Hamilton Public Library has a close relationship with the City of Hamilton.

Shared Infrastructure like firewalls, networks, facilities, and ERP system.

HPL Digital Technology Team consists of 2 managers and 20 staff.

The digital portfolio consists of a few areas:

- traditional IT such security, email, computers, etc.
- business automation and transformation
- creating and running Makerspaces
- staff technology training and
- public digital literacy programming.
WHY A DIGITAL STRATEGY

HPL has long recognized the strategic value of technology and utilized it to transform service to build capacity and to respond to a changing community.

Digital access and digital literacy are key requirements in this knowledge economy and libraries are prime enablers of technology in society.

Technology plays a significant role in the social and economic prosperity of cities and individuals in today’s digital age and has become fundamental.

The Board developed HPL 2018-2021 Strategic Plan followed by HPL’s Digital Strategy that defined the technology priorities that would enable this strategy.
INPUT INTO THE DIGITAL STRATEGY

Reviewed current capabilities, benchmarked services, and used engagement strategies to understand the community priorities and staff expectations.

- **Strategies input:** 2018 – 2021 HPL Strategy
  City of Hamilton Strategies

- **Benchmarks:** Edge Benchmark Assessment
  CIO Business Vision Survey – Infotech

- **Staff Engagement:** HPL Strategy Development – staff day
  Technology Services Survey
  Steering Committees/Working Groups

- **Community Priorities:** Public Consultation on HPL Strategy
  Customer Journey Maps
Staff Engagement Strategies

Staff input was collected in the development of the HPL strategic plan and the digital strategy but also continues as we roll-out the plan.

Staff participated in Customer Journey Mapping exercises which provided tremendous insight into customers interaction with services. Staff were engaged through a dot matrix exercise at staff day to listen to what is important to them and their priorities. A technology survey is issued annually to staff to collect priorities and service quality input.

HPL established steering committee governance structure with cross-sectional representation to provide a continuous mechanism for staff to participate in and provide input into tech decisions.

“Digital Skills and Literacy” and “Technology Innovation and Security”
BUILDING A DIGITAL CULTURE

Providing digital service to the public will only be as strong as supporting staff with the right technology and tools.

Building a culture that supports innovation, requires a different way of thinking. Staff are encouraged to take risks and propose change.

We encourage staff to adopt lean principles and creative thinking approaches and train them during team planning days.

We adopt incremental changes and pilot new ideas or products where possible before expanding initiatives when successful.

We developed a technology skills benchmark plan that staff will complete over one year to help build a digital skilled workforce.
Completed a user needs assessment with staff at each branch to understand digital literacy needs of each of their communities.

Performed a security gap analysis and created a security program.

Focus on redefining and documenting processes before automation.

Change management and project management are fundamental disciplines integrated into transformative initiatives.

Partnering with local universities and schools to solve technology issues and generate ideas – examples Hamilton City Lab projects
Digital services that empower Hamiltonians to succeed.

Hamilton Public Library is an innovative leader in technology and digital services that inspires and empowers Hamiltonians to live successfully and thrive in the digital society.

Improve people’s lives by bridging the digital divide and providing learning opportunities, tools and resources to advance:

**Applied Learning**
- Help people learn new technologies, process digital information, and be innovative.

**Engagement**
- Help people actively participate in society through social and civic engagement.

**Economic Impact**
- Enable people to build a career, find work or create and grow their businesses.

**Digital Strategy Principles**
- People-focused
- Outcome Driven
- Secure Technology
- Reliable Processes

**Digital Strategy 2018 - 2021**

**Primary Contact:** Sherry Fahim, Director Digital Technology and Creation

**Email:** sfahim@hpl.ca

**Annual update: Dec 2018**

**2018 - 2021 HPL Digital Strategy Roadmap**

**Easy to use services**

1. Create remarkable experiences online and in branch for people to enjoy.
2. Build play areas for all ages to engage, learn, and explore new innovations.
3. Offer equitable and easy access to services when and how people want it.
4. Develop solutions to streamline, reduce barriers, and promote awareness to better serve people.
5. Provide digital literacy growth and co-creating opportunities for people to succeed.
6. Promote opportunities for staff to learn technology and build digital literacy skills.
7. Engage partners and customers to find solutions to problems together.

**Digital Literacy Leadership**

- Encourage speed and continuous iteration versus perfection.

**Innovative, Engaging Spaces**

- Engage partners and customers to find solutions to problems together.

**Easy to Use Services**

- Efficient and relevant services for customers and staff enabled through technology innovations.
- Provide digital literacy growth and co-creating opportunities for people to succeed.
- Promote digital literacy growth and co-creating opportunities for people to succeed.
- Streamlined Process
- Seamless Access

**Program Rooms**
- AV
- Wayfinding and broadcast displays
- Extended Access

**Infrastructure Performance**
- Security Program
- IT Service Improvement
- Open Data
- Analytics & Business Intelligence

**Digital Infrastructure**
- Technology Security Awareness
- Technology Training
- Digital Skills Training
- Digital Literacy Partnerships - DLSL
- Digital Literacy Staff

**Program and Event System**
- Mobile Check-Out
- Wi-Fi Print, Scan and Fax Upgrades
- Ask HPL – Customer Service System

**Engaging spaces for customers and staff enabled through technology innovations.**

**Primary Contact:** Sherry Fahim, Director Digital Technology and Creation

**Email:** sfahim@hpl.ca

**2018 - 2021 HPL Digital Strategy Roadmap**

**Annual update: Dec 2018**

**Innovative, Engaging Spaces**

- Renovations and Branch Automation
- Wi-Fi and Public technology upgrades
- Digital Asset Management System
- HPLnet Internal Staff Online Site

**Website updates and Redesign**

- Interactive Displays
- Enhanced Instructions
- Virtual Galleries

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COMPONENTS OF THE DIGITAL STRATEGY

OUR VISION

Digital services that empower Hamiltonians to succeed.

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WHY A DIGITAL STRATEGY?

Improve people’s lives by bridging the digital divide and providing learning opportunities, tools and resources to advance:

- Applied Learning: Assist people to learn new technologies, process digital information, and be innovative.
- Engagement: Help people to actively participate in society through social and civic engagement.
- Economic Impact: Enable people to build careers, find work or create and grow their businesses.

DIGITAL STRATEGY PRINCIPLES

- People-focused
- Outcome Driven
- Secure Technology
- Reliable Processes
COMPONENTS OF THE DIGITAL STRATEGY

How will technology realize Hamilton Public Library’s Strategic Priorities?

**Community Beacon**

INNOVATIVE, ENGAGING SPACES

1. Create remarkable experiences online and in-branch for people to enjoy.
2. Build play areas for all ages to engage, learn, and explore new innovations.

**Relevant and Responsive**

EASY TO USE SERVICES

3. Offer equitable and easy access to services when and how people want them.
4. Develop solutions to reduce barriers, streamline processes, and promote awareness to better serve people.

**Learning and Innovative**

DIGITAL LITERACY LEADERSHIP

5. Promote digital literacy growth and co-creating prospects for people to succeed.
6. Provide opportunities for staff to learn technology and build digital literacy skills.
COMPONENTS OF THE DIGITAL STRATEGY

Digital Culture is the enabler of innovation

- **Digital Culture**
  - Drive a digital culture that encourages employees to:
  - Engage partners and customers to find solutions to problems together
  - Take risks, make mistakes, learn and continuously improve
  - Encourage speed and continuous iteration versus perfection
  - Value collaboration, co-creation, team work and transparency

Digital Culture is the enabler of innovation.
KEY TAKEAWAYS – DIGITAL STRATEGY

• A digital strategy will implement your strategic plan.
• One-page strategy can tell the story better than a report.
• Creativity and innovation will happen with the right culture.
• Engage people at all stages of your planning and roll-out.
• Be agile and expect to change and adapt the plan.
Thank You

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Questions