2015
2020

LOS ANGELES PUBLIC LIBRARY STRATEGIC PLAN 2015-2020

Creating
Opportunity

Building
Community

Inspiring
Innovation

www.lapl.org

"Los Angeles is a city of new beginnings. And whether people are just starting out or completely starting over, more than any other place in the city, people start at the Los Angeles Public Library."

A Message from the City Librarian

The Los Angeles Public Library has long served as a trusted and valued civic institution, a bridge that helps people travel from where they are to where they want to be.

So it's no coincidence that after an economic downturn Angelenos would turn to the Library to create a better future for Los Angeles. In 2011, Angelenos voted overwhelmingly to restore the library's hours of operation and to expand services, collections and technology.

To learn how the library could best use the new resources and help create—in Mayor Eric Garcetti's words—"a safe, prosperous and livable Los Angeles" we asked Angelenos to tell us about their needs and desires. We asked what the library could do to help them make a better life.

And the people of Los Angeles answered. By email, phone, focus groups and hundreds of hand-written notes. Through more than 11,000 responses, Angelenos spoke of opportunity. They told us the library is where they go to take a first step or to take it to the next level: to get a good job, to get healthy, to get citizenship, to get inspired.

We listened. "Creating Opportunity, Building Community, Inspiring Innovation: Los Angeles Public Library Strategic Plan 2015-2020" is our response to the trust and hope placed in the library. It's how we fulfill our promise to the people of Los Angeles.

The plan builds on citywide strengths such as the abundant creative capital that exists here and the immigrants who bring to the city their talents and vitality. It directly addresses a multitude of citywide challenges such as illiteracy and school dropout rates. And its goals advance Mayor Garcetti's "Back to Basics" priority outcomes, reflecting what's most important to Los Angeles.

The Strategic Plan would not have been possible without the library staff, a group of extremely dedicated people who serve Angelenos on a daily basis and contribute enormously to our city's culture of innovation and excellence.

The success of the Strategic Plan depends on all of us. It is through creatively partnering with community organizations, businesses and other city departments that the library will enhance its ability to serve and provide equitable access to all Angelenos. It is also essential that the library enhance the marketing and promotion of its services and programs.

It's my hope that this Strategic Plan is a reflection of your dreams for yourself, your family and your community. The Strategic Plan is the library's way of making good on a promise, and giving everyone the resources they need to start the next chapter of their lives.

Sincerely,

John F. Szabo, City Librarian

Dreaming Big

This is an unprecedented time of opportunity and innovation for the library. With the passage of Measure L, we are building on the library's proud tradition of excellence and we will offer enhanced programs, outstanding collections, robust technology, an expanded digital presence and increased opportunities for connection within and between communities.

With their votes and their voices, the people of Los Angeles have told us they revere and rely on their library. And they have also told us the need is greater still. We are listening and our commitment is unwavering. The next five years will be a period of expansion, innovation and evolution in which we reach out to and meet the needs of record numbers of Angelenos.

We will continue to look for innovative ways to serve our customers because we know that there is something for everyone at the library. The library is where people go to improve their lives. The library is a center, a magnet, a spark—and an invitation for all of us in Los Angeles to create opportunity, build community and inspire innovation.

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“The library provides a level of social, cultural and educational services unmatched by any other public institution in Los Angeles.”

community. opportunity. innovation.

Los Angeles Public Library

Los Angeles is a city of new beginnings. It's where people from all over the world come to realize their dreams. And whether they're just starting out or completely starting over, more than any other place in the city, people start at the Los Angeles Public Library.

The library's 73 locations serve the largest population of any public library system in the United States, yet each branch reflects and celebrates the unique qualities of the community it serves. Responsive to the needs of millions of Angelenos, the library provides a level of social, cultural and educational services unmatched by any other public institution in Los Angeles.

The people of Los Angeles rely on their library and revere it as an essential community resource. In 2010, due to the economic downturn, the library sustained severe budget cuts, reducing service hours by 28%. Angelenos demonstrated their unwavering support for the library in March 2011, when an overwhelming majority approved Measure L to restore the library's hours of operation and to expand services, collections and technology. They also support it through 68 Friends of the library groups, by serving as one of 5,800 library volunteers and by supporting the Library Foundation of Los Angeles, which raises funds to enhance library programs and services.

The Los Angeles Public Library Strategic Plan 2015-2020, "Creating Opportunity, Building Community, Inspiring Innovation," is the result of engaging with thousands of people and asking what the library can do to help them start the next chapter of their lives.

"The Strategic Plan is the result of engaging with thousands of people and asking what the library can do to help them start the next chapter of their lives."

What we've learned

Los Angeles residents throughout the city participated in our telephone survey and here's what we learned:

- **82%** visited the Los Angeles Public Library at least once in the last five years
- **25%** visit the library at least once a month
- **20%** use the library website (LAPL.org) several times a month

engaging and listening

Strategic Planning Process

To chart our course for the next five years, the library reached out to Angelenos throughout the city. We received ideas and feedback from more than 11,000 people, including key stakeholders, library staff and—most important of all—residents of the city, including both library patrons and people who don't currently use the library.

We used telephone surveys, in-library and online surveys, children's activities, focus groups, a staff survey and direct staff participation to reach as many people as possible. The questions we asked helped us assess current and future needs, influences beyond the library, key themes and the role of technology.

As we pored over the thousands of responses, a picture emerged of a welcoming, thriving and deeply valued community resource. We received affirmation that the library delivers essential services and programs, and that there is a strong desire for even more. We took the findings from all of our research and together—with input from Angelenos, creative ideas from staff and best practices from other successful libraries—we developed our Strategic Plan.

Distilling feedback from the community, using the library's strong tradition of excellence as a benchmark and Mayor Eric Garcetti's "Back to Basics" priority outcomes as a guide, we identified the goals of the Strategic Plan. While we will launch new and expanded programs and services during the period of this Strategic Plan, we will concentrate

A day in the life of the Library

- **45,000** people visit the Central Library and neighborhood branches
- **4,200** use the Wi-fi to connect to the Internet
- **1,700** attend a program
- **16,100** hours logged on library computers
- **37,000** questions answered by staff
- **73,000** visits made to the Library's website

on the following Goals to ensure that we provide the best possible access to services, information and resources to the greatest number of Angelenos every day:

- **Cultivate and Inspire Young Readers**
- **Nurture Student Success**
- **Champion Literacy and Lifelong Learning**
- **Contribute to L.A.'s Economic Growth**
- **Stimulate the Imagination**
- **Strengthen Community Connections and Celebrate L.A.**

During the next five years, we will be evaluating our performance, measuring impact, developing action plans and allocating resources to support the library's new and expanded services —referred to in the Strategic Plan as Key Activities.

To ensure that we are staying on course, we will measure our progress with a set of ambitious yet realistic Objectives.

Each element of the Strategic Plan will guide us in delivering exceptional programs and services that will result in:

- **Collections, both physical and virtual, that meet people's needs**
- **Talented and knowledgeable staff**
- **Welcoming environments**
- **Robust technology**
- **Expanded digital presence**
- **Effective partnerships**

the future starts here

Goals, Key Activities and Objectives

People borrow items from our collection more than 15 million times a year and we move 40,000 items between libraries daily to meet our patrons' needs. Our 73 libraries also offer more than 18,000 public programs every year.

Despite the vastness of the collections, services and programs, perhaps the most remarkable aspects of the library are the human interactions and moments of connection that happen every day.

There's free homework help, providing students with access to tutors every day. Students stop in, email or even get help via text messaging. Toddlers and parents drop by for storytime programs. Music fan? Angelenos download songs for free, along with videos and podcasts. Mobile phone? We have an app for that. And if someone has a question about anything—such as how to apply for college financial aid—they simply call the library and staff will get them an answer. Millions of these small miracles are all in a day's work for the library.

Day in and day out, the library is unparalleled when it comes to learning, culture and engagement—consistently responsive to personal and community needs and offering a level of customer service that inspires fervent and lifelong loyalty in our patrons. Still, we want even more Angelenos to experience what the library has to offer. For that reason the library is committed to increase the number of people who use the library services, to increase the number of library card holders and actively promote and robustly market programs and services to increase residents' overall engagement with the library. With the goals of the 2015-2020 Strategic Plan, the library is poised to do all that and more.

GOAL 1

cultivate and inspire young readers

The Library is where you can...

- Attend a story time, sing songs, do finger plays, and create something to take home
- Take home books, movies and music to enjoy with your family
- Listen to a story anytime, using a computer or mobile device
- Watch animated talking picture books in English, Spanish or French
- Learn to read using computers or other interactive technologies
- See a story come to life on a tablet

No other public institution can match the power of the library to capture the imagination and stimulate the minds of young children. These first visits to the library mark the beginning of a lifelong relationship and establish critical building blocks upon which all future learning will depend.

This is why LAPL provides programs and resources to cultivate the love of reading in children eager to explore the world around them. They can't wait to visit the library and they don't want to leave—because it's brimming with wonderful things just for them.

There are millions of children's books, music albums and movies, as well as fun, neighborhood-based activities for families who speak Spanish, Chinese, Korean, Tagalog, Armenian, English or other languages popular in the city's diverse communities. There are cozy nooks designed to encourage caregivers and children to read, play and learn together.

Library staff is readily available to expertly assist in locating just the right story, whether it's in a picture book, on a tablet or available as a downloadable e-book.

Each of the library's extensive rosters of early childhood offerings—from *Hora de Cuentos* bilingual storytelling to *Evening Pajama Storytime*—fosters literacy skills and instills in children the joy and excitement of learning.

Annually, tens of thousands of children delight in the library's exemplary *STAR* (Story Telling And Reading) program, which brings children and adults together from diverse cultural, ethnic and economic backgrounds.

The library's multilingual *We Read Together* early literacy workshops educate parents and caregivers about the connection between reading to children in their early years, and their future academic and personal achievement—and teach methods that help them prepare young children to succeed in school.

Everyday, in neighborhoods throughout Los Angeles, many of the city's youngest enter a library. Cradled by caregivers, perched in the lap of a parent or sitting cross-legged in a circle, these tiny Angelenos fall in love with books, stories and learning.

key activities

Develop a community-based early literacy program to give new parents resources and books to prepare their children for school success and a lifelong love of reading.

Enable and empower library staff to use digital technologies to encourage early literacy skills.

Create interactive learning spaces for children and their parents.

Expand the *Story Telling And Reading (STAR)* program, bringing children and adults together from diverse cultural, ethnic, and socioeconomic backgrounds to share in the joy of reading.

Offer early literacy workshops for parents and caregivers, teaching them methods to help young children develop skills they will need to succeed in school.

Teach parents and caregivers to use technology to encourage early literacy skills.

Create an interactive web portal for parents and caregivers with information about child development, suggested reading lists, story times, and videos that model singing, finger plays, flannel boards and reading aloud.

Actively promote the programs and services for young readers.

86%

of Angelenos surveyed consider the Los Angeles Public Library important to them and their families.

objectives

1-1 The number of attendees participating in preschool programs will increase from 50,000 in 2014 to 60,000 in 2020.

1-2 The circulation of early literacy materials will increase from 1,000,000 in 2014 to 1,250,000 in 2020.

1-3 Annually, 90% of parents or caregivers surveyed will rate the library's services for young children as very good or excellent.

1-4 Annually, 90% of parents and caregivers surveyed will rate the early literacy workshops they attended as very good or excellent.

1-5 The new web portal for parents and caregivers will attract at least 50,000 visitors annually.

GOAL 2

nurture student success

The Library is where you can...

- Attend a workshop to learn how to improve your SAT scores
- Work with a tutor online to get help with a homework assignment
- Use a computer in the Student Zone to do research or prepare your report
- Volunteer and share your knowledge with other students who need help with their homework
- Find what you need for homeschooling
- Ensure that your children keep their reading skills strong when school is out by enrolling them in the library's summer reading clubs

More than one out of four students do not graduate from high school in Los Angeles. The library's innovative and responsive programs prepare students to succeed in school and teach them an important lesson as well—the library is a helpful, welcoming place they can rely on and return to throughout their lives.

The library is committed to supporting students from kindergarten to grade 12 in their quest to succeed at school. Collections, services, spaces and technology all complement the learning that happens at school and offer essential support after school hours.

The library's collection includes millions of print and digital materials for elementary, middle school and high school students. At library locations throughout Los Angeles, students can use computers and printers for free. There are quiet spaces where they can study, as well as inviting areas designed expressly for group collaboration such as home schooling sessions.

A student who is struggling with an assignment or preparing for a test can talk online with a live tutor every day, in all grades and all subjects. This homework help is accessible from any computer, phone or mobile device via the library's website. The library's online Research & Homework Gateway offers information on dozens of popular topics and is available 24 hours a day, seven days a week.

Library staff are available to guide students, teaching them valuable research skills and helping them locate accurate, reliable information on everything from math to mythology. The library's Student Smart program offers test preparation, test-taking strategies, practice tests, college workshops, study skills and financial aid workshops—all provided free of charge.

The library partners with teachers, in and out of the classroom, offering study guides, reading lists and in-school presentations to help bring topics alive. Through the library's website, teachers can send "assignment" alerts about topics students may be coming to the library to research. The library operates the city's largest after school program and Summer Reading Clubs, designed to help students retain what they learned during the school year, and continue to learn while school is out.

91%

of Angelenos surveyed believe it is important to offer free programs that help children and teens read at grade level.

key activities

Increase homework and educational support for students in partnership with the L.A. Unified School District and other organizations to enhance the community's efforts to have every child read at grade level and improve the high school graduation rate.

Strengthen skills through digital learning environments that support effective, collaborative and connected learning.

Provide SAT training for students through *Student Smart* programs that include free test prep, practice tests, college prep workshops, study skills and financial aid workshops.

Offer online tutors to help students with homework, skills building and test preparation.

Initiate a homework help volunteer program to offer coaching or tutoring for students.

Make it easier for students to find library resources by creating a new web portal.

Actively promote programs and services to students.

objectives

2-1 The number of students using the online tutoring service will increase from 27,000 in 2014 to 40,000 by 2020.

2-2 Annually, 90% of students surveyed will rate the library's homework help services as very good or excellent.

2-3 Annually, 90% of students surveyed who participate in *Student Smart* workshops will rate the workshops as very good or excellent.

2-4 The library's new homework help website for students K-12 will attract 100,000 students annually.

GOAL 3

champion literacy and lifelong learning

The Library is where you can...

- Learn to use mobile devices to access the library's online media resources
- Take your first step on the path to U.S. citizenship by visiting a library Citizenship Corner or enrolling in a citizenship workshop
- Go back in time or travel to distant lands with streaming videos, films, music and books that take you to places you could not otherwise visit
- Select from more than 1,000 online classes and learn at your own pace
- Become a literacy volunteer and help someone discover the joy of reading or gain employment
- Enhance your technology skills by taking a class or receiving one-on-one assistance from library staff

Everyone can enhance skills, expand horizons and explore new worlds at the library. It is a place of new beginnings. From aspiring screenwriters to first-time voters, the library's vast collection of books, music, films and courses can satisfy curiosity, as well as open doors to a new and better life.

The library offers abundant resources for recent immigrants, English language learners and people who want to improve their reading and writing skills. There are adult literacy centers in 21 libraries throughout the city, each with extensive resources and trained literacy staff and volunteers. English courses are available online and via mobile apps for speakers of Spanish, Chinese, Japanese, Korean, Arabic and Russian.

English speakers can learn dozens of languages through the library's print collections and online courses including Spanish, French, Italian, Mandarin, Cantonese, Arabic, Korean, Russian and Tagalog.

The library's collection includes books, magazines and films in more than 30 languages, as well as staff who specialize in world languages and cultures.

The staff also has deep expertise in a wide variety of subjects such as genealogy, patents and technology, just to name a few—and delight customers of all ages with personalized recommendations. Staff regularly post reviews and recommendations on library blogs about popular topics such as foreign films or the latest bestseller.

The library offers more than 1,000 online courses led by expert instructors in subjects such as business, gardening and psychology. These online resources include e-books containing study materials and online interactive practice exams that cover language skills, academics, civil service, real estate and more.

The Los Angeles Public Library is the first public library in the nation to offer adults the opportunity to earn an accredited high school diploma and career certificate through the Career Online High School. Through online classes and in-person support at libraries throughout the city, the program helps adults continue their education and prepare to enter the workforce or advance in their career.

The library champions learning as a lifelong pursuit. Events and workshops take place every day, for all age groups, supporting the needs and interests of communities throughout the city. Major offerings range from *Health Happens at the Library* with its health and well-being resources and assistance with the Affordable Care Act to *Money Matters* which offers guidance on financial planning, money management and financial literacy, to *2 Young 2 Retire!*, a planning program for seniors.

Wherever they are coming from and wherever they're going, people turn to the library as a trusted, invaluable resource.

key activities

Expand adult literacy offerings and adapt emerging online adult literacy tools to serve Los Angeles' multicultural, multilingual communities.

Increase the number of library cardholders.

Encourage participation in civic life by providing services that help people establish citizenship, register to vote and make informed voter choices.

Contribute substantively to the overall health and wellness of communities by engaging in effective partnerships, providing health programs and information, and offering programs that address specific health disparities in the city's neighborhoods.

Help Angelenos use their mobile devices to access new and emerging technologies.

Recognize the accomplishments of online learners and those who participate in library-sponsored online classes by awarding digital badges or other forms of recognition.

Create a multilingual "Welcome to Los Angeles" web portal with information about the library, government services, and social services of interest to new immigrants and those whose first language is not English.

Develop offsite mobile delivery of innovative library services.

82%

of Angelenos surveyed think it's important to offer a digital training center where people of all ages can learn to use new technologies.

objectives

3-1 The number of learners accessing online instruction will increase from 1,000 learners in 2014 to 5,000 in 2020.

3-2 Annually, 90% of the people surveyed who attend a library-sponsored citizenship workshop will rate it as very good or excellent.

3-3 Annually, 90% of the people surveyed who attend a financial literacy program will rate it as very good or excellent.

3-4 The number of views on the library's financial literacy portal will increase from 5,000 in fiscal year 2014 to 25,000 in fiscal year 2020.

3-5 Annually, 90% of the people surveyed who attend a health program will rate it as very good or excellent.

3-6 Increase the number of library card holders from 1.2 million in 2014 to 2 million in 2020.

GOAL 4

contribute to L.A.'s economic growth

The Library is where you can...

- Learn to write a business plan and start your own business
- Attend a class designed to help you improve your interview skills
- Create a powerful resume that highlights your experience and skills
- Get help using the library's resources to find a job
- Make that brilliant idea of yours come alive by learning how to patent it and bring it to market

When it comes to finding a job or building a business, the library is the go-to place for learning new skills, honing your skills and learning about new career possibilities. The library is a starting place and a second home for all those seeking a new career path.

The library ensures that Angelenos have the services, tools and skills they need to pursue good job opportunities. Throughout the city and online, the library offers courses with modules ranging from word processing and résumé formatting, to managing career change and salary negotiations.

Additionally, the library is committed to helping people nurture and grow their businesses with a full suite of resources. Here, entrepeneurs and business owners have access to print and web-based resources, as well as programs and referrals designed to help them in every phase from incubating a business to growing it.

Responding to the growth of digital technology and dedicated to bridging the digital divide, the library offers classes for all age groups and skill levels in computer and mobile device basics, email, and downloading e-books and other online materials.

First-time job seekers, people making career transitions and employers with job opportunities find valuable information about everything from coping with unemployment to how to dress for success in the library's online *Job Hunting Guide*. It lists more than 200 employment-related websites and resources, and offers referrals to assistance.

To support the financial stability and well being of our communities, the library is helping people improve their financial literacy. The library provides the *Money Matters Financial Resource Guide* in English, Spanish, Chinese and Korean and offers resources and workshops on budgeting, credit, managing money, automobile insurance, home ownership, banking, investing and other topics. The library's actions that help people take control of their personal finances and build their financial literacy are especially important in Los Angeles, which has the nation's largest unbanked and under-banked population.

With the key activities of Goal 4, the library is committed to supporting a skilled and prepared workforce and strengthening the city's economy. This commitment is bolstered by the library's expanded efforts to help launch and maintain strong local businesses.

key activities

Offer programs, resources and connections to partner organizations that will help them develop and maintain viable companies.

Partner with workforce development organizations to offer and promote programs and services that enhance job seeking, language, computer and social media skills.

Create a web portal for small businesses.

Actively promote programs and services to entrepreneurs and job seekers.

Expand financial literacy offerings.

87%

of Angelenos surveyed believe providing free job and career information is important.

objectives

4-1 Annually, 90% of the people surveyed will rate the job-related services they received as very good or excellent.

4-2 The number of people using the library's *Jobs and Careers* web portal will increase from 60,000 in 2014 to 75,000 in 2020.

4-3 Annually, 90% of the people surveyed will rate the library's new small business web portal as very good or excellent.

4-4 Annually, 90% of the people surveyed will rate the small business-related program they attended as very good or excellent.

GOAL 5

stimulate the imagination

The Library is where you can...

- Hold a family movie night with DVDs borrowed from your neighborhood library or movies streamed from the library's website
- Listen to an audiobook during your commute to work or when you're out jogging
- Take a class to learn how to create your own movies, podcasts or other digital content
- Join a book club and share your opinion of the latest selection
- Discover new authors, music or films you might enjoy
- Download an e-book to your mobile device and enjoy it wherever you are
- Access podcasts of special library programs and the acclaimed ALOUD series

The library is where magic happens. The treasures found here inside books, exhibits, films and other media await discovery by all those seeking inspiration whether they want to explore new worlds of the imagination or to create those worlds themselves.

The library is where stories live. Patrons find *their* stories in the library's growing collection of 6.5 million items including novels, magazines, photos, movies, e-books, podcasts, audiobooks and streaming video. The library's collection offers all Angelenos a chance to learn about their cultural heritage. And its programs and services give them the opportunity to connect with their communities and share this heritage with others.

With the great technological shifts in the way people access information, the role of the library and its staff is more critical than ever. To ensure all customers have the skills to access creative materials—as well as contribute to them—staff now teach customers how to use computers and social media, as well as how to download books, music, podcasts and magazines to their smart phones, e-readers and other devices.

In addition to being a place that people look to for inspiration, the library enables people to generate their own works of imagination. In the *Art for All* program, kids and adults learn from Los Angeles County Museum of Art visiting artists, and have the workspace and supplies to create their own masterpieces. Robotics course participants build their own robots to battle in a tournament. The *Teen Code Club* invites participants to "bring your brain, your creativity, a laptop and get ready to create a future."

Because it's located in Los Angeles, the epicenter of digital and mass media story production, the library is dedicated to offering all Angelenos access to these critical communication and creativity tools.

The Library's digital media labs will be places where Angelenos can create animated films, digitize photographs, record podcasts and video blogs—and take classes to learn how to use the equipment and technology.

With the key activities of Goal 5, libraries will continue to shine as creative hotspots.

68%

of Angelenos surveyed thought the library should offer free courses that teach them how to create Internet movies, blogs, books and other multimedia projects.

key activities

Establish digital media labs and flexible spaces that people can use to create content and learn how to use new and emerging technologies.

Create opportunities for sharing content created by library users.

Engage the creative community of Los Angeles to present partnership-driven programming and to initiate collaborative projects.

Expand the library's mobile applications to enable patrons to engage with the library in new and creative ways.

Actively promote the programs and services.

objectives

5-1 Annually, 90% of the people surveyed participating in the digital media labs will rate their experience as very good or excellent.

5-2 By June 30, 2020, the use of library mobile apps will increase from 4,000 users in fiscal year 2014 to 20,000 users in fiscal year 2020.

5-3 The number of children and teens participating in STEAM programs will increase from 3,000 in 2014 to 15,000 in 2020.

5-4 The circulation of e-media will increase from 2,200,000 in 2014 to 3,000,000 in 2020.

GOAL 6

strengthen community connections and celebrate L.A.

The Library is where you can...

- Discover L.A.'s rich cultural diversity by attending cultural programs at your library
- Meet a celebrity or local author
- Discover historic photographs of your neighborhood
- Explore your roots by attending a genealogy class
- Join a conversation circle to improve your spoken English skills
- Attend an art show
- Learn a new craft
- Explore the history of your neighborhood through photos, books and programs
- Make a water-wise or edible garden

It's the library's commitment to strengthening civic literacy and delivering innovative programming that makes it an integral part of the social and cultural tapestry of the city. And it's our in-depth knowledge of and close relationships with the communities of Los Angeles that inspire and inform our Key Activities.

Situated in one of the world's most creative metropolitan areas, the library reflects and taps into the cultural and artistic wealth of the city. Many of the library's 200,000 maps and 3.4 million photographs record the life and history of Los Angeles—and all are available to everyone.

In addition to these resources, the library has a wealth of special collections that we will add to our digitization efforts. The library has established a partnership with the Digital Public Library of America (DPLA) and the California Digital Library and is crafting a Digitization Plan to expand digital collections and make them available to a much larger audience. An ambitious goal of the plan is to engage L.A.'s diverse communities and have them participate in the Library's digital efforts by initiating community-centered content creation. The plan also provides a blueprint for digitizing more special collections at Central Library, identifying and digitizing special collections in branches, and creating a digital collections web portal to make the material available to a wider audience.

Library programs take place every day and every night of the week. The Library Foundation of Los Angeles presents the award-winning *ALOUD* speaker series. Library galleries host rotating exhibitions that highlight local treasures, as well as traveling exhibits.

Thousands of neighborhood-based events fill the library's free meeting spaces. Responsive services such as voter registration, free tax help and citizenship corners are offered throughout the city.

The library's *Citizenship Initiative*—a ground breaking partnership with the U.S. Citizenship and Immigration Service—has helped thousands of people take their first step on the path to U.S. citizenship and actively participate in civic life. This award-winning program is a national model for immigrant integration, that's now being replicated in cities across the country.

With its proud history of local programs and collections, the library fosters inclusive engagement, promotes cultural understanding and celebrates the city's rich diversity.

79%

of Angelenos surveyed say it is important that the library be a place where friends and neighborhoods can meet.

key activities

Create an *LAPL Digital Collections* web portal and expand efforts to digitize and make available the special collections that explore the city's history and promote cultural understanding.

Host forums and hold virtual and in-person open houses where Angelenos can learn about and discuss community issues.

Partner with social service organizations to provide services that are responsive to the unique needs of target audiences such as veterans, the homeless and other groups.

Collect, share and make more broadly available primarily through digitization the unique stories and local history collections that make up the city's social and ethnic fabrics.

Develop a preservation and conservation plan for our special collections.

Actively promote the programs and services.

objectives

6-1 The number of people attending programs will increase from 395,000 in 2014 to 550,000 in 2020.

6-2 By June 30, 2020, the number of photographs and special collection items digitized and added annually to the library's digital special collections will increase from 5,500 in fiscal year 2013 to 10,000.

6-3 By June 30, 2020, the number of views of the library's digital collections will increase from 12,000,000 in fiscal year 2013 to 15,000,000.

6-4 Annually, through outreach efforts, library staff will connect with 350,000 community members.

Opportunity

Community

Innovation

Los Angeles Public Library

630 W. Fifth Street

Los Angeles, CA 90071

LOS ANGELES
PUBLIC LIBRARY

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6/2015