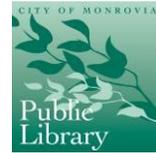




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: July 28, 2022

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q3 2022 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q3 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 July 2022, there have been 58 goal activities completed, 88% 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 July 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 the first six months of 2022, including ukulele lessons with Max Lee Music, Lego Science programs, a teen escape room and a financial literacy workshop, with a total of 3,397 participants at the programs.
- The state library provided Parks Passes for public libraries across California, with patrons borrowing a pass with their library card to visit a local state park. The library received eight passes and the program launched in May 2022 with the passes being borrowed 20 times as of the end of June.
- Partnering with Recreation staff from Canyon Park as well as Recreational Equipment, Inc. (REI), the library hosted a Hiking Safety program in June 2022 enjoyed by 27 people that learned about local wilderness areas and ways to safely enjoy them this summer.
- Staff launched a new version of Summer Reading in June 2022, with activities and programs that can be enjoyed by community members of all ages and learning levels. A total of 1,089 people signed up in the first month of the program.

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 partnership with the Recreation Division, staff provided traveling storytimes at local parks with a visit to Recreation Park in June and Station Square Park in July 2022. A total of 158 enjoyed a storytime and then learned about animals and plants in our local forests from Park Naturalists at the two events. Programs like these take library services out into the community and provide access to programming for families that may not be able to easily visit the library.
- The library provided enhanced access to library materials and services via the Monrovia Reads Van, which served a total of 7,767 people who borrowed 4,225 books and created 206 new library cards across 155 visits from September 2021 to May 2022. This represents a 72% increase over the previous full service year in 2019/2020 (20/21 was impacted by the pandemic).
- Youth services staff visited Monroe Elementary in June 2022 to provide fun programming and library services to its 235 summer school students over the course of two days, with summer reading signups, games, and prizes.
- Staff in Adult Services created an audiobook club for seniors at Brookdale, with an audiobook, CD player, and discussion questions for seniors to experience library services at their facility when in-person visits are not possible.

Enhance Partnerships

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

- In partnership with the Recreation Division, the library participated in special events such as the Monrovia Days parade in May 2022 and co-hosting a Community Services booth at the MAP Block Party in Julian Fisher Park in June 2022.
- Staff participated in the Monrovia Duarte Black Alumni Association’s summer family picnic at Recreation Park, with a visit from the Monrovia Reads van in June 2022.

- The library partnered with the American Legion Women's Auxiliary in May 2022 for their annual poppy program which raises donations to aid veterans on their rehabilitation and recovery journey.
- 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. During the 21/22 fiscal year, the CVSO helped 499 veterans, the VPAN representative assisted an additional 180, while staff assisted 510 for a total of 1,189 veterans and their families supported from July 2021 to June 2022.

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 throughout the years of the pandemic, resulting in the following:

- HelpNow, an online tutoring resource, has had 1,505 sessions throughout the 2021/2022 fiscal year, while VetNow/JobNow, an online job skills database, has had 362 sessions (July 2021-June 2022).
- PressReader, the library's new online resource for digital newspapers and magazines, has provided access to 1,313 issues (magazines or newspapers) in a variety of languages and formats to meet greater accessibility needs.
- In the spring, the state library provided funds for public libraries to offer 6 new career skills online resources, including: Coursera, LinkedIn Learning, SkillShare, GetSetUp, Northstar Digital Literacy, and Learning Express Library. Since their launch, these online resources have been used by 38 community members.
- The grant-funded book locker in Recreation Park has been installed and the wrap will be finished soon so staff training can begin. The locker will provide the community with new technologies that support expanded access to library services and materials.

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 is working on ways to promote the upcoming Summer Reading Program as well as new services like the book locker in Recreation Park and the career skills online resources.
- As of June 2022, the library's Facebook account has 1,255 followers and the Instagram account has 2,077 followers, while the library's YouTube channel has a total of 346 subscribers and 58,284 video views (as of June 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 Library Services & Technology Act Grant (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 as well as the Preventing Harassment training in March & April 2022, both mandatory trainings held 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 Q3 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 Q3 2022 Progress Report***.

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