



# Chief Executive Officer's Report

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*3rd QT FY2016*

**Bridget Quinn-Carey, CHIEF EXECUTIVE OFFICER**

*8/4/2016*

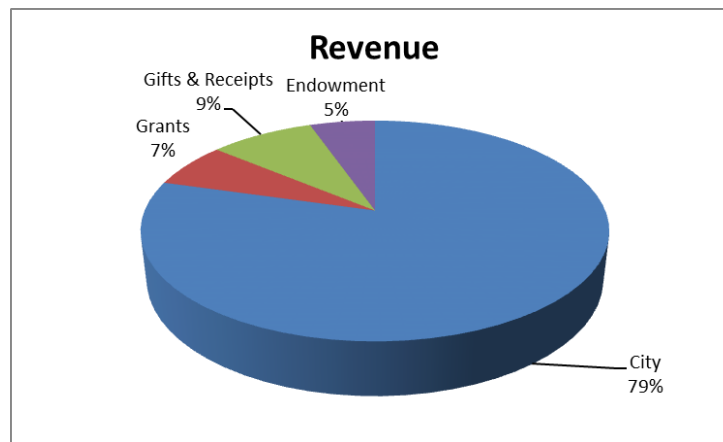
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# Hartford Public Library's Finances

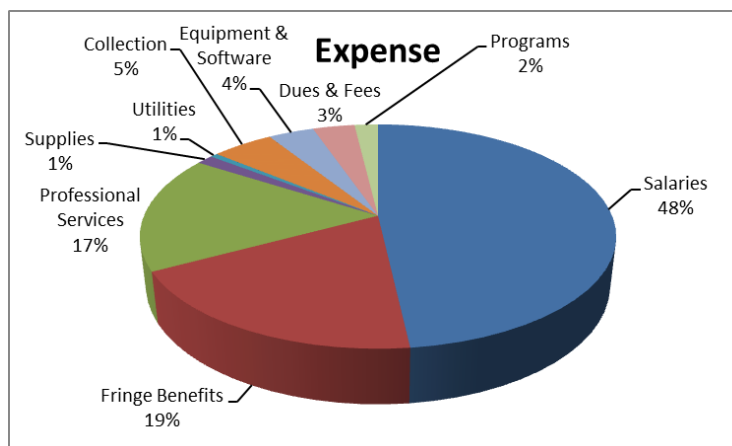
For the nine month period ending 3/31/2016, Hartford Public Library has expended a total of **\$7,865,765** which, along with the encumbrances represents **75.7%** of the total revised budget of **\$10,791,646**. The Library has also collected **\$7,104,830** in operating revenue and **\$653,569** in revenue for grants.

	Budget	Revenue	Expense	Encumbrance	% Collected	% Committed
Operating	9,845,281	7,104,830	7,312,659	144,188	72.2%	75.7%
Grants	946,365	653,569	553,106	22,685	69.1%	60.8%
<b>Total</b>	<b>10,791,646</b>	<b>7,758,399</b>	<b>7,865,765</b>	<b>166,873</b>	<b>71.9%</b>	<b>74.4%</b>

## Revenue Allocation (\$7,758,399)



## Expense Allocation (\$7,865,765)



# Library and Public Services

## Youth and Family Services

We are happy to welcome Marie Jarry as Youth Services Director. Marie has a strong background in youth services and has experience working in an urban, multi-branch environment. She is fully engaged in assessing the department's collections and programs and is planning much needed changes to program content and data collection. With standardized reporting data will be more reliable and truly reflect what is happening at each location.

Summer learning planning began in earnest in January. Committees were formed to plan the kickoff event, identify prizes, and plan programs to create learning opportunities for youth of all ages. The youth and family services calendar has been totally redesigned to better highlight these programs and activities.

Staff created programs to promote the use of Beanstack, a readers' advisory tool for young readers. One for caregivers and children age 0-8, called I Heart Beanstack. Hearts, encouraged participants to find hearts that were hidden in books throughout the month of February, and, if found, a small prize was given to the child. The booklist was accessible only on the site, thus prompting families to register.

Another highlight was the Galaxy Far, Far Away Star Wars event at Albany held to draw attention to the School Choice February registration deadline. Costumed participants dressed as Star Wars delighted over 100 children, and dozens of parents received assistance with the online application process.

All six locations open on Saturday held activities for the annual nation-wide celebration Take Your Child to the Library Day on February 6<sup>th</sup>.

System wide circulation of youth materials decreased 11% over the same quarter last year, with the largest declines in media and nonfiction books. Picture book circulation was stable and board book activity showed a marked increase, possibly due to the efforts of the Leap into Learning Program.

## **YOUmedia**

Teen services staff organized several professional development opportunities that covered a range of topics including How to be an “Askable” Adult in partnership with Planned Parenthood of Southern New England, and DIY Herstory with the CT Women’s Hall of Fame. Other sessions included Lo/No Tech Making and Robotics, where the parts and pieces of our new Hummingbird robotics kits were unveiled. Several teen programming kits are now available for use and distribution throughout the branches. These kits include all of the necessary consumable materials and tools for the program and are attached to an online database of ideas and instructions to support the program. Workshops are targeted to youth services librarians but are open to others as space allows.

## **Adult Public Services**

The downtown library hosted the VITA program, a hugely popular service that provides free tax assistance to qualified residents and runs from January through April. All available appointments were booked by the end of February.

The statewide 2016 DASH for the STASH initiative, a poster-based investor education and protection program that offers a chance to win a prize contribution to an IRA, was in place at all locations in March. Branches displayed personal finance and investment materials that were purchased with funding from Bank of America.

The Park Branch was one of four locations selected for a Lifetime Arts grant that allowed them to partner with the Hispanic Senior Center for plena writing and dance workshops. The culminating event occurred on Three Kings Day, when over 200 people enjoyed a performance of folkloric music of Puerto Rico.

Local programming and displays at branches supported Black History Month in February and Women’s History Month in March.

Although only a small percentage of registered borrowers use our e-resources, activity in this format has increased 35% over the same period last year, accounting for 8.5% of overall system circulation activity. Checkout statistics continued the downward trend, media more than print, but

the activity ratio of the two remained the same, 65% media to 35% print. Camp Field, Goodwin and Park are the branches with the highest circulation activity.

## **Collections**

Jennifer Sharp's promotion as technical services manager has improved the department's ability to make enhancements to the catalog and regular updates to the website's "This Just In" feature. She has also begun working on technical aspects of the Boundless collaboration.

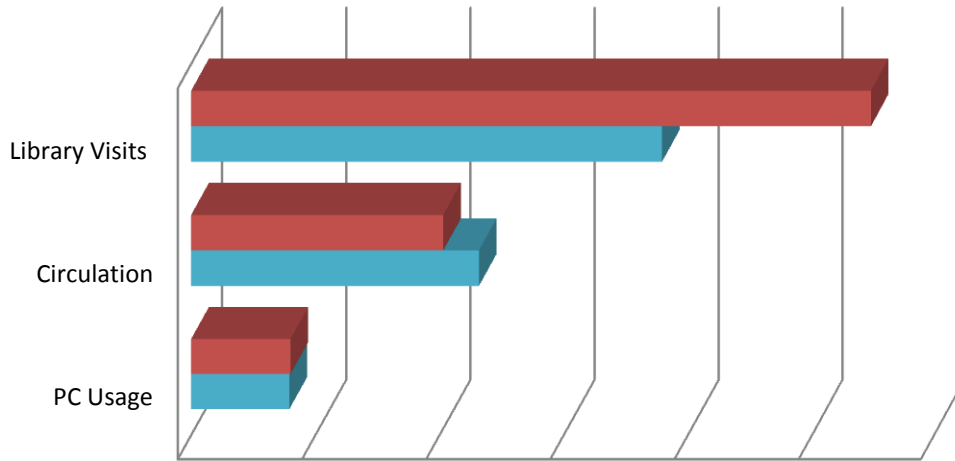
The focus in the department has been preparing the collection for UConn's arrival. The entire team has participated in the weeding process of the ground floor materials, and new shelving plans have been developed based on the lower number of holdings. Additional assessment and shifting remains, but we feel that we are on track with our projections and will be able to fit the books in the areas designated for our use. Deaccession lists have been sent to the branches and the youth department downtown to assist them with their ongoing efforts, and staff is globally deleting records for missing items that have been cluttering our catalog.

## **Boundless**

Library staff and school liaisons from the collaborative zones planned and coordinated summer learning program outreach and schoolwide registration. Staff visited classrooms and attended meetings to inform teachers and parents about the registration process and how to track reading and attendance at library activities. Schools are sharing their reading lists earlier than in the past so the library can purchase titles currently unavailable before the summer demand.

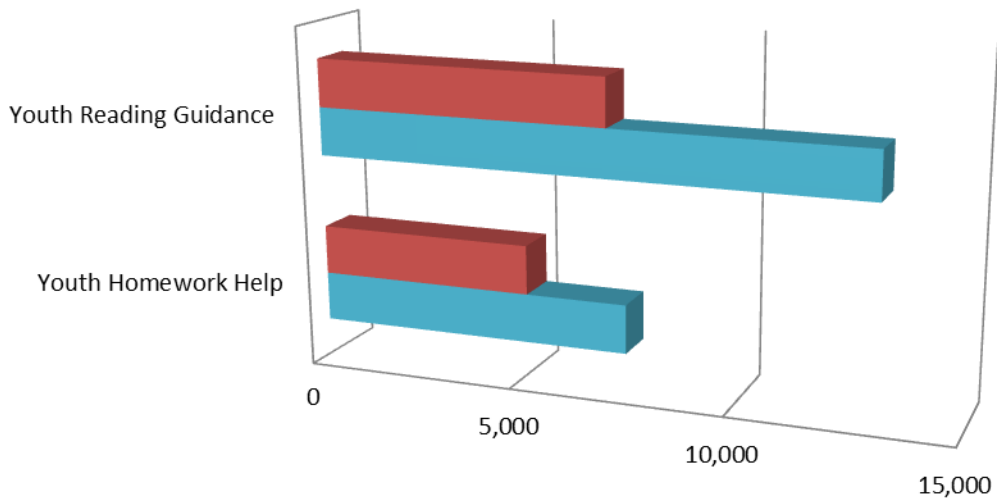
Regular systems and access team meetings have been very fruitful. Exciting progress has been made toward the pilot implementation of the Boundless universal library card pilot at Kennelly and Batchelder schools this fall.

## Systemwide Activity

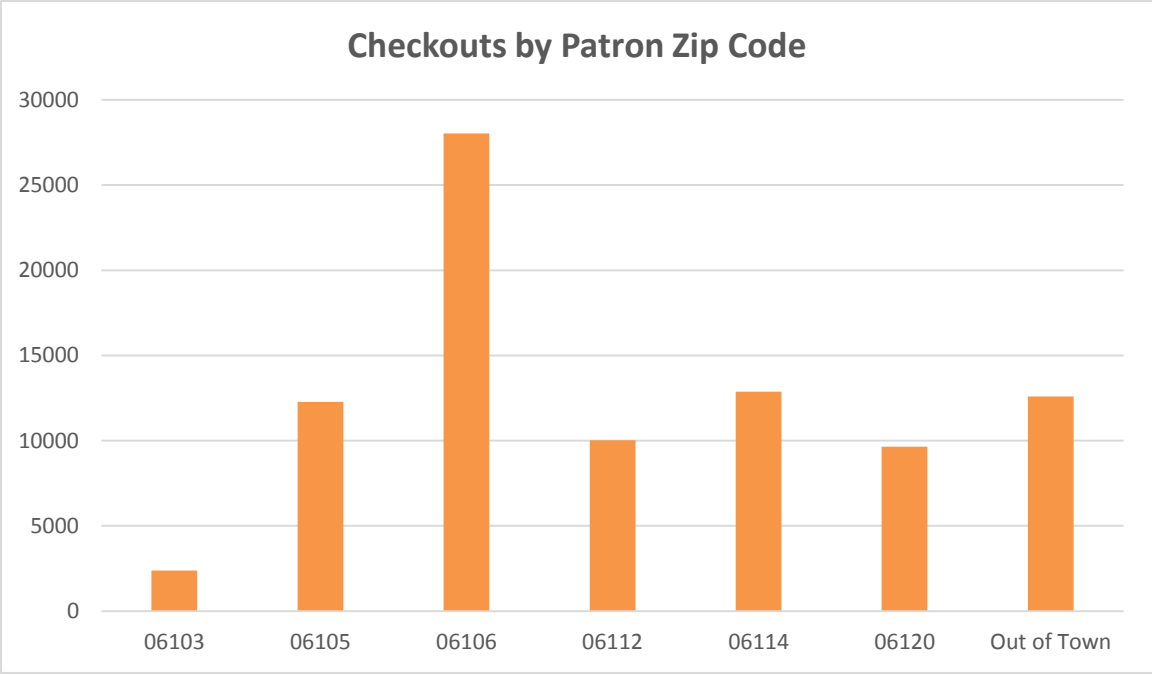
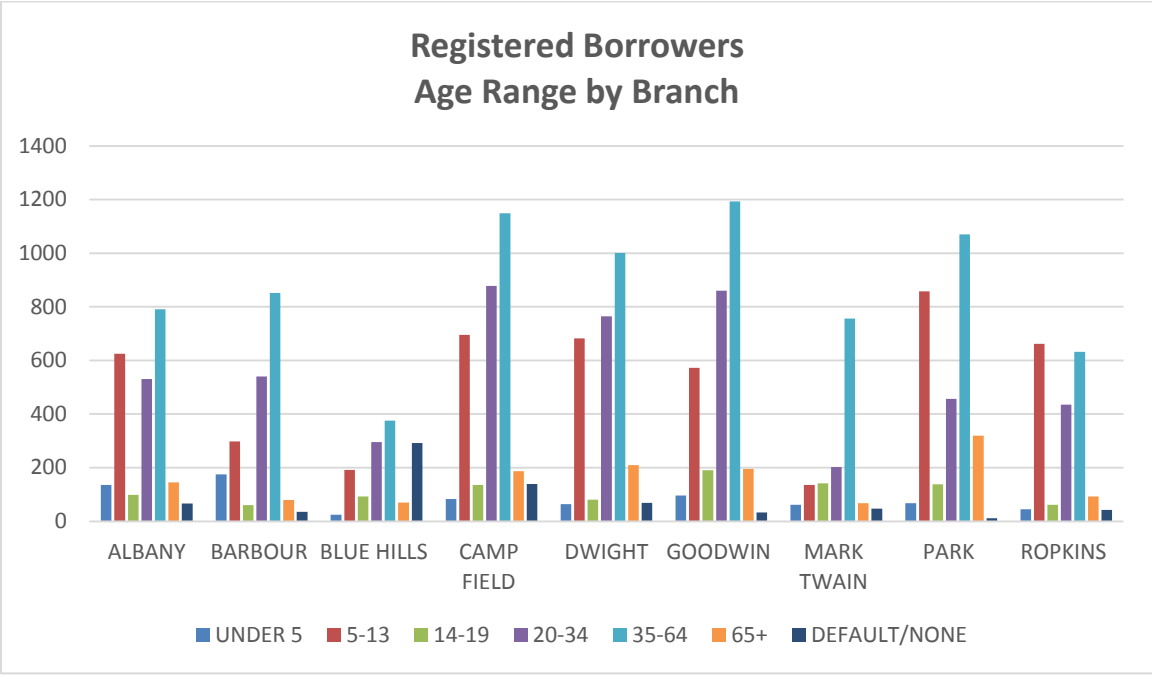


	PC Usage	Circulation	Library Visits
■ 3rd Quarter 2015	40,032	101,521	274,216
■ 3rd Quarter 2014	39,554	115,906	189,644

## Youth Assistance



	Youth Homework Help	Youth Reading Guidance
■ 3rd Quarter 2015	5,098	7,025
■ 3rd Quarter 2014	7,476	13,104



# Adult Learners

## Community-Wide Service and Branches

- GED classes implemented at the Goodwin Branch in collaboration with HPS Adult Education Department.

## Commitment to Literacy

- 5 Career Online High School Diploma scholarships were awarded out of 11 individuals assessed.
- New collaboration with University of St. Joseph to recruit grad students to serve as Citizenship Coaches yielded positive results for both coaches and Citizenship applicants.
- *Read to Succeed* operation was closed at the YMCA. To maintain some level of this critical service, we have coordinated times and space for R2S to continue tutoring its current caseload. Many of our adult learners will benefit from the on-site location of R2S. The program is run by a strong pool of volunteers that we plan to weave into our existing volunteer tutoring program.
- A highly successful N-400 Application Workshop for Spanish language waiver students was conducted at the Downtown Branch promoted widely by the local Spanish media.
- In collaboration with the company Answers in Motion, a hands-on active learning tool was created (Citizenship Thumball [www.thumball.com](http://www.thumball.com)) to support preparation for the naturalization interview.

## Expanded Presence, Profile, and Partnerships

- Hartford is witnessing a growing number of new arrivals from African countries. To increase awareness of the diverse countries of African origin from which our students come, a vibrant Fashion Show featuring multiple African nations was hosted at Hartford Public Library during African American History month.
- We are witnessing a growing number of word-of-mouth referrals which we consider a strong indicator of our sustained outreach and ethnic marketing efforts - via local media.
- We've also noticed a considerable spike in immigrants' desire to apply for Citizenship ASAP in order to vote in the November election.
- HPL's volunteer Cultural Navigator program was covered in the article *Building Relationships and Facilitating Immigrant Community Integration: An Evaluation of a Cultural*



*Navigator Program* (Evaluation and Planning: An International Journal) written by UCONN Professor Rebecca Thomas. (Available online via [www.elsevier.com](http://www.elsevier.com))

- Transition Specialist, *Nancy Caddigan* co-planned and co-facilitated a Lead ESL Instructors' Training at Middletown Adult Learning Center, "*Integrating Digital Literacy into English Language Instruction*" sponsored by the CT State Dept. of Education.
- Welcoming activities in the Asylum Hill Neighborhood remain strong; Nancy Caddigan invited to participate in the planning committee of Town and County Club's annual spring forum, *Hidden Treasures of Asylum Hill, Arts & Culture of Asylum Hill* and participated in the ceremony for elders at the city-wide annual Karen New Year Celebration held at St. Joseph Cathedral
- In partnership with Hartford News, established a new column called *HPL Citizenship Corner* covering brief vignettes of New Americans who completed their Citizenship application process through The American Place.

### Development and Financial Sustainability

- \$165,375 grant award from HFPG for a *Career Pathways Initiative*; A 3 -Year collaborative with HPS Food & Nutrition Svc. leading to jobs within the public school cafeterias for immigrants with limited English proficiency.
- \$80,000 grant award from Beatrice Fox Auerbach Foundation (unsolicited) to supplement the Foundation's *Career Pathways Initiative* with staffing the project
- Invited to submit a proposal to HFPG designed to increase awareness of immigration fraud and promote outreach and application support to immigrants that arrived undocumented as children and may qualify to defer removal action (DACA - Deferred Action for Childhood Arrivals)
- Submitted Q6 USCIS Report - doubled targeted outcomes for the quarter.

### Passport Metrics

Month	# of Applications	Revenue	Photos	Revenue	Total
January	75	1,749.75	50	500.	2,249.75
February	78	1,844.95	58	580.	2,424.95
March	128	3,112.70	88	880.	3,992.70
<b>TOTALS</b>	<b>281</b>	<b>6,707.40</b>	<b>196</b>	<b>1,960.</b>	<b>8,667.40</b>

## Statistical Report

<b>CWP @HPL</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>TOTALS</b>
New Customers	72	86	570	<b>728</b>
Number of Visits	818	858	647	<b>2,323</b>
<b>ESL Classes</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>TOTALS</b>
Classes	14	16	18	<b>48</b>
Attendance	<b>281</b>	<b>436</b>	<b>724</b>	<b>1,441</b>
<b>Citizenship Classes</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>TOTALS</b>
Classes	14	12	10	<b>36</b>
Attendance	214	278	204	<b>696</b>
<b>Immigration Counseling</b>				<b>TOTAL</b>
# Citizenship Applicants Passed				<b>57</b>
# Legal Consultations				<b>206</b>
# N-400 Applications Submitted				<b>58</b>
# N-600 Applications Submitted				<b>25</b>
# Students enrolled in Citizenship Classes				<b>53</b>
<b>Volunteers</b>				<b>TOTAL HRS.</b>
11 Volunteers 12 matches				<b>198hrs (est.)</b>

## Cultural Affairs and Public Programming (CAPP)

Under the umbrella of HPL's office of Cultural Affairs and Public Programming, three distinctive branches offer an array of services, programs and opportunities to the Hartford community.

### Hartford History Center

The Library has been recognized nationally for the programs and services it provides. The Hartford History Center, a museum and archive containing objects, images, books, artworks, and a digital repository covering three centuries of the Hartford story, serves as a source for a broad and multi-cultural spectrum of programs related to heritage, the arts, culture, self-identity and human knowledge.

Just a few 3<sup>rd</sup> quarter highlights in the Hartford History Center are: a talk by Susan B. Aller on the life and work of Caroline M. Hewins, Hartford Public Library's first librarian; monthly poetry programs in partnership with the Connecticut Poetry Society; monthly meetings of the Heart City

Story Club for our storytelling public; the program, *Hartford Women Changemakers* – featuring a Q & A with Ann Uccello and the students from Hartford’s Grace Academy; and, the kickoff event for the library’s National Endowment for the Arts Big Read programming that explored John Steinbeck’s classic novel [Grapes of Wrath](#).

The history center as a resource for scholarly research and genealogical questions remains a steadily used collection both online and in-person. During the 3rd quarter, staff fielded 667 questions either by phone, online or in-person. More than 330 people physically visited the center during the winter months for Hartford-specific research queries. 8,552 online visitors explored the Hartford-specific digital collections (available at <http://hplctencore.iii.com/iii/cpro/HomePage.html?lang=eng&suite=def> ) in the 3rd quarter. Many of the historical collections were inventoried and packed for relocation to the Connecticut State Library’s Van Block archival storage facility – an ongoing process that continues into the fourth quarter as the Library prepares for the 2016-2017 renovations to its downtown branch.

### **CAPP General Programs and Events**

The Cultural Affairs and Public Programming (CAPP) department manages both library programs and those programs that come into the library through our room reservation system. CAPP creates an array of original and timely programs to engage intergenerational audiences throughout the year. In addition, the CAPP staff works to insure that Hartford Public Library is a safe and welcoming space for community members to gather, share ideas and learn. Programs that originate out in the community are supported through this office.

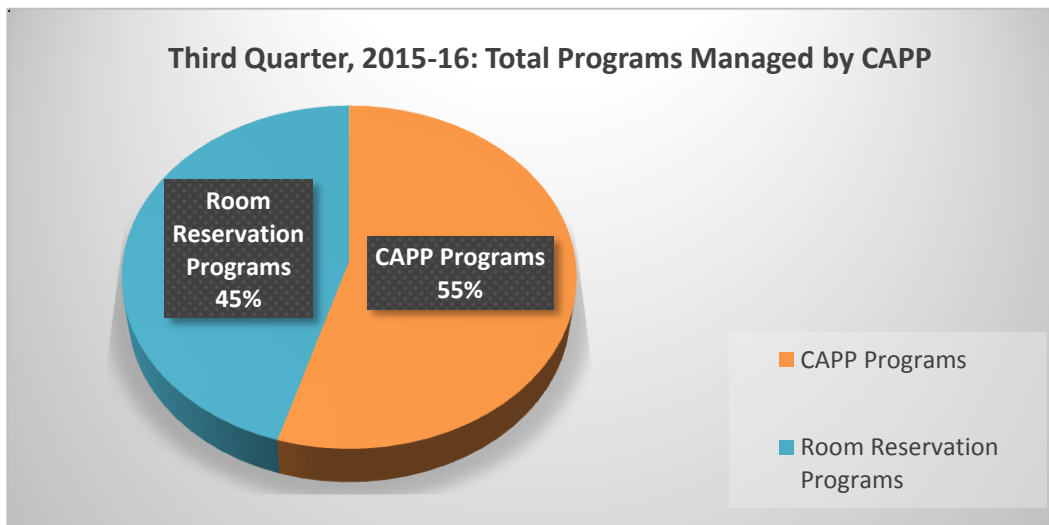
Among the arts and cultural programs presented in the 3rd quarter, the library hosted the ever-popular Baby Grand Jazz every Sunday afternoon (a sixteen week series) in the Atrium to capacity audiences; held salsa socials that welcomed beginners and pros alike; and featured the *African-American History Bee* with elementary students in the CCC on topics ranging from civil rights to pop culture. A hugely popular tertulia (literary salon) that celebrated the work of singer Nina Simone was standing room only in the CCC. Our program *When We Fight We Win, 21st Century Social Movements and the Activists Who Our Changing Our World* featured authors Jorge Diaz and Deymirie Hernandez as well as Unidad Latina en Accion, Bishop John Selders of Hartford’s Black Lives Matter and the CT Moral Mondays campaign. Maurice Robertson, local photographer and jazz aficionado,

populated our ArtWalk with 40 years of local jazz history in his remarkable photographic exhibition titled: *Expressions in Sound and Motion*.

The Cultural Affairs and Public Programming (CAPP) department manages both library programs and those programs that come into the library through our room reservation system. CAPP creates an array of original and timely programs to engage intergenerational audiences throughout the year. In addition, through the Room Reservation program, the CAPP staff works to insure that Hartford Public Library is a safe and welcoming space for community members to gather, share ideas and learn. Programs that originate out in the community are supported through this office. A new room reservation system was launched in November 2015 to simplify the process for our community members as well as library staff.

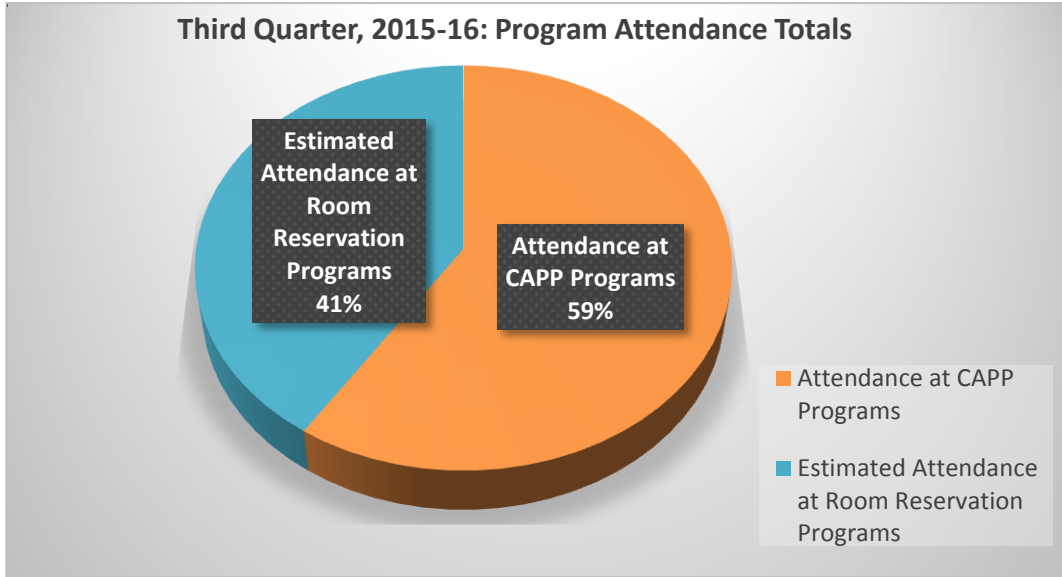
**Third Quarter, 2015-16: Totals for Programs Managed by CAPP**

CAPP Programs	94
Room Reservation Programs	78
<b>Total Events Managed by CAPP</b>	<b>172</b>



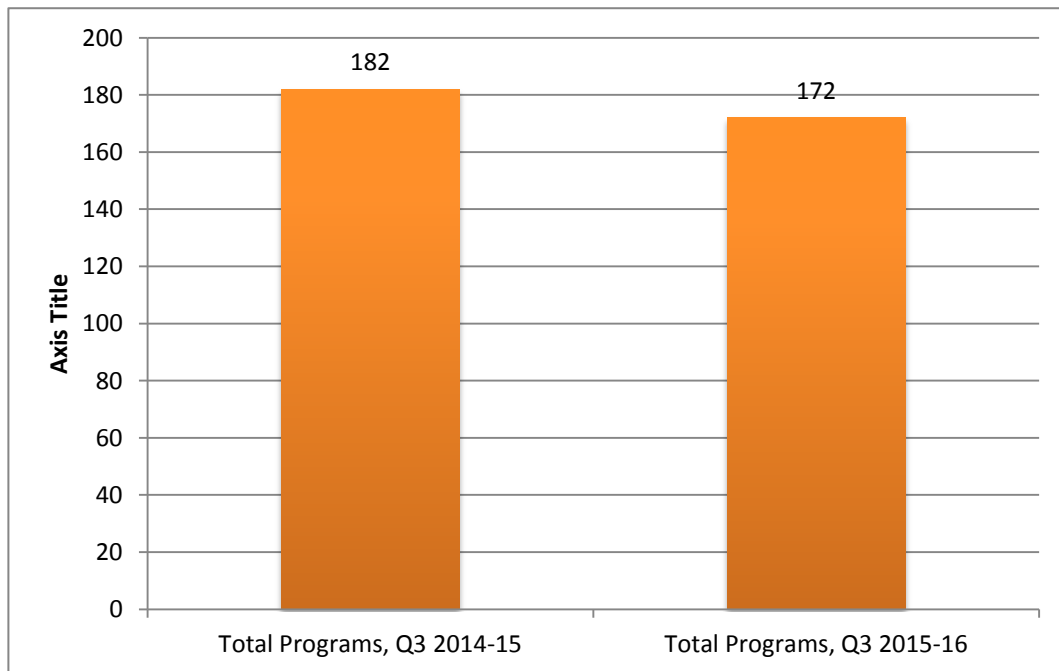
**Third Quarter, 2015-16: Program Attendance Totals**

Attendance at CAPP Programs	4816
Estimated Attendance at Room Reservation Programs	3312
<b>Total Estimated Attendance at Events Managed by CAPP</b>	<b>8128</b>



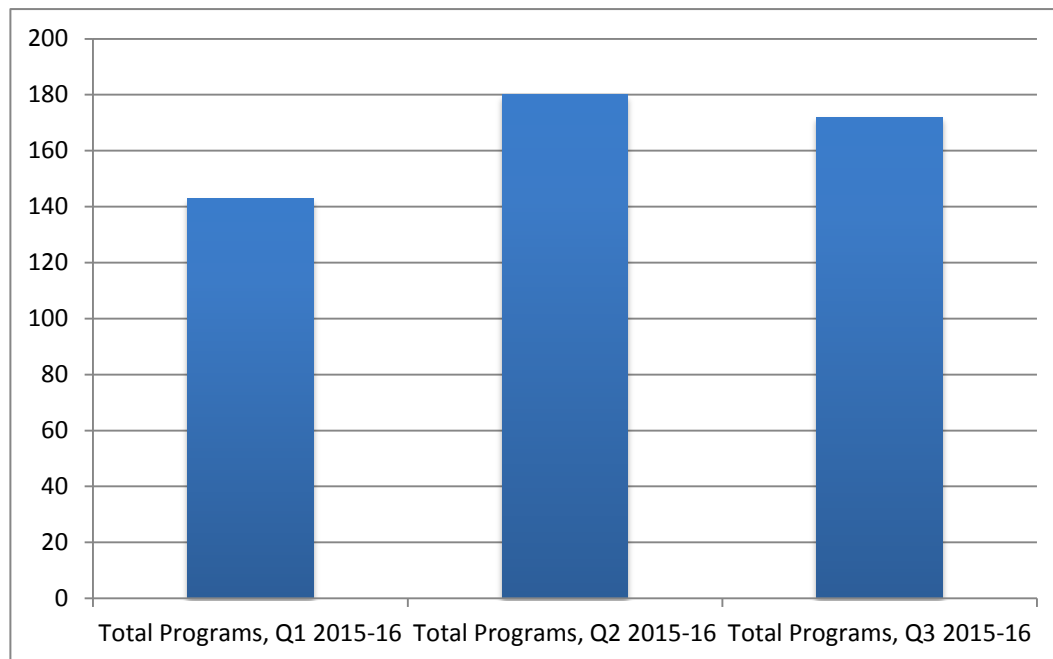
**Total Programs Cross-Year Comparison, 2014-15 and 2015-16**

Total Programs, Q3 2014-15	182
Total Programs, Q3 2015-16	172



### Programs by Quarter, FY 2015-16 to date

Total Programs, Q1 2015-16	143
Total Programs, Q2 2015-16	180
Total Programs, Q3 2015-16	172



### Communications

In January, 2016, HPL filled the Communications Specialist job, which was vacant for several months. Donna Larcen, the former arts editor for the Hartford Courant, serves in this capacity and reports to Brenda Miller, Chief Cultural Affairs and Public Programming Officer.

- E-News

The design of the weekly e-news outreach was updated to make it a more attractive and quicker read. We are using more links to longer stories and soliciting news from every department. (See attached chart for more data.) The E-news is distributed to 10,000 email addresses with an open rate of approximately 10%.

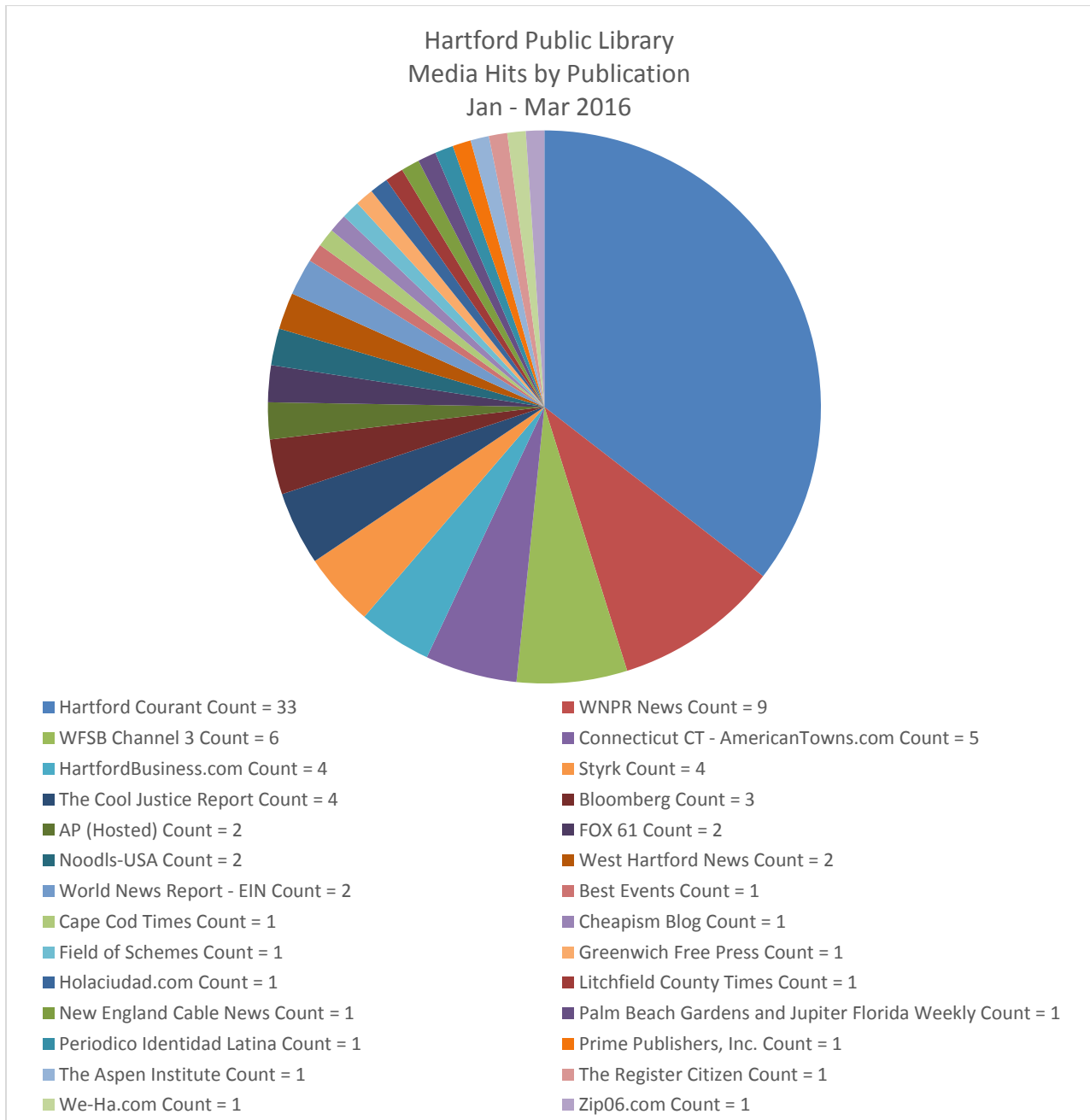
- Social Media

We linked Facebook and Twitter on both the Hartford Public Library accounts and the Hartford History Center accounts. These tools are being used daily to promote events, share news of the library, and connect with our customers.

In February we posted a daily feature for Black History Month about notable African Americans who made significant contributions to Hartford. (See attached chart for more data.)

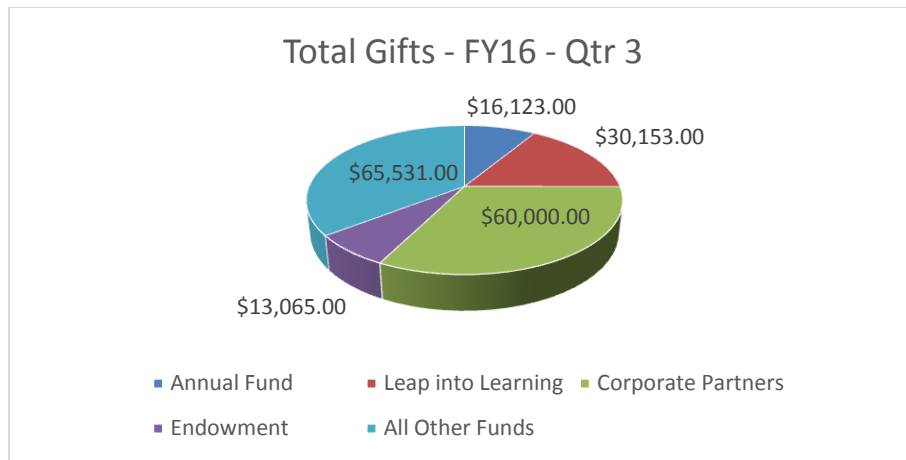
- Outreach

During the 3<sup>rd</sup> quarter, the search for a new CEO began. The hiring process generated stories in local press in text and online and a dedicated Library web page was created to keep staff and public up-to-date on the hiring process. The Board of Directors' search committee identified three finalists who were introduced to the public in a live forum in the CCC which was also live streamed to anyone with access to a computer and could link to the Library website.



# Development

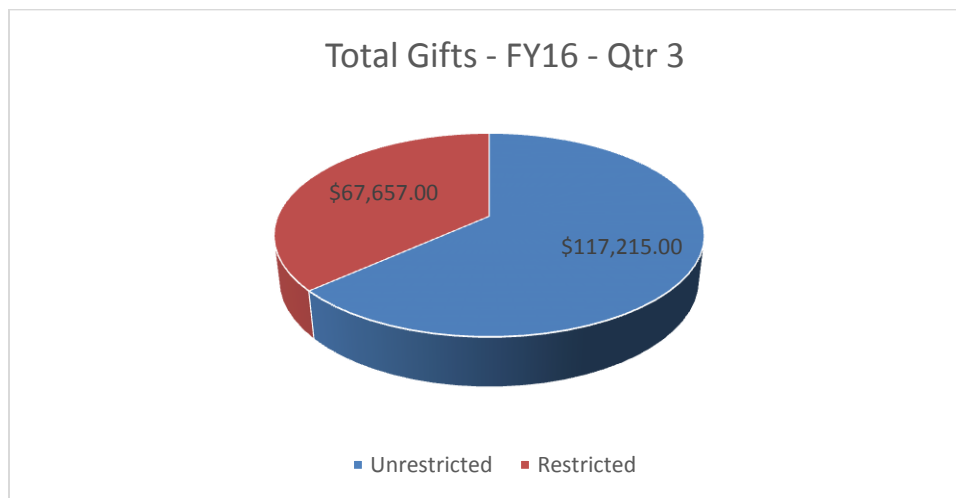
During the Third quarter of the 2016 fiscal year, a total of \$184,872.00 in gifts (donations/grants) was received. A total of \$117,215.00 was designated for unrestricted use. The Library received a total of \$76,123.00 for the Annual Fund in which \$60,000.00 of that was part of the Corporate Partnership Program donated by the Hartford Financial Service Group. The Leap into Learning Program received \$16,061.00 in restricted funds and \$14,092.00 in unrestricted funds. The Matthew K. Poland Endowment Fund received \$13,065.00. The remaining \$65,531.00 was designated for all other programs including YOUmedia, Baby Grand Jazz, and The American Place.



The total donations can be further analyzed as follows:

**Restricted Giving:** \$67,657.00

**Unrestricted Giving:** \$117,215.00





## Grants – 3<sup>rd</sup> Quarter Fiscal Year 16

	Grant	
Status	Number of Grants	Grant Amount
Received	6	\$109,000
Pending	4	\$617,189
Declined	16	\$475,678

### Sources for **awarded grants**:

Government - 0  
Foundations - 4  
Corporations - 2

### Sources for **applied grants**:

Government - 3  
Foundations - 1  
Corporations - 0

## Capital Projects

### **Park Branch Library**

An application was submitted to the State Library for grant-in-aid funds to the Hartford Public Library for the relocation of the Park Branch Library to the former Lyric Theater site on Park Street in the amount of \$1,000,000 on August 31, 2015, the grant award was received on November 23, 2015.

Discussions are under way to determine the amount of funding the City of Hartford will contribute to the project. Funds have been allocated and expended on design documents, and site acquisition. Other funding sources are also being explored at the present time.

### **UConn Co-location to Downtown Branch**

The construction and operational agreements between the State, UConn, Hartford Public Library and the City were executed at a formal signing ceremony on April 21, 2016.

Due to the current financial situation, the City of Hartford is in the process of reviewing all capital projects and funding which will include library projects.

## Staff Updates

**Yolanda Ehigiamusoe**, Security Officer, is currently assigned to the Downtown branch. Yolanda is a seasoned officer, having worked in safety and security positions for many years.

**Rea Mae Gacad**, Immigration and Legal Services Manager, is responsible and accountable for the development and implementation of immigration legal services at Hartford Public Library.

**Greg Jackson**, Security Officer, is currently assigned to the Barbour branch. Greg is a seasoned officer, having worked in safety and security positions for many years.

**Marie Jarry**, Youth Services Director, is responsible for the successful delivery of services and programs to families and children (birth to 13) throughout the Library. Marie comes to us with both education and library experience, having served most recently in the New Haven Public Library.

**Donna Larcen**, Communications Specialist, is responsible for cohesive, branded communications for Hartford Public Library. Donna comes to us with extensive experience in the media field, including many years with the Hartford Courant.

**Aliaksandra Shelestava**, Immigration Counselor, is responsible for providing high quality legal assistance, advice and referral to low income immigrants and their families in the area of immigration and nationality law.

**Biaja Watts**, Security Officer, is currently assigned to the Downtown branch. Biaja is a seasoned officer, having worked in safety and security positions for many years.