



# **Belle Isle Library Service Plan 2013 - 2014**

**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 27 in the children's room and 4 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.

The Karchner Memorial Monument was refurbished in 2011 and is located on the south side of the library. It is the site of the world's first seismic data test which marked the beginning of what is now a multibillion dollar industry. It was originally erected in 1971 by the Geophysical Society of Oklahoma City.

**Community Profile: Population:** 947,947 (OK County 2010 Census) **Household Income Average:** (\$52,883) **Median Age:** 34.3 **High School or higher:** 85.4% **Bachelors and Higher:** 28.2% (OKC 2012 estimates from American FactFinder)

Since Belle Isle Library has such a centralized and easily accessed location it draws customers from inside and outside 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.

- 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 is located in the NW 63<sup>rd</sup> Street and North Western Avenue area.
- The Northwest Expressway is dominant in the Oklahoma City retail market as both retail and office.
- The Asian district (the heart located at 23<sup>rd</sup> and Classen) is becoming a highly visible and vibrant, thriving community. It is locally known as "Little Saigon".

**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 wall games and hand puppets 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, library programs and other groups.
- Movie screen, podium, dry erase boards, and a TV/DVD for meetings when requested.

**Specialized Resources:**

- Bibliographies of basic readers and toddler books.
- Accelerated reading lists provided by schools in our service area.(available on the Internet)
- Separate sections for popular test books for career guidance, Spanish language, and tween biographies.
- Family Place materials.

**Materials Collection: (July 2012) Collection Analysis:** Based on 2011-2012 statistics

Materials Total: (volumes and circulation turns)

BI	Media	Books	66258	466114
BI	Media	Paperback books	29075	34137
BI	Media	Periodicals	3181	9002
BI	Media	CD-ROM	5532	69911
BI	Media	DVD-ROM	6627	84364
BI	Media	Totals	105673	600558

Annual circulation as of June 2012: 616724; -9.8 from previous year

**Reading Levels: (approximates, using location code only)**

	Items	Circulation
Easy (0-Preschool)	7796	37359
Readers (1-2 grade)	2354	14651
Tween (3-4 grade)	7773	33252
Juvenile (5-6 grade)	8991	31382
Young Adult	2187	17637 (Middle & High school)
Adult	56477	318563

\* 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: 2012-2013**

Direct: \$1,983,983.00 Indirect: \$1,097,168.41 Total: \$3,081,151.41

**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.
- Readers advisory.
- Assisting the customer by going to the shelves with them 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 public computer specialist 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 (Cybermars), offering access to the library holdings and borrower services.

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

Wireless access is available throughout the building and parking lot and is available 24/7.

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](http://www.metrolibrary.org)**.

Licensed databases for numerous topics are available via the Internet. (Examples are associations, auto repair, biographies, genealogy, periodical articles, consumer information 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 programs for parents

Tax-assistance with AARP (January-April)

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

Oklahoma Literacy Council

Metro OKC Knit Guild

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

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

Provide Children Reading to a Dog.

**Teens:** Provide multiple monthly programs which includes, Game Club, Teen crafts and Anime Manga.

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

Spring Fling (children-March)

Neighborhood Arts (children-June)

Teen programs

Teen Read Week (October)

Readfest (senior adult)

Customer Service Month (October)

**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:**

14.75 FTEs

Manager

Assistant Manager

1 Associate Librarian

5 Librarians and 2 half-time

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

We also have 3 part-time Public Computer Specialists and 10 part-time library aides.

**MLS Strategic Plan:****Service Responses/Goals:**

- **Ensure a Welcoming Experience.** 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.
- Visitors are welcomed into an atmosphere of hospitality, exemplary service and friendly interaction.
- Visitors easily navigate our inviting physical and virtual spaces.
- **Satisfy Curiosity and Encourage Lifelong learning.** The resources you need to explore topics of personal interest and continue to learn throughout your life are at your library.
- Visitors explore their interests using the variety of information at the library.
- Your libraries are centers that offer access to civic, cultural and community enrichment opportunities.
- **Know how to find, evaluate & use information.** When you need information to resolve an issue or answer a question, you have the support and skills to search for, locate, evaluate and effectively use information to meet your needs.
- Our community has access to expert library staff with up-to-date knowledge, skills and abilities to deliver library services.
- Visitors are connected with library resources at every point of contact.
- **Connect to the online world.** Your library 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.
- Our community has access to current technology and digital resources as well as trained staff to help them use the resources effectively.
- Our community has access to a continually growing digital collection and services 24 hours a day, seven days a week.

**Service Responses to address this year****Ensure a Welcoming Experience.**

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:** Visitors are welcomed into an atmosphere of hospitality, exemplary service and friendly interaction.

- Provide activities to celebrate Belle Isle's 50<sup>th</sup> anniversary in late September 2013.

**Goal:** Visitors easily navigate our inviting physical and virtual spaces.

- Replace self check-out reserve shelves.
- Replace lounge furniture which has not been replaced since 2000.
- Consider replacing children's tables and chairs which has not been replaced since 2000.
- Replace YA chairs (4).

### **Satisfy Curiosity and Encourage Lifelong learning.**

The resources you need to explore topics of personal interest and continue to learn throughout your life are at your library.

**Goal:** Visitors explore their interests using the variety of information at the library.

- Continue to offer ESL classes for English as a second language.
- Continue to offer children reading to a dog to encourage reading.
- Continue to work with SCORE.
- Create an Engineering club for young adults.
- Consider hiring a library events coordinator.

**Goal:** Your libraries are centers that offer access to civic, cultural and community enrichment opportunities.

- Continue to have author visits.
- Continue to host interactive cultural presentations provided by Outreach.
- A monthly book display highlighting various topics of interest.
- Banned book display
- College preparation series with local universities.

### **Know How to Find, Evaluate & Use Information.**

When you need information to resolve an issue or answer a question, you have the support and skills to search for, locate, evaluate and effectively use information to meet your needs.

**Goal:** Our community has access to expert library staff with up-to-date knowledge, skills and abilities to deliver library services.

- Send staff to OLA and other meetings.
- Continue to send staff to workshops to update their skills or learn new skills.
- Continue to send staff to Circulation Forum and Connect.
- Encourage staff to be on state and system committees.

**Goal:** Visitors are connected with library resources at every point of contact.

- Continue to provide EMedia instruction with Public Computer Specialist.

### **Connect to the online world.**

Your library has 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:** Our community has access to current technology and digital resources as well as trained staff to help them use the resources effectively.

- The reference staff will continue to assist all ages in their needs when using the public internet to find the resources they are seeking.
- Upgrade one Public Computer Specialist position to full time when opening occurs.

**Goal:** Our community has access to a continually growing digital collection and services 24 hours a day, seven days a week.

**Review of previous year's objectives** (only different objectives and not those maintained yearly are listed)  
**Completed:**

- Sent staff to OLA and other workshops. Anna is on the Sequoyah and Intellectual Freedom committees and Ann is on the Ethics committee. Some workshops that staff attended include: Why Early Childhood Matters, Leading with Fairness, Speaking of Libraries, Leading Generations and the 3 R's of Incident training.
- The reference staff will continue to assist all ages in their needs when using the public internet to find the resources they are seeking.
- Continued to offer ESL classes for English as a second language.
- Continued to have author visits.
- Continued to host interactive cultural presentations provided by Outreach.
- Continued to offer children reading to a dog to encourage reading.
- Continue AARP tax aide.
- Sent staff to Circulation Forums' and Connect.
- Continued with Book discussion group.
- Added shelving to the YA area for the expanded graphic novel collection.
- Added seating in the YA area and wall displays.
- Purchased an Xbox and items for YA programs.
- Purchased file display boxes to implement a college corner for YAs.
- Added a tabletop and floor standing puppet stand to provide puppets for children to play with.
- Added new games for the children's room.
- Began adding Playaways for customers.
- Staff updated signage on end panels and refreshed signs around the library.
- Provided EMedia classes with Computer Specialist.
- Received a Grant to landscape the west entry and provide new bike racks for customers.