



2016 ANNUAL REPORT



Pioneering *Tomorrow's* Library



PLS *Mission & Brand Promise*

BRAND PROMISE

» PIONEERING TOMORROW'S LIBRARY

MISSION STATEMENT

» Inspire Innovation, Engagement and Learning
in Our Communities

WE BELIEVE that an open and free library is fundamental to democracy; it is our responsibility to ensure equitable library access; it is our responsibility to provide quality resources and information services essential to our communities.

WE VALUE the traditions of the past as well as innovation for the future; intellectual freedom; literacy, learning, and the power of literature; social and civic involvement; the ideas and information of our diverse culture.

WE PROVIDE responsive customer service; welcoming physical and virtual spaces; knowledgeable professional assistance; resources and programs to satisfy personal interests; transparency in decision making; responsible stewardship of public resources.



Visit us at pioneerlibrarysystem.org

Download the "Pioneer Library System Connect" app

300 Norman Center Court | Norman, OK 73072 | (405) 801-4500

Facebook: [pioneerlibrarysystem](https://www.facebook.com/pioneerlibrarysystem) Twitter: [@PioneerLibSys](https://twitter.com/PioneerLibSys)



NORMAN *FORWARD*

THE NEW CENTRAL AND EAST LIBRARIES

In October of 2015, voters in Norman voted overwhelmingly in favor of the Norman Forward quality of life package including two libraries. These new libraries will make it possible for Pioneer to reach additional Norman customers, expand services and increase the collection of materials accessible by all Pioneer customers. A branch library was added in west Norman in 2013.

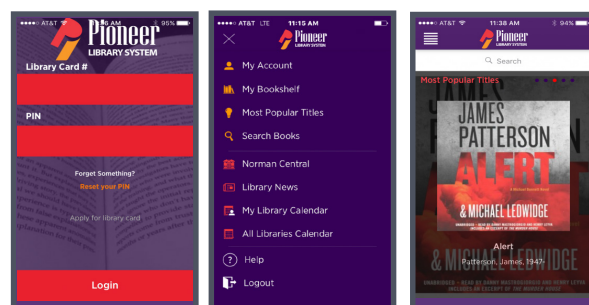
The Norman Public Library Central will be located north of Andrews Park along James Garner Avenue replacing the existing Webster Street library. This 82,000 sq. ft. central library will provide more space for print and media collections, enhanced technologies, room for individual and group study, community meeting spaces, quiet reading areas and spaces for the Cleveland County Genealogical Society and Friends of the Norman Public Library. Inviting and active learning spaces for children's and teen services and warm and comfortable reading areas will welcome customers of all ages.

The Norman Public Library East will mirror the amenities and public space of the Norman Public Library West including space for public meetings and study, offering convenient library access to the citizens of eastern Cleveland County. The site for the east Norman library is at 3001 East Alameda Street, near the new City of Norman Fire Station No. 9.

Above, L-R: Virtual exterior view, Norman Public Library Central / Level 1 virtual interior view, Norman Public Library Central / North elevation, Norman Public Library East

CONNECT APP

The Pioneer Connect app earned Pioneer a nomination for The Journal Record 2016 "Innovator of the Year" award.



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The Pioneer Library System has consistently been at the forefront of public library innovation and service. Its 11 hometown libraries customize leading-edge technology to the communities served while the PLS Virtual Library and the nation's first 24-Hour Libraries provide around-the-clock access to resources. Pioneer worked with the Phase 2 software development firm in creating the user-friendly "Pioneer Library System Connect" mobile app, providing instant access to downloadable digital materials – with a single login.



2016 Journal Record Awards Ceremony

MyCARD My Card for My Library

The Pioneer Library System's MyCard was rolled out in 2016. It gives students system-wide another option for obtaining library materials to help them with schoolwork, research or just entertainment. MyCard holders are allowed up to three books at a time checked out with no fines accrued for any materials. When one book is returned, another may be checked out. The card is available for anyone under the age of 18.

The children's MyCard allows for checkouts either from the physical library book collection or the online Virtual Library for children's materials only. For teens, the MyCard allows for a more broad range of checkouts to include any books on library shelves or in the online collection, as well as access to online research databases available through the library. When a MyCard holder reaches age 12, their card automatically is upgraded from a children's card to a teen card.

MAKER *MOBILE*

In 2016, Pioneer debuted a new feature for its communities, a combination of its maker movement & community outreach. The Maker Mobile began hitting the road on stops throughout the communities that make up the library system.



Maker Mobile ribbon cutting at Norman West

Maker Mobile takes STEAM-powered programming (science, technology, engineering, art & mathematics) into communities by literally bringing it to them. This “workshop on wheels” is made from the frame of a Ford truck and features items such as a three dimensional printer and scanner, CNC mill, laser cutter and laptops, as well as Wi-Fi access and an informational touchscreen television that will allow customers to learn about the library’s downloadable collection through OverDrive.

THE PIONEER LIBRARY SYSTEM *BOARD* OF TRUSTEES

2015/16

Jon Myers, Chair - City of Noble
Suzanne McClain Atwood, Vice-Chair - Cleveland County
Mary Blankenship Pointer, Treasurer - Oklahoma City
Mark Alfonso - McClain County
Annette Brown - City of McLoud
Heather Fox - City of Purcell
Allyson Horton - Community of Slaughterville
Lynda Howeth - City of Newcastle
Susan Moffat - City of Lexington
Paula Nagode - City of Blanchard
Bob Perry - City of Shawnee
Anita Semtner - Pottawatomie County
Chuck Thompson - City of Norman
Brent Wheelbarger - City of Moore
Vacancy - City of Tecumseh

2016/17

Suzanne McClain Atwood, Chair - Cleveland County
Brent Wheelbarger, Vice-Chair - City of Moore
Mark Alfonso, Treasurer - McClain County
Marilyn Bradford - Pottawatomie County
Annette Brown - City of McLoud
Lenora Burdine - Oklahoma City
Allyson Horton - Community of Slaughterville
Lynda Howeth - City of Newcastle
Karen Kinsey - City of Tecumseh
Susan Moffat - City of Lexington
Jon Myers - City of Noble
Paula Nagode - City of Blanchard
Bob Perry - City of Shawnee
Charlie Sherman - City of Purcell
Chuck Thompson - City of Norman



STATEMENTS OF
FINANCIAL POSITION
FOR THE YEAR ENDING JUNE 30, 2016

BUDGETED INCOME

2016

Cleveland County Ad Valorem Taxes	\$ 11,702,552
McClain County Ad Valorem Taxes	1,571,731
Pottawatomie County Ad Valorem Taxes	2,090,299
Miscellaneous (fines, printing, fax, etc.)	475,710
State Revenue	141,657

TOTAL BUDGETED REVENUE

\$ 15,981,949

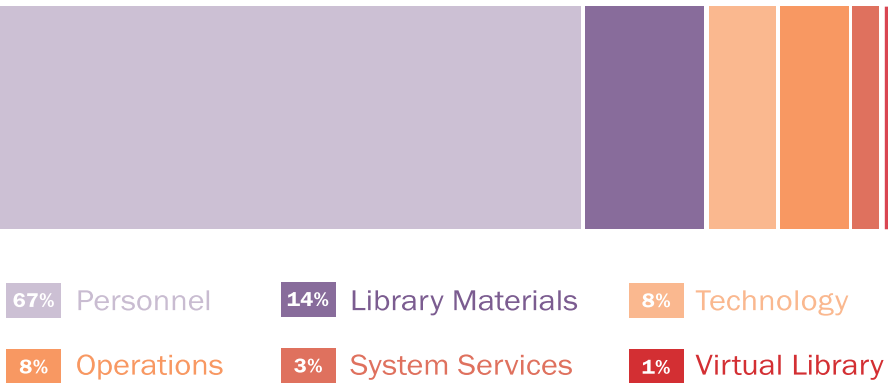
BUDGETED EXPENSES

Personnel	\$ 10,642,099
Library Materials	2,210,000
Technology	1,250,000
Operations	1,208,350
System Services	558,500
Virtual Library	113,000

TOTAL BUDGETED EXPENDITURES

\$ 15,981,949

Percentage of Budgeted Expenditures



In 2016, **172,748** people attended **5,502** programs held by **PIONEER LIBRARIES**. There were **404,163** total annual internet users, **119,210** total wireless sessions, **344,469** total downloads and **1,711,714** total library visits.

Summer Reading 2016

In June & July there were:

615
Children's Programs
22,811 attended

174
Teen Programs
2,363 attended

412
Adult Programs
4,024 attended

10,999 people signed up during the Summer Reading Program.

PLS CIRCULATION & HOLDINGS

		2016
Circulation	Adult	1,164,525
	Teen	155,641
	Children	1,075,775
	Total Print	2,395,941
	Downloadable	344,469
	Total Checkouts	2,740,410
Holdings	Total Holdings	721,128

A MESSAGE OF GRATITUDE & CELEBRATION

Although opportunity is born of preparation and aspiration, there is also a good bit of luck in the mix. I consider my opportunity, first to come to work at Pioneer in 2001 and then to become the Executive Director in 2007, among the luckiest moments in my career.

Timing is everything, they say. And 2007 was a time when things were about to happen: time to ask the voters for a much needed funding increase. Time for the City of Blanchard to build a new library. Time for Oklahoma City to build a Southwest Oklahoma City library. And time for the City of Norman to move ahead on plans for a new central library. Those things were visible on the horizon.

With the approval of the funding increase from 4 to 6 mills in 2008 (the first time in Pioneer's history that an increase was approved in all three counties on one Election Day), ways to improve collections and services became both visible and possible. It is important to note that Pioneer libraries are provided in partnership with the cities in which they are located. The cities provide and maintain the library buildings while the Pioneer Library System provides personnel, collections, technologies and operations through its ad valorem funding. Working with our cities has been a positive experience and I have appreciated the relationships that have grown from those partnerships.

Masters

In 2007, I was selected to be Pioneer's third Director. Someone asked me how I felt and I said, *"I feel like I have just won the lottery."* I have continued to feel that way.



Anne Masters, Executive Director (2007-17)

Accomplishments

As I think about the ways Pioneer has grown over the past ten years, the following are among the improvements to appreciate and celebrate:

2007

All Pioneer hometown libraries open on Sundays, and it has now become one of our busiest days. With long work hours during the week and Saturday obligations, Sundays are a great time for families to enjoy their libraries.

2008

Pioneer expands the Big Read program involving a variety of community partners & well-known authors.

Pioneer's print & media collection doubles in size since the millage increase – a larger, newer collection with downloadable items becoming available, which provides a fast growing and heavily used collection of e-books, audiobooks & videos.

2009

Pioneer staff develops the "Growing Like a Read" early childhood literacy program. The program has garnered national acclaim and the strategies are incorporated into Pioneer programming & modeled for parents so they can use them at home.

2010

The launch of the Pioneer Library System's Foundation helps to expand system-wide literacy efforts including the Summer Reading Program, *Growing Like a Read* and *The Big Read*.

2012

The City of Blanchard opens a new 10,000 sq. ft. library and becomes the third highest circulating library in the system – proving that if you build it, they will come.

2013

OKC opens a SW OKC library. The 20,000 sq. ft. building immediately becomes an important community hub for southwest OKC.

continued >>

2013

The opening of Norman Public Library West: Pioneer's 2011 purchase and remodeling of a former Borders store allows for the opening of new headquarters in November 2013 as well as a second library for the community.

Pioneer opens two of the nation's first 24-Hour Libraries: automated library vending machines located in Norman, where customers can browse or pick up a requested hold anytime of the day or night.

2014

Pioneer begins work on the Pioneer Library System Connect mobile app, new fine-free library cards for children and teens and the implementation of STEAM programming (Science, Technology, Engineering, Art and Math) with programming kits and, in 2016, the roll-out (literally) of the Maker Mobile.

2015

Norman voters approve the Norman Forward quality of life package which will fund a new Norman Public Library East on Alameda to open in 2018, and a new Central Norman Library scheduled to open in 2019.

2016

Pioneer Library System named a Journal Record "Innovator of the Year" honoree for the development and launch of the Pioneer Connect mobile app.

Looking Ahead

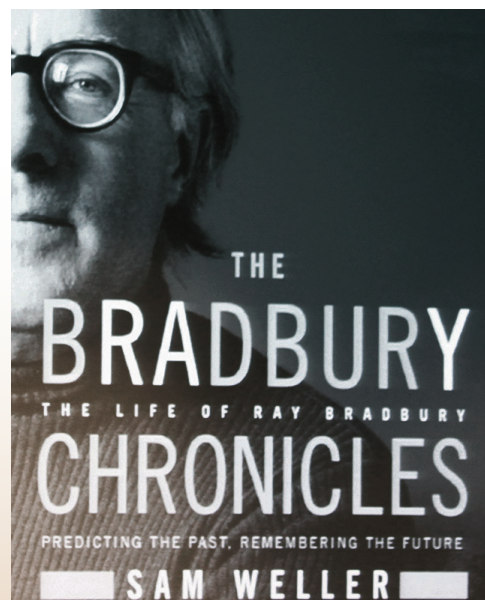
Pioneer's marketing materials include the new Brand Promise, PIONEERING TOMORROW'S LIBRARY. Never satisfied with the status quo, Pioneer is always looking for ways to make a great library better!

Throughout my years at Pioneer, I have worked with supportive and talented staff members who are committed to excellent customer service. We have invested in our training program and set the bar high for Pioneer staff – and they have met those expectations. The members of the Pioneer Library System Board of Trustees have encouraged and supported employees' efforts and have often given us ideas for improving our business practices. Their only agenda has been better library services for Cleveland, McClain and Pottawatomie counties.

I am grateful for the years I have spent with the Pioneer Library System. As I step down in 2017, I look forward to being what we call a "Pioneer Ambassador" and a loyal customer.


Anne Masters

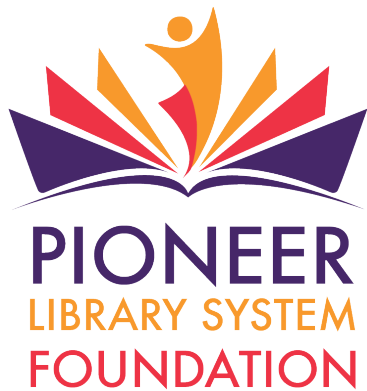
2016 *Big Read*



The PLS Big Read is an annual celebration of reading centered on a single piece of literature at all public libraries across the three counties in the Pioneer Library System service area. Ray Bradbury's internationally acclaimed novel *Fahrenheit 451* was featured in 2016. The novel is a masterwork of twentieth-century literature set in a bleak, dystopian future where television rules and literature is on the brink of extinction, and firemen start fires rather than put them out.

2016's keynote speaker for the Big Read was author, lecturer and teacher Sam Weller, the authorized biographer of Ray Bradbury. His book *The Bradbury Chronicles: The Life of Ray Bradbury* was a Los Angeles Times best seller, winner of the 2005 Society of Midland Authors Award for Best Biography, and a Bram Stoker Award finalist. The companion book, *Listen to the Echoes: The Ray Bradbury Interviews*, was published by Melville House/Stop Smiling Books in 2010. With Mort Castle, Weller co-edited the anthology *Shadow Show: All-New Stories in Celebration of Ray Bradbury* (William Morrow Paperbacks, July 2012), winner of the Bram Stoker Award for "Superior Achievement in Anthology." Weller is a frequent lecturer on the life and legacy of Ray Bradbury having given over 250 talks worldwide.

The **Pioneer Big Read program** is patterned after the National Endowment for the Arts Big Read, designed to address the decline of reading by encouraging reading through the promotion of a single book. Scholar-led discussions are held in the **11** hometown libraries. In 2016, guest author Sam Weller visited **7** area high schools, **1,000** copies of Bradbury's best-seller *Fahrenheit 451* were distributed, and almost **1,700** participants attended the variety of program offerings.



Amber Cole



Amber Cole, CFRE, has loved books from an early age. In fact, Amber grew up reading at Pioneer libraries. Now she is excited to serve the community as the new Development Officer for the Pioneer Library System Foundation effective October 2016. Amber graduated from the University of Oklahoma, and has worked in philanthropy since 2004.

Amber's career includes raising more than \$11 million for organizations, including Norman Regional Health Foundation and Oklahoma State University – Oklahoma City. As a Certified Fundraising Executive, she possesses expertise in all aspects of development and enjoys helping nonprofits exceed their goals.



Board Members

2015/16

Cleveland County

Jim Bowers, Treasurer – Oklahoma City
James Chappel – Norman
Kelly Dexter – Norman
Steve Eddy – Moore
Cathy Estes – Oklahoma City
Kevin Hargus – Norman
Jeff Miles, President – Moore
Kelly Wells – Oklahoma City

McClain County

Barbara Lawson, Vice President – Wayne

Pottawatomie County

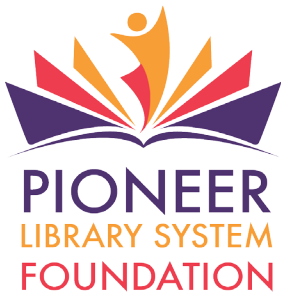
Cynthia Cooper – Shawnee
Anne Hammond, Secretary – Shawnee
Karen Marasco – Shawnee
John Winterringer – Shawnee

Ex-officio

Susan Grossman, Asst. Secretary – Development Officer
Anne Masters – Director, Pioneer Library System

MISSION STATEMENT

» Supporting literacy and a love of learning throughout Pioneer Library System communities.



Visit the PLS Foundation website: plsfdn.org
To give to the foundation, please visit: pioneerlibrarysystem.org/give
Pioneer Library System Foundation
300 Norman Center Court | Norman, OK 73072
P.O. Box 721738 | Norman, OK 73070 | (405) 801-4520 | (405) 801-4521

STATEMENTS OF FINANCIAL POSITION

FOR THE YEAR ENDED JUNE 30, 2016

ASSETS

2016

Cash and cash equivalents	\$332,732
Grants receivable	37,928
Pledges receivable	3,091
Accrued interest receivable	88

TOTAL ASSETS

\$ 373,839

LIABILITIES & NET ASSETS

Liabilities

Accounts payable	\$ 5,439
Total Liabilities	5,439

Net Assets

Unrestricted net assets	84,061
Temporarily restricted net assets	284,339
Total Net Assets	368,400

TOTAL LIABILITIES & NET ASSETS

\$ 373,839

ACTIVITIES AND CHANGES IN
NET ASSETS

FOR THE YEAR ENDED JUNE 30, 2016

REVENUES	TOTAL	
Contributions	\$ 44,506	
Grants	194,070	
Investment income	926	
Miscellaneous income	40	
In-kind contributions	950	
TOTAL REVENUES	\$240,492	
EXPENSES		
Program	\$ 324,213	
Fundraising	1,584	
General and administrative	3,921	
TOTAL EXPENSES	\$ 329,718	
Changes in net assets	(89,226)	
Net Assets, beginning of year	457,626	
Net assets, end of year	\$ 368,400	



pioneerlibrarysystem.org

300 Norman Center Court

Norman, OK 73072 | (405) 801-4500