



Highland Park Harvey R. "Bum" Bright Library

INSPIRING A NEW CHAPTER

NEXT STEPS

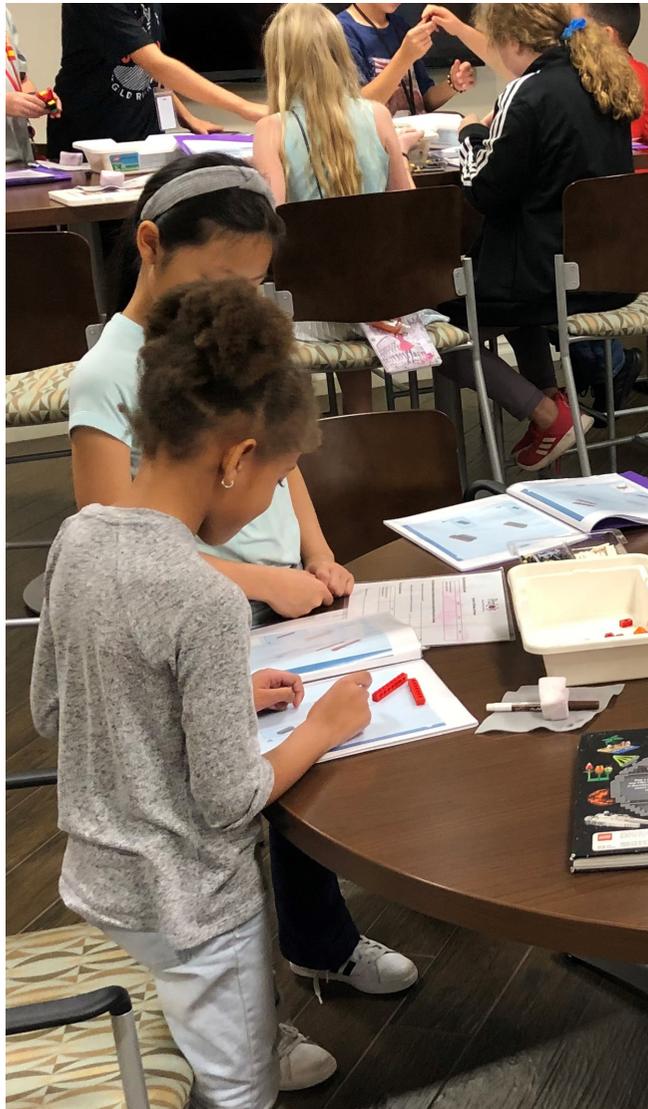
Your Connection to Lifelong Learning

APRIL 2022



BACKGROUND

VISION - WE WILL BE RECOGNIZED AS THE COMMUNITY'S RESOURCE FOR LIFELONG LEARNING.



PLAN DEVELOPMENT

In 2017, the Town set out to develop a Master Plan (“Plan”) for its Library by engaging Town residents and utilizing the assistance of The Ivy Group, Ltd., a consultancy with expertise in library services, programs, technologies, and collections.

Through extensive public engagement, the Town developed and in 2018 adopted the ten-year strategy: *Inspiring a New Chapter: Preserving the Best of the Past While Providing the Best of the Future*.

Staff created and enacted an action plan, with objectives and projects for implementation, spanning Fiscal Years 2019 through 2021. Due to the COVID-19 pandemic, the Town Council approved an extension of the Plan for FY 2022, as well.

As an update to the plan and to provide guidance for the next several fiscal years, staff has reviewed and identified further action items for the Library to embrace, which will build on the strategies discovered as part of the original master planning process.





BACKGROUND

MISSION - WE POWER IMAGINATION THROUGH CREATIVITY AND DISCOVERY.

FIVE STRATEGIC AREAS OF FOCUS

Five overarching themes, which the Library will continue to utilize as foundations for growth in the coming years, emerged from the original research.



BACK TO BASICS:

Building the Framework for a High-Performing Future

Align collections, services, and times for exploration with community needs, wants, and preferences.

CUSTOMER SERVICE:

Delivers Excellence and Welcome Surprises

Personalize access to all the Library has to offer while emphasizing and designing experiences for patrons to express their creativity, share their knowledge, and learn new skills and talents.

SERVICE TO CHILDREN, TWEENS, AND TEENS:

Connecting with the Next Generations

Engage tweens and teens in the rich life of the Library with experiential programs to combine auditory, tactile, and visual stimuli.





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**BRANDING
AND MARKETING:**
Amplifying the Message

Launch a refreshed brand, and upgrade its communications content, frequency, and appeal. Cross-market and showcase Library services.



**A LIBRARY
WITHOUT WALLS:**
Leveraging Virtual
and External Assets

Extend the Library's influence by enhancing its virtual presence and community outreach. Explore program opportunities with other organizations.



PROGRESS



GUIDING PRINCIPLE - A SPECIAL COMMUNITY DESERVES A SPECIAL LIBRARY.

COMPLETED FIRST STEPS FY 2019-2022

BACK TO BASICS:

BUILDING THE FRAMEWORK FOR A HIGH-PERFORMING FUTURE

- Staff reorganization, which resulted in the creation of two new positions:
 - Librarian - Adult Services
 - Library Administrative Assistant
- Hours reorganization, which extended Library hours of operation
 - Two evenings per week (pre-pandemic), one evening per week (reinstated in June 2021)
 - Ended Saturday closures before Monday holidays, as well as ceased closing the Library to the public between the Christmas and New Year's holidays
- Ongoing collection analysis to identify areas for growth to meet community needs and preferences
 - Materials budget reallocation to youth collections and digital materials, as well as the addition of streaming materials
 - Expansion of non-traditional items for circulation (Caregiver Kits, Merge Cubes, TECH Kits, Ukuleles, etc.)





PROGRESS

GUIDING PRINCIPLE - A GLOBAL PERSPECTIVE ENRICHES LOCAL LIFE.

COMPLETED FIRST STEPS FY 2019-2022

CUSTOMER SERVICE: DELIVERS EXCELLENCE AND WELCOME SURPRISES

- Reclassification of certain physical collections to closely align with bookstore, word-based categories in place of Dewey Decimal Number classification
 - Juvenile non-fiction collection was finished, including new signage, in FY 2021
 - Adult non-fiction collection is on schedule to be finished by the end of FY 2022

- Began virtual and in-person series of events for adults to expand the educational, entertainment, and skills-based learning opportunities for patrons
 - Lecture based programming led by subject experts from educational organizations (ex: Dallas Museum of Art, Dr Pepper Museum & Free Enterprise Institute, Nasher Sculpture Center, North Texas Fashion Collection, Texas Ranger Hall of Fame and Museum, etc.)
 - Health seminars featuring medical professionals and associations (ex: Alzheimer's Association, Baylor Scott and White Health, etc.)
 - Interdepartmental programming collaborations (ex: Art in the Park series, Story Walks in Prather Park, etc.)
 - Special performances and workshops across a variety of interests (ex: book binding class, documentary film screening, poetry reading, string quartet performance, etc.)





PROGRESS

GUIDING PRINCIPLE - ANTICIPATING THE FUTURE IS INTEGRAL TO SUCCESS.

COMPLETED FIRST STEPS FY 2019-2022

SERVICE TO CHILDREN, TWEENS, AND TEENS: CONNECTING WITH THE NEXT GENERATIONS

- Identified and began utilizing alternative program spaces for youth programs (ex: Employee Breakroom, Executive Conference Room, Highland Park Pool, Town Council Chamber, etc.)
- Designed consistent programming for tweens and teens for cooperative learning
 - Purchased, through grant funding from The Friends of the Highland Park Library and La Fiesta de las Seis Banderas, emerging technology for use in monthly programs (ex: 3D printing pens, electronics kits, robotics kits, virtual reality headsets, etc.)
 - Presented skills and hobbies based programming (ex: crochet tutorials, To-Go Craft Kits, writing workshop series, etc.)
 - Partnered with outside organizations for educational and life skills workshops (ex: Moody Family YMCA, Perot Museum of Nature and Science, Texas Workforce Commission, etc.)
- Implemented a version of the Library's online catalog designed specifically for children. This more interactive version, on touchscreen monitors, helps to improve the ease at which youth can use the catalog independently to browse and find topics of interest or popular series.





PROGRESS

GUIDING PRINCIPLE - CONVENIENCE AND QUALITY MUST CO-EXIST.

COMPLETED FIRST STEPS FY 2019-2022

BRANDING AND MARKETING: AMPLIFYING THE MESSAGE

- Crafted and continue to actively promote the Library's tagline of serving the role of being the community's *Connection to Lifelong Learning*
- Worked to create recognizable and steady features in terms of fonts, color, and overall visual elements for promotion pieces
- Updated the Library's list of publicity contacts and standardized a timeline for publicity submissions to help establish and maintain a consistent process for promoting services and programs
 - New publicity avenues include expanding the community calendar websites utilized, digital in-Library signage, emails through the Town's WaterSmart portal, notifications in the Town's *Monarch Herald* monthly online newsletter, etc.
 - Increased the frequency of and call to action messaging in print and digital promotion pieces





PROGRESS

GUIDING PRINCIPLE - TECHNOLOGY RESULTS FROM INNOVATION AND INSPIRES INNOVATION.

COMPLETED FIRST STEPS FY 2019-2022

A LIBRARY WITHOUT WALLS: LEVERAGING VIRTUAL AND EXTERNAL ASSETS

- Added online resources to grow the Library's virtual branch (ex: ArtistWorks, ConsumerReports.org, Creativebug, The Great Courses, hoopla, Kanopy, PressReader, etc.)
- Designed Library staff led opportunities for digital literacy instruction for patrons of all ages (ex: computer basics courses, database and digital materials workshops, technology equipment for checkout, etc.)
- Partnered with HPISD and Southern Methodist University for programming and outreach (ex: HPISD *One Book, One School* Movie Matinees, Meadows Museum discount passes (pre-pandemic), virtual tour of the G. William Jones Film & Video Collection, etc.)
- Revamped the Library's website
 - Created pages to list online databases by subject to connect with patrons' information needs easily, 14 subject categories (ex: Business and Careers, DIY, Genealogy and History, Health and Medicine, Investing, etc.)
 - Created distinct pages for: (1) Children and (2) Tweens and Teens





CONTINUING
& EXPANDING
the Path





LOOKING AHEAD FY 2023-2025

VALUES - INTEGRITY ● INNOVATION ● ACCOUNTABILITY ● TEAMWORK

BACK TO BASICS: BUILDING THE FRAMEWORK FOR A HIGH-PERFORMING FUTURE

- Evaluate redesigning volunteer opportunities with the Library to maximize impact and participation
- Systematically continue to migrate from print to electronic reference resources

CUSTOMER SERVICE: DELIVERS EXCELLENCE AND WELCOME SURPRISES

- Design and implement a Summer Reading Program for adults
- Develop a system for patrons to request and meet with a Librarian, including policies, procedures, and reservations, for in-person or virtual assistance finding relevant and accurate sources of information

SERVICE TO CHILDREN, TWEENS, AND TEENS: CONNECTING WITH THE NEXT GENERATIONS

- Explore options for special, after-hours programming for tweens and teens, as well as ways to extend technology-based programming for children
- Work closely with the high school student IMPACT group to brainstorm and enact plans to create more relevant physical and digital collections





LOOKING AHEAD FY 2023-2025

VALUES - COMMITMENT TO EXCELLENCE ● RESPECT ● COMMUNICATION

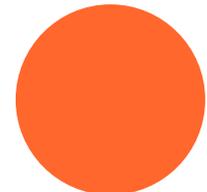
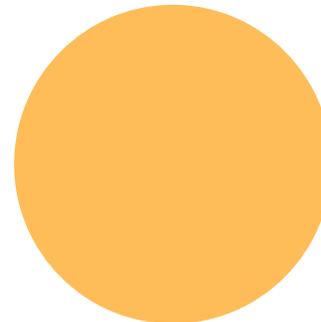
BRANDING AND MARKETING: AMPLIFYING THE MESSAGE

- Assess emerging roles for the Library within community life and tailor marketing efforts to address and reflect these roles
- Research creating a vibrant Library logo to reinterpret the Library's traditional persona with a more contemporary appeal



A LIBRARY WITHOUT WALLS: LEVERAGING VIRTUAL AND EXTERNAL ASSETS

- Form partnerships with civic, educational, and professional organizations to connect patrons with available services in and around the community
- Promote and upgrade/expand patrons' access to Texas history and genealogical digital materials and databases





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Your Connection to Lifelong Learning



WWW.HPLIBRARY.INFO, 214-559-9400

