

Library Director's Report

January 2025



Santa Visits at the Library!

Santa Visits at the Library- community events of interest to the community

LTSP Priority 3: Partnership and Outreach

Goal 1: The library will partner with other local organizations in order to provide relevant and high quality services to the residents of Garfield County.



The library hosted Santa and Friends twice this year, once before school let out for the winter break and one the week of Christmas; 241 people joined us for the holiday tradition. Santa visits at the library are wonderful community events that some families look forward to every year. One family shared pictures of their daughter taken 3 years in a row as "Three years with Frosty!"

We partner with Santa All The Time to bring Santa and Mrs. Claus to the library for the event. We also partner with the City of Enid Park's Department to bring additional winter characters to our Santa Visit event. The snowman is always very popular. The Grinch is also a fan favorite. These types of events build lasting memories for children and families.

In addition to Santa and other characters, the event includes activities such as cookie decorating, making reindeer food, seasonal crafts and coloring pages. There is also an abbreviated storytime. These activities allow children to engage in active play instead of waiting in a line for their turn to see Santa. Play time is often serious learning time. The crafts and activities at the Santa visit help build gross and fine motor skills as well as skills related to group activities and social situations.

The event atmosphere also serves as a more sensory friendly opportunity to visit with Santa. For some members of our community, the traditional *Pictures with Santa* experience is not truly accessible. The event at the library allows children time to decide when and if they are ready to get a picture taken with Santa.

This year a family traveled from the Woodward area to visit Santa at our library. The library's Santa event was the best environment for their child to have the opportunity to meet Santa.

It is truly wonderful to be able to provide an opportunity for families to be able to build these special memories. These events create strong emotional connections to the library as a place that is fun to visit. This can build a strong connection to reading and learning. Strong connections to local libraries can also foster pride in and connection to one's community. We know that strong personal and community connections are important for overall well-being.



New Long Term Strategic Plan-

We are beginning the process of creating the new Long Term Strategic Plan (LTSP). A regularly updated LTSP is required by the Oklahoma Department of Libraries. The LTSP is also helps to define how we intend to grow as a library and what steps the organization will need to take to achieve our goals. The new LTSP will include both short-term and long-term goals. It will be a dynamic document that will be updated frequently instead of needing to be recreated every 3 years.

An effective LTSP is informed by community input and assessment of the current library services and the potential future community needs the library can address. The process requires input from as many community members as possible and many library stakeholders and employees. It will take several months to complete an effective LTSP. An effective LTSP is vital to the continued growth of the library.

The first step of the LTSP is the community interest survey. The community survey will begin accepting responses after the January board meeting and will collect responses for 30 days. The survey includes questions about how the community uses the library and how both library users and non-library users perceive the value of the library. This survey will be available online and through paper copies to make sure the survey is available to all members of the community. The responses will be analyzed by library staff and used to help informed the new LTSP.

The survey will be available online and accessible through the QR code to the right. It will be shared through the library's social media and the library's website. Additionally we will advertise the availability of the community survey through as many local news outlets as possible. We would like to have at least 10% of the library's service population to respond to the survey. We are looking for about 6,500 responses. The survey will be relaunched a minimum of every three years to help inform updates to the LTSP.



Strengths

Internal

What the library does well and should be built upon or expanded.

Weaknesses

Internal

Limitations or barriers from within the library that need to be addressed or corrected.

Opportunities

External

Situations or events outside of the library that can be utilized; potential partnerships.

Threats

External

Forces, barriers or challenges outside the library that may need to be overcome or mitigated.

Other components of the LTSP will include a quantitative descriptions of the library's service population and the library as an organization. A SWOT Analysis is also part of the LTSP. The description of the service population is informed by census data; that includes all of Garfield County. Current statistics and data from previous annual ODL reports will inform the quantitative description of the library as an organization. The components will also be updated a minimum of every 3 years.

A SWOT Analysis defines strengths, opportunities, weakness, and threats to an organization. The SWOT Analysis and the library's mission statement help to guide decisions about the library's priorities and goals. The SWOT Analysis will also be reviewed and possibly updated a minimum of every 3 years.

Reviewing and updating the LTSP components that help to inform the library's priorities and goals will allow the library to determine whether to and how best to adjust the library's services to the community.

PLEGC By the Numbers

By borrowing physical materials from the library,
community members have saved

November
\$94,073.90

December
\$87,128.55

In 2024

\$1,465,963.73

More than \$300,000 in excess of the library's annual budget.

110,462 items borrowed



In 2024
1,996 library patrons
borrowed
56,838 materials



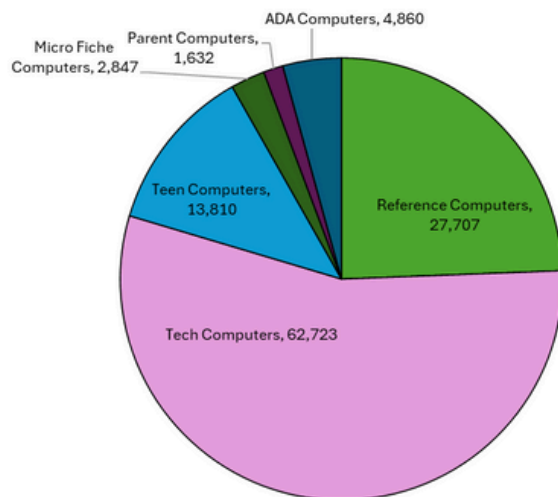
In 2024
1,166 library patrons
borrowed
17,954 materials
valued at
\$359,000.00

Digital Library Collections are made possible by



OKLAHOMA
Libraries

Public Use Computer Minutes by Computer Type/Location
Nov-Dec 2024



Public Use Computer Minutes by Week Day
Nov-Dec 2024

