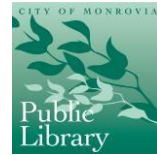




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Community Services  
Library Division

**MEETING DATE:** January 28, 2021

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

**AGENDA LOCATION:** AR-1

**TITLE:** Library Strategic Plan Q1 2021 Progress Report

**OBJECTIVE:** To provide the Library Board with a progress report on the Strategic Plan as of Q1 2021

**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. While the library building remains closed, staff continue to offer virtual programming and curbside service for the community.

As of January 2021, there have been 53 goal activities completed, 84% of the total. Staff made great progress in the first few years of the plan and continue 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 January 2021 (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:

- Youth Services Staff is finishing up an inventory of the section's materials in January 2021 to ensure item location and information are correct to make locating and using the collection easier for staff and the public
- The library held several live virtual holiday programs in December 2020 to ensure the community was still able to enjoy annual traditions like the Holiday Sounds concert and Santa Storytime even during a pandemic

**AR-1**

- Staff produced a total of 32 virtual storytime, craft, makerspace, and informational videos in November and December 2020, with 1,838 views across the library's social media accounts and on the city's YouTube channel

### **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 six months (July 6-January 9) had 21,349 items borrowed and assisted a total of 6,255 patrons via email, phone, or text with overwhelmingly positive feedback from enthusiastic and grateful patrons who appreciated having access to new books and movies
- The library has generated a total of 289 ecards in the first 10 months of the Covid closures (March 13-January 9), providing access to online resources and curbside holds pickup
- Kits were launched in January for families to reserve online and pick up via curbside, so they could participate along with staff in virtual craft and STEM programs, providing access to original library programming in the new year

### **Enhance Partnerships**

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

- 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 activities for the virtual Black History Month Celebration in February 2021
- During Covid closures, Literacy conversation classes, book clubs, and meetings continue virtually with 40 programs and 226 participants in November and December, ensuring continued support for the school district's Adult School students who are active participants in the library's Literacy program
- The library once again partnered with the Foothill Unity Center on the Holidays Around the World Reading Program in December, with 50 new books being donated to the center for families in need
- Staff hosted a series of virtual outreach visits for T-K and Kindergarten classes from Plymouth in November 2020, with the 5 classes enjoying trivia, games, and socializing with a total attendance of 27 students
- Longtime community partners, the Rotary Club of Monrovia, donated 24 brand new books to the library's collection in January 2021 in honor of their club's speakers

### **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:

- In October 2020, the state library provided a two year subscription to Brainfuse's updated JobNow/VetNow, an online resources site for job skills and veterans, and in November and December it was visited a total of 265 times
- HelpNow, an online tutoring resource, continues to be popular during remote learning for students, with 1,770 total sessions from March-December 2020 vs. 317 sessions during that same time the prior year
- TumbleBooks, online guided ebooks for children, has also seen a spike in usage during the Covid-19 crisis, with 567 sessions in just a six month period from July-December 2020 vs. 398 sessions across the entire 19/20 Fiscal Year

### **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 collaborates 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 on Facebook and Instagram that resulted in a total of 8,085 post views in November and December 2020
- The library's Instagram account continues to grow in popularity, with 1,723 followers as of January 2021 and the Marketing Team working on ways to maximize the platform and it's features in the most effective way possible
- Staff have created a number of promotional how-to videos on topics such as the Legacy Project online historical collection, JobNow/VetNow, the library catalog, and HelpNow to highlight the various resources and features available for patrons with a total of 2,518 views (as of January 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, basic Spanish, homelessness, mental health, virtual services, racial justice, collection development evaluation, program evaluation, services for older adults, and customer service. They have also completed the National Incident Management System (NIMS) and Standardized Emergency Management System (SEMS) trainings, which require 8-12 hours per staff member. 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 Q1 2021 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 Q1 2021 Progress Report.*

**AR-1**