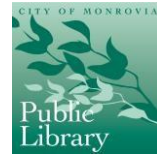




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: October 22, 2020

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q4 2020 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q4 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. The Q3 report covered the period of May-July 2020. And this report covers August-October 2020.

As of October 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 October 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 21st century skills for youth as well as "Active Mind, Active Life" programming for adults, including:

- The library once again received a Book To Action grant from the state library to purchase books and provide programming around the theme of sustainability and environmental justice, particularly important in light of the recent Bobcat Fire and wildfires across California and with programming taking place in 2021 that will highlight the science and social issues related to wildfires

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- The Young Adult Collection was inventoried by staff in August and more collections will be inventoried in the coming year to ensure the library catalog reflects up to date and accurate information for patrons
- Staff produced a total of 32 virtual storytime and craft videos in August and September, with 4,775 views across the library's social media accounts
- Staff continue to offer STEM virtual programming, including videos on inertia, exothermic reactions, 3D design, diffusion, and different types of rocks, with a total of 1,436 views in August and September

Enhance Access

With the continued need for enhanced access to library resources in light of the pandemic, 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 three months (July 6-October 10) had 13,090 items borrowed and assisted a total of 3,786 patrons via email, phone, or text with overwhelmingly positive feedback from enthusiastic patrons
- The library has generated a total of 194 ecards in the first 7 months of the Covid closures (March 13-October 10), providing access to online resources and curbside holds pickup
- Kits were made for patrons to reserve online and pick up via curbside, so they could participate in the Adult Services' Gather & Make live Zoom programs in October, providing access to original library programming that allowed patrons the chance to interact with staff and one another

Enhance Partnerships

Staff continues to expand existing partnerships to enhance services to the community, including:

- During Covid closures, Literacy virtual conversation classes, book clubs, and meetings continue with 252 participants in August and September, ensuring continued support for the school district's Adult School students who are active participants in the library's Literacy program
- After years of successful collaborations with the Monrovia Duarte Black Alumni Association (MDBAA), Youth Services staff have met with MDBAA several times to plan the programs and activities for the virtual Black History Month Celebration in February 2021
- The library partnered with the Foothill Unity Center on the Fall Reading Program in October, with a new book being donated to the center for each person that completes the program

Enhance Technology

All goals for this Strategic Direction were 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 state library is providing two year subscriptions to Brainfuse's JobNow, an online career resources site, for all public libraries in California, and staff is working with Brainfuse representatives to get the site active by November to help provide yet another source of support for job seekers

- HelpNow, an online tutoring resource, continues to be popular during remote learning for students, with 1,484 total sessions from March-September 2020 vs. 173 sessions during that same time last year
- TumbleBooks, online guided ebooks for children, has also seen a spike in usage during the Covid-19 crisis, with 647 sessions from March-September 2020 vs. 195 sessions from March-September 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 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 6,121 views in August and September 2020
- The library's Instagram account continues to grown in popularity, with 1,662 followers as of October 2020 and the Marketing Team working on ways to maximize the platform and it's features in the most effective way possible
- Staff is working on a promotional how-to video on the Legacy Project online historical collection to highlight the various search and browsing features available

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 also completed the City's annual customer service and sexual harassment trainings via the California JPIA's online training portal. 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 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 Q4 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 Q4 2020 Progress Report.***

AR-1