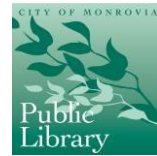




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: October 24, 2019

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-2

TITLE: Library Strategic Plan Q4 2019 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q4 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 October 2019, there have been 52 goal activities completed, 83% 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 October 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:

- In response to positive feedback from school staff and students, the Great Stories Club is returning to Canyon Oaks High School for another year, with library staff expanding the program beyond the grant-funded four months to the entire 19/20 school year
- The library has been selected to receive free dementia and Alzheimer's activity kits, funded by the state's Mental Health Initiative grant, that will support staff as they provide outreach to local senior facilities and memory care groups
- Received \$1,500 from the Friends in July 2019 to update the Monrovia Read Van's collection for the 19/20 school year with new popular titles and items that support the school district's curriculum
- Starting in September 2019, Youth Services staff are offering twice monthly SciLab programs that include 3D printing, Lego Boost Robotics, and drop-in workshops on electronics, biology, and chemistry

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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 expanded service during the 19/20 school year to include regular visits to the local middle schools, high schools, and the Canyon Early Learning Center
- Students from Plymouth, who visited the van 1,026 times and checked out 527 books during the 18/19 school year, continue to receive weekly visits from the Monrovia Reads Van as staff provide library services and activities in South Monrovia, with regular visits to Santa Fe Middle School added during the 19/20 school year
- While staff continues to review library usage statistics on a regular basis, any changes made to library operating hours will wait until after the Library Park Redesign Project is completed in order to better understand the impact the expanded library space will have on staffing levels and the way the community uses the newly designed space

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 participated in the annual Back to School Event at Santa Anita in August 2019, interacting with 150 children and their families
- Staff attended Back-to-School Nights at the local elementary, middle, and high schools in August and September, reaching a total of 621 students and their families
- The partnership with Dementia-Friendly Monrovia has lead to expanded memory-care services and tours for local senior groups, as well as informational materials made available to the public from the larger Dementia-Friendly America organization
- At the annual Literacy Fundraiser in September 2019, attendees participated in a library-wide scavenger hunt that highlighted various library services, including the Heritage Room and its historical materials
- A new service of offering access to a VSO benefits officer on-site at the Veterans Resource Center on a regular basis started in August 2019 and the response has been incredibly positive with advanced appointments filling his weekly visit

Enhance Technology

All goals for this Strategic Direction have 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)
- The telescopes, introduced in July 2017, continue to be the most used items in the library, with a turnover rate of 50 (three telescopes circulating 151 times) and consistently one of the most reserved items, with a total of 27 reserves as of October 2019
- A new library events calendar software was launched July 2019 for a more streamlined and intuitive experience with a mobile-friendly and responsive design that works across various devices

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 is finalizing a marketing plan draft that will be presented at the January 2020 Library Board meeting
- The library's Instagram account has grown in popularity over the past year, with 1,194 followers as of October 2019
- Veterans Resource Center staff and volunteers participated in the City's summer concerts in July & August 2019 to promote veterans resources to the larger community

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 took place on August 8, 2019. A new staff development program, Collab Lab, will be launched in early 2020 as a way for staff to learn from one another while working on specific projects that grow their skills. Staff's feedback on Collab Lab and what they seek to gain from it has been thoughtful and enthusiastic. It is no wonder this strategic direction was the first section completed by staff. They recognize the importance of 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 and the 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 Q4 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 Q4 2019 Progress Report**.

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