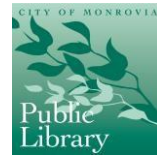




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: April 26, 2018

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q2 2018 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q2 2018

UPDATE: The Monrovia Public Library Strategic Plan 2017-2022 was officially recommended by the Library Board on July 27, 2017 and was approved by City Council on August 1, 2017. Quarterly updates to the Library Board on the progress of the goals and activities of the plan are just one way Staff are ensuring that this plan will be a dynamic and living document that shapes the Library's future.

The plan has a total of 22 SMART Goals and 64 supporting Goal Activities. For the first year, there were five goal activities due in 2017 and all five were completed. As of April 2018, there have been 28 goal activities completed, including two that were due Q2 2018. In addition, there are 10 activities that are starting this quarter. Staff has already made great progress on the activities coming up this year and look forward to the continued growth of the Library and its services for the betterment of the community.

Here is a brief snapshot of what has been accomplished as of April 2018 and what will be started this quarter (for a complete list, please see the SMART Goals Worksheet attachment):

Enhance Experiences

Staff made progress in programming evaluation, space planning, and supporting 21st century skills for youth as well as "Active Mind, Active Life" programming for adults, including:

- Several meetings were set with community partners regarding outreach and programming for local seniors
- Staff created a survey that will be rolled out later this year for library card holders that are Older Adults, to learn what they like and look for in programming and services
- Staff wrote a successful grant that provided \$10,000 for new equipment and a partnership with Oak Crest Institute of Science that lead to increased STEAM programming for youth
- As of April 2018, STEAM programming comprises 23.6% of the total programming for youth, exceeding the goal of 20% by 2021 set by the Strategic Plan
- Staff hosts monthly school librarian meetings at the Library as a way to promote library services and learn how they can best support the school district and it's students' needs
- Staff has researched space planning resources and will use a space use survey later this year to better understand how the Adult Services Area should be configured to best fit the needs of current and future users

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Enhance Access

Staff is expanding services to Southern Monrovia and mobile library services throughout the community thanks to the launch of the Monrovia Reads Van in March 2018. The van currently visits each elementary school weekly, including Plymouth in Southern Monrovia, will be at Station Square for the Summer Reading Program Kickoff in June, and the library is partnering with Huntington Oaks Shopping Center to have the van visit on a monthly basis during the summer.

Enhance Partnerships

While no goal activities were completed, Staff continues to make progress in a number of areas, including:

- Partnered with the Library's Foundation and Monrovia Reads to launch the Monrovia Reads Van in March 2018, providing mobile library services to all five elementary schools on a weekly basis
- Staff is working with the Legacy Project Team on the final elements of a searchable historical online resource
- Staff regularly partners with the school district's Adult School to provide tours of the Library for their students, the Literacy Coordinator leads workshops on the campus, and the Library has hosted ESL classes lead by Adult School teachers

Enhance Technology

Several goals for this Strategic Direction were completed within the first year of the plan so the remaining activities relate to our installation of the CENIC Broadband Network, currently set to launch in mid-May 2018, and evaluating new services launched in 2017 or 2018 after a one or two year implementation. These evaluations will come in future updates on the plan. Staff expanded promotion of online resources on the library's social media pages, posting 47 promos for our online resources July 2017-April 2018. These online resources saw increases during the same time, with the usage of TumbleBooks going up 28%, Overdrive up 25%, and Zinio/RB Digital up 12%, compared to usage statistics from the same period last year.

Enhance Image

Staff continues to work on marketing and promotion of library services and programs as well as engaging with community stake holders:

- The social media presence on the Library's official Facebook page grew, with the number of Page Likes doubling and average Post Impressions increasing by 39% from the same period last year
- The Library's official Twitter account saw a 3% decrease in Impressions versus last year, but Staff will work on more consistently posting on the platform to ensure the Library receives the most impact
- Staff partnered with the local organization, Healing Connections, to host two March 4 Balance programs in March 2018 for teens and their parents, *Talking With Your Teen* and *Express Yourself Through Art*

Enhance Staff Development

Staff Development is an important element of the Library's culture and progress continues to be made, including:

- Regularly scheduled Learning Hours are available for each staff member, averaging 3-4 hours per month
- The second annual Staff Learning Summit will be held on August 9, 2018 with presentations on safety, Tinkercad software, the Monrovia Reads Van, and other topics
- Staff worked with Human Resources to create an updated part-time evaluation form and procedure
- Supervisors worked with Staff in developing individual goals that align with the Strategic Plan for their evaluation goals in the coming year

Overall, much has been accomplished since the plan was launched last year. Several major projects and new services were launched in Q2 2018, including the Monrovia Reads Van and the Innovation Station partnership with Oak Crest. Staff looks forward to building upon their successes as they continue to provide their very best for the community.

FISCAL IMPACT: There is no fiscal impact associated with this report.

RECOMMENDATION: Staff recommends the Library Board move to receive and file **AR-1 Library Strategic Plan Q2 2018 Progress Report**.

LIBRARY BOARD ACTION REQUIRED: If the Library Board concurs the appropriate action would be a motion to: ***Receive and file AR-1 Library Strategic Plan Q2 2018 Progress Report***.

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