

# Monterey Park Bruggemeyer Library

## Strategic Plan 2015- 2018

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# Monterey Park Bruggemeyer Library

## 1929 - 2015

### **BACKGROUND**

The Monterey Park Bruggemeyer Library has been in existence since 1929. The original site and first building were donated to the city by Judge Mancha Bruggemeyer in memory of his late wife, Roberta Pauline. The first city librarian, Mrs. Helen (Nell) Thompson, became the second Mrs. Bruggemeyer.

In 1958 the city passed a bond measure to build a new library and on July 7, 1960 the new facility was dedicated at its present site. That facility was remodeled and expanded in 2006 to its present configuration.

The Library Board of Trustees provides direct oversight as an administrative board. The City Council, in the 1980s, had attempted to assume direct control of the library, but the Library Board of Trustees litigated the matter and prevailed.

In 1998, Library Tax Measure C was passed, generating funding from specific property taxes. At the time of passage, the City was funding the library at 5.6% of the City's General Fund budget, so that percentage was provided to the library, but the measure states that no less than 5.3% of the city's General Fund revenues would go directly to fund the library and guaranteeing that the library would be open on Sundays.

The City of Monterey Park is proud of its diversity; minorities comprise the majority. 61.5% are of Asian descent and 29% are Latino/a. It boasts one of the largest populations of Chinese outside mainland China.

A city rich with recent immigrants, literacy is an important issue facing Asian and Latino/a communities. The Library's free literacy and citizenship classes are a popular service of the Library.

# Monterey Park Bruggemeyer Library

## Strategic Plan 2016-2018

### I. EXECUTIVE SUMMARY

The Monterey Park Bruggemeyer Library's Strategic Plan includes information to assist the City Librarian and library staff to participate in planning and executing library resources and services to meet the needs of the residents of Monterey Park and surrounding communities. The plan will provide assistance in identifying proactive efforts of real needs in our community and in defining our educational offerings to library patrons. These needs were determined through forum groups with internal and external stakeholders in the community and staff. The increase of library use and services has significantly impacted our community in the past three years with emphasis in four critical areas: **employment, education, health and establishing community connections**. It has been estimated that 40% of library users come to the Monterey Park Bruggemeyer Library to conduct research in those four areas. Technology has been integrated into the strategic plan since its role is essential in how it provides information to public service within these four areas as well as through digital innovations.

### II. VISION

To establish a high technology communication program that will enhance and integrate programs and operations in every department of the library such as in Reference, Circulation, Technical Services, Children's and Literacy. All internal and external resources will continue to expand through internal management and digital growth offering the highest priority to customer services from within our library or remotely from their homes.

### **III. MISSION STATEMENT**

The mission of the Monterey Park Bruggemeyer Library is to meet the cultural, educational, and informational needs of the residents of the City of Monterey Park by providing free and open access to its resources and services.

### **IV. STRATEGIC GOALS**

Forum discussions with internal staff and external stakeholders in the community were conducted to determine the scope of services the library needed to implement and meet the community needs. These needs were determined through Strengths/Weaknesses/Opportunities/Threats (SWOT) analysis debates and the following goals were identified as essential for the library to prosper:

**The Five Goals of the 2015-2018 Strategic Plans are summarized as follows:**

*Goal 1: Strengthen and Build Staff Capacity*

*Goal 2: Increase Sustainability*

*Goal 3: Focus on Reading and Literacy Across the City*

*Goal 4: Update Existing Technology and Acquire New Technology to Remain Current with Trends*

*Goal 5: Build Strong Collaborations with other City Departments such as the Economic Development Department, with Community Businesses and Organizations such as the Community Participation Commission and with Education Institutions*

## V. GOALS SUMMARY AND RECOMMENDATIONS

### Goal 1: *Strengthen and Build Staff Capacity*

#### **Summary of Recommendations:**

The Monterey Park Bruggemeyer Library has a small staff relative to community demand. The Library's staff was reduced during the 2010 fiscal year to offset the economic downturn. Part-time staff layoffs were initiated leaving the library with limited staffing to patron ratio. Since then, the library staff has increased minimally with the addition of some part-time staff but has not returned to the full capacity prior to 2010. Staff members should continue enhancing their knowledge base to be more resourceful to patron needs. More time must be devoted to staff meetings and they must afford an exchange of information and ideas. Staff needs to feel engaged and valued as a full partner.

#### **Recommendations:**

1. Increase staff
2. Scope to diversify staff to meet the language needs of community
3. Provide staff opportunities for professional development
4. Encourage education and training in technology trends
5. Survey knowledge base of staff for needs assessments
6. Allot more time at weekly staff meetings to promote engaging conversations about operations and needs

## **Goal 2: Increase Sustainability**

### **Summary of Recommendations:**

The Library should employ more innovative forms of fundraising to diversify its revenue stream and create a more stable financial situation. Working with the Friends of the Monterey Park Library and Monterey Park Library Foundation, the library must establish funding opportunities that will supplement and provide enhancements to the collection and services. The library must make efforts to implement a strong financial plan to have effective boards and marketing/communications, so that all are connected to the success of the Library's fund development.

### **Recommendations:**

1. Re-engage past donors.
2. Personalize the Library, the Library's story and communicate it consistently and comprehensively.
3. Clarify Foundation needs to bring in higher net revenue.
4. Recognize donors for their annual support.
5. Acknowledge all contributions promptly and regularly.
6. Requests for donations should be communicated consistently. Making a donation should be made easier.
7. Align all library fundraising efforts under a single campaign message.
8. Spend more time networking and expanding outreach of the Library.
9. Identify corporations that align with organization functions

### **Goal 3: Focus on Reading and Literacy Across the City**

#### **Summary of Recommendations:**

The Library serves a large immigrant population with limited English reading and writing skills. The Library must emphasize the significance of reading and literacy to all stakeholders in the community. Those stakeholders include institutions of learning such as local schools. Monterey Park is a community that values literacy. An analysis of the composition of our collection must be updated and maintained to be current and aligned with the needs of local schools' curriculum and patron interests. Outreach efforts to promote literacy to schools and centers will assist in bringing visibility to the library in the community.

#### **Recommendations:**

1. Enhance the library collection
2. Establish outreach efforts to promote Storytime and Book Talks to local schools and centers.
3. Invite more Local and National Authors
4. Create a formal document establishing statistical circulation information for library selectors
5. Expand eBooks collection
6. Publicize and Market new additions to the collection
7. Add value to intra-City departments by utilizing reference librarians as a resource in support of projects, or as research assistance for grants

**Goal 4: Update Existing Technology and Acquire New Technology to  
Remain Current with Trends**

**Summary of Recommendations:**

Update existing technology and acquire new technology to enable all staff at all levels to further the primary mission of the library - reading and literacy - and to enable the library to efficiently market and brand itself in the community through attractive public relations materials with the use of computers and mobile devices.

**Recommendations:**

1. Replace old public computers with new ones on a rotation cycle annually
2. Continue to apply for e-rate
3. Extend links to technology centers and library resources online
4. Add overhead projectors in meeting rooms
5. Increase eBooks and databases.
6. Seek online learning tools for patrons
7. Promote Distance Learning
8. Provide training, online or in the library to patrons on the use of new technology trends
9. Focus on all dimensions of technology so that staff is well equipped and trained to provide digital resources services to patrons
10. Bring innovative computer classes to patrons



**Goal 5: *Build Strong Collaborations with Other City Departments and with Community Businesses and Organizations Whose Work and Mission Resonates with the Library***

**Summary of Recommendations:**

The library has a different governing structure in its Board of Trustees, but it is inextricably bound to the City through Measure C and the General Fund. It is to the library's advantage to join with other agencies whose work and mission resonates with the library to better serve the community.

**Recommendations:**

1. Draw on the “new leader” opportunity to reconnect with community and stakeholders, i.e., service clubs, chamber of commerce, etc. via the library.
2. Promote multiple avenues to obtain the services that public libraries offer.
3. Bring public awareness to other city departments of all services the library provides free of charge or at little cost.
4. Engage interdepartmental partnerships to promote services correlated with public service and city assistance.
5. Expand community partnerships with local businesses so the library can aggressively offer library services to patrons that provide trainings in commercial and nonprofit employment.
6. Host an annual Libraries, Economic Development and Jobs Summits that will highlight the important role the library plays as a public center in job seeking, identifying best practices and providing opportunities for major employers in locally and regionally to work with the library.