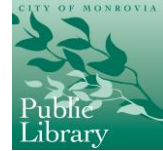




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: October 23, 2014

PREPARED BY: Edward William,
Literacy Coordinator

AGENDA LOCATION: AR-2

TITLE: 2014 Literacy Services Sustainability Plan Evaluation

OBJECTIVE: To provide the Library Board with an evaluation of the 2014 Literacy Services Sustainability Plan.

BACKGROUND: In 2011-12, the Program for International Assessment of Adult Competencies (PIAAC) conducted a study on adult life skills for adults ages 16 to 65. The average literacy score for adults in the United States (U.S.) was 270 out of 500. The effects of low literacy cost the U.S. \$225 billion dollars in the workforce, and added \$230 billion dollars to the country's annual health care costs.

In April 2014, California Library Literacy Services released its annual report to the California Legislature highlighting issues with adult literacy, and the services that are provided for them. The report indicated that California Library Literacy Services, which provides funding to the Library's Adult Literacy Services, engaged 10,694 volunteers to assist 21,192 adult learners. This amounted in over 500,000 hours of service, and was worth \$12.7 million based on Employment Development Department's (EDD) average 2013 California hourly wage figure.

The Library's Adult Literacy Services continues providing adult literacy services to local residents by actively recruiting volunteer tutors, conducting outreach to potential adult learners in the community, updating its resource collection, integrating technology for tutor and learner support, and securing donations for the service.

PLAN UPDATE

Donations

Expand efforts to secure donations to support program sustainability. Updates are as follows:

1. Staff and fundraiser event volunteers have conducted monthly meetings since March 2014 to plan the *Team Up! Dream Up! for Literacy* fundraiser scheduled for November 2, 2014. The goal of the fundraiser is to secure sponsors, ticket sales, and funds through silent and live auctions.
2. Staff and Library Foundation members attended *Serving with a Purpose 2014*, presented by the Southern California Library Cooperative. Attendees had the opportunity to learn fundraising strategies for libraries, such as developing endowments, volunteer and board recruitment, and annual appeals.

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Brand/Market/Promote

Literacy services focuses on addressing the literacy needs of adult and family literacy. Updates are as follows:

1. Staff reviewed and updated promotion and outreach messages, and materials for public distribution. This includes brochures, flyers, social media, press releases, and in-house displays.
2. Staff attended *In the Branding: It's Never Been More Personal* workshop in April 2014 to learn branding and marketing concepts as they pertain to libraries.
3. In June 2014, staff created the Adult Literacy, Monrovia Public Library logo for branding purposes. The logo design will help identify, and provide a signature to literacy services provided at the Library.

Tutor Support

Tutors require new and ongoing training, including current tutoring trends, educational strategies, and online resources. Updates are as follows:

1. Staff provided two training workshops in 2014; one in March and the other in August. There were ten participants in total for both workshops.
2. Staff is working with literacy coordinators from Azusa City Library, Glendora Public Library, and Covina Public Library to coordinate quarterly training workshops. The next training workshop is scheduled in November, and future workshops have been scheduled in 2015.

Learner Support

Literacy Services is a learner directed program which differs from traditional education. Learners identify their individual goals, and tutors support those goals by selecting appropriate educational materials and learning opportunities. Updates are as follows:

1. Staff continues to review and update *Roles and Goals* forms submitted by learner/tutor teams. The forms are a requirement by the State Library for funding purposes for the CLLS grant. Staff used the data collected from the forms to plan for collection development and purchase educational materials to support learners.
2. Staff researched technology integration for literacy learners, which includes literacy apps for the iPads, and learner software such as Reading Horizons. This will provide support for learners who are working with a tutor, and will support learners who are waiting for tutors.
3. Staff has been communicating with the developers of *Ultimate Phonics* and Appjung's *Speak English!* to develop iOS learning apps for learners, which can be used on the literacy service's iPads.

FISCAL IMPACT: The Monrovia Public Library was awarded \$29,563 from the California Library Literacy Services grant. The literacy program requires a \$10,000 match from the City. In addition, a \$16,000 donation was received from the City Council discretionary funds. Currently, Staff is submitting the literacy program's California State Library report to show the progress of the program, and to secure future funding.

RECOMMENDATION: Staff recommends the Library Board move to receive and file the AR-2 Literacy Services Sustainability Plan Evaluation.

LIBRARY BOARD ACTION REQUIRED: If the Library Board concurs, the appropriate action would be a motion to: *Receive and file, AR-2 Literacy Services Sustainability Plan Evaluation.*

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