



Metropolitan  
LIBRARY SYSTEM

# Edmond Library Plan of Service

July 1, 2012 – June 30, 2013



## **Edmond Library Plan of Service**

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As a library of the Metropolitan Library System, the Edmond Library is guided by the vision and mission statements of the Metropolitan Library System, and strives to grow with the system in the directions established by the system's strategic plan.

### **Vision**

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We are your inviting, innovative link to the world.

### **Mission**

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The Metropolitan Library System facilitates the free flow of knowledge and ideas by providing access to materials, services and programs to Oklahoma County's diverse community.

### **Description of Facility**

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Although the city of Edmond has a long history of library services dating back to 1890, the current Edmond Library is part of the Metropolitan Library System serving Oklahoma County. The library building was built in 1973 and renovated in 2000. The renovation added 10,000 square feet to the library and included the Fred P. Snyder Quiet Reading Room, a special children's area, expanded meeting room space, a beautiful round room for programs, and a "teen corner". The 27,000 square foot building now has a seating capacity of 179.

The library is located at 10 S. Boulevard on the corner of First and Boulevard between downtown Edmond and the University of Central Oklahoma. Shannon Miller Park shares the city block with the library building and parking lot.

### **Community Profile**

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Edmond is located 13 miles north of downtown Oklahoma City. Edmond City limits cover 90 square miles in Oklahoma and Logan counties.

Database Editor Paul Monies provides a good description of Edmond's changing demographics in, "Census data reveals Edmond's growth" (Edmond Living Guide, June 1, 2011):

More than 81,400 people now call Edmond home, an increase of almost 20 percent since 2000, new census data shows. That growth places Edmond as the state's sixth-largest city, a ranking unchanged from 2000.

The city, long characterized as a mostly white, affluent suburb, also became more diverse in the last decade. The share of black residents grew to 5.5 percent, up from 4 percent in 2000. Meanwhile, the Hispanic population more

than doubled and now makes up 5.1 percent of the city's residents. Hispanics can be of any race, according to census definitions.

Among children younger than 18, minority children now make up 27 percent of the child population in Edmond. That's up from 17 percent in 2000. At the same time, the minority adult population grew to 17 percent, up from 14 percent a decade ago. About 6 percent of Edmond residents were born in a foreign country, according to recent estimates from the Census Bureau's American Community Survey.

Married-couple households made up 58 percent of the households in Edmond, census estimates show. That compares to 50 percent for the state as a whole.

The city remains significantly more affluent than the rest of the state. The median household income was \$65,828, about 57 percent more than the state median, \$41,861. Edmond's poverty rate was 9 percent, compared to Oklahoma's poverty rate of 16 percent, census estimates show.

On the educational front, a higher percentage of Edmond residents 25 years and older had attained college degrees. Half of that age group had at least a bachelor's, graduate or professional degree, compared to 22 percent for the rest of the state.

One of the safest cities of its size in the country, Edmond sees fewer crimes per thousand in population than Norman, Moore and Oklahoma City. Edmond has nearly 200 restaurants, 30 parks and outdoor venues, 30 shopping centers, over 100 pieces of public art and much more for a cost of living index that is 11 percent below the national average.

### **Events and Points of Interest**

- Canterbury Arts
- Concerts in the Park
- Downtown Edmond Arts Festival
- Eagle Watch
- Edmond Blues and Jazz Festival
- Edmond Cultural District
- Edmond Electric Parade of Lights
- Edmond Farmers Market
- Fine Arts Institute
- Kids All-American Fishing Derby
- Krazy Kids Dog Show and Expo
- Lake Arcadia
- Lazy E arena
- LibertyFest
- Mayor's Tree Lighting
- Spring Garden and Produce Market
- StoryBook Forest
- Summerstock Production
- Trick or Treat on the Street
- UCO Jazz Lab

Since 2002, citizens of Edmond have supported an initiative to purchase public art for the community. Now Edmond is known across the country for its extensive collection of public art - statues, murals, stained glass, sculptures, and more – purchased with a partnership of public and private funding and mounted in high profile locations around town. Three pieces of public art are adjacent to or visible from the library. The library is located within the Edmond Cultural District.

## **Education**

Public schools in the area include 15 elementary, 1 early childhood center, 5 middle schools, 3 high schools and 2 alternative high school centers. Total enrollment for the 2011-12 school year is 21,995 with 27.4 percent economically disadvantaged. The graduation rate in 2010 was 93.9 percent.

The Edmond School District covers 130 square miles in Oklahoma and Logan counties. One consequence of Edmond School District including Logan County is that the number of citizens residing outside Oklahoma County and eligible for library services with a "school card" continues to expand.

Edmond also has a substantial population of home schooling families that depend upon library materials and services to develop their curricula. Area private schools include five K-12 schools, one K-8 school, and one K-5 school. Most are faith-based.

The University of Central Oklahoma is the state's oldest institution of higher education and is located two blocks from the library. The university was mandated by the Oklahoma Territorial Legislature on December 20, 1890 as the Territorial Normal School in Edmond. The original purpose of the school was to train teachers. Today more than 17,000 students are enrolled in five undergraduate colleges and an office of graduate studies and research. *(Source: Enrollment Statistics & Demographics, Fall 2011, Office of Institutional Research, University of Central Oklahoma)*

What began in 1950 as Central Christian College with an enrollment of 97 has grown into a comprehensive Christian university serving more than 2,000 students. Oklahoma Christian University's 200 plus acre campus is located in northeast Oklahoma City bordering the city of Edmond. In Fall 2011, over 2,100 students were enrolled in more than 60 majors, 30 additional areas of study, and four graduates areas of study. *(Source: [www.http://www.oc.edu/about/universityprofile.aspx](http://www.oc.edu/about/universityprofile.aspx))*

## **Government**

Edmond is a chartered Manager-Council form of government. The Mayor is elected at-large. Council members are nominated from four wards and elected at-large. The City of Edmond budget is comprised primarily of sales tax and utility sales. The city has been discussing the possibility of a second library for Edmond for several years. Citylink, a local transportation system, started in July 2009 with wheelchair accessible buses that are bicycle friendly. All rides and transfers are free.

## **Summary**

The sum of these factors is likely what earned Edmond the recognition received from a number of sources in the past few years. Some examples are listed below:

- Voted the #1 Suburb in America by Location, Inc. in 2011 (publicized on CNN)
- Named 10 Best Towns for Families by Family Circle in 2010
- Listed as One of the Best Places to Live by CNNMoney (#52 in 2008 and #35 in 2010)

- America's Best Places to Raise a Family by Forbes.com in 2010
- Included in *America's Top-Rated Smaller Cities, 2008/09 edition*, by Grey House Publishers

## Library Services

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The library is open 70 hours a week with the exception of holidays. Regular service hours are as follows:

Monday - Thursday ..... 9 a.m. - 9 p.m.  
 Friday ..... 9 a.m. - 6 p.m.  
 Saturday ..... 9 a.m. - 5 p.m.  
 Sunday ..... 1 p.m. - 6 p.m.

## Staff by FTE

A total of 57 staff members work at Edmond library in the following positions:

Manager of Library Operations II .....	1.0
Assistant Manager of Library Operations.....	1.0
Librarians (6FT, 2HT) .....	7.0
Associate Librarians .....	2.0
Library Assistant .....	.5
Circulation Clerks (4FT, 8HT) .....	8.0
Public Computer Specialist.....	.5*
Library Aides (30PT) .....	12.8**

\*Public Computer Specialist works 20 hours/week.

\*\*Hours budgeted for Library Aides are 26,711/year.

## Librarian Assistance

- Librarians and Associate Librarians staff the Reference Desk every hour the library is open with few exceptions (monthly meetings, for example). These staff members assist customers with a wide variety of requests including reference, computer assistance, readers advisory, copier help, directions, and much more.
- Eight librarians (7.0 FTE) and 2 managers (2.0 FTE) are experienced in answering reference questions. Of these, eight currently hold MLIS or MLS degrees, and several staff members hold graduate degrees in other disciplines.

## Collection & Circulation

The Edmond Library is home to 150,170 volumes. According to the July 2011 Collection Analysis compiled by the Materials Selection staff, Edmond's total circulation for FY2010-11 was 1.25 million with the following general breakdown:

<b>Media</b>	<b>Volumes</b>	<b>Circulations</b>		<b>Diff.</b>
		<b>2011</b>	<b>2010</b>	
Books	89,222	874,184	865,882	+1%
Paperback Books	39,095	102,826	104,859	-2%
Periodicals	4,617	10,449	9,264	+13%
CDs	8,750	111,371	103,716	+7%
DVDs	8,465	145,930	137,532	+6%
Cassettes	14	300	2,272	-87%
VHS	7	89	4,023	-98%
<b>TOTALS</b>	<b>150,170</b>	<b>1,245,149</b>	<b>1,227,548</b>	<b>+1%</b>

In addition, the following resources are available to any MLS customer:

- Computer access to the library system's collection of over 1,000,000 items.
- Licensed databases for a great variety and depth of topics.
- Materials from outside the Metropolitan Library System via Interlibrary Loan.

### **Computer Services**

- Nine "CyberMars" computers – six in the adult section and three in the children's section - offer access to the library catalog and customer account access
- Nineteen multi-use computers include Internet access, office software, and databases.
- Six children's computers offer educational programs and games
- Wireless Internet access free of charge
- 24/7 library services available at [www.metrolibrary.org](http://www.metrolibrary.org)

### **Programs & Events**

Programs are offered for all ages, with a special focus on children and youth programming. Edmond Library offers Storytimes for pre-schoolers, Toddler times, and Lapsits for babies many weeks throughout the year. The library provides "1,2,3 Play With Me" workshops for 0-3 year olds and their parents in the spring and fall, and open playtimes throughout the year. The annual summer reading program for children and teens is coordinated with Outreach.

Seniors participate in the weekly "coffee break," book discussion groups, and Winter Readfest. Special programs for teens are planned throughout the year. Other programs include parenting classes, crafts classes, English as a Second Language and citizenship classes, GED classes, and Beginning and Intermediate Farsi.

### **Meeting Rooms**

Meeting rooms are available to rent for \$10 per hour. The following meeting rooms are available at the Edmond Library:

- Room A: large meeting room, seating for 81
- Room B: large meeting room, seating for 81

- Rooms A & B: seating for 162
- Room D: conference room, seating for 15

In addition, a programming room (in the Children's section) with seating for 75 is reserved for library-related events.

## Display Space

The following display cases are available to individuals and nonprofit organizations in the community at no charge:

- Large Display: Encompassing most of one wall in the lobby, the floor to ceiling glass display case is 20 feet wide by 59 inches deep (at its deepest). The half-hexagon shaped case holds glass shelves with metal mullions.
- Small Display: Located between the Circulation desk and the Children's area, the small display case is 66 inches wide by 64 inches high by 10 inches deep. Two rows of glass shelves provide three horizontal surfaces for display. Staff use this display case for displays appropriate for the season or programming.

## Quiet Reading Room

The Fred P. Snyder Quiet Reading Room provides a pleasant environment for quiet study and reading. The Quiet Reading Room includes 11 lounge chairs, three tables with four chairs each, and eight study carrels. This room affords a beautiful view of Shannon Miller Park and Victorian era houses in the neighborhood.

## Teen Room

At 16 feet by 17 feet, the Teen Room is the adaptive reuse of a former meeting room. A booth that seats four, a sitting area with three chairs and a coffee table, and another table with two chairs and four bean bags provide seating for 13 in the room. Two of the room's walls are floor to ceiling glass with brick insets. The wall separating the library from the room is also glass, making for a room with a view.

## Strategic Partnerships

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The Edmond Library cultivates strategic alliances with many organizations in the community:

- |                              |                                    |                         |
|------------------------------|------------------------------------|-------------------------|
| ▪ AARP Tax Volunteers        | ▪ Edmond Historical Society        | ▪ Edmond Senior         |
| ▪ City of Edmond             | ▪ <i>Edmond Life &amp; Leisure</i> | Community Foundation    |
| ▪ Edmond Art Association     | ▪ Edmond Parks and                 | ▪ <i>Edmond Sun</i>     |
| ▪ Edmond Economic            | Recreation                         | ▪ Edmond Visual Arts    |
| Development Authority        | ▪ Edmond Police                    | Commission              |
| ▪ Edmond Fine Arts Institute | Department                         | ▪ Hope Center           |
| ▪ Edmond Historic            | ▪ Edmond Public Schools            | ▪ Keep Edmond Beautiful |
| Preservation Trust           | ▪ Edmond Senior Center             | ▪ Mindsopes             |

- Oklahoma City University      ▪ UCO Chambers Library      ▪ UCO Transportation and  
English Department      ▪ UCO Gerontology      Parking Services
- Oklahoma Home Educators      Department
- Project READ

## **Budget**

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The annual budget for Edmond Library for FY2011-12 is \$2.2 million in direct costs and \$1.4 million in indirect costs for a total budget of \$3.6 million.

Metropolitan Library System – Edmond (610)	
Direct Cost .....	2,197,367.00
<u>Indirect Cost.....</u>	<u>1,423,733.59</u>
Total .....	3,621,100.59



# Metropolitan Library System Strategic Plan

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## **Your Inviting, Innovative Link to the World**

### Metropolitan Library System 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.

**Goal:** All ages realize their library offers topics in a variety of formats they find captivating and enriching to their lives.

#### **Planned FY2012-13**

- A. Reorganize areas of the collection so that customers can find the variety of topics and formats they desire at the library.
  - Relocate New Books to a more secure location that accommodates more browsing customers at a time.
  - Reorganize the adult non-fiction for a more intuitive progression through the collection and better use of space.
  - Add needed shelving in Children's for TWEEN Biography books and Juvenile Fiction.
- B. Identify items requested by customers and work with Materials Selection to add as many as possible. Promote new items as received and new formats aggressively.
  - Highlight playaways and increasing digital collection as received.
  - Request adding movie and music streaming from Overdrive to deploy movie and music streaming over the eMedia website to customer's devices.
  - Work with Materials Selection to determine if materials in Spanish should be added back to the Edmond collection.

#### **Planned FY2011-12**

*Promote online resources including eMedia and databases. (Status: In progress.)*

- *Ensure librarians are familiar with learning tools offered through databases and actively suggest these resources to customers as they are conducting reference interviews (i.e. Mango Languages, Oxford Biblical Studies, Small Engine Repair, etc.)*
- *Order marketing materials available from MAC about these options and encourage staff to make them available during reference interviews and check-out*

- *Include this information in speaking engagements about the library or during tours*

*Help educate the public in how to access and use the many electronic options offered through the library. (Status: In progress.)*

- *Plan classes for social media and personal electronics*
- *Staff will attend additional training as needed during FY11 to improve computer skills in relation to social media and eMedia*

*Manager will evaluate potential need for an additional Technology Assistant, and submit budget request for FY12 by April 2011 deadline, if needed. (Status: Completed. Requested for Technology Assistant denied.)*

**Goal:** Residents see their library as a resource for introductions to an assortment of cultural, civic and/or community interests.

### **Planned FY2012-13**

- C. Write articles for the newspaper highlighting the library's many resources from the viewpoint that the reader is being introduced to the wonderful world of libraries and does not already know what exists. Highlights could include...
  - Resources for student papers and projects.
  - Hours of operation – open every day.
  - Outreach programs that are scheduled at ED (and across the system).
  - Resources for career building, life coaching, retirement planning, etc. (see FY2011-12 Plan of Service).
  - Stories of satisfied customers (work with Development Office).
  - What the Internet has to offer for each age group.
  - The great variety of periodicals.
- D. Identify and reestablish relationships with community partners.
  - Invite key partners to talk to staff about their organizations, e.g. City of Edmond, Chamber of Commerce, Edmond Economic Development Authority, Hope Center.
  - Attend and participate in community meetings and activities.
- E. Continue to highlight nonprofit organizations and craft groups with large displays.

### **Planned FY2011-12**

*Offer greater diversity of "fun" programming, especially for adults. (Status: Ongoing)*

- *Work with Outreach in obtaining innovative and unique programs*
- *Partner with community resources for programming options*

*Emphasize the library as a place in the community for professional development. (Status: Ongoing)*

- *Promote parts of the collection which feature career building, computer skills, life coaching, retirement planning, entrepreneurship, etc.*

*Plan some library programs at venues in Edmond other than the library to reach a wider audience. (Status: Current staff is not pursuing this activity)*

## **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.

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

### **Planned FY2012-13**

- F. Continue current efforts to improve the aesthetics of the library for the purposes of first impressions and comfortable use.
  - Select and hang framed art (not posters) on the walls in a variety of styles and sizes. Choose artists from Oklahoma County/City (Greg Burns, for example).
  - Coordinate signage throughout the library. Eliminate flyers taped to the Circulation Desk and on pillars, posts, and walls. Include a directional sign (or map) in the lobby to all meeting rooms, restrooms, etc. Improve sign holders for information that changes daily such as meetings and programs.
  - Explore the feasibility of and start planning for the following capital improvements:
    - Move the return books slots so books are delivered directly to the back room instead of through the circ desk.
    - Add study rooms
    - Replace reference desk with one smaller and more ergonomic and easier to work with customers
    - Replace circulation desk with one that is ergonomic and better for customer interaction
    - Group all public computers together for easier management and reduced confusion on the part of the customer

**Goal:** All ages recognize their library as a great place both physically and virtually to interact with others due to the noteworthy opportunities provided.

**Planned FY2012-13**

- G. Improve Meeting Rooms A & B with up-to-date audiovisual capabilities so groups do not require as much staff time for set up and AV assistance.
  - Replace the current projector with one that is easier to use; install in ceiling
  - Purchase wall-mounted televisions with built-in DVD players.
- H. Make sure electricity is available to those bringing their own computers into the library.
  - Deploy more electrical outlets in work station areas.

**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.

**Planned FY2012-13**

- I. Make sure staff have the tools to deliver library services.
  - Add a staff computer in the Children's section for busy reference days (often needed on Saturdays and Sundays).
  - Assign the Public Computer Specialist to work with all librarians to make sure they know how to download a digital book from the library and report on their experience.
  - Add a desk and computer for Clerks to work off desk in the back room.
  - Add a desk and computer to accommodate growing reference staff.
- J. Identify training needed to improve staff knowledge, skills and abilities related to the delivery of relevant library services.

**Goal:** All ages can expect friendly guidance on how to locate the best information resources to meet their request or needs.

**Planned FY2012-13**

- K. Reinforce the importance of excellent customer service with training, email messages, and reviewing the service principles on a frequent basis.

## **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.

### **Planned FY2012-13**

- L. Expand the customer base for the libraries' digital resources by offering training and resources in demand.
  - Continue to recruit volunteers to conduct one-on-one computer tutoring and support them with scheduling, equipment, and supplies as needed.
  - Request computer security allow certain downloads, e.g. MLS's eMedia ([www.metrolibrary.org/emedial](http://www.metrolibrary.org/emedial)), photos on CD.
  - Add wireless printing for customers using wireless laptops.
  - Add scanning service and USB drive to the copier.
  - Have a full-time tech (or two half-time techs) available full-time to advise customers on their e-readers and other technology questions.

**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.

### **Planned FY2012-13**

- M. Educate customers on the library's website and its resources.
  - Make sure every new library cardholder is given a "Rules of Conduct" brochure and a bookmark that lists remote services.
  - Include the library's website and its resources in every presentation made to groups outside the library.
  - Take advantage of Marketing materials to share information about databases.
  - Provide customer training on the library website.