

Jacksonville / Main Library
58 Doris Ave East,
Jacksonville NC 28540
910.455.7350

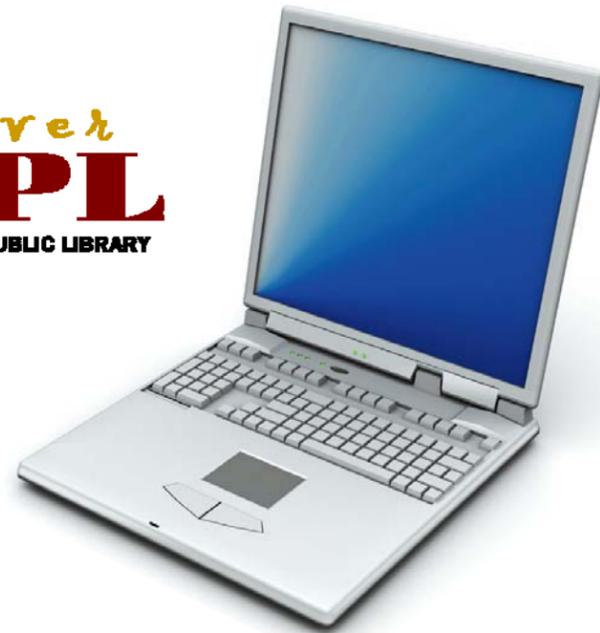
Richlands Branch Library
299 South Wilmington St.
Richlands NC 28574
910.324.5321

Sneads Ferry Branch Library
242 Sneads Ferry Rd
Sneads Ferry NC 28460
910.327.6471

Swansboro Branch Library
1460 W. Corbett Ave
Swansboro, NC 28584
910.326.4888

Law Library
109 Old Bridge Street
Jacksonville NC 28540
910.455.4458 x 307

Discover
OCPL
ONslow COUNTY PUBLIC LIBRARY



Visit us online anytime at
www.onslowcountync.gov/library

Discover



Onslow County
Public Library
**Progress
Report**
June 2008

Vision Statement

Onslow County Public Library
is an essential community resource

- Offering free & open access to information,
- Creating opportunities for lifelong learning,
- Promoting cultural awareness & enriching quality of life, &
- Leading in personal service, research and technology.



Philip Cherry III
Director
Onslow County
Public Library

Continuous improvement is what drives people and organizations toward excellence. It is what builds champion teams; produces breakthrough innovations; creates memorable performances; moves communities and societies forward; and ensures hard-won gains will endure.

For the past two years OCPL staff members have relentlessly pursued continuous improvement. Our ultimate goal has been to ready the library system for an era of unprecedented excellence in public library service in Onslow County.

Our pursuit of continuous improvement has been guided by the mantra,

Enhance the customers' experiences in library facilities

Following this mantra, OCPL staff members have committed to regularly examining services, programs, and resources through the lenses of the four major elements of the OCPL Vision Statement.

This progress report shows readers the results of the hard work library leaders and staff put in over the last two years to make customers' experiences informative, enjoyable and rewarding throughout the

library system's locations. The report highlights many of the changes we believe have yielded especially positive results for patrons and staff alike.

I hope you find the information contained in the following pages not only satisfying but exciting. I hope you will continue to support us as we use the process of continuous improvement to drive toward excellence! I also hope you will join us regularly to share in the wonderful benefits produced as we pursue continuous improvement and drive toward excellence.

**Continuous improvement
is what drives OCPL
toward excellence**

Mission Statement

The mission of the Onslow County Public Library is to provide quality materials and services that fulfill the educational, informational, and cultural needs of all citizens in a welcoming and stimulating atmosphere



Board of Trustees
Onslow County
Public Library

It's hard to believe that we are so close to reaching the goals we set with our adoption of a long range plan to upgrade the Library Facilities within our county!

The road thus far has been long, but well worth the trip. Through various town hall meetings around the county, Onslow citizens voiced their ideas/concerns about the necessity to upgrade our libraries with new facilities, technology, media, and books. As a result of this community input, the Trustee Board, Library Leadership, Staff & County Management

have been successful in finalizing a Long Range Facilities Plan to bring those ideas to realization over the next several years!

The facility upgrades will kick off with the design and building of a new Sneads Ferry Branch after which, plans for a new Main

Library will follow. Over the next several years, all branches will be upgraded in addition to the establishment of a brand new facility in the Southwest area. As we move forward towards our community's dream of revitalizing the Onslow County Public Library System, our hard-working staff continues to focus on providing excellent service. We hope you will visit us often!

Sincerely,

Debra C. Gibson
Chairperson, Board of Trustees
Onslow County Public Library

**We are so close
to reaching the goals
we have set**

Offering free and open access to information



Redefining Collection Development



A commitment to free and open access to information means for us a commitment to evaluating and improving our print and electronic collections, as well as the way we deliver them to our visitors. 2006 marked the beginning of a critical review of our collections and here is, to date, what we have accomplished:

- OCPL updated its audio/visual and print collections to include a constant inflow of newer, more relevant and popular titles. We review popular book lists including NY Times, USA Today, and Amazon to ensure bestsellers hit the library shelves on their release date. This has resulted in a dramatic increase from less than 20% bestseller availability in our collection on any given day to over 90% availability for check out!

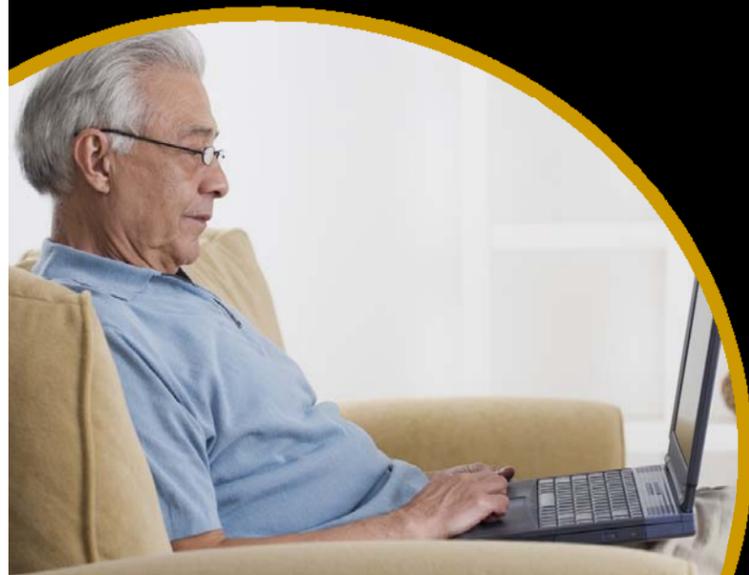
- OCPL placed special emphasis on overhauling and expanding our collection of DVDs and Audiobooks, which has resulted in an average 28% increase in circulation of these items.
- OCPL invested in new and more efficient technologies to clean and repair print and digitally formatted items in our collection. This increased the lifespan and quality of our collection and reduced replacement costs which resulted in more dollars spent on new releases and requested items.

- OCPL reorganized the physical layout of Main Library for more logical and easier access to the wide array of items housed in our collection.
- OCPL modernized and streamlined internal purchasing and processing procedures, decreasing the average lag time between when items are ordered and when they are put out on the library shelf from 2 weeks to just 2 days.
- OCPL re-committed itself to screening and selecting more competitively priced vendors, which resulted in a 60% increase in purchasing power.

**Across the board,
we have improved
& expanded our collections**

Creating opportunities for lifelong learning

Dynamic Programs & Events for all ages



Creating opportunities for lifelong learning has meant for us a rededication to creative and dynamic programs for all ages. This year, a special emphasis was placed on programming for middle school and high school teens — a traditionally underserved population in libraries.

- OCPL's commitment to early literacy resulted in expanded and revitalized storytime programs for infants to preschoolers. The introduction of four different interactive storytime programs with music, rhyme, and structured movement resulted in increased attendance during 2007.

- The anchor for OCPL children and teen programs remains our annual Summer Reading program. In Summer 2007, OCPL expanded Summer Reading for all age groups and emphasized teen participation.
- Middle school and high school teen attendance and participation at OCPL dramatically increased with the debut of two monthly teen book clubs, *Pizza Pages* and *Homeschool Lunch Bunch*, and the creation of two teen volunteer programs, Teen Advisory Group (TAG), and Junior Volunteers.

- OCPL continued to offer dynamic programs for families and adults including a special evening with North Carolina Poet Laureate, Kathryn Stripling Byer; a live performance with acclaimed Jazz vocalist, Lois DeLoatch and the Scott Sawyer Trio, Vietnamese music ensemble Kai Chi, a popular film series, Book Discussion Groups, and Open Mic Poetry Nights.
- OCPL formed its first Programming Committee charged with expanding and refining the scope of programming offered through our local branch libraries.

Rededication to creative & dynamic programs for all ages

Promoting cultural awareness and enriching quality of life

Marketing & Promotion



In order to promote cultural awareness and enrich quality of life in our community, we understood we needed to be more visible. In January 2007, OCPL hired its first Marketing Coordinator with the intention to aggressively increase our visibility in Onslow County and beyond. OCPL adopted a new logo and corporate colors and began actively "branding" its products and messages.

- OCPL redesigned and re-launched its bimonthly newsletter *Discover OCPL*, which won the 2007 North Carolina Public Library Directors Association *Award for Best Newsletter* and received honorable mention at the 2007 North

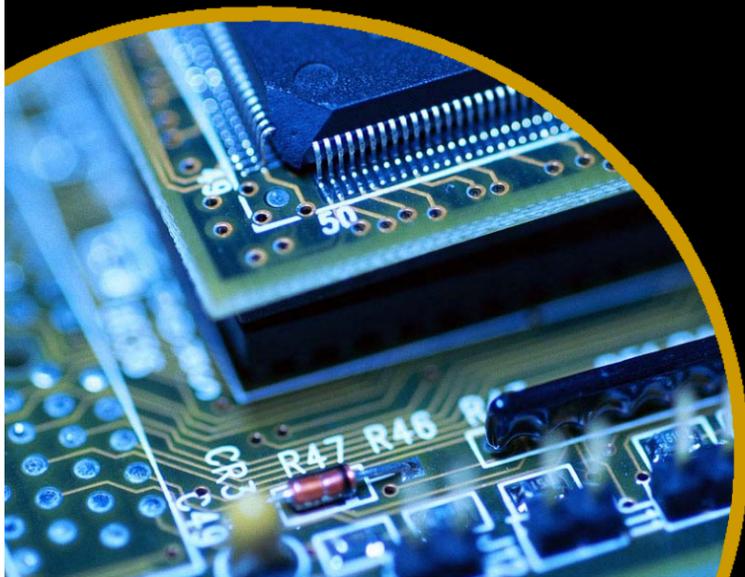
Carolina Library Association's Biennial Conference.

- OCPL designed and launched marketing campaigns for its signature programs including Summer Reading, Children's Storytime, and Teen Volunteers. This included new brochures, logos, and billboards. OCPL was honored with two First Place "Best in Show" awards at the 2007 North Carolina Library Association's Biennial Conference for its Children's Storytime marketing campaign and for its redesigned Library Brochure.
- In honor of National Library Card Sign Up Month in September 2007,

OCPL introduced a new line of library cards featuring four new designs. This is the first time OCPL has offered a choice in Library card design to its patrons and the first time OCPL library cards have featured a companion key tag that fits conveniently on a patron's key ring.

- OCPL paid special attention over the past year to the quality of its interior layout and general ambiance. New carpet was installed at Main Library, and the floor plan was reconfigured to maximize floor space and accommodate increased traffic flow. New displays were installed and popular items in our collection were displayed in prominent and easy to find locations.

**To better serve our community,
We understood we needed
to be more visible**



Leading in personal service, research, and technology

Digital Access



Leading in personal service, research, and technology has been the focus of a concerted effort to increase access to OCPL and all its resources and improve the overall experience of each visitor to OCPL, whether visiting us at one of our branch locations or online:

- We began by expanding our hours of operation at Main Library in Jacksonville to include Sundays. The response was overwhelming, making Sunday OCPL's highest volume day of the week.
- Wireless Internet access was introduced in addition to public computer terminals in each branch of OCPL to make Internet access available without waiting for an available terminal.

Virtual visits to OCPL increased by 342% and over 5,000 new visitors have availed themselves to OCPL's public computer stations over the past year.

- OCPL introduced automatic telephone and email notification to keep library users up-to-date with new or requested items, and provide them with 24/7 access to their accounts.
- We've expanded our online electronic resources including World Book Online, NC LIVE, Opposing Viewpoints, Bloom's Literary Reference, and AncestryLibrary edition. OCPL card holders have instant access from any computer to full-text magazine, newspaper, and journal

articles, encyclopedias, almanacs, pictures, maps, sound clips, statistics, government records, genealogical records, and free downloads.

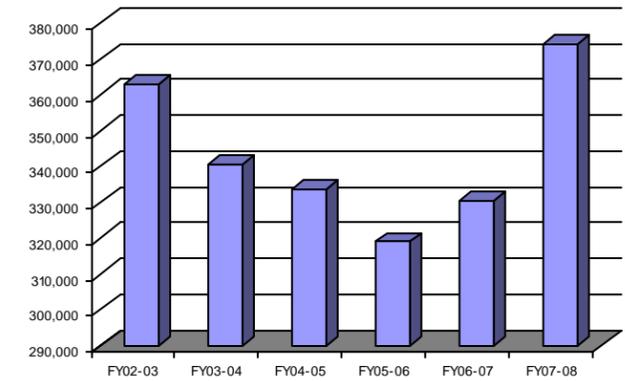
- In Summer 2007, OCPL increased digital access by creating a separate Children's Computer Lab at Main Library with eight new computer terminals.
- In anticipation of the growing informational, educational, digital and entertainment needs of Onslow County, OCPL adopted a long range facilities master plan (available online at www.onslowcountync.gov/library) with plans to build new library facilities in Jacksonville, Richlands, Sneads Ferry, and Swansboro.

**Online visits to OCPL increased
by 342% with over 5,000
new visitors to our computer labs**

Our numbers reflect our
commitment to continuous
improvement

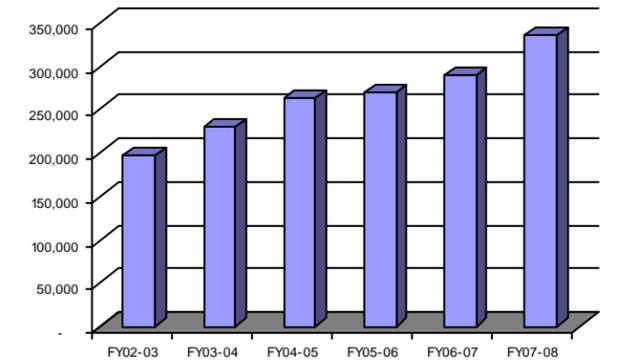


**5 year high
in book, CD & DVD
circulation**



Library Circulation 2003 to 2008

**12 year high
in Library visits**



Library Visits 2003 to 2008