RESOLUTION NO. 2016-R-97

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, APPROVING THE NORTH MIAMI LIBRARY STRATEGIC MANAGEMENT PLAN FOR FISCAL YEARS 2016-2018 AND THE ANNUAL PLAN OF SERVICE FOR FISCAL YEAR 2016-2017; PROVIDING FOR AN EFFECTIVE DATE AND FOR ALL OTHER PURPOSES.

WHEREAS, the Florida State Aid to Library Grant Program ("Grant Program") is an important component of providing library services to the citizens of the City North Miami ("City"); and

WHEREAS, as part of the application process of the Grant Program, the City is required to submit a strategic management plan covering a period of three (3) to five (5) years, and an annual plan of services for the North Miami Library; and

WHEREAS, the City Manager has reviewed the North Miami Library Strategic Management Plan for fiscal years 2016-2018 and the Annual Plan of Service for Fiscal Year 2016-2017 (attached hereto as Exhibit "A" and Exhibit "B", respectively) and recommends their approval by the Mayor and City Council.

NOW THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA:

Section 1. **Approval.** The Mayor and City Council of the City of North Miami, Florida, hereby approve the North Miami Library's Strategic Management Plan for fiscal years 2016-2018 and the Annual Plan of Service for Fiscal Year 2016-2017, attached hereto as "Exhibit A" and "Exhibit B", respectively.

Section 2. **Effective Date.** This Resolution shall become immediately effective upon adoption.

PASSED AND ADOPTED by a 5 - 0 vote of the Mayor and City Council of the City of North Miami, Florida, this 27th day of September, 2016.

DR. SMITH JOSEPH
MAYOR

ATTEST:

MICHAEL A. ETIENNE, ESQ.
CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:

JEFF P. H. CAZEAU, ESQ.
CITY ATTORNEY

SPONSORED BY: CITY ADMINISTRATION

Moved by: Galvin

Seconded by: Joseph

Vote:

Mayor Smith Joseph, D.O., Pharm. D.	X (Yes)	____ (No)
Vice Mayor Alix Desulme	X (Yes)	____ (No)
Councilman Scott Galvin	X (Yes)	____ (No)
Councilwoman Carol Keys, Esq.	X (Yes)	____ (No)
Councilman Philippe Bien-Aime	X (Yes)	____ (No)

EXHIBIT "A"

LIBRARY

Mission Statement: Provide open and free access to information and technology, while fostering independent lifelong learning, personal growth and development, intellectual stimulation, cultural enrichment, and a love of reading.

GOAL 1: TRANSFORM THE PHYSICAL LIBRARY'S ENVIRONMENT

Objectives 1.1: Develop a plan for renovating the physical environment of the library and addressing the most pressing needs

Strategies:	Target Date	Fiscal	Status
1.1.1 Implement low cost improvements to exterior areas to include landscaping and parking	12/2016	Yes	In Progress
1.1.2 Implement new exterior parking lighting plan	12/2016	Yes	In Progress
1.1.3 Create a community garden to encourage Intergenerational interaction and continue the beatification of the landscape			

Objectives 1.2: Make it easier for residents to access the library's collection and services

Strategies:

1.2.1 Create satellite, mini branch libraries or Kiosks, as points of service throughout the community	7/2018	Yes	Pending
1.2.2 Investigate placing satellite collections in	10/2017	Yes	In Progress

	various senior centers, parks and other City facilities served by the full-service library.			
1.2.1	Seek partnerships with other City departments and schools.	On-going	No	On-going
1.2.2	Continue expanding online access through the library's website.	On-going	No	On-going

GOAL 2: RAISE THE LIBRARY'S PROFILE AND SERVICES TO SERVE AND ENERGIZE THE COMMUNITY

Objectives 2.1: Provide ample collections of materials, resources, and services

Strategies:

2.1.1	Create a new written collection development plan and policies.	01/2017	No	In Progress
2.1.2	Identify alternate sources of funding for materials.	On-going	No	On-going
2.1.3	Continue to purchase copies of bestseller books, popular DVD titles, and e-books	On-going	Yes	On-going
2.1.4	Continue to expand the Foreign Languages collection in response to the changing and diverse needs of the community.	On-going	Yes	On-going
2.1.5	Create more visible displays of materials to attract public interest.	On-going	No	On-going

2.1.6	Create effective signage to showcase the collection.	12/2018	Yes	In Progress

Objectives 2.2: <u>Increase the number of children and teens who use the library and read on a regular basis</u>

Strategies:

2.3.1	Continue conducting outreach visits to public and private schools in the City.	ongoing	No	ongoing
2.3.2	Continue working with the Quality in Education Advisory Board and the area schools to get a library card to every student in North Miami.	ongoing	No	ongoing
2.3.3	Participate in meetings with school librarians to review support resources.	ongoing	No	ongoing
2.3.4	Expand the collections of Manga, graphic novels, animè, current music, and DVDs.	ongoing	Yes	ongoing
2.3.5	Enhance the website to include resources that promote the benefits of reading.	Ongoing	No	ongoing
2.3.6	Develop homework help programs, utilizing volunteers and grant opportunities.	ongoing	No	ongoing

Objectives 2.4: <u>Launch an early literacy initiative</u>

Strategies:

2.4.1	Work with local pre-schools and child care centers to add the Library's literacy components to their programs.	Ongoing	No	Ongoing
2.4.2	Collaborate with the Early Learning Coalition and and other early learning organizations to provide	Ongoing	Yes	Ongoing

	reading tips and reading related incentives to families in our community.			
2.4.3	Conduct ongoing toddler and pre-school age programs.	ongoing	No	ongoing

Objectives 2.5: Develop a Community Learning Center

Strategies:

2.5.1	Attract volunteers to offer family and basic literacy services.	ongoing	No	ongoing
2.5.2	Develop a training program for volunteers.	12/2015	No	Completed
2.5.3	Expand ESL classes, utilizing media, software, and grant opportunities.	10/2018	Yes	In Progress
2.5.4	Increase the availability and use of technology-based solutions and identifying funding sources and grants.	ongoing	No	ongoing

Objectives 2.6: Develop a Community Memory Project to provide access and preserve local history

Strategies:

2.6.1	Partner with the Historical Society to develop a plan to preserve, digitize, and move the historical archives now kept in the basement of City Hall.	9/2017	Yes	In Progress
2.6.2	Create a slide presentation featuring extracts from the Story Corps Interviews collected.	1/2017	No	In Progress
2.6.3	Continue gathering oral history using the StoryCorps recording equipment	Ongoing	No	Ongoing

GOAL 3: CREATE AN INFORMATION-LITERATE COMMUNITY

Objectives 3.1: Improve access to library computers

Strategies:

3.1.1	Purchase new technology to provide access	02/2018	Yes	Pending
3.1.2	Create early literacy computer stations for families with kids.	01/2015	Yes	Completed
3.1.3	Increase the numbers of public computers	01/2016	Yes	In Progress

Objectives 3.2: Provide scheduled, basic computer education to address community needs.

Strategies:

3.3.1	Develop an informal schedule of classes	09/2017	No	Pending
3.3.2	Train volunteers to provide instruction in resume preparation, job searching skills, and completion of job applications.	Ongoing	No	Ongoing
3.3.3	Create instruction manuals in English, Creole, and Spanish	09/2018	No	Pending

GOAL 4: SUPPORT LIFELONG LEARNING

Objectives 4.1: Provide programming to encourage lifelong love of reading

Strategies:

4.1.1	Provide additional children's programming.	ongoing	No	Ongoing
4.1.2	Partner with the schools and parks to provide literacy and reading programs throughout the year and summer.	ongoing	No	Ongoing
4.1.3	Offer a variety of book discussion groups	ongoing	No	Ongoing

Objectives 4.2: Expand programming for teens and adults

Strategies:

4.2.1	Offer more current-interest programs.	ongoing	No	Ongoing
4.2.2	Develop and appoint a Teen Advisory Committee to advise the library on programming and collections of interest to their age group.	12/2017	No	In Progress
4.2.3	Establish a series of cultural and topical programs.	Ongoing	No	Ongoing

GOAL 5: INCREASE THE LEVEL OF AWARENESS OF LIBRARY SERVICES AMONG ALL SEGMENTS OF THE COMMUNITY

Objectives: 5.1: Increase exposure to the library to all residents

Strategies:

5.1.1	Increase the number of library card holders by 15% each year of the plan.	ongoing	No	Ongoing
5.1.2	Increase the number of events targeting the entire family	ongoing	No	Ongoing
5.1.3	Continue working with non-profit organizations, the Quality in Education Advisory Board, and other	ongoing	No	Ongoing

community partners to make North Miami a community of readers.

Objectives 5.2: Create new and renew existing partnerships with other organizations and create shared resources

Strategies:

5.2.1	Develop partnerships with local colleges to provide student interns for semester-long projects.	ongoing	No	Ongoing
5.2.2	Create or expand collaborative programs and collections with Parks, MOCA, and other cultural or educational organizations.	ongoing	No	Ongoing
5.2.3	Partner with the chamber of commerce, local businesses, non-profit and other community organizations.	ongoing	No	Ongoing

GOAL 6: CREATE STRONG AND EFFECTIVE WAYS OF CONDUCTING THE LIBRARY'S BUSINESS

Objectives: 6.1: Address the library's staffing needs

Strategies:

6.1.1	Identify staffing needs to implement this strategic plan and daily operations.	01/2016	Yes	Ongoing
6.1.2	Contact Library Schools to place Interns at the library.	ongoing	No	Ongoing

6.1.3	Arrange community service opportunities for local college and university students.	ongoing	No	Ongoing
6.1.4	Develop training programs and provide opportunities for staff to attend online or off-site programs in order to increase/ improve their skills and expertise.	ongoing	No	Ongoing
6.1.5	Implement programs to recognize and reward outstanding performance	ongoing	No	Ongoing

Objectives 6.2: <u>Increase communication about the Library to local residents</u>

Strategies:

6.2.1	Work with City's PIO to advertise and market library services in the community via local radio, City cable TV, and Social Media	ongoing	No	Ongoing
6.2.2	Routinely communicate information about new library programs and initiatives by providing outreach library services to the community.	ongoing	No	Ongoing
6.2.3	Actively seek Creole speaking volunteers	ongoing	No	Ongoing
6.2.4	Produce an annual report for mailing to all library supporters and users.	09/2017	No	Pending

Objectives 6.3: <u>Improve library efficiency and effectiveness</u>

Strategies:

6.3.1	Explore methods to reduce the costs of	Ongoing	No	Ongoing

	delivering service by using technology, streamlining routines or outsourcing.			
6.3.2	Review event, program, computer and meeting room management software to create ease of use.	09/2017	Yes	In Progress

Objectives 6.4: **Increase advocacy and fundraising potential**

Strategies:

6.4.1	Identify programs that might attract corporate sponsorship.	ongoing	No	Ongoing
6.4.2	In conjunction with the Library Board develop a case statement to be used with potential donors.	01/2015	No	Completed
6.4.3	Through the Board, publicize donation options such as memorials, birthday gifts, planned giving, and annual appeal.	09/2015	No	Pending

EXHIBIT "B"

NORTH MIAMI PUBLIC LIBRARY
ANNUAL PLAN OF SERVICE
FISCAL YEAR 2016-2017

Approved by Library Board _____
Approved by Mayor and Council, _____Resolution No. _____

Library Board: Inez Couch, Chair; Allen Smith, Vice-Chair, Judy Brown, Blanca Cobo
Approved by Resolution: Mayor and City Council Regular Meeting Tuesday, September 27, 2016

Mission Statement

Provide open and free access to information and technology, while fostering independent lifelong learning, personal growth and development, intellectual stimulation, cultural enrichment, and a love of reading.

Hours/Holidays

North Miami Public Library is open Monday through Thursday 11:30 am- 8:00 pm, Friday and Saturday 9:30 am-5:00 pm.
North Miami Public Library is closed in observance of the following holidays: New Year's Day, Martin Luther King, Jr. Day, Presidents' Day, Memorial Day, Independence Day, Labor Day, Veterans' Day, Thanksgiving Day, Friday following Thanksgiving Day and Christmas Day.

ACTIVITIES IN THIS ANNUAL PLAN OF SERVICE SUPPORT
THE PRIORITIES SPECIFIED IN THE
NORTH MIAMI PUBLIC LIBRARY LONG-RANGE PLAN 2015-2018

Circulation Services

- Increase the number of new library card holders and renew same for all North Miami residents by 15% from prior year
- Continue issuing Reciprocal Borrowing Library Cards to residents of Hialeah, North Miami Beach and Miami-Dade County.
- Conduct ongoing training for Circulation Staff in policies, public service skills, and Reciprocal Borrowing.
- Increase circulation by utilizing marketing techniques, email, and social media to promote new materials and resources
- Continue purchasing high-interest materials, and displaying books, DVD's, videos, etc. at all Library programs.
- Increase the number of online library card registrations

Adult Services and Programming

- Aggressively promote the library and increase publicity of library activities and programs with support from the Friends of the Library
- Continue exploring and expanding joint programming with MOCA, North Miami Parks and other community based organizations.
- Expand the Foreign Language Collection by allocating 5% of the materials budget
- Expand/update the business, technology, and health related collections by allocating 15 % of the materials budget
- Grow the digital collection of movies and music within Overdrive, Hoopla, and 3M
- Continue to expand the book collection in print emphasizing best sellers and hot topics
- Increase awareness of e-book collection via social media and direct emails announcing new acquisitions
- Bring at least two major art exhibits and art appreciation workshops in partnership with MOCA and the Friends of the North Miami Library
- Create a Community Garden in back of the library to encourage intergenerational interaction and nature appreciation
- Partner with the Greater North Miami Historical Society to develop a plan to stat the process of rescuing, preserving, cataloguing, and eventually moving the historical archives to the library

Reference Services

- Maximize services and offerings by the Florida Electronic Library prominently featuring the services on the library's webpage
- Provide and encourage ongoing training for Reference Staff in public service skills and effective use of electronic resources and the Internet
- Focus on updating the selection of testing, careers, business, and technology materials

Children's Services

- Recruit volunteers to donate their time as reading coaches and homework helpers
- Continue year-round children's programming
- Offer story programs on Saturdays and evenings targeting pre-school age children and families
- Offer a Summer Reading Program focusing on summer learning experiences and programs that encourage exploration and creativity
- Continue outreach to North Miami schools to foster literacy and collaboration.
- Continue the expansion of children and teen collections

Technical Services

- Continue to update holdings, update collection codes, clean up catalog for bibliographic control
- Continue ongoing training of Technical Services Staff in automated cataloging tools, data entry and processing offered by SEFLIN
- Continue to increase use of Shelf Ready services from vendors, when available
- Process all donated items in the workroom that are awaiting to be catalogued

Computer Services

- Seek funding for additional Teen computers
- Recruit Volunteers to assist Patrons with computer training
- Offer basic computer classes
- Develop a basic computer training manual in English and Creole

Library Administration

- Strengthen and enhance library services through planning and resource management.
- Meet State Library Public Library Construction Grant requirements by submitting final closeout documents and request for payment
- Prepare and submit State Aid to Libraries Grant application.
- Seek additional funds for the Library landscaping / community garden
- Submit articles and photographs on services, programs and collections to appropriate venues and to the Bookworms Newsletter.
- Partner with the Chamber of Commerce, Parks and Recreation Department, schools and media specialists, local businesses, non-profit organizations, and other community organizations.
- Encourage Staff, Board, Friends and Patrons to promote the Library at every opportunity
- Sustain Security Guard presence during after-school hours.
- Oversee contractual obligations and payments from the Coffee Corner Café

Publicity / Marketing

- Continue to promote the Library and Library programming.
- Grow the Library presence on Social Media
- Continue to increase the public awareness of the existence, value and services that the Library provides.
- Market the Library to all segments of the citizenry focusing on strengthening the areas where we are known (work with children) and developing areas where we are weak (seniors).