



**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Public Services  
Library Division

**MEETING DATE:** October 19, 2017

**PREPARED BY:** Elizabeth Schneider  
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**AGENDA LOCATION:** AR -1

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**TITLE:** 2016-17 In-House and Outreach Visits Evaluation

**OBJECTIVE:** To provide the Library Board with an evaluation of the 2016-17 in-house and outreach visits provided by Youth and Adult Services staff.

**BACKGROUND:** Outreach visits are an essential service of libraries. Collaborations with schools, local organizations and social service providers in the City enhance the Library's ability to better serve the community. Visits also serve to promote Library services to the public. By establishing relationships with different local groups, the Library can increase its knowledge of the community, while expanding services to better engage people based on their needs. All visits are presented by librarians.

The following information is an overview of the program components that make up the Library's in-house and outreach visits.

**In-House Visit:** An organized trip to the Library may encompass a teacher with his or her class, parent groups, or scout troops. In-house visits are provided to educate participants on the resources, programs and materials available at the Library, as well as provide expertise at choosing great books to read. An in-house visit may consist of reading stories, early literacy fingerplays, storytelling, booktalks and library educational games. Many times there is a demonstration of the Library's online catalog, or a scavenger hunt to discover where materials are located. Some in-house visits may include a Library orientation and a tour in which a librarian leads the group through all sections of the Library explaining the workings of each area, as well as shares the history and architecture of the Library. Prior to a tour, Library card forms are provided to the tour group, processed in advance, and distributed at the end of the tour. A book checkout sometimes follows a visit if circulation staff is available. In-house visits generally last between 30 to 60 minutes, and are scheduled prior to the opening of the Library when the building is closed to the general public.

**Outreach Visit:** A Library representative goes directly to a school or group outside the Library to talk about Library services and engage with community members to grow a trusted relationship. Visits to preschools and early elementary schools consist of reading stories aloud, fingerplays, storytelling, and a Library presentation. Outreach to older elementary, middle and high schools generally consist of stories, booktalks and/or Library related educational games. Booktalks are short summaries of book titles that end on a cliffhanger to entice participants to come to the Library and check it out.

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Outreach to adults consists of oral presentations highlighting the libraries programs and services. This includes information about literacy services, veteran's services, technology assistance, e-books, large print and braille collection, mobile printing, and Monrovia history. The Library also partners with organizations such as health and wellness fairs and MAP conferences to provide a program and service information to the community.

In-house and outreach visits are an advocacy tool to express the value of the Library to Monrovia residents, and communicate the following key elements.

- **Introduction of Library Services and Library Personnel:** Tours serve to introduce patrons to Library resources and services the Library. An important component of in-house and outreach visits is customer service. Introducing the public to the Library creates an opportunity for a patron to return to the Library at a later date and receive personal attention.
- **Community Connections:** In-house and outreach visits can lead to further partnerships with community members and organizations. Relationships are formed with those who are currently unconnected with the Library. Fostering these relationships helps to encourage the public to feel comfortable to use the Library space to meet, learn and enjoy.
- **Library Cards and Materials Checkout:** The goal for tours and outreach visits is to make available access to materials and services with the use of a Library card. All in-house and outreach visits encourage groups to apply for a Library card.
- **Promotion of Library Materials, Reader's Advisory and Services:** Booktalks and reading stories show off the resources available in the Library and encourage patrons to come and check out the materials. Participants are also introduced to programming available such as Early Literacy play groups and various forms of literacy support – Information, Computer, Digital, Cultural, etc.
- **Learning Opportunities & Library Education:** Visits and tours include showing participants how to search for items on the computer catalogs, and introducing new technology and devices.
- **Model Lifelong Learning and Reading:** Visits model the gratification of reading and appreciation for reading as a permanent fixture in life.

## ANALYSIS

### Adult Services:

Staff focused on creating partnerships; outreach to older adults; and increasing visibility and improving accessibility to library programs and services. We provided information to local clubs and organizations in Monrovia, such as Rotary, Quota, and Coordinating Council. Staff attended meetings with area groups such as the Chamber of Commerce and Monrovia Providers Group (MPG), and now serves on the outreach committee for MPG.

Staff partnered with the Los Angeles County Department of Health and hosted a wellness fair in Library Park. Staff continues to engage in community events, such as MAP Neighborhood Conference, Foothill Family, and Station Square. These events provide staff an opportunity to promote programs and services

and have community conversations, which assist with assessing community needs and evaluating services.

Staff established partnerships with local senior residence centers, including Brookdale Senior Community, Heritage Senior Homes, and Regency Senior Homes. Outreach to these residents included delivering a large-print book collection; tech help; DIY activities; issuing library cards; and providing access to Library programs and services. Feedback was positive and staff served 70 older adults.

A total of 39 outreach events were held and staff connected with 721 people.

### **Youth Services:**

Staff continues to increase its visibility and built relationships with residents by being more present in the community and engaging people in unlikely places. Staff made a concerted effort to be a part of City events and engage in community programs. Some of these events include the MAP Neighborhood Conference, Station Square celebrations, Canyon Early Learning Center Parent Night, Bradoaks Family Literacy Night, Canyon Park Family Campout, Healing Connections Suicide Prevention Fairs, and the March 4 Balance Rally.

Youth staff continues to have a presence at Friday Night Fair the first Friday of the month. Turning up in unexpected places to promote use of the library gave working families an opportunity to spend time with their children through songs and stories. It also encouraged participation from families who did not currently use the library or were visiting the Fair from different cities.

The partnership with the Monrovia Unified School District continues to grow. Santa Fe Middle School invited staff to attend the Parent Literacy Night and promote free resources available for struggling students such as tutoring. Attendees were able to choose a book generously donated by the Friends of the Monrovia Public Library and sign up for a Library card.

Staff continues to give booktalks and get kids excited about reading. They visited Santa Fe and Clifton Middle School twice a year to support recreational reading and help with choosing new titles. At Bradoaks Elementary, teachers were given the opportunity to sign up for a librarian to come to the classroom – tell a story and do booktalks for 20 minutes. Teachers from Kindergarten to fifth grade signed up. The partnership grew to asking the Library to attend Bradoaks Summer School and encourage Camp Reads. A lot of participants to read, which was a great opportunity to reach even more children in the summer.

**Parent Workshops:** Librarians continue to host parent and caregiver workshops to encourage and empower adults to take the lead in their child's education. This past year, staff presented to homeschool groups, Moms Club of Monrovia, and Pasadena City College Parent Education classes. The purpose of these workshops is to identify the Monrovia Public Library as a key place for parents and caregivers to discover resources to support early literacy education and school readiness skills. At these workshops, staff identified the five simple practices of Every Child Read to Read – Talking, Writing, Reading, Playing and Singing, and discussed the value of having access to library resources and storytime programs by having a Monrovia Public Library Card. The workshops focused on modeling and practicing dialogic reading and book sharing, and demonstrated what to look for when selecting a book to enforce development of narrative and reading skills. Staff used the opportunities to explain the librarian's role in supporting early literacy on an everyday bases - reader's advisory, storytime programs, play groups, and developmentally appropriate educational toy stations throughout the children's room.

**History Presentation:** A library history presentation is presented to support 3<sup>rd</sup> grade curriculum studying the history of Monrovia. Third grade classrooms visit the library or have a staff member come to them to

learn about how the library got started in Monrovia, the history of the city and the amazing people who have supported literacy through the years. Interest in this presentation grew to the senior groups at the Monrovia Community Center this year. Youth and Adult librarians partnered to give the presentation and share library resources.

**Groups:** Youth Services staff conducted a variety of visits during fiscal year 2016-17. Some elementary classes came to the Library, particularly those schools within walking distance. Staff partnered with the Monrovia Unified School District by hosting assemblies at elementary schools to promote the 2017 Summer Reading Program. Youth Services staff went to both middle schools to promote library services, booktalk, and encourage youth participation in the Library’s teen volunteer group, Teen Advisory Board. Private schools requested visits during the school year for a storytime or Library related educational program.

Below is a list of community groups that staff and volunteers visited or provided in-house tours in 2016-17:

- |                              |  |
|------------------------------|--|
| MAP Youth Leadership Academy | Options: Head Start Preschool          |
| Wildrose Elementary          | Pasadena Christian Preschool           |
| Mayflower Elementary         | Pasadena Christian School              |
| Monroe Elementary            | Tzu Chi Preschool                      |
| Plymouth Elementary          | Tzu Chi Elementary                     |
| Bradoaks Elementary          | Calvary Road Baptist Academy           |
| Clifton Middle School        | Pasadena City College Parent Education |
| Santa Fe Middle School       | Moms Club of Monrovia                  |
| Canyon Oaks High School      | Boys and Girls Club                    |
| Canyon Early Learning Center | Monroe & Wild Rose Village Program     |
| First Lutheran Preschool     | Summer Extravaganza                    |
| First Presbyterian Preschool | YMCA                                   |

The following tables outline the number of visits for children of all age groups. Staff currently tracks the number of in-house and outreach visits, and the number of participants who are involved in the scheduled visits.

In-House Visits	2014-15		2015-16		2016-17	
	Visits	Participants	Visits	Participants	Visits	Participants
Preschool	9	372	6	297	8	490
Elementary	14	1,022	16	857	24	1,367
Middle School	1	40	3	78	2	18
High School	2	16	4	152	2	98
<b>TOTALS</b>	<b>26</b>	<b>1,450</b>	<b>29</b>	<b>1,384</b>	<b>36</b>	<b>1,973</b>

Outreach Visits	2014-15		2015-16		2016-17	
	Visits	Participants	Visits	Participants	Visits	Participants
Preschool	27	1,208	20	700	32	1,241
Elementary	26	2,206	39	4,997	50	5,391
Middle School	77	2,266	63	2,400	44	1,387
High School	2	19	5	125	6	204
<b>TOTALS</b>	<b>132</b>	<b>5,699</b>	<b>127</b>	<b>8,222</b>	<b>132</b>	<b>8,223</b>

The total youth who participated in outreach and in-house visits were 9,606 in the 2015-16 fiscal year. The number of youth reached increased to 10,196 this year, 2016-17.

#### **OUTCOMES:**

Community impact was captured in thank you letters after visits and interactions at the Reference Desk:

- At the Bradoaks Elementary 3<sup>rd</sup> Grade History Presentation Visit - After learning about the generosity of people like Andrew Carnegie (who donated \$10,000 toward the first Library building in Monrovia) and Frederick Alvord (who willed \$50,000 toward the second Library building in Monrovia), students came up to staff saying that when they are rich and famous, they want to donate money to the library too.
- After a presentation to the senior group at the Community Center, a patron came to check out the Braille collection and a Braille machine and was thrilled that we offered options for the visually impaired.

**STRATEGIC IMPACT:** Forming new relationships and expanding on existing partnerships with the Monrovia Unified School District has been a strategic focus. Participation in summer school and additional booktalks to elementary schools has allowed staff to reach more children, meet more teachers, and form trusted connections. Additional exposure has led to participation in parent literacy nights and recognition as an important resource in the community. Through school visits, the Library was able to give out 72 library cards to new users.

Continued partnerships with Santa Fe Middle School students and parents will help staff to evaluate and determine what services Southern Monrovia need, helping to reach the strategic direction of enhanced access for all. The Library continues to be invited to speak as a resource at the Parent Education workshops to promote adult support in increasing student literacy skills.

Outreach efforts will continue to strengthen the public perception of the Library as a welcoming place, able to make free resources available to everyone by inviting them to the Library or bringing it to them. Increased requests from teachers and community groups to speak to students and parents about the exciting programs and events available are an indication staff is working toward the strategic direction of enhancing image. Increasing accessibility to older adults and expanding partnerships improves visibility, and supports key focus areas of the strategic plan.

**ENVIRONMENTAL IMPACT:** There are no environmental impacts associated with this report.

**FISCAL IMPACT:** In-house and outreach visits are considered a regular part of Library business practice; there are no additional costs associated with these visits.

**RECOMMENDATION:** Staff recommends the Library Board move to receive and file AR-1 2016-17 In-House and Outreach Visits Evaluation.

**LIBRARY BOARD ACTION REQUIRED:** If the Library Board concurs, the appropriate action would be a motion: *Receive and file report AR-1 2016-17 In-House and Outreach Visits Evaluation.*

# AR-1