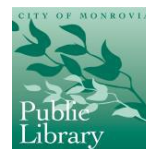




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: October 24, 2019

PREPARED BY: Linda Vera
Youth Services Supervisor
Rebecca Elder
Adult and Literacy Services Supervisor

AGENDA LOCATION: AR -1

TITLE: 2018-2019 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. Providing expanded access to programs and services while building partnerships across the community are key goals of the library strategic plan. Outreach and in-house visits greatly expanded in fiscal year 2018/2019 due in large part to the additional services provided by the Monrovia Reads Van, which was launched in March 2018. Fiscal year 18/19 saw the totals for outreach and in-house visit participants increase by 27.4% from the prior fiscal year and 50.3% over fiscal year 2016/2017, before the introduction of the Monrovia Reads Van. The number of visits from 17/18 to 18/19 also increased by 42.7% as staff brought library services out into 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 an opportunity to sign up for a library card. An in-house visit may consist of reading stories, early literacy fingerplays, 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 share the history and architecture of the library.

Outreach Visit: A library representative goes directly to an organization 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 presentation about the library. 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. 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 collections, and Monrovia history.

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The library also partners with organizations such as Foothill Unity Center and Monrovia Area Partnerships (MAP) events to provide 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
- Community Connections
- Library Cards and Materials Access
- Promotion of Library Materials, Readers Advisory, Services, and Programming
- Learning Opportunities & Library Education
- Model Lifelong Learning and Reading

Outreach & In House Visits for Fiscal Year 2018/2019						
	2016-2017		2017-2018		2018-2019	
	# of Visits	Participants	# of Visits	Participants	# of Visits	Participants
Preschool	40	1731	59	2762	37	1897
Elementary (incl MR Van)	74	6758	109	8049	225	11,374
Teen	54	1707	28	858	13	745
Adult	39	721	24	1216	39	2396
Total	207	10,917	220	12,885	314	16,412

Youth Services

Sensory Storytime: Staff continued to offer this specialized program to all the district schools in Monrovia. This year, library staff not only visited elementary and middle school campuses, but accommodated field trips to the library. Students, teachers, and parents participated in an interactive program at our location that is designed to fit the needs of each class. These storytimes include less sitting and more movement, parachute play, sensory toys, softer music, bubble play, and more. Not only was school faculty grateful for the opportunity to plan an outing,

but parents and library visitors have shown their appreciation for custom library programming that specifically meets the needs of children with disabilities and attention disorders.

Campus Outreach: Monroe Elementary's Parents Teacher Association (PTA) President invited staff to the school's firstcampout night on campus, where staff told stories around a campfire. Oral storytelling enhances listening skills, encourages the use of imagination and creativity, and can increase children's willingness to share their thoughts and feelings.

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.

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.

Junior Researcher Academy: The library partnered with Oak Crest to offer a 3D printing workshop to teens enrolled in the Researcher Academy. Each two-week session of the Academy included a one hour 3D printing workshop led by Library Staff. The first session on June 29 was attended by 10 students in grades 8-10. Teens learned the basics of TinkerCad and viewed a demonstration of the library's new MakerBot Mini 3D printer. Attendees created their own name keychain and were given time for independent exploration and to design projects of their own choosing with guidance from staff. The second workshop took place on July 26, and teens were given more individualized instruction for designing advanced projects. The program added a new element to the Oak Crest curriculum and strengthened the partnership between the City, Library, and Oak Crest Institute of Science.

Monrovia Reads Van: In partnership with the Monrovia Reads Board and the Monrovia Unified School District, Library Staff visited one elementary school a day, five days a week in 18/19. 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 easy access, staff is able to support their educational needs, encourage recreational reading, and strengthen ties with other community stakeholders. The popularity of the van has greatly increased outreach opportunities and the library's image across Monrovia, leading to additional requests for visits from local organizations, including a holiday event at Huntington Oaks, the annual Foothill Untiy Back-to-School event, and MAP neighborhood block parties.

Groups Served

Youth Services performed a variety of visits in fiscal year 2018-2019. 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, access, and partnerships, while growing the organization's reach

beyond its four walls. Youth Services staff hosted a total of 35 in-house visits for 1,567 children in fiscal year 2018-2019.

Below is a list of some of the groups that participated in an in-house or outreach visit in 2018-2019:

Boys and Girls Club	First Lutheran Preschool	Options Pre-School
Bradoaks Elementary	Huntington Oaks Center	PCC Parent Education
Canyon Early Learning Center	MAP Youth Leadership Academy	Plymouth Elementary
Canyon Oaks High School	Mayflower Elementary	Santa Fe Middle School
Clifton Middle School	Monroe Elementary	Tzu Chi Preschool
First Presbyterian Preschool	Monrovia High School	Tzu Chi Elementary
	Options After-School Care	Wild Rose Elementary

Public Response

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

- 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 hearing staff tell stories at Monrovia's Canyon Park Campout over the summer, Monroe Elementary's PTA president asked staff to participate in their own school campout, citing the value of storytelling.
- Upon seeing a group of Monrovia Unified sensory storytime participants leaving the library, a police officer who has a special needs child posted on social media that she was pleased to see the library providing opportunities to a diverse audience.

Adult Services

Adult Services Staff focused on increasing the Library's geographic footprint by improving accessibility to programs and services through outreach. Mobility, transportation, vision and hearing impairment all pose barriers to traditional walk-in library service. Outreach offers a way to create equity of access for adults with a variety of needs, as well as increasing awareness of available resources. Bringing library programs and services out into the community improves the quality of life by reducing isolation and supporting lifelong learning, a goal of the library's strategic plan.

During fiscal year 2018-2019, staff connected with the local groups serving older adults and senior residence centers. Providing materials and programs for older adults strengthens their ties to the library and the larger community, emphasizing *Active Mind, Active Life*, part of the library's strategic plan. Library services for older adults included providing access to a rotating large-print book collection; tech help; creative activities; and issuing library cards. Staff also provided a library tour and story-share to a local memory care facility. Staff served a total of 204 older adults this fiscal year.

Staff partnered with local agencies and organizations, and presented information at workshops and conferences. Literacy Staff conducted library tours for students from the local Adult School, issued library cards, and introduced them to library materials and services. Veterans Staff provided health, education, housing, and employment resources to area health and wellness fairs, local veterans organizations, and at the *Friday Night Street Fair*. Staff attended 39 outreach and in-house visits, and connected with a total of 2,396 people in 2018-2019. Some of the groups served are listed below:

- Heritage Park Senior Homes
- Regency Court Senior Homes
- Kensington
- Foothill Unity Center
- Monrovia Adult School
- Dementia Friendly Monrovia
- MAP Leadership Academy
- Women's Veterans Alliance
- Foothill Workforce Development

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. The library participates in the Canyon Park Campouts hosted by the Recreation Division not only maintained our partnership with other city departments, it provided yet another opportunity for staff to reach Monrovia's families. Veterans outreach at local events, library tours and classroom visits for Adult School students, and creative activities for seniors all foster lifelong learning in adults.

Outreach efforts will continue to increase access to library services and programs by creating a culture of learning and discovery in non-traditional spaces. As champions of lifelong learning, the Monrovia Public Library views outreach as a way to ensure all have equal access to information, technology, and opportunities to enrich their lives.

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 2018-2019 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 2018-2019 In-House and Outreach Evaluation.*

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