

# **Village Library Service Plan 2011/2012**

*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 located at 10307 N Pennsylvania Ave and 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 in a building funded by a temporary sales tax in the City of The Village and enjoys strong support from the city and the Special Friends of the Village Library. This current location enjoys a 14,044 square foot library, with the small atrium now transformed to a Children's Reading Room and still showcases a commissioned stained-glass mural depicting library-related themes. Since this building is 20 years old, there are a few renovations that have been necessary for general up keep. The circulation area is the next large space needing to be updated to complete the changes that began with a new reference desk in 2007. This facility has a capacity of 70,000 volumes, seating capacity of 113, designated spaces for children and teens and a magazine reading area, 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.

### ***Community Profile***

The community profile this library serves includes the City of The Village, with a diverse population located in the north side of Oklahoma City, and a population of 10,157. 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 12<sup>th</sup> 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. The city of The Village is surrounded by several Oklahoma City neighborhoods, which we serve and include as a part of our community or service area. The combined community population for a three mile radius of the Village Library has a total population of 61,347 according to the 2000 census blocks intersecting radius. During this 2011-2012 year the vacant lot behind the library property will be developed with homes and condominiums for a combination of single family and multi-family dwellings.

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.

<b>Population Demographics</b>	<b>Number</b>	<b>Percent</b>	<b>Household Demographics</b>	<b>Number</b>	<b>Percent</b>
<b>Population Total</b>	10157		<b>Income</b>		
<b>Sex</b>			Median household income	\$37,559	
Male	4719	46.5	w/Earnings	3830	80.7
Female	5438	53.5	w/Social Security income	1281	27
<b>Age Breakdown</b>			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	<b>Educational Attainment</b>		
55 +	2365	23.3	Population 25 years and over	7103	
<b>Race</b>			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
<b>Housing Occupancy</b>			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. The operating hours are six days for a total of 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

## *Services Offered*

### **Materials**

The Village Library's capacity of 70,000 volumes is stretched a bit according to our 2008/09 collection analysis; we have 68,906 volumes of books, with 8,376 materials that are audio or video/DVD in nature, such as CD's, Video's and audio cassettes. Below is a break out of the entire Village Library materials collection:

<b>Books &amp; Media by Reading Level</b>	<b>TCir/Vol</b>
Children's Books	14,921
Children's DVDs	856
Children's Books on CDs	560
Children's Music CDs	213
Children's Paperbacks	2,600
<b>Totals</b>	<b>19,150</b>
Adult Young Adult/Teens Books	14,510
Adult/YA Books on CDs	1,519
Adult/YA Paperbacks	3,696
<b>Totals</b>	<b>19,725</b>
ANF/YNF/JNF Books	26,825
ANF Books on CDs	563
ANF/YNF/JNF DVDs	3,274
ANF/YNF/JNF Reference	340
Large Print	2,193
Music CDs	2,303
ANF Paperbacks	54
<b>Totals</b>	<b>35,552</b>
Magazines (circulating)	3,040
<b>Grand Total</b>	<b>77,467</b>

### **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 seek and apply up-to-date knowledge about the library services and materials and 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 we have 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 4 FTE 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 2009/2010 are in the spreadsheet below, including attendance numbers and target audience by age/grade.

<b>Program by age Category</b>	<b># Times offered</b>	<b>Total # attendees</b>
<b>Children's Programs</b>	40	1070
<b>K-5th grades</b>	103	1167
<b>All ages of children</b>	13	1264
<b>Children's Summer Reading</b>	Signup	1622
<b>Parenting Programs</b>	17	138
<b>Teen Programs</b>	23	194
<b>Teen Summer Reading</b>	Signup	287
<b>Adult Programs</b>	26	197
<b>7 Sponsored Programs</b>	170	3210
<b>Computer Programs</b>	12	138
<b>One-on-one Instruction</b>	4per wk	660
<b>Total</b>	<b>404</b>	<b>9947</b>

### **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 TTY 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.

### **Staffing**

The Village Library has 16 FTE staff members to provide quality customer service to its community listed by position below:

<b>Position</b>	<b>Hours per week</b>	<b>FTE</b>
Library Manager	40	1
Librarian	160	4
Library Assistant	40	1
Circulation Clerk	200	5
System Reserve Page	62	1.5
Library Page	194	4.75
<b>Total</b>	<b>696</b>	<b>17.25</b>

### **Budget**

The Village Library budget for 2011/2012, including all expenses equals \$1,495,467.

## Statistics

The Village Library circulation statistics by 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	376	3808	Video/DVD ANF/YNF/JNF	3,274	49,637
Easy	4,734	37,903	Video/DVD Children's	629	13,803
Easy Paperbacks	122	877	Video/DVD T Nonfiction	227	2,899
Reader	2,158	19,925	Compact Disc Books-on-Tape Fic	1443	17,360
Reader Paperbacks	234	1304	Compact Children's B-o-T Fic	301	2,841
Tween Fiction	1,308	10,643	Compact Disc Music	2,303	22,551
Tween Paperbacks	482	3,615	Compact Disc Children's Music	213	1,499
Tween Nonfiction	3,551	16,395	Compact Disc T&J Nonfiction	259	1,699
J Fiction	3,170	17,556	Compact Disc Young Adult	76	570
J Fiction Paperbacks	1,382	4,772	Compact Disc Adult Nonfiction	563	4,282
J Nonfiction	3,954	7,991	<b>Total Media</b>	<b>9,288</b>	<b>117,141</b>
J/Tw Nonfiction Paperbacks	4	5	<b>Total Circulating Volumes</b>	<b>77,127</b>	<b>499,432</b>
YA Fiction	1,415	12,468	<b>Total Collection</b>	<b>77,467</b>	
YA Fiction Paperbacks	823	1,964			
YA Nonfiction	133	325			
Adult Fiction (all genres)	13,095	113,256			
Adult Nonfiction	22,738	85,526			
Adult Fiction Paperbacks	2,873	18,002			
Adult Nonfiction Paperbacks	54	194			
Large Print	2,193	16,561			
Magazines (circulating)	3,040	9,201			
<b>Total Circulating Volumes</b>	<b>67,839</b>	<b>382,291</b>			
<b>Reference Collection</b>	<b>TRef/Vol</b>				
Reference Adult Nonfiction	339	0			
Reference J Nonfiction	1	0			
<b>Total Ref Volumes</b>	<b>340</b>				
<b>Total Volumes</b>	<b>68,179</b>				

## MLS Strategic Plan--Service Responses

### Service Response Focus for 2011/2012 Service Plan

#### *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 will provide programs for customers of all ages presented by library staff. Preschool children and their parents have enjoyed storytimes, music play classes, parent/child workshops, and special planned playtimes. School aged children have enjoyed Reading to Dogs to increase their reading enjoyment and other craft programs for lifelong learning. Teens have participated in our V-SIFT (Village-Something Interesting for Teens), monthly programs on topics planned in response to their expressed interests. Our Teen Advisory Group will begin meeting quarterly to gather information about their library needs and future program needs. Classes offered for adults have also included various musical programs offered through our Outreach Department, a monthly book club session, and other misc. programs, as well as several off site book talks offered to Senior Centers. Plans are to offer more Job Skills and Resume Workshops to meet the needs expressed by our customers. We will also work with our community partners to offer programs for knitters, writers, genealogy enthusiasts, and healthy lifestyle programs offered by local presenters. Computer classes are offered to teach customers basic skills in using computers and offering guided assistance in using our databases as well.

### ***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 provides meeting room space for groups on our community wanting to meet and discuss many topics. The room divider in this space is old and will be replaced to improve the comfort of this space for our customers.

Our staff meetings will include discussions of 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.

We will continue to work with our customers to create a quiet atmosphere, conducive to learning, studying, and completing computer tasks for lifelong learning and self improvement purposes.

During this fiscal year we will work to create a one desk circulation and reference combination, with a separate computer assistance desk and using a roving schedule when covering reference from the one desk location. We will also plan to increase our Express Checkout by adding another location close to our self-help customer reserves shelves.



We will implement our new signage plan, having new signs made and installed throughout the entire building. These signs will be color coordinated with the selected accent colors for each section.

### ***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 librarian available approximately 12 per week to provide 30 minute personal instruction sessions three evenings per week, classes on library database use, 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 rotate assisting all ages in their needs when using the public Internet to find the resources they are seeking and learn how to use the sites of interest. 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.

### ***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 participating on functional teams to meet our customer needs with professionalism and excellence at all times. Each staff member will have a developmental plan designed to give staff opportunities to refresh their skills, and keep staff up-to-date on library services and best practices for providing excellent customer service.

The Village Library Staff will develop continuing education plans using the new LMS system to take more training to update their knowledge when needed. A survey was conducted to see what technology we are using individually and we will find times during our daily/weekly meetings to have quick 2-5 minute demonstrations to expand our knowledge of the technologies our co-workers and customers are using as well.

The workroom will 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 storage space for program supplies, as well.



## **Review of previous year**

At The Village Library we continue to work on creating an inviting and welcoming atmosphere for our customers. We are completing the decorating part of our library renovations by re-framing pictures to look well with our new wall color selections and find new pictures to include 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. We will focus on the five functions of a high performing team and work to build trust, master conflict, achieve commitment, embrace accountability, and focus on results. We are building on these principles and developing our own "teamwork" encouraging statements to use in our links/team meetings each day. We are developing responsibilities of the professional staff as team leaders and giving ownership to the staff for the sections in which they work.

The past year we increased the number of programs offered here at The Village Library over the previous year, to provide the programs our customers request either by having the librarians do the presentations or by bringing local presenters in, with the help of community partners. Additional programs were offered to customers of all target audience groups and the attendance for these programs increased as well.

Our summer reading program for children had the most sign-up we have ever had at this location with 1622. The completion of Goal One and Two were both up a great deal as well for this year; goal one had 919 complete their reading for this level and goal two had 776.