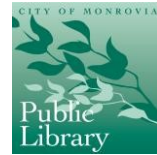




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: January 27, 2022

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q1 2022 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q1 2022

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 January 2022, 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 January 2022 (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:

- The library hosted a number of in-person and virtual programs for all ages in October and November 2021, including a virtual writing workshop, Unmaker Lab, and teen crafts, with a total of 1,645 at the programs.
- The library hosted its annual holiday offerings, including the virtual Holiday Sounds concert and the Santa Storytimes in December for a total of 261 attendees and viewers.
- The annual “Letters to Santa” program received 193 letters in November and December.

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:

- Literacy staff created family literacy kits in December 2021 on birdwatching, with an informative book and activities that the entire family can do together, with a total of 20 kits reserved over the month.
- 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. From September-December 2021, staff provided services to a total of 1,485 students who borrowed 889 books.

Enhance Partnerships

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

- The Teen Advisory Board members have provided a total of 21,948 hours of service to the library and the community since its inception in 2009.
- In partnership with the Recreation Division, the library participated in the Thankful & Grateful event in November and the annual Holiday Parade in December, with the TAB kids walking in the parade as well as the new Monrovia Reads Van being featured.
- Staff are collaborating with the Monrovia Duarte Black Alumni Association (MDBAA) on the annual Black History Month events, including virtual storytimes and an in-person event in February 2022.
- The County Veterans Service Officer (CVSO) provides on-site support with office hours on Mondays & Thursdays while a representative from the Veteran Peer Access Network (VPAN) offers on-site service on Tuesdays, supporting veterans as they work with the VA and other governmental agencies. The CVSO helped 175 veterans, the VPAN representative assisted an additional 48, while staff assisted 153 from October-December 2021.

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 814 sessions in the first 5 months of school, with the most popular subjects being math for older students, languages, and adult learning.
- PressReader, the library's new online resource for digital newspapers and magazines, has provided access to 661 issues (magazines or newspapers) in its first few months of use.
- The grant-funded book locker in Recreation Park has been ordered with installation planned for early 2022. This will provide new technologies and expanded access to the entire community.

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 1,784 people reached on the library's Instagram account in November and December.
- As of January 2022, the library's Facebook account has 1,155 followers and the Instagram account has 1,951 followers, while the library's YouTube channel has a total of 71 subscribers and 1,168 video views (as of December 30).

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 remain an integral part of all staff members' schedules.

Annual evaluation goals continue to align with strategic plan elements and ensure professional development remains an important focus for every staff member. The 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.

Virtual and in-person training opportunities have helped staff expand their skills on a variety of topics, including homelessness, mental health, virtual services, racial justice, customer service, program evaluation, and marketing. They also completed the First Aid & CPR training in August and September 2021, a mandatory 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 during the closures and re-opening process in 2020 and 2021 so progress would continue. With the library now open, 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 Q1 2022 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 2022 Progress Report*.

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