



# STRATEGIC PLAN 2007-2012

## WHERE ARE WE NOW?

### Year 5 Highlights



**We strive to be your inviting, innovative link to the World!**

### Satisfying Curiosity: Lifelong Learning

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

#### January 2012

Playaways, the all-in-one audiobook are available to borrow. The six pilot libraries to house Playaway collections are Capitol Hill, Del City, Downtown, Northwest, Village and Warr Acres.

#### February 2012

A community survey is conducted in the city of Edmond by the Edmond Sun newspaper regarding the best place for free entertainment. The results of the survey found that the Edmond Library is the best place for free entertainment due to the available programming and access to internet for all ages.

The new & improved Winter Readfest is a month long reading program and is now for adults aged 19 and over.

#### May 2012

Digital signage is in place at Northwest Library. The signs include "What's Happening" at the library that day and have the ability to provide weather coverage in case of severe weather.

#### June 2012

A Summer Reading Game, emphasizing fun and achievement, is introduced in the summer reading program. Additionally, the Early Childhood designation provides increased attention and emphasis for early childhood participation.

#### June 2012

The library's city-wide outreach program "Come Read with Me" has a record number of both volunteers and children participants. The program pairs volunteers with children to enjoy reading in a relaxing environment after school and during the summer at places that provide child care.

#### July 2012

A total of 17,967 children participate in Summer Reading - 3,643 early childhood, 11,387 children, and 2,937 teens.



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

**November 2011**

The largest number of MLS "Volunteer All-Stars" walk in the Heartwalk 2011 with 198 staff and family of staff walking. The OK Regional Food Bank Food Drive collection increases over 53% from 2010. The United Way Campaign is again a big success. Staff volunteers raise \$20,831.28.

**December 2011**

OKC and the Library Commission ask Patience S. Latting, former mayor of OKC, to be the namesake for the Northwest Library that will open in the spring.

The Choctaw Library is involved in the Christmas on Main Street planning as well as working the event, which included a children's craft program.

**February 2012**

Friends of the Library's annual booksale raises \$230,000, with over \$200,000 donated back to MLS for special projects.

The Marketing Department wins two ADDY awards for posters: DIY Valentines (or Anti-Valentines) and The Zombie Attack! ... I Can't Believe I Shot That: IV.

Friends of the Metropolitan Library System the Library Endowment Trust unveil the statue "The Invisible Royalty" at the Ralph Ellison Library: [Northeast Oklahoma City library sculpture honors author Ralph Ellison](#)

Regular library children's musical performers, Sugar Free Allstars, win a Grammy for Best Children's Album.



**March 2012**

Almost 1000 people participant in Black History Month.

**April 2012**

Mary Higgins Clark, legendary suspense novelist, visits Oklahoma City as the guest speaker at the 10th annual Literary Voices fundraising dinner benefitting the Library Endowment Trust. During her visit she also filmed an interview for use in the "Share Your Stories" project where she discussed her life and career and the impact of books and reading on individuals' lives.

Over 1,000 visitors attended the 2012 International Festival at the Downtown Library.

**May 2012**

Spokies, the OKC bike racks initiative, is dedicated in front of the Downtown Library as a great indicator of community partnerships.

The Midwest City Library receives a grant from the Midwest City Hospital Authority to renovate its south-facing garden to include sensory elements and seating adding an inviting and comfortable space for customers to visit, relax, and learn.

**June 2012**

Capitol Hill Library is selected by the state treasurer's office to host a College Savings 5/29 Sweepstakes kick off. The state treasurer, Ken Miller, and two Thunder girls read to children in the library.



Picture courtesy of Newsok.com

**Visit a Comfortable Place: Public & Virtual Places**

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

**December 2011**

The holiday open house at the Downtown Library hosts over 400 people with seven other library locations present.

The ["Take a Meeting"](#) article appears in *info Magazine* sharing that our 12 largest libraries all have at least one meeting room that people can rent at the best prices in town.

#### January 2012

The YA area at the Belle Isle Library gets some new chairs and space for additions to the collection.

#### February 2012

Landscaping adds an extra visual appeal to the Warr Acres library grounds.

#### March 2012

Nicoma Park gets a new exterior sign and a new porch.

#### April 2012

Del City Library gets a fresh look with new carpet and paint as well as a new quiet area for studying and tutoring.

#### May 2012

The new carpeting at Warr Acres Library provides an updated look.

The [Patience S. Latting Northwest Library opens](#). The 35,000-square-foot structure is home to about 150,000 books, magazines, DVDs and other materials at 5600 NW 122.

#### June 2012

The front entrance of The Village Library and much of the outside parameter gets new landscaping, funded by the Parks and Public Spaces Initiative with the Oklahoma City Community Foundation.



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

#### June 2012

Kids in grades 3-5 meet twice a week at Capitol Hill Library to read and discuss some of the most popular Sequoyah Award nominated books.

During the year of 2011, *Come Read with Me* gives away 1,633 books and touches the lives of Oklahoma County children 12,288 times.

### Know How to Find, Evaluate & Use Information: Information Fluency

*Goal: All visitors can expect library staff to have up-to-date knowledge, skills, and abilities to deliver library services.*

#### January 2012

All libraries get iPads and training for the newly developed applications that assist them with collection management, processing of reserves, and tracer lists.

#### February 2012

MyMetrolibrary, the new employee Intranet is launched. The new site offers many additional benefits such as blogging, forum, and commenting.

Jim Welch, Deputy Executive Director/Information Technology receives Apple Enterprise Developer certification allowing him to develop iPad applications (apps) to assist library staff. The first app implemented was iWeed, which has revolutionized the way staff perform collection management. Other apps are iFind, iBrowse, SRConfirm, mlsFFME.



### March 2012

Prior to the opening of the Northwest Library, staff begins working at various libraries around the system as part of their orientation and training.

### May 2012

An automated materials handling machine at the Northwest Library sorts returned materials in the book return chute, checks them in and then sorts them into seven different bins. These bins are divided into general shelving areas in the library and expedite the process of making materials available again to customers.

A modified delivery schedule is implemented to streamline deliveries and make best use of driver time and distribute materials and information in a timelier manner. This change also decreases customer wait times and disseminates information to staff for quicker customer service.



### June 2012

Staff attends training throughout the year, including the Oklahoma Library Association conference in Norman, the Public Library Association meeting in Philadelphia, PA, and the Joint Conference of Librarians of Color in Kansas City, KS.

Marketing highlights departments and job positions in the Info Magazine throughout the year for customers to know more about what happens behind the scenes.

The Village Library staff analyzes their processes and makes modifications so that library materials are now accessible to customers within 12-24 hours after being returned.

Diane Sarantakos, Director of Development, wins an election to serve a three-year term as a Trustee at large for the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) board.

Anne Fischer, Stacy Schrank & Kay Bauman present at the American Library Association Conference during the Library Information and Technology Association's (LITA) session *Current Technologies in Libraries: Flash Presentations* highlighting our iWeed, iFind, and iBrowse applications for the iPad.

Kim Terry presents at the American Library Association Conference: *Is It Time to Reevaluate Your Library's Marketing?*



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

### November 2011

The Library Event Coordinator position pilots at both the Northwest and Downtown libraries. This position focuses on programming and meeting room use.

### December 2011

The Metropolitan Library Commission accepts the extensive class and comp study recommendations. This ensures that positions within the library system and benefits for our employees are up to date for the market. The library system wants to stay current in the library field in order to draw the best and brightest employees.

### May 2012

The Northwest Library implements a new service desk model that includes more Express Checkout computers for customers to use. Additionally, phones are answered in the workroom ensuring the staff on the public service floor focus on those customers who are physically present. These are big changes from the rest of our libraries and are designed to streamline the service points.

**June 2012**

Staff writes reviews over popular materials for our customers in Info Magazine.

During this year, a total of 889 *Ask a Librarian* questions were answered, more than 733 new Facebook likes were received and 506 Twitter updates were retweeted a total of 209 times.

**Connect to the Online World: Public Internet Access**

*Goal: All ages discover that their library has current equipment, tools and training for the public to responsibly access the digital world.*

**November 2011**

Planning Services department purchases a variety of current eReaders to train staff and customers. They begin offering training sessions at Barnes and Noble locations throughout Oklahoma City and staff at many of our libraries begin offering similar sessions at their locations.

**May 2012**

Several tables now have power receptacles for laptop users for easy access at Bethany, Belle Isle, Capitol Hill, Choctaw, Downtown, Edmond, Northwest, Village, and Warr Acres.

*Goal: Adults understand that using the Internet is beneficial to development for all ages.*

**December 2011**

Several libraries develop flyers detailing websites that are helpful to parents in finding appropriate websites to use with their children.

**February 2012**

The Edmond Library holds a class for customers wanting to learn how to borrow eMedia from the library.

**March 2012**

Marketing, Planning Services, & Outreach create a Pinterest account and page.

These departments work on curating content specifically for our customer base. Pins originate from our catalog and awesome sites around the web. Specialized boards are available for specific types of content including Summer Reading, Titanic, Steampunk, Downtown Abbey, and more.

**May 2012**

Northwest Library staff offer information about teen computer sign up to customers in that age range to ensure that customers are aware of that resource.

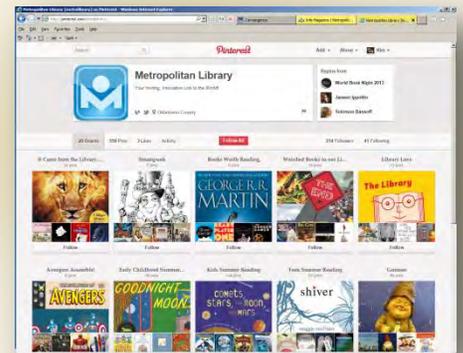
**June 2012**

Materials Selection adds 16 databases during FY11-12.

*Goal: All ages recognize and use their library's website and its resources as an extension of the physical library.*

**January 2012**

Several departments collaborate and create a tax forms page which is available as one stop shop for forms that can be printed in the library for free.



**May 2012**

Volunteers can search for places to serve the Metropolitan Library System online by location, zip code, opportunities, or by just viewing all opportunities. New and established volunteers can also track their service hours.

**June 2012**

The Oklahoma Room continues to grow their virtual presence.

*All Goals*

**November 2011**

Managers of Library Operations create innovation plans designed to assist in addressing elements of our Strategic Plan.

**December 2011**

The city of Jones and the Commission of the Library System determine that building a permanent library in Jones is a viable and needed asset. The city of Jones commits to the funds needed to ensure they have this much needed resource in their community.

**April 2012**

As approved in the FY 12 budget, MLS adds operating hours at all 12 full-service libraries, 5 extension libraries as well as open a new full-service library. These new hours offer a system-wide consistency for customers enhancing their visiting experience.