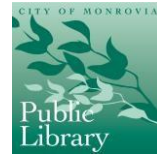




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: January 26, 2023

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q1 2023 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q1 2023

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 far beyond its initial five year timeframe.

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 2023, there have been 60 goal activities completed, 91% 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 connected to the progress of the Library Park Enhancement Project.

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 few years. 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 have been 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 2023 (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 245 in-person and virtual programs for all ages in 2022, including ukulele lessons for kids and adult, Lego Science programs, teen laser tag, and a nature journaling workshop with the Park Naturalists, for a total of 9,205 program participants (January-December 2022).
- The library hosted special holiday programs in December 2022 for a total of 312 participants. Families enjoyed stories, songs, holiday crafts, and a visit with Santa at Santa Storytimes while attendees of all ages enjoyed live music from local artists at the Holiday Sounds concert.
- The library hosted two booths at the City’s annual Thankful & Grateful Holiday Event, the Teen Advisory Board had a Santa letter writing station and library staff alongside the CVSO (County Veterans Service Officer) hosted an informational booth for veterans.
- Staff created an ofrenda in the library lobby in late October/early November for community members who celebrate Dia de los Muertos (Day of the Dead). Members of the community and staff remembered loved ones who have passed on with photos and stories.
- In December 2022, staff launched 27 take-home Family Literacy Kits to be enjoyed by families. These kits support early literacy with a book that the family can keep and add to their personal library, literacy activities, and additional resources.

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 for a total of 285 participants from June-November 2022. They enjoyed nature-themed stories before learning about animals and plants in Monrovia’s local forests from Park Naturalists. 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 provides enhanced access to library materials and services via the Monrovia Reads Van, which has served a total of 2,835 people who borrowed 1,402 books and created 139 new library cards since the start of the 22/23 school year (September-December 2022).
- Adult Services staff found ways to provide enhanced access for older adults struggling with technology by promoting GetSetUp, a resource that provides technology help via phone in a variety of languages for adults 55 and up, as well as hosting drop-in Tech Help sessions for older adults in January 2023.

Enhance Partnerships

All goals for this Strategic Direction were completed as of October 2022. Given the nature of meaningful partnerships, the goal activities will be ongoing and staff continues to expand existing partnerships to enhance services to the community, including:

- In partnership with the Bahà'is of Monrovia, the library held a special celebration of Universal Children's Day in conjunction with the annual Thankful & Grateful Event in November 2022. A total of 300 enjoyed live music, crafts, and a display which highlighted a day dedicated to children around the world.
- Staff partnered with local nonprofit, Foothill Family, to host parenting workshops in November 2022 and a Senior Services Workshop in January 2023.
- As part of the library's Veterans Resource Center, a 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. From January-December 2022, the CVSO helped 333 veterans, the VPAN representative assisted an additional 249, while staff assisted 525 for a total of 1,107 veterans and their families supported through the program.

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, had 2,138 sessions, while the Legacy Project's online historical collection had 8,536 searches in 2022. Both provide access to enhanced resources and support for students, researchers, and community members.
- PressReader, the library's online resource for digital newspapers and magazines, provided access to 1,314 issues (magazines or newspapers) in a variety of languages and formats to meet greater accessibility needs in 2022.
- The grant-funded book locker in Recreation Park, which launched in late August 2022, has been accessed 60 times in its first few months of use and staff continue to promote the new service to the public (September-December 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 is collaborating on ways to promote the book locker in Recreation Park, upcoming programs, and the career skills online resources.
- As of December 2022, the library's Facebook account had 1,372 followers and the Instagram account had 2,300 followers, while the library's YouTube channel had a total of 356 subscribers.

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 the 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, customer service, and marketing. They also participated in the annual Staff Summit, which took place in September 2022. An all-day event, staff took the time to share, collaborate, and learn during a variety of activities including a group cooking class at Sauté, teambuilding activities, and staff-led workshops. 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, the annual Staff Learning Summit, and the book locker at Recreation Park. Due to the effects of the Covid-19 crisis, the Library Park Redesign project was temporarily delayed, but work has resumed with staff presenting updated design plans to the City Council, Library Board, and other key stakeholders over the past few months. 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 2023 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 2023 Progress Report.***

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