



Hartford Public Library

A place like no other.

Chief Executive Officer's Report

1st Quarter, FY 2014

Highlights

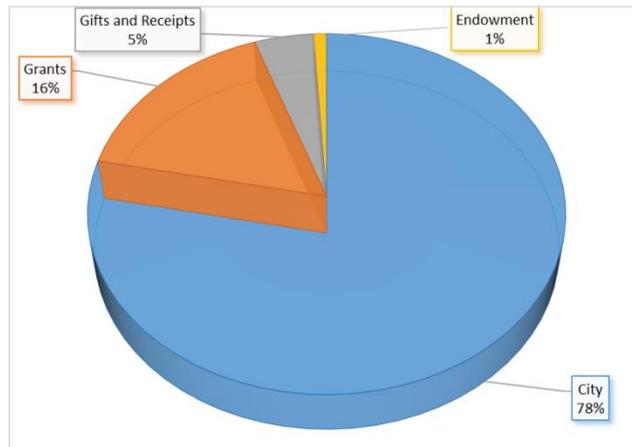
- More than 6,500 registered and participated in summer learning programs. HPL served 8,675 free lunches to children this summer in partnership with Hartford Public Schools – p.3
- YOUmedia lab completed. – p.3
- Substantive involvement in developing multicultural programming and community engagement for the immigrant community in Asylum Hill. – p.5
- Library successfully advocates for the development of an Immigrant and Refugee Commission in the City. – p.5
- HPL becomes a GED testing site – p.5
- HPL awarded \$248,000 from United States Citizenship and Immigration Services (USCIS) to expand citizenship programming, only public library once again in the nation. – p.6
- Completion of "Hartford Through Time", the Hartford History's Center first publication. – p.9
- Substantive civic engagement and outreach programming and partnerships. – p.10
- Park Street branch building project fully underway. – p.15

A Review of The Library's Finances

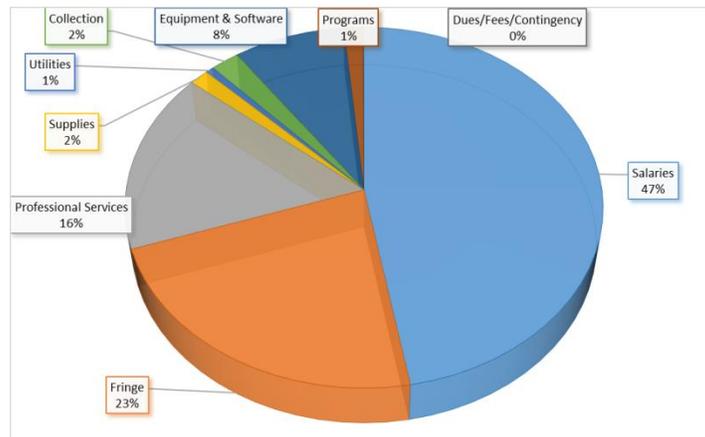
For the three month period ending 09/30/2014, the Hartford Public Library has expended a total of \$2,509,852 which represents 25.7% of the total budget of \$10,290,250. The Library has also collected 24% of operating revenue and 37% of revenue for grants and special events. *Note: Certain expenditures such as rent and the information technology services contracts are encumbered in the beginning of the fiscal year. Because of this, the expenses are slightly higher in the first quarter. Also, the quarterly endowment drawdowns are received in the month after the end of the quarter.

	Revised Budget	Revenue	Expense/Encumbrance	Variance	% Collected	% Spent
Operating Budget	\$ 9,160,464	\$ 2,203,858	\$ 2,352,665	\$ (148,806)	24.1%	25.7%
Grants and Special Events	\$ 1,129,786	\$ 421,707	\$ 157,188	\$ 264,520	37.3%	13.9%
Total	\$ 10,290,250	\$ 2,625,566	\$ 2,509,852	\$ 115,713	25.5%	24.4%

Quarter 4 Revenue Breakout (\$2,625,566):



Quarter 4 Expense Breakout (\$2,509,852):



Library and Public Services

This summer our branches and the downtown youth department were filled with children and teens who eagerly participated in a wide variety of programs and events as part of the City's summer learning initiative. The Library also served 8,675 free lunches at all locations. Programs ranging from *Every Child Ready to Read* story times and activities designed to build early literacy skills for the youngest children to a music series and fun, instructional crafts and projects supporting the STEAM theme for those aged 7 and up. Older youth participated in *Money Wise @ Your Library: Life Skills* workshops, learned the value of good nutrition and participated in a citywide talent show. All ages recorded and reported on the number of books they read and what they learned from the science experiments. Activities culminated in a grand finale party featuring prizes, ice cream, storytelling and Bubblemania, the science of bubbles performance. Thanks in part to heightened collaboration with schools, organizations and city agencies, 6,544 youth registered for the summer learning program this year, up from 2,610 last year.

The Summer Literacy Support Program (SLSP) funded by the City and Hartford Foundation for Public Giving (HFPG) addressed the literacy needs of youth and families in the City's Youth & Recreation Summer Learning and Enrichment

Program. These programs, designed to promote reading, improve grade-level proficiency, and encourage use of the Library's reading and enrichment programs, served 51 agencies and almost 800 youth participants.

In its second year of funding by HFPG, the Child Care Summer Reading Program grew beyond all expectations and our stretched ability to sustain it at the current staffing levels, serving a total of 860 young people cared for in 100 private homes and child care locations. The early literacy reading coordinator for the project visited homes, provided educational training, and delivered early childhood toys and books to each location.

The buzz surrounding the opening of the YOUmedia center for teens did not disappoint when the soft opening occurred in September. Over the summer, manager Tricia George offered digital tasters to teens at all locations to help spread the word about the space. Tricia created and distributed marketing materials, created web content and social media accounts and built partnerships with High School, Inc., University High and Culinary Arts Academy. The lead and part time mentors have been hired, and staff is in process of contracting with visiting artists to deliver workshops ranging from manga drawing to music

production to fashion design. Early turnout has exceeded expectations.

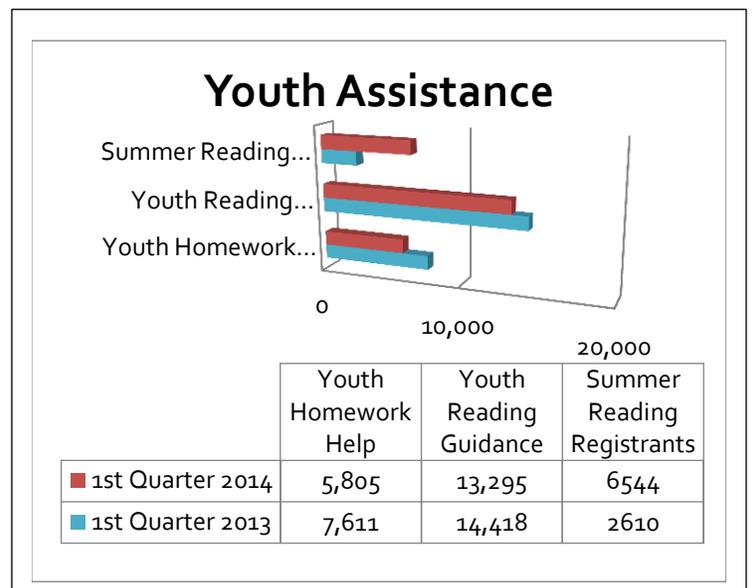
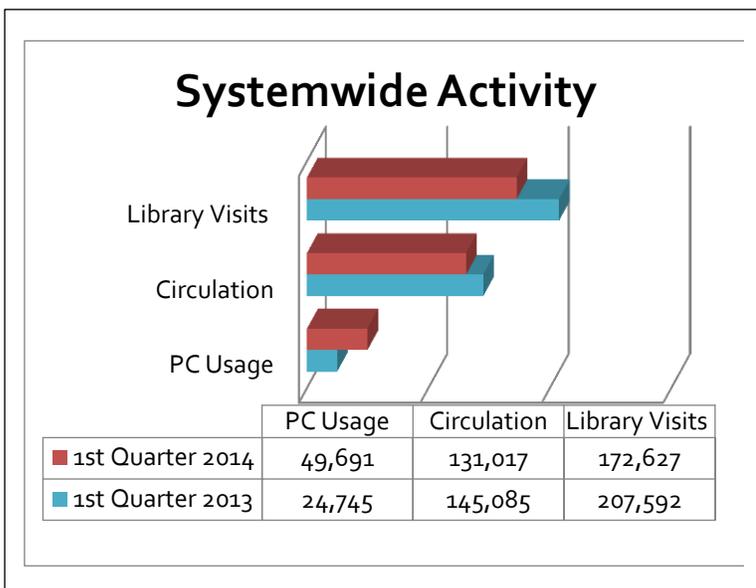
In support of providing services and programs throughout the branches whenever possible, point of sale systems with credit card payment capabilities were installed at all locations; public and some staff computers were upgraded to virtual desktops; and cameras were installed to take photos of customers registering for library cards. Public and staff alike delighted in music and dance performances offered at several branch locations over the summer.

New patron registration has grown modestly but steadily this quarter. Staff regularly participates in school and neighborhood meetings, taking the

opportunity to promote the library's classes, programs and resources to each audience.

This quarter marked the first time in recent years that Goodwin Branch has registered the highest circulation among the branches; primarily with youth materials, but all formats have increased. No doubt the new branch manager and the library/school collaboration pilot contributed to this increase.

Teens are reading, and they're reading print on paper. Of the overall top 10 most popular titles circulated, 5 are in the anime/manga/graphic novel category. Of course, this genre appeals to young adults who are no longer teens also, but the number demonstrates a clear shift in activity.



Adult Learners

Community-wide service and branches

- A new "Multicultural Meet-ups" series was launched in Asylum Hill as part of the on-going effort to build relationships between immigrant newcomers and long term residents. Each meet-up focused on a different culture represented in the neighborhood, including Karen, Bhutanese, and groups from several African nations. Each respective community prepared a presentation for their meet-up. A total of 60 attendees participated. Evaluations conducted at the end of the sessions demonstrated an all-around increase in understanding and appreciation of these cultures.
- A kick-off for the Welcoming America grant awarded to conduct a feasibility study for the establishment of a Welcoming Center in Asylum Hill was hosted at Lincoln Technical Institute on September 16th. Well over 50 attendees - representing over a dozen nations - were present. Ages ranged from 17 to 80.
- Three immigration forums utilizing a guide developed by the National Issues Forum, and designed to encourage participants to objectively explore immigration issues, were conducted around the area. Locations included the Taste of India in West Hartford, the Albany Branch, and Hartford Adult Education Center. The forums drew participants from a broad range of socio-economic and ethnic backgrounds.
- AHNA Welcoming Committee, facilitated by Nancy Caddigan, continues to meet monthly on every 4th Thursday. Attendance at each meeting ranges between 18 and 23 participants.

Immigrant committee members' have expressed a strong interest in learning more about homeownership and trainings are being planned in collaboration with the Urban League.

- The city's first Commission on Immigrant and Refugee Affairs, spear headed by the Library began its official meetings in July. Members have met with Hartford's chief operating officer, Darrell Hill, and City Council member, Larry Deutsch, to advocate for the undocumented children from Latin America who will be arriving in Hartford over the course of the next few years.

Commitment to literacy

- Offered a six-week ESL health and nutrition class. Classes met 3 days a week for 2 hours a day.
- Introduced a Summer English Conversation series. The weekly 'drop-in' sessions were supplemented with computer assisted instruction.
- Citizenship classes and tutoring remained steadfast over the summer at Albany, Mark Twain, and Downtown. Of note are 6 Karen women who achieved citizenship. When they began attending classes in August 2013 they had minimal English proficiency. Their diligence and a commitment from several volunteer tutors led to their success.
- This quarter ESL and Citizenship students participated in two field Trips - The Prudence Crandall Museum and Hopeville State Park.

Current Technology

- Acquired an online GED web-based test preparation course, *i-Pathways*, and a web-based resume writing program, *Cypress*.
- Received a free web-based driving education test prep course.

Development and Financial Sustainability

- \$ 8,178.80 - passport fees collected
- \$1,840 - Immigration counseling fees collected
- \$248,842 - 2-year USCIS Citizenship Grant awarded

Expanded Presence, Profile, and Partnerships

- A special invitation was extended to Homa Naficy in July to attend the first-ever White House National Convening on Immigrant and Refugee Integration in Washington DC.
- Accepted placement of a UCONN Intern to assist with coordination of immigration outreach activities.
- One of a hand-full of Libraries nation-wide to offer GED Testing services.
- Of the over three hundred organizations across the nation that applied for the USCIS Citizenship Grant only 40 were awarded. HPL is the only Library in the nation to receive the award, the only institution in CT and one of only two institutions in New England.

Statistical Report

Service Area	Activity	Indicator	Output
Basic Education			
ESOL Classes	81 classes	Attendance	1064
Citizenship Classes	31 classes	Attendance	587
GED math	20 small group volunteer tutoring	Attendance	70
Technology			
Computer Training	25 classes	Attendance	67
Workforce Development			
CTWorks@HPL		New Customers	356
CTWorks@HPL		Number of visitors	1310
CTWorks@HPL		Interactions	7275
CTWorks@HPL	22 Workshops	Attendance	49
CTWorks@HPL		In-house Referrals	759
X-Offender Programs			
US District Court, District of CT, US Probation Office	13 Workshops: Escape Your Prison	Attendance	57
CT Pardon Team, Inc.	1 Forum	Attendance	36

Cultural Affairs and Public Programming (CAPP)

Hartford History Center (HHC)

Hartford History Center is home to the Hartford Collection, a non-circulating, multi-media collection comprised of more than 100,000 books, archival documents, directories, postcards, photographs and memorabilia that convey community life in Hartford spanning more than 300 years. Officially named in 1945, the archives and special collections of Hartford Public Library date back to the 17th century.

Hartford History Center staff answered more than 600 reference questions for the 1th quarter.

Sampling of reference questions in the HHC for this quarter include:

Research topics of interest:

- Keney Park - research on plantings at park entrance by Ann Holcomb, Nina Hayes, and others
- Underground Railroad in Hartford
- Colt factory history
- West Indian migration to Hartford
- Park Street merchants in the 1940s
- Hartford City Planning in late 1800s to early 1900s (Historian Eugene Leach submitted an article based in part on his research at the HHC)
- Map of Hartford County Prison
- Photographs of leaders of the CT Prison Association leaders in Hartford Collection and Hartford Times Collection (14 different individuals)
- Horace Wells (for publicity for "Under the Dome" at Hartford Stage)
- Hartford bicycle images and trade cards for Envisionfest Bike exhibit.

- Hartford Immigrant Leaders biographical information
- Fair Housing Bus Tour/Trinity College Political Science students in Urban Politics taught by Stephanie Chambers
- Baptist Churches in Hartford, and in particular the "colored missions" ca. 1838
- Who were the members of the Board of Education in 1970 and in 1990
- Demographics of Parkville
- Visit by Caroline Welling Van Deusen during which she viewed and photographed the Welling Desk
- What was the number of Medicaid recipients in Hartford (or more specifically, in the North End of Hartford)

Many of these topics required extensive research, using multiple resources of the Hartford History Center. For example, the entire Trade Card collection was searched for bicycle-related items (which took approximately 4 hours); Hartford Collection photographs were searched, as were Hartford Times photographs.

HHC projects underway in the fourth quarter include processing and cataloguing the remaining 2,000 Hartford-specific postcards; preparing content and images for the Hartford Through Time book – a joint effort of the Hartford History Center, Wilson "Bill" Faude and Andy Hart, to be published by Fonthill Media, that looks at Hartford streets past and present; ongoing cataloguing of the Hartford pamphlet Collection, which dates back to 1764; the ongoing conservation of the Hartford Times photographic collection – a huge array of Hartford –specific images taken between the years 1955-1976; work on the dedicated Hartford History

Center website available at www.hhc.hplct.org; and, continued work on the historical digital collection, specifically the glass negative collection of Hartford streets dating from the early 1900s.

Cultural Affairs and Public Programming (CAPP) Programs, 1th quarter, include:

- "World of Sounds" Concerts---made possible from the Evelyn Preston grant. Six outdoor concerts—3 shows on Wednesdays at the Dwight Branch, featuring Latin Jazz and Salsa performances. 3 shows on Thursdays at the Albany Branch, featuring Reggae & Steel Drum Island rhythms. (July & August)
- "Folk Fridays"—concerts on the Downtown Terrace. July 25, Aug 1, 8 & 15. Solo performances by area musicians.
- "Way Back Wednesdays"—vintage movies in the Center for Contemporary Culture—featuring classics like "Casablanca", "Jailhouse Rock", "Rebel Without a Cause". 2 showings every Wednesday afternoon and evening.
- Community Conversation on the Proposed Downtown Baseball Stadium—over 350 attendees
- Democratic Candidate Forum
- "Songs of the Civil Rights Era" Concert with Brian MacDonald, recognition of the 50th anniversary of the signing of the Civil Rights Act of 1964.
- 70th Anniversary of the Hartford Circus Fire—performance by Hartbeat Ensemble featuring an original script based on Circus Fire survivors oral histories from the Hartford History Center. In partnership with the Jewish Historical Society.
- Colt 200th Citywide Celebration: Hartford Public Library participated in this celebration by hosting "A Colt Miscellany" - -Lecture with Dave Corrigan, Curator of the CT State Library. (Hartford History Center).
- Joe Young "Young at Art" exhibit on the ArtWalk—Featuring 25 years of Joe Young's illustrations and work with the community—A "One Book, One Hartford" program celebrating the Graphic Novel in 2014.
- Salsa Socials—with instructor Ray Bermudez. Over 70 participants for many of the classes.
- Author Talk with Sara Eckel: "It's Not You-- 27 (Wrong) Reasons You're Single"
- Author Talk with Jill Zahniser: "Alice Paul: Claiming Power"
- Republican Gubernatorial Candidate Forum
- Community Conversation: Health Reform—HPL and the North Central Regional Mental Health Board
- Nepalese Literary Festival
- Hartford Artisan Weaving Center "Meet the Artists" reception and exhibition—sight impaired artists
- Howard University Alumni—New Student Send-Off
- Hartford Advisory Commission on the Environment Meeting
- "Veterans of Color" Film Screening and Discussion—African-American Affairs Commission
- 3rd Annual "Time To Read" Community Celebration (Backpack Day)—Hartford Public Schools
- Hartford Police Department Exams
- CT Public Transportation Commission Meeting
- Hartford Advisory Committee on Food Policy—Hartford Food System
- Mutual Housing Leadership Academy—Mutual Housing Association of Greater Hartford
- CT Library Consortium—Department Heads and Supervisors Roundtable Discussion
- Access Health CT---Healthy Chats
- EnvisionFEST 2014—Exhibit "Pedal & Path: Hartford and the Bicycle" plus jazz concert on Downtown Terrace with Damian Curtis Trio and illumination artist Balam Soto in the YOUmedia

- "Comedy, Comics and Censorship"—Banned Books Week / "One Book, One Hartford" event
- "Power of Perception" Community Conversation on Mental Health—Mental Health Action Team
- "Arts & Archives"—Storytelling with Dr. Raouf Mama (Eastern CT State University)—Albany Branch

Hispanic Heritage Month Programs

- Isabel Acosta ArtWalk
- "Bomba y Plena" performance in Atrium
- Julia DeBurgos film in the Center for Contemporary Culture
- Bomba y Plena workshop at Park Branch.

Community Engagement - Center for Civic Engagement, 1st Quarter, 2014-2015

The Center for Civic Engagement (CCE) includes several interrelated components: *Hartford Matters* (public programs on community issues), *Hartford Votes* (activities targeting increased voter engagement and voter turnout), *Hartford Listens* (community dialogues resulting in raised awareness, relationship building, and action), and *Hartford Acts* (implementation of the action recommendations from Hartford Listens). As detailed below, significant progress was made in all areas of the CCE during the 1st Quarter.

In addition, during the 1st Quarter the Library continued work on the *Libraries Transforming Communities* (LTC) project. HPL is one of ten libraries in the country chosen to participate. LTC is a partnership of the American Library Association and The Harwood Institute for Public Innovation in which participants receive intensive team-based community engagement training. During the 1st

Quarter we held our first two *Innovation Spaces* (brainstorming sessions) on *Marketing Library Programs and Services* and *Service to Families*. In addition, we held our first *Community Conversation*, this one at the Albany Branch. More Innovation Spaces and Community Conversations will be held in the 2nd Quarter. All of these activities are geared towards instilling in the Library a culture of turning outward towards the community, and developing a better understanding of the community's aspirations. As a result, HPL will be better able to fulfill its mission.

Hartford Matters

- On July 2 HPL collaborated with Hartford 2000 and Leadership Greater Hartford to present *A Conversation on the Proposed Baseball Stadium in Downtown North*. Attended by 375 people, this was the first opportunity for the public to hear directly from the Mayor and engage in discussion on this controversial topic.

Hartford Votes

- On July 24 the Library partnered with the Hartford Votes~Hartford Vota Coalition to present a candidate forum featuring Democratic candidates for State Senator and State Representative for the August primary election. Approximately 140 people attended.

Hartford Listens

- On September 27 the Library partnered with an action team that was formed as a result of the November 2013 dialogue on mental health to present *The Power of Perception: A Community Conversation on Mental Health*. The event was attended by about 75 people.

Hartford Acts

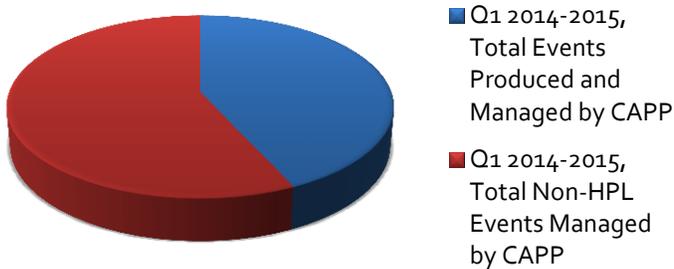
- Three action teams that were formed as a result of the November 2013 dialogue on mental health continued their work.

- The action team formed as a result of the IMLS-funded Immigrant Civic Engagement Project community dialogue continued its work to create a Hartford time bank.
- We continued work with the Welcoming Committee of the Asylum Hill NRZ to help integrate immigrants into the work of the NRZ. This is an outgrowth of the IMLS Immigrant Civic Engagement Project community dialogues.

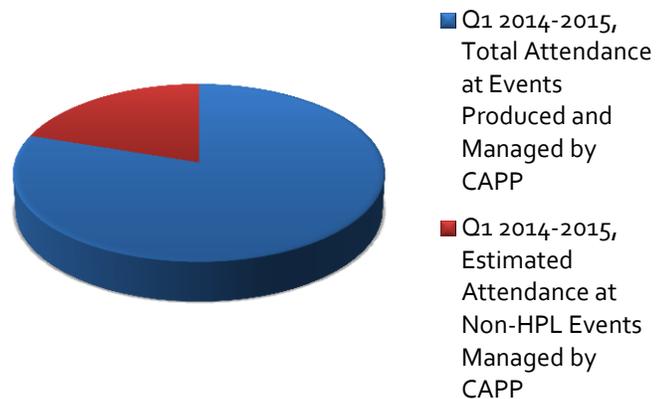
Quarter 1 2014-2015, Totals for Programs, Events and Bookings Managed by Cultural Affairs and Public Programming (CAPP)

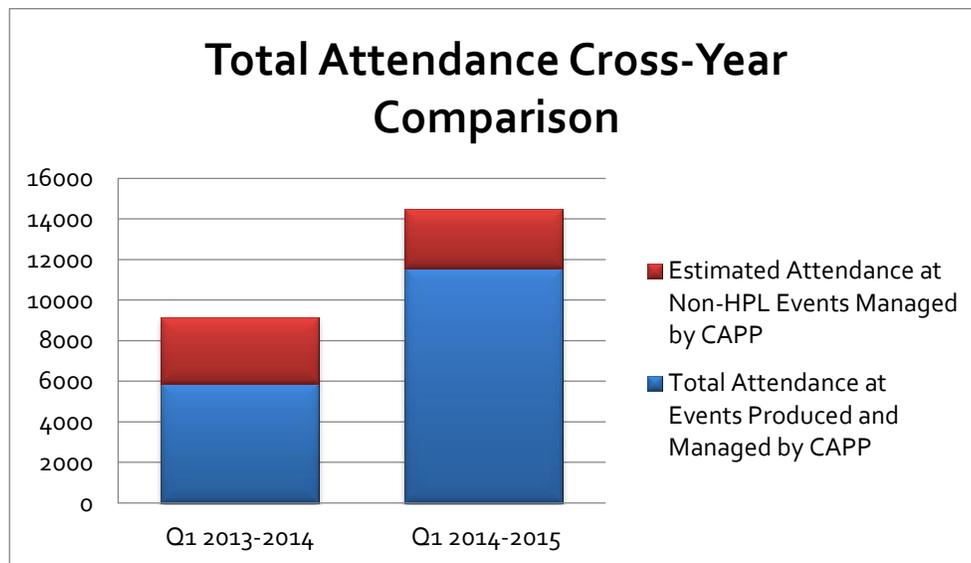
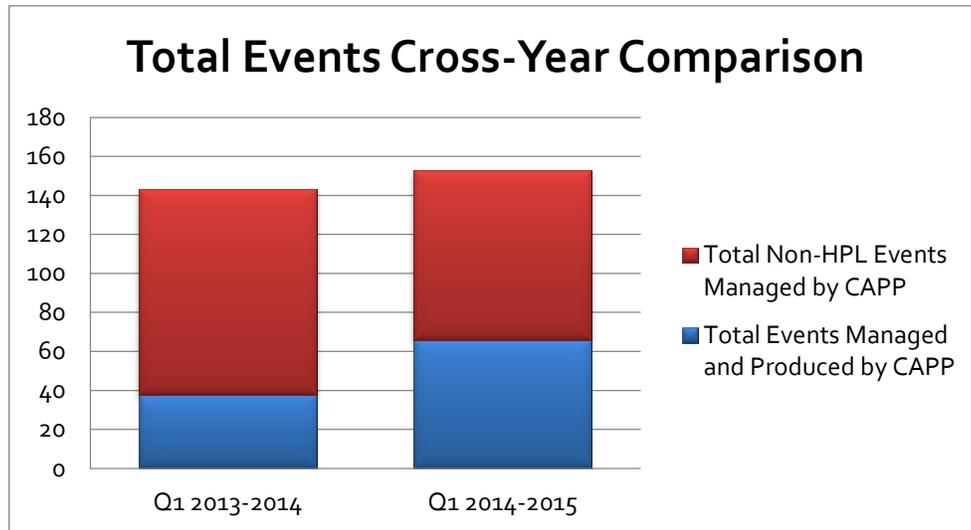
Q1 2014-2015, Total Events Produced and Managed by CAPP	66
Q1 2014-2015, Total Non-HPL Events Managed by CAPP	87
Q1 2014-2015, Total Events Managed by CAPP	153
Q1 2014-2015, Total Attendance at Events Produced and Managed by CAPP	11593
Q1 2014-2015, Estimated Attendance at Non-HPL Events Managed by CAPP	2880
Q1 2014-2015, Total Estimated Attendance at Events Managed by CAPP	14473

Quarter 1 2014-2015, Totals for Programs, Events and Bookings Managed by CAPP



Quarter 1 2014-2015, Attendance Totals

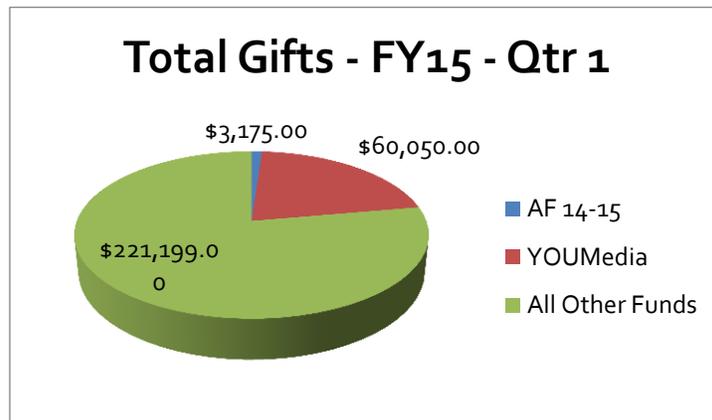




Development and Communications

Total Development Revenue for First Quarter FY15: \$284,424.00

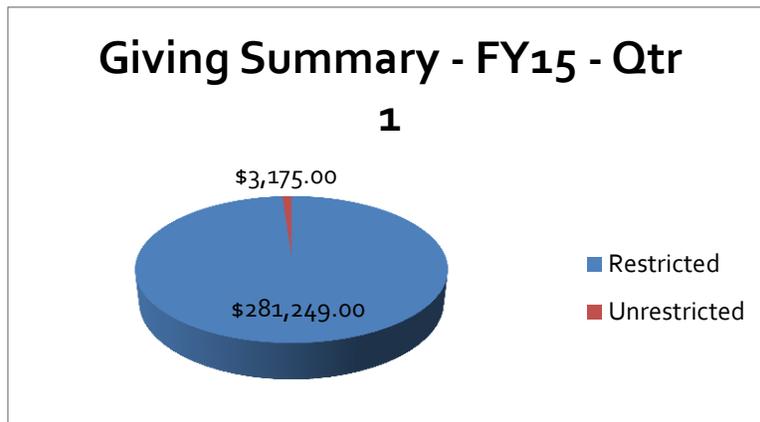
During the first quarter of the 2015 fiscal year, a total of \$284,424.00 in gifts (donations/grants) was received. Of this amount, \$3,175.00 was received for the Annual Fund, \$60,050.00 was designated for YOUMedia and the remaining \$221,199 was designated for all other funds, including Baby Grand Jazz and The American Place.



The total donations can be further analyzed as follows:

Restricted Giving: \$281,249.00

Unrestricted Giving: \$3,175.00



The annual fund revenue is expected to increase significantly during quarter 2, as constituents will be receiving the fall appeal in November.

GRANTS

	Number of Grants	Grant Amount
1st Quarter Fiscal Year 14-15		
Grants Received	7	\$281,199
Grants Pending	3	\$101,298

Sources for **awarded grants**:

- Government - 3
- Foundations - 2
- Corporations – 2

Sources for **applied grants**:

- Government – 1
- Foundations - 2

SOCIAL MEDIA METRICS

Facebook

Start of quarter: 3,818 likes
 End of quarter: 3,925 likes

Change: +107 likes

Average Daily Reach: 1,319 (- 399)

Total reach: 121,302 (-93,403)

Blog Posts: 5

Twitter

Start of quarter: 2,435 followers

End of quarter: 2,576 followers

Change: +141

E-news

Total sent: 12

Average open rate: 15.2%

Average opens: 897

Average clicks: 109

Total Media Mentions (excluding social media):

65

Facilities

The construction of YOUmedia was completed at the end of the 1st Quarter. The teen lab is open for programming.

The Architectural firm Ta1 Soo Kim was hired by the City of Hartford to design a new Park Branch Library located on the site of the Lyric Theater building. There have been several meetings where schematic designs were presented on the facility. Meetings have been held with the Neighborhood Revitalization Zone Committee and two (2) public meetings were also held to share conceptual designs and to solicit feedback on the project. The planned facility size is approximately 20,000 square feet with 8,000 square feet designated to the library. The architects are in the process of developing the cost estimates for the construction of the facility, which is slated to begin the fall of 2015.

A substantial amount of work has been completed on the Verizon cell tower installation atop the Downtown Library, and all work should be completed by December 31, 2014.

Incident Reports:

The Library had twelve (12) reportable incidents in the first quarter of the fiscal year.

Ten (10) reports were filed at the **Downtown Library**:

Five (5) disruptive/rude behaviors, one (1) theft, one (1) accident, one (1) medical emergency, and one (1) offensive web viewing. The Hartford Police assisted with one incident.

Branches filed two (2) reports:

Dwight – customer was feeling chest pain and asked for 911 to be called.

Goodwin – customer reported car window was smashed in library parking lot while in library.

Human Resources

Staff Updates

James Corcoran, Security Guard, is currently assigned to the Mark Twain branch. James is a seasoned officer, having worked in corrections for the State of Connecticut for many years.

Reginald Davis, Security Guard, is currently assigned as a floater. Reggie is a seasoned officer, having worked in corrections for the State of Connecticut for many years.

Susan Nadathur, Adult Learner Assistant is responsible for providing classroom and online educational support; community outreach; data collection and tabulation; and U.S. Passport Services.