

Village Library Service Plan 2007/2008

Respect

Integrity

Excellence

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 programs to Oklahoma County's diverse community.

The Metropolitan Library System Vision

Your inviting, innovative link to the world!

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.

Below is a demographic break out of the city of The Village, taken from the 2000 Census, the most recent census information available. This does not include any neighborhoods surrounding The Village that are considered Oklahoma City residential neighborhoods, and are part of our service area.

Population Demographics	Number	Percent	Household Demographics	Number	Percent
Population Total	10157		Income		
Sex			Median household income	\$37,559	
Male	4719	46.5	w/Earnings	3830	80.7
Female	5438	53.5	w/Social Security income	1281	27
Age Breakdown			w/Supplemental Security income	91	1.9
Under 5	784	7.7	w/Public assistance income	94	2
5 -- 9	570	5.6	w/Retirement income	812	17.1
10 -- 14	456	4.5	Median family income	\$44,632	
15 --19	444	4.4	Per capita income	\$20,444	
20 -- 34	2847	28	Families below poverty level	196	7.2
35 -- 54	2691	26.5	Educational Attainment		
55 +	2365	23.3	Population 25 years and over	7103	
Race			Less than 9th grade	161	2.3
White	8145	80.2	9th -- 12th grade, no diploma	562	7.9
Black or African Am	1063	10.5	High school graduates	1665	23.4
Hispanic or Latino	383	3.8	(includes equivalency)		
Am Indian	258	2.5	Some college, no degree	2083	29.3
Asian	194	1.9	Associate degree	363	5.1
Housing Occupancy			Bachelor's degree	1666	23.5
Total housing units	4997		Graduate of professional degree	603	8.5
Owner-occupied	3185	66.7	Percent high school graduate or higher		89.8
Renter-occupied	1593	33.3	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 most other full-service agencies hours. The Village Library is open to the public six days per week, being closed on Sundays, for 65 hours per week, with the following operating hours:

Day	Open	Close
Monday--Thursday	9:00	9:00
Friday	9:00	6:00
Saturday	9:00	5:00

Description of Services

Materials

The Village Library's capacity of 70,000 volumes is stretched a bit according to our July 2007 collection analysis; we have 67,871 volumes of books, with 7,217 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 2007 we have continued to concentrate our efforts to weeding our collections; these reductions may not reflect in this analysis as well. Below is a break out of the entire Village Library materials collection:

Books by Reading Level	TCir/Vol	Media by Levels & Types	TCir/Vol
Board Books	930	Video/DVD Adult Nonfiction	2,409
Easy	5,006	Video/DVD Children's	603
Easy Paperbacks	346	Video/DVD J Nonfiction	502
Reader	2,459	Video/DVD T Nonfiction	109
Reader Paperbacks	347	Compact Disc Books-on-Tape Fic	710
Tween Fiction	880	Compact Children's B-o-T Fic	159
Tween Paperbacks	1,221	Compact Disc Music	1,517
Tween Nonfiction	3,458	Compact Disc J Nonfiction	284
J Fiction	3,279	Compact Disc Young Adult	22
J Fiction Paperbacks	2,126	Compact Disc Adult Nonfiction	283
J Nonfiction	4,370	Audio Cassette Books-on-Tape	317
J/Tw Nonfiction Paperbacks	43		
YA Fiction	1,251	Audio Cassette Children's B-o-T	94
YA Fiction Paperbacks	1,211	Audio Cassette Children's NF	54
YA Nonfiction	74	Audio Cassette Young Adult	15
Adult Fiction	12,428	Audio Cassette Adult Nonfiction	139
Adult Nonfiction	18,792	Total Media	7,217
Adult Fiction Paperbacks	4,626	Total Volumes	67,871
Adult Nonfiction Paperbacks	134	Total Media	75,088
Magazines (circulating)	3509		
Total Circulating Volumes	66490		
Reference Collection	TRef/Vol		
Reference Adult Nonfiction	1,379		
Reference J Nonfiction	2		
Total Ref Volumes	1,381		
Total Volumes	67,871		

Catalog Computers

The Village Library offers access to a total of 4 CyberMars, library catalog only computers, three available at standing height and a fourth 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, the processes for using the services and materials of the library, as well as searching and locating information for our customers.

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 15 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, Children's, Teens, and Adults/including Senior Adults. The programs offered at The Village Library for 2006/2007 are in the spreadsheet below, including attendance numbers and target audience by age/grade.

Program by age Category	# Times offered	Total # attendees
Children's Programs	32	893
K-5th grades	27	596
All ages of children	12	3563
Parenting Programs	22	245
Teen Programs	24	168
Adult Programs	61	642
Sponsored Programs	98	827
Total	276	6934

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. We have 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 offers space when available for tutoring and studying as a community service to our community. During 2006-2007 we have had 712 customers use this service.

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 2006/2007, including all expenses equals \$944,512.00.

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	Media by Levels & Types	TCir/Vol	TCircs
Board Books	930	7,117	Video/DVD Adult Nonfiction	2,409	42,952
Easy	5,495	36,142	Video/DVD Children's	603	16,101
Easy Paperbacks	346	3,105	Video/DVD J Nonfiction	502	5,161
Reader	2,777	19,746	Video/DVD T Nonfiction	109	1,695
Reader Paperbacks	347	2,548	Compact Disc Books-on-Tape Fic	710	12,346
Tween Fiction	1,541	8,964	Compact Children's B-o-T Fic	159	1733
Tween Paperbacks	880	6,118	Compact Disc Music	1,517	23,408
Tween Nonfiction	3,458	15,848	Compact Disc J Nonfiction	284	2,413
J Fiction	3,384	15,566	Compact Disc Young Adult	22	170

J Fiction Paperbacks	2,126	6,975	Compact Disc Adult Nonfiction	283	2732
J Nonfiction	4,370	11,163	Audio Cassette Books-on-Tape	317	4,441
J/Tw Nonfiction Paperbacks	43	79	Audio Cassette Children's B-o-T	94	1,221
YA Fiction	1,251	7,363	Audio Cassette Children's NF	54	200
YA Fiction Paperbacks	1,211	2,170	Audio Cassette Young Adult	15	91
YA Nonfiction	74	263	Audio Cassette Adult Nonfiction	139	1260
Adult Fiction	12,428	27,412	Total Media	7,217	115,924
Adult Nonfiction	18,792	82,257			
Adult Fiction Paperbacks	4,626	2,693			
Adult Nonfiction Paperbacks	134	214			
Magazines (circulating)	3509	11,378			
Reference Collection	TRef/Vol				
Reference Adult Nonfiction	2,444	0			
Reference J Nonfiction	14	0			
Total Volumes	70,180	267,121			

MLS Strategic Plan--Service Responses

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.

The Village Library has provided 178 programs for customers of all ages presented by library staff and sponsored 98 programs offered by our community partners. Preschool children and their parents have enjoyed story times, music play classes, 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. Our Teen Advisory Board will begin meeting quarterly rather than monthly to gather information about their library needs and future program needs. Classes offered for adults have included, Beginning Spanish, Yoga, Tai Chi, author visits, and a monthly book club session, and other misc. programs.

The Village Library offered several personal investment classes presented by Oklahoma Small Business Development Center, a local investing club in our area and Mid-Del Literacy Group offers English as a Second Language, and we have other programs offered by other community partners. The Village Library professional staff actively conveys 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 Manager of Library Operations 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 visits 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 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 also participate in offering "Story Board" locations for local persons to have a place to tell their family stories. Our professional staffs give assistance to customers using our databases to search their own family histories, providing a starting point and giving them referral service when necessary.

Visit a Comfortable Place: Public and 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.*

The Village Library will work with the Special Friends of the Village Library to transform the lobby atrium to an inviting, quiet reading nook for children and their caregivers to enjoy reading and learning while visiting the Village Library. The Village Library will also continue our efforts to 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, particularly from in front of our fish tank enjoyed by customers of all ages. 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 Village Library provides meeting room space for groups on our community wanting to meet and discuss many topics. Our staff meetings will include best practices in handling security issues consistently and keeping all customers feeling welcomed and comfortable. When available, quiet spaces will be offered to customers needing an atmosphere quieter than offered in the busy areas of the library. Staff will continue to work with all customers in understanding the importance of their respective role and working together to provide a pleasant atmosphere to our community.

Connect to the Online World: Public Internet Access

Your library has high-speed access to the digital world with no unnecessary restrictions or fees to ensure that you can take advantage of the ever-growing 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 physical library.*

The Village Library provides 15 multi-use computers for our community with a half-time technology assistant available approximately 20 per week to provide 30 minute personal instruction sessions four

evenings per week, classes on computer program applications and other technology topics of interested to our community, such as photographs on the computers, etc. once per month.

The Village Library reference staff will assist all ages in their needs when using the public internet to find the resources they are seeking and learn how to use those sites to get the information desired. The Village Library staff will acknowledge and respect the needs of Internet users of all ages giving equitable assistance to each individual seeking or seeming to need assistance.

Service Response Focus for 2007/2008 Service Plan

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.

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. Each staff member will have a developmental plan designed to give staff opportunities to refresh their skills, with quarterly visits with the manager to provide readings to keep staff up-to-date on library services and best practices for providing excellent customer service. Staff members will be asked to committee their work time to learning best practices and transfer that learning to daily practice. Each staff members' developmental plan will include an agreement to provide friendly guidance to all customers and help them locate the best information resources to meet their needs. Staff will provide excellent customer service by returning materials to the shelves in a timely manner and keep shelves well maintained and in correct order.

The Village Library will move staff offices from a very crowded workroom to our existing study carrels and add a third carrel for the final staff office in the south east alcove. 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, organized storage, and an organized planning space for programs, as well.

Review of previous year

The Village Library has been reviewing MLS Policy and Procedures to see where we can be operating more efficiently and providing better service to our community. All staff member is being challenged to rethink how they work for continual improvement and excellence. All staff will read and review all policies that are directly related to their individual positions to know them and able to put them in practice without hesitance, providing confident excellent customer service that is equitable to all of our community of users.

We have created a method to practice counting change back to customers to ensure a higher rate of accuracy and keeping of customer financial records, as well as creating a method to practice balancing

our money drawer to improve our daily deposit records and improve our service to our internal customers as well.

During staff meetings, staff members are being challenged to think of their co-workers as customers they serve with their individual responsibilities of the team and the impact of providing less than excellent service to all. The challenge includes keeping mindful each day of what it means to use respect and integrity when performing each task for the customers as well as The Village Library Team.

The Village Library replaced the existing fish tank with a smaller tank and move to a location along the west wall currently behind our J Fiction collection. These J Fiction shelves will be moved to the north and the tank will then be visible to all our customers who love our community pets.

The Village Library replaced our smaller computer tables with larger table units to provide more space for each customer using a computer and increased the number of computers to meet our customer demand. All multi-use computers are in 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.

After visiting with some administrators we decided to wait and review the needs of our customers before determining whether to purchase two new smaller study carrels for customers needs, to place along the wall just west of the manager's office.

Our professional staff have spent many hours reviewing our reference collection and weeding it down from six different reference collection spread around the central part of the library, to two long rows designed to house a reference collection and removed materials not used by our customers for many years. The adult and juvenile nonfiction collection has also been reviewed and weeded heavily to remove those materials that are no longer reliable sources or are not used in more than a year, to make our collection more accessible and inviting to all customers.

The Village Library has reviewed all furniture on the public floor to determine its function and usefulness, deciding if they meet current customer needs or if they need removed or replaced. Many unused items were removed to give a more open feel to our small and crowded agency and many old pieces replaced with more efficient units.

We have received many comments from our community partners and customers expressing appreciation for the new look their library has taken on with neat and tidy shelves and more space to move around when navigating through the collection. We look forward to making more improvements this coming year to meet the current and projected needs of our community of customers.