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## Chief Executive Officer's Report

4<sup>th</sup> Quarter, FY 2015

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### Highlights

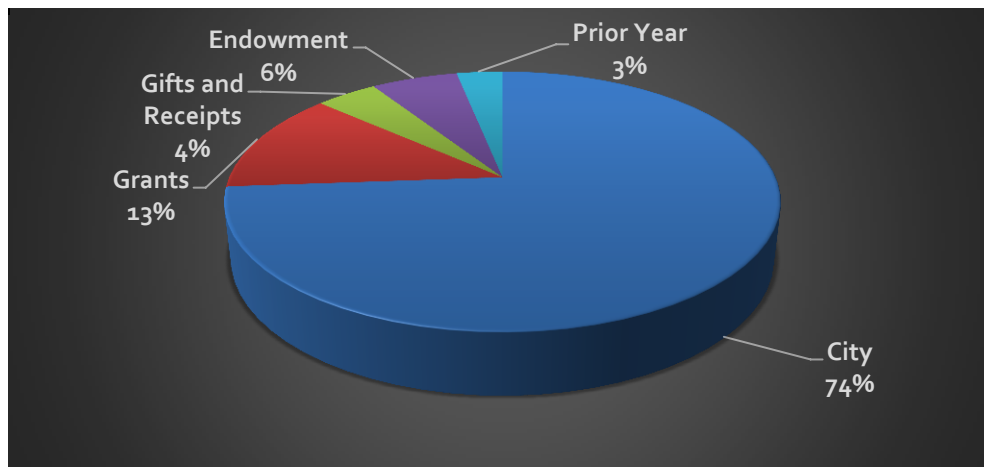
- Summer Lunch Program, Pg. 3
- Partnership with Hartford Performs, Pg. 4
- Library cards increase by 5%, Pg. 5
- 67 program participants became citizens, Pg. 10
- NEH and IMLS grants for "Find your voice", Pg. 15
- 6 new staff members, Pg. 27

# A Review of The Library's Finances

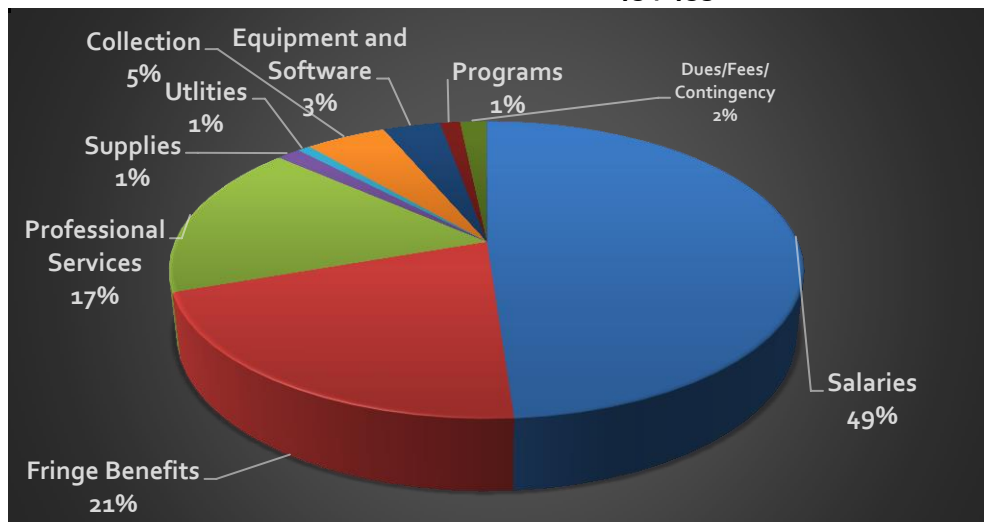
For the twelve month period ending 6/30/2015, the Hartford Public Library has expended a total of **\$10,541,931** which represents **94%** of the total revised budget of **\$11,203,426**. The Library has also collected **\$9,714,424** in operating revenue and **\$1,409,077** in revenue for grants.

<u>Fund</u>	<u>Revised Budget</u>	<u>Expense</u>	<u>Revenue</u>	<u>Surplus/ (Deficit)</u>
Operating	\$9,334,111	\$9,676,812	\$9,714,424	\$37,612
Grant	<u>\$1,869,315</u>	<u>\$865,119</u>	<u>\$1,409,077</u>	<u>\$543,958</u>
<b>Total:</b>	<b>\$11,203,426</b>	<b>\$10,541,931</b>	<b>\$11,123,501</b>	<b>\$581,569</b>

## REVENUE ALLOCATION (\$11,123,501)



## EXPENSE ALLOCATION (\$10,541,931):



# Library and Public Services

## Public Services

We have been assessing public service assignments throughout the system, identifying staff strengths and contributions and community needs, with the goal of maximizing service delivery at all locations. The evaluation created several transfers within the branch system. We expect that this will be an ongoing assessment as staff vacancies are filled.

April was Financial Literacy Month, and HPL participated in a new investor education program called DASH for the STASH, sponsored by the Connecticut Department of Banking in collaboration with the Investor Protection Institute. This contest, designed to alert the public to issues of financial fraud, personal savings, selecting financial advisors and the cost of investment fees, aligned with our recent financial literacy programs and collection development in these areas. Participants visited libraries to access the questions and submit answers, allowing them to become eligible for cash prizes.

In collaboration with End Hunger Connecticut, the library hosted the youth summer meals kickoff at Camp Field branch in June, where it was noted that **HPL is the only known public library in the country that offers access to summer lunches at all branch locations.** Participants included representatives from the U.S. Dept. of Agriculture field office in Boston, the Hartford Public Schools, Mayor Segarra, and two state representatives. Approximately 50 volunteers agreed to help spread the word about the free meals throughout the south end neighborhoods.

## Youth and Family Services

In the youth area, April was Kindergarten Awareness Month at the Library. This initiative started last year and has grown to include family workshops and presentations on safety, health and school readiness at all sites, culminating in a puppet show finale downtown enjoyed by a large audience. Other activities this quarter included crafts and giveaways during National Library Week, Earth Day programs and poetry readings for National Poetry Month. Ongoing favorites are the Jr. Maker Lego Club, Smart Start STEM, Book Bingo Challenge, and the Young Writers' workshops held downtown. Early literacy First Friends play group and the

Every Child Ready to Read family story times downtown often attracted 80-90 parents and toddlers who engaged in music, dance and creative rhythm activities.

Enthusiastic planning for summer learning began early this year, and staff planned creative activities for all age groups around the national super heroes theme. The June 6th kickoff was a huge success thanks to many hands from all departments. Over 750 adults and youth enjoyed music, crafts, face painting, water balloons, a bounce house and a dunking booth where brave HPL staff participants left with huge smiles and chattering teeth! Assistant youth librarian Anna Eisen appeared on another segment of Ms. Cleo's Story Telling Corner, sharing her enthusiasm for reading with viewers.

### **YOUmedia**

The fourth quarter of FY2014 brought significant progress to YOUmedia Hartford in the areas of staffing, partnerships, and programming. Staff engaged youth through outreach events, field trips, and new methods of communication to stakeholders.

The library hired Gabbie Barnes, a full-time teen librarian, and three part-time mentors, growing to a team of six. These mentors bring a variety of skills including teen library services, music engineering, digital drawing, and 3D digital art.

Through a newly-created partnership with Hartford Performs, YOUmedia Hartford will experiment with sending its mentors into classrooms to run core-aligned programming. These programs are paid services, and staff will work in 7th and 8th grade classrooms in the 2015-2016 school year. In the 2016-2017 school year, Hartford Performs will be expanding its offerings to local high schools, putting YOUmedia in the front seat for widespread, academically oriented, income generating work with youth.

In April, Tricia George presented a program at the Connecticut Library Association Conference (CLA) about YOUmedia and how other libraries might implement similar programs. In June, Tricia traveled to Los Angeles for the Digital Media & Learning conference – a mainstay for YOUmedia and Learning Lab proponents – and connected with the national network. These professional development opportunities result in networking opportunities with key players in the field of connected learning and youth maker spaces.

Additionally, YOUmedia Hartford created its first digital newsletters. Three newsletters targeted three audiences: teens, parent/teacher/administration, and funders. The newsletters reached a small audience at first, but will grow as more interested people become more aware of the space.

Several YOUmedia teens participated in the Real Youth Hartford Film Festival this spring, and two teams brought home top prizes in the categories of Hartford Awesome and Best Music Video. As a result of their incredible effort, Mayor Pedro Segarra honored them at a breakfast for winners.

### **School Collaboration**

At the April CLA conference the Goodwin Zone pilot coordinators, including Goodwin branch manager, Pat Knapp, presented an overview of the initiative entitled "Hartford's Urban Library and School Collaboration.

The collaborative work continues to grow and strengthen in the Goodwin zone, as staff made presentations about summer learning registration and programs at all schools in the sector. In addition, the Library on Wheels parked at Batchelder School for all classes to visit, and this was repeated at Kinsella for grades K-3 and 5-8. At a May 19 kickoff event, the initiative expanded into the Ropkins zone, which includes the HPL Ropkins branch, Global Communications Academy, SAND School, and Capital Preparatory School.

Members of the Library Media Specialist/Branch Manager Leadership Team, which now includes the youth services manager, worked collaboratively to complete the action planning steps for the summer learning program. This included compiling the HPL summer learning reading list – with the help of downtown youth staff – creating and distributing registration flyers, scheduling outreach information sessions, and creating a Power Point presentation of registration information designed to introduce and guide schools through the program.

### **Collections**

The library registered 13,895 new customers this fiscal year, a strong 5% increase over last fiscal year. Over 12,000 expired records were deleted from the patron database.

This fiscal year 29, 448 items were added to the collection system wide, and 73, 685 items were removed from the catalog. While the latter number takes into account a concerted effort to clean up the database and remove records of long overdue and missing items, over half this number is the result of the ongoing process of responsible collection management in light of the need to shift the materials downtown in preparation for the UConn integration. The progress is largely the result of having a professional librarian assigned to the collections department. Approximately 30,000 adult items were weeded from the adult collection downtown. Database usage varied greatly depending on the resource. Reference USA and Universal Class recorded large increases, but there were sharp declines in usage of World Book online and Tumblebooks, e-books for our youngest readers. Clearly, we need more internal marketing to promote these databases, and we expect this will happen as staff vacancies are filled and when digital signage and new display units are installed at all branches. We are in the process of developing more targeted training for all public services staff.

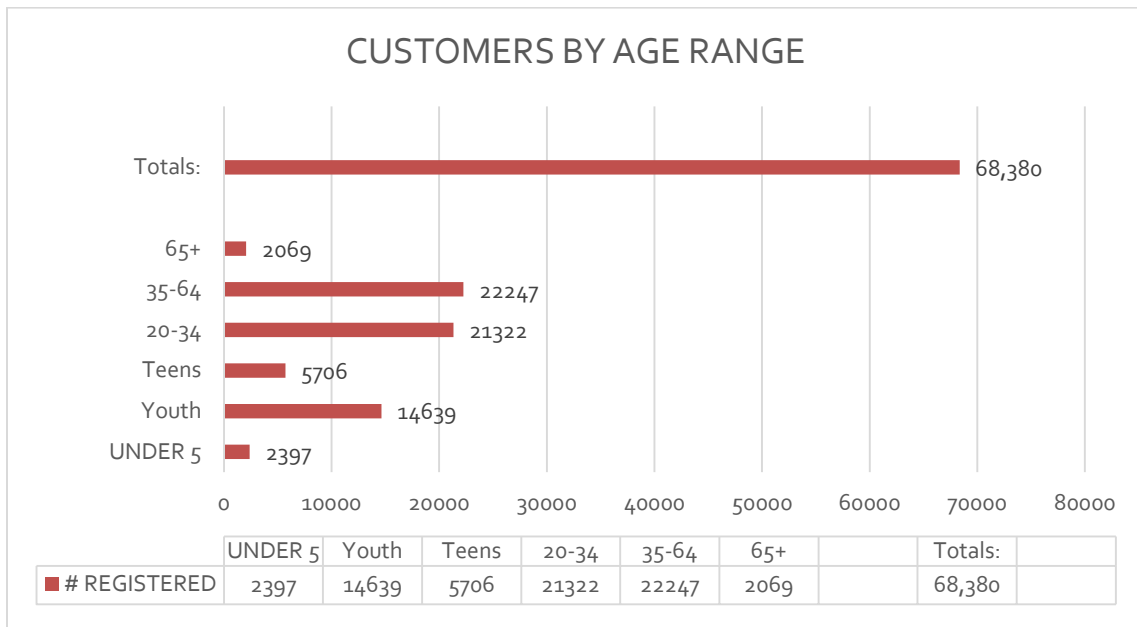
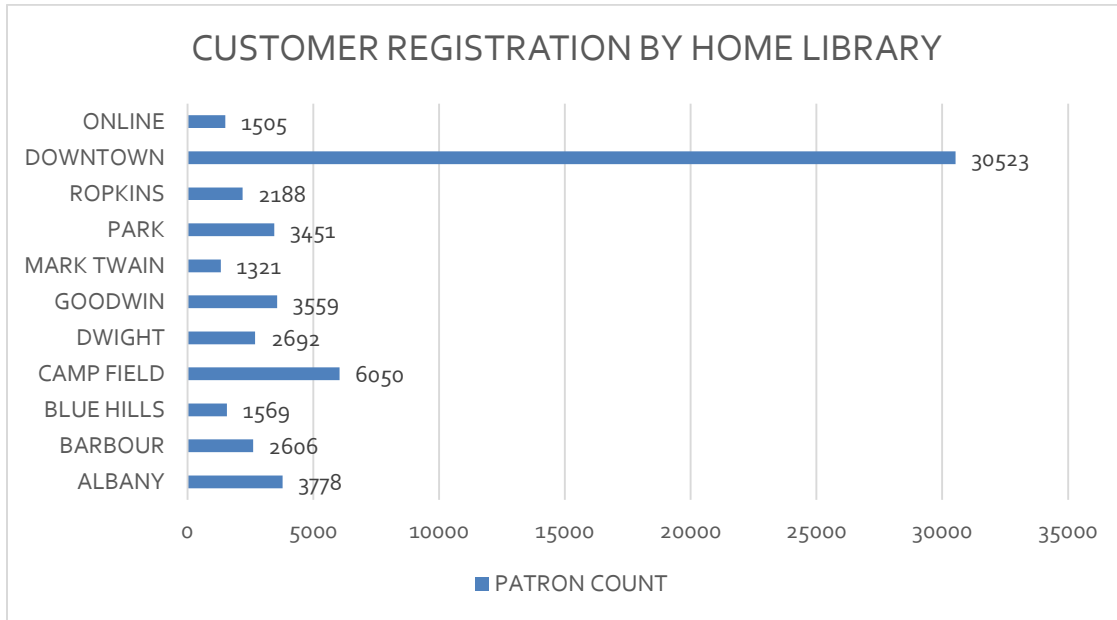
Use of iConn resources increased 10% overall despite a change of interface and resources that were confusing to customers initially. EBSCO is the vendor that now provides access through the state contract, so the library no longer has to pay separately for its subscriptions to Consumer Reports Online or Auto Repair Reference Center, a savings of about \$8,000.00 that can be applied to other areas of the collection.

Overall use of e-books and e-magazines declined (-5%; -6% respectively); again, reinforcing our need to increase general awareness of their availability, provide mobile access in house, and to market resources to teens, an untapped audience, now that we have a teen librarian on board.

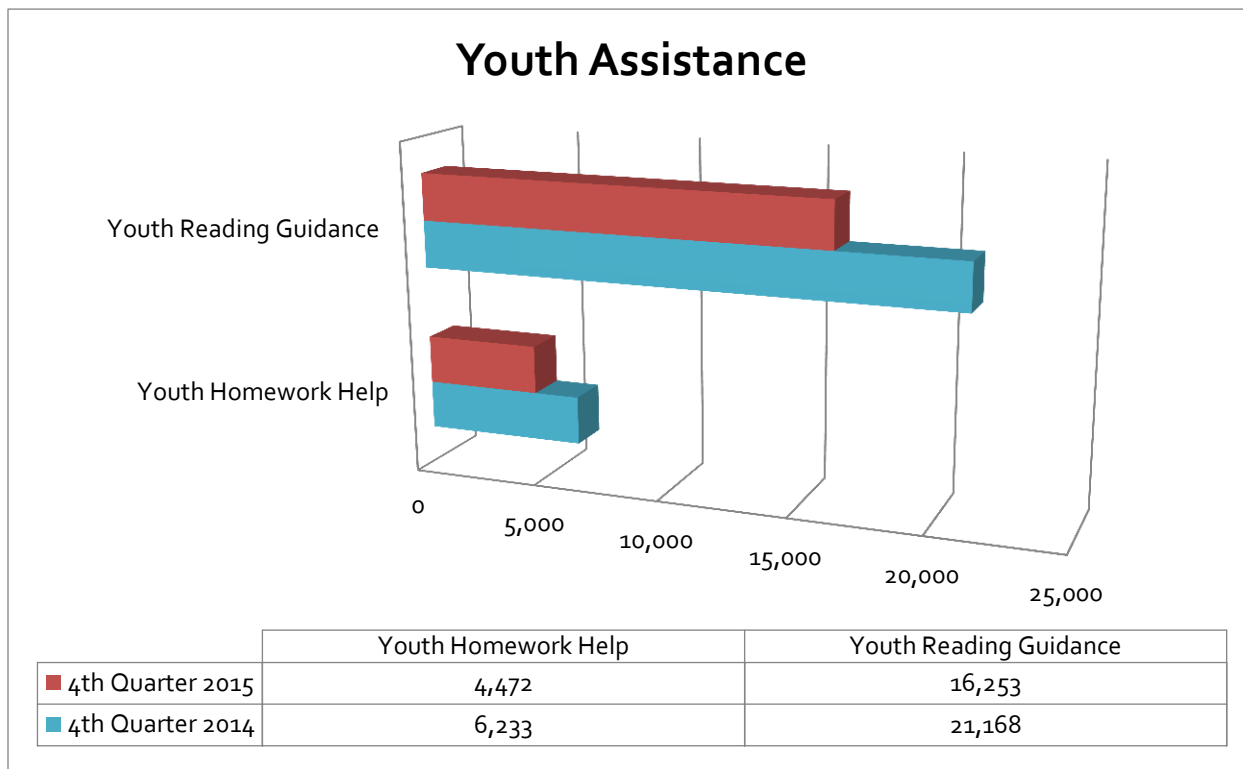
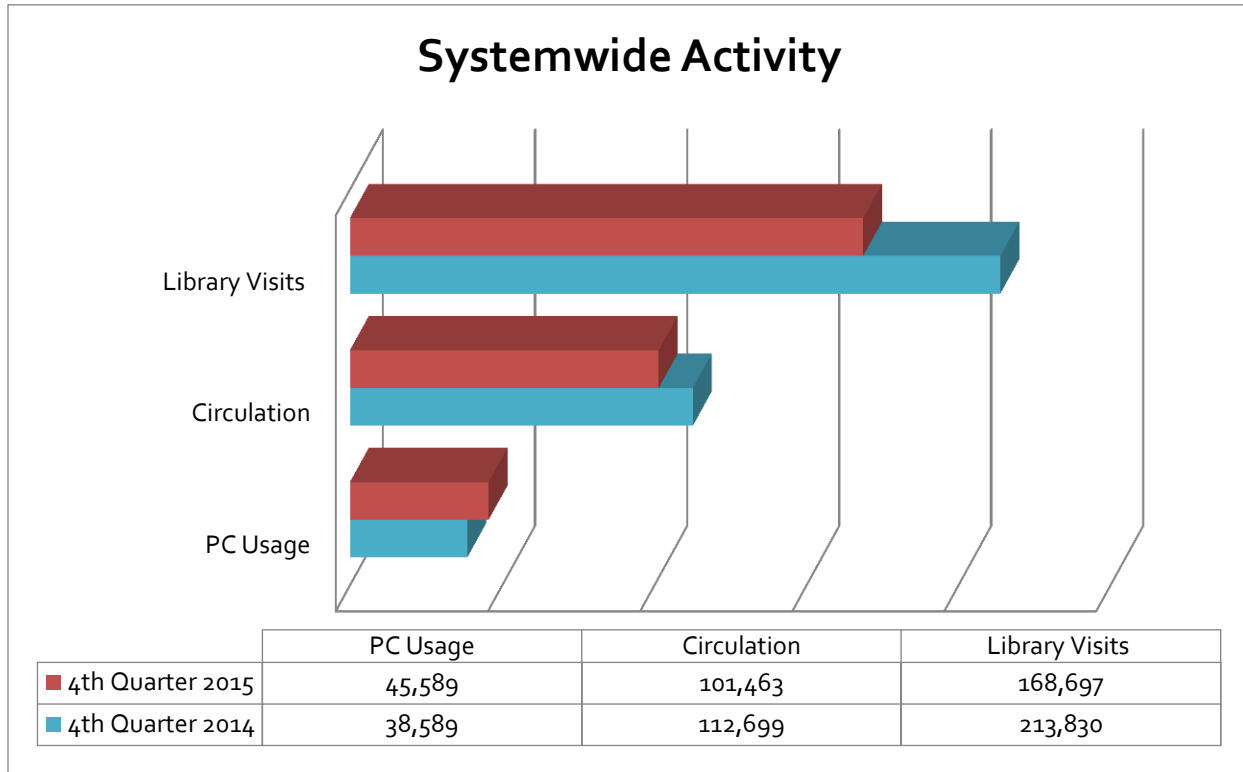
Our customers really like e-audiobooks; usage increased 68% last year and the trend is continuing. Busy people may have less time to read print but want access to newly released titles from their favorite authors.

Trends in print readership remained somewhat consistent. Last year 5 of the top 10 titles circulated were written by James Patterson; other authors making the cut included David Baldacci, John Grisham and Stephen King, with the remaining 2 titles in the urban lit genre. The pattern was consistent for the next most popular authors on the list, big names whose writing transcends age and gender, along with urban lit written by Zane and Ca\$h.

Customer Activity (4<sup>th</sup> QT)

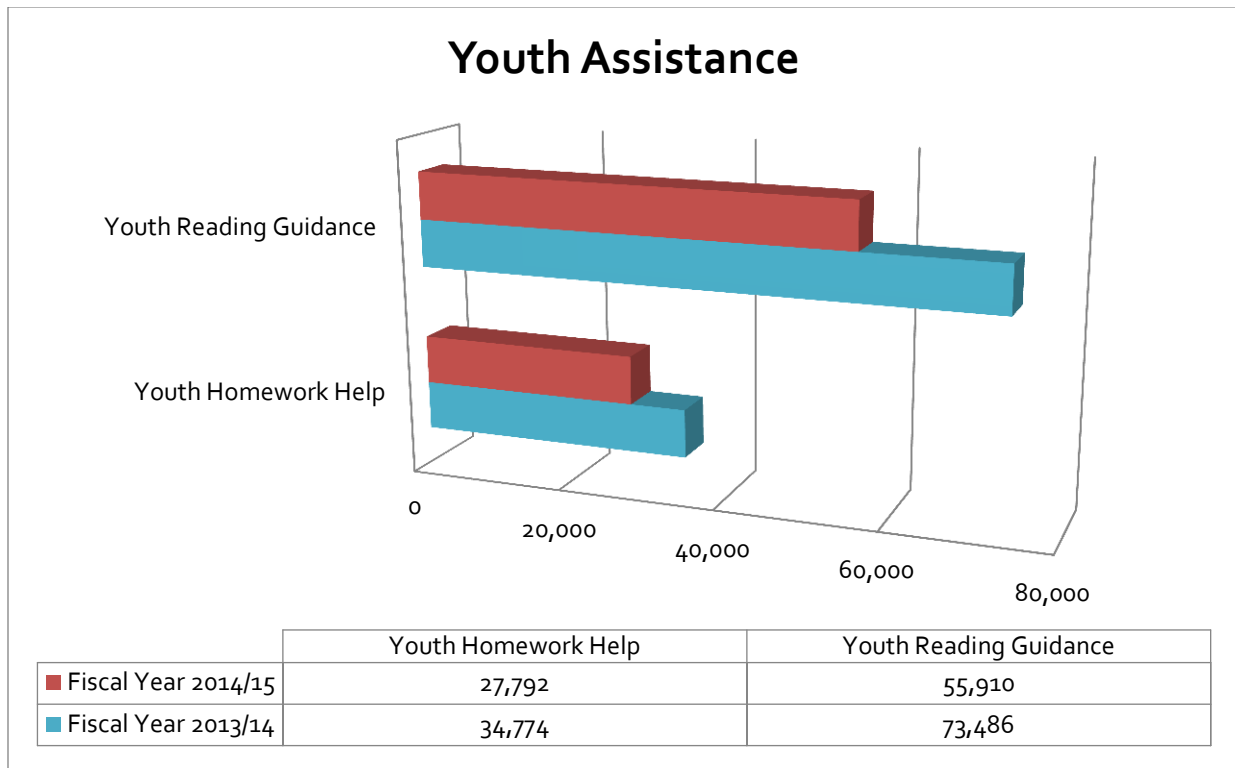
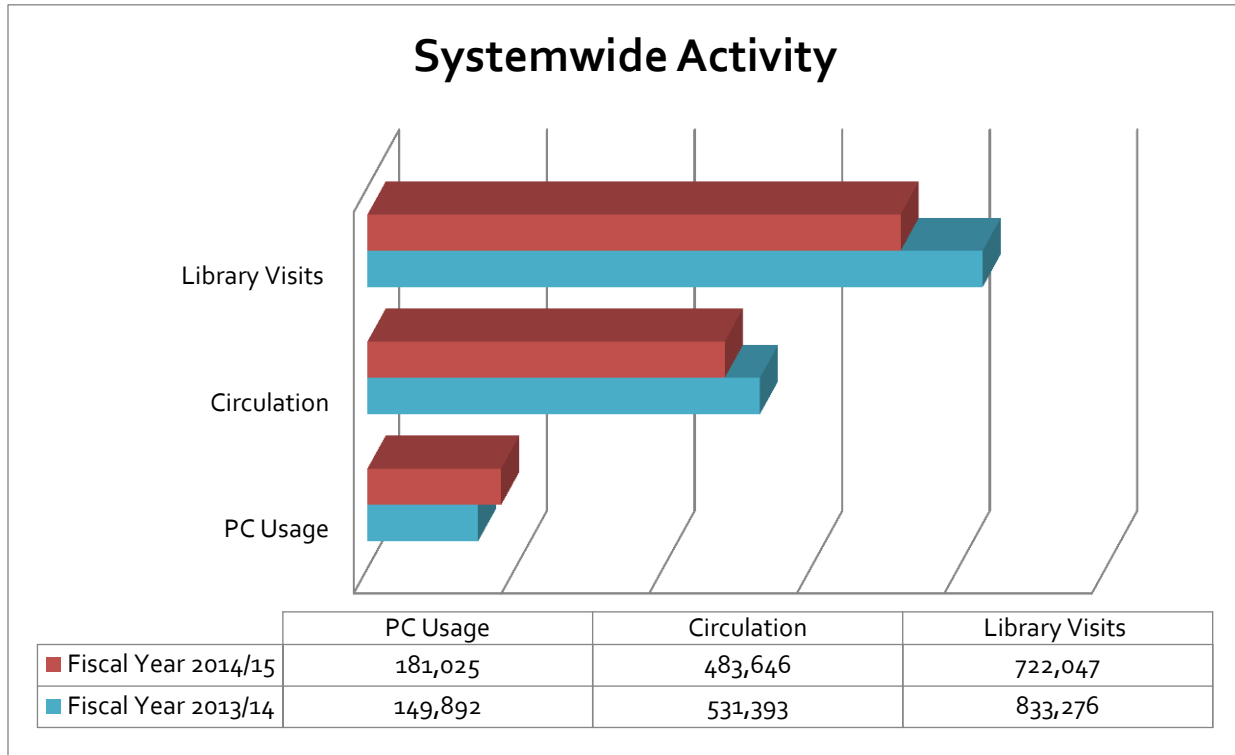


Public Services Activity (4<sup>th</sup> QT)





**Public Services Activity**



# Adult Learners

## Community-wide service and branches

### *Citizenship Project*

67 project participants passed their Naturalization Interview this quarter, of note:

- **Percyline Young** became a permanent resident in 1982. She spent most of her life in the US caring for the elderly. Citizenship had always been a dream for Percyline - she had applied for citizenship more than 6 times in the past primarily unsuccessfully primarily due to her low literacy. She arrived at the Library in despair. In working with her, BIA staff noted that she was actually qualified for the literacy waiver! We were able to help Percyline achieve her dream of U.S. Citizenship – 33 years later!
- **Vicente Castaneda** 83 a Cuban refugee who arrived in the US in 2006. Last year attaining citizenship became critical for Vicente and his wife Julia 85 when all their state assistance was terminated. Both he and his wife (a few months later) achieved Citizenship through intense Library volunteer tutoring and legal assistance.

Citizenship outreach efforts this quarter included presentations at the United Order of Mechanics Temple (The Lodge); Dunn's River Restaurant; North East Senior Center; Busy Radio; and 55th Anniversary of the Togolese Independence Day.

In collaboration with the West Indian Social Club, a Citizenship Brunch was coordinated with over 100 attendees. HPL staff along with representatives from USCIS, DOL and the Commissioner of CT Dept. of Consumer Protection presented.

Presented two Professional Development sessions to educators on the Naturalization process: The HPS Family Resource Center staff and teachers enrolled in the Alternative Route to Certification for Teachers of English Language Learners (ARCTELL) program; both were well received and well attended.

Outreach to immigrant teens remains a strong component of HPL's Citizenship Program. Enclosed is a brief synopsis of the project to date.

Collaborated with USCIS to host the Library's first Children's Citizenship Ceremony. Twenty seven children were invited representing Burma, Germany, South Korea, Ecuador, Mexico, Argentina, and Thailand. The event was scheduled to coincide with National Library Week.

***We Belong Here, Hartford***

Nancy Caddigan remains a strong leader and contributor to the We Belong Here Hartford social capital building efforts in Asylum Hill. She maintains an active role in the AHNRZ and the Multicultural Center Governance Committee (an outgrowth of a Welcoming America grant.) The Library was key in identifying immigrant talent for the Asylum Hill Multicultural Craft fair and fashion show that launched June 16, 2015.

The Immigrant Advisory Group's topic of interest presentation this quarter was on Iraq. There has been a spike in refugees from Iraq resettled in Hartford. Learning about the Iraqi culture - outside of the recent media rhetoric - was welcomed by the 47 attendees.

Hartford/ Ocotol Sister City Project Reading Group completed a successful season again this year. The group met monthly in the fall and spring discussing notable works and films on Ocotol Nicaragua; membership has steadily grown.

**Commitment to literacy**

Contextualized instruction is a core component of the Library's adult literacy classes and included this season: Boston's Freedom Trail; a tour of the Wadsworth Atheneum at which students also learned about the free ARTpass that the Library provides; Capital Community College with a special orientation to the nursing program one of CT's highest growth industries.

Of note: Tour of Hartford City Hall. Students began their tour of City Hall in the Office of Vital Records. Many students did not know that you need to get a license to fish or to own a dog. At the next stop, students met with Hartford COO who talked about the city's work force (1500 full time, 1500 part time), the upcoming mayoral election and described some of the art in the office. This was followed by visits to the Budget Office, Office of Community Council, Constituent Services, and Human Resources. In the Budget Office our newest student, from Cuba was quite moved to learn that Director Jose Sanchez was a Cuban immigrant. In the Community Council, students asked numerous questions about employment opportunities and were given cards for the city-run jobsite JobsForHartford.com The last stop was to the Registrar of Voters where the Registrar explained the importance of "learning how to vote." She showed the students Connecticut's 2015 ballot form in contrast to other countries in which there are relatively few candidates on the ballot. Before returning to class, a few Puerto Rican students filled-out a voter registration form.

Continued with the planning and implantation phases of Career Online High School (COHS) slated for launching in September.

Launched an ESL Conversation/Reading Group.

In collaboration with University of Hartford offered a session on college-planning for adults.

In collaboration with CT Small Business Development Center launched the spring/summer small business series that offered a total of 8 sessions.

Note: Transition support services remain a key component of Adult Learning with well over ninety per cent of those served needing some form of basic health and human services assistance. Even though these services exist accessing those systems is extremely challenging for both newcomers and native borns.

### **Commitment to Technology**

Tech Aids hired through the CT DOE program improvement funds provided hands-on, one-on-one lessons to students on the use of Samsung and Windows Surface tablets with an emphasis on useful and educational mobile apps and their correlation with Smart phones.

CPTV video recording of *The New Voices of Asylum Hill* World Refugee event last year is now live on HPL's YouTube channel (The recordings were edited by Pramod Pradhan).

### **Expanded Presence, Profile, and Partnerships**

A total of six Naturalization Ceremonies were hosted at the Library this quarter and over 400 individuals took the Oath of Citizenship representing more than 40 countries.

This year's Voices of Connecticut Adult Learners (VOCAL) awards recognized two staff members Greg Lanza and Homa Naficy as well as two Library students, Dahabo Osman a refugee from Somalia who has been studying ESL at Hartford Public Library since early 2014 and Vicente Castaneda a Cuban political refugee who achieved Citizenship at the age of 83.

H. Naficy, Judge for the Reel Youth Hartford Film Festival (RYHFF).

H. Naficy, Presenter: *Networks for Integrating New Americans* webinar: *Civic Engagement through Three Lenses* (Webinar.) *Other presenters:* Andy Nash, World Education; Kien Lee, Community Science

H. Naficy, Presenter: Day long convening of a small group of high-level professionals from across the library spectrum; sponsored by the Institute of Museum and Library Services, and hosted by Los Angeles Public

Library. Focused on desired impacts of federal funding for libraries engaging communities. The meeting will be a catalyst for broad participation via webcast and social media. (Archived video: <http://www.tvworldwide.com/events/imls/150602/>)

N. Caddigan and several HPL immigrant students interviewed by New England Public Radio, for the series, *Words in Transit* Project. The project has collected the personal stories of 30 immigrants who have settled in New England. A photographic exhibit and book are planned for 2016. Visit <http://nepr.nett/wordsintransit>

**Development and Financial Sustainability**

**Grant Reporting:**

Final Report to Welcoming America

Q3 Report to USCIS

**Grant Meetings:**

Participated in the Immigrant Strategic Funders Collaborative for Connecticut's proposal to Open Society's Foundation. The RFP response is being led by the Community Foundation for Greater New Haven.

**Revenue:**

\$15,037.30 in passport fees collected (Q4); FY 15

	# of Applicants	Revenue	Photos	Revenue	Total
April	196	\$4,744.20	114	\$1,140.00	\$5,884.20
May	170	\$4,388.90	56	\$560.00	\$4,948.90
June	130	\$3,394.20	81	\$810.00	\$4,204.20
<b>Totals</b>	496	\$12,527.30	251	\$2,510.00	<b>\$15,037.30</b>

## STATISTICAL REPORT

CWP @ HPL	April	May	June	TOTAL
New Customers	104	33		137
Number of Visits	583	138		721
English as a Second Language	April	May	June	858
Classes	41	40	36	117
Attendance	677	486	380	1543
Citizenship Program HPL Q4 (USCIS Q3)				TOTAL
# of Applicants Passed				61
Citizenship Legal Consultations				132
Citizenship Applications Submitted				47
# of students enrolled in Citizenship classes				50
# of students enrolled in Citizenship classes that received legal consultation				12
# of citizenship classes				4

## 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.

The Library's digital repository ends the year with 100,250 virtual visits to the site as of June 30, 2015. "Hartford: The Making of a City" – the image collection of glass plate negatives of Hartford streets dating from the early 1900s, had over 40,000 virtual visits. "Reflection of the Times" – a digital collection of Hartford Times images from the 1960s and 1970s follows, in terms of virtual visits, with more than 27,000 hits.

Work continues on the Elbert Weinberg Collection with more than 1000 images from the collection to be digitized this summer and, by early fall 2015, an online finding aid prepared for the fully arranged and processed multi-media collection. This project, funded by private donors, is moving right on schedule.

The National Endowment for the Humanities (NEH) and the Institute for Museum and Library Services IMLS grant awarded "Find Your Voice," a project the Hartford History Center is doing in collaboration with the University of Connecticut's Digital Media Center, is currently in the design stage. The prototype integrates cultural heritage collections with civic service and will be designed to be a nationally replicable model for other libraries seeking effective ways to use interactive media to engage a diverse public in exploring historic individuals who found their civic voice through poetry, performance, and other expressive forms. The project's primary goal is to engage under-served populations by connecting the stories of past individuals who were engaged with the civic issues of their times to the work of present-day role models who have likewise found that literacy, understanding a city's shared history, and creative expression are pathways to personal and community enrichment. "Find Your Voice" received the largest award of the six given in Connecticut.

**CULTURAL AFFAIRS AND PUBLIC PROGRAMMING (CAPP) Programs, 4<sup>th</sup> quarter, highlights included:**

**Remarkable Women of Hartford**--Author Cynthia Wolfe Boynton presented a lecture in the Hartford History Center on April 8th, discussing some of the most influential women in the state's history, including 19<sup>th</sup> century abolitionist Harriet Beecher Stowe, Ella Grasso, the first woman to be elected governor in the United States, Hartford Courant publisher Hannah Bunce Watson, who kept the newspaper running and never skipped a single edition during the Revolutionary War, as well as Rachel Taylor Milton, a founder of the Urban League of Greater Hartford.

**Letter from Italy, 1944: Open Mic for Veterans and Poetry Reading**--The Hartford History Center hosted an open mic poetry reading for military veterans on April 11, followed by an author reading with musical and visual

accompaniment. Nancy Fitz-Hugh Meneely, whose collection of poems honor her father's heroism during WWII as an army doctor, spoke about the Post-Traumatic Stress he experienced after the War. All veterans in attendance were given a free copy of the book.

**Shakespeare in Harlem: The Poems and Stories of Langston Hughes**--In recognition of National Poetry Month, Hartford Public Library presented actor and writer David Mills, portraying Harlem Renaissance poet Langston Hughes, in special performances at two library locations on the same day. Mr. Mills performed at the **Mark Twain Branch at Hartford Public High School at 4pm and the Downtown Library at 6pm.**

**Ballet Theater Company presented "Moving Toward Social Change" on May 26 in the Atrium-** Roman Baca is the Artistic Director and General Manager of Ballet Theatre Company in Connecticut, as well as a United States Marine Iraq War Veteran. Mr. Baca has choreographed several major works relating to the military and their families and writes and lectures about his experiences. Mr. Baca has traveled to work in Erbil, Iraq and in NYC public schools teaching young adults how to express their experience through choreography and non-verbal expression as well as conducted Veteran/Civilian movement workshops that provide tools to aid veterans in the workplace, and to bridge the civilian-veteran divide.

**Baby Grand Jazz closed out the 2015 season with the final four weeks of concerts,** featuring local jazz masters *Emory Smith & Alvin Carter*, Hartford's incredible *Curtis Brothers (Zaccai & Luques)*, the *Brian Marsella Trio* and Korean pianist and composer *Hey Rim Jeon*. Baby Grand Jazz continues to attract enthusiastic and diverse audiences from the capital city and surrounding communities.

**Salsa Socials** continued on May 19 with instructor Rey Bermudez, HPL's open session of free dance lessons, welcoming dancers of all skill levels.

**Room 306 Exhibit —April 4—May 5--Martin Luther King often stayed in Room 306** at The Lorraine Motel in Memphis, Tennessee, at a time in our history when few establishments welcomed African American travelers. The balcony outside his room would be the site of his assassination on April 4, 1968 after delivering his magnificent "I've Been to the Mountaintop" speech. This exhibit illustrates how scenic designer Evan Adamson created a dramatic reproduction of ROOM 306 for TheaterWorks' production of "The Mountain Top", a play that re-imagines the events that might have taken place on April 3rd, the night before Martin Luther King Jr. died.



**“The Pianist of Willesden Lane”**—April 1--music performance with accompanying stories from the book by Mona Golabek. Ms. Golabek played to a full house in the Atrium and spoke of her mother’s flight from Vienna during Kristallnacht, life in England during World War II and narrow escape from deportation to extermination camps. This program was presented in partnership with The Hartford Stage Company.

**Garden Club of Hartford Awards Ceremony & Exhibit** —The GCOH challenged landscape architect students at colleges across the Northeast to submit designs for a redevelopment of the Barbour Street entrance to Keney Park. The awards ceremony was held April 30, (Harvard University 1<sup>st</sup> place) and the Hartford History Center hosted the exhibit all summer.

**Poets on Poetry Series--Connecticut Poetry Society--April 25—(Pablo Neruda), May 30 (Wallace Stevens) & June 27 (Galway Kinnell).** On the last Saturday of every month, the Connecticut Poetry Society continued their monthly poetry book group discussions in the Hartford History Center, facilitated readings and analysis of selected poets by area poetry enthusiasts.

**“Beyond the Podium” Science Conversation Series Begins April 6**—The first of an ongoing series of facilitated lunchtime discussions on scientific issues that are part of the national conversation; a new partnership with the Connecticut Science Center. “Beyond the Podium” topics will include stem cell research, the controversy over vaccines, environmental issues and how the brain works in the technological age.

“Cheap Oil: At What Cost to the Environment?” was the first in the series on **April 6** and featured speaker Teresa Eickel, Executive Director of the Interreligious Eco-Justice Network.

**Sambafest Concert with Trinity College**---In advance of their annual “Sambafest” on the Connecticut River, the Trinity College music department returned on April 30 with a Brazilian music performance on the HPL Terrace during lunchtime.

**“World of Sounds Concert Series” --June 20**—Summer time outdoor concerts funded by the Evelyn Preston Memorial Fund that began this year at the downtown location with “Sambaleza” Brazilian music. Five additional concerts are held throughout the summer at the Dwight and Albany branches.

**“Global Lens” International Film Series**—began June 24 & 27 with two showings each week of a different film. The first film was from **India, *Image Threads***, shown on the large screen in the Center for Contemporary Culture.

**“Hartford On My Mind—Words and Images from 550 Main Street” --Arts and Archives with Kate Rushin and Karen O’Maxfield—April 11-May 9** ---The City of Hartford’s iconic Municipal Building turns 100 years old on November 4, and serves as the inspiration for the Spring **Arts & Archives** workshop, five classes taught by master artists and geared toward adults who wish to further explore and develop their creative abilities.

**“A Hartford Public Library Scrapbook: The Wonders Within” Exhibit**—The Artwalk hosted a special spring exhibit for National Library Week with highlights from the collections of the Hartford Public Library, including Hartford residents Wallace Stevens, Gwen Reed and Mark Twain.

**“Large and Small: The Sculpture of David Hayes”** A special ArtWalk opening reception on June 5<sup>th</sup> for the artist who was inspired by Alexander Calder and Henri Matisse, who is revered by the wider world, and who called Connecticut home. Master sculptor David Hayes’ Large Vertical Motif has graced the front portico of Hartford Public Library on Main Street for twenty years. Visitors and art lovers had a chance to see more sculptures by the late, nationally regarded artist.

#### **COMMUNITY ENGAGEMENT - CENTER FOR CIVIC ENGAGEMENT, 4<sup>th</sup> 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 conversations and 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 4<sup>th</sup> Quarter.

In addition, during the 4<sup>th</sup> 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. In the 4<sup>th</sup> Quarter we held three more community conversations, as well as three public knowledge sharing sessions. We also held a three session community

dialogue in the Northeast neighborhood on the topic of neighborhood safety and the relationship between the community and police. (The difference between a community conversation and a community dialogue is that the former is held basically to gather information while the latter is more oriented towards action.) The dialogue was held in partnership with the Hartford Police Department and the Northeast NRZ. Three action teams emerged from the community dialogue. A sustainability plan for the LTC project was also developed during the 4<sup>th</sup> Quarter (the project ends in October). All of these activities are geared towards instilling in the Library a culture of turning outward towards the community, developing a better understanding of the community's aspirations, and moving towards action that will help achieve those aspirations. As a result, HPL will be better able to fulfill its mission.

### **Hartford Matters**

- On May 5 the Library co-sponsored a program on the City's new Community Benefits Policy with Hartford 2000 and the City of Hartford. Approximately 46 people attended.
- On June 3 the Library presented a program on the Downtown North project in collaboration with Hartford 2000. Over 100 people attended.
- On June 30 the Library hosted a program with the City of Hartford on a new plan for Downtown being developed by the City and the University of Hartford. About 65 people were in attendance.

### **Hartford Votes**

- On June 17 the Library partnered with Hartford 2000 and the Hartford Votes~Hartford Vota Coalition on a Hartford Delegation Update, in which several members of the Hartford Delegation in the State legislature discussed issues and challenges from the recently completed legislative session. The program drew an audience of nearly 70 people.

### **Hartford Listens**

- On May 21 the Library partnered with HartBeat Ensemble to present a program on Veterans' mental health. The program consisted of two performances followed by discussion, and was part of the Library's ongoing occasional series ArtWalk/ArtTalk which explores the intersection of arts and the community. Approximately 45 people attended.
- Peoples Budget/Participatory Budgeting: In collaboration with Hartford 2000, the City of Hartford, MetroHartford Alliance, and Leadership Greater Hartford, the Library continued its work on both

Peoples Budget and Participatory Budgeting. We were the first in the nation to use a new online tool called *Balancing Act* for our Peoples Budget program, and this work was featured in two publications: *Government Technology* and *Government Product News*. For the new Participatory Budgeting initiative, HPL led weekly planning meetings including the five partner organizations and agencies. Fund raising efforts began, and we worked with the Mayor and City Council on a resolution that authorized the Participatory Budgeting process and identified \$1.25 million to fund community projects over the next year.

- The Library continued working in the 4<sup>th</sup> Quarter to respond to community violence issues raised by events in Ferguson MO and elsewhere by partnering on efforts aimed at working towards solutions. These included:
  - The three session LTC community dialogue in the Northeast neighborhood held in partnership with the Hartford Police Department and the Northeast NRZ. The dialogue focused on the topic of neighborhood safety and the relationship between the community and police. Three action teams were formed as a result of the dialogue. These teams will begin their work in the 1<sup>st</sup> quarter of 2015-16.

### **Hartford Acts**

- On April 18 the Library offered a Financial Literacy workshop in partnership with Hartford Community Leaders (HCL). Over 70 people attended. We had held one of our LTC community conversations with HCL, in which they identified the community's lack of financial literacy as one of the underlying causes of community violence.
- Three action teams that were formed as a result of the November 2013 dialogue on mental health continued their work. On May 19 we sponsored a Mental Health Action meeting to discuss the progress of the three teams. All are working towards further action. In addition, the Library's Community Engagement Director was invited to participate in a May 6 webinar featuring our project as one of four examples across the country of community dialogue work focusing on mental health.
- The action team formed as a result of the IMLS-funded Immigrant Civic Engagement Project community dialogue continued its work on a Hartford time bank. The time bank now exists and has about 50 members. The time bank is holding monthly gatherings at the Library and other venues to attract additional members.

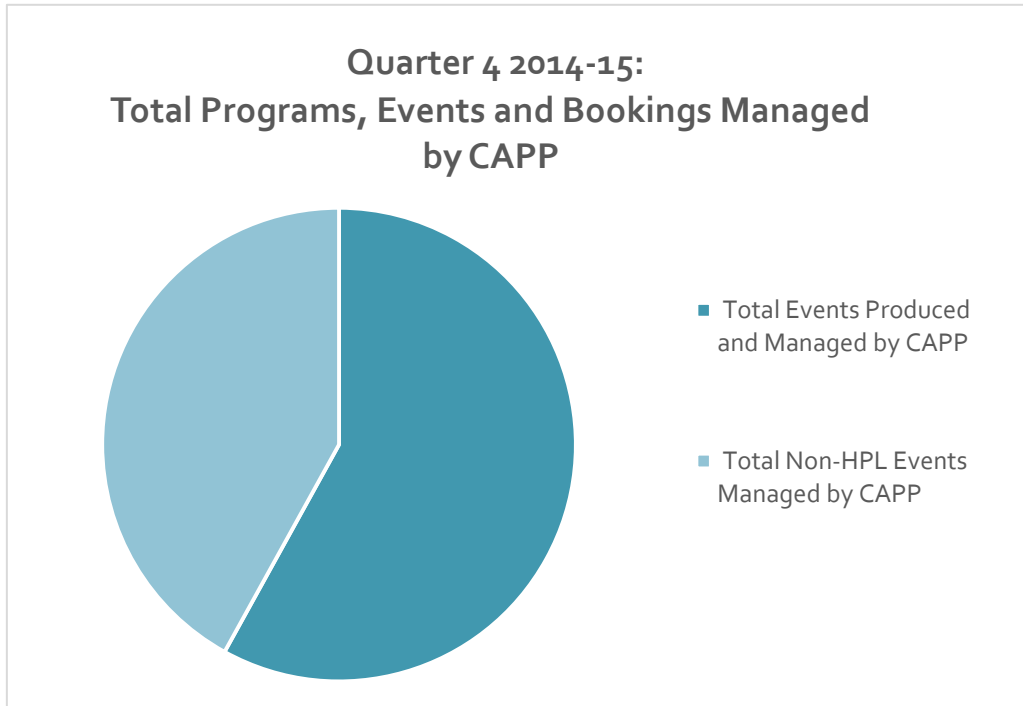
- We continued work with the Welcoming Committee of the Asylum Hill NRZ to help integrate immigrants into the work of the NRZ. This is an outgrowth of the IMLS Immigrant Civic Engagement Project community dialogues.

**In Addition**

- The Library's Community Engagement Director was asked to facilitate two planning meetings for a group of Hartford heritage organizations due to facilitation skills developed through participation in the LTC project.

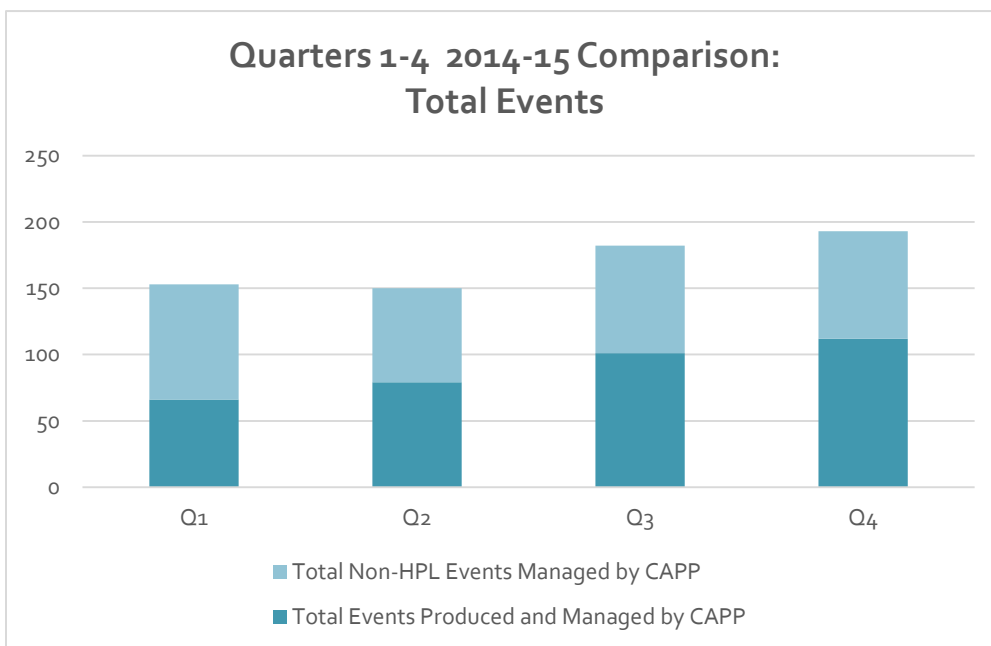
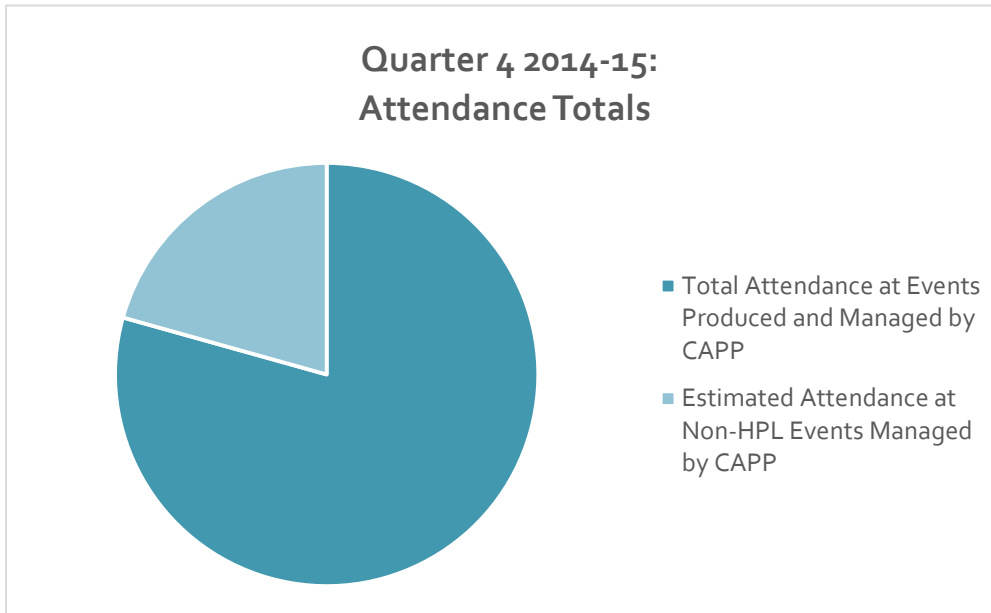
**Quarter 4 2014-15: Totals for Events Managed by CAPP**

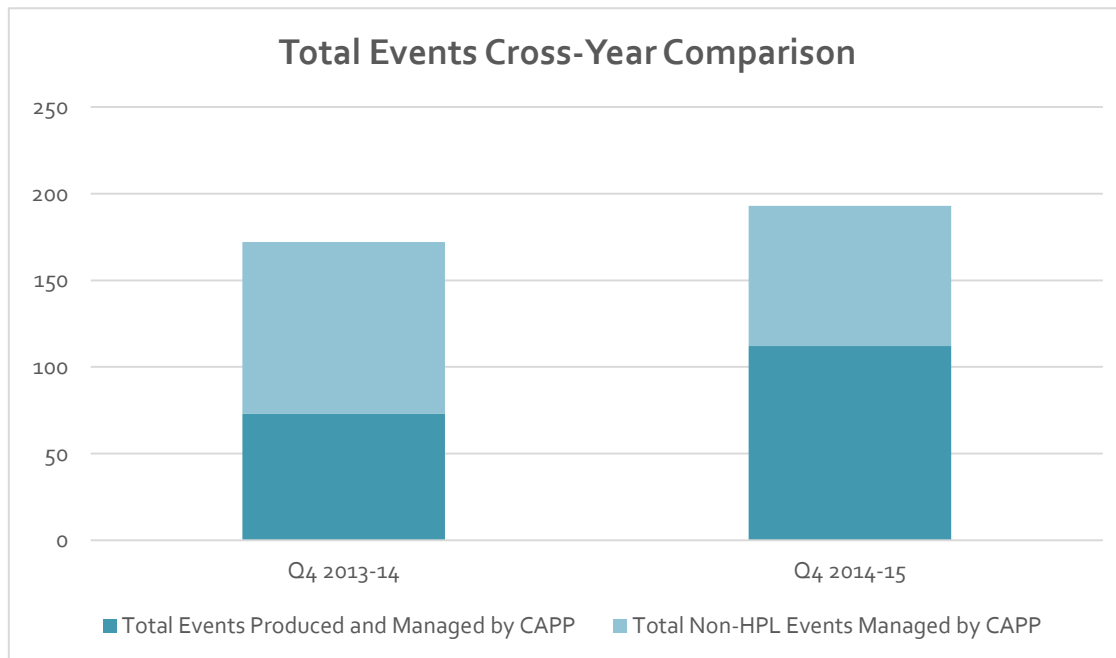
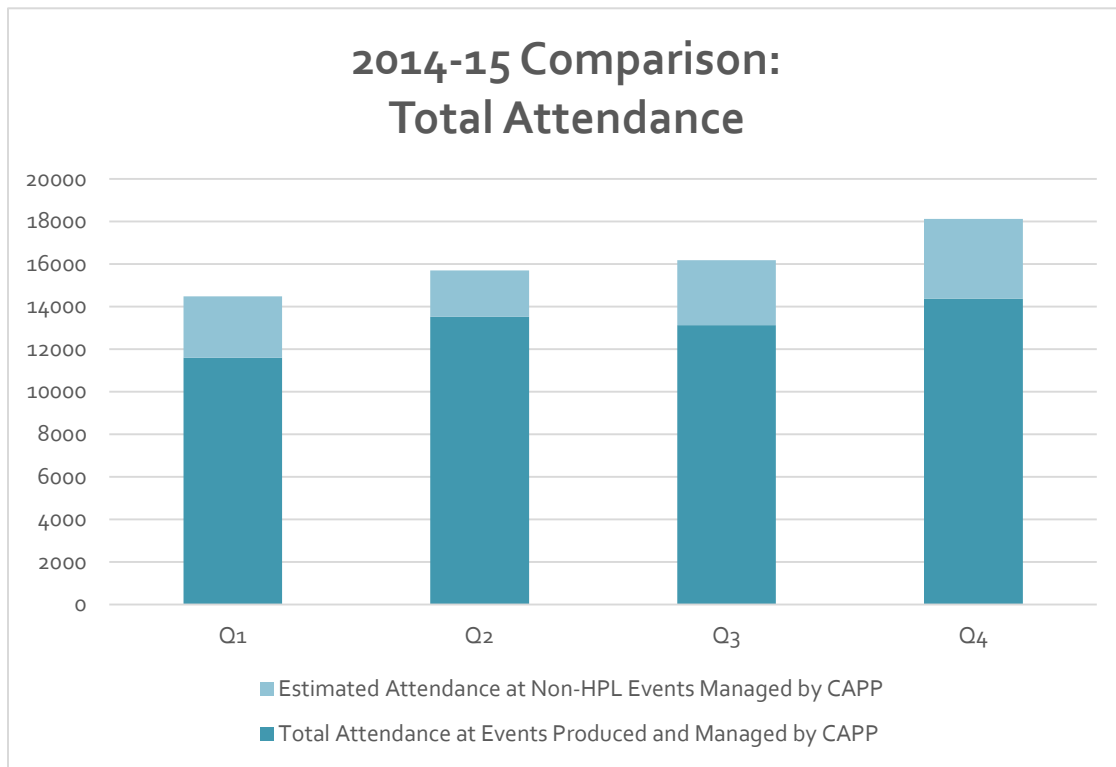
Q4 2014-15, Total Events Produced and Managed by CAPP	112
Q4 2014-15, Total Non-HPL Events Managed by CAPP	81
<b>Q4 2014-15, Total Events Managed by CAPP</b>	<b>193</b>



**Quarter 4 2014-15: Attendance Totals for Events Managed by CAPP**

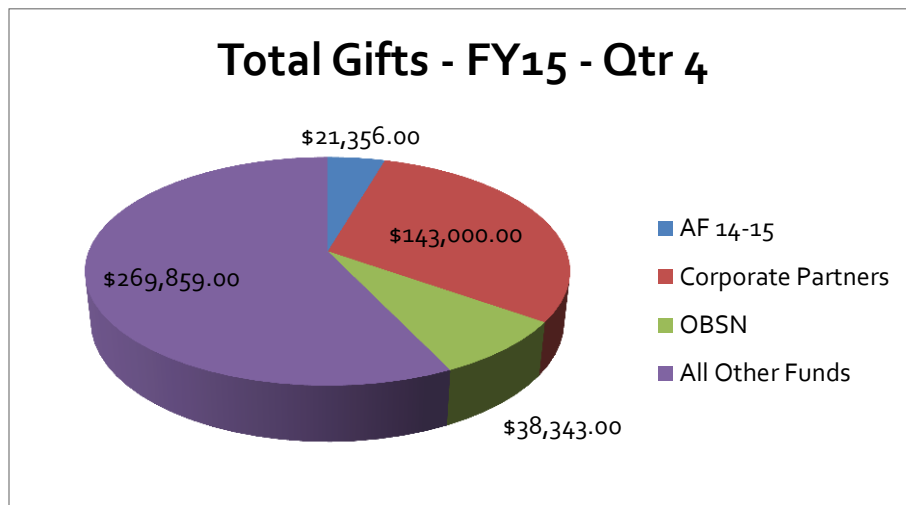
Q4 2014-2015, Total Attendance at Events Produced and Managed by CAPP	14374
Q4 2014-2015, Estimated Attendance at Non-HPL Events Managed by CAPP	3743
<b>Q4 2014-2015, Total Estimated Attendance at Events Managed by CAPP</b>	<b>18117</b>





## Development and Communications

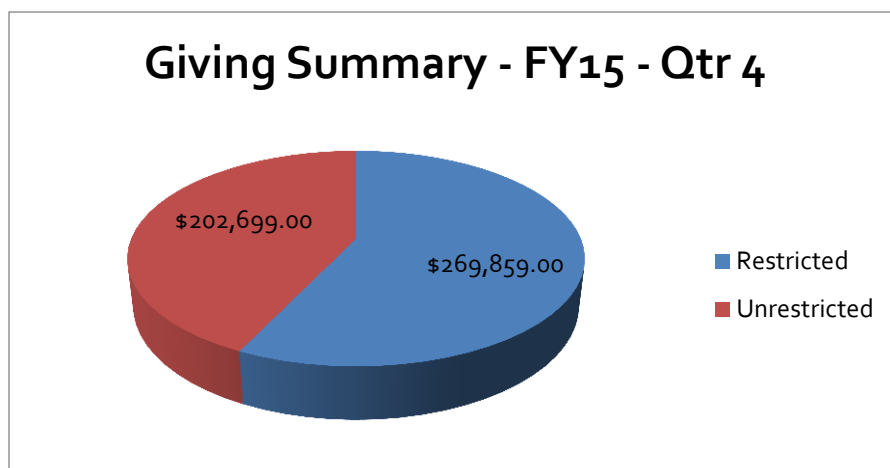
During the fourth and final quarter of the 2015 fiscal year, a total of \$472,558.00 in gifts (donations/grants) were received. A total of \$202,699.00 was designated for unrestricted use. Of this amount, \$21,356.00 was received through two separate direct mail appeals, and \$143,000.00 was received via the Library's new Corporate Partners program, for a total of \$164,356.00 toward the annual fund. During quarter four, the Library's gala, *One Big Starry Summer Night* in June grossed \$38,343.00 from ticket sales, "Chance to be a Star" raffle the night of the event, and a live auction; net after expenses was \$9,477.00. The remaining \$269,859.00 was received through other sources, including grants from government agencies, and is designated for programs including YOUmedia, Leap into Learning (Early Literacy program), and The American Place.



The total donations can be further analyzed as follows:

Restricted Giving: \$269,859.00

Unrestricted Giving: \$202,699.00





## **Social Media**

### **Facebook**

Start of quarter: 4072 likes

End of quarter: 4334

Change: +262

Average Daily Reach: 809

Total reach: 19,523 (includes paid reach of 3,568)

Blog Posts: 1 (does not include Carole Goldberg blog posts)

### **Twitter**

Start of quarter: 3229 followers

End of quarter: 3402 followers

Change: +173

### **E-newsletters**

Total sent: 13

Average open rate: 10% (-3)

Average opens: 1244 (+123)

Average clicks: 74 (-27)

**Total Media Mentions** (excluding social media): 61

	Number of Grants	Grant Amount
<i>4th Quarter Fiscal Year 14-15</i>		
Grants Received	13	\$126,660
Grants Pending	1	\$418,178
Grants Declined	2	\$175,000

Sources for **awarded grants**:

- Government - 2
- Foundations - 7
- Corporations – 4

Sources for **applied grants**:

- Government – 1
- Foundations -
- Corporations –

## Facilities

### Incident Reports

The Library had nineteen (19) reportable incidents in the fourth quarter of the fiscal year.

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

Four (4) disruptive/rude behaviors, two (2) offensive web viewing, one (1) medical emergency, one (1) threat, one (1) public indecency, and one (1) library card theft. The Hartford Police assisted with one incident.

Branches filed nine (9) reports:

**Camp Field** – a cell phone was stolen from the computer station, and the fire alarm was pulled by a youth.

**Dwight** – male customer was found unresponsive; young children were left unattended, and male customer was harassing an employee.

**Goodwin** – male was found unresponsive while sitting on a sofa.

**Mark Twain** – child with history of seizures was unresponsive and needed medical help.

**Park** – female customer entered the branch in a hostile manner towards another customer.

## Human Resources

### Staff Updates

**Gabrielle Barnes**, Teen Librarian, assumes responsibility for the teen services. Gabbie holds a Masters in Library Science.

**Heather Gomes**, Administrative Assistant, will be supporting the Chief Administrative Officer. Heather holds a Master of Science in Business Administration and has experience in both finance and human resources.

**Issac Hopkins**, YOUmedia Mentor, will assist with the implementation and use of various technologies and is also responsible for trouble-shooting technological difficulties and the set-up for YOUmedia events. Issac comes to us with a background in graphic design, 3-D modeling, and character arts.

**Tyshawn Robinson**, Security Guard. Tyshawn joins the Mark Twain branch staff as a part time security guard. Tyshawn comes to us with a strong background in security.

**Elijah Williams**, YOUmedia Mentor, will assist with the implementation and use of various technologies and is also responsible for trouble-shooting technological difficulties and the set-up for YOUmedia events. Elijah has previously been a volunteer in YOUmedia working with teens on various projects, including music production.