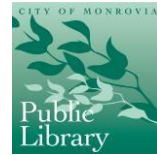




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: April 22, 2021

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q2 2021 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q2 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 April 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.

At the February 2021 Library Board meeting, staff presented information on strategic plan expansion items that highlight the changes that have come about over the past year. These items will help continue the work outlined in the original strategic plan and its role as a "living document" that grows and changes with the needs of the community.

Five focus areas were discussed, including: 1. Equity, Diversity, and Inclusion; 2. Virtual Services and Programming; 3. Redesign of the Physical Space; 4. Meaningful Access; 5. Job Skills and Career Resources. As of April 2021, these elements have been incorporated into the strategic plan under the appropriate strategic goal areas with language or goal activities modified as needed. The ongoing status of these expansion items will be included with the quarterly updates, starting with the Q3 2021 progress report in July 2021.

Here is a brief snapshot of what has been accomplished as of April 2021 (for a complete list, please see the SMART Goals Worksheet attachment):

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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:

- Youth Services Staff secured a grant totaling \$11,984 in March 2021 to purchase equipment and supplies for virtual programming for families and teens that emphasize STEM and 21st Century skills building
- The Youth Services collection inventory, which ensures the catalog reflects an accurate representation of the items on library shelves, is at its midway point
- Staff produced a total of 61 virtual storytime, craft, makerspace, and informational videos January through March 2021, with 4,467 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 9 months (July 6-April 3) had 30,679 items borrowed and assisted a total of 9,255 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 297 ecards in the first year of the Covid closures (March 13, 2020-March 13, 2021), providing access to online resources and curbside holds pickup
- Book to Action activities were designed to reach people in a variety of ways to ensure easy access, including: DIY kits for seed bombs and composting available via Curbside Pickup; virtual film screenings; interaction with local experts on Instagram and Facebook Live; as well as an author talk via Zoom

Enhance Partnerships

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

- Staff collaborated with the Monrovia Duarte Black Alumni Association (MDBAA), to host special storytimes for a virtual Black History Month Celebration in February 2021, with 4 storytimes that were viewed 120 times by families across the community
- During Covid closures, Literacy conversation classes, book clubs, and meetings continue virtually with 73 programs and 429 participants in the first three months of 2021 ensuring continued support for the school district’s Adult School students who are active participants in the library’s Literacy program
- Staff hosted virtual outreach visits with 5 more classes from Plymouth in January and February 2021, with 151 students learning how to search the catalog; enjoying booktalks, storytime & songs; as well as movement activities
- Staff collaborated with the Recreation Team on the latest Family Adventure From Home series, providing virtual storytimes for the weekly sessions, as well as participating in the annual Spring Egg-stravaganza in April 2021 with a storywalk and other activities for over 700 participants at the event

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 resource site for job skills and veterans, and since its launch it has been visited a total of 475 times
- HelpNow, an online tutoring resource, has increased in usage by 225% with 1,288 total sessions from July 2020-March 2021 versus 396 sessions during that same time the prior year
- TumbleBooks, online guided ebooks for children, has also seen a spike in usage with 742 sessions from July 2020-March 2021 (vs. 222 sessions during that same time the prior year) that resulted in a 234% increase
- The other online resources continue to see increases in usage, including Overdrive ebooks (up 23%), RBdigital/Overdrive magazines (up 23%), and the Legacy Project Online Collection (up 59%) from July 2020-March 2021 versus the same time the prior 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 reached 15,369 accounts in the first three months of 2021
- As of March 2021, the library's Facebook account has 1,085 followers and the Instagram account has 1,828 followers, with the Marketing Team meeting regularly to review social media statistics and work on ways to maximize each platform's unique features
- Staff reviewed and updated elements of the library's website to help optimize searching and make it easier for community members to find information about library resources and programs

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. The addition of the strategic plan expansion items will help continue this progress as the city moves into a post-Covid world in the coming months. 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 Q2 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 Q2 2021 Progress Report.***

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