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ABSTRACT

The Tulsa City-County Library, as part of its continuing evaluation and revision of long-range plans, has produced this statement of purposes and goals. Some of these are: expansion of the regional libraries to improve service; facilities for independent learning; involvement in cable television; expansion of the library into a community information center; special services to the handicapped; increased resources; increased non-book media collections; improved personnel practices; expanded facilities; continuing evaluation; improved sources of financial support. A budget and bibliography are added, as well as appendices which include a description of the system at present, a statistical summary, demographic information, and goals for Tulsa as a whole.

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LONG-RANGE PLANS

A Ten-Year Projection

For The

TULSA CITY-COUNTY LIBRARY
400 Civic Center
Tulsa, Oklahoma 74103

8th Draft

1973

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INTRODUCTION

This plan is based on studies conducted by the head of the Public Services Division, regional librarians and department heads; on evaluations of various services; on contacts with various community groups and individual citizens; on conferences with representatives of the Tulsa Metropolitan Area Planning Commission and the Indian Nations Council of Governments; on participation in the Chamber of Commerce "Goals for Tulsa" 1970; on extensive reading and observation.

Progress toward implementation is reviewed by the staff at six month intervals and the plan revised and updated annually by the Tulsa City-County Library Commission under the direction of its Long Range Planning Committee. Priorities implemented in 1971-73 are listed in Appendix A.

Long-Range Planning Committee, 1972-73

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PURPOSE OF THE TULSA CITY-COUNTY LIBRARY SYSTEM

The purposes of the Tulsa City-County Library System are to provide informational, cultural, and educational services to all people of all ages in the city of Tulsa and in Tulsa County.

1. The Tulsa City-County Library is to open opportunity for self-development for people at whatever their stage of education and culture.
2. The Tulsa City-County Library is to bring people and resources together, closing the gap between the individual and the record of knowledge.
3. The Tulsa City-County Library is to become the primary information center for the city and county, the first place most people turn either to get reliable facts from the library information bank or be referred to official, specialized and professional services.
4. The Tulsa City-County Library is to enter into the community and cultural life serving as a local center through the branch libraries and as a metropolitan center in its central activities.
5. The Tulsa City-County Library is to aid and supplement the formal education programs of schools and colleges by serving as a clearinghouse and catalyst in cooperation with institutions of formal instruction.
6. The Tulsa City-County Library is to provide specialized resources in business, manufacturing, the professions, government, education, and the arts, the sciences, and the humanities.
7. The Tulsa City-County Library is to serve groups, as well as individuals, paralleling the library's emphasis on cultural contacts. The concept of the library as an open forum is stressed in community contacts, programs and issues.

These functions reflect the Library's awareness of changes which occur in the community and its intention to remain responsive to the needs of the citizens of Tulsa County.

The library will seek to achieve the fullest possible cooperation with other institutions and organizations. By sharing facilities and avoiding duplication of services and collections, a saving should be realized by the taxpayer at the same time that he receives better service. The difficulties of interinstitutional cooperation are fully recognized by the Library Commission which is prepared to adjust its program and seek legislative action, if necessary, in order to achieve this goal.

As a part of a national network of libraries, the Tulsa City-County Library functions in the following ways:

1. Through reference assistance and guidance to patrons
2. Through lending materials for use outside the library
3. Through photo-duplication
4. By telephone
5. Through delivery and by mail to the handicapped, blind and shut-ins, and to such institutions as hospitals, nursing homes, retirement homes and detention centers.
6. By cable tv.

The staff responsibilities are:

1. Reader's assistance
2. Research
3. Development and maintenance of the collections
4. Bibliographic control
5. Coordination of programs and other group activities
6. Preparation of information brochures and work with the news media
7. Instruction in library use.

Library facilities are provided for:

1. Individual patrons - A library (Central, regional, branch or mobile unit) within a fifteen to thirty minute drive. Libraries provide areas for reading and study, browsing and listening.
2. Groups - meeting rooms, seminar and study rooms - for informational programs, conferences, discussion groups and story hours.

Library collections include:

- | | |
|---------------|-----------------------------|
| 1. Books | 9. Phonorecords |
| 2. Pamphlets | 10. Talking books |
| 3. Magazines | 11. Exhibits |
| 4. Newspapers | 12. Pictures |
| 5. Films | 13. Documents |
| 6. Microfilm | 14. Vertical file materials |
| 7. Filmstrips | 15. Maps |
| 8. Tapes | 16. Slides |
| | 17. Cassettes |
| | 18. Microfiche |

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GOALS OF THE TULSA CITY-COUNTY LIBRARY

I. Improved Service Patterns

The library will work toward the development of regional libraries which will be significantly stronger than existing branches. They will be designed to function as:

1. Library and information centers for a quadrant of the county providing a full range of services.
2. Back up for neighborhood and community libraries (some small branches will be replaced by regional services).
3. Headquarters for bookmobiles assigned to the area.

These libraries will be planned with a view to present community growth patterns and anticipated future needs for twenty years. Buildings will be designed for continually changing use and on land adequate for expansion. They may be developed in stages.

The Tulsa City-County Library System is presently divided into three regions. The following is the recommended four regional plan: (L - presently leased buildings)

North

Collinsville
North Harvard (L)
Owasso (L)
Seminole Hills (L)
Skiatook (L)
Suburban Acres

West

Page Memorial
Prattville (L)
Red Fork
Jenks (L)

South

Bixby (L)
Broken Arrow
Woodland View (L)
Brookside (L)

East

Florence Park
East Second
Nathan Hale
Sheridan (L)
New branch

Objectives 1973-75:

1. Seek donor for land and obtain funds for regional library in far South area of Tulsa
2. Move Prattville trailer to far East area of Tulsa as temporary measure until regional library can be built
3. Move the Jenks library to larger quarters
4. Strengthen service in West Tulsa if population warrants.

II. Innovative Services

A. Independent Learning

The library will serve as an open-access institution where learners of all ages can study and work independently. It will act as a catalyst and coordinator, helping to bring local educational institutions together to share their collective knowledge and skills in aiding independent learners.

Objectives 1973-75:

1. To accomplish this goal, staff in-service training will concentrate on adult learning with direction and support from the Office of Library Independent Study and Guidance Project of the College Entrance Examination Board.

B. Cable Television

The library will work toward the development of a coordinated cable television service for governmental agencies including the library. Additional areas of technology and automation which would strengthen the TCCL service pattern will be investigated.

Objectives 1973-75:

1. Complete cable studio at Central Library
2. Purchase equipment for studio and cable use
3. Recruit and organize staff as a department of the library
4. Begin coordination with other agencies and programming.

C. Community Information Center

The library will expand into a primary information center. Information on services, and resources of community organizations, agencies and groups will be provided.

Objectives 1973-75:

1. Terminal will be installed in Central Library providing access to data base in City Hall.

D. Service to Shut-ins, Institutions and the Disadvantaged

The library will continue to seek better ways to serve those individuals or groups of individuals regardless of age, who cannot use the library because they are confined to a home, hospital or institution because of physical or mental incapacities, infirmities of old age or because of a crime against society; or those who do not use the library because they are culturally disadvantaged.

Objectives 1973-75:

1. A coordinator of volunteer services will be added to the staff
2. The library will assist in providing services developed by the Tulsa Council on the Aging
3. The library will continue bookmobile service in disadvantaged areas and will work with other community agencies providing basic education.

III. Resources

The collection of printed materials should total approximately one million volumes to meet nationally accepted standards. Multi-media resources should become an integral part of the collection including: film, filmstrips, slides, microforms, video tapes, audio cassettes. These should be accessible at all libraries with adequate equipment to facilitate use.

An equally important aspect of resource improvement is better bibliographic control. Improved access to library materials is as important as purchase of the materials originally. In this endeavor, special attention will be given to the use of automation in improving the bibliographic control process.

Objectives 1973-75:

1. Additional funds, including revenue sharing, gifts and endowments, will be sought to build these collections.
2. Shelving capacity will be increased at Central and, where possible, at branches.

IV. Personnel

A well qualified, service oriented staff is essential if these goals are to be achieved. Maximum involvement of the staff in planning and in management will be required.

Objectives 1973-75:

1. The current participatory management effort will be evaluated
2. Participatory management workshops will be conducted for top and middle management
3. Staff continuing education will concentrate in areas in which innovative services are being introduced, e.g. adult independent learning and cable television
4. A cost-of-living increase will be provided
5. A coordinator of volunteers will be appointed and a program of recruitment and training instituted.

V. Facilities

Plans for expanded regional libraries are outlined under Part I, New Service Patterns. Two areas of the Central Library remain unfinished: 1) a

portion of the Auditorium Level, 2) the Lower Level. Both are currently used for storage of less used materials. New programs necessitate completion of portions of these floors.

Objectives 1973-75:

1. Develop a plan for ultimate use of all unfinished areas on the Auditorium and Lower Levels
2. Expand the present Fine Arts Collection into a Multi-media Department and move from the Plaza Level to the Auditorium Level
3. Complete cable studio on the Lower Level.
4. Install two-tier shelving on Lower Level.

VI. Evaluation

Develop a plan of continuous evaluation of established and developing service patterns and programs in relationship to identified user groups.

Objective 1973-75:

1. Initiate a plan of evaluation as recommended in the Rutgers Measurement of Effectiveness Study.

VII. Finance

In order to achieve the above stated goals new sources of revenue will be required. The following are possible financial resources, all of which will be explored:

1. Mill levy for operating expenses and minor capital needs
2. Revenue Sharing
3. Sequential bond issues to provide major capital additions or improvements
4. State and federal grants
5. Special project grants and gifts for programs and resources.

FINANCING THE LONG RANGE PLANS

- I. The following plan would enable the Tulsa City-County Library to meet Oklahoma Public Library Standards:

<u>Present (1973)</u>	<u>Projected (1983)</u>
Population - 412,000	Population - 485,300
Per capita income - \$3.86	Per capita income - \$5.25 ¹
Personnel - 149.25	Personnel - 198.5
Collection - 617,065	Collection - 970,600
Buildings - 191,543 sq. ft.	Buildings - 266,915 sq. ft.

II. Budget

Income for 485,300 population - \$5.25 per capita = \$2,547,825

A. Staff (66%) \$1,681,564

Present staff	149.25	\$1,074,862
Additional staff	49.25	394,000
		<u>\$1,468,862</u>

Increases for re- 212,704
tirement, taxes,
satisfactory per-
formance and cost
of living increase

\$1,681,564

B. Library Materials

18% of \$2,547,825 458,608

C. Maintenance

16% of \$2,547,825 407,652

Rent: Present	\$32,516
Additional	<u>12,700²</u>
	\$45,216

Utilities:

Cleaning:

	45,216
	129,520
	<u>97,600</u>
\$	272,436
	<u>272,436</u>
	<u>\$2,820,260</u>

¹Per capita income in 1964 was \$2.72 from the mill levy and fines and fees collected. By 1973 that figure had risen to \$3.86, an increase of 41.9%. If this trend continues at approximately 4% per year, the per capita income available to Tulsa County should be approximately \$5.25 by 1983.

²6,350 sq. ft. @ \$2.00 = \$12,700

III. Capital Improvements - Funded from bond issue, revenue sharing or gifts

A. Central Library - Complete expansion area @ \$15 per square foot	\$ 444,750
AL 7,850 sq.ft.	\$117,750
LL 21,800 sq.ft.	327,000
B. Regional Libraries - Construct 3 new buildings ¹	1,650,000
East 20,000 sq.ft.	
South 20,000	
West 15,000	
55,000 sq.ft.	
@ \$30 per sq. ft. furnished	
C. Branch expansion	90,000
JK to 3,000 sq. ft.	

¹ The North Regional Library will be constructed with Model Cities funds and will be housed in the Multi-purpose Facility at Pine and Greenwood.

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Priorities Implemented 1971-1973

- A. The Owasso Library was moved to larger quarters in July, 1972.
- B. A Special Service Department was created by combining the Books for the Blind and Shut-In Service.
- C. The Bookmobile Department was de-centralized and one bookmobile was assigned to each of the three regions. A six month study was conducted and it was decided bookmobile service should be continued. Specifications are being prepared for the purchase of two new units with City and County revenue sharing funds.
- D. Money for the Prattville building was provided by County Revenue Sharing Funds. The site is being provided by the City of San Springs and the building program is being completed preparatory to construction.

CENTRAL LIBRARY

1. Center for System

The Central Library is the center for the Tulsa City-County Library System. It contains centralized administrative offices and services such as acquisitions, cataloging, processing, reserves and overdues.

2. Back-Up Collection

As Tulsa's major general resource storage center, the Central Library has the function of standing behind and reinforcing the collection in the branches and bookmobiles.

3. Specialized Collection

Advanced and specialized materials are maintained in the Central Library. For some groups, it serves as a special or academic type library, comparable to those in business, industry and institutions of higher education.

4. Community Library

As a local library for people working or visiting in the downtown area, the Central Library also plays the role of a branch or community library. People come to select leisure reading, they turn to it as a source of factual information, and students use it as a study and resource center.

REGIONAL LIBRARIES

Regional libraries and librarians maintain lines of communication with the administrative offices and departments at the Central Library and interpret procedures and policies to the staff in the region. They supervise and coordinate book collections, materials, programs, personnel and other services of the branches in the area.

A regional library should offer more to its patrons than the community branch because of the greater size and quality of the reference and circulating collections, the special services available, and the volume of business transacted. The larger staff should include specialists in children's work and adult reference. The size of the staff should be sufficient to offer library assistance and support to cultural, professional and educational organizations within its boundaries.

Advantages of Regional Organization for the Tulsa City-County Library

1. Provides better access, more equitable and efficient distribution of library facilities throughout the city and county.
2. Makes more specialized library services readily accessible to outlying communities.
3. Develops services responsive to individual communities.
4. Provides staff time for community involvement.
5. Improves the quality and variety of library resources outside the Central Library.
6. Makes more effective use of professionally trained personnel and para-professionals.
7. Decentralizes administration; increases participatory management.

BRANCH LIBRARIES

The branch library should be adequately housed, staffed and stocked to take care of information, educational, cultural and recreational needs most frequently evinced. These libraries should be easily accessible for daily family use. The collections and services should directly reflect the needs of the individual community.

MULTI-PURPOSE FACILITIES

In keeping with the library's emphasis on community cooperation, library locations in multi-purpose facilities will be sought.

A joint physical arrangement that is being tried in urban areas is the neighborhood community center. The major community services of a neighborhood or region are grouped into one common facility. These might include health, education, cultural, recreation, welfare, branch government offices, library, etc.

The possibility of combining branch libraries with public school libraries should also be considered though past attempts indicate conflicts of purpose, of hours of service, and of location deter success. An example of this may be demonstrated in the Jenks Community.

BOOKMOBILES

An in-depth study of bookmobile service was conducted in 1971-72. The study recommended continuing bookmobile service with two units. Revenue sharing funds have been used to purchase two new bookmobiles. If present trends continue, two bookmobiles should be adequate to serve Tulsa County until 1983.

SPECIAL SERVICES

Senior Citizens, Shut-ins, Handicapped and Institutionalized

The Special Services Department which serves individuals who are physically handicapped, either permanently or temporarily, and citizens confined to homes or institutions, is one of the fastest growing programs in the library.

1. A study should be made of public library service to hospitals and a demonstration project initiated.
2. A study of other institutions such as jails, detention centers, orphanages in Tulsa County should be made to determine if public library service in these institutions can be developed.
3. Services to these agencies should be coordinated with the Community Service Council, the Tulsa Metropolitan Ministry, Model Cities, and the Department of Social and Rehabilitative Services.
4. A Books-By-Mail program should be investigated.

STATISTICAL SUMMARY

	<u>SPACE</u>			<u>COLLECTION</u>		<u>STAFF</u>		<u>HOURS OF SERVICE</u>	
	<u>1973</u>	<u>1983</u>		<u>1973</u>	<u>1983^A</u>	<u>1973</u>	<u>1983</u>	<u>1973</u>	<u>1983</u>
I. Central									
135,433 sq. ft. (Includes 29,650 sq. ft. for expansion)		Complete expan- sion area 29,650 sq. ft.		354,364 BOOKS	531,600	44 1/2	51	68	68
Supporting Staff (Maintenance, Office, Processing, Administration)						48 1/2	53		
II. Regional Libraries ^B									
North (Replace SH) 3,000		N 10,000		16,266	40,000	3 1/4	9 ^C	44	63
West (Replace RF) 2,480		W 15,000		19,219	40,000	3	9 ^C	44	63
South (Replace WV) 3,000		S 20,000		17,401	50,000	3 1/2	8	44	63
East (New)		E 20,000		-	50,000	-	8	-	63
	<u>8,480</u>	<u>65,000</u>		<u>52,886</u>	<u>180,000</u>	<u>9 3/4</u>	<u>34</u>		

- A. Projections may vary depending on development of new materials and technological changes.
 B. Projections based on population trends. Some branch libraries will be replaced by these regional libraries and the total number of branches reduced. New operating funds will be required.
 C. Includes bookmobile staff.

TULSA METROPOLITAN AREA PLANNING COMMISSION

The following factors which will affect library planning were suggested by the Tulsa Metropolitan Area Planning Commission:

- A. Earlier 1980 population estimate approximately 30,000 high. Plans should now be based on 520,000 1980 in Tulsa County.
- B. Families are smaller than originally projected.
- C. Birth rate continues to drop.
- D. Population growth will result from in-migration:
 - Greatest increase women 25-30
 - men 20-35
 - Some increase in 65 and over
 - Some increase in blue collar workers
- E. The population is more mobile than projected - many more automobiles.
- F. Population growth has moved east less than expected.
- G. Population has moved south more rapidly than expected.
- H. Broken Arrow - most rapid growth of county towns.
- I. Owasso - slower than expected.
- J. Prattville is growing rapidly along Highway 64.
- K. Gilcrease Hills may change the direction of population movement.

The updated Comprehensive Plan for the Tulsa Metropolitan Area is scheduled for completion in 1975 and will provide a base for further revisions of this long range plan for the Tulsa City-County Library.

GOALS FOR TULSA

Many of the Goals for Tulsa have implications for the long range development of the library.

Among priorities established at the Citizens' Congress December 1, 1970 were:

City-County Government - Priority Number Five:

"Eliminate crisis bond issues by assuring that city and county governments accept the primary responsibilities for orderly community development -- development not arbitrarily restricted by lack of sewer, water, expressway, school, or other public facility. Form a broadly-based planning group to study on a continuing basis the sources of revenue and the capital needs of the community."

Education - Priority Number Two:

"Provide reading centers in every school; staff these centers with competent reading specialists to assist pupils with reading difficulties."

Education - Priority Number Five:

"Extend the use of school facilities to create a 'Community School'. A Community School Director assigned to each school would promote and coordinate use of the school for adult education and re-training; after-hours educational, creative, recreational and social activities; family education and counseling; civic affairs meetings and discussions; activities; job counseling and placement; senior citizen activities or other possibilities. Each school would be advised by a neighborhood council, the sounding board of the neighborhood, to make the program responsive to local human needs."

Livability Factors - Priority Number Three:

"Plan immediately for one or more multi-purpose center(s) to include a high quality theater facility for the full range of performing arts, with maximum flexibility to support both existing, as well as, innovative programs. The center(s) should be designed for future growth and expansion."

Livability Factors - Priority Number Four:

"Provide education and participation programs in music, dance, drama, visual arts, film, and literature for all citizens--young and old, minority and non-minority, rich and poor."

"Cultural centers could serve as branches parallel to the branches of the library system, and could possibly be adjacent thereto or therein."

Social Concern - Priority Number Two:

"Teenagers: Provide adequate recreational facilities and constructive activities for our youth. Institute forums and other means of expanding the lines of communication between our youth and the 'over thirty' generation. Involve our youth to a greater degree in civic and social service programs in educational policy-making. Provide more information and education to our young people relating to the privileges and responsibilities of citizenship and social service."

Other goals which have a bearing on library services:

City-County Government

- A. Initiate programs to inform Tulsa citizens directly about governmental affairs, especially at such times as the electorate must make decisions on bonds and other legislation.

- B. Insist that Boards and Commissions be made up of citizens from diversified occupations and geographic locations. Recruit citizen volunteers to serve on all study committees.
- C. Strengthen cooperation between Tulsa and Tulsa County, and between Tulsa and smaller municipalities in the Tulsa area.

Educational Resources

- A. Establish a Learning Resource Center in a library-type arrangement. Such a facility would be open both to students and to the public at large. Funded knowledge (films, books, programmed courses, and other media) would thus be available to all people in the community. Schools, industry, organizations and individuals would have access to the latest information in all fields without the need for duplicating purchases. This multi-media center could be under the auspices of the library system or the Tulsa Public Schools, in conjunction with private business, or in some combination of the above.
- B. Encourage development of a twelve month school calendar.
- C. Extend the use of school facilities to create a "community school". A community school director assigned to each school would promote and coordinate use of the school for adult education and re-training; after-hours educational, creative, recreational and social activities; family education and counseling; civic affairs meetings and discussions; activities; job counseling and placement; senior citizen activities; or other possibilities. Each school would be advised by a neighborhood council, the sounding board of the neighborhood, to make the program responsive to local human needs.

Adult and Continuing Education

Our general goal is to determine Tulsa's need in the area of adult education and to implement those services that will be most beneficial to our citizens. We wish to establish a broadly based "Commission on Adult or Continuing Education" that will represent all sections of Tulsa. The commission would be appointed by the Mayor and City Commission and would provide services detailed below as specific goals:

- A. Make available free, basic education for adults on a neighborhood, person-to-person basis.
- B. Make available enriching educational opportunities for the elderly on a neighborhood basis. Utilize existing facilities such as branch libraries, schools, churches and retirement homes.
- C. Encourage the public library system to continue innovative programming and to provide neighborhood branches with technological aids.

Liveability Factors

- A. These can be held in the presently established institutions or in newly-developed neighborhood centers. Some could be established in unused buildings in low-income areas.

- B. Cultural centers could serve as branches parallel to the branches of the library system, and could possibly be adjacent thereto or therein.
- C. Encourage the two museums and the library to expand their education programs so that more stimulating and rewarding experiences for young people and adults will be provided.
- D. Develop a Heritage Center(s) where shows, dances, artifacts, etc. from many cultures (Indian-American, Afro-American, Mexican-American, etc.) can be available.

Social Concern

- A. Appoint to Boards, Commissions, and Committees, that deal with public or social issues representatives of all areas of the city and of groups whose interests may be affected.
- B. Make public hearings and meetings more accessible to the citizens of Tulsa by scheduling them at times and places that will insure maximum participation.
- C. Develop methods of training for the citizenry at large so that we might learn the art of living together.
- D. The Aged: Provide assistance in pre-retirement planning, and adequate health, housing, and recreational facilities for the older members of our community. Develop programs for utilization of skills of retired persons.
- E. Teen-agers: Provide adequate recreational facilities and constructive activities for our youth. Institute forums and other means of expanding the lines of communication between our youth and the "over thirty" generation. Involve our youth to a greater degree in civic and social service programs and in educational policy-making. Provide more information and education to our young people relating to the privileges and responsibilities of citizenship and social service.
- F. Young Children: Increase the available of reasonably priced and competently managed day-care centers offering preschool education and after school care for children with working mothers. Strictly enforce and strengthen laws relating to child abuse.
- G. Alcoholics and Drug Abusers: Provide adequate rehabilitation and treatment centers for alcoholics and drug abusers, with a full recognition of the fact that such facilities cost must less than the cost in lost productivity and human tragedy these illnesses cause. Provide counseling for the families of alcoholics and drug abusers. Provide effective and enlightened educational programs, especially to our youth, concerning these problems, in order to reduce the incidence of alcoholism and drug abuse.