NORTH MIAMI
FLORIDA
776 N.E. 125 Street, North Miami, Florida 33161

Council Report

To: The Honorable Mayor and City Council

From: Natasha Colebrook-Williams, Chief of Staff NCW

Date: September 21, 2015

RE: FLORIDA DEPARTMENT OF STATE DIVISION OF LIBRARY AND INFORMATION SERVICES STATE AID TO LIBRARIES GRANT– STRATEGIC MANAGEMENT PLAN FOR FISCAL YEAR 2015-2016

RECOMMENDATION

It is recommended that the Mayor and City Council approve the attached resolution approving the North Miami Library's Strategic Management Plan for Fiscal Year 2015-2016.

BACKGROUND

State Aid is a continuing state grant authorized by Chapter 257, Florida Statutes, for eligible library entities. As part of the application to the State Aid to Library Grant Program, the City is required to submit a strategic management plan for the North Miami Library.

ATTACHMENTS

Resolution
Exhibit 1 – North Miami Strategic Management Plan for FY 2015-2016

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, APPROVING THE NORTH MIAMI LIBRARY'S STRATEGIC MANAGEMENT PLAN AND THE ANNUAL PLAN OF SERVICE FOR FISCAL YEAR 2015-2016; PROVIDING FOR AN EFFECTIVE DATE AND FOR ALL OTHER PURPOSES.

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

WHEREAS, as part of its application to the State Aid to Library Grant Program, the City is required to submit a strategic management plan and an annual plan of service for the North Miami Library; and

WHEREAS, the City Manager has reviewed the North Miami Library's Strategic Management Plan and the Annual Plan of Service for Fiscal Year 2015-2016, attached as Exhibit "1" and Exhibit "2", and recommends its approval.

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 and the Annual Plan of Service for Fiscal Year 2015-2016, attached hereto as "Exhibit 1" and "Exhibit 2".

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

PASSED AND ADOPTED by a _____ vote of the Mayor and City Council of the City of North Miami, Florida, this ____ day of _____, 2015.

_____
DR. SMITH JOSEPH
MAYOR

ATTEST:

_____
MICHAEL A. ETIENNE, ESQ.
CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:

_____
ROLAND C. GALDOS, ESQ.
INTERIM CITY ATTORNEY

SPONSORED BY: CITY ADMINISTRATION

Moved by: _____

Seconded by: _____

Vote:

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

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 library and addressing the most pressing needs

Strategies:	Target Date	Fiscal	Status
1.1.1 Seek additional grants and funding to expand/renovate the existing facility.	01/2014	Yes	Completed
1.111 Apply for Library Construction Grant	04/2013	No	Awarded
1.112 Submit and receive General Fund Allocations	04/2013	Yes	Completed
1.1.2 Select an architect and develop a conceptual plan	01/2013	Yes	Completed
1.1.3 Implement a furniture replacement plan.	12/2015	Yes	Completed
1.1.4 Implement low cost improvements to exterior areas, to include landscaping and parking	12/2016	Yes	In Progress
1.1.5 Develop and implement a lighting plan and save on utility bills by using more efficient light bulls.	12/2015	Yes	Completed
1.1.6 Renovate and modernize the circulation, reference and children's desks.	12/2014	Yes	Completed

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,	7/2017	Yes	Pending

	as points of service throughout the community			
1.2.2	Investigate placing satellite collections in various senior centers and other possible locations, such as parks and other City facilities	10/2016	No	In Progress
1.2.1	Investigate the use of a Bookmobile and/or Techno Mobile for neighborhoods, not directly served by the full-service library.	09/2016	No	Pending
1.2.2	Research which programs are more likely to be funded and apply for Library Services and Technology Act Grant	01/2016	No	In Progress
1.2.3	Seek partnerships with other City departments and schools.	On-going	No	On-going
1.2.4	Expand online access through the library's website.	On-going	Yes	On-going

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

Objectives 2.1: Provide ample collections of current materials in all formats.

Strategies:

2.1.1	Create a new written collection development plan and policies.	01/2016	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	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.	12/2015	Yes	Completed

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

Strategies:

2.3.1	Keep working to increase outreach visits to elementary schools in the City.	ongoing	No	ongoing
2.3.2	Continue working with the Quality 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 CDs and DVDs.	ongoing	Yes	ongoing
2.3.5	Enhance the website to include resources that promote the benefits of reading.	1/2016	No	In Progress
2.3.6	Develop homework help programs, utilizing volunteers and grant opportunities.	ongoing	No	ongoing
2.3.7	Develop a program to address a dedicated teen space in the Library	12/2014	Yes	Completed

Objectives 2.4: Launch an early literacy initiative

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	Initiate an "Every Child Ready to Read" Program to provide reading tips and reading related gifts to families in our community.	1/2016	Yes	Pending
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.	1/2016	No	Pending
2.5.3	Expand ESL classes, utilizing media, software, volunteers, and grant opportunities.	10/2016	No	Pending
2.5.4	Increase the availability and use of technology-based solutions and identifying funding sources and grants.	ongoing	No	ongoing

Objectives 2.6: Use features in the Polaris System to increase convenience to patrons

Strategies:

2.6.1	Continue to notify about reserve and late notices via email.	ongoing	No	ongoing
2.6.2	Send email messages to library users when the library acquires books by their favorite authors.	ongoing	No	ongoing

2.6.3	Continue to educated patrons on how to reserve computers independently using the EnvisionWare Computer Reservation System, without direct staff assistance.	ongoing	Yes	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	02/2016	Yes	In Progress
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	09/2016	No	Pending
3.3.2	Train volunteers to provide instruction in resume preparation, job searching skills, and completion of job applications.	09/2016	No	Pending
3.3.3	Seek grant funding to hire a consultant to create instruction manuals in English, Creole, and Spanish.	09/2016	No	Pending

GOAL 4: SUPPORT LIFELONG LEARNING

Objectives 4.1: Provide programming to encourage lifelong love of reading in children

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, especially parent/child.	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.	12/2016	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 community partners to make North Miami a community of readers.	ongoing	No	Ongoing

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

NORTH MIAMI PUBLIC LIBRARY
ANNUAL PLAN OF SERVICE
FISCAL YEAR 2015-2016

Approved by Library Board September 15, 2015
Approved by Mayor and Council, September 21, 2015Resolution 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 21, 2015

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 2013-2016

Circulation Services

- Embark on a library card sign-up campaign to increase the number of new library card holders and renew same for all North Miami residents.
- 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, continue purchasing high-interest materials, and displaying books, DVD's, videos, etc. at all Library programs.
- Increase the online circulation of e-books and other digital resources by actively promoting these new services in all social media, the City website
- Increase the number of online library card registrations

Adult Services

- Aggressively promote the library and increase publicity of library activities and programs
- Develop and implement Information/Technology Literacy programs
- Continue exploring and expanding joint programming possibilities with MOCA, North Miami Parks and other community based organizations.
- Expand and promote the Foreign Language Collection.
- Grow the digital collection of movies and music
- Continue to expand the book collection in print and electronic formats
- Assist Patrons with computer training such as after school programs, employment assistance, resume writing, literacy
- Increase awareness of e-government and e-business resources
- Increase awareness of e-book collection

Reference Services

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

Children's Services

- Implement the 3rd series of Prime Time Family Time programming
- Recruit volunteers to donate their time as reading coaches and homework, homework helpers, and tutors
- Continue to actively seek funding for an "After-School Program" that addresses the specific needs of the youth of our community to include math, science, and health programming
- Enhance Children's Computer Learning Center by adding Early Literacy Stations
- Continue year-round children's programming.
- Continue enhancing the Summer Reading program through partnerships with the North Miami Parks and Recreation Department, and the Friends of the Library.
- Continue outreach to North Miami schools to foster literacy and collaboration.
- Continue the expansion of children and teen programs.

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.
- Continue to increase use of Shelf Ready services from vendors, when available

Computer Services

- Additional Public Access computers
- Additional Teen computers
- Recruit Volunteers to assist Patrons with computer training.
- Expand offerings of basic computer classes.

Library Administration

- Oversee the Library Construction Grant, submission of Payment Requests, and final implementation of Phase II and III of the project
- Strengthen and enhance library services through planning and resource management.
- Meet State Library Public Library Construction Grant requirements.
- Seek additional funds for the Library landscape
- Arrange Community Service opportunities for local college and university students.
- Submit articles and photographs on renovation work, services, programs and collections to appropriate venues.
- Partnership 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 on Sundays and during after-school hours.

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.
- Develop a partnership plan to maximize the goals of the library for the community.
- 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).