



**Imagination
Innovation
Opportunity**

Library Strategic Plan & Brand Project

Council presentation: September 6, 2022



HALTON HILLS PUBLIC LIBRARY
Imagination | Innovation | Opportunity

Strategic Plan & Brand Project

Presenters:

- Keith Medenblik, Library Board Chair
- Beverley King, Manager of Community Engagement
- Melanie Southern, Chief Librarian & CEO

Consultant:

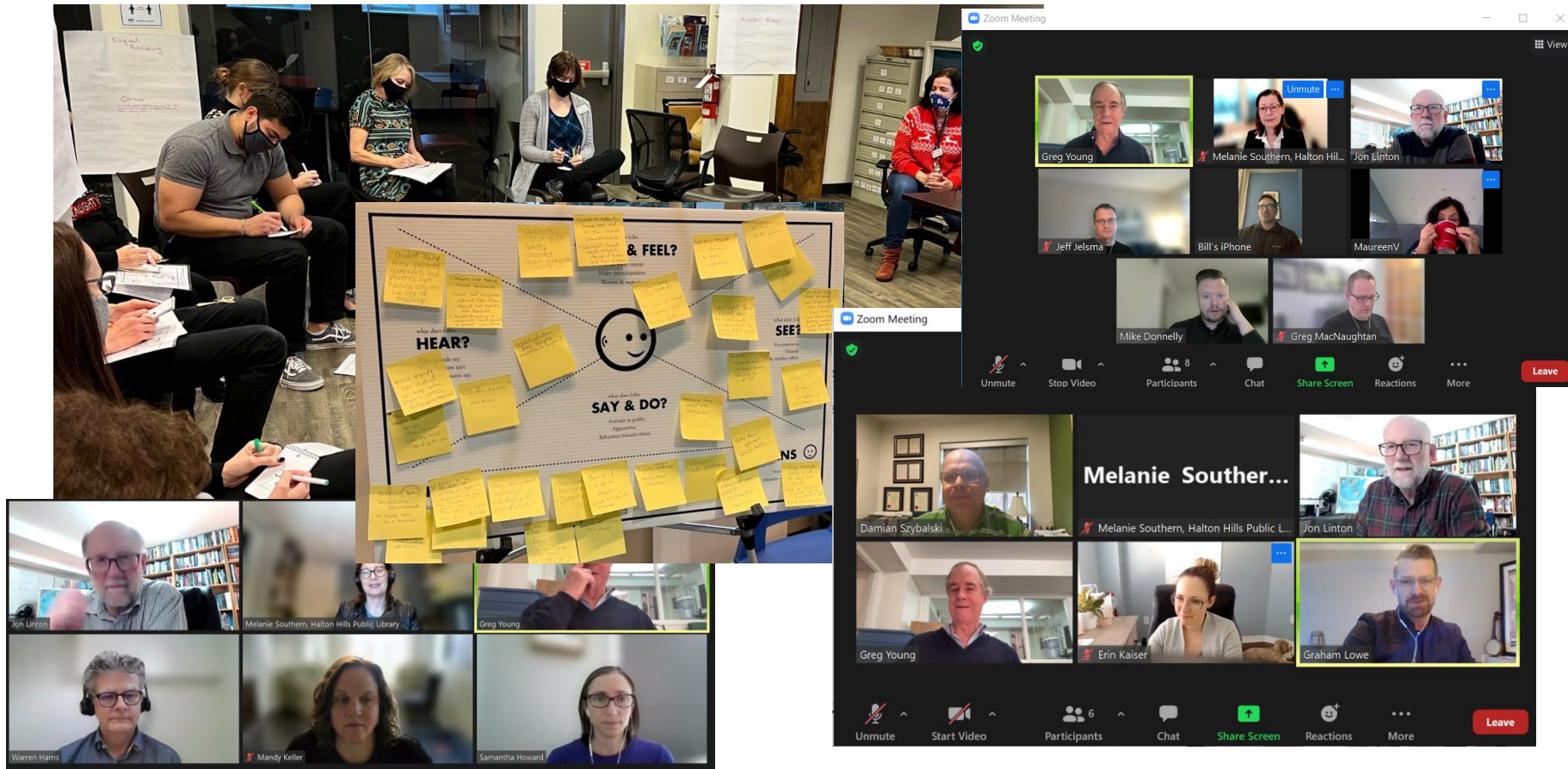
- TCI Management: G. Young and J. Linton

Strategic Plan & Brand Project

Three phases to the project:

1. Data collection and analysis
2. Facilitation, evaluation and consultation
3. Brand development

Significant Consultation & Input



STRATEGY



2023-2027 LIBRARY STRATEGIC PLAN

Books

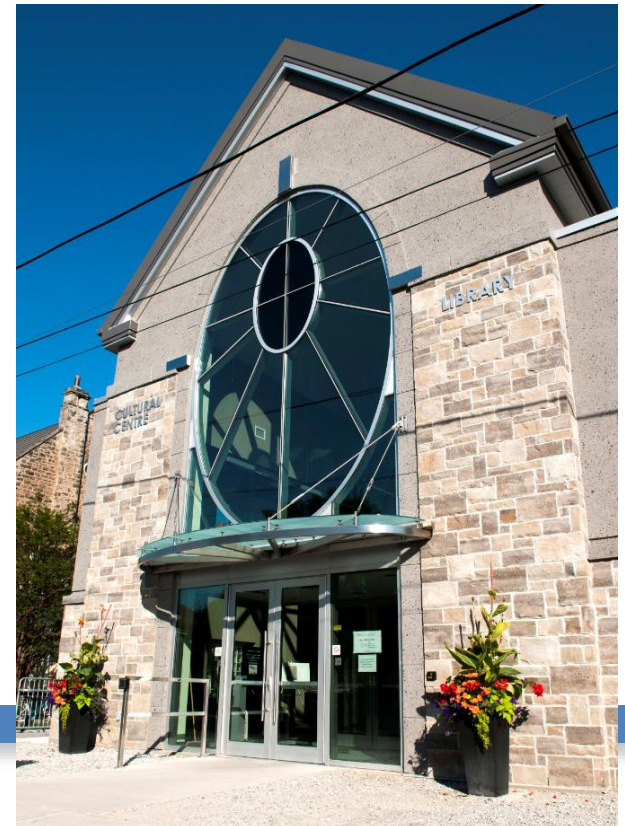
Just the tip of the iceberg...



- Wi-Fi
- Computers
- eBooks
- Archives/Local History
- Reference
- Career resources
- Language learning
- Homework help
- Streaming
- eAudio books
- Digital programs
- Magazines
- Newspapers
- Storytimes
- DIY Crafts
- 3D printing
- Virtual Court

Strategic Plan Overview:

- Review of
 - Values
 - Mission
 - Vision
- Establish Strategic Priorities
- Develop Associated Goals



Values

- Building Community
- Innovation
- Intellectual Freedom
- Collaboration
- Learning, Literacy & Discovery
- Service Excellence
- Inclusivity



Mission



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To empower our community through ideas, creativity and connection in a welcoming, safe and supportive environment



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Vision



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To enrich the lives of everyone in
our community



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STRATEGY



Themes became evident

STRATEGIC PRIORITIES & GOALS

Welcoming and Inclusive

Goals:

- We provide a welcoming and safe space
- Our Board and staff reflect the diversity of our community
- We enhance the Library user experience
- Our spaces will meet your needs in an inspiring and accessible way

**Welcoming
& Inclusive**



Community Connection

Community Connection

Goals:

- We build a connected community through collaborations and partnerships
- We generate excitement and interest about the Library and raise awareness of its role in the community
- We expand our reach and presence throughout our community



Enriching Lives

Goals

- We cultivate and deliver leading-edge programs
- We expand access to technology and promote multiple literacies
- We enhance community wellbeing
- We continue to develop our collections

Enriching
Lives



In summary:

- 3 Strategic Priorities with 11 associated goals
- Implementation plan is under development



**Welcoming
& Inclusive**



**Community
Connection**



**Enriching
Lives**

BRAND IDENTITY

And lastly,

OUR BRAND



HHPL SEGMENTATION

MARKET CONCLUSIONS

	TARGET Segment	PROFILE	# of MEMBERS	# of HOUSEHOLDS (CMA)	Avg HH\$	Avg AGE of children
1	TURBO BURBS	Suburban Elite <i>Middle Age Families</i>	3,027	4,457	\$214,938	10+
2	KICK BACK COUNTRY	Upper Middle Rural <i>Middle Age Families</i>	2,121	5,005	\$154,329	10+
3	FAMILY MODE	Upper Middle Suburban <i>Middle Age Families</i>	1,993	2,612	\$148,439	10+
4	FIRST CLASS FAMILY	Suburban Elite <i>Large Diverse Families</i>	1,521	2,236	\$205,358	5 - 24
5	HAPPY MEDIUM	Middle Class Suburban <i>Middle Age Families</i>	1,260	2,393	\$105,265	10+
6	MID CITY MELOW	Urban Older <i>Families & Empty Nesters</i>	896	1,322	\$129,189	5 - 24
7	SUBURBAN SPORTS	Upper Middle Suburbia <i>Middle Age Families</i>	810	1,379	\$117,095	>15
8	BOOMER BLISS	Suburban Elite <i>Older Families & Empty Nesters</i>	624	1,010	\$187,536	+10
			12,252 78% of members	20,414	\$157,768	Source: Statistics Canada, Environics 2020

Brand Identity Overview

Objectives:

- Connect to and feel relevant for our target audiences (families)
- Signal change – moving the Library forward into the future

Brand Identity

Members want:

- A place that is inclusive
- A place to learn, become informed, and enjoy themselves
- A place of discovery
- A place that is inspiring
- A place of connection

Brand Identity Overview

**Members perceive the Library as
“the heart of the community”**





halton hills
public library





Outdoor Sign



Launch

- **2023 – 2027 Strategic Plan**
 - Fall 2022 - Ontario Public Library Week
- **Logo**
 - Sneak Peek with Book Lockers & Kiosk
 - Website launch: November



Thank you!

2023–2027 STRATEGIC PLAN & BRAND PROJECT