



*Not Your Mother's Library: From Book
Warehouse to Center for 21st Century Learning*

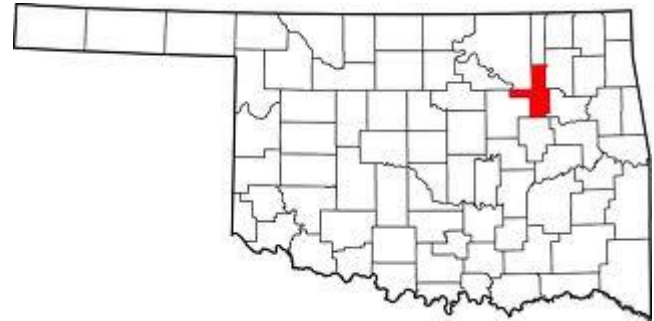
Gary Shaffer, CEO
Flipped Libraries
Kaohsiung, Taiwan, (R.O.C.)
November 15, 2014

Tulsa City-County **LIBRARY** Mission



*(In a literate world one must first read
in order to succeed.)*

Tulsa, Oklahoma



Population 623,000





Annual Statistics

- Visits: (10,000+ per day) 3,611,999
- Checkouts: (+3.5% over PY) 6,207,407
- Programs/Attendance: 6,768 / 259,230
- Meeting Room Use/Attendance: 7,400 / 150,925
- Public Computers/Hours: 671 / 1,047,613
- Summer Reading Participants: 43,464
- County Households accessing: 69%
- Volunteers/hours: 968 / 42,051*
- Locations: 24
- Employees: 359

* This is the equivalent of 20 full-time employees



Market Research

- Largest User Group: (20.2%) 80,737
– Visit every two weeks
- Next segment, families: (16.9%) 67,546
– Visits vary, weekly-monthly
- Other impt. group: (10.6%) 42,366
– Visit weekly

Other segments include: Researchers, business people, computer/Wi-Fi users, event attendees & meeting room users.



Goals

1. Children of Tulsa County will grow up able to compete globally.
2. The library will be financially stable and an engine of economic growth for the region.
3. The library will conduct business using innovation and best practices.
4. The library will have a reputation as a best place to work.
5. The library will be a center of community, lifelong-learning, reading, and access to information for all.



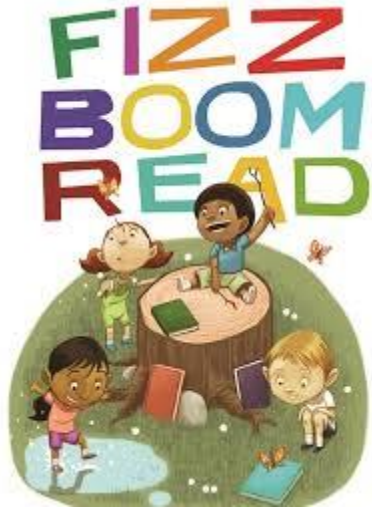


Tulsa City-County LIBRARY Goal

Children of Tulsa County will grow up able to compete globally.



Every **CHILD** Ready to **READ**[®] @ your library[®]



Summer Reading

 Books *to*
Treasure



Tulsa City-County
Library

LAUNCHES FREE ONLINE TUTORING SYSTEM



HOMESCHOOL HelpNow!

Homework Help Now! provides students in K-12
powerful online learning options, including:

On-demand, one-
to-one homework
help from
certified
tutors



Test center and
assessment with
customized
learning
plan



Comprehensive
writing
assistance



State-aligned
skills-building
lessons



Plus many
more
learning
tools



Live sessions can be conducted in English or Spanish.

Visit TulsaLibrary.org and use your library card to access Homework Help Now!

THIS SERVICE IS FUNDED BY:


tulsa
LIBRARY TRUST



Tulsa City-County LIBRARY Goals

The library will be financially stable and an engine of economic growth for the region.





TULSA CITY-COUNTY LIBRARY MEANS BUSINESS



TULSA CITY-COUNTY LIBRARY MEANS BUSINESS

Business practitioners have 24 branch offices of their business across the County.

Wi-Fi, Computers, Printers, Copiers, Fax Service, Wireless Printing, Databases, Restrooms, etc.





Looking for a job? We're here to help!



Research Wizard

The Research
Center



FOR THE LIFE OF YOUR BUSINESS



LAUNCHES FREE ONLINE CAREER ASSISTANCE



Job Now! provides an extensive collection of resources and real-time trained job coaches to help job seekers with every step of the job-search process, including:

Résumé and
cover letter
assistance



Interview
practice and
feedback



Career advice
and help
with job
searches



Live sessions can be conducted in English or Spanish.

Visit TulsaLibrary.org and use your
library card to access Job Now!

THIS SERVICE IS FUNDED BY:





Business Databases

Access Business News

Business Source Premier

Career Accelerator

The Conference Board

Corporate Capital Histories

Demographics Now

Hoovers Online

Morningstar

Piers Trade Finance

Software Tutorials

Reference USA

Sanborn Maps

Small Biz Reference Center

S&P Net Advantage

Universal Class

Wall Street Journal

American Firms Operating in Foreign Countries

Applied Science & Technology

Directory of Obsolete Securities/Financial Info. Inc.

Language Learning



Spanish
French
Brazilian Portuguese
Mandarin
Italian
Hebrew
Vietnamese

English
Japanese
German
Greek
Russian
Thai
and more

Soon to offer: Cherokee



Tulsa City-County LIBRARY Goals

The library will be a center of community, lifelong-learning, reading, and access to information for all.





Have a question?



ASKUS

DONATE

GET A



LIBRARY CARD

GO

CATALOG WEBSITE

Broken Arrow Library is closed Oct. 27-Dec. 7 for library improvements. Holds may be picked up at *Martin Regional Library*.

MY TCCL

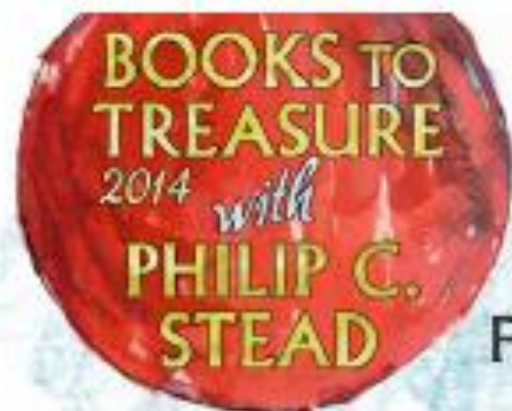
EXPLORE

RESEARCH & LEARN

INTERESTS

CLASSES & EVENTS

LOCATIONS



Friday, Nov. 14
7 p.m.

Hardesty Regional Library
Connor's Cove



Lifelong Learning

**Adult Learning
Center**



ESL Instruction

College Prep

GED/GRE Prep

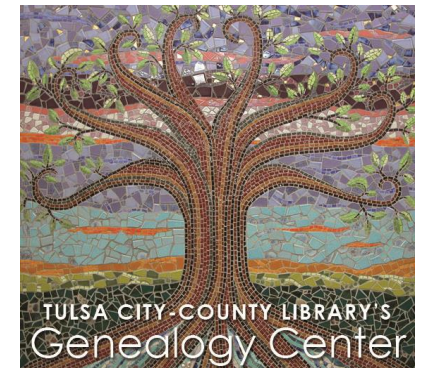
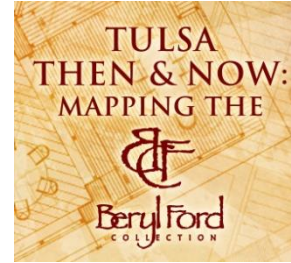
Microsoft Office Tutorials

Online classes

Practice Tests

Building Community

- Home of TulsaWiki.org
- Ethnic Resource Centers
 - American Indian, etc.
- E-Gov't (Local, State, Federal) Access Point
- Polling place, voter registration
- Federal Depository Library
- Keeper of Local History



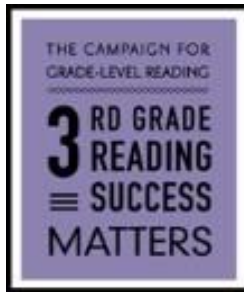
Mobile App



tccl.boopsie.com



Reading



® Ruth G. Hardman ®
**Adult
Literacy
Service**

Peggy V. Helmerich
DISTINGUISHED AUTHOR AWARD



eReading

**DOWNLOAD
EBOOKS
FROM YOUR
LIBRARY**

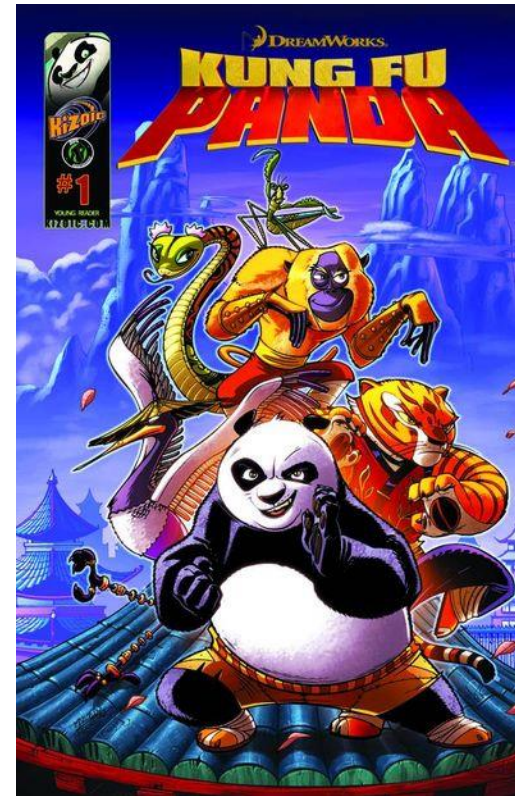
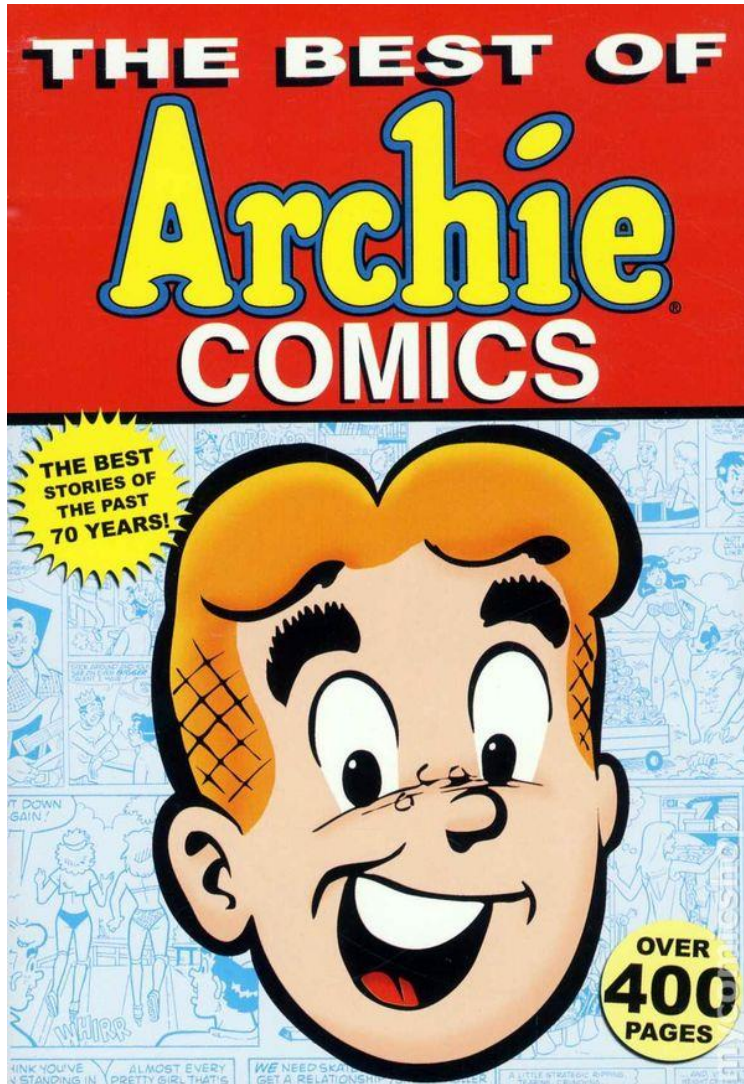
NOW AVAILABLE FOR KINDLE

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OverDrive

OverDrive
leading digital media services



eComic Books for Reluctant Readers

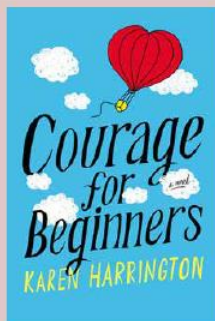


Tulsa Book Review

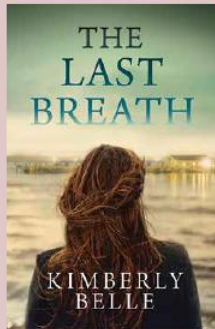
VOLUME 4, ISSUE 1 FREE

Tulsa City-County
LIBRARY
event guide
INSIDE!

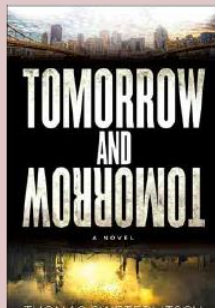
**November
2014**



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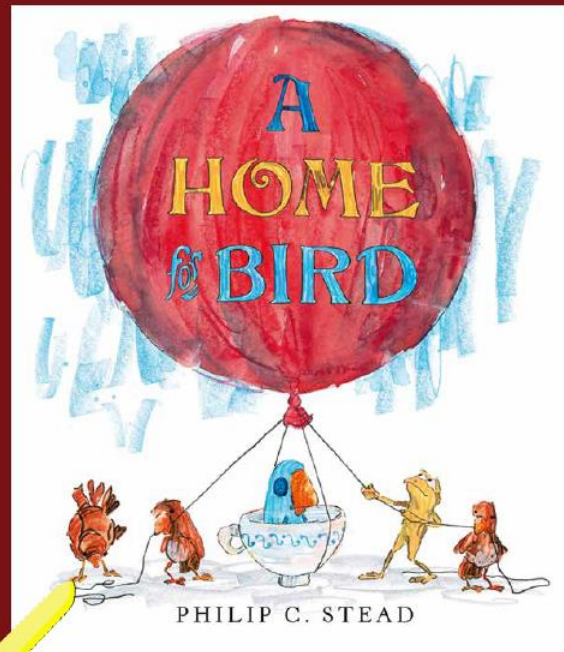


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A Home for Bird

By Philip C. Stead

Neal Porter Books, \$16.99, 32 pages

Celebrate Books to Treasure with Philip C. Stead on Nov. 14

NEW AND OF INTEREST

Tap to Play

The book you shake!
Page 4

Elizabeth Is Missing

A mystery through a fractured
mind
Page 6

Waiting for the Electricity

A novel of culture shock, with or
without light
Page 8

What We See When We Read

Into the mind of a reader
Page 12

It Started With Copernicus

FREE Music Downloads and Streaming Movies



Download up to
5 DRM-free MP3
songs weekly

Digital Magazines & Newspapers



Outcomes Focus

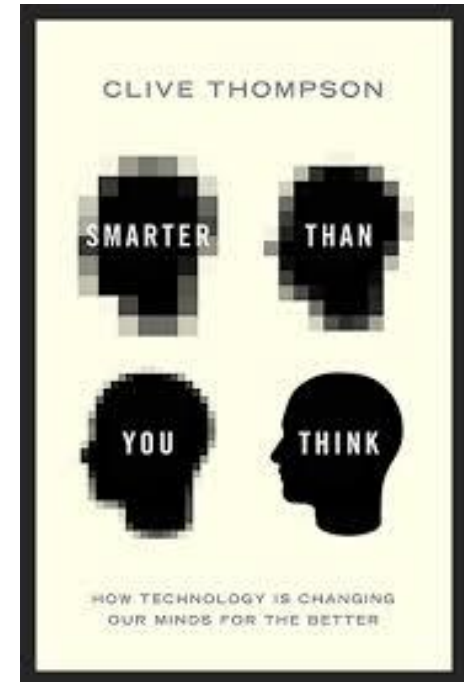
- How many children are we preparing for kindergarten?
- How many children are we helping pass 3rd & 8th Grade reading tests?
- How many kids are we helping graduate high school? Get into college or vocational school?
- How many adults are we helping get jobs?

People are More Impt. Than Books

- Library catalogues can tell you everything about books but very little about customers.
- New ways for customers to interact with libraries are coming online every day. Causing us to know less & less about customers' library use.
- Customer Relationship Management (CRM) systems do for customers what catalogues do for books.

Shift from Reader-only to Reader/Maker

Thompson, C. (2013).
Smarter than you think.
New York, Penguin Press.
ISBN: 1594204454



Librarium

Experience

Convenience

Collections

Librarium Layout

Location & Hours

Tulsa City-County
LIBRARY

A new

Customer

Experience in

Downtown Tulsa





Gary Shaffer
gshaffer@tulsalibrary.org

Thank You ! ! !