Message from the CEO

Every organization has a culture – a group of shared beliefs and values that shape perceptions and behaviors. Organizational culture is like a fingerprint – it may be similar to others, but is uniquely distinct to a particular group. In 2017, Tulsa City-County Library’s leadership set out on a yearlong quest to put words to these shared principles and identify the four core values TCCL employees embrace as the most important in the workplace. These values – be intentional, be authentic, be creative and be transparent – are the traits our employees need to **BE ALL IN** – committed to their job, each other and the organization as a whole. These are the traits that drive us to provide you – our customers, our stakeholders – with the best! And this annual report is a wonderful reflection of these tenets in action over the past year.

Kimberly Johnson
CEO, Tulsa City-County Library
be authentic

Authentic employees are genuine and honest, admit error and stay true to what they believe. When you are true to yourself and admit shortcomings, it empowers others to do the same.

be intentional

Be deliberate and purposeful in everything you do. Intentional employees purposefully handle each situation with precision, good judgment and care.

be creative

Have fun, be innovative and try something new. Creative employees find a way to put their own spin on their work, make things better or simply think outside the box.

be transparent

Be a truth teller. Employees who are transparent are open, honest and direct in communication. Transparency is a powerful thing, building trust and respect in the process.

The TCCL culture statement articulates our shared values that bind us together as TCCL staff — values that drive and shape our behavior with one another.

Special thanks to Mike Weibel, Helmerich Library manager, for sharing his artistic talents with these lovely Be All In doodles. Not only does Mike manage a library branch, he also brings his artistic talents to work every day and looks for ways — big and small — to do things better. Whether it’s navigating staff and customers through the new service model or brightening someone’s day with a doodle, Mike’s ALL IN and his creativity shines!
Hundreds of readers turned out to honor Iyanla Vanzant, best-selling author, life coach and executive producer of the award-winning breakout reality series Iyanla: Fix My Life on OWN: Oprah Winfrey Network, as she received Tulsa City-County Library’s 2018 Sankofa Freedom Award, presented by the African-American Resource Center and Tulsa Library Trust on Feb. 24 at Central Library. As a part of TCCL’s celebration of African-American History Month, Vanzant shared her message of perseverance, individual responsibility and faith with the packed crowd. Given biennially, the Sankofa Freedom Award recognizes a nationally acclaimed individual who has dedicated his or her life to educating and improving the greater African-American community. It consists of a $10,000 cash prize and an engraved medallion.

Tulsa City-County Library’s American Indian Resource Center inducted Dr. Henrietta Mann into the Circle of Honor on March 3 at Zarrow Regional Library. A tireless advocate for American Indian education, rights and equality, Mann is a full-blood Cheyenne of the Cheyenne-Arapaho Tribes of Oklahoma and founding president of the Cheyenne and Arapaho Tribal College. Mann truly was touched as she was inducted into the Circle of Honor and commented that she has never received an honor from her own people. The Circle of Honor recognizes an American Indian for his or her achievements by acknowledging the inductee’s contributions that have enriched others’ lives and by celebrating the inductee’s action in the face of adversity, commitment to the preservation of American Indian culture and legacy for future generations. Inductees are selected by the American Indian Resource Center’s Community Advisory Council, and those chosen are comprised of tribally enrolled citizens from around the country. Given biennially by the American Indian Resource Center and Tulsa Library Trust, the Circle of Honor award consists of a $5,000 honorarium and a medallion featuring the American Indian Resource Center’s turtle logo. Co-sponsors of the 2018 Circle of Honor award included the Maxine and Jack Zarrow Family Foundation, Cherokee Builders Inc., Dr. Frank and Mary Shaw, and Friends of the Helmerich Library.

AWARDS AND HONORS GIVEN IN 2018

Sankofa Freedom Award
Honors
Iyanla Vanzant

Henrietta Mann
Inducted Into
Circle of Honor

be intentional

“Personally and professionally being intentional is vital to the success of anything I do. Outside of the library, I run a mentor program for young men ages 7-17. I have to be intentional in the information I share with them as I would never want to be responsible for sending anyone in the wrong direction. Being intentional is very vital to being a security officer as well. We deal with people from all walks of life and at any moment a situation can become serious. It’s important to be firm but fair.”

– Kevin Ferguson, security supervisor, Central Library
“Stories tell us what human beings need – emotional security, a sense of belonging to a community, seeing what is wrong and finding a way to make it right,” said England’s Dame Hilary Mantel when she spoke to students from five area high schools – Cascia Hall, Booker T. Washington, Will Rogers, East Central and Edison – at a special student presentation held Dec. 7 at Central Library to complement the 2018 Peggy V. Helmerich Distinguished Author Award. All of these students had read Mantel’s The Assassination of Margaret Thatcher: Stories to prepare for her visit. While this two-time Man Booker Prize-winning author was speaking to them downstairs in Aaronson Auditorium, upstairs more than 90 volunteers were transforming the library’s first floor into a beautiful banquet hall in preparation for the evening’s black-tie gala, where Dame Hilary officially would receive the Peggy V. Helmerich Distinguished Author Award. More than 400 people dined with the author, and the following morning, about 300 fans came to hear Mantel speak about her life and works, ask questions and get their books signed at a free public presentation. The Helmerich award, which consists of a $40,000 cash prize and an engraved crystal book, is given annually by the Tulsa City-County Library and Tulsa Library Trust to an internationally acclaimed author who has written a distinguished body of work and made a major contribution to the field of literature and letters.

Pam Muñoz Ryan Receives Anne V. Zarrow Award for Young Readers’ Literature

To get to meet and see their readers is an author’s best reward, said Pam Muñoz Ryan, who received the 2018 Anne V. Zarrow Award for Young Readers’ Literature on May 4 at Hardesty Regional Library. Given annually by the Tulsa Library Trust, the award, which consists of a $7,500 cash prize and an engraved crystal book, recognizes a nationally acclaimed author who has made a significant contribution to the field of literature for children and young adults. A New York Times best-selling author, Ryan spoke to hundreds of fans at the award presentation about her perseverance in publishing more than 40 books for children and young adults. After the presentation, she presented awards to winners of TCCL’s 2018 Young People’s Creative Writing Contest. More than 430 youth ages 10 to 18 entered the contest and submitted 625 manuscripts in five writing categories, which was a 55 percent increase in entries submitted over the last year. While in Tulsa, Ryan also visited with middle schoolers at Tulsa’s Saints Peter and Paul Catholic School, which won a visit from Ryan through the Mr. Henry’s Books Educator Workshop. Thirty-five educators from across Tulsa County attended the workshop, held Feb. 3 at Central Library. At the workshop, Laura Raphael, children’s services coordinator for TCCL, introduced curriculum written for Ryan’s The Dreamer, and each attendee received 50 copies of the book for their classrooms. Named in honor of the late Mr. Henry Zarrow, Mr. Henry’s Books is sponsored by the Tulsa Library Trust, through a grant from the Anne and Henry Zarrow Foundation, and hosted in partnership with TulsaKids magazine.

Books to Treasure Celebrates Beauty and Power of Children’s Literature

The Tulsa City-County Library treasures books … but we treasure children more! That is the idea behind Books to Treasure, which celebrated its 16th anniversary in 2018. The goals of the program are to celebrate the beauty and power of children’s literature and to inspire a love of reading. At the 2018 Books to Treasure public presentation, featured illustrator Shadra Strickland shared her award-winning formula for drawing memorable images while encouraging young artists to always be sketching. During her whirlwind two-day visit to Tulsa, Strickland connected with area students as she spoke to three different schools (Hamilton Elementary and St. Pius X schools in Tulsa, and Ator Elementary in Owasso) before giving the final presentation to nearly 300 young readers and their families on Nov. 9 at Hardesty Regional Library in Connor’s Cove. Sponsored by the Tulsa Library Trust through a grant from the Anne and Henry Zarrow Foundation, Books to Treasure has grown into a Tulsa tradition for area second-graders since its inception in 2003. As a part of the program, every second-grader in Tulsa County receives a free copy of the featured illustrator’s book (9,732 copies of Strickland’s Please, Louise were given out!), plus the chance to get a special library card with artwork from the book and an opportunity to see the illustrator in person. As a lead-up to the program, several libraries offered Books to Treasure Art Workshops in October to encourage school-aged artists to pursue their artistic dreams.
AWARDS AND HONORS RECEIVED IN 2018

Tulsa City-County Library brought home three awards at the International Association of Business Communicators (IABC) Tulsa Chapter’s Bronze Quill Awards Ceremony, held April 19 at Central Library in the A.R. & Marylouise Tandy Foundation Children’s Garden. TCCL CEO Kimberly Johnson was named Tulsa’s 2018 Communicator of the Year for her contributions through communication. This honor goes to a person who is not a communicator by profession — but by passion. TCCL’s Public Relations Office won a Bronze Quill Award of Excellence for its 2017 Annual Report and an Award of Merit for its 2017 Summer Reading Program television commercials. Entries for the awards were judged by a panel of professional communicators from around the country.

Rooftop solar panels, high-efficiency lighting, chilled-beam heating and air conditioning, high-efficiency boilers and chillers, and a rainwater collection system were among the sustainability features contributing to TCCL’s Central Library receiving LEED Gold certification from the U.S. Green Building Council in May 2018. LEED, or Leadership in Energy and Environmental Design, is a globally recognized certification process for “green buildings” designed to inspire project teams to seek innovative solutions that are better for the environment and communities. The LEED Gold certification was the direct result of a three-year, $55 million project where the 50-year-old library was completely gutted to the original architectural bones and redesigned to benefit people and the planet. Central Library is only the 35th building in Oklahoma to receive LEED Gold status and is the first downtown Tulsa location to receive such a designation.

In addition to sustainability, Central Library also was honored for its beauty, as it was one of six libraries in the United States to receive the American Institute of Architects/American Library Association’s 2018 Library Building Awards for excellence in architecture and design. The six-member jury described the Central Library renovation as “elegant and timeless,” with one juror commending the renovation project for maximizing and revitalizing the surrounding neighborhood.

be authentic

“In Customer Care, I have to choose to be authentic every day. Dealing with the general public in any occupation is hard. My authentic self is someone who wants to be helpful and knowledgeable, and supply the correct information to our customers. Being authentic means being true to yourself, taking time to take a break and a moment to check in, speaking kindly to yourself in moments of frustration or hardships, and being forgiving of yourself and knowing that you will make mistakes and to own and learn from them and move on.”

— Elizabeth Henley, customer care specialist, Tulsa City-County Library
**HIGHLIGHTS FROM 2018**

**Build A Reader Graduation Celebrates Youngest Library Users**

“We are here today to celebrate both your children’s current success and achievements as well as their future growth,” said TCCL CEO Kimberly Johnson at the library system’s inaugural Build A Reader Graduation, held May 24 at Hardesty Regional Library. “This is called a Build A Reader Graduation because we know that many of you will be sending your beloved children off to the next step in their lives – pre-K or kindergarten – and we wanted to honor that new and exciting transition.” Nearly 200 parents and preschoolers attended the ceremony, sponsored by the Tulsa Library Trust, and were treated to a special storytime and Build A Reader book bags stuffed with finger puppets, graduation caps and other goodies. Build A Reader storytimes are offered year-round at all 24 TCCL locations. At these programs, trained children’s librarians and library staff lead children, parents, grandparents and caregivers through talking, singing, reading, writing and playing activities. Research has shown that engaging in these activities every day will best position a child for future reading and school success. To gauge the success of the Build A Reader program, TCCL children’s services annually conducts the Public Library Association’s Project Outcome survey with storytime families. In 2018, the survey results showed that nearly 100 percent of parents and caregivers have changed their behavior, applied the knowledge they have learned in storytime, have more of an awareness of library resources and value the library more.

**Curbside Delivery Debuts**

With the hustle and bustle of modern times, convenience is king! With that goal in mind, TCCL piloted a new curbside delivery service at the Schusterman-Benson and Hardesty Regional libraries in 2018. Customers with items on hold at either of these locations can park in a designated holds delivery parking spot, dial the specified phone number, and then a library attendant will bring their books to them, as well as pick up any returns they may have. The new service was well-received, especially by busy moms and dads with babies and toddlers in tow. “Thank you! We can finally get all the books we need with a 1- and 3-year-old!” remarked one happy customer. Curbside delivery service currently is available Monday through Thursday from 1 to 6 p.m. Plans are underway to expand the curbside delivery service to three to five more libraries sometime in 2019.

**Build A Reader**

When area public schools shut down last April due to a statewide teacher walkout, TCCL already had extensive plans in place to support families in our community that were impacted by the strike that shut down hundreds of schools and left parents searching for alternative activities and care for children who normally would be in class. During the school closure, libraries experienced a significant increase in attendance and had a variety of educational, fun, pop-up programs that were ready to go when needed. TCCL also partnered with the Community Food Bank of Eastern Oklahoma, Tulsa Public Schools and Hunger Free Oklahoma to provide 2,312 meals in our libraries and about 455 to-go box lunches to those in need. Library staff were busy and they were all in making a difference in the lives of many children and families in this nearly two-week time span.

**Six Libraries Offer Free After-School Homework Club During School Year**

From September to May each year, TCCL provides free homework assistance at six libraries through the After-School Homework Club (ASHC). Third- through eighth-grade students in Tulsa County can sign up for the program to receive a weekly 30-minute, one-to-one session with a volunteer homework coach. For the 2017-2018 school year, TCCL offered the ASHC at the Broken Arrow, Brookside, Martin Regional, Maxwell Park, Schusterman-Benson and Suburban Acres libraries, with 186 students participating and receiving a total of 941.5 hours of homework assistance in 1,883 sessions. These totals would have been even greater as the April 2018 walkout staged by public school teachers, the loss of facilitators at two library sites for several weeks in late fall/early winter and the harsh 2017-18 influenza season impacted the program. In spite of those obstacles, the ASHC experienced an 8 percent increase in student registrations compared to the previous school year. At the end of the school year, all students received certificates of completion and seven students were honored for their perfect attendance. Currently, school year 2018-19 has 136 students participating in the ASHC as of February 2019 at the Brookside, Broken Arrow, Central, Martin Regional, Maxwell Park and Suburban Acres libraries. This number is anticipated to increase as students can join the program through April. The ASHC is funded by TCCL, with snacks for students provided by the Tulsa Library Trust.

Students who participate in the After-School Homework Club during the school year at Central Library get an out-of-this-galaxy experience as the ASHC is located in the Intergalactic Spaceport & Emporium, a partnership of TCCL and the Junior League of Tulsa. The mission of the Intergalactic Spaceport & Emporium is to encourage the exploration of endless possibility through the power of writing. This unique site features a creative writing center and a retail store to help fund it.

**TCCL Steps Up to Help Families During Historic Teacher Walkout**

""
“Being creative goes beyond hobbies and art. You can be creative in the workplace with how you think and how you problem solve as well. Since becoming the teen associate, I have tried my hand at lots of different types of programming, such as Hip-Hop Hour, soundwave art, 3D printed instruments, Vinyl Club and more. Sometimes no one attends, and that’s okay. That’s when I reevaluate and either drop it or try it again later.”

– Jessica Sanchez, teen library associate, Central Library
TCCL Completes Five-Year Project Implementing New Customer-Centered Service Model

Libraries must remain relevant for future library users. To remain relevant, TCCL incorporated the latest thinking about the future of library tools and techniques, and embarked on a five-year project, starting in 2013, to implement a new customer-centered service model at each of our 24 locations. The project ended in 2018 as the final four libraries - Herman and Kate Kaiser, Kendall-Whittier, Helmerich and Judy Z. Kishner – received interior updates and improvements to transition to the new service model and better serve the 21st century library customer.

2018 “Chapters” Fundraiser Nets $19,600 for Literacy Service

More than 200 people spent an enjoyable evening with three favorite authors all while benefitting a great cause – TCCL’s Ruth G. Hardman Adult Literacy Service. “Chapters: A Casual Evening of Books, Bards and Bites,” held Sept. 20, 2018, at Hardesty Regional Library, featured enlightening presentations by authors Ally Carter, Sasha Martin and Beatriz Williams, who all donated their time to the annual fundraiser. Attendees also enjoyed delectable appetizers, coffee and wine donated by 12 area restaurants and businesses, including: Biga, Bodean Seafood Restaurant, French Hen, KEO Asian Cuisine, Mondo’s, Oklahoma Joe’s, Oliveto Italian Bistro, Panera Bread, Pepper’s Grill, Starbucks Central Library, Sweet Devotion Cakery and Yokozuna. The evening netted a total of $19,600 in proceeds for the literacy service. Special thanks to the following organizations and individuals for donating $1,000 or more to the fundraiser: Tulsa Library Trust, Charles and Marion Weber Foundation, TulsaPeople magazine, Jana Ecrette, The Gelvin Foundation and Mariner Wealth Advisors.

Library Customers Enjoy Sights and Sounds of Asia at 2018 Asian-American Festival

More than 1,500 festivalgoers enjoyed the sights and sounds of Asia at the 16th annual Asian-American Festival, held June 23 at the Martin Regional Library. The three-hour celebration featured traditional Japanese drumming; tai chi, kung fu and kendo demonstrations; a world-fusion dance performance; and Korean drum and fan dances. The festival culminated with a tranquil Japanese tea ceremony to wind down the day’s events. Funded by the Tulsa Library Trust, the free festival also included 14 community booths representing several Asian countries, Asian arts and crafts, a food concession, plus a display of children’s artwork from Kyoto, Japan.

2018 Summer Reading Program – “Libraries Rock!” – Earns Standing Ovation!

TCCL’s 2018 Summer Reading Program proved that libraries really rock as nearly 60,000 children, teens and adults from across Tulsa County participated in the 10-week program and read a combined total of more than 433,000 books. Throughout the summer, TCCL libraries offered a variety of entertaining events for children, teens and adults to complement the program. “The Summer Reading Program is about learning, connecting with the library, and enjoying books and reading,” said Suanne Wymy, Youth Services manager for TCCL. “We intend for our Summer Reading Program to be an engaging and fun experience, while providing structure that supports ongoing learning opportunities for all ages and protects against literacy backsliding by children during the summer break from school.” To encourage local communities to unite through literacy and take an active part in becoming the most literate city in Tulsa County, Tulsa Mayor G.T. Bynum issued a challenge to other mayors across Tulsa County to engage in a friendly competition to see which community could have the highest percentage of children enrolled in the Summer Reading Program. The mayors of Bixby, Broken Arrow and Skiatook took on his challenge, with Skiatook Mayor Patrick Young’s community winning for the second year in a row with 33 percent of Skiatook’s youth ages 0 to 17 participating in the program. To assist librarians with the Children’s Summer Reading Program, TCCL offered teens ages 13-15 a chance to volunteer for the Teen Team to gain valuable job experience by helping their local library and working with children and parents. More than 350 teen volunteers worked nearly 14,000 hours helping with the Summer Reading Program, saving the library more than $133,000 in wages. Special thanks to the Tulsa Library Trust, Gathering Place, Raymond and Bessie Kravis Foundation, Mazzi’s Italian Eatery, Oklahoma Department of Libraries, Tulsa Drillers, Tulsa Roughnecks FC, Tulsa State Fair, Tulsa Zoo, Tulsa Kids magazine, Tulsa’s Channel 8 and Williams for presenting the 2018 Summer Reading Program.

“One Book, One Tulsa” Explores Osage Culture and History

More than 800 readers joined the conversation and turned out for a free presentation by New York Times best-selling author David Grann at Central Library on Sept. 7, 2018, to culminate TCCL’s “One Book, One Tulsa” communitywide reading initiative focusing on Grann’s Killers of the Flower Moon: The Osage Murders and the Birth of the FBI. In the week leading up to Grann’s visit, The Osage Nation Historic Preservation Office and the Wahzhazhe (Osage) Cultural Center presented enlightening programs on Osage culture and history at select libraries to complement “One Book, One Tulsa,” which is funded by the Tulsa Library Trust.
TCCL launched its brand-new website to the public on Oct. 10, 2018. The colorful new website is intuitive, easy to navigate, mobile responsive, and offers advanced search capabilities and many other user-friendly features based on customer feedback. If you haven’t seen it yet, check it out at www.TulsaLibrary.org and let us know what you think!

Some of the biggest names in young adult fantasy fiction were in Tulsa Oct. 30 for a special Teen Halloween Party at Central Library to celebrate Teen Read Month. About 120 enthusiastically costumed teens, tweens and several spirited parents attended the party, featuring a panel discussion moderated by local author Eilis O’Neal and including authors Dhonielle Clayton, Zoraida Córdova, Natalie C. Parker and Tessa Gratton. Teen fans asked insightful questions during the Q&A; enjoyed the costume contest parade, photo booth and crafts; and chowed down on pizza. The event was sponsored by the Tulsa Library Trust.

TCCL’s 2018 Hispanic Heritage Month celebration was a huge success with almost 1,000 people from across Tulsa County participating in a variety of events. The monthlong celebration kicked off Sept. 15 with Kendall-Whittier Library’s annual “Noche Mexican/Mexican Fiesta,” featuring live mariachi music. Other activities throughout the celebration included book discussions, make-and-take crafts, movie showings and bilingual storytimes. The capstone event was the “Block Party/Callejoneada,” which focused around the works of visiting author and illustrator duo Cathy Camper and Raul the Third, creators of the Lowriders in Space series. Despite the cold rain, over 230 people came out to Martin Regional Library on Oct. 12 to see lowriders from the Good Times Car Club and a graffiti art demo from Clean Hands Inc.; enjoy salsa dancing; shop for traditional hand-crafted goods/artesanías from Mexico; and hear how Camper and Raul created their enthralling series. The Hispanic Heritage Month celebration was sponsored by TCCL’s Hispanic Resource Center and the Tulsa Library Trust.

“I am interested in a lot of different topics. When I want to learn more about a new subject, I go all in. One of the great joys and interests in my life is my baby friends, that is to say, the babies and children of my close friends. Because I don’t have children of my own, I don’t fully understand their experiences as parents, but I’m doing the research, I’m reading the books, and I’m spending time with my friends and their kids to do my best to understand and help them in my work as a youth librarian.”

– Sarah Davis, youth librarian, Herman and Kate Kaiser Library
Revenue Breakdown

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Expense Breakdown

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**Revenue Total** $34,147,660

**Expense Total** $33,019,648

2018 quick stats

- Population Served: 649,399
- TCCL Card Holders: 433,039
- Public Library Sites: 24
- Total Circulation: 8,578,541
- Children’s Media: 491,708
- Adult Media: 1,223,107
- Adult Print: 2,071,609
- Virtual Visits: 4,732,079
- Physical Visits: 2,978,404
- Wi-Fi Sessions: 416,311
- Employees: 972,323

2018 summer reading program

- Children: 32,411
- Teens: 8,785
- Adults: 18,335
- Total: 59,531

1 out of 4 youth in Tulsa County participate in Tulsa City-County Library’s Summer Reading Program.

- Books read in 2018: 433,644
- Adult registration in 2018: 36,380
- Teen registration in 2018: 32,664

The library’s Summer Reading Program had 357 teenage volunteers who worked a total of 13,981 hours.

2018 TULSA CITY-COUNTY LIBRARY FAST FACTS

- how things moved in 2018
- what’s available
- Owned Materials
  - Physical: 1,046,704
  - Digital (eBooks/eAudio): 65,044
  - Total Owned Materials: 1,111,748
- Physical Materials Breakdown
  - Children’s items: 454,018
  - Adult items: 592,686
- Subscription eMaterials
  - eBooks/eAudio: 416,804
  - eMagazines & eNewspapers: 7,709
- Access to Streaming or Downloadable Music: 11.3 million
- Streaming Movies & TV: 13,981
children’s programming in 2018

In 2018, the library visited 253 schools throughout Tulsa County.

- Every second-grader in Tulsa County receives a free book through TCCL’s BOOKS TO TREASURE program.
- In 2018, TCCL visited 160 schools and gave away 9,722 books.

Tulsa City-County Library has six active Friends of the Library groups that devote numerous volunteer hours and donate funds to support and enhance the library’s programs, services and collections.

Other active Friends of the Library groups are:
- Friends of the Collinsville Library
- Friends of Genealogy Inc.
- Friends of the Judy Z. Kishner Library
- Friends of the Peggy Helmerich Library
- Friends of the Rudisill Regional Library

Founded in 1957, the Friends of the Tulsa City-County Libraries group offers an annual Adult Creative Writing Contest, Books Sandwiched In, First Book, Great Decisions, Travels With Tulsans, and other programs and events.