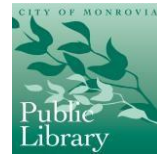




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Public Services, Library Division

MEETING DATE: October 25, 2018

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-2

TITLE: Library Strategic Plan Q4 2018 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q4 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 63 supporting Goal Activities. The plan originally had 64 supporting Goal Activities but staff noticed that two Goal Activities under Enhance Partnerships-Goal 2 had duplicative wording. The removed Goal Activity has been noted on the attached SMART Goals Worksheet. As of October 2018, there have been 40 goal activities completed. Staff has made great progress this year and looks forward to 2019 as we review library hours, celebrate the 10 year anniversary of the new building, and work on the Library Park Redesign to expand the library's indoor/outdoor space for the community.

Here is a brief snapshot of what has been accomplished as of October 2018 and what will be started as we head into the end of the calendar year and start 2019 (for a complete list, please see the SMART Goals Worksheet attachment):

Enhance Experiences

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

- Staff surveyed Older Adults for new ideas regarding services and programming which resulted in the launch of the monthly Classic Movie Afternoon program as well as services like a senior-focused training on the ride-sharing platform Lyft and a current events workshop on voter information
- The programming plan templates for both Adult and Youth Services are now complete, with room for updates and modification to ensure programming grows and changes with the community's needs
- Staff met with the Library Board and Friends in October 2018 to discuss the preliminary concepts and ideas for the Library Park Redesign Project
- By using "Learning Hours" for professional development, Staff is now 100% knowledgeable of online resources

AR-2

- Staff will launch a statistical pilot project from November 2018-January 2019 that will incorporate hourly head counts into statistics kept by Staff in order to get a better understanding of how and when the community uses the Library

Enhance Access

With the continued growth of the library's mobile services, thanks to the launch of the Monrovia Reads Van, Staff is working on ways to ensure library resources and services are effectively promoted and improved upon moving forward, including:

- Staff is preparing evaluation measurements for the review of library hours in 2019, including hourly head counts, surveys, and research of area libraries
- The Monrovia Reads Van started its first full year of service at local schools in August 2018 and in its first 8 weeks has had 1,094 visitors, circulated 497 books, and signed up 62 people for new or renewed library cards

Enhance Partnerships

Staff continues to expand existing partnerships or grow new connections with local organizations, including:

- Expanding the partnership with the Foothill Workforce Development Board on job skills training and support for Veterans and Literacy Learners
- Staff are scheduling meetings and tours of local libraries that have successful partnerships with social service organizations to ensure the library is following best practices within the field
- The Monrovia Legacy Project Historical Online Collection continues to grow in popularity with 4,700 searches made since its launch in May to the end of September 2018

Enhance Technology

Most goals for this Strategic Direction have now been completed with the remaining activities related to evaluating new services launched in 2017 or 2018 after a one or two year implementation. Items completed this quarter include:

- The successful launch of the CENIC Broadband Network in August 2018 with an average increase in speeds of 524%
- Cost savings of 15% in the first year of implementation of the library's new printer/copier system, which has been very popular with patrons who can now use credit cards to pay for copies

Enhance Image

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

- Library Express Staff signed up 157 City Staff for the Summer Reading program, 40% of the total and on the way to the goal of 50% by 2019
- The Public Relations Team met in September 2018 and have started reviewing the current promotion techniques and ways to improve them moving forward
- Thanks to the work of the Library Express Staff and the City's new onboarding process that gives new employees a tour of City facilities, including the library, on their first day, the library card holder rate for full-time staff has met the goal of 90% two years early

- Staff celebrated the library during September 2018 for National Library Card Signup Month with special promotions that resulted in 396 new library cards created, including 73 for City Staff and their families

Enhance Staff Development

All goal activities for the Staff Development Strategic Direction have now been completed as of October 2018. Continuous growth and lifelong learning are integral elements of Library and City culture and though the goal activities have been completed, progress will continue. The progress made this quarter included:

- The second annual Staff Learning Summit held on August 9, 2018 with presentations on safety, Tinkercad software, library history, and customer service was attended by 23 Staff members
- Supervisors continue to incorporate individualized evaluation goals that align with the Strategic Plan for each Staff member

Overall, much has been accomplished since the plan was introduced last year. Several major projects and new services were launched this quarter, including the CENIC Broadband Network and the Public Relations Team. Upcoming projects include the Library Park Redesign and the 10 year anniversary of the new library building in 2019. Staff looks forward to building upon their successes in the coming year 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-2 Library Strategic Plan Q4 2018 Progress Report**.

LIBRARY BOARD ACTION REQUIRED: If the Library Board concurs the appropriate action would be a motion to: ***Receive and file AR-2 Library Strategic Plan Q4 2018 Progress Report.***

AR-2