

Midwest City Library
Annual Service Plan: FY2011

1 July 2011 - 30 June 2012



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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
- 2008 Estimates: 55,148
- 2013 Projection: 56,048
- Population Breakout (2008 Estimates)

By Single Race Classification		Age 5+ by Language Spoken at Home		By Age	
White alone:	36,667	English only:	47,275	0-4	4,619
Black or African American Alone:	11,815	Asian/Pacific Islander:	939	5-9	4,054
Hispanic or Latino	3,307	IndoEuropean Language:	743	10-14	3,766
American Indian and Alaska Native Alone:	2,113	Spanish:	1,387	15-17	2,159
Asian Alone:	955	Other Language:	185	18 & over	40,550
Native Hawaiian and Other Pacific Islander Alone:	82	By Gender		21 & over	38,393
Some Other Race Alone:	1,242	Female:	28,648	65 and over	7,413
Two or More Races:	2,274	Male:	26,500	Median Age	34.86
				Average Ag	36.67

¹ Midwest City Chamber of Commerce, www.mwcok.com/demographic/mwc-demo2008.pdf

B. Household income average

- average: \$48,992
- median: \$40,321
- per capita income: \$20,518

C. Education

- less than 9th grade: 1,157
- some high school, no diploma: 3,863
- high school graduate: 11,007
- some college, no degree: 10,647
- Associate Degree: 2,561
- Bachelor's Degree: 4,184
- Master's Degree: 1,638
- Professional School Degree: 201
- Doctorate Degree: 84

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. Opened in 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 (FY2010 Collection Analysis)

• Reference Collection			
BOOKS	1174		
PAPERBACK BOOKS	333		
PERIODICALS	186		
TOTAL	<u>1693</u>		
• Circulating Collection			
BOOKS	54270		
PAPERBACK BOOKS	28838	VIDEOS: DVD	4069
PERIODICALS	4934	AUDIO BOOKS: CD	6176
TOTAL	<u>88042</u>		<u>10245</u>

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. Twenty-two multiuse computers for access to Microsoft Office software and the Internet
- WiFi: Wireless access available throughout the library building

E. 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

F. Exhibit or Display Space

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

G. 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

H. Staff subtotaled by position – FY2010

- Management: 2/2.0 FTE
- Librarians: 7/5.5 FTE
- Circulation Clerks: 6/4.5 FTE
- Technology Assistants: 4
- Library Pages: 13
- Reserve Pages: 1

I. Budget: \$2,536,346.34 (FY10-11)

J. Statistics

- Materials Circulation

BOOKS	355,385		
PAPERBACK BOOKS	72,542	VIDEOS: DVD	61,784
PERIODICALS	11,352	AUDIO BOOKS: CD	53,876
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TOTAL	439,279		115,660

- Program Attendance

Age	Attendance	Programs
Adults	6884	441
Everyone	5533	170
Seniors	1165	48
Teens	1679	90
Children	7515	278
Total	22776	1027

III. Metropolitan Library System Strategic Plan: 2007-2012

A. Service Responses

- Visit a Comfortable Place: *Public & Virtual 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: 2011-2012

- Visit a Comfortable Place: *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 comfortable seating areas for all age customers.

- Provide programs to keep customers engaged, promoting a desire to be a destination place rather than a stop along the way

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

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

- Arrange furniture to be 'fresh' and available for customers
- Arrange public computer area and update furnishings

Goal: All ages benefit from logical organization of materials.

OBJECTIVE: Provide arrangements and materials which are meaningful to library customers.

- Complete interfiling of Reference Collection in with the circulating materials
- Begin display area for MC local history

IV. Review of FY2010 Service Responses and Accomplishments

SERVICE RESPONSE	Goals and Objectives	Status
<p><i>Public and Virtual Places</i></p>	<p><u>Goal:</u> All ages recognize their library as a great place both physically and virtually to interact with others due to the noteworthy opportunities provided.</p> <p>OBJECTIVE: Provide comfortable seating areas for all age customers.</p> <ul style="list-style-type: none"> • Provide café tables and stools in lobby. This allows for social interaction as well as additional seating for WIFI users and study groups • Provide outdoor public seating. Purchase benches for west entrance to assist library customers who wait for transportation • Provide programs to keep customers engaged, promoting a desire to be a destination place rather than a stop along the way <p><u>Goal:</u> All ages appreciate their library for its designated places for quiet reading or studying and as a place for social, business, or educational activities.</p> <p>OBJECTIVE: Rearrange the library space to create a more user-friendly approach to providing services</p> <ul style="list-style-type: none"> • Arrange furniture to be ‘fresh’ and available for customers • Research new interior directional signage 	<p>Completed, August 2010</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>

Goal: All ages benefit from logical organization of materials.

OBJECTIVE: Provide arrangements and materials which are meaningful to library customers.

- Complete interfiling of Reference Collection in with the circulating materials
- Rearrange DVD collection, highlighting feature films
- Begin building a MC High School yearbook collection

Ongoing.

Interfiled instructional DVDs, created separate display for feature films.

Ongoing, working to display collection.