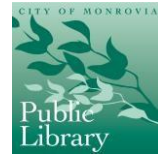




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: July 25, 2024

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q3 2024 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q3 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. 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 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 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 2024 (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 499 programs for patrons of all ages, including ukulele lessons with Monrovia Music Academy, Mini-Vation STEAM programs for toddlers, teen game nights, Dungeons & Dragons, and a local history event about World War II, with a total of 20,175 participants in fiscal year 23/24 (July 2023-June 2024). This represents a 87% increase in number of programs offered and a 59% increase in program attendance from the previous fiscal year (267 programs with 12,678 attendees in FY22/23)
- The library’s Summer Reading Program started in June 2024, with a kickoff event on June 8 that included a magician, dino dig, bubble dance party, crafts, Star Wars characters, games, and music for a total of 1,200 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 2,128 people signed up as of July 9, 2024 versus a total of 2,059 signed up in both June and July 2023.
- In May, the library’s Veterans Resource Center hosted a special Thank You Dinner for local veterans and their families. A total of 65 attendees enjoyed good food while hearing about the services offered by the center as well as a Q&A with the County Veterans Service Officer (CVSO) and Veteran Peer Access Network (VPAN) representatives.

Enhance Access

With the continued need for enhanced access to library resources, 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 2,500 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 8,821 people who borrowed 2,364 books and created 225 new library cards across 153 visits from July 2023 to June 2024. Since the program’s launch in March 2018, it has served a total of 35,991 students and community members.
- Outreach across Monrovia also took place in addition to MR Van visits, with staff bringing library services to local community events and classroom visits. A total of 5,364 people were served at 72 outreach events across the city in FY23/24.
- In June and July, staff brought library services to the senior clubs that meet at the Community Center, providing summer reading signups, prize books, tech help appointments, as well as signing up several people for library cards.
- Staff promoted the Veterans Resource Center at a Summer Concert in the Park program in July, with ice cream for attendees. Many community members stopped by to learn more about the programs and services offered to veterans, with a total of 150 interactions at the event.

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 2024, the library hosted a Community Picnic to Celebrate Veterans and Military Service Members with 20 community partners, including Foothill Unity, the local Veterans of Foreign Wars of the United States (VFW), County Veterans Services, Veteran Peer Access Network (VPAN), city departments, and the Chinatown Service Center, which provided free Covid test kits. 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 275 community members enjoyed the picnic in Library Park.
- Staff regularly collaborate 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 240 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 Wednesdays through Fridays while a representative from the Veteran Peer Access Network (VPAN) offers on-site service on Tuesdays, supporting veterans as they work with the Veterans Affairs (VA) and other governmental agencies. For fiscal year 23/24, the CVSO held 347 appointments with veterans, the VPAN held an additional 252, while staff had 1,021 interactions for a total of 1,620 interactions with veterans and their families supported through the program (July 2023-June 2024). This represents a 50% increase over Fiscal Year 22/23

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:

- The Legacy Project's online historical collection continues to be popular, with a large addition of items from the collections of Steve Baker and Dick Singer added in the past year. This has resulted in 22,277 searches during fiscal year 23/24 (July 2023-June 2024), a 113% increase over the previous fiscal year. Staff continue to promote the local history resource at programs and via social media to ensure all can enjoy Monrovia's rich history.
- PressReader, the library's online resource for digital newspapers and magazines, provided access to 659 issues (magazines or newspapers) in a variety of languages and formats to meet greater accessibility needs in fiscal year 23/24.
- The online streaming platform, Kanopy, grew over the past year with 2,793 visits in 23/24. The service offers access to films and documentaries that highlight diverse voices and creators from around the world.
- In July 2024, the library launched a new online resource, A to Z World Food, that celebrates the culture and history of global cuisine with detailed entries and recipes for each country of the world. The resource has been generously supported by the Friends of the Monrovia Public Library as yet another way to celebrate the cultural diversity of Monrovia.

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 created a number of engaging posts celebrating library services and programs. One such post from April 2024 has been viewed 1.4 million times while a new post added in June to promote summer reading has been viewed over 7,000 times in a few weeks.
- As of June 2024, the library's Facebook account had 1,700 followers and the Instagram account had 4,130 followers, while the library's YouTube channel had a total of 364 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 a staff Olympics that had teams competing for the gold with literary-themed challenges. 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 2024, 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 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 Q3 2024 Progress Report*.

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