



THE TOWN OF

Highland Park
TEXAS

An American Community Making a Difference

Inspiring a New Chapter

Preserving the Best of the Past

While Providing the Best of the Future

Highland Park Harvey R. "Bum" Bright Library

Your Connection to Lifelong Learning



Highland Park Harvey R. “Bum” Bright Library

Vision . Mission . Guiding Principles . Values . Core Services

Vision

We will be recognized as the community’s resource for lifelong learning.

Mission

We power imagination through creativity and discovery.

Guiding Principles

A special community deserves a special library.

With something for every resident of any age, the Library is at the center of lifelong learning, literacy, and intellectual vitality.

A global perspective enriches local life.

A collection of the best literature and research opportunities brings the world to Highland Park’s doorstep.

Convenience and quality must co-exist.

Residents’ needs and preferences are always the first consideration.

Technology results from innovation and inspires innovation.

The Library offers ever-expanding opportunities to explore and experiment.

Anticipating the future is integral to success.

Just as living organisms are always on the move, the Library must continue to evolve with the community.

Values

Integrity	<i>Respect for privacy and confidentiality</i>
Innovation	<i>Streamlining workflow and access to services meeting individual and community needs</i>
Accountability	<i>Asset stewardship and allocation according to expressed community needs</i>
Commitment to Excellence	<i>Applying best professional practices to library service delivery while continuously seeking new and better ways to serve</i>
Respect	<i>Honoring stakeholder perspectives</i>
Teamwork	<i>Engaging Town leadership, Library staff, and partner organizations in enhancing residents’ experiences</i>
Communication	<i>Promoting use with impactful branding, outreach, and communications that ensure resident familiarity with the Library’s services and programs</i>

The Library’s Core Services

- Facilitation of communication, discussion, deliberation, and community engagement
- Helpful and relevant collections for education and entertainment
- High-quality programming
- Connections to and instruction on fundamental and emerging technology
- Reliable information and accurate answers from trusted resources and personal assistance



Achieving the Guiding Principles Strategic Areas of Focus

Five overarching themes emerged from the research to form the *organizing principles* for the Library's Plan, "Inspiring a New Chapter: Preserving the Best of the Past While Providing the Best of the Future."

1. *Back to Basics: Building the Framework for a High-Performing Future*
2. *Customer Service: Deliver Excellence and Welcome Surprises*
3. *Service to Children, Tweens, and Teens: Connecting with the Next Generations*
4. *Branding and Marketing: Amplifying the Message*
5. *A Library Without Walls: Leveraging Virtual and External Assets*

Each strategic area of focus is supported by goals. The five areas, when taken as a whole, provide a *clear direction for the Library's future* in terms of collections, services, programs, staffing, technology, online presence, outreach, policies, marketing, and promotions.



"Thank you for taking the time to solicit feedback from our community and to think strategically about our future!"

Comment, Master Plan online survey

"I welcome and support your initiative. The Highland Park Library is one of the nicest gems in the Town. Keep on with the good work!"

Comment, Master Plan online survey

Goals Overview

Back to Basics: Building the Framework for a High-Performing Future

1. Combine traditional library services with new roles, service models, and technologies to help patrons achieve their goals.
2. Increase efficiency of library procedures by identifying ways to restructure processes and workflows.
3. Pair with and consistently adapt library services, programs, and collections to community needs and preferences.
4. Position the Library as the community's first educational resource.

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

1. Expand youth services for a more comprehensive focus on tweens and teens.
2. Grow volunteer offerings for youth, and actively recruit youth volunteers.
3. Seek venue flexibility to accommodate program enhancements.
4. Support creativity with innovative programs and opportunities for youth to work together.

Customer Service: Deliver Excellence and Welcome Surprises

1. Collaborate with other Town departments to broaden library services and programming.
2. Continue to value personalized, high-quality customer service through staff training and courteous, genuine interactions with patrons.
3. Prioritize the customer experience to identify means for increasing ease of access to materials and services.
4. Provide vibrant opportunities for patrons to interact with others, learn, and exchange ideas.



Goals Overview

Branding and Marketing: Amplifying the Message

1. Connect on a personal level with the community while promoting library services and programs through relevant print and available online platforms.
2. Create promotional materials that clearly communicate the ways library resources can improve patrons' quality of life.
3. Design an immediately recognizable brand for the Library.
4. Seek unique outlets, campaigns, and partnerships to support marketing efforts.

A Library Without Walls: Leveraging Virtual and External Assets

1. Build Highland Park's virtual Library branch.
2. Concentrate on community outreach and engagement – be visible and offer unique solutions to community issues.
3. Develop educational programs and pathways to improve patrons' digital literacy skills.
4. Partner with area schools to expand Library support for students and caregivers.

"I consider our beloved Highland Park Library a valuable friend, as together we instill in my children a love of learning, of books, and of reading, while they create happy memories of a magical place."

Comment, Master Plan online survey



First Steps

Fiscal Years 2019 to 2021



Back to Basics: Building the Framework for a High-Performing Future

- Match services, programs, and collections to community needs
- Extend the Library's hours of operation through the reorganization of holiday hours and staff schedules and/or staffing levels



Customer Service: Deliver Excellence and Welcome Surprises

- Design an approach to reclassify certain physical collections to more closely align with bookstore models and improve patrons' browsing experiences
- Institute a new programming series for adults on a variety of topics to reinforce the Library's support of lifelong learning and provide opportunities for community members to become instructors or presenters



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

- Discover alternative program spaces beyond the Library's footprint and create programs designed for tweens and teens to learn new skills, explore hobbies, and test emerging technologies
- Implement a version of the Library's online catalog designed specifically for children (*in progress*)



Branding and Marketing: Amplifying the Message

- Develop and maintain an annual marketing plan and communications strategy to aid in constructing consistent and clear communications to better inform residents of library services and programs available through the physical and digital collections



A Library Without Walls: Leveraging Virtual and External Assets

- Redesign the Library's website to create distinctive web pages for online resources arranged by informational need as well as pages for children, tweens, and teens that emphasize volunteering, homework help, and test preparation
- Connect with the Highland Park Independent School District and Southern Methodist University to identify new collaborations to benefit patrons and partners

Highland Park Harvey R. “Bum” Bright Library

Executive Summary

It is widely acknowledged that the Town of Highland Park (“Town”) has a wonderful Library, offering an excellent collection of materials, access to online learning tools, and a gracious and welcoming ambiance that is second to none. To sustain its level of service to the community and enrich the customer experience, the Library must continue to evolve — ensuring its collections remain relevant, developing dynamic programming, and collaborating productively with other organizations.

Beyond excelling at its traditional service offerings, the Library must optimize technology, adopt new service models, and provide the highest level of customer service. The ultimate goal is for the Library to be Highland Park’s focal point of lifelong learning and enjoyment for all ages — the veritable heart and soul of its community.

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

The goal was to study Library operations, discover the needs and wishes of community residents and stakeholders, and determine the appropriateness of incorporating trending library services and programs into the Library’s plans for the future.

Through extensive public engagement, which included internal assessments of strengths, weaknesses, opportunities, and threats; a study of community psychographic data; focus groups; a Town Hall meeting; an online survey; and benchmarking comparisons with other libraries, the Town developed the strategy, “Inspiring a New Chapter: Preserving the Best of the Past While Providing the Best of the Future.”

Over the course of its multi-year implementation and by adhering to the strategy’s areas of focus and fulfilling its tasks, the Library will ensure its continuing relevance and value to the community as a resource for lifelong learning, powering communication, imagination, and creativity.



“I love Highland Park. I would do anything for Highland Park. I applaud the Library for taking on this planning initiative and am very excited to see where it goes from here.

To whatever extent I can help the Library serve Highland Park, consider me on board!”

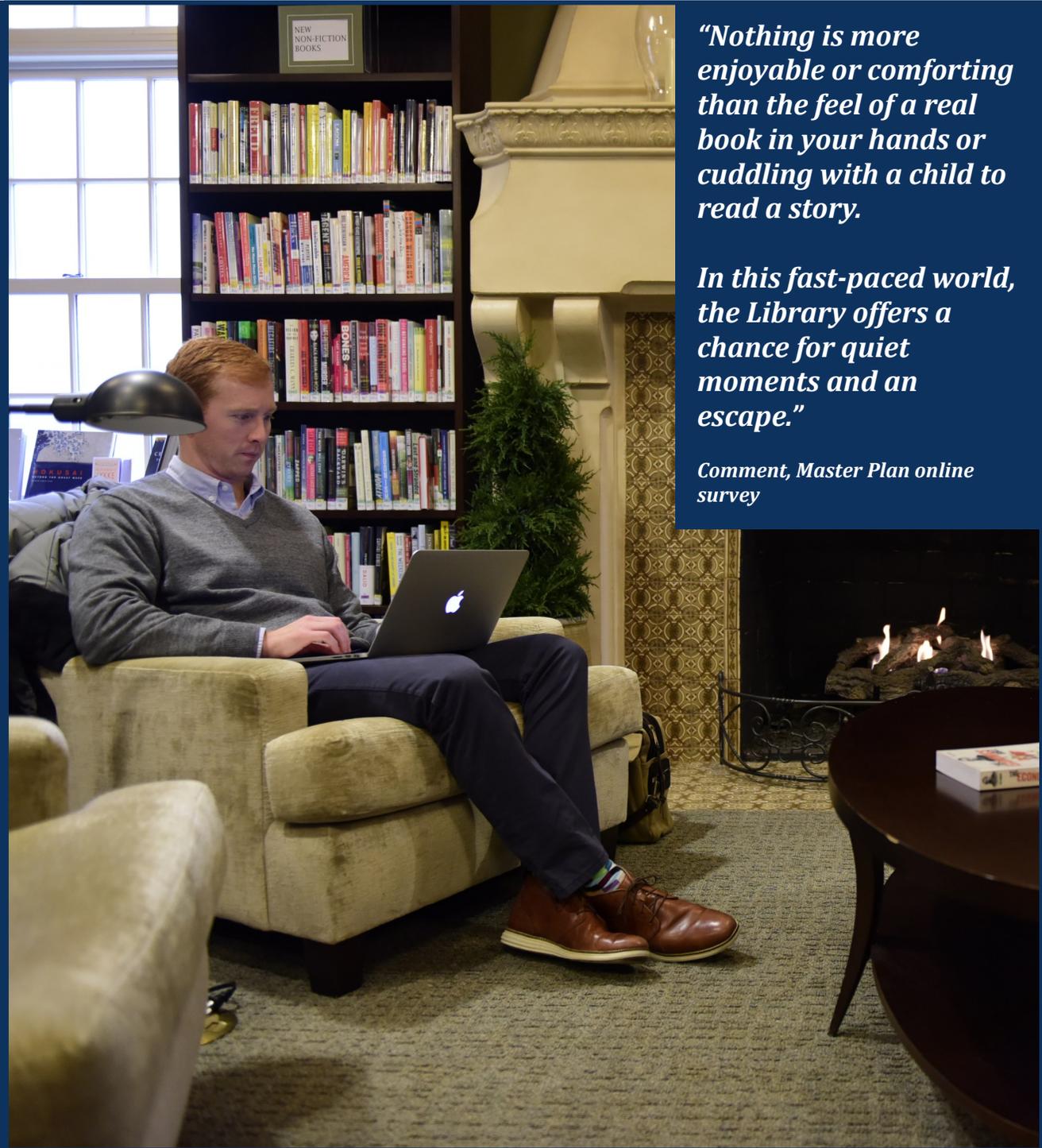
Interview comment

Back to Basics: Building the Framework for a High-Performing Future

The *Library exists as a partner* to community residents, a knowledge reserve that remains flexible to meet the information needs of patrons.

A Library's most compelling performance indicator is the quality and appropriateness of *its collection* as evidenced by circulation.

Benchmarking indicates that circulation could be more robust and, while substantial and comprehensive, the Library's holdings are underutilized; signaling a need to more closely align the collection, services, and opportunities for exploration with *community needs, wants, and preferences.*



“Nothing is more enjoyable or comforting than the feel of a real book in your hands or cuddling with a child to read a story.

In this fast-paced world, the Library offers a chance for quiet moments and an escape.”

Comment, Master Plan online survey



"I love the Highland Park Library and would like to visit more often. The events and community building ideas are intriguing."

Comment, Master Plan online survey



"It would be great if the Library served as a cultural center for the Town, offering classes, seminars or speakers for enrichment from child to adult."

Comment, Master Plan online

Customer Service: Deliver Excellence and Welcome Surprises

Highland Park Library patrons deserve *excellent customer service and care*.

From the online browsing experience to the collection's selection and quality to the ease and convenience of borrowing and returning, the Library must ensure user-friendly, *personalized access* to all it 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

The Library is encouraged to prioritize programs that support early childhood education, information literacy, curricular goals, and the *love of reading and books*.

Already conducting highly popular story times for the community's youngest, the *Library is ideally positioned to engage tweens and teens* in the rich life of the Library with experiential programming that integrates auditory, tactile, and visual stimuli.



"I would like to see MORE programs offered for the community."

It should be a place of constant activity bringing the neighborhood together."

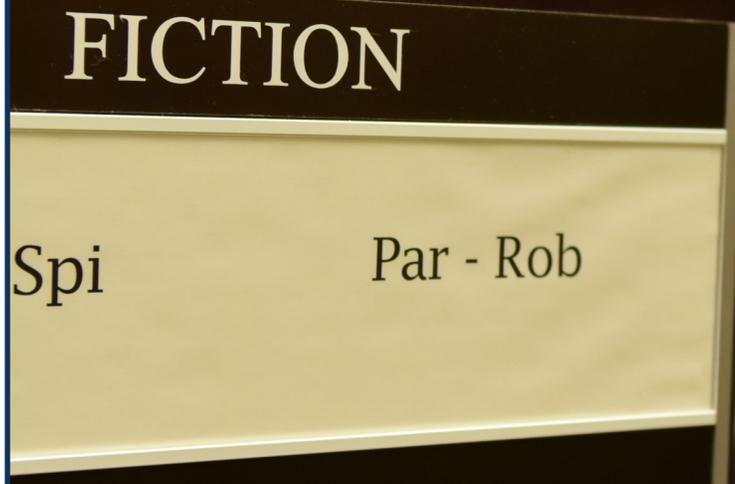
Comment, Master Plan online survey

"Once they age out of story time, kids need creative, fun offerings to get them back in the Library."

Interview comment

“The Library should think along the lines of what might people want that they cannot get anywhere else.”

Interview comment



FICTION
Spi Par - Rob

“The Library is a great place to bring our preschool children. They love to interact with other children, see and touch many of the books. What is so amazing, they all are very relaxed - no crying, no fighting.

It is just the best setting to start a happy day.”

Comment, Master Plan online survey

Branding and Marketing: Amplifying the Message

The Library is intrinsically valued, but under promoted.

To ***effectively communicate its programs and services*** to a highly discriminating audience in a busy market, the Library must burnish its image, ***launch a refreshed brand***, and upgrade its communications content, frequency, and appeal.

Programs conducted outside the Library present an opportunity to register new cardholders and to ***cross-market and showcase library services***.



A Library Without Walls: Leveraging Virtual and External Assets

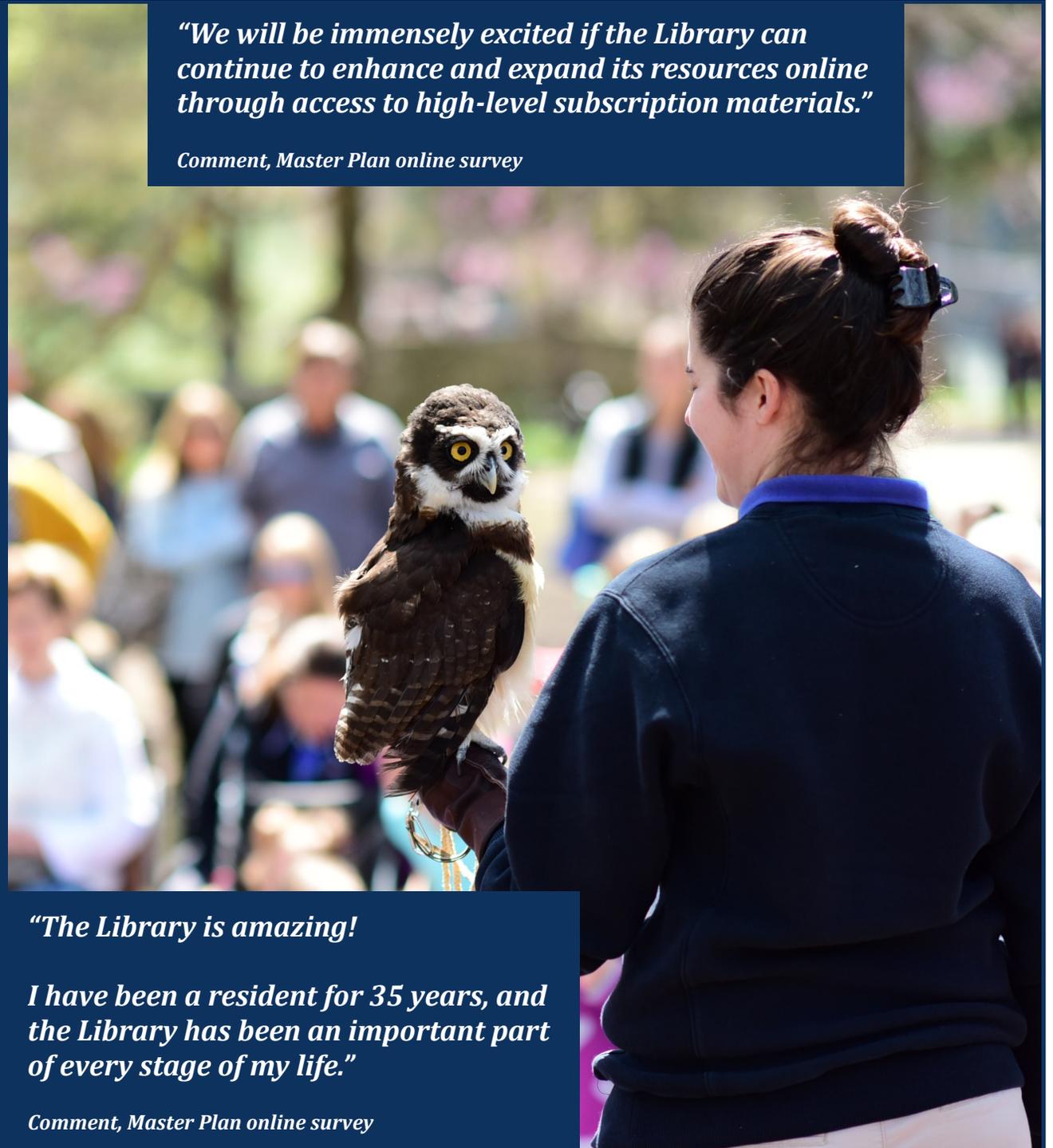
To date, the Library has co-hosted programs and meetings in school auditoriums and the Highland Park United Methodist Church's ample facilities with much success.

To *extend the Library's influence*, staff is encouraged to enhance the Library's *virtual presence and community outreach*. Furthermore, the Director should explore additional space and resource sharing arrangements or trades, as well as *program opportunities* with other organizations.



"We will be immensely excited if the Library can continue to enhance and expand its resources online through access to high-level subscription materials."

Comment, Master Plan online survey



"The Library is amazing!

I have been a resident for 35 years, and the Library has been an important part of every stage of my life."

Comment, Master Plan online survey

Acknowledgments

The Library wishes to thank all who participated in this planning endeavor and its community engagement initiatives. Many Town residents contributed their time and talent to this project - a demonstrable tribute to the Library's centrality in the life of Highland Park and to the civic commitment of those who live here.

The Town of Highland Park Council Members May 2018 - May 2020

Margo Goodwin	Mayor
John McKnight	Mayor Pro Tem
David L. Dowler	Town Council Member
Eric Gambrell	Town Council Member
Jimmy Grisham	Town Council Member
Craig Penfold	Town Council Member

The Town of Highland Park Council Members May 2016 - May 2018

Joel T. Williams, III	Mayor
Bob Carter	Mayor Pro Tem
David L. Dowler	Town Council Member
Eric Gambrell	Town Council Member
Margo Goodwin	Town Council Member
John McKnight	Town Council Member

Highland Park Quality of Life Foundation, Board Members

Gail Madden, President	Gloria Martindale
Stephanie Baker, Secretary	Laurence W. Nixon, Treasurer
Linda Custard	Lydia Novakov
Robert Farrow	Donald Snell
Kay Fiske	Joel T. Williams, III
Margo Goodwin, Vice President	

Friends of the Highland Park Library, Officers

Sherry Gruber	President
Jill Tananbaum	Vice President
Cliff Braly	Treasurer
Bonnie Case	Secretary

The Town of Highland Park Staff

Bill Lindley	Town Administrator
Steven J. Alexander	Director of Administrative Services & Chief Financial Officer
Kortney Nelson	Town Librarian
Deadre Henderson	Librarian
May Chao	Library Assistant
Sharon Beran	Library Associate
Esther Gallagher	Library Associate
Nancy Ruder	Library Associate
Ronnie Brown	Director of Town Services
Kathleen Stewart	Assistant Director of Town Services
Lori Chapin	Director of Engineering
Rick Pyle	Director of Public Safety
Paul Sandman	Assistant Director of Public Safety
Gayle Kirby	Town Secretary
Kirk Smith	Development Services Manager
Lance Koppa	Public Information Officer

The Ivy Group, Ltd.

Pamela Fitzgerald	Managing Partner
Ellen Roberson	Senior Project Manager
Julia Prince	Researcher



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Highland Park Harvey R. "Bum" Bright Library
4700 Drexel Drive
Highland Park, Texas 75205

www.hplibrary.info
214-559-9400

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