.
Books	97,629	188,005
PaperbackBooks	47,663	126,518
Periodicals	20,866	11,643
Cassettes	2,202	12,029
Video Recordings	4192	35,409
CDs	3,805	39,016
DVDs	2056	34,118
Totals	178,413	446,738

MLS Strategic Plan (Part III)

YOUR INVITING, INNOVATIVE LINK TO THE WORLD.

SATISFY CURIOSITY: LIFELONG LEARNING

The resources you need to explore topics of personal interest and continue to learn throughout your life are at your library.

Goal: All ages realize their library offers topics in a variety of formats they find captivating and enriching to their lives.

Goal: Residents see their library as a resource for introductions to an assortment of cultural, civic and/or community interests.

VISIT A COMFORTABLE PLACE: PUBLIC & VIRTUAL PLACES

Your library has safe and welcoming physical places to meet and interact with others or to sit quietly and read and has open and accessible virtual spaces that support social networking.

Goal: All ages appreciate their library for its designated places for quiet reading or Studying and as a place for social or business activities.

1. The Downtown Library

Goal: All ages recognize their library as a great place both physically and virtually to Interact with others due to the noteworthy opportunities provided.

KNOW HOW TO FIND, EVALUATE & USE INFORMATION: INFORMATION FLUENCY

When you need information to resolve an issue or answer a question, you have the skills to search for, locate, evaluate, and effectively use information to meet your needs.

Goal: All visitors can expect library staff to have up-to-date knowledge, skills, and abilities to deliver library services.

Goal: All ages can expect friendly guidance on how to locate the best information resources to meet their request or needs.

CONNECT TO THE ONLINE WORLD: PUBLIC INTERNET ACCESS

Your library has highspeed access to the digital world with no unnecessary restrictions or fees to ensure that you can take advantage of the evergrowing resources and services available through the Internet.

Goal: All ages discover that their library has current equipment, tools and training for the public to responsibly access the digital world.

Goal: Adults understand that using the Internet is beneficial to development for all ages.

Goal: All ages recognize and use their library's website and its resources as an extension of of the library.

Service Responses for DN Library to address this year:

SATISFY CURIOSITY: LIFELONG LEARNING

The resources you need to explore topics of personal interest and continue to learn throughout your life are at your library.

Goal: All ages realize their library offers topics in a variety of formats they find captivating and enriching to their lives.

Oklahoma Collection:

1. The Oklahoma Collection will be staffed and open to the public a minimum of 12 hours per week.
2. The Oklahoma Collection personnel will develop additional and new ways to provide access to that unique collection of information.
3. The supervisor of the Oklahoma Collection will contribute local history essays and articles to the library's website, databases, and in the monthly magazine, which highlight features of the Collection, and help guide customers to more information on those subjects.
4. The supervisor of the Oklahoma Collection will explore the possibility of a Wiki-like interchange featuring the curious and fascinating small tidbits of history or geography or landmarks of this area.

Goal: Residents see their library as a resource for introductions to an assortment of cultural, civic and/or community interests.

Programming:

1. The DN Library will develop a programming plan that addresses the needs of the diverse customer base located in the service area.
2. The DN Library will develop a cost/benefit and evaluation process to determine which programs are viable, and which are not.
3. 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.
4. The Downtown Library will provide 12 or more on-site programs, which invite people of different ages, ideologies, ethnic and economic backgrounds to find a shared opportunity for interaction.

VISIT A COMFORTABLE PLACE: PUBLIC & VIRTUAL PLACES

Your library has safe and welcoming physical places to meet and interact with others or to sit quietly and read and has open and accessible virtual spaces that support social networking.

Goal: All ages appreciate their library for its designated places for quiet reading or studying and as a place for social or business activities.

Goal: All ages recognize their library as a great place both physically and virtually to

Interact with others due to the noteworthy opportunities provided.

KNOW HOW TO FIND, EVALUATE & USE INFORMATION: INFORMATION FLUENCY

When you need information to resolve an issue or answer a question, you have the skills to search for, locate, evaluate, and effectively use information to meet your needs.

Goal: All visitors can expect library staff to have up-to-date knowledge, skills, and abilities to deliver library services.

1. The librarians of the DN Library will each attend one or more workshops to increase knowledge in an information area, or a local resources area.

2. The staff of the Oklahoma Collection will attend at least one training course relative to local history or archival management in FY08.

Goal: All ages can expect friendly guidance on how to locate the best information resources to meet their request or needs.

1. The Downtown Library will develop and offer one course on "Evaluating Internet Sources" to the public. Corollary: The Downtown Library may develop and offer one course on "Internet Scams."

2. The Downtown Library will pursue the "roving librarian" model to find and serve customers at the time and location in the library, that they, the customer, is most receptive to assistance.

CONNECT TO THE ONLINE WORLD: PUBLIC INTERNET ACCESS

Your library has highspeed access to the digital world with no unnecessary restrictions or fees to ensure that you can take advantage of the evergrowing resources and services available through the Internet.

Goal: All ages discover that their library has current equipment, tools and training for the public to responsibly access the digital world.

Goal: Adults understand that using the Internet is beneficial to development for all ages.

Goal: All ages recognize and use their library's website and its resources as an extension of the library.

Review of previous year's objectives as listed in the 2006 Service Plan

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 usage for the computer lab, which will provide specialized service for individuals. *The Downtown Library initiated two new programs to increase use of the machinery. First, we developed a "Special Situation" plan for those people who have significant need to have access to a computer for longer than an hour. Some situations may include job applications, test taking, and specific educational research. Secondly, with the assistance of IT, we began adding the computers to the regular computer use rotation on Sundays, thus increasing the number of computers available on Sundays from 27 to 43.*

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. *The Downtown Library hosted, or partnered in eight programs that could be broadly interpreted as the career and business information listed above.*

1. The DN Library will provide at least 12 programs in basic computer use for those customers who are less technologically oriented. *During the past year, this library has provided at least 36 workshops in very basic aspects of computer use, including **Computer Basics, Basic Email, and Basic Internet**. In addition we have provided at least 6 higher level workshops ranging from **Expungements to Researching Business Information on the Internet**.*

1. The DN library will complete the Oklahoma Folklore database by the end of FY07. *The Oklahoma Folklore Database has been up and running for several months, well before the July 1st deadline. We continue to edit and clean up optical character recognition errors, and are about 80% complete in that area.*

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. *The Downtown Library produces more than 19 individual events that specifically presented cultural or historical information. The musical presentations are not included in this number, and many of them have strong cultural bases.*

3. The DN library will plan and present 2-4 programs dealing with various aspects of genealogical research. *The Downtown Library produced 4 programs aimed at genealogists, and genealogical research.*

4. The DN library will present continuous exhibits that promote historical and/or cultural awareness, with emphasis on Oklahoma Centennial topics. *At least 80% of the exhibits in the Philomathia case, the Atrium, and the Library, have dealt with aspects of Oklahoma's history and culture.*

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. *The Downtown Library did not pursue this program.*