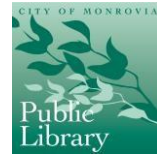




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Community Services  
Library Division

**MEETING DATE:** July 22, 2021

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

**AGENDA LOCATION:** AR-1

**TITLE:** Library Strategic Plan Q3 2021 Progress Report

**OBJECTIVE:** To provide the Library Board with a progress report on the Strategic Plan as of Q3 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 is a dynamic and living document that shapes the Library's future.

The plan originally had a total of 22 SMART Goals and 63 supporting Goal Activities. In April 2021, the plan was expanded to include an additional focus on diversity, meaningful access, virtual services, physical space redesign, and career resources. Adding these elements resulted in new or additional language for 6 SMART Goals and 5 goal activities as well as the creation of 3 new goal activities. As of Q3 2021, the plan now has 22 SMART Goals and 66 Goal Activities.

As of July 2021, there have been 53 goal activities completed, 80.3% 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 July 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 21<sup>st</sup> century skills for youth as well as “Active Mind, Active Life” programming for adults, including:

- Youth Services provided in-person Storytime in the Park on select Saturdays in June and July, with a total of 52 at the first two programs in June.
- Staff produced a total of 46 virtual storytime, craft, makerspace, and Book to Action videos in May and June 2021, with 6,694 views across the library’s social media accounts and on both the city’s and library’s YouTube channels.
- The State Library started providing free access to VetNow/JobNow in October 2020 to all libraries for 2 years, with the updated online resource being used a total of 1,246 times in FY20/21 (a 446% increase over the prior fiscal year).

## 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:

- In response to the library closure due to Covid, the library launched Curbside Pickup Service on July 6 last year, a completely contactless holds service, and from July 6, 2020 - April 30 a total of 33,844 items were borrowed and staff assisted 10,159 patrons via email, phone, or text. While the library reopened to the public on May 3, Curbside Service continues in a modified form as an option for patrons when using the library.
- From March 13, 2020 - April 30, 2021, the library created 446 ecards to provide access to online resources and curbside holds pickup during the library’s closure.
- Book to Action activities in May included more virtual film screenings, interaction with local experts on Instagram Live, as well as a conversation with a local Chumash Fire Keeper and Indigenous Activist on fire and land stewardship via Zoom. The Book to Action programs in April & May had a total of 1,452 participants across 15 programs. They also included comments from participants like:

*“It was so informative and engaging. So nice to hear from local city staff and experts on what’s happening in my community. I feel more connected to all that is happening in Monrovia.”*

*“I will educate myself about Indigenous people and the land we live in. I will do actions that will be respectful to our land.”*

*“It was so incredible to hear from our fire chief! It makes me proud to be a part of this community.”*

- The library received a \$42,580 Library and Technology Services (LSTA) grant from the state in June for FY21/22 that will allow the library to install a remote locker for holds retrieval and book returns in Recreation Park, expanding access to library services across the community.

## **Enhance Partnerships**

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

- Staff collaborated with the Boys & Girls Club, as the recipient of this summer's Read to Give Summer Reading Program, with a new book donated to the organization for every person that participates in the program. As of June 30, 96 people have signed up for summer reading, logging 53,545 minutes of reading.
- Since Covid closures began in March 2020, Literacy staff have provided a total of 330 virtual programs for 2,072 participants, ensuring continued support for all learners in the library's Literacy program (March 2020 - June 2021).
- The Monrovia Reads Van staff participated in outreach visits in June at the MUSD summer school sites hosted by Boys & Girls Club this year, with books, library cards, and fun activities for the students. Six more visits are planned for July and August. In June, staff provided library services to a total of 62 students, created 2 library cards, and checked out 24 books.
- Staff is collaborating with the Recreation Team on Recess in the Park events in July and August, providing a storywalk and other activities for the families.

## **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 in light of 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 it has been visited a total of 1,246 times in FY20/21.
- HelpNow, an online tutoring resource, has increased in usage by 51% with 1,352 total sessions from July 2020 – June 2021 versus 895 sessions the prior fiscal year.
- TumbleBooks, online guided ebooks for children, has also seen a spike in usage with 846 sessions in FY20/21 (vs. 398 sessions during the previous fiscal year) that resulted in a 113% increase.
- Other online resources continue to see increases in usage, including Overdrive ebooks with 17,762 items borrowed (up 11%) and the Legacy Project Online Collection (up 38%) from the previous 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 to ensure regular posting on social media sites that resulted in 17,978 accounts reached on the library's Facebook and Instagram accounts in the first six months of 2021.

- As of July 2021, the library's Facebook account has 1,110 followers and the Instagram account has 1,895 followers, with the library's new YouTube channel, that launched May 3, having a total of 44 subscribers and 596 video views (as of June 30).
- Staff are regularly reviewing and updating 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 remained an integral part of all staff members' work from home schedules this past year and with staff now working on-site, the annual Staff Learning Summit will take place in August 2021.

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, was modified due to the closures with virtual meetings among the staff teams. One team, collaborating on grant research, was able to successfully secure a LSTA grant for a remote locker in Recreation Park as a way to expand access to library services for more members of the community.

While working from home, staff expanded 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 also completed the National Incident Management System (NIMS) and Standardized Emergency Management System (SEMS) trainings, which require 8-12 hours per staff member. As well as the City's annual customer service, sexual harassment, and driver safety 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 was able to keep following the roadmap of the Strategic Plan over the past year during the closures so progress would continue. With the library now reopen, staff sees this time as an opportunity to continue growing and changing 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 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 Q3 2021 Progress Report.***

# AR-1