



Choctaw Library Service Plan

July 1, 2008

To

June 30, 2009

Report Created November 2008

Choctaw Library Service Plan 2008-2009

MLS Vision

The Metropolitan Library System envisions a future in which it is an inviting, innovative link to the world for all the people of Oklahoma County.

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

Description of the Choctaw Library Facility

This facility opened January 20, 2004 at 2525 Muzzy Street which is the northwest corner of Gilbert and Muzzy Streets. The award winning structure is 9,000 square feet in space that includes a front porch as part of the east (front) entrance and a covered deck leading to the west entrance. According to the Choctaw fire Marshall, the occupancy capacity for the building is 600 people. We have about 60 chairs of various styles and 20 low stools situated throughout the open area for customers. The meeting room is a large room and will seat between 60 and 100 people depending on the room set-up.

Choctaw Community Profile

City location

Downtown Choctaw is located about 16 miles east of downtown Oklahoma City on Highway 62 (NE 23rd Street) in the geographic center of eastern Oklahoma County. Over 29 miles are included in the Choctaw city limits. Choctaw borders Harrah, Jones, Nicoma Park, Midwest City, Oklahoma City, and Spencer.

Population

According to the 2000 census, Choctaw was listed as having 9,377 people and the 2002 estimate as having 1030. The ethnic makeup of the city was listed as 88.80% white, 1.64% African American, 3.70% Native American, and Hispanic or Latino were 2.79%. In Choctaw age mixes, 24.9% of the people are under 18 years old. Those ranging in age from 18 to 24 were 7.6%. Those aged 25-44 were 28.7%, those 45 to 64 were 27.3% and those older than 64 was 10.6 of the population. The median age is 38 years old.

Average Households

Choctaw at the time of the census had 3,450 households. Sixty eight percent of these were married couples, 35.9 percent had children under the age of 18, and 6.0% consisted of someone who was 65 years or older living alone. The average household size was 2.69 people and the average family size was 2.99 people. The median income for a household is \$49,291 while the median income for a family is \$55,437. The per capita income for the city is \$21,041.

Education

In the general population of those 25 and older, 85% are high school graduates or higher. The Choctaw Nicoma Park School System comprises of 58.5 square miles of Eastern Oklahoma County. There are 4 elementary schools, 2 intermediate schools, and one high school. One elementary and one junior high are located about half a mile from the library. Two elementary schools are located about 4 miles from the library and the high school is located 3 miles from the library. These schools are considered some of the best in the state with a couple of them serving as Great Expectations schools. There is also an Alternate Education Academy that serves students in grades 9-12 from the Choctaw, Harrah, Jones, Luther and Nicoma Park communities. Additional education is provided by the Eastern Oklahoma County Technology Center.

Government

Choctaw is a "Home Rule" city. The government operates under a "council-manager" form of government with the city manager executing the laws and administering the government of the city and the City Council enacting local legislation, adopting budgets and appointing the city manager, city attorney and all judges and boards. Funding for the city is primarily city sales taxes.

Points of Interest:

The **Historical Flower Gardens** are located in the 1 mile distance between Choctaw Road and Henney Street on NE 23rd Street (Oklahoma 62). The eastern boundary is one mile west of the eastern boundary of the 1889 Land Run. Set in the 12 large flower gardens are 19 life size Shadow Art Sculptures of the Ghost Riders of the Oklahoma Land Runs and the Early Settlers. There are 17 history plaques about Oklahoma Life in 1889.

Choctaw's **Main Street** features 2 traffic circles surrounded by gardens. The south circle has an open air gazebo that allows outdoor events to take place next to a city park that is located on the north east corner of the intersection. This intersection is one block west of the library along Gilbert. The second circle has the school bell from the first school house. In April 2007 a centennial clock was dedicated to the city and is located in the garden at the intersection of NE 23rd Street and Main Street.

Choctaw Creek Golf Course is at 2200 N Hiwassee Road and has 18 holes, a driving range, Club House with snack bar, banquet and conference room and pro shop.

Bouse Park is a large park that has recently had an all age water feature constructed with an entrance on Indian Meridian. Some of the park is still being restructured into a public park. This is about 4 miles southeast of the library.

The **Choctaw Creek Park** is located within 1.5 miles of the library on North Harper Road between NE 10th Street and NE 23 Street. From the first Saturday in June until the last Saturday in October, a Farmer's market is active in the park from 8:00 AM to noon each Saturday. In addition the park hosts Land Run Days and Old Timer's Day in April, Oktoberfest the first week of September, Halloween Haunted Trails in October

and Native American Heritage Day and Festival. Beginning in December 2008 the city plans a Christmas Festival in the park. In addition, the park is available to organizations for festivals and events. A Wildlife Sanctuary and Wetlands Project is located at one end of the park. Walking trails provide a safe avenue for citizens to walk surrounded by nature.

Lloyd Williamson Memorial Park is a 3 acre park with soccer fields and play ground located at 14700 Dean Street. It is about one half mile due north of the library,

Optimist Park is a neighborhood park with picnic shelter, play ground and baseball field located at 13500 NE 10th street between Henney Road and Hiwassee Road. This is about 3 miles southwest of the library.

Ten Acre Lake Park is a 40 acre park that offers fishing, picnicking, baseball diamonds, playground and soccer fields. It is located at 15600 NE 10 Street about 2 miles from the library.

Sources of information included the Choctaw City Webpage and www.okcommerce.gov,

Choctaw Library Services

Service Hours

The library is open to the public 61 hours a week. Hours are Monday through Thursday 9:00 AM to 8:00 PM; Friday 9:00 AM to 6:00 PM; and Saturday 9:00 AM to 5:00 PM.

Collection

As of the Choctaw Collection Analysis of July 2008, Choctaw Library has approximately 52,939 items in its collection. This includes 40245 circulating and reference books and 30400 periodicals,

Customers have access to the entire MLS collection of over 1 million items via the CyberMars. The Choctaw library has 3 dedicated CyberMars for customer use.

Each customer has access to licensed databases included in the MLS database system.

Interlibrary loans are used to acquire for customer use items that are not in system.

Librarian assistance

Librarian assistance is offered to all customers by 4 librarians (including the manager) and one library assistant.

Services include:

Demonstrating how to use the CyberMars.

Going to the shelves with the customer for items of interest.

Looking up materials for them on CyberMars or other search tools,

Processing Interlibrary Loan items when the needed resource is not insystem,

Readers Advisory

Coordinating, planning and executing programs of interest to the general public.
Answering all directional and reference questions to the best of the resources and the librarian's ability.

Assisting with computer related questions when technical assistant is not present.

RSS Feeds now available

Computer Services

Help signing in at the signup computer for computer use as needed.

Instruction on use of the Internet and other programs available on the public computers.

The customer has access to the free MLS wireless access service.

There are 3 CyberMars terminals.

There are 13 multitask, internet accessible computers available for customer use.

There are 4 children's computers offering educational programs and games.

A technical assistant is usually available 4 afternoon/evenings a week. He will give one on one instruction as needed.

RSS feed training as needed

Customers can access the MLS services 24 hours a day 7 days a week by visiting

www.metrolibrary.org.

Occasional group classes on computer related topics are offered by the technical assistant.

Programs

The Choctaw Library offers programs for all ages.

Toddler story and activity programs for children under 3 years of age are offered weekly throughout the year.

Preschool story and activity programs are offered weekly throughout the year.

Being a Family Place library, Choctaw offers a series of 4 Parent-child workshops in the spring and fall of the year.

Family Place Open Play is offered monthly.

Children Reading to Dogs has been a popular addition this fall in monthly programs.

BeTween Books Book Club has been forming by meeting monthly.

Teen advisory board meets most months to help plan programs for the teens.

Science Programs for homeschoolers, elementary and junior high school students 4 times

Adult programs this year have included

Spanish language and culture classes,

Let's Talk About it Oklahoma which is a 3-4 session program offered once or twice a year.

Tai Chi

Genealogy

Music Concerts twice a year

GED fall and spring

Defensive driver's safety classes twice

Parent Talk in partnership with the Oklahoma City County Health Department

Jewelry and craft programs for teens and adults

Partnership with SBA and SCORE for business related programs

Health screening for Medi-CARE eligible Seniors partnered with Oklahoma City

Clinic and American Diabetes Association.

Life Time Reader's Readfest in February and March.

Choctaw Library Pageturner's Book Club meeting monthly.

Four evening story events

All librarians have been offering catchy displays for holidays, book promotions, programs and public interest.

Summer Programs are offered twice a week for school age children and once a week for YA students.

In FY 07-08, there were 369 meetings with a total attendance of 7348 .

90 meetings for adults with attendance of 957

22 teen programs with attendance of 406

129 meetings for children with attendance of 3119

32 general audience meetings with attendance of 273

Meeting Room and Display Space

Meeting spaces are available for \$10.00 per hour.

The community room can seat 60-80 people at tables or up to 200 at a stand up function.

A covered deck is located on the west end of the building that can seat up to 200 individuals.

An exposed patio is at ground level on the east and can host up to 50 people.

There is one 2 foot square display case by the community room with 4 shelves available and 2 5 foot wide by 6 ¾ foot high display cases that are available to be booked.

There are 2 52 inch high 3 shelf shelving units used for display of library materials for holidays or special programs near the circulation desk.

There is a special cart in the children's area available for display of seasonal and current books of interest.

The computer room has 7 computers and chairs for 10 people in it.

Quiet Reading Room

The quiet reading room is located in the south east corner of the library. It has 4 lounge chairs as well as 2 tables with 8 chairs for customer use. The reference automobile repair books are displayed in this room as are the periodicals. Native American art by Enoch Haney and a calligraphy message from a community in Japan are the major art in the room.

Children's Area

Though substantial in size, the children's area is crowded with shelves, tables, computers, and chairs. There are three lounge chairs and two small "book" tables. At the north end of this section there are two children's sized tables with eight child size wooden chairs for family interaction. There is also a spacious area for the 4 child computers and printer. This area is well used and often crowded indicating future space needs consideration. Sub-areas are organized as preschool and school age with appropriate games, activities, and resources in portable shelving.

Special Collections

Genealogy reference collection includes genealogy magazines, the Chronicles of Oklahoma magazines, a miscellaneous collection of school yearbooks of local schools and some bound local newspapers from the eighties.

Family Talk has items of interest to parents.

Jobs collection offer test books and job opportunity information including resumes and career information.

Staff

There are 5 FTE, 4 half time and 5 part time staff including:

- 1 FTE Manager
- 2 FTE librarians
- 2 FTE clerks
- 1 .5FTE librarian
- 1 .5 FTE clerk
- 1 .5 FTE library assistant
- 1 .5 Technology assistant
- 6 PT pages

Budget

The FY07-08 budget for the Choctaw Library is \$478940.00 in direct costs.

Circulation Statistics

In the fiscal year ending June 30, 2008, Choctaw had circulated 179,122 items which was a -7.2% decrease over FY 07 circulation of 193036 items.

MLS Strategic Plan

Service Responses

The Choctaw Library provides services that help customers in self developmental activities as well as serve the need for information related to business and employment. The library provides materials of current interest in the community for informational, cultural, social and recreational needs. The library provides information and technology to assist all customers in their professional, school and personal lives. Our staff is trained to determine user needs and respond to those needs while always providing friendly and efficient customer service. Staff members will maintain strategic relationships with local organizations to improve the local awareness of the economic and informational value of the library in the community. The library offers many avenues to cultivate an awareness of world cultures including genealogy, local history, and other materials. The library provides services that inform the public and meet the needs of people to interact with others and participate in public communications.

Service Responses planned for July 1, 2008 to June 30 2009

Primary Strategic Goals

1. All ages can discover that their library has current equipment, tools and training for the public to responsibly access the digital world.
2. Adults understand that using the Internet is beneficial to development for all ages.
3. All ages recognize and use their library's website and its resources as an extension of the physical library.

Facilities Response

Choctaw library will accomplish its part in this endeavor by:

Provide ongoing training of staff as it comes available on current equipment, tools and procedures.

Ask all staff to request training as needed

Arrange for the staff member to have time to attend the training

Arrange in house training where possible.

Encourage staff members who want to increase their formal training outside of library hours to do so.

Encourage roll play and other activities to stimulate staff to increase their awareness of the skills they need to hone.

Add a training component into departmental meetings where staff members can share an article, a book review; a "best practice tip;" or an other tool.

Talk to customers:

Consider opportunities for "teachable moments" on "How to get the most from your library to be anytime customer will ask or listen.

Look for ways to increase individual staff awareness of the generational gaps in technology interfacing that exists to better serve each individual.

Explore the possibility of removing the “map” kiosk or moving it to a less predominant space to provide visual openness to the library.

Secondary Strategic Plan goals

The Choctaw Library plan to make noticeable improvement in creating and maintaining an inviting, welcoming environment for customers, all day, everyday at the Choctaw Library will be:

Every staff member will smile and offer a pleasant and appropriate greeting, such as “good morning”, or “hello, how may we help you today” when customers arrive in their area. **Every staff member will add “please let me know if I can help you with something” or similar phrasing to insure the customer feels welcome to ask for help and about library services.**

Every staff member will smile and offer a pleasant and appropriate farewell to each customer as they depart the staff member’s area. **They will ask if the customer found what they needed when appropriate.**

All staff members will participate in this activity while on duty.

The manager will observe whenever possible the actions of the staff to insure it is carried out.

Services Responses

Self directed, personal development opportunities

Partner with the local technology center to offer more programs in health, local history and craft or artistic activities.

Explore other avenues of adult and juvenile educational opportunities.

Maintain existing level of individual educational programs such as Spanish language, Tai Chi, and Oklahoma Connections.

Current topics and popular titles

Continue to build and encourage reader’s advisory development for librarians especial in the teen and children’s area.

Continue to communicate with Selection on titles of interest to our community.

Coordinate with Outreach Services to provide at least 1 high visibility program for teens and for adults.

Information and technology needs

Plan to offer more frequent multi-person classes in computer topics ranging from the software programs offered to using the databases.

Re-create the partnerships with the school librarians to help provide materials they cannot provide their students.

Customer Service

Continually analyze the staffing situation and recommend changes in the FY 10 budget.

Create specific customer appreciation plans for October 2009 before March 1 2009 to insure funding is available in the budget.

Find a way to have a discussion of desired behaviors at the staff meetings on a regular basis that is positive not corrective.

Encourage the existing "pickle" peer-recognition system to expand and support it by more consistently recognizing staff members for the excellent customer service observed by their peers.

Offer a YA activity each month in addition to the Tab meeting

YA and Children's Librarian will coordinate to offer like themed programs for the respective ages.

Strategic relationships

Maintain the existing relationships in community groups like Chamber of Commerce, Team Choctaw, Eggs and Issues, and the Nicoma Park Choctaw Business Women's Club.

Seek to strengthen ties with the schools by developing relationships with the local principles and increasing the contacts with school librarians and teachers in all Choctaw schools to make them aware of programs for the relevant age group.

Look for additional ways to be involved in the community at local events.

Maintain existing level of attendance at City Council Meetings and other governmental meetings.

Create a directory of local services throughout the community to assist customers through the networking that librarians and library manager do.

Explore ways to network with home school parents.

Understanding of World Cultures

Develop a series of programs that emphasize the cultural heritage of Oklahoma during the 09 calendar year.

Insure adequate materials are available on major cultural groups.

Local History

Continue to work within existing groups to build an understanding of the local community so we can focus resources in a productive manner for customers.

Plan and execute ongoing genealogy or local history workshops perhaps in partnership with the Eastern Oklahoma County Technology Center

Maintain displays offered by local citizens

Choctaw Library Objectives Accomplished

Programming

Children

Toddler and Preschool Story times were offered weekly.

Family Place Parent-Child workshops were planned and held in February, 2008 and September-October 2008.

Family Place Open Play Time sessions were offered every month as planned and were relatively well attended.

Summer Programs offered In July 2007 and June 2008 were a success.

Young Adult programs

Teen Advisory Board met as planned throughout the year but the educational opportunities were not met due to lack of attendance and the lack of the YA librarian.

Teen programs both during the school year and during the summer that were offered fluctuated wildly in attendance based on topics but overall were a success.

The Oklahoma Connections programs offered in conjunction with the Eastern Oklahoma Technology Center and the Choctaw High School Alternative School were a resounding success. More are planned for FY 08.

Adult programs

Tai Chi classes were a big success this year.

Spanish language and culture classes continue to be popular through the year. It has maintained the 2 class status for beginners and intermediate learners.

Intergenerational and community participation

Land Run Days and Old Timer's Day are combined into a single weekend (Thursday-Saturday). The April 2007 event was very well attended and the library got a lot of positive public exposure with students, teachers and families.

Library involvement in Christmas on Main Street continues to be mostly the volunteer services of the library manager in planning and working the event. Because of the exposure, families in the community are more aware of library services.

Group Services offered

Tours continue to be requested and provided on an ongoing basis as space and time is available.

Story times were prepared for groups upon request and offered both on site and at the school, headstart or preschool care facilities.

Library Resource Instruction was provided as a group or individual activity on an "as needed" basis. This will be an ongoing activity offered by the staff.

Community information

The rearranged bulletin boards have been a success. Job notices and similar information is placed on the bulletin board closest to the door. Community activities and opportunities are displayed on the east outer wall of the chair room. Library related programs are displayed on the prominent north outer wall of the chair room

A display area consisting of a small table and wall hung racks has been maintained for non-profit, public service type announcements, news magazines, bus timetables and flyers.

The self-service copier is available to all customers. Staff continues to offer assistance in its use on a one-on-one basis.

The manager and librarian staff will provide book talks or speeches about the library to local community groups who request such service as a method of community outreach.