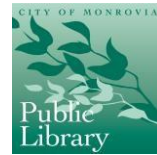




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Community Services, Library Division

**MEETING DATE:** July 25, 2019

**PREPARED BY:** Carey Vance, Library Manager

**AGENDA LOCATION:** AR-2

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**TITLE:** Library Strategic Plan Q3 2019 Progress Report

**OBJECTIVE:** To provide the Library Board with a progress report on the Strategic Plan as of Q3 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 July 2019, there have been 50 goal activities completed, 79% 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 July 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 21<sup>st</sup> century skills for youth as well as "Active Mind, Active Life" programming for adults, including:

- Staff visited local senior facilities, Brookdale, Regency Court, and Heritage Park, on a regular basis with a total of 24 visits that reached 192 seniors from July 2018-June 2019 with modified library programming, tech help, and library services
- Adult Services Staff partnered with Copper Still Grill and Wingwalker Brewing to offer off-site programs like trivia and "Library Happy Hour" that have been very popular and reached a total audience of 262 across six events, with more planned for the fall
- 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, which has had 449 visits since it launched
- Received \$2000 from the Friends to update the Youth Nonfiction collection and \$2000 to update and expand the Monrovia Read Van's collection in FY18/19

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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:

- The Monrovia Reads Van and staff participated in a summer *Fun in the Sun* event at Huntington Oaks in June 2019, partnering with the center's retailers on activities, storytimes, giveaways, and more for over 200 people
- Staff have regularly surveyed community members in South Monrovia to gain feedback on programs and services as well as how to bring more mobile library services into the area
- In FY18/19, the Monrovia Reads Van participated in 161 school & community visits, including MAP events throughout the year, afterschool & summer school visits, events at Huntington Oaks Center, Wingwalker Brewing, and the 2019 Summer Reading Kickoff in Library Park

## **Enhance Partnerships**

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

- Staff supported the Foothill Unity Center's Back to School donation drive, collecting items in June & July, and will participate in the annual Back to School Event at Santa Anita in August 2019
- The Monrovia Legacy Project Historical Online Collection continues to grow in popularity with 6,046 searches made in FY18/19
- The partnership with Dementia-Friendly Monrovia has lead to expanded memory-care services and tours for local senior groups by staff starting this summer and continuing through the year
- The Great Stories Book Club at Canyon Oaks High School for at-risk 11th & 12th graders, who earned school credits as well as free copies of the monthly titles, was a huge success and based on the positive feedback from school staff and the 12 students who participated, library staff is partnering with Canyon Oaks to offer the book club again next year

## **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 end 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 45 (three telescopes circulating 135 times) and consistently one of the most reserved items, with a total of 20 reserves as of June 2019
- FY18/19 saw Overdrive usage increase 55% from FY17/18 with TumbleBooks increasing 44% and RBdigital (formally Zinio) increasing 20% over the prior fiscal year, increases due largely to expanded promotion and mobile-friendly apps for these tech resources

## **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)
- The library's Instagram account has grown over the past year, with 1,136 followers as of June 2019

## **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 8, 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, an operating hours review, and launch of the marketing plan. Staff looks forward to building upon their successes moving forward 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 Q3 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 Q3 2019 Progress Report***.

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