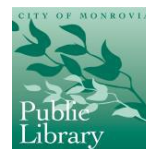




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Public Services  
Library Division

**MEETING DATE:** October 25, 2018

**PREPARED BY:** Linda Rivas  
Youth Services Supervisor  
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**AGENDA LOCATION:** AR -1

**TITLE:** 2017-2018 In House and Outreach Evaluation

**OBJECTIVE:** To provide the Library Board with the statistics and evaluation of the library's outreach and in-house visits.

**BACKGROUND:** In-house and outreach visits are an integral part of library service. Extending our knowledge and support beyond traditional reference and library programs allow us to be accessible and active in the community.

#### **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 so materials may be checked out on the day of the visit. 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 Library's 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. 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 Access:** 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, Readers Advisory, and Services:** Booktalks and reading stories highlight the resources available in the Library and encourage patrons to visit and check out the materials. Participants are also introduced to programming such as Early Literacy play groups and various forms of literacy support- Informational, 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.

## Youth Services

**Sensory Storytime:** Staff reached out to the Special Education Departments within the Monrovia Unified School District and offered a sensory storytime. Children with brains that develop along a different trajectory process information using parts of their brains that aren't always activated in traditional storytime. These children find it challenging to stay focused and to transition from one activity to another. Sensory storytime offers an opportunity to experience stories through multisensory activities which accommodate the learning needs of these students. Through this specialised outreach, staff was able to nurture a love of reading and enhance literacy skills for children with developmental disabilities.

**Campus Outreach:** Youth Services staff was invited to share storytelling techniques at Tzu Chi Staff Development Day. 75 instructors learned what stories made great read-alouds and how to keep young listeners engaged and excited about reading. Supporting and training teachers, is a

two-fold success. Not only did staff tap into an opportunity to support lifelong learning for the teachers, but they demonstrated techniques for teachers to engage and excite their classes while focusing on the content areas of reading and literacy, subjects deemed fundamental in the 21st Century Learning framework.

Library Staff also attended school district Open House events, Parent Literacy Nights, PCC Parent Workshops, and Career Days. Wild Rose Elementary hosted quarterly Book Parties where the school librarian invited Library Staff to an “invitation only” celebration for students who read books and completed book reviews. Mayflower Elementary invited the library’s Monrovia Reads Van to their annual Parent Night to share library resources and programs.

**History Presentation:** A library history presentation is presented to support 3rd 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.

**Friday Night Fair:** Regular participation in Friday Night Fair festivities provides an array of activities that vary from storytelling to arts and crafts. Participation in events that extend beyond traditional library boundaries offer opportunities to connect with individuals and families in an informal setting that creates bonds with community members and community organizations.

**Monrovia Reads Van:** In partnership with the Monrovia Reads Foundation and the Monrovia Unified School District, Library staff visited one elementary school a day, five days a week. At each site, children and families had a chance to check materials in and out, place requests for favorite titles and join staff in an educational craft or activity. Not only do these visits bring the library to children who may not have a way to get to the library often, staff is able to support their educational needs, encourage recreational reading and strengthen ties with other community stakeholders.

### Groups Served

Youth Services performed a variety of visits in fiscal year 2017-2018. Staff provided visits for public and private schools, local daycare centers and a variety of children’s organizations. Some groups asked the library to visit on a monthly basis during the school year. 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 embracing the strategic direction of enhancing the library’s image and growing the organization’s reach beyond it’s four walls.

Below is a list of some of the groups that requested an in-house or outreach visit in 2017-2018:

- |                          |                          |                           |
|--------------------------|--------------------------|---------------------------|
| Boys and Girls Club      | Girls Scouts and Boy     | Monrovia High School      |
| Bradoaks Elementary      | Scouts of America        | Montessori Academy of     |
| Canyon Early Learning    | Hastings Ranch Preschool | Arcadia                   |
| Center                   | Homeschool Groups        | Options After-School Care |
| Canyon Oaks High School  | Huntington Oaks Center   | Options Pre-School        |
| Clifton Middle School    | MAP Youth Leadership     | PCC Parent Education      |
| First Presbyterian       | Academy                  | Pearl Preparatory School  |
| Preschool                | Mayflower Elementary     | Plymouth Elementary       |
| First Lutheran Preschool | Monroe Elementary        | Sage Oak Charter          |

Santa Fe Middle School  
Santa Anita Family YMCA

Tzu Chi Preschool  
Tzu Chi Elementary

Wild Rose Elementary

<b>In House Visits</b>						
School Types	2015-2016		2016-2017		2017-2018	
	# of Visits	Participants	# of Visits	Participants	# of Visits	Participants
Preschool	6	297	8	490	8	375
Elementary	16	857	24	1367	20	1140
Teen	7	230	4	116	4	36
<b>Total</b>	<b>29</b>	<b>1,384</b>	<b>36</b>	<b>1,973</b>	<b>32</b>	<b>1,551</b>

<b>Outreach</b>						
School Types	2015-2016		2016-2017		2017-2018	
	# of Visits	Participants	# of Visits	Participants	# of Visits	Participants
Preschool	20	700	32	1241	51	2387
Elementary	39	4997	50	5391	89	6909
Teen	68	2525	50	1591	20	822
<b>Total</b>	<b>127</b>	<b>8,222</b>	<b>132</b>	<b>8,223</b>	<b>160</b>	<b>10,118</b>

**Public Response**

The response to the library's efforts has been overwhelmingly positive and supportive, as evidenced below:

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- Tzu Chi Preschool and Elementary invited Youth Services Staff to their annual Appreciation Luncheon, where the library was recognized for their outstanding community involvement and support of education while promoting literacy.
- After an in-house visit that included an interactive history of the city and the library, one of the teachers was so inspired she sent the library photos of their class craft project - Samson, in a hot tub, reading each student's favorite book.
- A group of homeschoolers and their parents scheduled a visit to learn about community helpers. They were given a behind-the-scenes tour and a look at the life of a library book, from the book seller to the arms of the patron. They were so excited to practice checking materials in and out, many said that they wanted to be a librarian when they grew up.

### **Adult Services**

Adult Services Staff focused on creating partnerships; outreach to older adults; and increasing visibility and improving accessibility to library programs and services. Outreach helps staff take the library well beyond its physical walls into areas of the community, meeting people exactly where they are in their life journey and supporting lifelong learning, a goal of the library's strategic plan.

Equity of access can be a concern for older adults, since they may experience barriers in transportation to or from the library or accessing library materials due to visual or auditory challenges. During fiscal year 2017-2018, staff continued partnerships with local senior residence centers, helping to eliminate barriers to access by providing a rotating large-print book collection; tech help; creative activities; issuing library cards; and providing access to Library programs and services. Providing materials and programs for seniors that emphasize "Active Mind, Active Life" is part of the library's strategic plan and strengthens their ties to both the library and the larger community. Response from older adults was positive and included an appreciation for social, creative, and learning opportunities. Staff served 77 older adults during the 2017-2018 fiscal year.

Staff outreach efforts included social service agencies, local organizations, workshops/conferences, and local senior residence centers. Literacy Staff provide library tours to students from the local Adult School and introduce them to library materials and services. Veterans Staff provide military benefit information and online job resources to local veterans organizations and at the Friday Night Fair. Staff attended 24 outreach and in-house visits, and connected with a total of 1,216 people in 2017-2018. Some of the groups served are listed below:

Brookdale Senior Community  
 Heritage Senior Homes  
 Regency Senior Homes  
 Monrovia Providers Group  
 Foothill Family Services  
 Women's Auxiliary

MAP Leadership Academy  
 Women's Veterans Alliance  
 Monrovia Unified School District  
 Monrovia Adult School  
 California Retired Teachers Association  
 Foothill Workforce Development Board

**STRATEGIC IMPACT:** Scheduled library visits and outreach participation support the library's strategic plan in several ways. By providing library services such as library card registration,

readers advisory, and circulation of materials during off-site events, Library Staff expands opportunities for the community to access the library and its unique resources in a way that best fits their schedules. Programs such as sensory storytime and tours for adult learners are ways by which staff ensure library programs are accessible to all patrons while also expanding the library's partnership with the school district. Supporting and training teachers, as staff did with Tzu Chi educators, is a two-fold success. Not only did staff tap into an opportunity to support lifelong learning for the teachers, but they demonstrated a way for teachers to engage and excite their classes while focusing on the content areas of reading and literacy, subjects deemed fundamental in the 21st Century Learning framework. Veterans outreach at Friday Night Fair, library tours for Adult School students, and workshops for seniors all support the concept of "Active Mind, Active Life" that the library feels is necessary to foster lifelong learning in adults. 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. The Monrovia Public Library sees outreach as a way to serve the community and ensure all have equal access to enriched experiences and endless opportunities.

**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 2017-2018 In- House and Outreach Evaluation.

**LIBRARY BOARD ACTION REQUIRED:** If the Library Board concurs, the appropriate action would be a motion: ***Receive and file report AR-1 2017-2018 In-House and Outreach Evaluation.***

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