

Midwest City Library
Annual Service Plan: FY2009
1 July 2008 – 30 June 2009



8143 E Reno
Midwest City, OK 73110
Phone: 405.732.4828
Fax: 405.606.3451
Email: midwestcity@metrolibrary.org
Website: www.metrolibrary.org/mls/mls_library/mc.htm



MLS Mission

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.

MLS Vision

Your inviting, innovative link to the world



City of Midwest City

I. Community profile¹

A. Population

- 2000 Census: 54,088
- 2005 Estimates: 54,941
- 2010 Projection: 56,070
- Population Breakout (2005 Estimates)

By Single Race Classification		Age 5+ by Language Spoken at Home		By Age	
White alone:	36,626	English only:	47,384	0-4	4,287
Black or African American Alone:	11,817	Asian/Pacific Islander:	932	5-9	3,896
Hispanic or Latino	2,538	IndoEuropean Language:	754	10-14	3,914
American Indian and Alaska Native Alone:	1,987	Spanish:	1,403	15-17	2,206
Asian Alone:	993	Other Language:	181	18 & over	40,638
Native Hawaiian and Other Pacific Islander Alone:	107	By Gender		21 & over	38,382
Some Other Race Alone:	956	Female:	28,586	65 and over	7,208
Two or More Races:	2,455	Male:	26,355	Median Age	34.59
				Average Ag	36.43

¹ Midwest City Chamber of Commerce, www.mwcok.com/demographic/mwc-demo2006.pdf

B. household income average

- average: \$46,854
- median: \$38,705
- per capita income: \$19,632

C. education

- less than 9th grade: 1,155
- some high school, no diploma: 3,865
- high school graduate: 10,973
- some college, no degree: 10,601
- Associate Degree: 2,543
- Bachelor's Degree: 4,082
- Master's Degree: 1,572
- Professional School Degree: 198
- Doctorate Degree: 82

D. Midwest City's Places of Interest

- Midwest City City Hall Arboretum located at 100 N Midwest Boulevard – grounds surrounding the library
- Atkinson Heritage Center located at 1001 N Midwest Boulevard – 1.0 miles north of the library
- Reno Swim and Slide located at 101 South Douglas Boulevard (corner of Reno Ave and S. Douglas Blvd) – less than a mile east of the library
- John Conrad Regional Golf Course located at 711 South Douglas Boulevard – less than a mile east southeast of the library
- Rose State College located at 6420 S.E. 15th Street – 1.5 miles southwest of the library
- Reed Conference Center located at 5800 Will Rogers – 2 miles southwest of the library
- Tinker Air Force Base located south of Southeast 29th Street between Douglas Boulevard and Sooner Road – approximately 2 miles south of the library

E. General Information

- Midwest City was founded in 1942 by W. P. "Bill" Atkinson, a prominent businessman and builder in Oklahoma.
- Midwest City is a city of 25 square miles whose southern border is Tinker Air Force Base and is part of the Oklahoma City "OKC Metro" Metropolitan Statistical Area.
- Rose State College has a performing Arts Theater with an outdoor amphitheater in Rose State College's Communications Center.
- The Reed Conference Center offers all the latest technological amenities that modern meeting and event planners need to support their organizations in style. The Center is home to the Midwest City Convention and Visitors Bureau.
- Throughout the year, Midwest City is host to many unique special events such as: Star Spangle Salute in July, Global Oklahoma - A Festival of Cultures in October, and Holiday Lights Spectacular in November and December.
- Midwest City was formerly a Certified City and has successfully transitioned to a Century Community.
- Midwest City is part of the "East Is In" initiative, promoting living and working in Eastern Oklahoma County.



Midwest City Library

I. Facility

A. year opened: 1985

B. square footage: 36,000

C. facility description:

- Entrances on the south and west sides of the building lead the public into the building's lobby. The lobby contains a gallery wall, an inset display area, and separate areas for posting and housing library-related information and community information. A striking feature of the library is a triptych by Wilson Hurley, entitled "Oklahoma Skies." The library's meeting room space is accessible via lobby entrances.
- Located east of the lobby is the Library Commons. This is a large open area which houses the library's circulating and reference collections, and contains public seating and a public computer area. The Quiet Reading Room and the Family Place Room are accessible through the Library Commons, as is the Literacy Link office and tutoring area.
- Located south of the Library Commons is the staff work area. Accessible through this area is the staff lounge, the supply room, the staff locker room and rest room, the librarians' office, and the library operations management office.
- A drive-through materials drop is located on the south side of the building, east of the main entrance.

D. seating capacity: 388

II. Services

A. Operating hours

Day	Hours of Operation	Number of Operating Hours
Monday	9:00am – 9:00pm	12
Tuesday	9:00am – 9:00pm	12
Wednesday	9:00am – 9:00pm	12
Thursday	9:00am – 9:00pm	12
Friday	9:00am – 6:00pm	9
Saturday	9:00am – 5:00pm	8
Sunday	1:00pm – 6:00pm	5
Total Operating Hours per Week		70

B. Materials (FY2007 Collection Analysis)

• Reference Collection

BOOKS	2344
PAPERBACK BOOKS	624
PERIODICALS	284
TOTAL	<u>3252</u>

• Circulating Collection

BOOKS	51669	VIDEOS: VHS	1903
PAPERBACK BOOKS	31754	VIDEOS: DVD	1707
PERIODICALS	5281	AUDIO BOOKS: CASSETTE TAPE	905
		AUDIO BOOKS: CD	<u>4094</u>
TOTAL	<u>88704</u>		<u>8609</u>

- Volumes by reading level and media type

READING LEVEL	BOOKS		AUDIO BOOKS				VIDEOS		MUSIC
	<i>Hardbacks & Paperbacks</i>		<i>Cassette Tapes</i>		<i>Compact Discs</i>		<i>Tapes</i>	<i>DVDs</i>	<i>CDs</i>
	<u>Fiction</u>	<u>Non-Fiction</u>	<u>Fiction</u>	<u>Non-Fiction</u>	<u>Fiction</u>	<u>Non-Fiction</u>			
									2302
Adult	21222	28741	492	143	907	401	1215	1017	
Young Adult	2489	159	15		24		6		
Juvenile	5153	5684	127	18	140	230	336	251	
Tween	2546	4538	17		13		5	86	
Reader	3436		6		11			1	
Easy	9561		77		69		275	350	

B. Electronic Resources

- MetroLibrary Catalog: CyberMars
- MetroLibrary website: www.metrolibrary.org
- Subscription databases

C. Librarian assistance

- staff the Information Desk during all operating hours
- assistance with locating information, retrieving library materials, using electronic resources

D. Computing:

- MetroLibrary Public Computers
 - a. Five computers dedicated to accessing CyberMars
 - b. Eighteen multiuse computers for access to Microsoft Office software and the Internet
- WiFi: Wireless access available throughout the library building

E. Programs & Events: FY2007

(FP: Family Place; G: General; O: Other; RP: Reading Program; ST: Story Time; SV: School Visit)

	Library Programs											Outreach Events							
	Children				Teen			Adult			Seniors	Everyone	Children		Teens		Seniors		Everyone
Year/Month	FP	G	SV	ST	G	O	SV	G	O	SV	G	G	G	RP	G	RP	G	RP	G
2006/July		14		1	4			18	2			15	5	1	2	2			
2006/August		5	1		7		1	13	6			8		1	1				
2006/September	6	4		3				15	13			5							
2006/October	8	4		3				14	12			7							1
2006/November		13						14	3			6							1
2006/December		5					1	10	4			6							
2007/January	1	5		3	12			13	7		2	1							
2007/February	5	4		2	8			19	7		3	2			1				1
2007/March	8	4		3	9			15	12		3	4					1	1	2
2007/April		12			11			15	9		2	3							3
2007/May		5		2	8			15	16		3	5			2				2
2007/June		12		3	5			16	16		2	12	8	3	3	3			

F. Public Room Space; exhibits or display space

- Meeting Rooms: Seating Capacity
 - a. Forum Room: 73
 - b. Meeting Room A: 52
 - c. Meeting Room B: 25

G. Exhibit or Display Space

- Book Displays
 - a. Large Table
 - b. End-of-Range displays
- Display Cases
 - a. 1 horizontal
 - b. 1 vertical

H. Unique or Special Services

- Special Rooms: Seating Capacity
 - a. Quiet Reading Room: 38
 - b. Family Place Room: 60
- Exhibit or Display Space
 - a. Gallery Wall in Lobby
 - b. Inset Glass-enclosed display in Lobby

I. Staff subtotaled by position – FY2007

- Management: 2/2.0 FTE
- Librarians: 6/5.0 FTE
- Circulation Clerks: 6/4.5 FTE
- Technology Assistants: 3
- Library Pages: 12
- Reserve Pages: 1

J. Budget: \$1,183,948.00 (FY2007)

K. Statistics

- Materials Circulation

BOOKS	244,337	VIDEOS: VHS	21,567
PAPERBACK BOOKS	191,414	VIDEOS: DVD	29,770
PERIODICALS	1,0576	AUDIO BOOKS: CASSETTE TAPE	7,563
		AUDIO BOOKS: CD	48,668
TOTAL	<u>830,531</u>		<u>107,568</u>

- Program Attendance

Library Programs					Outreach Events			
Children	Teen	Adult	Seniors	Everyone	Children	Teens	Seniors	Everyone
2773	515	4119	168	1143	4355	1077	151	523

III. Metropolitan Library System Strategic Plan: 2007-2012

A. Service Responses

- Satisfy Curiosity: *Lifelong Learning*
- Visit a Comfortable Place: *Public & Places*
- Know How to Find, Evaluate & Use Information: *Information Fluency*
- Connect to the Online World: *Public Internet Access*

B. Midwest City Library's Service Goals and Objectives: 2008-2009

- *Lifelong Learning*

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

OBJECTIVE: Create a "Welcome to the Midwest City Library" brochure for new library customers

- *Public and Virtual Places*

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

OBJECTIVE: Provide program and other information without clutter

- Review bulletin boards in lobby and library to determine purpose and relevance so that entry to library will be neat and welcoming, with only relevant information on display
- "Declutter" information and circulation desks so they will be neat, with only relevant information on the desktops

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

OBJECTIVE: Rearrange the library space to create a more user-friendly approach to providing services

- Research trends in library layout design and analyze applicability and feasibility for Midwest City Library
- *Information Fluency*
 - Goal: All visitors can expect library staff to have up-to-date knowledge, skills, and abilities to deliver library services.
 - OBJECTIVE 1: Improve communication between library teams and staff as a whole to create a library staff that has up-to-date knowledge about all aspects of the library.
 - Conduct baseline staff survey to pinpoint communication issues
 - Develop and implement actions to overcome issues identified in staff survey
 - Conduct evaluative survey to determine effectiveness of actions
 - OBJECTIVE 2: Clarify responsibilities for and provide clear written instructions on internal processes
 - Conduct baseline staff survey to pinpoint issues related to internal processes
 - Develop and implement guidelines and/or procedures which identify responsible party(ies) and provide clear instructions on those processes.
 - Develop internal review and revision process for guidelines/procedures
 - Goal: All ages can expect friendly guidance on how to locate the best information resources to meet their request or needs.
 - OBJECTIVE 1: Develop a “bridge” between work areas to provide all library staff with a comfort level commensurate with providing basic customer assistance in all areas.
 - Identify “must know” tasks and corresponding competency level required of each Midwest City Library employee
 - Enhance in-house training efforts, focusing on building and obtaining minimal competency level in “must know” tasks
 - OBJECTIVE 2: Develop and implement rewards-based cross-training (within library work units) program.

OBJECTIVE 3: Execute strategies that will enable customers to more easily find resources in the library

- Implement improved signage
- Examine feasibility of reducing number of material locations
- Develop building “location directory”

- *Public Internet Access*

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

OBJECTIVE 1: Increase our customers’ awareness of the availability of Technology Assistance

OBJECTIVE 2: Expand current computer training offerings by adding workshops on “trendy topics” and providing training in the evening and on weekends

OBJECTIVE 3: Increase availability of technology “Tips & Tricks” sheets

IV. Review of FY2007 Service Responses and Accomplishments

SERVICE RESPONSE	Goals and Objectives	Status
FINANCE	Strive to have the funds to achieve the MLS FACILITIES and SERVICE objectives by: <ul style="list-style-type: none"> <li data-bbox="489 521 1260 651">Prioritizing purchasing needs, identifying associated costs, and requesting funding in the FY07 library budget. <li data-bbox="489 688 1331 818">Submitting at least one Friends of the Metropolitan Library System grant to accomplish a service objective. <li data-bbox="489 855 1234 943">Submitting at least one grant from an outside agency to accomplish a service objective. 	<p>Completed: budget was prepared and submitted by deadline</p> <p>Completed: submitted grant for plastic bags to provide to customers</p> <p>Completed: partnered with Literacy Link on a Health Initiative grant to the Midwest City Hospital Authority</p>
FACILITIES	Strive to provide inviting and well-maintained facilities by: <ul style="list-style-type: none"> <li data-bbox="394 1263 1260 1349">Enhancing meeting room facilities with permanently installed audio/video equipment 	Not accomplished

SERVICE *Lifelong Learning*: Strive to provide services that address self-directed, personal development opportunities through:

Adult Literacy Programs

Conduct at least one personal and/or home safety program with the police/fire/Red Cross

Completed: co-sponsored 2 assault protection programs with Midwest City Police Department

Continue partnering with the Oklahoma Department of Wildlife on the presentation of Hunter Safety Education courses

Completed: co-sponsored 9 sessions

Continue partnering with AARP on the presentation of the 55 Alive Drive Safety course

Completed: co-sponsored 3 sessions

Continuing partnering with the Oklahoma City/County Health Department on the presentation of Parent Talk and parenting workshops

Completed: co-sponsored 5 Parent Talk sessions and 2 parenting workshops

Recreational activities

Continue holding gardening classes	Not accomplished
Plan and conduct at least two programs designed specifically for seniors	Completed: held 28 programs for seniors
Plan and conduct at least quarterly craft programs for adults	Not accomplished
Continue hosting Game Day; hold at least one chess tournament	Completed: Game Day continued, hosted 1 chess tournament
Plan and conduct at least three programs designed specifically for teens	Completed: in addition to Game Day and the chess tournament, we hosted over 30 teen programs
Plan and conduct at least three programs designed specifically for older kids	Completed: hosted over 30 programs for older kids
Plan and conduct at least one intergenerational event that involves all library staff	Not accomplished: although we hosted many intergenerational programs we did not have one that involved all library staff

College/continuing education guidance
 Create, in Teen Central, a College Information Section
 with college catalogs from Oklahoma colleges

Completed

Family Place

Hold at least one parent/child workshops

Completed: held one workshop

Continue holding playtimes for parent/child workshop "graduates"

Completed: held 24 "Lap Sit Play & Story Time" programs

Continue holding parenting skills workshops

Not accomplished

Hold at least one PREP series of classes

Not accomplished

Continue holding weekly story times for two age groups

Completed: in addition to the "Lap Sit Play & Story Times" programs we had 20 Preschool Story Times

Host at least two system-coordinated programs that introduce young children to the joy of reading

Completed: we hosted over 40 Outreach programs

Continue partnering with the Mid-Del Youth and Family Center on the Midwest City Youth Literacy Program

Not accomplished

Plan and implement Family Literacy

Not accomplished

programming

Computer/Internet instruction

Conduct at least three computer/internet instruction programs

Completed: held 11 computer basic and internet basics classes, 8 internet & email tutorial classes, and 3 CyberMARS classes

Career and Business Information: Strive to provide services and resources to serve the need for information related to business, career, work, entrepreneurship, personal finances and obtaining employment

Local business

Hold at least one business information program/event

Completed: we held one business information program

Employment/career guidance

Hold Teen Job Fair

Not accomplished; however, we did host two programs to help teens get summer jobs

Financial planning/investment information

Host at least two programs or events related to financial planning/investment information

Not accomplished

Current Topics & Popular Titles: Strive to 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.

Continue to work with Materials Selection on providing material of particular interest to our customers	Completed
---	-----------

Install monthly material displays throughout the library	Completed
--	-----------

General Information 2: Strive to provide a staff skillful in determining users' needs and in locating relevant information that satisfies those needs

Continue to "tweak" in-house new employee orientation and training programs	Completed
---	-----------

Have at least 50% of the combined full-time and part-time staff attend at least one relevant continuing education course	Completed
--	-----------

Have at least one staff member complete child development courses	Completed
---	-----------

Conduct quarterly in-house staff development training sessions	Completed
--	-----------

General Information 3: Strive to provide friendly and efficient customer service consistently exceeding customer expectations

Observe Customer Appreciation Month Completed

Continue highlighting customer service in staff meetings Completed

COMMUNITY
REFERRAL Strive to cultivate and maintain strategic relationships with local organizations to improve the local awareness of the economic and informational value of libraries to a community

Continue to provide relevant information to the community via the Community Information Center Completed

Participate in at least one community-wide event Completed

Speak to at least one community organization each quarter Not accomplished

CULTURAL
AWARENESS
& LOCAL
HISTORY Strive to offer services that cultivate an understanding of world cultures

Host at least one of the MLS Our World Series programs Completed

	Host at least two cultural performances featuring a local group	Completed
	Hold at least one local history activity	Completed
	Strive to provide services that cultivate local history and genealogy	
	Host at least one genealogy workshop	Completed
PUBLIC PLACE	Strive to provide services that inform the public and meet the needs of people to interact with others and participate in public discourse about community issues	
	Market the library's meeting rooms with local businesses and civic groups/organizations	Completed
	Conduct at least one "Town Halls" addressing issues of concern to the community	Not accomplished