

Library Strategic Plan Update



LIBRARY BOARD
DECEMBER 8, 2016



Agenda



- Review Action Items to Date
- Share Thoughts on...
 - Mission
 - Vision
 - Strategic Directions
 - SMART Goals
- Update on Consultant Action Items /Next Steps

Action Items - Complete



- **Community Engagement**
 - Hosted two Key Stakeholder Meetings and two Community Meetings
 - ✦ 69 attendees in total
 - ✦ 40 unduplicated attendees
- **Conducted 14 Individual Interviews**
- **Developed a thank you letter to send to all participants**
- **Collected 292 Surveys**
- **Received a draft Mission / Vision from the consultant**
- **Staff hosted our own Retreat**

Staff Retreat



- We wanted a chance to process the feedback as a group
- Check in with what we were hearing and see if there were any new discoveries
- Reflect on the information received from the consultant related to the Draft Mission and Vision

Staff Retreat



- Overall we felt the community feedback was consistent with our observations
- Not many surprises during the community meetings
- The process has help us build our team and align our visions
 - Unintended benefit
 - We feel strong, supported, and a part of something grand
 - Built new relationships with the community

Staff Retreat



- **Why do we serve?**
 - Create community
 - Care about people
 - Offer places for people to gather
 - Provide a place for opportunity
 - We are a gateway to learning / bridge
 - Offer endless possibilities
 - Enrich literacy
 - Create relationships
 - Enrich lives
 - Aspire...
- **This was important as we wanted this to be reflected in our Mission, Vision, and Strategic Direction**

Mission Statement



- Mission statements describe what an organization wants to do
- Why we exist...
 - What we heard:
 - ✦ Provide access to all
 - ✦ Provide excellence
 - ✦ To serve the community
 - ✦ To engage the community
 - ✦ Promote literacy
 - ✦ Bring people together
 - ✦ Safe environment
 - ✦ Change lives for the better
 - ✦ Educate and broaden thoughts
 - Who we serve
 - ✦ The people of Monrovia
 - ✦ Everyone 0-100
 - ✦ All patrons

Mission Statement



We exist to serve the people of Monrovia in creating a premier quality of life.

Mission Statement



- We are City employees
- We believe this is our mission
- Through the activities and services we offer, we are creating a premier quality of life for Monrovia
- Our unique qualities are also important and should be clarified in our Vision and Strategic Direction

DRAFT - Vision Statement



- An aspirational and affirmational description of what the organization would like to achieve
 - Draft provided by consultant was lengthy
 - Forgettable
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- Staff wanted to have “Monrovia Public Library” in our Vision
 - “Endless Possibilities” was continual theme
 - “Enriched” was a term that popped up often

DRAFT - Vision Statement



Monrovia Public Library aspires to offer the community endless possibilities through enriched experiences.

DRAFT - Strategic Directions



- Enhanced Technology
- Enhanced Partnerships
- Enhanced Image
- Enhanced Access
- Enhanced Experiences

Enhanced Technology



- Collection Development
- IT infrastructure
- Access to Devices
- Charging Stations

Enhanced Partnerships



- Inclusion
- Target specific populations
- Target Non-Users
- Social Services / Mental Health Services
- Develop / Sustain Trust in the community

Enhanced Image



- Relevance
- Community Trust
- Marketing / Promotions
- Inclusion
- Progressive
- Passionate
- On-going physical maintenance
- Presence in the community

Enhanced Access



- Hours of operation
- Mobility of the Library
- Inclusion
- Safety
- Friends Book Store
- Southern Monrovia

Enhanced Experiences



- Programs
- Services
- Physical Space
- Café / Coffee Shop
- Communicate and Celebrate our progress – Internal Staff / Volunteers

Action Items / Next Steps



- **Conference Call with the Consultant 12/13/16**
 - Data needs to be analyzed
 - ✦ Cross Tabulation
 - ✦ Industry Trends
 - Understanding of how the interview summary will be incorporated into the Strategic Plan
- **Finalize Vision and Strategic Directions**
- **Develop SMART Goals to support the Strategic Direction**

Questions

