

PUBLIC LIBRARY OF ENID AND GARFIELD COUNTY

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LONG RANGE PLAN 2008-2011



October 2008

MISSION STATEMENT

The Public Library of Enid and Garfield County provides access to materials and services in a variety of formats to meet the informational and recreational needs of the community. The Library values the dignity of individual beliefs and promotes the literacy and the empowerment of individuals.

INTRODUCTION

The Library's Long Range Plan is one that strives to implement the Library's mission by setting goals and objectives to improve the collection and services. Given the hardships which the library has most recently experienced, this plan focuses more on revitalizing and reenergizing basic library operations than on implementing new or innovative ideas. Once the foundations of public library service are established, then the library staff can move forward to meet the growing needs of the City of Enid and its surrounding area.

Goals and objectives in the Long Range Plan are both qualitative and quantitative. When possible, specific objectives with measurable results have been created. The Library Advisory Board plans to review the Long Range Plan on a quarterly basis with the Library Director and Staff, to gauge what progress has been made and ensure that resources are available to achieve the goals that have been set.

COMMUNITY INFORMATION



Enid is said to have been named by a railroad official after a character in Tennyson's "The Idylls of the King." It is a town that was born overnight as the result of the largest land run in history. At noon on Sept. 16, 1893, hundreds of thousands of land seekers charged into the Cherokee Outlet seeking free land and a new start in life. They came on horseback and in horse-drawn wagons and buggies. Some rode trains into the Outlet. There were even a few who made the race on bicycles or on foot. Drove of settlers lined up at the land office that afternoon and for days afterwards to file their claims for land. The land office was located near what is now the site of the Enid Public Library on the south side of the downtown Square. This original land office building is now part of a permanent display at the Humphrey Heritage Village on the west side of Government Springs Park. Just across the street from where the land office once stood is the life-size bronze sculpture of "Boomer" (123 W. Maine). The sculpture depicts a home-seeker astride his galloping horse, his claim stakes in his hand, making the race for a free quarter section of land or a town lot in the 1893 land run.

In the beginning Enid struggled to become a city and won. At the turn of the century, easy access to a railroad was an absolute must if a community was to grow and prosper. The Rock Island Railroad had put its depot in North Enid, even though, before the land run, surveyors designated Enid as the "government town." The railroad stopped in North Enid rather than Enid and a battle ensued. Then, one night, persons still unknown, sawed through the supports on a Rock Island Railroad trestle southeast of Enid. The weakened supports dumped the next train that came over the tracks into a gully.

The event marked the turning point in the dispute and a short time later the railroad agreed to move its depot to Enid. Good times followed. At the height of railroad activity in the 1920s, there were more than twenty steam trains every day huffing and puffing in and out of Enid. Despite the Great Depression of the 1930s, and the roller-coaster ride of several oil booms and busts in the area, Enid has for the most part enjoyed slow but deliberate growth over the years.

Enid currently has a population approximated at 47,000. During the oil boom of the late 1970s and early 1980s, Enid’s population was more than 51,000. The huge grain elevators on the east side of town have long been Enid landmarks, reflecting the city’s agricultural roots.

Location	Northwest Oklahoma
County	Garfield
Population/Enid	47,045
Garfield County/MSA Population	57,813
Garfield County/MSA Estimated Population 2010	63,850
Elevation	1,246 ft.
Land Area/Enid	75.43 sq. miles
Garfield County Land Area	1,060 sq. miles
Time Zone	Central
Area Code	580
Per Capita Income/Garfield County (State Rank: 8th Highest out of 77 counties) <small>U.S. Dept. of Commerce, Bureau of Economic Analysis, 2006</small>	\$31,702
Average Wage per Job/Garfield County <small>U.S. Dept. of Commerce, Bureau of Economic Analysis 2006</small>	\$31,442
Median Household Income/Garfield County <small>U.S. Census Bureau, 2005</small>	\$36,266
Median Home Value/Enid <small>U.S. Census Bureau, 2000</small>	\$59,200
Median Rent/Enid <small>U.S. Census Bureau, 2000</small>	\$437/month

From the Greater Enid Chamber of Commerce web site.

LIBRARY HISTORY

The public library in Enid was founded in 1899 by the Enid Study Club with a reading room at 120 North Independence. This group of civic-minded ladies worked very diligently at raising money to fund the library, with projects including a lyceum course, a Scandinavian quartette, and a minstrel show with a parade around the square. The Study Club offered the library to the City of Enid more than once, and in 1905 the city accepted the responsibility and moved the facility to North Grand. In 1907, the library was named a Federal Depository Library for government documents, which continues to the present day.

The need for a new library building encouraged city leaders to seek a grant from the Andrew Carnegie Foundation. In 1908 a grant of \$25,000 was accepted and the site at 402 North Independence was purchased. The Enid Carnegie Library officially opened August 1, 1910. In the 1920s and 30s, the library struggled with funding and building repairs. In 1938, Mrs. Amy Carl organized a Friends of the Library group, which helped contribute materials and funds to the struggling library.

The 1940s and 50s continued to be lean years for the library, with appropriation cuts from the city government and a rapidly deteriorating building. Despite these challenges, circulation and other services continued to grow, including a children's story hour, Great Books discussion groups, and a regular newspaper column. In 1957, a bond issue was defeated by 700 votes that would have provided for a new building. By this time, the building was widely considered unsafe and had been condemned by the State Fire Marshall.

In 1959, the Enid Public Library and the Garfield County library merged, becoming the Public Library of Enid and Garfield County. Another bond issue was brought before the voters in 1963, this time backed by the Chamber of Commerce and a very active group of local supporters. The bond was passed by a two-to-one margin, and the County Commission offered the land for the building which was the site of the former post office. The new library was dedicated on October 18, 1964.

Throughout the 1970s and 80s, the library continued to serve Enid and Garfield County with programs, collections, and other services. In the 1990s, technology came to the forefront, with automation of the library catalog and the circulation process in 1994 and public access to the internet added in 1997. Throughout this period, the library's collection and services grew at a steady pace while the "new" building experienced the usual growing pains, including the difficulties with heating and air conditioning, the settling of the foundation, and the roof.

In October 2007, while repairs were being made to the roof, a severe storm broke through and created a major indoor disaster in the library, flooding both floors on the east side of the building and ruining hundreds of books and other library furnishings. In the process of examining and repairing the damage, asbestos was found and had to be abated. The library temporarily opened a branch in the Oakwood Mall, named the Cora Case Porter Branch, in order to continue serving the community. The main library reopened in March 2008, and the mall branch closed in May of this same year. This situation, along with a relatively high turnover in staff in recent years, brings the library to the present day, in a position to reexamine its services and redesign the physical space of the library.

2008-2011 LONG RANGE PLAN

GOALS AND OBJECTIVES

FACILITIES

Goal 1.1: The Library will provide its users with an inviting, relaxed, and accessible environment.

Objective 1.1.1: Through the Fall of 2008, library staff will analyze the current floor plan of the library and make suggestions regarding efficiency and visual impact of all library spaces.

Objective 1.1.2: By September 2009, the library floor plan will be rearranged as much as possible, given funding and other physical limitations of the space.

Goal 1.2: The Library will have designated areas for library programming that are flexible and comfortable for a variety of types of programs for all age groups.

Objective 1.2.1: By July 2009, library staff will create a document describing and justifying the need for additional programming space.

Objective 1.2.2: By July 2010, preliminary plans for library programming space will be drawn up, with cost estimates and visual renderings.

Objective 1.2.3: By July 2011, funding will be secured to proceed with plans for library programming space.

STAFF

Goal 2.1: The Library will have an organizational structure that allows for both flexibility and efficiency.

Objective 2.1.1: By January 2009, the Library will have an updated and approved organizational chart.

Objective 2.1.2: By June 2009, the Library will have updated position descriptions for all library staff.

Objective 2.1.3: By December 2009, the Library will be fully staffed with the best employees available for selection from the local job market.

Goal 2.2: The Library Staff will provide professional and courteous services to all users, understanding the expectations of their positions and engaging in ongoing education and training to keep their skills up-to-date.

Objective 2.2.1: By September 2009, a written plan for staff training and development will be approved by the Board of Trustees.

Objective 2.2.2: By July 2010, a schedule for continuous evaluation and feedback regarding staff job performance will be implemented.

PROGRAMS & SERVICES

Goal 3.1: Library users will be highly satisfied with the programs and services provided to them.

Objective 3.1.1: By July 2010, all library staff will participate in at least 10 hours of high quality customer service training.

Objective 3.1.2: By July 2011, 80% of library users responding to surveys or comment cards will be “satisfied” or “very satisfied” with the service they received at the library.

Objective 3.1.3: For each fiscal and report year, 2009, 2010, and 2011, standard library activities report statistics will increase or improve by at least 2% over the previous year.

Goal 3.2: An interesting and relevant variety of programs will be offered to users of all ages on a regular basis.

Objective 3.2.1: By June 2009, a seasonal calendar of youth programming will be established, including programs for preschool ages, elementary ages, and young adults, with at least two programs for each age group per month.

Objective 3.2.2: By January 2010, a regular series of adult programs will be offered, with at least two adult programs per month.

COLLECTIONS & TECHNOLOGY

Goal 4.1: Library collections will be reviewed on a regular basis for condition, usefulness, currency, and local value.

Objective 4.1.1: By January 2010, all library subcollections will be reviewed and weeded.

Objective 4.1.2: By July 2011, a multiyear schedule for inventory of the collection will be established.

Objective 4.1.3: By December 2009, a written plan for the care and maintenance of local history collections will be approved by the Board of Trustees.

Goal 4.2: Library collections will be viewed by users as abundant, interesting, and relevant to their needs.

Objective 4.2.1: Library circulation statistics will increase at least 4% annually through July 2011

Goal 4.3: Library automation software will be installed and configured for efficiency and allow for the highest possible level of user interaction.

Objective 4.3.1: In the Fall of 2008, library automation software will be installed that has more interactive features and functions for the user.

Objective 4.3.2: By January 2010, a self-check workstation will be installed.

Goal 4.4: Both public access computers and staff computers will be configured with the newest software and hardware available, given the constraints of time, funding, and support from the City of Enid.

Objective 4.4.1: By June 2009, a list of installed computer hardware and software for library users and staff will be compiled in order to analyze the current state of technology.

Objective 4.4.2: By December 2009, agreements will be documented with the City of Enid and the IT Department specifying which entity is responsible for specific computers and the funding of computer replacement and upgrade.

Objective 4.4.3: By December 2010, a regular schedule of computer upgrades and replacements will be in place so that budgeting for computing technology can be accomplished.

MARKETING & FUNDING

Goal 5.1: The Library will provide information about its programs and services to the widest possible range of news outlets and community organizations.

Objective 5.1.1: By June 2009, a list of appropriate and receptive sources and news outlets will be compiled to receive all library events notices and press releases.

Goal 5.2: Library promotional materials will be high quality, error-free, and professional in appearance.

Objective 5.2.1: By January 2010, all staff responsible for creating promotional materials will receive at least 6 hours of training in document design and public relations.

Goal 5.3: The Library will be able to supplement its annual operating budget with regular and substantial donations from the community.

Objective 5.3.1: By January 2010, a method for receiving and expending donations to the library will be established so that these funds can be expended over and above the annual municipal budget figures.

Objective 5.3.2: By December 2010, at least three new ideas for soliciting donations from local groups will have been implemented.

Goal 5.4: The Library will ensure a continuous source of supplemental funding by encouraging and securing donations to the library endowment fund in the Enid Community Foundation.

Objective 5.4.1: By July 2011, in conjunction with the Friends of the Library, a campaign to increase the library endowment fund will be designed and executed, resulting in a 25% increase in the fund's total assets.

APPROVED by the Public Library of Enid & Garfield County Board on October 9, 2008.

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LIBRARY BOARD OF TRUSTEES

Robert Fries		Term Ends May 2011	3 rd Term
Joyce Markes	Secretary	Term Ends May 2009	1 st Term
Ramona Paine	Vice-President	Term Ends May 2011	3 rd Term
Vergie Pryor		Term Ends May 2010	1 st Term
Russ Smith		Term Ends May 2011	1 st Term
LeWalta Turner		Term Ends May 2010	1 st Term
Joyce Hight		Term Ends May 2010	1 st Term
Kay Fortson	2 nd Vice-President	Term Ends May 2009	1 st Term
Fred Overstreet	President	Term Ends May 2009	2 nd Term

LIBRARY DIRECTOR

Michelle Swain

CITY MANAGER

Eric Benson

ENID CITY COMMISSIONERS

Mayor	John Criner	Term Ends May 2011
Ward 1	James Crabbs	Term Ends May 2011
Ward 2	Don Rose	Term Ends May 2011
Ward 3	Larry Dillon	Term Ends May 2009
Ward 4	Loyd Kaufman	Term Ends May 2009
Ward 5	Daron Rudy	Term Ends May 2011
Ward 6	Todd Ging	Term Ends May 2009