



BELLE ISLE LIBRARY

SERVICE PLAN

2011-2012

MLS Vision:

Your inviting, innovative link to the world.

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.

Current Library Information:

Description of Facility: Opened: 1963 Square footage: 18,848 Address: 5501 N Villa, OKC 73112

The Belle Isle Library is a two level structure located along a main thoroughfare of Oklahoma City.

Meeting rooms are located in the lower level with elevator access.

There are three entrances to the library.

There are 86 parking spaces plus 4 handicapped.

Seating capacity is 89. This includes 24 in the children's room and 3 in the Young Adult area.

The Centennial Commission funded a Centennial Arbor which includes five Princeton Elms, eight Canaerti Junipers, Three White Bud and Three Oklahoma Redbud trees. This was a project by Oklahoma City Beautiful.

Community Profile: Population: 544,157 (OK County 2008 estimate) **Household Income Average:** (\$43,011) **Median Age:** 35 **High School or higher:** 83.9% **Bachelors and Higher:** 26.2% (OKC 2008 estimates)

Since Belle Isle Library has such a centralized and easily accessed location it draws customers from all over the metropolitan area. Teachers, business professionals, students and adults of all ages seek educational, recreational and business resources. We also serve customers from a variety of cultures for which English is their second language. The use by minority groups continues to increase.

- Belle Isle is within one mile of Penn Square Mall, 50 Penn Place and Belle Isle Station which are major retail centers for the City.
- Integris Baptist Health Center is within two miles of the library.
- Chesapeake Energy has displaced many tenants from the NW 63rd Street and North Western Avenue area.
- The Northwest Expressway is dominant in the Oklahoma City retail market as both retail and office. Tenants are finding it increasingly difficult to lease large spaces from the east of Council Road to Penn Square Mall. There is limited retail space available." (Square Feet, May 2007 "The Return of OKC's Northwest Expressway)
- The Asian district (the heart located at 23rd and Classen) is becoming a highly visible and vibrant, thriving community. It is locally known as "Little Saigon". The estimated 2007 population of this minority group is 33,247.

Service Hours:

The library is open 70 hours per week including the following hours of operation:

Monday 9-9

Tuesday 9-9

Wednesday 9-9

Thursday 9-9

Friday 9-6

Saturday 9-5

Sunday 1-6.

Services:

- Children's wooden puzzles, two touch and see screens and other toys are available in the children's room for in-library use.
- Small sofa where parents may sit and read to their children.
- Provide three meeting rooms for literacy council tutors and other groups.
- Movie screen, podium, dry erase boards, and a TV/DVD for meetings when requested.

Specialized Resources:

- Databases of Plays, Songs and Spanish language materials in our collection.
- Bibliographies of basic readers and toddler books.
- Accelerated reading lists provided by schools in our service area.(available on the Internet)
- Separate section for popular test books for career guidance and for Spanish language.
- Family Place materials.
- Vertical files which contain clippings and pamphlets on Oklahoma information
- Maps of states and countries and some major cities

Materials Collection: (July 2010) Collection Analysis: Based on 2009-2010 statistics

Materials Total: (volumes and circulation turns)

BI	MEDIA	BOOKS	64885	506508
BI	MEDIA	PAPERBACK BOOKS	28663	44662
BI	MEDIA	PERIODICALS	4216	10756
BI	MEDIA	CASSETTES	30	1224
BI	MEDIA	CD-ROM	5548	73233
BI	MEDIA	DVD-ROM	4502	78659
BI	MEDIA	TOTALS	49444	674842

Annual circulation as of June 2010: 697113; -.7 from previous year

Reading Levels: (approximates, using location code only)

	Items	Circulation
Easy (0-Preschool)	7249	38939
Readers (1-2 grade)	2066	14740
Tween (3-4 grade)	7118	32329
Juvenile (5-6 grade)	9603	19217
Young Adult	1950	17404 (Middle & High school)
Adult	57400	353999

* Does not include seasonal storage, juvenile new books, foreign language, magazines, CD's and DVD's, since they contain materials from multiple reading levels.

Budget: 2010-2011

Direct: \$1,731,728.00 Indirect: \$1,222.683.05 Total: \$2,954,411.05

Librarian Assistance:

Staff is available to assist customers during business hours with the following services.

- Individualized assistance in locating specific information or materials for customers, in person, on the telephone, or by mail.

- Internet searching as a specific request from the customer, or as a professional tool in the search for information and knowledge.
- Individualized guidance and instruction in the use of the library's many tools, whether in traditional book or print format or electronic format, including Internet.
- Readers advisory.
- Going to the shelves with the customer to locate items of interest.
- Generating Interlibrary Loan request when the needed resource is not in the library system.
- Answering all directional and reference questions.
- Assisting with computer related questions when technical assistant is not present.
- Help customers signup for computer use as needed.

Computer Services:

Thirteen multi-use computers, including internet access, office software, and databases.

Five library catalogs, offering access to the library holdings, and reserve services.

Four children's computers in the children's room provide educational programs and games.

Wireless access is available throughout the building and parking lot.

Computer access to the library system's collection of over 1,000,000 items including is provided via the library's homepage, **www.metrolibrary.org**.

Licensed databases for numerous topics via the Internet. (Examples are associations, auto repair, biographies, genealogy, periodical articles and other research material)

RSS feeds

EMedia

Programs:

Programs are offered for all ages on a wide range of subjects and cultural interests.

Adults: Provide at least one monthly program or presentation for adults (including seniors). This includes the following sample partnerships:

Oklahoma City County Health Department to provide parent talk and other programs for parents

Tax-assistance with AARP (January-April)

Co-partner with SCORE to help customers needing advice on business. (Twice a month)

Co-partner with OKC Public Schools to provide classes for ESL. (9 months, approx.)

Oklahoma Literacy Council

Metro OKC Knit Guild

Children & Teens: Provide one or more monthly programs or presentation for children. (Story times)

Provide quarterly programs for teens. (various)

Provide 1-2-3- Come Play with Me on a rotating basis twice a year.

Provide children reading to a dog.

Events: Summer Reading (children & teens-June/July)

Spring Fling (children-March)

Neighborhood Arts (children-June)

Teen programs (summer)

Our World Series (all ages-fall)

Teen Read Week (October)

Readfest (senior adult)

Booktoctoberfest

Public Room Space:

Three meeting rooms are available to rent for \$10.00 per hour or two can be combined for \$20.00 per hour by advanced registration. The number of tables, chairs and parking spots limits the number of occupants. No exhibit space is available.

Staff subtotaled by position:

14.5 FTEs-Manager, Assistant Manager

2 Associate Librarians (one is 30 hours)

4 Librarians and 2 half-time

7 Circulation clerks (one is 30 hours & 2 are half-time.)

We also have 3 part-time technical assistants and 10 part-time pages.

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.
- **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.
- **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.
- **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.

Service Responses to address this year**Satisfy Curiosity: Lifelong learning**

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.

- Add GED classes through OKC schools.
- Consider adding yoga classes for children.
- Continue to offer ESL classes for English as a second language.
- Continue to have author visits.
- Continue to host interactive cultural presentations provided by Outreach.
- Continue to offer Kinder Music for children.
- Continue to offer children reading to a dog to encourage reading.
- Continue to offer Spanish language programs for adults.

Visit a comfortable place

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.

Consider replacing greenery (trees, etc) with fresher looking decorations to add warmth.

Know how to find, evaluate & use information

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 needs.

Send staff to OLA, Encyclomedia and other workshops

Continue to send staff to workshops to update their skills or learn new skills.

Connect to the online world: 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.

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.

Review of previous year's objectives (only different objectives and not the maintaining are listed)

Completed:

- Sent staff to OLA, Encyclomedia and other workshops.
- The reference staff will continue to assist all ages in their needs when using the public internet to find the resources they are seeking.
- Replaced signage as needed.
- Completed weeding the reference collection so that more space was provided for Large Print materials.
- Moved the adult seasonal books to a different area to expand the new books section for customers. We received several comments from customers stating how much they liked the expanded area.
- Moved the language CDs to a better location and removed the hanging bag towers.
- Painting the interior of the building was passed by the commission and will be completed this fall.
- Revamped library shelving in the YA room to expand space for the increased materials being added and made the area more inviting for teens by moving some of the chairs and tables.
- Staff began replacing hanging bag shelving with divider shelves to make the area more appealing to customers.
- The meeting area, handicapped parking spots and rest rooms were upgraded by ADA for handicapped customers.
- The Young Lawyers of Oklahoma Bar Association planted flowers and made other improvements to the landscape of the library.
- Received several comments from customers about the friendly and helpful staff.

