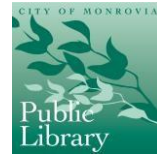




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: July 27, 2023

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q3 2023 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q3 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 July 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 July 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:

- Staff hosted 267 programs for all ages, including ukulele lessons with Max Lee Music, Lego Science programs, a teen escape room, solar ovens, and a financial literacy workshop, with a total of 12,678 participants in fiscal year 22/23 (July 2022-June 2023).
- The library’s Summer Reading Program started in June 2023, with a kickoff event on June 10 that included a magician, dino dig, bubble dance party, crafts, Star Wars characters, games, and music for a total of 900 participants in Library Park. Activities and programs that can be enjoyed by community members of all ages and learning levels are planned throughout the summer, with a total of 1,549 people signed up in just the first month of the program versus a total of 1,460 signed up in summer 2022.
- In May, the library’s Veterans Resource Center hosted a special Thank You Dinner for local veterans and their families. A total of 45 attendees enjoyed good food while hearing about the services offered by the center as well as a Q&A with the CVSO and VPAN representatives.

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:

- Staff brought library services and programs to local schools through special classroom visits or at school assemblies throughout the month of May to promote the Summer Reading Program. Library staff engaged with 760 students at school visits across Monrovia.
- The library provided enhanced access to library materials and services via the Monrovia Reads Van, which served a total of 6,620 people who borrowed 2,527 books and created 206 new library cards across 114 visits from September 2022 to May 2023. This also was the 5th year of service for the van, which has served a total of 26,460 students and community members since its launch in March 2018.
- In June, staff partnered with the Brookdale Assisted Living Facility, to host a bimonthly book club for seniors on-site at the facility as a way to provide library services out in the community to those who may not have transportation or easy access to the library. Staff visits the facility every two weeks to read and discuss the book with the club.

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 June 2023, the library hosted a Community Picnic to Celebrate Veterans and Military Service Members with over 30 community partners, including Foothill Unity, the local VFW, County Veterans Services, VPAN, city departments, and the Chinatown Service Center, which provided free Covid vaccines and at-home tests. The event provided an opportunity for community partners and the city to show local veterans just how much Monrovia cares for its service members. In addition to the resources from the partners, the event also included BBQ, kids’ activities, face painting, a community

Thank You message, music, and games. Over 200 community members enjoyed the picnic in Library Park.

- Staff partnered with local organization, Aletheia Dance, who had their student Hula Oia'i'o Dancers perform for 150 people at the library's Asian American, Pacific Islander Heritage Celebration in May while sharing the history and cultural meaning behind various types of hula dances.
- Staff regularly partner with the Community Development Department's Monrovia Area Partnership (MAP) program to provide library services and information at their events across the community with a total of 220 participants at their MAP Annual Conference at Second Baptist Church in April and MAP Block Party at Julian Fisher Park in June. The Monrovia Reads Van helps promote both the mobile literacy program as well as the library at these events, with more planned in the coming months.
- As part of the library's Veterans Resource Center, a County Veterans Service Officer (CVSO) provides on-site support with office hours on Mondays, Wednesdays, and 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. For fiscal year 22/23, the CVSO held 171 appointments with veterans, the VPAN held an additional 303, while staff had 604 interactions for a total of 1,078 interactions with veterans and their families supported through the program (July 2022-June 2023).

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 2,207 sessions, while the Legacy Project's online historical collection had 10,460 searches during fiscal year 22/23 (July 2022-June 2023). 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 890 issues (magazines or newspapers) in a variety of languages and formats to meet greater accessibility needs in fiscal year 22/23.
- The new online streaming platform, Kanopy, has had 984 visits since launching in September 2022. The service offers access to films and documentaries that highlight diverse voices and creators from around the world.

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 2023 Summer Reading Program, new materials and collections, as well as items from the library's "Library of Things" such as the Alzheimer's & Dementia kits and early literacy launchpads.

- As of June 2023, the library's Facebook account had 1,500 followers and the Instagram account had 2,506 followers, while the library's YouTube channel had a total of 357 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. Several staff members also participated in a "Career Building & Advice" breakout session at the 2022 Staff Summit, as collaboration and mentorship continues among those farther along in their careers supporting and advising those who are new to the library field.

Virtual and in-person training opportunities have helped staff expand their skills on a variety of topics, including homelessness, mental health, customer service, leadership, 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. The next Staff Summit is planned for September 2023, with team-building activities and breakout sessions led by staff.

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 Q3 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 Q3 2023 Progress Report***.

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