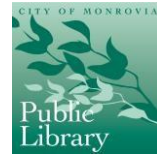




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: October 28, 2021

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q4 2021 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q4 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 October 2021, there have been 54 goal activities completed, 82% 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 pandemic 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 October 2021 (for a complete list, please see the SMART Goals Worksheet attachment):

AR-1

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:

- In-person programs resumed with Storytime in the Park on Wednesday and Saturdays as well as monthly TAB meetings, teen events and other programs, with a total of 492 at the programs held in August & September.
- Veterans staff, who provided support to 58 veterans and their families in August & September, presented information about the Veterans Resource Center at the National Veterans Forum in September. Responses from the nationwide audience included:

“Thank you Mabel! We need to duplicate these efforts in all our states.”

“I love the focus on underserved veterans - this is so important.”

“Thank you from the Library of Congress!”

- The local library consortium, SCLC, is offering all member libraries free access to PressReader for two years, starting October 2021. PressReader is an online resource that offers access to local, national, and international magazines and newspapers, including: L.A. Times, Rolling Stone, Vogue, and other popular titles.

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 new grant-funded Monrovia Reads Van was delivered in September and staff is working with the DMV and Public Works to get the electric, customized vehicle ready for service.
- To celebrate National Family Literacy Week in September, Literacy staff created family literacy kits with books, activities, and other elements for families to pick up at the library. A total of 20 kits were reserved and used by families throughout the week.
- The library resumed service to the local schools with the Monrovia Reads Van, coordinating arrival times and setup with each school site’s administration to ensure a safe, streamlined experience for students and their families. After the first month back, staff provided services to a total of 267 students who borrowed 123 books.
- The library now offers PressReader, an online resource for digital newspapers and magazines, offering translation services in a number of languages as well as audio features for patrons with limited vision. This supports one of the strategic plan expansion goals, to offer information in multiple languages and formats to meet accessibility needs.

Enhance Partnerships

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

- Staff worked with the Friends of the Monrovia Public Library on ways to safely reopen the Friends book store on September 4th after it had been closed for 18 months due to the pandemic.

AR-1

- Since Covid closures began in March 2020, Literacy staff have provided a total of 346 virtual programs for 2,207 participants, ensuring continued support for all learners in the library's Literacy program (March 2020-September 2021).
- In partnership with the Recreation Division, the library participated in this month's Wine Walk with help from Library Board members, highlighting all the resources the library has to offer to the event's 600+ participants.
- Staff partnered with a local community member to host a Lego Derby for younger kids at the Soap Box Derby event in Old Town in September
- The County Veterans Service Officer (VSO) resumed on-site support in August with office hours on Mondays & Thursdays while a representative from the Veteran Peer Access Network (VPAN) started on-site service on Tuesdays, supporting veterans as they work with the VA and other governmental agencies. The VSO helped 64 veterans while the VPAN representative assisted an additional 29 in August & September.

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:

- HelpNow, an online tutoring resource, has had 527 sessions since school started in August 2021, with the most popular subjects being math for older students and language learning.
- PressReader, the library's new online resource for digital newspapers and magazines, offers options for those with technology issues, including unlimited downloads for offline viewing, a mobile app available on most major operating systems, and a text-view mode for those with slower download speeds
- The grant-funded book locker in Recreation Park was ordered in early October with a 3-month delivery estimate for installation in early 2022.

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 3,772 people reached on the library's Facebook and Instagram accounts in August and September.
- As of October 2021, the library's Facebook account has 1,137 followers and the Instagram account has 1,932 followers, while the library's YouTube channel has a total of 60 subscribers and 904 video views (as of October 1).
- Videos promoting book suggestions on Instagram have been particularly popular, with the two videos posted in September having a total of 550 views.
- Staff and a VRC volunteer was interviewed by ABC 7 in October for a segment that promotes the services and resources offered by the Veterans Resource Center.

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, trainings and Learning Hours are continuing in-person.

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. In August and September 2021, all staff participated in the mandated First Aid/CPR training that is held every two years by the City. 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 Library Park Redesign project was temporarily delayed, but work has re-started with staff presenting updated design plans to the City Council and the Library Board in September and October 2021. 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 reopened, 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 Q4 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 Q4 2021 Progress Report.***

AR-1