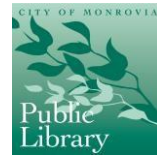




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: July 26, 2018

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q3 2018 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q3 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. As of July 2018, there have been 32 goal activities completed. In addition, there is one activity starting this quarter and three more starting in Q4 2018. Staff has already made great progress this year and looks forward to the coming months as we start work reviewing library hours, establishing a new public relations team, and finalizing our programming plan.

Here is a brief snapshot of what has been accomplished as of July 2018 and what will be started the second half of the calendar year (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:

- Staff surveyed Older Adults, to learn what they like and look for in programming and services, and will be rolling out new programs in the fall, including: a classic movie series, a modified meditation class, and Meet Ups at local senior facilities
- Staff received a Bilingual Books Grant of \$7,500 from the state to grow our popular Foreign Languages collection for both the library and Monrovia Reads Van
- As of July 2018, STEAM programming comprises 30.8% of the total programming for youth, exceeding the goal of 20% by 2021 set by the Strategic Plan
- Staff met with the Library Foundation to discuss the preliminary concepts and ideas for the Library Park Redesign Project

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Enhance Access

Thanks to the launch of the Monrovia Reads Van in March 2018, Staff is expanding services to Southern Monrovia and mobile library services throughout the community:

- From March to June 2018, the van's weekly visits to each elementary school resulted in 1045 items being circulated and 55 new library cards created
- The Van was at the Summer Reading Program Kickoff in June at Station Square with 202 in attendance
- The Library has partnered with Huntington Oaks Shopping Center for monthly visits during the summer
- As of the end of July 2018, the Monrovia Reads Van has participated in a total of 74 school visits and outreach events with more planned for the future

Enhance Partnerships

Staff continues to make progress in a number of areas, including:

- Expanding the partnership with the Monrovia Unified School District on a variety of projects like the Monrovia Reads Van as well as Literacy tours and classes at the Adult School
- Staff worked with the Legacy Project Team to launch the new online historical collection in May 2018
- Staff continues to build their knowledge and expertise on historical preservation and research by attending workshops and webinars
- A new scanner from the State Library was secured by Staff to assist with digitization of historical materials in the Heritage Room

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 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. With the launch of the City's website, the library catalog, and the new Beanstack app for our summer reading software, the Library's digital offerings are now 100% responsive and/or mobile-friendly. Staff also continues to promote online resources with regular posts for databases and e-materials. As of July 2018, the usage of Overdrive, the Library's ebook platform, has increased by 32% from last fiscal 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 saw a huge jump in audience reach, with the daily average for FY17/18 at 733 versus 237 in FY16/17, a 209% increase
- The Library's official Twitter account saw a 11.4% increase in Impressions versus last year and Staff continue working on more consistently posting on the platform with an increase of 26.7% of total tweets in FY17/18 versus FY16/17

- The City's new on-boarding process provides a tour for new employees of City facilities, including a stop at the Library to sign up for a new card to ensure all new staff are library members moving forward

Enhance Staff Development

Staff Development is an important element of the Library's culture and though the majority of goal activities have been completed, progress continues to be made, including:

- Regularly scheduled Learning Hours available for each staff member
- The second annual Staff Learning Summit will be held on August 9, 2018 with presentations on safety, Tinkercad software, library history, and other topics
- Updated part-time evaluation forms that ensure timely feedback and encouragement
- Individualized evaluation goals that align with the Strategic Plan

Overall, much has been accomplished since the plan was launched last year. Several major projects and new services were launched this quarter, including the Bilingual Books Grant and Monrovia Legacy Project Collection. 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 Q3 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 Q3 2018 Progress Report***.

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