



# Village Library

Service Plan  
FY 13-14



Metropolitan  
LIBRARY SYSTEM

## 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 invifing, 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 several 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 and new carpet in 2008. 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 portion of the northwest quadrant of Oklahoma City. The two zip codes that we most commonly see when issuing library cards are 73120 and 73114. The boundaries of the city of The Village (zip code 73120) 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. 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 the service area the Village Library we serve 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 service area. The old Britton area (73114 zip code area) is east of Pennsylvania Avenue to Broadway Extension and extends from Wilshire past 122<sup>nd</sup>. The Village Library is the closest library to this community adjacent to the City of The Village. The combined community population for a three mile radius of the Village Library has a total population of 63,852 according to the 2010 census blocks intersecting radius.

The property around The Village City Municipal building is currently developing single family dwellings for seniors and there are now 24 senior facilities within less than a four mile radius of The Village Library.

The lots west of the library property are being developed with homes and condominiums for single family and multi-family dwellings and have several homes occupied. This community will be developed as a walking community with plans to further develop a “town center” with retail and other establishments all within walking distance from our library.

We are located approximately 10 miles north of Downtown Oklahoma City and east of Hefner Lake and a few miles south and east of the City of Edmond.

Below is a demographic break out of the city of The Village and surrounding communities taken from the 2010 Census, the most recent census information available.

| <b>Population Demographics</b> | <b>Number</b> | <b>Household Demographics</b>   | <b>Number</b> |
|--------------------------------|---------------|---------------------------------|---------------|
| <b>Population Total</b>        | 63,852        | <b>Housing Occupancy</b>        |               |
| <b>Sex</b>                     |               | Total housing units             | 32,907        |
| Male                           | 47.2%         | Owner-occupied                  | 47.7%         |
| Female                         | 52.8%         | Renter-occupied                 | 42.3%         |
| <b>Age Breakdown</b>           |               | Vacant Housing                  | 10.0%         |
| Under 5                        | 6.9%          | Households                      | 29,617        |
| 5 -- 9                         | 6.3%          | Families                        | 15,628        |
| 10 -- 14                       | 5.8%          | <b>Income</b>                   |               |
| 15 --19                        | 5.8%          | Household Income Base           | 29,617        |
| 20 -- 24                       | 9.0%          | Households w/less than \$15,000 | 10.3%         |
| 25 -- 34                       | 15.6%         | Households \$15,000--\$24,999   | 11.2%         |
| 35 -- 44                       | 12.4%         | Median household income         | \$46,587      |
| 45-54                          | 12.4%         | Per capita income               | \$30,526      |

|                                    |       |                                 |           |
|------------------------------------|-------|---------------------------------|-----------|
| 55 -- 64                           | 11.0% | Median home value               | \$117,199 |
| 65 -- 74                           | 6.5%  | Median Rent                     | \$458     |
| 75 -- 84                           | 5.3%  | Average Rent                    | \$495     |
| 85 +                               | 2.9%  |                                 |           |
|                                    |       | <b>Educational Attainment</b>   |           |
| <b>Race</b>                        |       | Population 25 years and over    | 42,507    |
| White Alone                        | 63.6% | Less than 9th grade             | 1.7%      |
| Black Alone                        | 25.4% | 9th -- 12th grade, no diploma   | 5.1%      |
| Hispanic or Latino Alone           | 7.4%  | High school graduates           | 19.9%     |
| American Indian Alone              | 1.9%  | Some college, no degree         | 26.2%     |
| an or Other Pacific Islander Alone | 3.1%  | Associate degree                | 5.2%      |
| Some Other Race Alone              | 2.8%  | Bachelor's degree               | 27.5%     |
| Two or more Races                  | 3.2%  | Graduate of professional degree | 14.3%     |

### *Service Hours*

In May 2012 an increase in the library system's operating budget allowed for additional operating hours for The Village Library. The library is open seven days a week for a total of 70 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  |
| Sunday           | 1:00 | 6:00  |

### *Services Offered*

#### **Materials**

The Village Library holds 76,407 volumes of library materials that include books, periodicals, audio players, music CD's, books on CD's and DVD's. Below is a break out of the entire Village Library materials collection:

| <b>Total Collection Holdings by Media Type</b> |                |
|------------------------------------------------|----------------|
| <b>Media</b>                                   | <b>Volumes</b> |
| Reference                                      | 503            |
| Books                                          | 38,888         |
| Paperbacks                                     | 22,512         |
| Periodicals                                    | 2,749          |
| Audio players                                  | 438            |

| <b>Media</b>                           | <b>Volumes</b> |
|----------------------------------------|----------------|
| Audio CD's                             | 3,356          |
| Music CD's                             | 2,354          |
| DVD's                                  | 5,607          |
| Totals                                 | 76,407         |
| <b>Total Holdings by Reading Level</b> |                |
| <b>Reading Level</b>                   | <b>Volumes</b> |
| Adult                                  | 46,366         |
| Young Adult                            | 2,247          |
| Juvenile                               | 8,162          |
| Tween                                  | 5,833          |
| Readers                                | 2,849          |
| Easy/Board Books                       | 6,212          |
| Mixed level                            | 4,738          |
| Totals                                 | 76,407         |

### **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 for handicap accessibility.

### **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 16 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 so customers using wireless devices such as laptops, e-readers, etc., may access the Internet through the library's service.

### **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.

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 sites and all Microsoft Office applications available on these computers. The classroom instruction is for learning to use our

databases and frequently used internet websites and as time allows librarians assist customers with beginning computer skills.

## Programs

The Village Library offers a myriad of programs for children, teens, adults and senior adults. There are 4.5 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 2012/2013 are in the spreadsheet below, including attendance numbers and groups targeted.

| Program by age Category        | # Times offered | Total # attendees |
|--------------------------------|-----------------|-------------------|
| <b>Children's Programs</b>     | 151             | 1856              |
| Community Programs             | 7               | 483               |
| Outreach: All ages             | 20              | 1216              |
| Library Group Visit/Tours      | 2               | 39                |
| Children's Summer Reading      | Signup          | 903               |
| Early Childhood Summer Reading | Signup          | 291               |
| Family/Parenting Programs      | 31              | 422               |
| <b>Teen Programs</b>           | 49              | 552               |
| Outreach: Teens                | 17              | 191               |
| Teen Summer Reading            | Signup          | 212               |
| <b>Adult Programs</b>          | 34              | 339               |
| Senior Programs                | 14              | 71                |
| Outreach: Adults               | 4               | 85                |
| Adult Reading Program          | Signup          | 615               |
| Sponsored Programs             | 58              | 1030              |
| One-on-one Instruction         | ~6 x per wk     | 344               |
| <b>Total</b>                   | <b>387</b>      | <b>8649</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 or both rooms opened up for \$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 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 from the community, for displaying items of interest to our public.

### **Unique or Special Services**

The Village Library houses the system's only TDD/TTY phone, offering phone service to the hearing impaired countywide and a wheel chair for any individual who may have a health situation after arriving to the library that does not require emergency services, but need to have assistance to a vehicle when leaving.

The community surrounding this library has a large senior citizen population with 18 senior facilities within a three mile radius and 24 senior facilities within a four mile radius. The community in this 3-4 mile radius has increased its senior population by approximately 1800 citizens over 55 years of age while the growth in the same area was approximately 1915 individuals total, between the 2000 census and the most recent 2010 U.S. Census.

The Village Library offers space when available for tutoring and studying as a community service to our community. The Village Library is participating in a grant program to offer a literacy referral service by offering our rooms to house the Literacy Referral Center on Saturdays from 10 am – 12 noon which started Oct 15, 2012, as a pilot project for the Metropolitan Library System's Outreach and Programming department.

### ***Staffing***

The Village Library has 18.5 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                  | 220                   | 5.5         |
| Public Computer Specialist | 30                    | .75         |
| Library Assistant          | 40                    | 1           |
| Circulation Clerk          | 240                   | 6           |
| Library Aides              | 62                    | 1.5         |
| <b>Total</b>               | <b>632</b>            | <b>18.5</b> |

### ***Budget***

The Village Library budget for 2012/2013, including all expenses equals \$1,450,455.

## Statistics

The Village Library circulation statistics by reading levels and categories listed above are shown in spreadsheet below. The average Circ Turns represents the average times a materials in these reading levels checkout in a month.

| Total Holdings by Reading Level |         |             |                    |
|---------------------------------|---------|-------------|--------------------|
| Reading Level                   | Volumes | Circulation | Average Circ Turns |
| Adult                           | 46,366  | 262,651     | 5.72               |
| Young Adult                     | 2,247   | 15,597      | 6.94               |
| Juvenile                        | 8,162   | 39,286      | 4.97               |
| Tween                           | 5,833   | 32,873      | 5.64               |
| Readers                         | 2,849   | 25,172      | 8.84               |
| Easy/Board Books                | 6,212   | 44,300      | 7.13               |
| Mixed level                     | 4,738   | 32,954      | 6.95               |
| Total                           | 76,407  | 452,833     | 5.97               |

| Total Collection Holdings by Media Type |         |             |                    |
|-----------------------------------------|---------|-------------|--------------------|
| Media                                   | Volumes | Circulation | Average Circ Turns |
| Reference                               | 503     | 0           | 0                  |
| Books                                   | 38,888  | 291,468     | 7.50               |
| Paperbacks                              | 22,512  | 30,014      | 1.33               |
| Periodicals                             | 2,749   | 8,174       | 2.97               |
| Compact Disc                            | 5,710   | 52,190      | 9.14               |
| DVD's                                   | 5,607   | 68,129      | 12.15              |
| Audio Player                            | 438     | 2,858       | 6.53               |
| Totals                                  | 76,407  | 452,833     | 5.97               |

## MLS Strategic Plan--Service Responses

### ENSURING 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.

### ***Service Responses to address this year:***

## **Service Response Focus for 2013/2014 Service Plan**

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### **ENSURING 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.

The Village Library is a beautiful physical place for our community, but is a building that is over 22 years old. We have been slowly updating and improving this space for our customers.

During this year we will update the circulation desk and we will develop a customer service area for checkout and informational needs, both in one area. The current reference desk area will become space for the public computer sign up station and the public printing station, as well as a display area for promoting library materials on various topics.

The demographics of this community is changing and creating a greater need to make a deliberate plan to address the needs of these individuals so close to our library facility.

Therefore the focus of the Innovative Plan for the Village Library addresses this target audience and ways to improve our services for individuals with disabilities and special needs.

With these increased numbers of senior centers and facilities in our service area, we find ourselves needing to increase services for citizens with limitations and disabilities. These needs include increasing our Large Print collection, going beyond ADA compliance to provide independent access to all our materials. These goals cannot be completely accomplished until the building is expanded and more space is available to replace existing high shelving units with the lower height shelving units. Another goal is keeping the bottom shelves empty of library materials, since those items from are out of reach for persons in a wheelchair or using some type of walking assistance.

During the next two years we will do additional landscaping in The Village Greens outdoor amphitheater space, add fencing gates, take out some trees and add a few trees in strategic spots for future shading, and add covering for the center stage space. This space will be used for concerts and outdoor programming, such as Storytime, music play classes, school visit picnic area and concerts.

#### ***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.

We will create an advisory group made up of seniors and individuals with disabilities who regularly use our library. We will increase our large print materials budget and other materials for these individuals as their needs demand. We will also promote the services already provided by the library system and our community, such as the 711 and 211 services as needed.

When possible the staff and manager will work together to incorporate ideas from this community into every day service to ensure we stay focused on providing the best service possible for all individuals in our service area, and particularly focus on the special needs for citizens that get overlooked.

#### ***Review of previous year***

During this previous year it was decided to postpone updating our circulation desk because the system has other priorities already slated around the system, and more time is needed for getting ready for a sorter in the work room, and having an inside book drop installed.

We have been weeding our collection and removing one shelf per aisle. Removing shelves allow us to get step stools out of the traffic flow of each aisle. The Large Print and Fiction

genres have been completed, as well as the 800-900 nonfiction. This is half of the collection aisles that need to be adjusted for step stools.

The staff lockers have been replaced with two smaller lockers in place of each full length locker. Now all staff that does not have an office/desk space for personal belongings has their own locker. We also refurbished the staff offices for librarians so that all reference staff has spaces there.

We removed the old lounging seats that were worn and dirty from the Teen/Young Adult area and added a second café table with high stool/chairs. This creates a visible space for teens to sit and study and makes this area more inviting and functional.

The Village Library replaced old broken task chairs at all 16 public computers and we now have comfortable, simple task chairs that are adjustable and do not show dirt, even after several months of daily use.

The manager's office has a new table that fits adult size chairs (replacing another table that was a children's table, repurposed in the manager's office) and replaced old chairs with fresh bright chairs.

During this year the old shelving units in the work room have been removed and new carts purchased so that all library materials are not handled multiple times before being re-shelved for customer access. Library Aides visited other libraries that did not use shelving in their work rooms and came back excited about the simplicity of their re-shelving process. We developed a process for Village and it has worked very smoothly. Library materials are accessible to customers within 12-24 hours after being returned.

The front entrance of the library and the much of the outside parameter was landscaped, funded by the Parks and Public Spaces Initiative with the Oklahoma City Community Foundation. We received a new bicycle rack that is a public art piece placed on the south side of the library entrance, with slate rock laid on the north side of the entrance and two large planters in front of two brick pillars where we planted Red Yucca plants.

Blooming crepe myrtles were planted along the red brick wall that runs south from the entrance and along the Village Greens west wall on the north end of the property. The east side of our building has a large glass block window space that needed to be shaded from the morning sun and 5 large crepe myrtles were planted there and that space is very comfortable all day long.

We had five trees removed from under the utility lines and about eight were planted in spaces where shade was needed. Now they will not disrupt utility lines or structures on the property.

As we have slowly updated and improved this space, our customers have expressed great appreciation for each improvement made.