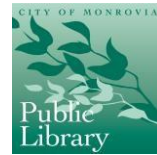




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services, Library Division

MEETING DATE: April 25, 2019

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-2

TITLE: Library Strategic Plan Q2 2019 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q2 2019

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 April 2019, there have been 47 goal activities completed, 75% of the total. Staff made great progress in the first two years of the plan and continues to review it to ensure the plan remains effective and compatible with the changing needs of the community.

Here is a brief snapshot of what has been accomplished as of April 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 visited local senior facilities on a regular basis with a total of 17 visits that reached 124 seniors from July 2018-March 2019 with modified library programming, tech help, and library services
- Adult Services Staff partnered with Copper Still Grill and Wing Walker Brewery to offer off-site programs like trivia and "Library Happy Hour" that have been very popular and reached a total audience of 114 across three events, with more planned for this year
- The State Library started providing free access for all public libraries in January 2019 to both English and Spanish editions of Encyclopedia Britannica's online version, *Britannica Digital Learning*, as well as the online New York Times site
- Received \$3000 Value of Libraries Grant from State Library to enhance senior outreach activities and resources for 2019

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Enhance Access

With the continued growth of the library's mobile services and enhanced access to library resources, Staff is working on ways to ensure new or expanded services are effectively promoted and improved upon moving forward, including:

- A \$55,000 grant from the State Library to expand and enhance family literacy services, with select staff receiving training from Abriendo Puertas/Opening Doors, a nationally recognized early literacy program, in June 2019, that will lead the new family literacy program
- In preparation for the review of library hours, Staff started recording hourly head counts in November 2018 and will continue maintaining the statistics moving forward in order to get a better understanding of usage patterns within the building throughout the year
- The Monrovia Reads Van, in its first year of service (March 6, 2018-March 6, 2019) served 6,594 people, created 151 library cards, and circulated 2,666 books

Enhance Partnerships

Staff continues to expand existing partnerships as well as reviewing best practices of local organizations, including:

- Staff toured the Foothill Unity Center in February 2019 and discussed ways to bring library services for families and veterans to the organization's clients, expanding the collaboration started in August 2018 with the library's annual participation in the Foothill Unity Center's Back to School Event
- After reviewing the training offered at local libraries, Ryan Dowd's *Homelessness in Libraries* online training series was purchased in order to provide all Library Staff and select City Staff access to the year-long training program in FY18/19
- The Monrovia Legacy Project Historical Online Collection continues to grow in popularity with 7,784 searches made since its launch in May 2018
- Receiving the Great Stories grant from the American Library Association and partnering with Canyon Oaks High School in January 2019 to bring a monthly book club to the school for at-risk 11th & 12th graders who's participation in the club allows them to earn credits for school as well as receive the monthly titles, all of which have the theme of heroism, to keep for their own personal library

Enhance Technology

All goals for this Strategic Direction have now been completed as of April 2019. Completion of this strategic direction illustrates the importance the Library places on providing all community members with access to the most up-to-date technology and devices. This is not only meant to meet their evolving needs as technology changes but also ensure universal access for all, reducing the digital divide within Monrovia for community members of all ages and backgrounds. Items completed in 2019 include:

- The continued success of the CENIC Broadband Network, which has resulted in an almost complete stop to voiced concerns from patrons and an increase of 578% in download speeds vs. pre-installation numbers (78.36 download speed pre-launch vs. 531.57 download speed post-launch as of March 2019)
- The telescopes, introduced in July 2017, continue to be the most used items in the library, with a turnover rate of 39 (three telescopes circulating 118 times) and consistently one of the most reserved items, with a total of 17 reserves as of April 2019

Enhance Image

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

- The Marketing Team meets on a monthly basis and has started work on a marketing plan for the Library that will be completed by the end of 2019
- Using feedback from comment cards submitted at Youth Services programs, 39% of the attendees learned about a particular program based on online resources (the Library's website or social media)

Enhance Staff Development

All goal activities for the Staff Development Strategic Direction have been completed. Continuous growth and lifelong learning are integral elements of Library and City culture and though the goal activities have been completed, progress will continue. Learning Hours are still an integral part of all staff members' schedules, annual evaluation goals continue to align with strategic plan elements, and the third annual Staff Learning Summit is planned for August 2019. The fact that this strategic direction was the first section completed by Staff illustrates the importance they place on continual improvement and providing premier levels of service to the community.

Overall, much has been accomplished since the plan was introduced in 2017. Several major projects and new services were launched, including: the Monrovia Reads Van, the CENIC Broadband Network, the Marketing Team, and the annual Staff Learning Summit. Upcoming projects include the Library Park Redesign, a celebration of the 10-year anniversary of the new library building, and an operating hours review. Staff looks forward to building upon their successes in the coming year as they continue to provide their very best for Monrovia.

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 Q2 2019 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 Q2 2019 Progress Report***.

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