



SANTA MONICA PUBLIC LIBRARY

STRATEGIC PLAN
2019 - 2021



VISION

Preserving the Past...
Serving the Present...
Shaping the Future.

MISSION

To provide resources,
services and a place to
encourage the community
to Read, Connect, Relax
and Learn.

STRATEGIC PLAN

2019 - 2021



Santa Monica Public Library is a learning, cultural, and community hub. The Library supports literacy, life-long learning, civic engagement, equity, diversity, inclusivity, and cultural awareness.

With approval from the Library Board, and City Council, the Library embarked on a strategic planning process. Four strategic focus areas were distilled from community and staff feedback, best practices, emerging trend information, and City data. Over the next two fiscal years, the Library will accomplish a set of goals in each of the four focus areas; Vibrant Learning Center, Wellbeing Cultivator, Dynamic Third Place, and Community & Cultural Connector.



VIBRANT LEARNING CENTER

FROM STORY TIME TO DIGITAL MEDIA SPACE, THE LIBRARY PROVIDES INSPIRING LEARNING OPPORTUNITIES GROUNDED IN BEST PRACTICES AND EQUIPPED WITH THE LATEST TOOLS, LITERACIES, AND TECHNOLOGY.

Santa Monica Public Library maintains quality core services; collections, research support, local history resources, and literacy. The Library offers the latest tools and technology to enhance learning for school, career, and life success. The Library provides a wide array of free programs, classes, and services, and embraces Santa Monica's commitment to building a community of readers. The Library's collection includes materials in Amharic, Chinese, English, Farsi, French, German, Italian, Japanese, Korean, Russian, and Spanish.



VIBRANT LEARNING CENTER GOALS

01

LIFE LONG LEARNING & LITERACY

Create quality FREE programs, classes, and services that foster lifelong learning and include all forms of literacies. Specifically the Library implemented the second year of the Literacy Education for Adults and Families (LEAF) program, which offers free one-on-one tutoring for adult learners.

02

INTERGENERATIONAL LEARNING

In order to build intergenerational collaboration the Library offers engaging technology programs that include smartphone and tablet instruction, one-on-one assistance, 3D printing, virtual reality, coding, and robot playtime.

03

DIVERSE COLLECTIONS

Maintain diverse Library collections curated through community feedback, demographics, impact, and program support. Dedicated Library staff review the collections regularly, allocate funds and improve collections systemwide. Staff work to find new ways to make materials available to the community.

04

LOCAL HISTORY & PRESERVATION

Promote interest in Santa Monica by creating interactive programs and displays centered around local history and preservation. Collaborations with City departments and community agencies embrace the Library's mission to preserve and share Santa Monica history.

DYNAMIC THIRD PLACE

SPOTLIGHT

EL DÍA DE LOS NIÑOS/LIBROS



WELLBEING CULTIVATOR

**THE LIBRARY HELPS RESIDENTS LIVE
THEIR BEST LIVES.**

Since its founding in 1890, Santa Monica Public Library has played a vital role in enhancing the welfare of its residents by evolving to constantly fit the needs of the community. Data collected by the Library to meet City Framework goals -- particularly about volunteerism, community building, engagement, learning, and place - influences the Library's community engagement and program design.



The Library seeks to become an inclusive, diverse and equitable learning community, by providing tools and experiences that stimulate intellectual exploration, emotional development, and relationship building. Additionally, core Library services create new opportunities to nurture wellbeing in Santa Monica, while finding new and inventive ways of diminishing barriers to access information.

WELLBEING CULTIVATOR GOALS

RESEARCH & REFERENCE SUPPORT

Deliver focused research and reference support to the community through the use of the Library's collection, programs, and services. The Book a Librarian Program allows patrons to make an appointment with a librarian for an uninterrupted reference session for research support.

01

ELECTRONIC RESOURCES

Connect the community to electronic resources, online training, and instruction. Resources include; eMedia and streaming applications, JobNow, Foundation Center, GED programming, Career Online High School, online tutoring, and more.

02

LIBRARY CARD REGISTRATION

Grow the number of Library card holders and boost check outs by offering fine free accounts for youth, automatic renewals, programming and book displays.

03

HOMELESSNESS SERVICES

Connect individuals experiencing homelessness to pop-up resources and drop-in services with an outreach coordinator and social worker.

04

WELLBEING CULTIVATOR SPOTLIGHT

SAMO PRIDE



DYNAMIC THIRD PLACE

FLEXIBLE, CREATIVE, AND INTENTIONAL LIBRARY SPACES ATTRACT USERS TO EXPERIENCE THE LIBRARY AS A THIRD PLACE WITH A WIDE ARRAY OF COLLECTIONS, SERVICES, PROGRAMS, AND AMENITIES.



Santa Monica Public Library acts as an anchor in the community, a third place separate from home and work. Engaging spaces provide a place to read, connect, relax, and learn. Library staff are extending resources beyond the walls of the Library facilities to meet people where they are. Community festivals, increased usage of mobile technology, pop-ups, and outreach services are each playing a part.

The Library team is adapting spaces, technology, and services to be flexible and responsive to new trends and community needs. Ultimately, the Library, whether physical, digital or out in the community, is fueling learning, wellbeing, and social connection.



DYNAMIC THIRD PLACE GOALS

01

FACILITIES MASTER PLAN

The plan is a twenty-year outlook for facilities maintenance. An analysis will be conducted to determine neighborhood needs, and the future use of the Library system. The implementation process is being done in collaboration with Public Works and Architecture Services.

02

TECHNOLOGY PLAN

The Library's 5-year Technology Plan will integrate city and Library priorities. The implementation creates a roadmap to account for systemwide library needs, capital outlays, and an annual technology review to ensure that the Library provides current systems and technologies to patrons.

03

REIMAGINING SPACE

Through a grant from the California State Library in partnership with the Southern California Library Cooperative, staff paired with a professional design consultant to evaluate and redesign selected Library space.

04

LIBRARIES FOR EVERYONE

In 2019, the Library launched a year long Libraries for Everyone campaign. Ongoing work includes setting behavior expectations, consistent enforcement of Library Rules of Conduct, landscaping and signage changes for the public walkways at the Main Library.

DYNAMIC THIRD PLACE

SPOTLIGHT

ARTS & LITERACY FESTIVAL



COMMUNITY & CULTURAL CONNECTOR

THROUGHOUT ITS FIVE LOCATIONS THE LIBRARY CREATES RICH, MEANINGFUL RELATIONSHIPS WITH COMMUNITY PARTNERS TO ENHANCE CULTURAL OUTCOMES AND INSPIRE POSITIVE SOCIAL CHANGE.

The Library staff forges alliances and collaborates with community experts/members to form a shared agenda, vision, and measurement. Together, our collective efforts support collection development, and strengthen programs and services to provide the resources to empower residents.



COMMUNITY & CULTURAL CONNECTOR GOALS

VOLUNTEERS

The Library connects with community members by providing volunteer engagement for teens and adults.

Volunteer opportunities include teen technology assistance, tutoring for the L.E.A.R.N., and LEAF programs, and assistance for Summer Reading.



01

SANTA MONICA READS

Grow Santa Monica Reads, one of the longest-running community-wide reading programs of its kind in the United States. Through discussion groups and special programs, selected titles spark conversation about how issues affect our community, culture, and society.



02

COMMUNITY ENGAGEMENT

At its core, the Library builds strong community partnerships to provide resources and services that benefit the public. Ongoing partnerships include Santa Monica Malibu Unified School District, Connections for Children, and the Santa Monica Regional Consortium for Adult Education.



03

EQUITY, INCLUSIVITY & DIVERSITY

Developed in partnership with local organizations, the Library offers inclusive, diverse, and equitable programs, services, and outreach. Program highlights include, Bilingual Story time (Spanish & Mandarin), LGBTQIA Programming, Hispanic Heritage Month, and Arts & Literacy Festival.



04

COMMUNITY & CULTURAL CONNECTOR

SPOTLIGHT

**SUMMER
READING
PROGRAM**





SANTA
MONICA
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