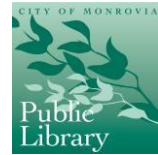




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Community Services  
Library Division

**MEETING DATE:** July 23, 2020

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

**AGENDA LOCATION:** AR-1

**TITLE:** Library Strategic Plan Q3 2020 Progress Report

**OBJECTIVE:** To provide the Library Board with a progress report on the Strategic Plan as of Q3 2020

**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 duplicate wording. The removed Goal Activity has been noted on the attached SMART Goals Worksheet.

Please note, due to the impacts of Covid-19, the library closed on March 13, 2020 and the March and April Library Board meetings were canceled. The regularly scheduled Q2 update, planned for the April 23 Library Board meeting, was presented during the May 2020 meeting, but in order to stay consistent with the established quarter system, the information presented covered the period of February-April 2020. This Q3 report covers the period of May-July 2020.

As of July 2020, there have been 53 goal activities completed, 84% of the total. Staff made great progress in the first few years of the plan and continues to review it to ensure the plan remains effective and compatible with the changing needs of the community. The remaining goal activities are either impacted by the Covid-19 closures or are based on timelines of 12-24 months for review of new programs or services.

Here is a brief snapshot of what has been accomplished as of July 2020 (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:

- The library has received a \$2,500 grant from 3M to purchase materials for STEM virtual programming and services
- Staff produced a total of 33 virtual storytime and craft videos in May and June, with 5,394 views across the library's Facebook and Instagram accounts

**AR-1**

- Staff continue to offer STEM virtual programming during the Covid-19 closure, including Makerspace videos on TinkerCad, the 3D printers, library microscopes, and Thingiverse online software with a total of 1,782 views in May and June

### **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 library launched Curbside Pickup Service on July 6, a completely contactless holds service, and in the first week had 522 items borrowed and assisted a total of 256 patrons via email, phone, or text with overwhelmingly positive feedback from enthusiastic patrons
- Due to travel restrictions put into place in response to the pandemic, several Literacy learners were unable to travel back to the United States but they have been able to continue their one-on-one meetings and participation in the weekly book clubs and conversation classes virtually via Zoom thanks to guidance from Victor and Jade, who provided mini-tutorials on the platform for each learner and tutor in the program
- The library has generated a total of 117 ecards since the closures began, providing access to online resources and curbside holds pickup

### **Enhance Partnerships**

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

- During the library closure, Literacy virtual conversation classes and Meetups continued with 244 participants in May and June, ensuring continued support for the school district's Adult School students who are active participants in the library's weekly conversation classes and book clubs
- While the Veterans program has gone online with virtual meetings, Mabel has been working with the state's Veterans Connect team on virtual trainings for the Veterans Resource Center (VRC) volunteers to keep them updated on current resources and services for veterans and their families
- Staff continue to make connections with statewide programs and associations, representing Monrovia as panelists, with Mabel serving as a panelist on a Veterans Connect virtual training in May 2020 and Victor acting as a guest speaker for a SCLLN (Southern California Library Literacy Network) statewide webinar also held in May
- After years of successful collaborations with the Monrovia Duarte Black Alumni Association (MDBAA), Youth Services started meeting with MDBAA in July 2020 to start planning on a virtual Black History Month Celebration for February 2021

### **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.

The need for technology and online resources has become even more important during the Covid-19 crisis, resulting in the following:

- The Library Foundation generously is supporting the purchase of new teleconferencing equipment for virtual classrooms and workshops as well as filming equipment and software to enhance and expand the library's virtual programming for all ages
- Usage of HelpNow, an online tutoring resource, continues to be popular during remote learning for students, with 895 total sessions during Fiscal Year 2019/2020 (July 2019-June 2020) vs. 501 sessions during Fiscal Year 2018/2019
- eBook usage was already increasing during FY19/20 and the Covid-19 crisis expanded that growth with 15,953 ebooks checked out FY 19/20 vs. 10,847 checkouts in FY18/19
- TumbleBooks, online guided ebooks for children, has also seen a spike in usage during the Covid-19 crisis, with 293 sessions from March-June 2020

### **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 continues to collaborate virtually via the library's Slack account to ensure updated information is shared during the library's closure on the website and social media sites, including regular posting of virtual programming videos that resulted in a total of 7,176 views from May-June 2020
- The library's Instagram account has grown in popularity over the past year, particularly in the past few months with the posting of virtual programming videos, with 1,561 followers as of July 2020
- Staff is actively promoting the library's new Curbside Pickup Service with how-to videos and instructional graphics on social media, resulting in 522 items borrowed in the first week after its launch on July 6

### **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 continues on to this day. Learning Hours have remained an integral part of all staff members' work from home schedules. Annual evaluation goals continue to align with strategic plan elements and ensure professional development remains an important focus for every staff member. The new staff development program, Collab Lab, launched in early 2020, is continuing with virtual meetings among the staff teams. Each team is collaborating on grant research and virtual programming while working remotely. Staff have been thoughtful and enthusiastic about professional development while working from home, expanding their skills on a variety of topics, including Excel, sign language, Spanish, homelessness, mental health, virtual services, racial justice, collection development evaluation, and customer service. They have also completed the National Incident Management System (NIMS) and Standardized Emergency Management System (SEMS) trainings over the past few months. These two trainings require 8-12 hours per staff member and are integral to responding effectively in an emergency situation. Staff recognize the importance of continual improvement and see it as one of the key ways to continue to provide premier levels of service to the community.

### **Conclusion**

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. Due to the effects of the Covid-19 crisis, the upcoming Library Park Redesign project has been temporarily delayed, but staff will use this time to review design elements and meet with community partners to gather further feedback. With the introduction of virtual programming, remote work, and now curbside services, staff will continue to follow the roadmap of the Strategic Plan as it grows and changes with the needs of the community. Staff looks forward to building upon their successes while moving forward and providing 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-1 Library Strategic Plan Q3 2020 Progress Report**.

**LIBRARY BOARD ACTION REQUIRED:** If the Library Board concurs the appropriate action would be a motion to: ***Receive and file AR-1 Library Strategic Plan Q3 2020 Progress Report.***

**AR-1**