Pioneer LIBRARY SYSTEM
Annual Report 2017
Greetings,

In January of 2017 I was honored to be selected as the fourth Executive Director for the Pioneer Library System. I have been blessed to work for Pioneer for 27 years and have seen firsthand the value that our libraries bring to each of our unique communities.

Since 1958, the Pioneer Library System has earned a well-deserved reputation as a change institution by always striving to provide the latest, most innovative services to our citizens. FY 2016-2017 was no different. Anne Masters retired as Executive Director after leading the organization through ten record breaking years. Throughout Anne’s tenure PLS continued to “Pioneer Tomorrow’s Library” and provide services and programs that inspired innovation, engagement and learning in our communities.
Along with the PLS Board of Trustees and our dedicated employees, I am committed to continuing this tradition of excellence by maximizing our talent and utilizing our resources wisely to provide exemplary services and programs to our citizens.

None of these endeavors would be possible without the financial support of the PLS Foundation and the PLS Board of Trustees who continue to provide financial oversight and policy approval. They volunteer their time to ensure PLS is adding value to the learning and engagement of the citizens of Cleveland, Pottawatomie and McClain Counties.

Together we are making our communities a better place, and we invite you to join us as we embark on the journey to next year and beyond.

Lisa Wells,
Executive Director
NORMAN moves FORWARD

Norman, Oklahoma loves its libraries. A half-million customers passed through the doors of either the Norman Public Library Central or the Norman Public Library West in the fiscal year which ended June 30th. But that is not the only way residents shared their love; they also voted to build two new libraries over the next two years.

The Norman Forward initiative, began as a citizen-initiated proposal to expand and fund quality-of-life projects in the city of more than 120,000, was approved overwhelmingly by voters in October, 2015. The tally was nearly 3-to-1 in favor of a one-half percent sales tax to fund a new central library and an eastside branch among other projects.

Mayor Lynne Miller called the new libraries “an amazing gift to Norman for many, many years.” The Mayor has a particular connection to the building projects as both a resident of the east side of Norman and as a former member of the Pioneer Library System Board of Trustees.

Two groundbreakings in one year brought excitement to the community. New and additional libraries usually invite new and more frequent users, who benefit from taking advantage of the services and opportunities.

Mayor Miller and her neighbors will get a facility closer to their homes through the Norman Public Library East, which will share land with Fire Station No. 9. The new 12,500 square foot branch will feature a collection of more than 20,000 items and provide services, technology, and meeting space that is needed in this area of the city.

The new 80,000 square foot, three-story Norman Public Library Central will provide a variety of spaces for customers to meet, study, learn new skills and read. Featuring a collection of 270,000 items in various formats and a Friends of Norman Libraries bookstore, the new facility will accommodate the community’s reading needs.
National Recognition

Aiden Street, Pioneer Library System Associate Director for Employee Development & Community Engagement, was named a 2017 Mover & Shaker by Library Journal. Aiden is only the second PLS staff member to receive the honor. Lisa Wells, who nominated Aiden for the honor, first won the award in 2008.

Aiden was recognized for her financial literacy efforts through organizations such as the FINRA Foundation, which funded seminars on financial literacy, as well as the overhaul of the system’s finance collections. Additionally, a partnership with the Consumer Credit Counseling Service of Central Oklahoma (CCCS) and employers delivered several six-week Fiscally Fit Bootcamps over the past seven years.

“I want to know what keeps people up at night—what are they worried about and what can the library do to help them achieve their goals?” Aiden said. “Research shows when people are worried about their personal finances they are less likely to be focused on their jobs.” These efforts also provided financial literacy support to our local tribes and rural school-age populations.
Pioneer signs on to Urban Libraries Council Statement on Racial and Social Equity

In an act of commitment to a more equitable society, PLS is one of more than 120 public libraries and systems across North America signing the Urban Libraries Council’s statement on race and social equity. This statement serves as a baseline upon which libraries can build policies and actions that make their communities more inclusive and just. The statement reads as follows:

As leaders of North America’s public libraries, we are committed to achieving racial and social equity by contributing to a more just society in which all community members can realize their full potential. Our libraries can help achieve true and sustained equity through an intentional, systemic and transformative library-community partnership. Our library systems are working to achieve equity in the communities we serve by:

• Eliminating racial and social equity barriers in library programs, services, policies and practices.
• Creating and maintaining an environment of diversity, inclusion and respect both in our library systems and in all aspects of our community role.
• Ensuring that we are reaching and engaging disenfranchised people in the community and helping them express their voice.
• Serving as a convener and facilitator of conversations and partnerships to address community challenges.
• Being forthright on tough issues that are important to our communities.

Libraries are trusted, venerable and enduring institutions, central to their communities and an essential participant in the movement for racial and social equity.
Pioneer Library System

Pilot Programs & New Partnerships

Over the course of the year PLS expanded our vital partnerships and piloted many new programs to meet the needs of our customers.

Summer School:

The Noble Public Library and Noble Public Schools partnered on a pilot program during the summer.

Summer Academy was a multi-week partnership in which the library was able to host summer school classes taught by several teachers from the Noble school district, helping numerous students get the academic assistance they needed but otherwise might not have received.

The library and the district have been longtime partners on various activities throughout the year, including monthly book clubs in the high school and a weekly afterschool Homework Helpers program (for tutoring and homework help) partnering students with community volunteers.

Social Workers in the Library:

In Shawnee, PLS partnered with the Oklahoma Department of Human Services to discuss local resources available to customers in need of social services during their visit to the library. A social worker was able to meet with customers and discuss services like SoonerCare, food benefits and other social services that are available for local residents.

With the Anne and Henry Zarrow School of Social Work at the University of Oklahoma, a student intern was placed at Norman Public Library Central as a resource to assist our most vulnerable customers especially those with mental health needs.

Both presented an opportunity for the library to emphasize its resources for topics ranging from job skills and resume techniques, online databases for those looking to further their qualifications, to its adult literacy services program for learners of English.
Libraries Transform:

In February of 2016, Dennis and Susan Emerson were contemplating retirement while living comfortable lives in Portland, Oregon. By May, Dennis had been downsized from his job as an electrical engineer and the Emersons had moved to Oklahoma to be near family. Susan says they had been living a dream life and suddenly were, “homeless, jobless and living with our kids.”

She began spending much of her time at the Southwest Oklahoma City and Norman West public libraries where staff taught her new skills and helped her polish her résumé. It was while Susan was spending days in the library searching for jobs that she noticed the Southwest OKC Library was holding a job fair in September. During the fair she met with representatives from a new Walmart Neighborhood Market being built just a mile away. “They sent me over to the hiring center from there. And they hired me on the spot as a Customer Service Manager,” she said.

Dennis, meanwhile, had been using meeting rooms at the Southwest OKC Library for teleconferences while doing freelance consulting for a company out of state. “Two days before Christmas they offered Dennis a job full-time which is taking us to Savannah, Georgia and Walmart is going to transfer me to a store there,” Susan said. “I will always be indebted to the library for helping me in the journey to being employed again.”
Milestones

It was a banner year in celebrating longtime library service for two PLS communities.

The McLoud Public Library had multiple anniversaries: a 40-year commemoration of library service in the city, which began in a PLS Bookmobile in 1977, as well as 20 years in its current North Main Street building.

Community members celebrated the dates with a spring event commemorating McLoud’s service since May 1997.

The Southwest Oklahoma City Public Library marked its 5th birthday with a community celebration. The library became the 10th PLS facility when it opened March 1, 2012.

As the first PLS library facility to directly serve Oklahoma’s largest city, this new location provided a much needed central gathering space for residents.
Branch Visitors: 1,704,756
Program Attendees: 161,753
Total Cardholders: 258,328

Computer Uses: 283,796
Website Visitors: 2,454,917

Digital Checkouts: 388,433
Physical Checkouts: 2,308,004
Wifi Uses: 170,443
Revenues fiscal year ending June 30, 2017:

- Ad valorem taxes: $16,601,057
- Fines and services: 301,188
- Other contracts: 153,461
- State revenue: 132,431
- Gifts, grants and in-kind donations: 83,126
- Interest earned: 57,756

Total Revenues: $17,329,019

Expenditures fiscal year ending June 30, 2017:

- Personnel services: $11,026,941
- Library materials: 2,341,366
- Technology: 1,253,257
- Maintenance and operations: 994,268
- System services: 481,932

Total Expenditures: $16,097,764

PLS Board of Trustees – FY 16-17

- Suzanne McClain Atwood, Chair – Cleveland County
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- Jon Myers – Noble
- Paula Nagode – Blanchard
- Bob Perry – Shawnee
- Charlie Sherman – Purcell
- Chuck Thompson – Norman
Message from the Development Officer

How fortunate are we to live in a community with such a thirst for knowledge? Every day people gather at your local library to participate in transformational experiences: to learn, read, bond and belong.

Your library provides a safe space for your loved ones to explore – growing together. For many people, the library also serves as the only place they can access books, the internet, and other valuable resources.

Over the course of my first year at Pioneer, I realized that today’s libraries provide more services than I ever imagined. Thinking back to the quiet libraries of my childhood, it surprised me that modern-day libraries bustle with noise from computers, toddlers reading to their parents, robotics courses, exercise classes, and book discussion groups. It also impressed me how many of these activities existed due to the generosity of donors to the Pioneer Library System Foundation.

You help make it all happen with your enthusiasm, generosity, and passion. Your support last year made 2017 one of our most successful fundraising years yet. Thank you. We hope you will continue to join us for the exciting year ahead.

Amber E. Cole, CFRE
Development Officer
Foundation Highlights

• Establishing the Pioneer Library System Foundation endowment totaling more than $40,000.

• Launching the first Employee Campaign where Pioneer staff raised more than $9,500.

• Providing funding for Summer Reading Programs reaching nearly 30,000 children, teens, and adults.

• Placing books into the hands of low income children through literacy programs.

• Securing funding for PLS Big Read book discussions and activities for each library.

• Obtaining grants for cultural and artistic presentations including musical performances, the African-American Read-In, and the Crowns Tea.

Revenues fiscal year ending June 30, 2017:

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Amount</th>
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<tr>
<td>Contributions</td>
<td>$77,934</td>
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<tr>
<td>Grants</td>
<td>204,016</td>
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<tr>
<td>Investment income</td>
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<tr>
<td>Net change in beneficial assets held by others</td>
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<tr>
<td>Miscellaneous income</td>
<td>158</td>
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<tr>
<td>In-kind contributions</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$288,216</strong></td>
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Expenditures fiscal year ending June 30, 2017:

<table>
<thead>
<tr>
<th>Expenditure Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Programming</td>
<td>$279,527</td>
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<tr>
<td>General and administrative</td>
<td>4,379</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>$283,906</strong></td>
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Net assets: $372,710

PLSF Board of Trustees – FY 16-17

Jeff Miles, President – Moore
Barbara Lawson, Vice President – Wayne
Anne Hammond, Secretary – Shawnee
Jim Bowers, Treasurer – Oklahoma City
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Kelly Wells – Oklahoma City
John Winterringer – Shawnee

Ex-officio
Amber Cole, Development Officer
Anne Masters – Executive Director, Pioneer Library System
Inspiring innovation, engagement and learning in our communities.