



Northwest Library Service Plan

FY 2013 – 2014

The Metropolitan Library System 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.

Description of Facility

Northwest Library
5600 NW 122nd
Oklahoma City, OK 73142

The Northwest Library opened on May 22, 2012. This 35,000 square foot library features striking visual elements such as the derricks rising from its roof in a tribute to Oklahoma's oil and gas industry. Also unique are the outdoor patios for both children and adults.

The Northwest Library has broad sustainability features that will allow it to become one of the first LEED (Leadership in Energy and Environmental Design) certified libraries in Oklahoma. These LEED elements include a drip irrigation system, low-flow faucets/toilets to reduce water use, a geothermal heating and cooling system to reduce energy consumption, recycling bins for customers and staff, use of recycled and regionally sourced materials for construction, use of sustainably harvested wood, low-emitting finishes and day-lighting for interior spaces.

Customer Seating Capacity

• Study Rooms (6).....	40
• Meeting Rooms	248
• Program Room	30
• Lobby.....	6
• Adult Lounge Seating	21
• Adult Table Seating	36
• Adult Patio	21
• Teen Lounge Seating	11
• Teen Table Seating	8
• Children's Area Seating	35
• Children's Table Seating.....	20
• Children's Patio	16
• Seating at Computers	64
• Total	556

Community Profile

The Northwest Library, located in the northwest corner of Oklahoma City/County, serves more than 57,000 people within a three mile radius of the library. The Northwest Library is the only library in Oklahoma City's Ward 8, which encompasses nearly the entire northwest corner of the city. The library, as part of the Metropolitan Library System, also serves all the citizens of Oklahoma County and is easily accessible through its close proximity to both the Hefner Parkway which runs north-south through western Oklahoma City and the Kilpatrick Turnpike, a toll road which runs primarily east-west from I-35 to I-40.

Oklahoma County Demographics 2011 Estimates

Oklahoma County Population.....	732,371
Population, percent change April 1, 2010 to July 1, 2011	1.9%
• White persons.....	72.0%
• Black persons	15.6%
• American Indian and Alaska Native persons.....	4.1%
• Asian persons	3.1%
• Native Hawaiian and Other Pacific Islander	0.2%
• Persons reporting two or more races	5.0%
• Persons of Hispanic or Latino origin	15.5%
• White persons not Hispanic	58.9%
• Persons under 5 years old (2011).....	7.8%
• Persons under 18 years old (2011).....	25.4%
• Persons 65 years old and over (2011)	12.1%
• Median household income (2006-2010)	\$42,916
• Persons below poverty, percent (2006-2010)	16.8%
• Language other than English spoken at home, age 5+ (2006-2010)	14.9%
• High school graduates, age 25+ (2006-2010)	85.4%
• Bachelor's degree or higher, age 25+ (2006-2010)	28.2%

--U.S. Census Bureau, State & County Quick Facts

2010 Northwest Oklahoma City Demographics
3 mile radius of 5600 NW 122nd St, Oklahoma City, OK 73142

Total Population		57,589
• White Persons	74.8%	43,060
• Black Persons	12.4%	7,138
• American Indian & Alaskan Native	2.2%	1,247
• Asian Persons	4.9%	2,810
• Hispanic	4.8%	2,780
• Median age years.....		40.5
• Persons under 5 years old.....		3,406
• Persons over 18 years old.....		45,023
• Persons 65 years and over.....		9,345
• Median household income.....		\$61,680
• Average household income		\$79,445

--Business Decision (sources: U.S. Census Bureau, Census 2010 Summary File 1.)

Northwest Oklahoma City Places of Interest

Martin Park Nature Center, situated on 144 acres in the city's northwest side, is an educational facility, recreational area, and wildlife sanctuary. All ages can enjoy the guided nature hikes over 3.5 miles of hiking trails in the woods and grasslands of the park. The park is home to many species of animals, including birds, butterflies, squirrels, foxes and reptiles. There is also a hands-on education center showcasing a variety of reptile and insect species as well as a nature education library. School, home-school and scout groups are regular visitors.

Lake Hefner is one of the three urban reservoirs that stores Oklahoma City's water supply. Situated in the northwest part of the Oklahoma City area, its northern edge is located about a mile southeast of the Northwest Library. It has an 18 mile shoreline, and covers 2500 acres. Water recreation activities include fishing, boating, sailing and sail boarding. Areas around the lake offer picnic areas, parks, playgrounds, a nature trail, running track, softball field, soccer field and golf course. The 9.1 mile Lake Hefner Trails surround the lake and connect with its many recreational areas.

Francis Tuttle Technology Center - Rockwell Campus is one of the three Francis Tuttle campuses located in Oklahoma City. It covers approximately 80 acres and consists of 7 buildings. This public career and technology education center serves the business community as well as high school and adult students.

Schools in the area include Will Rogers, Wiley Post, Ralph Downs, Harvest Hills and Dennis elementary schools; Hefner Middle School; Putnam City North and John Marshall high schools; and Crossings Christian School. In addition, the Northwest Library will be the closest library to provide services to much of the Deer Creek Public School district which includes four elementary schools, two middle schools and a high school.

Mercy Health Center – The main campus is located a mile north and a mile east of the library and includes Mercy Hospital and the Oklahoma Heart Hospital. There are five medical buildings which include the Mercy Women's Center and Mercy Neuroscience Institute.

Shopping – Quail Springs Mall is located a mile north and 3.5 miles east of the library close to one of Oklahoma City's busiest intersections at west Memorial Road and north Penn Ave. It contains four major department stores, a 24-screen movie theater, food court, and a total of 130 different stores and restaurants. On the southwest corner of that same intersection is Quail Springs Marketplace and on the northeast side is Memorial Square. Northpark Mall is located three miles east of the library. Built in the early 1970's and later expanded, it offers more than 40 specialty stores and restaurants as well as a bargain movie theater.

Sports facilities – Nearby sports facilities includes Hat Trick Indoor Soccer Arena and Lake Hefner Golf Course. Quail Creek, Gaillardia and the Greens Country Clubs all include golf and other social and recreational activities for members only.

Service Hours

The Northwest Library is open to the public 70 hours per week:

Monday – Thursday	9:00 am - 9:00 pm
Friday	9:00 am - 6:00 pm
Saturday	9:00 am - 5:00 pm
Sunday	1:00 pm - 6:00 pm

Services

Northwest Library Materials Collection (July 2012 Collection Analysis)

Total holdings by media type	
Media	Volumes
Books	86,907
Paperback Books	37,676
Periodicals	2,433
CDs	9,625
Media Player	515
DVDs	11,515
Total	148,671

Total holdings by reading level	
Reading Level	Volumes
Adult reading level	90,596
YA reading level	4,699
Juvenile reading level	17,334
Tween reading level	13,407
Readers	5,802
Easys, board books	16,833
Total	148,671

CyberMars

The Metropolitan Library System's computerized library catalog includes the holdings of all system libraries including the digital collection. It is available at each of seven dedicated CyberMars computers or through the library's homepage www.metrolibrary.org.

Librarian Assistance

Professional librarian assistance is available at the public service desk, and customers can also receive assistance anywhere they might be in the public areas as iPads allow staff to look up shelf numbers or place a reserve without having to return to the service desk. Telephone assistance is provided from a backroom work area so as to not disrupt the in-person assistance being provided to customers on the public service floor.

Librarians provide:

- Friendly, professional assistance in locating materials or specific information for customers in person, over the telephone, and by mail or email.
- Friendly and helpful assistance in the use of library resources and services.
- Professional reader's advisory, including personalized reading lists.
- Interlibrary loan assistance as needed.
- Referral to outside sources or agencies that have specialized collections or expertise as needed.
- Friendly and helpful assistance with public computer related questions or problems as needed.

Computers and Wireless Access

The Northwest Library has 48 public multi-use computers that offer internet access, word processing, spreadsheets, databases and other software and has five children's computers with educational games. In addition, the Northwest Library has a bank of computers set aside specifically for teens. These eight computers have a separate sign-up computer and are only assigned to cardholders aged 12 to 17. The entire facility has Wi-Fi for customers using wireless devices to access the Library's internet service.

Express Checkout and Return

The Northwest Library has a sorter on site. Customers entering the library drop materials into a book return that feeds directly into this seven-bin sorter. The sorter clears materials as they are returned and sorts them into general shelf location bins, a bin for materials to be returned to other libraries, and a bin for reserves and other exceptions. This facilitates book return to other locations, filling reserves and shelving. The Northwest Library also has self-pickup reserves and four express-checkouts.

Programs

Events are offered for customers of all ages including babies, toddlers, preschoolers, school age children, teens, adults, seniors and families. The Library Event Coordinator oversees all of the events and programming for the library. Programs include traditional activities such as story times and summer reading and also events specifically targeted to the interests of the northwest community.

Public Room Space

The Northwest Library has meeting room spaces which include a program room adjacent to the children's and YA areas with seating for approximately 30 and a large meeting room with seating for approximately 240 that could also be divided into two smaller spaces which can seat approximately 100.

Unique Services:

- The Northwest Library has six study rooms available for customer use.
- An adult reading area provides a place for comfortable seating.
- An adult patio offers customers an opportunity to connect with others in the community and enjoy library materials and Wi-Fi service in an outdoor setting.
- An enclosed children's patio offers children and families an opportunity to enjoy library materials and Wi-Fi service in an outdoor setting.
- The children's area includes an interactive learning center.
- Personalized reader's advisory lists are created upon customer request.
- A copier with fax and scan capabilities is available to library customers.

Staff by FTE

Manager of Library Operations II.....	1.00
Assistant Manager of Library Operations	1.00
Librarians/Assoc. Librarians	7.50
Library Event Coordinator	1.00
Public Computer Specialists	2.00
Circulation Clerks.....	6.50
Total	19.00

Part-Time Staff by hours

Library Aide hours.....	20,800
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Budget – FY13 budget for the Northwest Library

Direct costs:	1,971,578.00
Indirect costs:	1,127,918.35
Total	3,099,496.35

Statistics –Northwest Circulation by Media and Reading Level
 May 22, 2012 through June 30, 2012

Total Circulation by Media Type	
Media	Volumes
Books	74,841
Paperback Books	12,124
Periodicals	962
CDs	12,356
Audio Player	814
DVDs	18,885
Total	119,982

Total Circulation by Reading Level	
Reading Level	Volumes
Adult	54,445
YA	5,202
Juvenile	16,428
Tween	13,857
Readers	9,093
Easys, board books	20,957
Total	119,982

MLS Strategic Plan 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.

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

Goal: 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.

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

Goal: 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.

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

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

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.

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

We have a clear vision on how we want you to see your library. We want you to join us in seeing the library as **Your Inviting Innovative Link to the World!**

Northwest Library Service Responses for FY13-14

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.

1. In order to welcome customers and make a more personal connection, "Welcome to MLS and the Northwest Library" note cards will be given to individual customers or families when they receive a new library card. Cards will be signed by the staff member who issued the card.
2. Northwest staff will routinely offer personal business cards to customers to offer follow-up assistance with research, e-readers, library programs, meeting and study rooms, or recreational reading.

Goal: 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.

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

1. Northwest staff will offer personalized readers' advisory services to customers upon request. This service will be advertised in the library and also offered during customer interactions. Library customers will complete a questionnaire or answer questions to help determine reading interests and within a few days librarians will provide a researched list of up to 10 titles selected specifically for them.

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

1. Northwest staff will increase community awareness of programs and services offered at the Northwest Library through quarterly open houses, community outreach, posters and other signage, one-on-one customer interactions, and information provided during tours

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.

1. All Northwest Library staff will attend or participate in at least one job-related training session per year.
2. Circulation staff will each attend at least one Circulation Forum.

3. Librarians and associate librarians will attend at least one professional-level training session and one Connect Librarian Forum throughout the year.

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

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.

1. PC Specialists will complete at least one eMedia training session and will continue to revise eMedia handouts to help customers access our digital technology.
2. Northwest Library's eMedia All-Stars will continue to attend meetings about our digital collections and provide instruction to customers on new features and tips for using the content.

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

We have a clear vision on how we want you to see your library. We want you to join us in seeing the library as **Your Inviting Innovative Link to the World!**

Review of FY12-13 Objectives

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.

1. Increase community awareness of new formats including e-media and Playaway through the use of community outreach, displays, one-on-one customer interactions and information provided during tours.
 - *NW staff regularly feature Playaways, audio CDs and DVDs in displays.*
 - *When giving tours, staff point out the various formats available in the AV areas.*
 - *When NW staff members make school visits they share information about various materials formats and databases.*
 - *Librarians and circulation clerks explain the Playaway format to customers seeking audio books.*
 - *This goal is ongoing.*

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

1. Increase community awareness of programs and services offered at the new Northwest Library through community outreach, posters and other signage, one-on-one customer interactions and information provided during tours.
 - *Since the library opening, Northwest Library staff members have given more than a dozen different tours. During each tour, staff members offer information about library programs and services.*
 - *Staff members provide information about programs and services when the opportunity arises during routine customer interactions.*
 - *During the Back to School Open House in September 2012 handouts were offered to customers with library materials, programs, and services specifically for teachers, students and parents.*
2. Ensure that the community feels that their interests are being considered in library events and programs by surveying library customers about their interests and needs and gathering feedback after library events.
 - *The Northwest Library has surveys prominently available for customers to provide input about their experience at the library. These are available at several locations on the Info desk and at the computer assistance desk.*
 - *The Northwest Library has surveyed customers regarding their interest in various program topics. This brief survey was included in the entry form for the prize drawings that were done at the grand opening.*
 - *This goal is ongoing.*

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.

1. Northwest Library staff will make sure reading and study areas stay clean and inviting by regularly cleaning tabletops and roving through the areas routinely throughout each day to ensure that library materials are picked up, trash is disposed of, and surfaces are clean.
 - *Northwest staff members regularly patrol public library areas picking up library materials, disposing of trash, and cleaning as needed.*
 - *Public computer specialists routinely clean keyboards, headphones, and computer mice and make sure that the public computer areas are clean and inviting.*
 - *This goal is ongoing.*
2. During holiday seasons the library will be decorated and offer displays appropriate and sensitive to the interests of a diverse community.
 - *The Northwest Library opened on May 22 and has not yet had the opportunity to decorate and offer displays during a holiday season.*

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

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.

1. All Northwest Library staff will attend or participate in at least one job-related training session per year.
 - *All Northwest staff members have attended 2 or more job related training sessions during the last year, with the average being 9 per person.*
2. Circulation staff will each attend at least two Circulation Forums throughout the year.
 - *Circulation clerks have each attended at least one of the three Circulation Forums that have been offered since November 2011, and some have attended two.*
3. Librarians and associate librarians will attend at least one professional level training session and one Connect Librarian Forum throughout the year.
 - *All full-time librarians and one half-time librarian attended one or more Connect Forums and two or more professional level training sessions.*

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

1. Training and information will be provided for staff on new databases and materials formats to ensure that they are able to effectively assist customers with new library resources.
 - *Several staff members have participated in the database trials and provided feedback to MSL.*
 - *This goal is ongoing.*

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.

1. Library staff will offer information about YA computer sign up to customers in that age range to ensure that customers are aware of that resource.
 - *During all library tours, Northwest staff explains to customers that we have YA computers and age range for sign-up.*
 - *Teen customers asking about public computer availability are offered the option of YA computers.*
 - *Teens receiving new library cards are informed about the availability of YA computers.*
 - *This goal is ongoing.*

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 library.