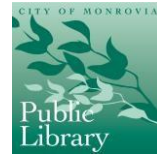




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: January 25, 2024

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q1 2024 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q1 2024

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. 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 were included with the quarterly updates, starting with the Q3 2021 progress report in July 2021. 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 2024, 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 connected to the progress of the Library Enhancement Project.

Here is a brief snapshot of what has been accomplished as of January 2024 (for a complete list, please see the SMART Goals Worksheet attachment):

AR-1

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:

- Over the course of the holiday season, the library hosted a number of programs for all ages, including Santa Storytime, a holiday version of Family Feud, a holiday party for teens, and a Holidays Around the World celebration, for a total of 4,712 program participants (October-December 2023).
- The library’s Adult Services staff have expanded the monthly gaming programs in response to feedback from attendees. Monthly events like Game Show Extravaganza, Tabletop Game Night, Dungeons & Dragons, and Video Game Tournaments are attracting adults from their 20s to their 60s in fun, friendly competition with some attendees bringing friends and family to subsequent programs. This gives staff an opportunity to share the many resources available for adults and older teens at the library. From October-December 2023, a total of 132 adults attended these programs.
- At the end of September, staff held a Hispanic Heritage Month Fiesta with folklorico dancers, bilingual storytime, and art activities in Library Park for 150 kids and families.

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:

- The library returned to campuses in September, bringing access to library materials and services via the Monrovia Reads Van, which served a total of 2,819 people who borrowed 1,139 books and created 161 new library cards in the first 4 months of the new school year (September-December 2023).
- Over the course of the year, the library hosted 10 sensory-friendly programs for 157 children with ASD and their families as well as 20 Barks & Books programs for 123 children who are struggling with reading and thrive in a supportive, calm environment (January-December 2023). Both programs provide services in a way that ensures all members of the community have equitable access to the library.

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:

- The library continues to partner with Starbucks to host a monthly Veterans Meetup for local veterans and their families. From September-December 2023, a total of 17 attendees have enjoyed treats and coffee from Starbucks while sharing stories with fellow vets, library staff, and the CVSO.
- In partnership with the Recreation Division, the library provided stories, short films, and fresh popcorn at the city’s annual Halloween Bash in Library Park for 1,346 attendees.
- The library partnered with the Monrovia Historical Museum for a special tour offered to veterans, military service members, and their families in January 2024. Veterans and their families enjoyed breakfast and a specialized tour of the museum, highlighting the many exhibits that celebrate Monrovia’s veterans.

- 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 (Veterans Affairs) and other governmental agencies. For the first half of FY23/24, the CVSO held 86 appointments with veterans, the VPAN held an additional 109, while staff had 433 interactions for a total of 628 interactions with veterans and their families supported through the program (July-December 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 195 sessions, while the Legacy Project's online historical collection had 4,642 searches in the first six months of FY23/24 (July-December 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 475 issues (magazines or newspapers) in a variety of languages and formats to meet greater accessibility needs for community members (July-December 2023).
- The online streaming platform, Kanopy, has had 1,743 visits in its first year 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 has been collaborating with staff on ways to promote the library's services and collections in fun, new ways. Recent posts include a popular teaser for Flashback Friday Game Night with staff, new books unboxing video, and a post that highlighted the Friends Bookmark Contest Winners at City Council in November.
- As of December 2023, the library's Facebook account had 1,600 followers and the Instagram account had 2,782 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. 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 2023. An all-day event, staff took the time to share, collaborate, and learn during a variety of activities including Staff Olympics, group activities, games, and staff-led breakout sessions. 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 Enhancement Project was temporarily delayed, but work has resumed with staff presenting updated design plans to the City Council, Library Board, and other key stakeholders throughout 2023. 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 2024 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 2024 Progress Report***.

AR-1