

Information & Communication Technology (ICT)

Initiatives - Next 3 years:

To use technology, where appropriate, to improve services that supplement and enhance exemplary customer service:

- Introduce 'smart' cards
- Introduce new communication technologies that will allow improved customer service

Provide access to information as and when needed, in a preferred format and from a variety of service points:

- Upgrade the Library's computer system
- Keep abreast of changing and improved technologies
- Digitise selected archives and historic New Zealand material

Provide innovative approaches to using the latest technologies:

- Review the library security system
- Introduction of improved self-issue machines
- Use the Youth Zone to showcase new technologies
- Appoint a dedicated Virtual Librarian to meet increasing customer needs
- Introduction of other customer focused technologies such as satellite and cable TV

Continue to provide access to those who don't have IT resources available to them:

- Investigate removing all charges for access to ICT
- Re-invest in community cyberspace as the focal point for public access to technology

Initiatives - Next 10 years:

- Introduction of a Radio Frequency Identification (RFID) security system
- Action recommendations from the Library's security review
- Next generation broadband upgrade
- Future upgrade of the Library Catalogue system to improve functionality and service
- Investigate new technologies and media
- Develop partnership to obtain greater access to a full range of databases e.g. National Library and universities

Empowering

Opportunities

Growth

Exciting

Cost effective

Customer focused

Wired

Dynamic

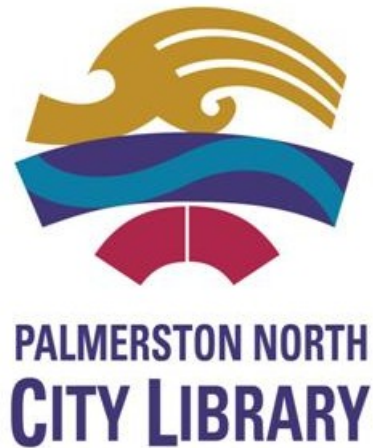
Connecting

Global access

Efficiency

Virtual Library

Wireless



Te Ara Whanui o Te Ao (translated literally as “the wide pathway across the world”); *The hand, at the top of the logo, represents the simplest of concepts – pointing the way – and while it contributes to the individuality of the logo it also reflect human values; The shape below the hand is reminiscent of a global horizon yet is derived from a piece of folding taniko at the base of a cloak of distinction. Inside this fragment of taniko, which indicates mana, is a curving pathway which may represent the river, or a piece of cyber wire – thinking again of communication pathways. Below this is an open book, a symbol indicating the traditional content of a library; The multi elements of the logo provide an abstraction of the many facets of a modern public library.*



Marketing & Promotion

The “Living Room of the City” will develop a comprehensive marketing approach to developing our collections & services.

People from our community and beyond will know the “Living Room of the City” is the fun, funky, fantastic Palmerston North City Library.