

INSPIRING A NEW CHAPTER



ULTIMATE STEPS





BACKGROUND

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 action plans, with objectives and projects for implementation. The first plan spanned Fiscal Years 2019 through 2022. The second plan covered Fiscal Years 2023 through 2025.

The final installement of the ten-year strategy is outlined in the pages that follow. Entitled *Inspiring a New Chapter: Ultimate Steps*, this phase focuses on sustaining progress, deepening community partnerships, and solidifying the library’s role as a dynamic hub for lifelong learning.





FIVE STRATEGIC AREAS OF FOCUS



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:

Deliver 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.



FIVE STRATEGIC AREAS OF FOCUS



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.



COMPLETED NEXT STEPS FY 2023-2025

Back to Basics:

Building the Framework for a High-Performing Future

- Redesigned the volunteer opportunities at the Library through the use of online applications for teenagers and adults, as well as improved the variety of volunteer position options available.
 - Volunteer Hours FY 2023 - 158
 - Volunteer Hours FY 2024 - 806
 - Volunteer Hours FY 2025 - 854 (Projected)
- Focused on the digital reference collection through new database subscriptions, which provide more convenient access to a broader range of up-to-date, authoritative content.
 - America's News, Data Axle Reference Solutions, and JSTOR
- Expanded collections of non-traditional items for circulation.
 - Pickleball Kits, Mahjong Kits, TonieBox Kits, DVD Players, CD/DVD External Drives, Cricut printers, and more
- Purchased people counting equipment to better understand library usage and improve services based on visitor trends.
 - Equipment installed March 2025





COMPLETED NEXT STEPS FY 2023-2025

Customer Service:

Deliver Excellence and Welcome Surprises

- Created and executed, since FY 2023, annual *Winter Reading* and *Summer Reading* programs for adults with events and incentives. Library staff design these initiatives to celebrate reading and to foster a sense of community through engaging activities.
 - 167% increase in summer reading registration for adults from FY 2024 to FY 2025
 - 122% increase in summer reading completion for adults from FY 2024 to FY 2025
- In FY 2024, designed policies and procedures for and commenced in FY 2025 the Book-A-Librarian service, which provides personalized reference and research assistance to patrons and increases the library's effectiveness for meeting the community's information needs.
- In FY 2025, upgraded the library's circulation and cataloging software to identify and establish means for increasing ease of access to materials and services.





COMPLETED NEXT STEPS FY 2023-2025

*Service to Children, Tweens, and Teens:
Connecting with the Next Generations*

- Increased the number of and interest in Library programs for youth, including additional events with STEAM (Science, Technology, Engineering, Art, and Mathematics) focus.
 - Total FY 2023
 - Youth Sessions - 188, Attendance - 4,432
 - Total FY 2024
 - Youth Sessions - 273, Attendance - 5,218
 - Total FY 2025 (Projected)
 - Youth Sessions - 283, Attendance - 5,423
- Grew partnerships with community organizations, such as Canine Companions, the Meadows Museum, and the Moody Family YMCA, through innovative programs and new services.
- Continued a Park Cities approach, with the University Park Public Library, for programming specifically designed for teenagers.

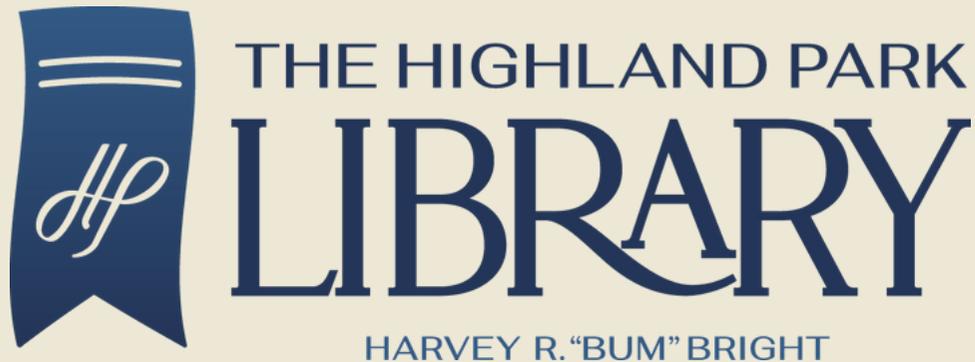




COMPLETED NEXT STEPS FY 2023-2025

Branding and Marketing: Amplifying the Message

- Completed and launched a Library specific application for use on Android and Apple mobile devices.
 - 720 Lifetime Users (since January 2024)
 - 600 search queries in the last 30 days
- Introduced a vibrant, new logo for the Library to communicate the Library's function in the community. The logo combines the images of a traditional book spine with a digital bookmark.



Welcome



Search the Catalog

Find books,
ebooks, movies...



Account

View account, digital
library card, check
notifications...





COMPLETED NEXT STEPS FY 2023-2025

A Library Without Walls: Leveraging Virtual and External Assets

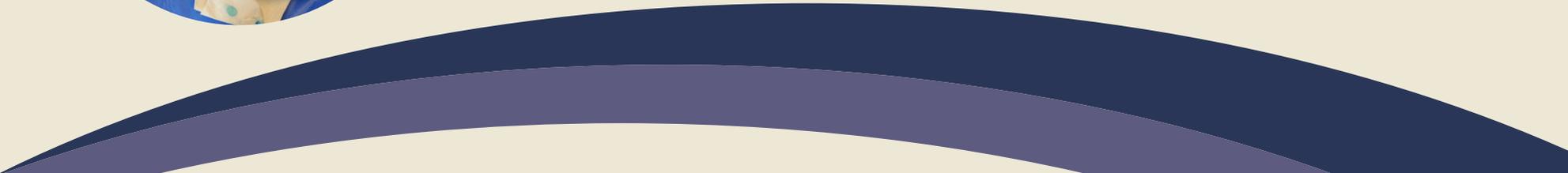
- Began partnerships for events for adults with community organizations, such as:
 - The Dallas Arboretum, Dallas County Master Gardeners Association, Friends of SMU Libraries, Senior Source, Texas A&M Agrilife Extension Service, and UT Dallas Center for Vital Longevity
- Improved the following subjects through the aquisition of digital resources:
 - Genealogy - HeritageHub subscription
 - Texas History - Created an online resources pathfinder as a featured part of the Library's website, containing information from:
 - Texas Historical Commission
 - Texas State Historical Association
 - Texas State Library and Archives Commission
 - The University of North Texas Libraries
- Added a virtual author talk series, two to three sessions a month, featuring bestselling, award-winning, and highly acclaimed authors from around the world.
 - Session are live and on-demand
 - 4,972 program views since February 2025
 - Attendees can pose questions to the author





SHAPING THE EPILOGUE

FY 2026 - 2028





SHAPING THE EPILOGUE FY 2026 - 2028

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

- Discover and implement new avenues for preserving, archiving, and documenting the history of Highland Park.
- Develop a special parenting and caregiver collection.

CUSTOMER SERVICE: DELIVER EXCELLENCE AND WELCOME SURPRISES

- Actively promote book groups for all ages and support with enhanced readers' advisory services.
- Develop a site for high-impact seasonal and topical displays and promotions.
- Provide programming for patrons, in connection with other Town departments, focusing on improving life skills and creating opportunities for social interaction.
- Continue to seek technological advances that improve patrons' access to information sources and work to eliminate barriers to use.





SHAPING THE EPILOGUE FY 2026 - 2028

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

- Explore technologies available to create a collection of digital works authored by youth from workshopping the writing to publishing the titles online.
- Acquire and promote advanced technology with staff trained to act as guides.
- Provide print and online information for parents and caregivers explaining early literacy techniques and benefits.

BRANDING AND MARKETING: AMPLIFYING THE MESSAGE

- Apply micromarketing techniques and tacticts to promote 24/7 digital library access.
- Develop and research plans to reach the business community and entrepreneurs.





SHAPING THE EPILOGUE FY 2026 - 2028

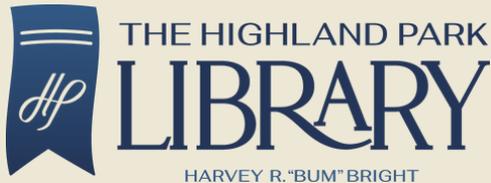
A LIBRARY WITHOUT WALLS: LEVERAGING VIRTUAL AND EXTERNAL ASSETS

- Investigate options for displaying special exhibits.
- Form partnerships with community organizations and educational institutions to connect residents with available services in and around the community.
- Provide in-person and online avenues for digital literacy instruction varying topics based on emerging advances in information technology.





ULTIMATE STEPS



Your Connection to Lifelong Learning
August 2025

WWW.HPLIBRARY.INFO, 214-559-9400