CAPITOL HILL LIBRARY

SERVICE PLAN

FY 2012-2013

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 Capitol Hill Library, as part of the Metropolitan Library System, seeks to provide an inviting, innovative link to the world.

Facility Description

Capitol Hill Library
334 S.W. 26th St.
Oklahoma City, OK 73109

The Capitol Hill Library opened on November 1951. It is a three level building (including a basement area). The building has 16,339 gross sq. ft., and the public service floor is 8352 Sq. ft. A handicapped-accessible restroom is located on the 1st floor, with additional bathrooms downstairs in the basement. A meeting room is located on the 1st floor. The manager's office is housed on the 2nd floor. There are 9 off-street parking spaces located on the south side of the building and 2 additional handicapped parking spaces are on the west side of the building.

Seating capacity: The library has 10 public tables with 4 chairs each (totaling 40). In the children's area there are 2 child-sized tables and 2 computers with a total of 10 seats. There are also 2 tables in the Teen Space area with 4 new chairs. Capitol Hill Library has 1 signup computer, 14 Internet computers, 2 CyberMars computers, and one walk-up CyberMars computer. The Technology Assistant has a desk and his own chair, with an additional chair for a customer to use when being is assisted. This brings the total seating capacity for the public to 70.

Community Profile

The Capitol Hill Library is located in the south central part of Oklahoma County. The library serves a diverse group of residents of various ages, races and ethnic groups. The Capitol Hill Library may be best described as a community library located in a challenged yet progressive area of Oklahoma City. The library is used by Euro-Americans and one of the largest Hispanic populations of the city, as well as a good representation of American Indians and African Americans. Some of the homeowners are retired, others are working middle class, and still others have moved away and rent their property. As a result, the majority of customers are low-income renters who are very mobile. Young families continue to utilize the library for school, personal information needs, and overall self improvement, and there is an ongoing appreciation of the library as a viable resource needed for the ongoing community building process.

The popularity of the Capitol Hill Library within the community has increased and is reflected in an increase in the circulation of materials from over 90,000 in 1999 to over 231,327 in FY 2010/2011. As part of the Metropolitan Library System, Capitol Hill services the entire population of Oklahoma City, currently estimated at 537,743, and more specifically, the zip code areas: 73102, 73104, 73108, 73109, 73129, and 73139, which has a total population of 76,808.

Demographics, Oklahoma County:

Column1	Column2	Column3
People QuickFacts	Okla. City	Oklahoma
Population, 2006 estimate	537,734	3,579,212
Population, percent change, April 1, 2000 to July 1, 2006	6.2%	3.7%
Population, 2000	506,132	3,450,654
Persons under 5 years old, percent, 2000	7.3%	6.8%
Persons under 18 years old, percent, 2000	25.5%	25.9%
Persons 65 years old and over, percent, 2000	11.5%	13.2%
Female persons, percent, 2000	51.1%	50.9%
White persons, percent, 2000 (a)	68.4%	76.2%
Black persons, percent, 2000 (a)	15.4%	7.6%
American Indian and Alaska Native persons, percent, 2000 (a)	3.5%	7.9%
Asian persons, percent, 2000 (a)	3.5%	1.4%
Native Hawaiian and Other Pacific Islander, percent, 2000 (a)	0.1%	0.1%
Persons reporting two or more races, percent, 2000	3.9%	4.5%
Persons of Hispanic or Latino origin, percent, 2000 (b)	10.1%	5.2%
Living in same house in 1995 and 2000, pct 5 yrs old & over	46.6%	51.3%
Foreign born persons, percent, 2000	8.5%	3.8%
Language other than English spoken at home, pct age 5+, 2000	13.4%	7.4%
High school graduates, percent of persons age 25+, 2000	81.3%	80.6%
Bachelor's degree or higher, pct of persons age 25+, 2000	24.0%	20.3%
Mean travel time to work (minutes), workers age 16+, 2000	20.8	21.7
Housing units, 2000	228,149	1,514,400
Homeownership rate, 2000	59.4%	68.4%
Median value of owner-occupied housing units, 2000	$80,300	$70,700
Households, 2000	204,434	1,342,293
Persons per household, 2000	2.41	2.49
Median household income, 1999	$34,947	$33,400
Per capita money income, 1999	$19,098	$17,646
Persons below poverty, percent, 1999	16.0%	14.7%
Business QuickFacts	Oklahoma City	Oklahoma
Wholesale trade sales, 2002 ($1000)	11,936,626	30,799,789
Retail sales, 2002 ($1000)	6,250,285	32,112,960
Retail sales per capita, 2002	$12,057	$9,209
Accommodation and foodservices sales, 2002 ($1000)	913,309	3,901,754

Total number of firms, 2002	47,171	291,610
Black-owned firms, percent, 2002	5.2%	2.6%
American Indian and Alaska Native owned firms, percent, 2002	3.3%	5.9%
Asian-owned firms, percent, 2002	3.4%	1.6%
Hispanic-owned firms, percent, 2002	2.9%	1.9%
Native Hawaiian and Other Pacific Islander owned firms, percent, 2002	F	0.1%
Women-owned firms, percent, 2002	26.3%	25.7%
Geography QuickFacts	Oklahoma City	Oklahoma
Land area, 2000 (square miles)	606	68,667
Persons per square mile, 2000	833.8	50.3
FIPS Code	55000	40

Source: US Census Bureau State & County QuickFacts

Demographics, Capitol Hill Service Area:

Column1	Column2
3-Mile Radius Demographics	Okla. City
Population	76,808
White Persons	33.8%
Black Persons	7.8%
Persons of Hispanic or Latino Origin	50.2%
American Indian	4.2%
Asian Persons	0.8%
Pacific Islander	0.1%
Other	0.2%
Mixed	2.8%
Total Households	30,261
Households % Vacant	13.6%
Avg. persons per occupied household	2.94%
% Under 18	29.6%

Source: Metro Files – Demographic Data – Data for census blocks intersecting radius

Capitol Hill Area Places of Interest

Commerce Street: The library is located one block south of Commerce Street, the center of local business in Capitol Hill. Before eventually becoming a suburb of Oklahoma City, Capitol Hill was an incorporated town, with a decree of incorporation being granted on May 3, 1904. Capitol Hill merged with its larger neighbor to the north in 1911. In 1997, Capitol Hill became an official Main Street community. Today, the district enjoys a rich multi-cultural quality, working with the Capitol Hill Urban Design to maintain the existing historic,

architectural and visual character of Commerce Street, while at the same time encouraging compatible, quality, new development.

Latino Community Development Agency – is located at SW 10th and Walker. The LCDA works to enhance the quality of life of the Latino Community through education, leadership, services and advocacy.

Little Flower Catholic Church – Nearby is the historic Little Flower Catholic Church, west of the Latino Community Development Agency. According to an essay by Larry Johnson, as Oklahoma City´s Mexican population began to grow, Catholic Bishop Theophile Meerschaert realized a need for a Spanish-speaking clergy to minister to the at that time largely poor and uneducated population. In 1921 the Bishop placed all Mexican Catholics in the state under the care of the Carmelites and in 1922 Father Eduardo Soler arrived to establish a permanent mission. Our Lady of Mount Carmel Chapel was built and began to serve the surrounding community. The church quickly became the focal point for the Mexican community as a school, community center and print shop were established and local doctors and dentists operated a free clinic on the site. By 1926 the mission had grown to such an extent that the small chapel would no longer suffice. Plans were drawn up for the Shrine of our Lady of Carmel and Ste. Therese to be built adjacent to the smaller chapel. Architects Vernon & Reid designed the building and Reinhart & Donovan constructed it. The original design was to be a grand $500,000 shrine to Ste. Therese (the Little Flower) of Lisieux, but after threats from the local Ku Klux Klan, Bishop Francis Kelly ruled a more modest $100,000 design would have to do. On March 24, 1927 the beautiful building was dedicated. Little Flower, or Florecita, as it is called by its Hispanic parishioners, continues to serve the community today as it has for more than 80 years.

Mount St. Mary High School – This is the oldest high school in Oklahoma, and is still in operation today. Built around the time Capitol Hill was being organized, the cornerstone for the academy was laid in 1903. Local farmers donated their time and services toward building the academy out of brick and stone. It was owned by the Sisters of Mercy, an order of Catholic nuns, who dedicated their lives to running a boarding and day school for girls. Mount St. Mary also served as state headquarters for the Sisters of Mercy in Oklahoma. Completed in 1905, 35 girls enrolled for training in academic, musical, cultural and dramatic courses, with the first class graduating in 1907.

Oklahoma River – A 7-mile stretch of the North Canadian River has been transformed into a series of river lakes bordered by landscaped areas, trails and recreational facilities and known as the Oklahoma River. Capitol Hill Library is close to the Oklahoma River Trails, with 13 miles of multi-use asphalt trails, located on the north and south banks of the river. Also nearby is the Regatta Park Landing, the heart of the Boathouse District, an emerging world premier site for rowing and canoe/kayak.

Service Hours

The Capitol Hill Library is open to the public 61 hours per week, with plans for a Spring 2012 increase in hours, adding Sunday hours and staying open an additional hour Mondays-Thursdays.

Monday – Thursday ....9:00 a.m.-8:00 pm
Friday ....9:00 a.m.-6:00 pm
Saturday ....9:00 a.m.-5:00 pm
Sunday ....TBA

Services

Capitol Hill Library Materials Collection (from Materials Selection - Collection Analysis Report)

The library contains approximately 36,771 circulating items and 680 reference items which include the following categories:

Total holdings by media type	
Media	**Volumes**
Books	17,125
Paperback Books	11,933
Periodicals	2,865
Filmstrips	1
Cassettes	4
CDs	2,234
Videos	6
DVDs	2,603
Total	**36,771**

Total holdings by reading level	
Reading Level	**Volumes**
Adult reading level	26,026
YA reading level	1,283
Juvenile reading level	2,982
Tween reading level	2,503
Readers	967
Easys, board books	3,010
Total	**36,771**

CyberMars: The online public catalog of the Metropolitan Library System is known as CyberMars. Customers of the Capitol Hill Library may access the collection, as well as other library collections within the system, by logging on in-house at 2 catalog computers or from home at www.metrolibrary.org . Through CyberMars, customers also have access to a growing eMedia collection.

Librarians: The Capitol Hill Library has 2 full-time librarians (one with an MLS degree) and two half-time librarians (one with an MLIS degree) to assist customers as needed. Librarians often rove the floor to provide more immediate assistance and to help at the Circulation desk as needed.

Computers: The Capitol Hill library offers additional access to information through 14 public computers which include programs for word processing and creating spreadsheets, as well as library databases and the Internet. In addition, wireless service is available for those with wireless equipment. There are also 2 children's computers loaded with educational games for younger customers.

Self-Checkout: Our library has 1 self-checkout computer for customer use.

Programs

The Capitol Hill Library offers a variety of programs throughout the year for all ages.

Children:

- Story times up to 40 each year
- General children's programs: 90 last year
- School visits: 16 librarian visits to local schools
    - 12 school groups visited the library
    - Weekly daycare visits during Summer Reading program.

Family Place: 8 scheduled programs each year (Outreach)

Summer reading programs:
- 8 per year (Outreach Department)
- 4 per year in library
- 3 per year teen Summer programs (Outreach)

Teens: 64 general programs last year

Reading programs: 59 reading programs for all ages, including the system wide Summer Reading Program, monthly Children Reading to Dogs, Teen Read Month, BooktoberFest and Winter Readfest in February for seniors.

Adults:
- Capitol Hill Library provided 79 general adult programs
- Outreach provided 6 programs for all ages

Public Room Space: The library has two meeting rooms available for library programs public use. The meeting space on the first floor is a newly renovated area for general programs. It holds 12 or more tables and approximately 100 chairs. Larger crowds can be accommodated by utilizing floor space. This meeting room is used for classes, concerts, art programs, story times, dance classes, reading programs and more. A second meeting room is available in the basement. It can comfortably seat 24 at tables, 45 in audience style arrangement, and 60 on the floor. Both meeting spaces have sinks with running water. The first floor meeting space also has a small refrigerator and microwave oven.

Special Services: Because the library serves one of the largest Spanish speaking communities in the Oklahoma City area, it has the largest Spanish language collection within the library system. This collection serves all ages of readers. Recently, the library received several popular children's DVDs in Spanish. There is also a growing collection of bilingual books which have recently been interfiled to make room for the growing Spanish language collection. The library offers programming in Spanish and provides bilingual speakers at many of the family-oriented programs. Several changes have been made to the shelving system to make the collection easily accessible. A number of updates have been made to the Teen Space, providing it with a new, more modern look.

Staff
- Manager of Library Operations: 1 FTE
- Librarians: 3 FTE
- Circulation Clerks: 2.5 FTE
- Technology Assistant: .5 FTE (A second half time position was budgeted for the 2010-2011 fiscal year. That position was offered to an applicant, but the offer was turned down; another 4 candidates were selected to be interviewed in September but none were deemed suitable. The position will be reposted beginning October 1.)
- Total FTEs: 7
- Library Aide Hours: 3629 (reg. hours) 1040 (additional hours) = 4669 total hours

Budget
Total budget for the FY 2011-2012 is $1,309,380.72 *

*Direct costs: $899,904   Indirect cost: $491,678.73

Circulation Statistics (From Materials Selection – Collection Analysis Report)

Total circulation by media type	
Media	**Volumes**
Books	83,295
Paperback Books	13,823
Periodicals	5,488
Filmstrips	
Cassettes	87
CDs	17,472
Videos	75
DVDs	32,642
Total	**152,882**

Total circulation by reading level	
Reading Level	**Volumes**
Adult reading level	97,561
YA reading level	6,051
Juvenile reading level	14,486
Tween reading level	10,511
Readers	6,766
Easys, board books	17,507
Total	**152,882**

MLS Strategic Plan

MLS Service Responses:
In an effort to assist the community in addressing stated needs, the Library will emphasize the following service responses:

- Visit a Comfortable Place: Public & Virtual Places
- Satisfy Curiosity: Lifelong Learning
- Know How to Find, Evaluate & Use Information: Information Fluency
- Connect to the Online World: Public Internet Access

Review of Previous Year's Objectives:

Service Responses addressed during last Fiscal Year

Visit a Comfortable Place: Customers were able to utilize an enhanced library space due to the relocation of the Cataloging and Technical Processing departments who moved into a new Service Center in early 2010. In addition, the City of Oklahoma City facilitated new ADA improvements, resulting in a new restroom on the first floor and a new meeting room. At the same time, the library manager relocated to the 2nd floor where Cataloging was, thereby creating additional space on the first floor for the Teen Center and more space for the Spanish collection. These innovations allowed for 2 additional Internet computers in the Teen Space area. Work continues in the planning of a new library, with construction scheduled to begin in late 2012/early 2013.

Satisfy Curiosity: Lifelong Learning: Library customers and potential customers have been encouraged to take advantage of our resources through the efforts of our librarians and other staff members, who have ventured out into the community to promote the library, and through scheduling of activities in the library for customers to attend. Library staff has worked toward finding new, innovative ways to interact with customers and develop new activities to engage customers in the "Lifelong Learning" process, including the development of after-school activities for younger customers such as chess club, book club, and other arts and crafts activities. Staff has pursued new computer related technology workshops to further enhance computer skills for adult customers, attending training facilitated by the Planning Department, as well as seeking out webinars, professional journals, and more.

Know How to Find, Evaluate & Use Information: Information Fluency: Customers were on the receiving end of excellent service by staff trained in use of library resources and in customer service. Thanks to the Marketing and Communication Dept. (MaC), both library customers and library staff were made aware of the variety of databases the system subscribes to. During the last year, efforts were made to keep staff informed on library trends and other issues by the circulation of library journals and other articles. There was also an effort made to help prepare staff for changes within the library system as they occur. Efforts were made to show appreciation to staff for their individual accomplishments as part of the Metropolitan Library System team and for their ability to adapt to changes within the library. There was a new emphasis made on enhancing employee wellness within the Capitol Hill Library and throughout the library system.

Goal 1: All visitors can expect library staff to have up-to-date knowledge, skills, and abilities to deliver library services.
      Customers can expect assistance from a staff trained to recognize and work with a wide variety of personalities, needs and interests. In addition to training on library resources, library staff worked on learning skills on topics of safety preparedness and overall good health. Staff regularly celebrate Customer Service Principles, and meet monthly to discuss issues relating to the library and the library system. The creation of the Circulation Forum and the new librarian forum Connect have given staff the opportunities to hear information from other libraries within the system.

Goal 2: All ages can expect friendly guidance on how to locate the best information resources to meet their request or needs.
      Library staff worked hard to gain new skills in the use of library databases, internet, and other resources. When interacting with customers, staff used the sources that offered the best explanation of a topic and offer a variety of levels and formats when needed or

available. At the time new library cards are issued, customers are given information about the library, as well as information about services and events offered throughout the library system.

Connect to the Online World: Public Internet Access: Customers experienced a connection to internet and other online resources through the availability of library system computers and Wi Fi services. Two additional computers were added to the library in 2011. Customers also had opportunities to learn more about Internet searching and other computerized processes through workshops offered throughout the year as well as through materials available in the library.

Goal 1. All ages discover that their library has current equipment, tools and training for the public to responsibly access the digital world.
Customers have access to 14 public computers along with Wi Fi Internet access. Young customers have access to 2 computers in the children's area that are loaded with education games. Library staff, including a part-time technical assistant, is available daily to assist in using the computers. In addition, computer use classes were offered throughout the year for additional instruction, with 43 participants in the past fiscal year.

Goal 2. Adults understand that using the Internet is beneficial to development for all ages.
In addition to obtaining general information, customers use the Internet for official business, interpersonal communication and entertainment. During the last year, there was an increase in the use of personal laptops and various hand held devices through the library's Wi Fi service. As a result of this increase, the library purchased 2 new tables with built-in outlets to accommodate Wi Fi users.

Goal 3. All ages recognize and use their library's website and its resources as an extension of the physical library.
Customers have access to library pamphlets and other materials which list the Metropolitan Library System's website. This site is available for customers to gain enhanced insight to the many services and activities available within the library system. To promote programs, staff increased their usage of library social networks, as well as relying on the traditional methods such as phone and email.

Capitol Hill Library Service Responses for FY 12-13

Visit a Comfortable Place: Customers will continue to find the Capitol Hill Library a safe and welcoming environment. Through outreach, staff will encourage the community to use the library as a place for research, entertainment, enlightenment, networking, meetings, workshops, and more. Plans are underway to refurbish the entry area of the library to make it more inviting by removing or sealing up the unused phone booth, painting the walls and paneling, updating the bulletin boards, and laying new tile. Staff is working on reorganizing the circulation area and removing clutter to enclosed areas such as the book drop or the back room. Also in the works is a plan to utilize the second floor as a work space for projects and program planning. Plans are also underway to open up floor space around the reference desk and the circulation desk and improve access to those areas. A volunteer-based program will be operating which will utilize meeting room space for overflow during high traffic times.

Know How to Find, Evaluate & Use Information: Information Fluency: Library staff will put customers on the receiving end of excellent service. Librarians and other staff members will continue to seek training opportunities in the use of library resources and customer service by setting training goals and deadlines. Also, staff will continue to share and seek out information on library trends and other issues. Efforts will also be made by the manager to highlight Capitol Hill staff for their individual accomplishments as part of the Metropolitan Library System team, communicating their accomplishments via forums such as Shelf Life and other venues.

SUMMARY

The Capitol Hill Library continues to carry out the vision of the Metropolitan Library System which is "Your Inviting Innovative Link to the World." Customers visit the library each day to obtain library cards and gain access to the variety of print and non-print resources available. Many customers also attend library events and classes in order to interact with each other and find various forms of healthy entertainment. This year, staff will focus on highlighting the Capitol Hill Library as a comfortable place to visit, as well as training staff in information fluency as a means of further expanding our services. Also in process is the development of plans needed to renovate or rebuild the library in order to totally update its service capabilities.