



STAFF REPORT

DATE: 11/20/2024
TO: Honorable Mayor and City Council Members
FROM: Community Services Department

2024-157

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:
CORONA PUBLIC LIBRARY STRATEGIC PLAN

EXECUTIVE SUMMARY:

This staff report asks the City Council to provide feedback and direction on the Corona Public Library Strategic Plan. The Library's Strategic Plan works in conjunction with the City's Strategic Plan, building on common themes vital for the community. The document, created together with LibraryIQ and library stakeholders, identifies four strategic goals derived from gathered data, and includes objectives and strategies for the next five years to guide the Library's operations, programs, and services.

RECOMMENDED ACTION:

That the City Council provide direction and feedback on the Corona Public Library Strategic Plan.

BACKGROUND & HISTORY:

In February 2024, the Corona Public Library began the process of creating a strategic plan. To assist with the development of the strategic plan, staff utilized LibraryIQ, a platform managed by library professionals who offer varied services in the field such as monitoring and managing collection performance, selection, acquisition, cataloging, weeding and inventory, as well as strategic assessment and planning, facilities optimization and technology management. Debbie Joy, MLIS, was our strategic plan lead from LibraryIQ and has 10 years of experience marketing, planning, and developing

libraries. Debbie worked closely with library staff and city management to create a guiding document that will ensure the Corona Public Library continues to be a valuable resource for the Corona community.

ANALYSIS:

The strategic plan process was conducted over a six month period and included data gathering, analyzing data, identifying and reviewing strategic goals and objectives, and preparing and presenting the draft strategic plan to stakeholder groups. The data gathering stage involved learning about the history of the Library, using LibraryIQ to gather raw statistical data about the collections, participation, usage, and conducting on-site interviews.

In May 2024, LibraryIQ facilitated in-person focus groups and one-on-one interviews to understand the goals of the City of Corona, its administration and staff, and to hear directly from the Corona community. Data gathered from online surveys, emails, focus groups, the City's Strategic Plan, and from the LibraryIQ platform determined commonalities, which were crafted into four main Strategic Goals:

1. Strong Collection and Services
2. Innovative Spaces
3. Community Gathering
4. Library Visibility

Each goal includes multiple objectives, strategies, timelines, partnership opportunities, and funding sources recommended to implement the plan over the next five-year period.

The Strong Collection and Services goal addresses strategies for the Library to create collections and services catered to the community. Throughout the strategic plan timeline, the goal identifies various strategies to increase and update the collection, using data driven collection development processes, and grow literacy for children and adults. This goal helps ensure the Corona Public Library will provide wide-ranging, high-quality collections and literacy resources to meet the needs of the community, ensuring equitable access to a wide range of materials and services.

The Innovative Spaces goal primarily focuses on the physical building of the Library. This goal incorporates the creation of an Innovation Center, which is scheduled to open in June 2026. The Innovation Center will provide modern, welcoming spaces, equipment and services to spark creativity and innovation.

The Community Gathering goal amplifies the Library's community engagement both internally and externally. Objectives in this goal center around creating new opportunities and reasons for diverse people to gather and use the Library. Ideas such as walking clubs and pop-up services are some ways for the Library to have a better foothold in the community. This goal helps the Library foster civic engagement, support lifelong learning and well-being for residents, and strengthen community bonds.

Lastly, the Library Visibility goal strives to make the Library's programs, services, eResources, collections, and the building itself more noticeable to the community. During the focus group meetings, many community members expressed a desire for specific services or programs that the Library already provides. This highlights that while the community is aware of the books available, other resources are not as widely recognized. This goal helps the Library raise its visibility and public awareness by increasing newsletter, social media and outreach audience engagement by 25% during the planning period.

A draft of the Library Strategic Plan was reviewed by library staff and city management to ensure the plan is attainable. The draft plan was also shared with the community to ensure transparency and solicit feedback. Any feedback provided by the City Council will be incorporated into the plan, and the final strategic plan document will be presented for City Council adoption at a future meeting.

BOARD RECOMMENDATION

On October 22, 2024, the Corona Library Board of Trustees received a presentation on the Library Strategic Plan and recommended City Council approve the plan. The Trustees also recommended the City provide additional funding for books and not rely on the Friends of the Corona Public Library to supplement book funding.

FINANCIAL IMPACT:

There is no additional fiscal impact associated with this recommended action.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Therefore, no environmental analysis is required.

PREPARED BY: DANIELL WHITTINGTON, LIBRARY MANAGER

REVIEWED BY: DONNA FINCH, COMMUNITY SERVICES DIRECTOR

ATTACHMENT:

1. Exhibit 1 – Strategic Plan Draft