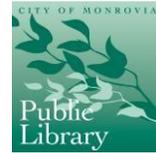




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: May 28, 2020

PREPARED BY: Carey Vance, Library Manager

AGENDA LOCATION: AR-1

TITLE: Library Strategic Plan Q2 2020 Progress Report

OBJECTIVE: To provide the Library Board with a progress report on the Strategic Plan as of Q2 2020

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 will be a dynamic and living document that shapes the Library's future.

The plan has a total of 22 SMART Goals and 63 supporting Goal Activities. The plan originally had 64 supporting Goal Activities but staff noticed that two Goal Activities under Enhance Partnerships-Goal 2 had duplicate wording. The removed Goal Activity has been noted on the attached SMART Goals Worksheet.

Please note, due to the impacts of Covid-19, the library closed on March 13, 2020 and the March and April Library Board meetings were canceled. The regularly scheduled Q2 update, planned for the April 23 Library Board meeting, is being presented during the May 2020 meeting but in order to stay consistent with the established quarter system, the information presented covers the time period of February-April 2020.

As of April 2020, there have been 53 goal activities completed, 84% of the total. Staff made great progress in the first few years of the plan and continues to review it to ensure the plan remains effective and compatible with the changing needs of the community.

Here is a brief snapshot of what has been accomplished as of April 2020 (for a complete list, please see the SMART Goals Worksheet attachment):

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 has received a \$5000 grant from the state to purchase additional ebook titles for the online collection, which has seen heavy use during the Covid-19 crisis
- Staff produced 26 virtual storytime and craft videos with a total of 7,198 views by the end of April
- Staff continue to offer STEM virtual programming during the Covid-19 closure, including Makerspace videos on TinkerCad, the 3D printer, and the library's microscopes with a total of 451 views

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Enhance Access

With the continued growth of the library's mobile services and 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:

- The Monrovia Reads Van's service year was abbreviated due to the Covid-19 crisis and the resulting closure of local schools but the MR Van was still successfully expanded during the 19/20 school year, serving 4,508 students with 43 library cards created, 1,631 books borrowed, and 102 visits from July 2019-March 2020
- The library partnered with StoryCenter, a nonprofit that supports storytelling as a method to build community, to host an online Story Circle workshop in April 2020 as a way for adults and teens to share their story during stressful times, and in response to survey results from adults interested in programs that focus on wellbeing

Enhance Partnerships

Staff continues to expand existing partnerships as well as reviewing best practices of local organizations, including:

- Staff partnered with the Monrovia Duarte Black Alumni Association on a Black History Month Celebration event in February that included music, crafts, and a readers theater presentation by teens with an attendance of 190
- During the library closure in March and April, Literacy virtual conversation classes and meetups continued with 120 participants, ensuring support for Adult School students who are active participants in the library's weekly conversation classes
- Staff partnered with the Foothill Workforce Development Board for a Veterans Career Expo hosted at the library in early March 2020 with 40 attendees

Enhance Technology

All goals for this Strategic Direction have been 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 during the Covid-19 crisis, resulting in the following:

- Usage of Tumblebooks, online guided ebooks for children, increased 413% and usage of HelpNow, an online tutoring resource, increased 598% year over year (Feb-Apr 2019 vs Feb-Apr 2020)
- eBook usage during the Covid-19 crisis has increased 45% with 4,260 ebooks checked out Feb-Apr 2020 vs. 2930 checkouts during the same period last year
- The user-friendly interface of the Overdrive app, *Libby*, has resulted in overall growth of ebook usage this year, with 12,620 checkouts since the start of the 19/20 fiscal year

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 continues to collaborate virtually via the library's Slack account to ensure updated information is shared during the library's closure on the website and social media sites, including regular posting of virtual programming videos
- The library's Instagram account has grown in popularity over the past year, particularly in the past few months with the posting of virtual programming videos, with 1,485 followers as of April 2020
- Staff continue to work with Public Works on facility needs, particularly the specialized needs to reopen the library building to ensure health and safety standards set by the state and county are met

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 have remained an integral part of all staff members' work from home schedules. Annual evaluation goals continue to align with strategic plan elements and ensure professional development remains an important focus for every staff member. The new staff development program, Collab Lab, launched in early 2020, is continuing with virtual meetings among the staff teams. Each team is collaborating on grant research and virtual programming while working remotely. Staff have been thoughtful and enthusiastic about professional development while working from home, expanding their skills on a variety of topics, including: Excel, sign language, Spanish, safety procedures, homelessness, mental health, virtual services, and customer service. It is no wonder this strategic direction was the first section completed by staff. They recognize the importance of continual improvement and providing 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, and the annual Staff Learning Summit. Due to the effects of the Covid-19 crisis, the upcoming Library Park Redesign project has been temporarily delayed but staff will use this time to review design elements and meet with community partners to gather further feedback. With the introduction of virtual programming and remote work, staff will continue to follow the roadmap of the Strategic Plan as it grows and changes 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 Q2 2020 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 Q2 2020 Progress Report.***

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