



Hartford Public Library

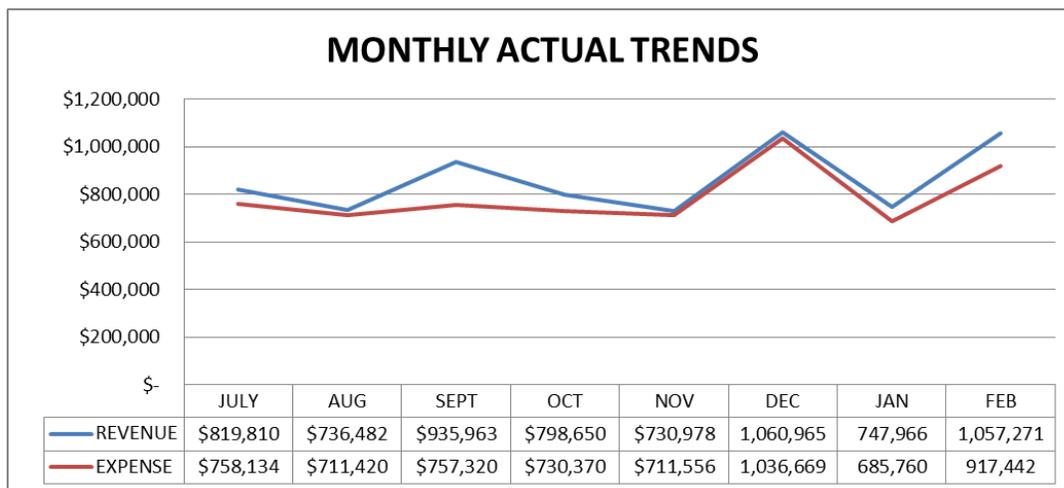
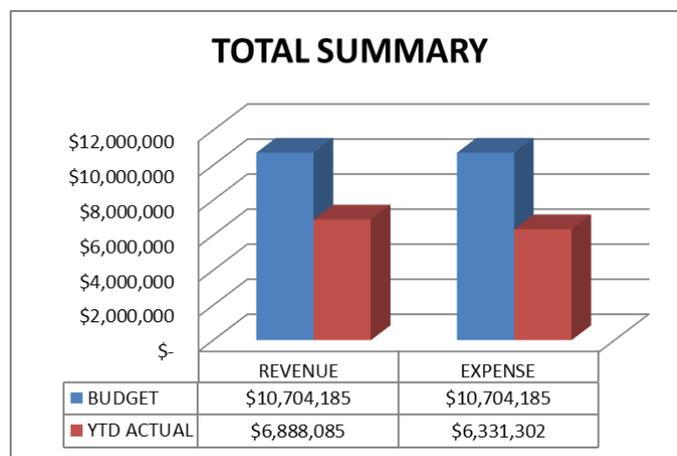
A place like no other.

Chief Executive Officer's
Report
April 2017

Hartford Public Library's Finances

For the four month period ending 2/28/2017, the Hartford Public Library has expended a total of **\$6,331,302** which represents 59.1% of the total revised budget of **\$10,704,185**. The Library has also collected **\$3,290,906** in operating and grant revenue, or 64.3% of the Fiscal Year 2017 budget.

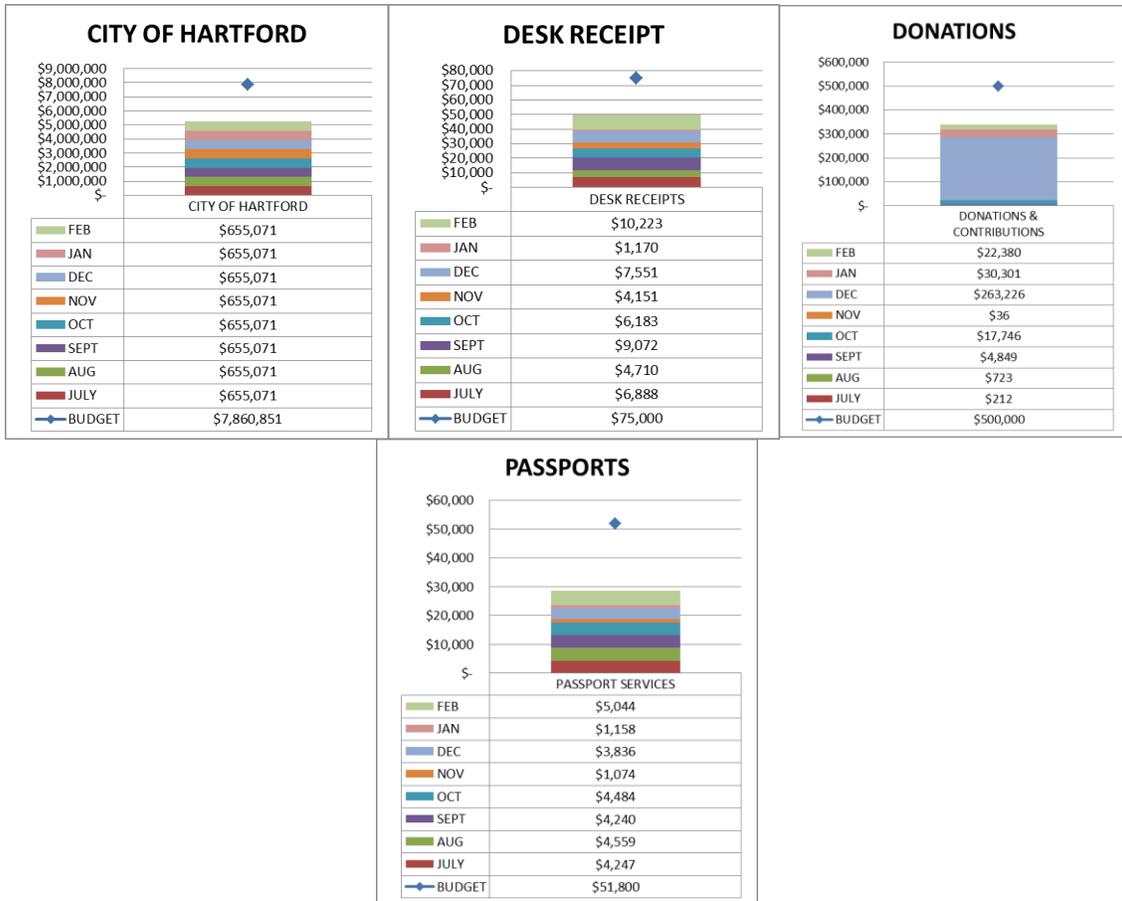
	REVISED BUDGET	YTD ACTUAL	REMAINING TO BE COLLECTED/AVAILABLE	% COLLECTED/COMMITTED
REVENUE	\$ 10,704,185	\$ 6,888,085	\$ 3,816,100	64.3%
EXPENSE	\$ 10,704,185	\$ 6,331,302	\$ 4,372,882	59.1%
TOTAL	\$ 0	\$ 556,782	\$ (556,782)	



Note: Figures in the total budget include grants.

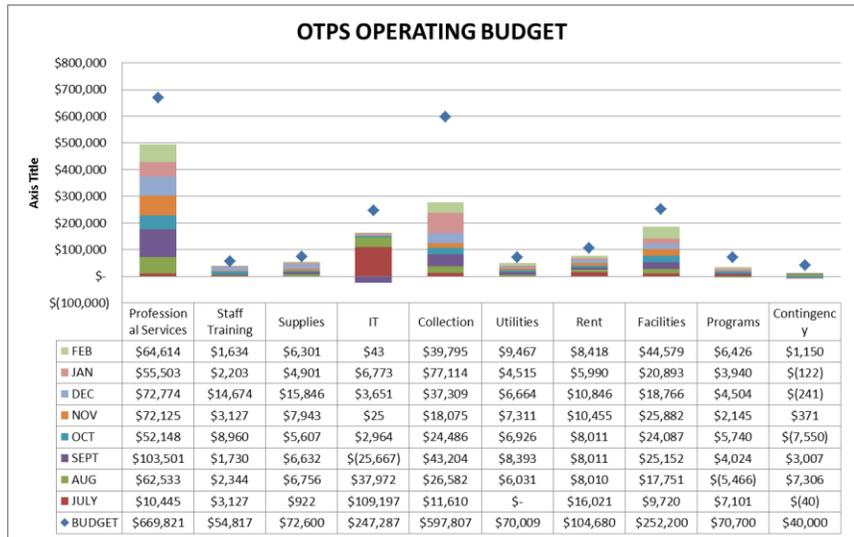
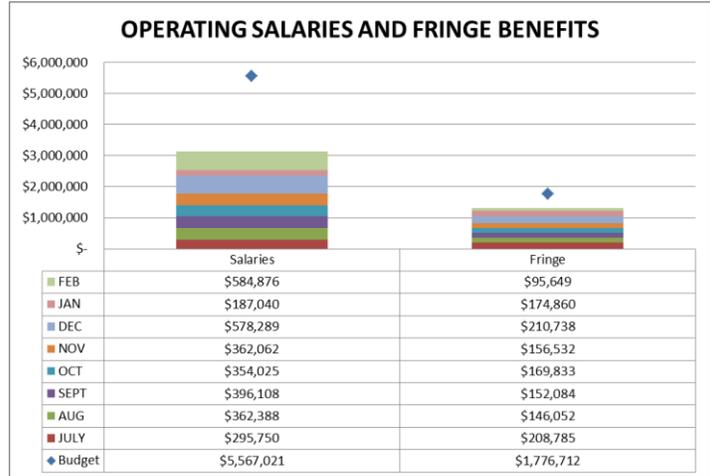
Fiscal Year 2017 - Operating Revenue Summary
As of February 28, 2017 - 66.6% through Fiscal Year

	Revised Budget	YTD Received	Remaining	% Collected
CITY OF HARTFORD	\$ 7,860,851	\$ 5,240,568	\$ 2,620,283	66.7%
DESK RECEIPTS	\$ 75,000	\$ 49,946	\$ 25,054	66.6%
PASSPORT SERVICES	\$ 51,800	\$ 28,642	\$ 23,158	55.3%
ST CT STATE LIBRARY	\$ 7,000	\$ -	\$ 7,000	0.0%
FUNDING FROM OTHER SOURCES	\$ -	\$ 1,696	\$ (1,696)	0.0%
DONATIONS & CONTRIBUTIONS	\$ 500,000	\$ 339,473	\$ 160,527	67.9%
MISCELLANEOUS REVENUE	\$ 115,200	\$ 21,859	\$ 93,341	19.0%
ENDOWMENT	\$ 739,055	\$ 322,785	\$ 416,270	43.7%
PY SAVINGS/GRANT CHARGEBACKS	\$ 174,747	\$ -	\$ 174,747	0.0%
TOTAL REVENUE	\$ 9,523,653	\$ 6,004,969	\$ 3,518,684	63.1%



Fiscal Year 2017 – Operating Expense Summary
As of February 28, 2017 – 66.6% through Fiscal Year

EXPENSE	Revised Budget	YTD Actual	Encumbrance	Total Committed	Total Remaining	% Committed
Salaries	\$ 5,567,021	\$ 3,120,538	\$ -	\$ 3,120,538	\$ 2,446,483	56.1%
Fringe	\$ 1,776,712	\$ 1,314,533	\$ -	\$ 1,314,533	\$ 462,179	74.0%
Professional Services	\$ 669,821	\$ 493,643	\$ 7,855	\$ 501,498	\$ 168,322	74.9%
Staff Training	\$ 54,817	\$ 37,798	\$ 3,000	\$ 40,798	\$ 14,019	74.4%
Supplies	\$ 72,600	\$ 54,907	\$ 22	\$ 54,929	\$ 17,671	75.7%
IT	\$ 247,287	\$ 134,958	\$ 3,263	\$ 138,220	\$ 109,067	55.9%
Collection	\$ 597,807	\$ 278,175	\$ -	\$ 278,175	\$ 319,632	46.5%
Utilities	\$ 70,009	\$ 49,306	\$ -	\$ 49,306	\$ 20,703	70.4%
Rent	\$ 104,680	\$ 75,761	\$ -	\$ 75,761	\$ 28,919	72.4%
Facilities	\$ 252,200	\$ 186,830	\$ 8,234	\$ 195,064	\$ 57,136	77.3%
Programs	\$ 70,700	\$ 28,414	\$ -	\$ 28,414	\$ 42,286	40.2%
Contingency	\$ 40,000	\$ 3,881	\$ 257	\$ 4,138	\$ 35,862	10.3%
Total	\$ 9,523,653	\$ 5,778,743	\$ 22,631	\$ 5,801,374	\$ 3,722,279	60.9%



Library and Public Services

Youth and Family Services

Major Highlights and Looking Ahead:

Circulation

Circulation of Youth Print Materials increased 13% from 2nd Quarter '15-'16 to 2nd Quarter '16-'17. This equates to nearly 2,000 more books being checked out and put into the hands of Hartford children. Park branch had the largest increase with 103% growth in youth print circulation. The largest gains were with graphic novels with an increase of 286%, youth fiction (chapter books) with an increase of 35%, and board books with an increase of 22%.

Sprout Early Learning Backpacks—Leap Into Learning

In conjunction with Leap Into Learning, Youth Services was able to purchase 30 Sprout Early Learning Backpacks available for check out from the Downtown Library. These backpacks use a thematic approach to incorporate learning in the eight Connecticut Department of Education's Early Learning Developmental Standards. The Early Learning Backpacks are a fun resource that parents, caregivers and teachers can use to promote Kindergarten readiness and literacy in young children. Typically each Backpack includes: several picture books, two to three educational games or toys, an activity guide and a booklet from the Connecticut Department of Education entitled: CT ELDS – Action Guides: What Adults Can Do to Support Early Learning and Development. They will begin circulating Downtown in December and will soon be available at Albany and Goodwin.

Kwanzaa and First Night Programs

The Youth Services 8th Annual Kwanzaa Festival took place at the Downtown Library on Thursday, December 29th. Roughly 95 families including children and their parents as well community partners and other visiting adults participated in this program. Due to the weather, the event started slow but it eventually picked up with a sizeable number of families in attendance.

Sankofa Kuumba CAC opened with a proclamation of the seven principles of Kwanzaa, followed by a vibrant Caribbean dance performance on stilts by Hartford Magnet Middle School students from the Learning Corridor. Master Drummer Inara Ramin & the Piragramac Cultural Arts student presented an exhilarating masterpiece in traditional African drumming.

Families also enjoyed an Open Mic Session with The RaPoet, a Jewelry workshop by Jaqueline Bright and a variety of other fun ethnic crafts like basket masking, mask making, and decorating Masai paper plate necklaces.

The Youth and Family Services Department was able to offer a New Year's Eve Puppet Show and free book and gloves giveaway thanks to a \$1,000 donation from Trinity Health New England. Caravan Puppets presented their "Season of Lights" show, focusing on winter holidays around the world. We had 100 participants, including 45 children who got a copy of *The Mitten* by Jan Brett and a pair of gloves.

Urban Library Council Forum on Closing the Opportunity Gap for Early Readers

In December 2016, Hartford Public Library and Hartford Public Schools were one of only six cities invited to participate in the Urban Library Council's National Forum on Closing the Opportunity Gap for Early Readers. Along with representatives from the Campaign for Grade-Level Reading, the National Center for Families Learning, the Institute for Museum and Library Services, the Coalition for Community Schools, and the AARP Foundation, Experience Corps, these schools and libraries discussed the following topics:

- How struggling K-3 readers are identified and what they need most to improve
- Key Challenges for libraries reaching and serving low-income, struggling readers
- Library -School partnerships and collaborative early reading programs

Michelle Puhlick, Executive Director of Policy and Innovation for Hartford Public Schools, and Marie Jarry, Youth and Family Services Director for Hartford Public Library, presented on the Boundless partnership and took part in the discussion on how libraries and schools can best come together to help struggling, K-3 readers.

This two-day forum generated action steps and recommended strategies that will be included in a white paper being written on the topic by the Urban Library Council.

Looking Ahead--Visits to Daycares on the Library on Wheels

Thanks to a grant from the Hartford, the Library will be hiring a part-time outreach assistant to visit daycares in the Asylum Hill neighborhood on the Library on Wheels beginning March. The outreach assistant will provide story times, support for daycare teachers with materials and information, as well as promote 1,000 Books Before Kindergarten @ HPL initiative.

Adult Public Services and Collections

The Technical Services staff has been heavily involved with preparing and shifting the collections. The Collections Manager has added a new health database, in English and Spanish that was funded by Cigna grant. There was an upgrade to the online catalog which has resulted in a cleaner view, with more features from a product called Syndetics Unbound. The Library is currently beta testing it for ProQuest and LibraryThing.

YOUmedia and Teen Services

A new part-time Computer Science Instructor was hired in early March 2017 to run a computer science program focused on computer logic, robotics, project management cycles, and coding. This is the result of Capital City Game Jam's success in summer 2016.

The first cycle began on March 20; it is a 7-week program employing paid interns from Hartford School Internship Program and Youth Service Corps. These youth will work in teams to practice core computer science skills through project-based learning.

This program is supported by Senator John Fonfara through grants from AT&T, Bank of America, Comcast, and Altria.

Youth Service Corps

The Library will employ 15 youth through the Youth Service Corps program from January-June 2017 to accomplish and work in the following three areas:

- **Asset Mapping**
Youth will utilize online research tools to identify and collect information about local youth-serving organizations.
- **Branch Programming**
Youth will utilize a standard program planning form to plan and implement a strategically aligned program at one or more library branches OR youth will support and assist the youth services librarian or branch manager in engaging children and teens in library programming.

- **YOUmedia Concierge**
Youth will support newcomers to YOUmedia by helping them sign up for youmedia.center, introducing them to other youth and mentors, orienting them to the space and available tools, and sharing information about library and community programs. Youth will also provide programming and programming support, make snacks, maintain equipment, and contribute to social media marketing initiatives.

This program is in response to Hartford's youth unemployment crisis, and the Mayor's pledged to partner with community stakeholders in connecting Hartford's young people to part-time, yearlong employment.

In the beginning of the calendar year, the library engaged more than 1,200 teens in strategically aligned programming in Art & Design, Literacy, STEM, and Life Skills. Teens make up approximately 20% of the population attending programs across all branch locations.

Adult Learners

Planning is underway with Hartford Public Schools, Adult Education Center to launch a *Reading & Writing Center* at the Barbour Branch. Classes will meet three mornings a week, with a tentative start date of March 28.

Classes were launched this week at Mark Twain's new location at West Middle Community School- 15 neighborhood residents from the Karen community walked over to participate in the literacy EL/Civics classes; all current 14 students interacting with the 7 volunteer tutors for Read to Succeed are happily resituated, conducting business as usual – teaching adults how to read. Inadequate parking has impacted the enrollment of students in the Spanish language classes – of the 25 students enrolled 8 showed up. Follow up indicates parking to be the barrier for most of the no-shows.

Citizenship Classes at the Albany branch and Downtown continue with a steady and ongoing attendance. Classes offered in Spanish for those Spanish speaking immigrants that meet the English language waiver has grown exponentially. To meet the need, the instructor has agreed to offer a second class in the evenings.

Responding to rampant immigration fears over a dozen informational outreach sessions have been conducted at churches, ethnic clubs, and for service providers on *Knowing Your Rights* and *Guardianship* procedures - critical information in the event that a parent(s) is arrested and cannot be reunited with their child. This current climate of fear has also seen an unprecedented spike in folks applying for citizenship and green card renewals.

The Cultural Navigator program has seen an increase in requests for information and volunteer applications. A total of 10 applications are currently at different stages of the initial interview, selection or match with most being assigned as Citizenship Coaches to prepare individuals or small student groups for their upcoming interviews. An average of 3 inquiries is received per week with a rise in applications from the private sector wishing “to do something in response to the current national climate.”

Two staff trainings were coordinated. One to teach staff on how to assist job seekers to register in CTHires, set up a profile, post a resume and search for a job, this was presented by staff from Capital Workforce Partners. The second was designed for staff to learn about available on-line self-help legal materials, fillable court forms, and available legal representation for customer from attorneys at Greater Hartford Legal Aid. Surveys from both trainings indicated participants improved their knowledge on the topics. Trainings are currently being coordinated on information and resources for Adults seeking to attain a high school diploma and how to assist customers seeking immigration information online.

Hartford City ID a new identification card for all *City of Hartford* residents will be launched soon. Hartford Public Library, Hartford Community Court, and the City’s Office of Town and City Clerk Office will serve as enrollment centers. As a government-issued photo identification, the Hartford City ID Card will provide access to City services that comes with having recognized identification. The City ID Card is available to all resident, including the most vulnerable—the homeless, youth, the elderly, the formerly incarcerated and others who may have difficulty obtaining other government-issued ID.

Chief Adult Learning Officer was appointed by President Obama to serve on the National Museum and Library Services Board (NMLSB) advisory body. Appointments are made based on members of the general public who have demonstrated expertise in, or commitment to, library or museum services. Informed by its collectively vast experience and knowledge, the NMLSB advises the IMLS director on general policy and practices, and on selections for the National Medals for Museum and Library Services.

Cultural Affairs and Public Programming (CAPP)

Under the umbrella of HPL's office of Cultural Affairs and Public Programming (CAPP), three distinctive branches offer a variety of services, programs and opportunities to our community: Adult Cultural and Arts Programming and Events, the Hartford History Center and Communications. Please see the accompanying CAPP statistical breakdown for 3rd quarter program numbers.

Program highlights include: a successful start to our 2017 **Baby Grand Jazz** season with a lineup containing local Hartford ensembles and jazz groups traveling in from New York City and the Vermont Jazz Center. Ranging from trios to septets, our Baby Grand Jazz performers present a diverse sampling of jazz genres, including Latin, contemporary, Afro-Caribbean, and African-American, and span generations, from a 22-year old virtuoso pianist to a 75-year old percussionist who performs with his son.

The series was moved to the Center for Contemporary Culture (CCC) due to construction in the Atrium. This move was positively embraced by both the audience and the performers. Survey results indicate that our audience appreciates the better acoustics, better visuals, and the more comfortable seating. The CCC has neared, reached, or surpassed its capacity of 250 every Sunday, and late arrivals who cannot find a seat have been directed to our online livestream. Audience members can also watch the full performances on our YouTube channel; each performance to date has been viewed an additional 50-150 times online.

The performers have also found the sound to be excellent, and they have responded well to the space; bassist Heshima Moja wrote on the HPL Facebook page: "I had the wonderful privilege of playing yesterday 1/29/17, with my group Heshima and Ofrecimiento at the Jazz series in the Center for Contemporary Culture. The staff was all so helpful, the audience was amazing (filled to capacity), the library and the CCC is a beautiful space...This library is a gem in your city." Submissions are now open for the 2018 series as CAPP prepares a proposal for future funding of this popular HPL-branded program.

The Author's Table

The Author's Table, a program where local authors host a casual book-signing over an afternoon at the Library, entered its second year in September 2016. The Downtown Library has steadily hosted two local authors a month, including children's authors, YA novelists, nonfiction researchers, and illustrators. In 2017, HPL tapped into the Connecticut Authors and Publishers Association, with an enthusiastic response guaranteeing Author's Table appearances through the end of the year. Plans are in place to bring the series to the Albany Branch next.

Maps for All

On March 1, the Hartford History Center hosted the launch of Maps for All, a community program promoting awareness of global issues through public display of world maps. Speakers Bridget Quinn-Carey (CEO, Hartford Public Library), Louise Loomis (Founder, ThinkWell LLC, and Originator, Maps for All), Meghan Clark Torrey (Executive Director, World Affairs Council Connecticut), and Michael Howser (Hartford Campus Library Director, University of Connecticut) shared personal recollections of maps and reflected on the importance of knowing one's physical and political place in the world. Hartford Mayor Luke Bronin issued a proclamation declaring March 1, 2016 "Maps for All Awareness Day". This launch kicks off a system-wide Library initiative to make political world maps accessible to the public, including at all neighborhood branch libraries. Programming and exhibits pertaining to maps, cartography, and global awareness are under development as part of this initiative.

Read-Alouds

The Cultural Affairs and Public Programming department held a series of read-aloud programs throughout the fall and winter. The readings were extremely well-attended with diverse audiences, and had both new and familiar faces. The series kicked off with a group reading of Allen Ginsberg's "Howl" in the Library's ArtWalk gallery space. The second in the series celebrated the classic work "Little Women," by Louisa May Alcott. Participants shared their favorite passages and discussed the much-loved characters in the book. The next program featured a read-aloud of Edgar Allan Poe's "The Raven," held on the 208th anniversary of Poe's birth. After the reading, the participants engaged in an organic group discussion that led to many referrals of other works by Poe and similar authors. The most recent read-aloud was during Black History Month in honor of El-Hajj Malik El Shabazz, more commonly known as Malcolm X, on the 52nd anniversary of his assassination. The conversation led into a very moving discussion about racism and the parallels between half

a century ago and today, touching on both the progress that was made and the work that is still being done.

Draw a Hartford History-Maker

Last year, the Hartford History Center posted portraits and short bios on Facebook for the month of February of African American visionaries who have made a difference in the Hartford community over the past 19th, 20th, and into the early 21st century in order to both honor and bring awareness to local heroes and heroines. These posts, as part of the “So Much More Than a Month” project, brought a lot of positive attention to the Hartford History Center’s collections and resources. This year, we engaged an intergenerational, widespread cross-section of the Greater Hartford community by inviting artists of all ages and in all media to create portraits of these change-makers.

The exhibition, “Draw a Hartford History-Maker,” was displayed in the Hartford History Center for the month of February alongside daily posts on both Facebook and Instagram. During the opening reception, which took place on February 2nd, we heard from a number of artists, including Hartford teenagers, who expressed that this project inspired them as it was the first time they had heard about many of these individuals and how proud they were of their accomplishments in our city. Many of the professional artists that participated reached out to the Hartford History Center about their interest in participating in a project to bring this exhibition to teachers and curriculum specialists in the Hartford Public Schools.

Encounters

Hartford History Center has partnered with the Public Humanities Institute at UConn and the Wadsworth Atheneum to create a new program, “Encounters,” in which a cross-section of the Greater Hartford community can read and discuss important documents that frame our American identity. We started the project with the reading of the Declaration of Independence and the Bill of Rights. Small groups read and discussed these living documents with an emphasis on honing participants’ listening skills. Facilitated by UConn professors, PhD candidates from the History department and history center staff, Encounters concludes with experts answering audience questions to give further historical information about the context and meaning of these documents in the times they were conceived and how they have been used in cases throughout history. We had packed rooms for both events, bringing a diverse group of interested community members to discuss these crucial documents, building a better civic foundation for participants.

Butch Lewis Community Conversation / 13th Screening & StoryCorps Justice Project

In the second year of partnership with the Butch Lewis family and community partners: Hartford Community Loan Fund, Voices of Women of Color LLC, Community Partners in Action, and Keney Park Sustainability Project, since the passing of the late Charles “Butch” Lewis (co-founder of the Hartford Black Panther Party and longtime Hartford community organizer), the Hartford History Center hosted a screening of Ava DuVernay’s Netflix original documentary, *13th*, on March 1st, and followed the event with a community discussion around the history of mass incarceration in the United States facilitated by author, activist, and Columbia professor, Jamal Joseph. The event filled the CCC to capacity with a diverse group of community members and local students interested in the topic.

In light of the discussion around the criminal justice system, the Hartford History Center has partnered with Community Partners in Action, Trinity professors, and Judy Dworin Performance Project to host the StoryCorps Justice Project, a national project that documents stories of individuals impacted by mass incarceration. The Hartford History Center will host the recordings on March 27 and March 28, 2017.

Chief Teale’s The Tools of Learning

Retired Hartford fire chief, Charles S. Teale, partnered with the Hartford Public Library to offer his adult learning program, The Tools of Learning, in the Hartford History Center and now as the opening program at the new Mark Twain Branch at West Middle School in the Asylum Hill neighborhood. The program, managed by CAPP, offers strategies to adults needing support in learning, remembering, and understanding information for professional and academic success, including passing the GED, job entrance exams, and studying for continuing learning opportunities. The program was recently made into a video series on demand on Hartford Public Access TV’s website and the library recently hosted a release reception on February 23, 2017 to increase awareness of this community asset.

Communications

In the third quarter, the CAPP team in collaboration with the development office created, implemented and supported a successful Beyond Words signature event for the library. In addition to creating the “Beyond Words” brand, the CAPP team designed print and online materials, wrote copy and disseminated all institutional materials relating to the event – as well as assisted in running the evening event. As of February 2017, the Communications Department became a separate entity with the hiring of Don Wilson as Communications and Marketing Director. He reports directly to CEO Bridget Quinn-Carey.

Development

The board's Development Committee met and decided that the Beyond Words would continue as our signature event and they have agreed to commit to holding the next event on Wednesday, November 29, 2017 at the Marriott Downtown Hartford. The Library is in the process of identifying an author for the guest speaker. The board and staff also decided to honor someone once again with the Caroline M. Hewins Medal. Gerri Sullivan is going to lead a small committee in identifying our next medalist.

The Development Committee is focused in working on event sponsorships and corporate giving to the Library and is working with other board members to join staff when Library solicitations are scheduled for all corporate giving. This is in line with having the board more actively involved in the Library's fundraising efforts.

The Library is doing a spring appeal in March to capture lapsed donors who haven't donated to the Library in the past fiscal year. The Development Department is also working closely with the new director of marketing/communications to have a more robust online appeal plan in place. Development is also redesigning the "donate now" page on the current web site to make it more user-friendly.

The Development Department also worked very closely with the CEO and the Governance Committee on redefining the role of the corporators for the Library. The Library is hosting a corporator gathering on April 12, 2017 in the Hartford History Center. The corporator gathering will serve as a new beginning of engaging the corporators at HPL and letting them know the new parameters that have been put in place for corporators recommended by the Governance Committee and voted on by the full board in December 2016. A specific corporator appeal will be going out in late April after event on April 12. Cate D'Italia and John Alves, both corporators and longtime Library champions, have been approached to co-chair the corporators and a board liaison in going to be put in place also.

Grants

PENDING

Fifteen grants and letters of inquiry were submitted for a total amount of \$511,616

A grant request for \$100,000 was submitted to AT&T's Aspire Accelerator initiative for YOUmedia's new initiative Level Up[^]. This project will: Develop a series of pathways from

here to career - as a web application with scaffolded mentor and curriculum support; identify opportunities to engage local institutions as employers at the end of a pathway; identify opportunities to engage local educational entities as educators at the end of and throughout a pathway; and expand services to include 20-24 year olds.

The Library submitted its pre-application to the Travelers Foundation with an ask amount of \$100,000. Library's application will have the following targeted academic priorities:

1. Hartford Public Library and Hartford Public Schools Boundless partnership. Boundless is based on the core value of ensuring educational equity and greater access to opportunities and library services which will reduce academic and achievement gaps.
2. Coding for Teens teaches computational thinking, prepares youth for further training in engineering and computer-related fields, and teaches programming as a real-world problem-solving activity.
3. STEM Lab on the Go is a stand-alone transportable unit that includes the tools and materials needed to provide Next Generation Science Standard-aligned experiential learning opportunities in biological and applied sciences for middle school aged youth.
4. 2017 corporate sponsorship for Beyond Words

A grant was also submitted to United Bank (\$10,000) to supplement the Capital City Game Jam (Coding for Teens).

Of particular interest are the applications submitted for the Elbert Weinberg project to the Jewish Community Foundation of Greater Hartford, Mary W. Harriman Foundation and the Righteous Persons Foundation. Other submissions for YOUmedia and related programming were submitted to the John G. Martin Foundation, Express Scripts, Susan Crown Exchange and United Bank. Applications were also submitted to the Latino Endowment Fund at the Hartford Foundation for Public Giving, Bank of America (R2S) and to the Evelyn Preston Memorial Fund for the World of Sounds summer concert series.

AWARDED

Nine grants were awarded for a total amount of \$373,430

Hartford Public Library received funding from three corporations (AT&T, Altria and Bank of America) to support the Capital City Game Jam (Coding for Teens). This initiative is a collaboration between Hartford Public Library, Center for Latino Progress, and the City of Hartford that brings together 25 youth employees, two computer science mentors, and local technology professionals to teach computational thinking, prepare youth for further training in engineering and computer-related fields, and to teach programming as a real-world problem-solving activity. Another ask is pending with United Bank and this project will be included in the Library's 2017 ask to Travelers.

The Library received an award of \$47,500 from The Hartford to support the Library-on-Wheels (LOW); the West Middle Branch with a strategic focus on adult literacy programming; and a 2017 Beyond Words event sponsorship.

The Library received \$55,370 from the William & Alice Mortensen Foundation. Funding will support and engage more youth in high-quality learning opportunities and revolutionize YOUmedia's approach to managing its technology resources. This technology will allow us to accommodate classroom visits at any branch library, but can also be taken into classrooms. In both cases, these funds help us provide 1:1 computer access, so that every student works independently on a computer.

The Library's Career Pathways Initiative funded by the Hartford Foundation for Public Giving also received supplemental funding for year 2 in the amount of \$115,450 (\$80,000 from the Beatrice Fox Auerback Foundation) in addition to its annual allocation of \$55,125.

Hartford Foundation awarded the Library a planning grant from its new Innovation Fund. The digital divide continues to be a pervasive issue in Hartford, and contributes to the persistent opportunity gap facing large segments of our community. Through collaborative efforts, the Hartford Public Library is seeking to develop a pathway to connectivity, building digital literacy skills and one-stop information and resource access for Hartford residents. This will enable people in our community without reliable access to the Internet or a computer/device to now be able to effectively connect to service providers, community based organizations, employers, educational institutions and learning opportunities - and be successful in our every more digitally connected world. Through a locally-focused and curated digital experience, paired with free (loaned) digital devices and mobile broadband access and including hands-on training, this pathway to connectivity will enable them to identify and use critical resources to meet basic needs, develop technology skills with the goal of improving literacy, improving access to benefits and other available resources, enhance workforce readiness skills and pursue employment and educational opportunities.

DECLINED

Thirteen grant applications and letters of inquiry were declined for a total amount of \$276,766

During this period eight grants and letter of Inquiry were submitted and rejected for a total of \$96,203. The other five applications were submitted earlier than November 2016 with rejection notices received during this period for a total of \$180,563.

Marketing & Communications

Overview

A new Marketing & Communications Director, Don Wilson, was hired in January 2017. In his first two months he has developed an understanding of the Library's vast array of programs and services, and an understanding of the Library's organizational structure (staff and respective responsibilities). He has evaluated the current marketing and internal/external communications efforts, and has been getting up to speed on HPL's major initiatives, including but not limited to:

- The UCONN/HPL partnership and corresponding construction issues and branding issues
- HPL's Strategic Plan development
- The Park Branch/Lyric Theater issue
- Review and evaluation of the Library's overall signage

In the upcoming months, he will be working on the following activities:

- Development of the next edition of the HPL magazine
- Development of an Immigrant & Refugee Resource Guide, collaborating with the Mayor's office
- Construction signage for the Downtown branch,
- Ongoing website updates
- Development of the HPL Brand Platform, including
 - Brand attributes
 - Brand positioning
 - Brand messaging
 - Strategic Marketing and Communications Plan

Capital Projects



UConn construction is now under full swing. Significant work and progress has been completed. The second and third office staff areas have been renovated with new flooring and mill work and staff have returned to their new work areas.

Construction on the main floor of the Downtown Library continues. The Library offices for the UConn staff are complete on the 1st floor with only furniture deliveries remaining. The American Place (TAP) area has been successfully completed on the second floor and operations is now fully operational at their new location. The Learning Lab was updated and remodeled and on Friday, Feb. 24. Capitol Workforce Partners (CWP) was temporarily moved to the Learning Lab to allow for the next phase of construction on the first floor. It is anticipated that the furniture be in place for the Learning Lab by end of April. The new technology will be up and running once the Times Building construction of their server room is complete.

The Public Services desk on the first floor was dismantled and removed on March 20th. A temporary wall was constructed to accommodate construction and the work in this area is expected to take about five weeks. Once completed, the Library will have new floors in the CWP space and the entire section of the library. Two new classrooms for HPL have been completed and will go online for use by Tuesday, March 25, 2016. Construction is also underway on the ground floor which will be utilized by UConn and HPL.

The Women's Bathroom in the third floor employee lounge reopened Saturday, March 4, and adjacent to it a new wellness room was constructed and is expected to open by Friday, April 7th.

Construction will continue through the months of June and July.

Staff Updates

Eight new employees were hired in the second quarter: Francisco Baires, project manager; Maxine Bleiweis, interim public service administrator; Kashif Chaudhary, IT director; Cynthia Davis, security guard; Arlene Harris, adult learning manager; Dale Howard, project assistant; Luz Oyanadel, adult learning assistant, and Don Wilson, director of marketing & communications.

Performance Indicators

	Feb. 2017	Jan. 2017	Dec. 2016	Nov. 2016	YTD FY 17	TOTAL FY 16
TOTAL VISITS	92,846	109,356	97,251	103,085	619,947	849,998
Downtown	60,172	66,619	59,548	65,844	294,794	494,483
Albany	6,369	7,596	6,732	10,426	72,252	60,286
Barbour	3,460	3,830	1,831	1,789	18,039	30,924
Blue Hills	5,450	6,411	5,432	4,549	37,601	24,041
Camp Field	3,989	4,020	3,496	3,549	37,140	51,377
Dwight	3,515	3,710	3,525	4,200	34,188	38,704
Goodwin	2,387	2,680	2,583	2,704	26,832	35,727
Mark Twain	500	750	856	900	9,841	20,922
Park	1,707	7,708	5,488	5,503	51,974	50,530
Ropkins	5,297	6,032	7,760	3,621	37,286	42,994
TOTAL CIRCULATION	23,811	27,046	24,812	24,370	217,892	414,988
Downtown	12,783	14,600	12,739	12,407	113,098	233,978
Albany	1,648	1,684	1,734	1,716	13,805	20,783
Barbour	1,088	1,148	1,137	870	9,967	18,763
Blue Hills	787	998	797	748	6,741	15,110
Camp Field	1,512	1,560	1,473	1,456	13,359	27,787
Dwight	1,533	1,695	1,738	1,845	15,484	22,281
Goodwin	1,412	1,306	1,325	1,426	13,199	25,566
Mark Twain	138	279	412	479	3,975	11,508
Park	1,889	2,420	2,320	2,221	17,604	24,349
Ropkins	1,021	1,356	1,137	1,202	10,660	15,043
TOTAL PC USE	7,722	7,435	7,946	8,377	85,743	170,578
Downtown	4,126	4,153	4,267	4,724	43,061	88,636
Albany	825	874	854	695	9,191	19,163
Barbour	294	309	322	361	4,795	7,663
Blue Hills	322	259	230	264	3,280	5,900
Camp Field	540	325	424	485	5,790	12,679
Dwight	385	348	380	440	3,963	5,604
Goodwin	328	393	480	423	4,017	6,796
Mark Twain	38	53	85	53	916	3,755
Park	485	439	517	562	6,626	12,625
Ropkins	379	282	387	370	4,104	7,757

Note: Mark Twain Branch numbers are low due to a transition phase from one location to another.

Youth Programming

2016-2017	October		November		December	
	Programs	Attendance	Programs	Attendance	Programs	Attendance
Downtown	28	538	27	436	28	520
Albany	46	744	52	890	40	765
Barbour	29	105	36	131	30	159
Blue Hills	9	71	17	129	14	78
Camp Field	32	291	20	340	23	301
Dwight	26	217	29	191	22	60
Goodwin	27	227	24	157	27	156
Mark Twain	0	0	0	0	0	0
Park	31	319	33	280	24	254
Ropkins	35	673	36	642	30	504
	263	3185	274	3196	238	2797

Outreach 2016	October		November		December	
	Programs	Attendance	Programs	Attendance	Programs	Attendance
Downtown	6	106	3	32	5	38
Albany	0	0	0	0	1	78
Barbour	3	90	3	85	6	287
Blue Hills	0	0	0	0	0	0
Camp Field	2	44	0	0	2	80
Dwight	2	118	2	42	2	43
Goodwin	6	106	4	72	4	362
Mark Twain	0	0	0	0	0	0
Park	0	0	2	40	1	17
Ropkins	0	0	0	0	0	0
	19	464	14	271	21	905

AWE Station Use—total sessions across the system except Mark Twain (the wifi signal will not allow the stations to upload their stats)

	Oct	Nov	Dec	
2015	1,276	947	1,123	3,346
2016	1,108	1,043	988	3,139

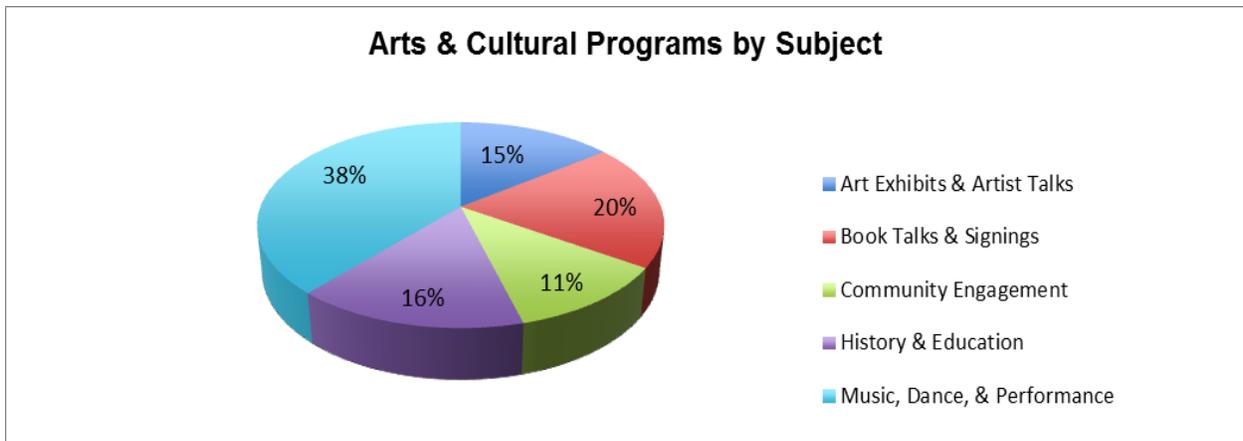
YOUmedia Hartford – January 1 – March 20, 2017

Visits	1,925
Circulation/Books	195
Circulation/Technology	1,108
Workshops	42
Workshop Attendance	236
Average Workshop Attendance	5.6

Teen Services – January 1 – March 20, 2017

Visits	1,159
Circulation/Books	1,024 (Jan-Feb only)
Programs	74
Program Attendance	328
Average Program Attendance	4.4

HPL Arts & Cultural Programming	
October 1-December 31, 2016	
HPL's Cultural Affairs and Public Programming department offers programming related to the arts (literary, visual, and performing), history, education, and community engagement.	
Arts & Cultural Programs	76
Attendance at Arts & Cultural Programming	2307

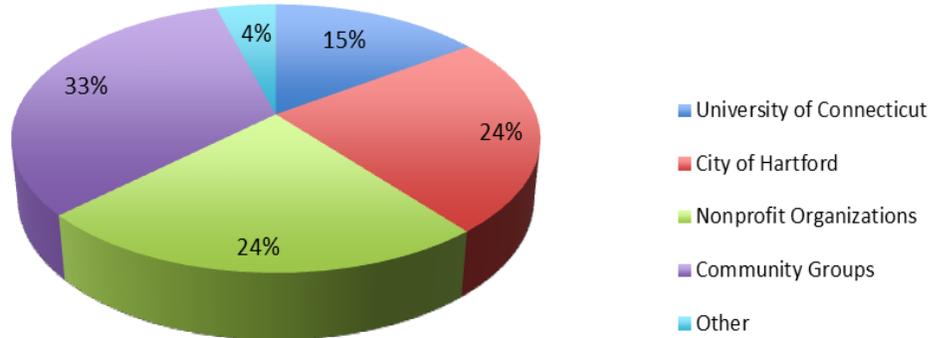


Room Reservations

October 1-December 31, 2016

The Cultural Affairs and Public Programming department provides a safe and welcoming environment for programs run by community groups and outside organizations that are held in Library spaces.

Room Reservations by Organizing Group

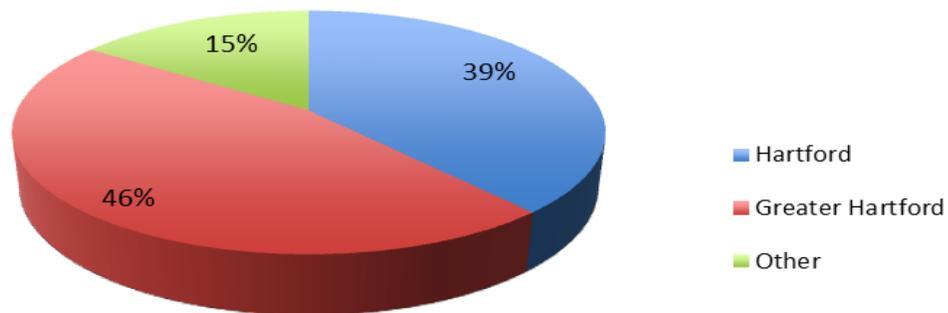


Survey Data

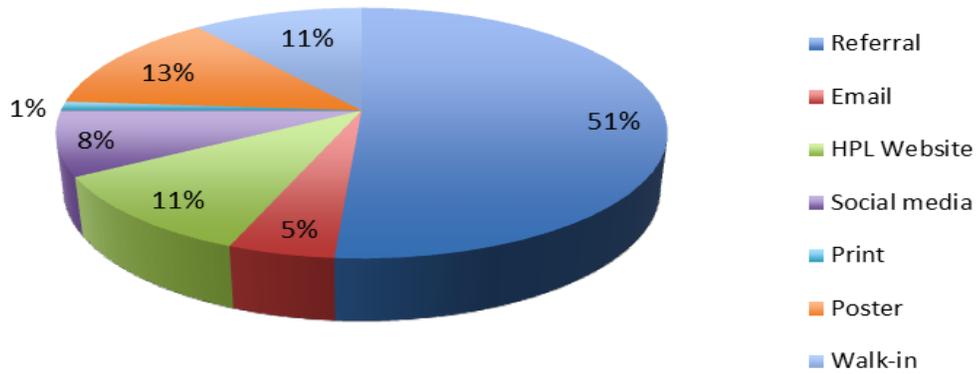
October 1-December 31, 2016

The Cultural Affairs and Public Programming department periodically distributes surveys at Arts & Cultural programs to learn more about our audience and the types of programming they would be most likely to attend. 70 surveys were returned out of 360 distributed.

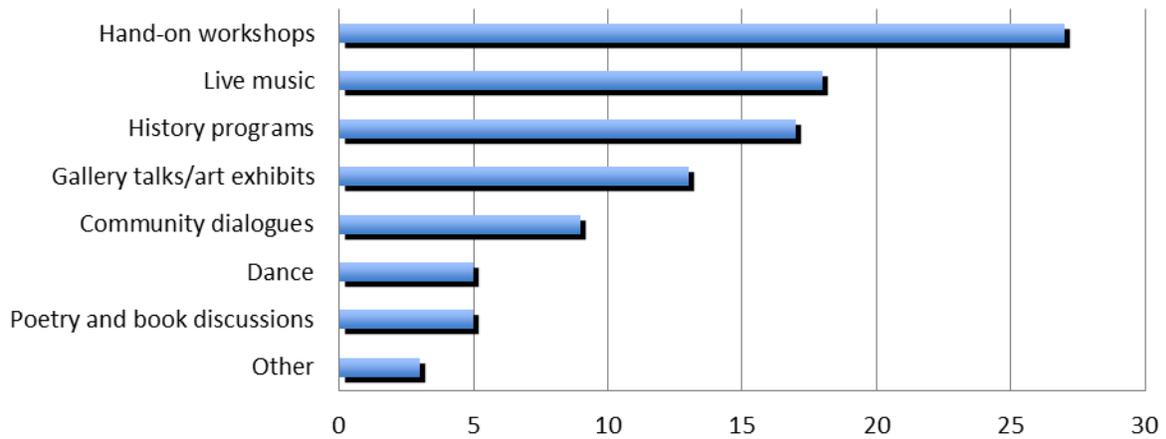
We asked: "Where are you from?"



We asked: "How did you hear about today's program?"



We asked: "What type of programming would you enjoy?"



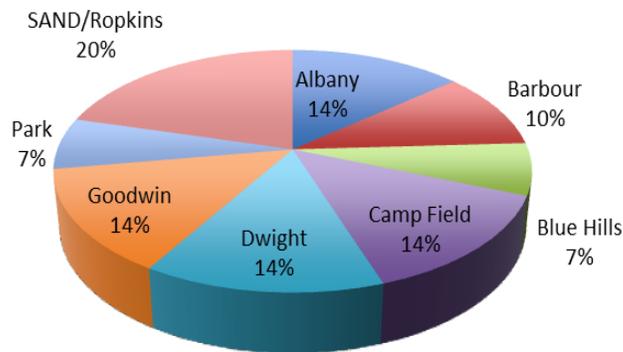
Arts & Cultural Programming at HPL Branches

October 1-December 31, 2016

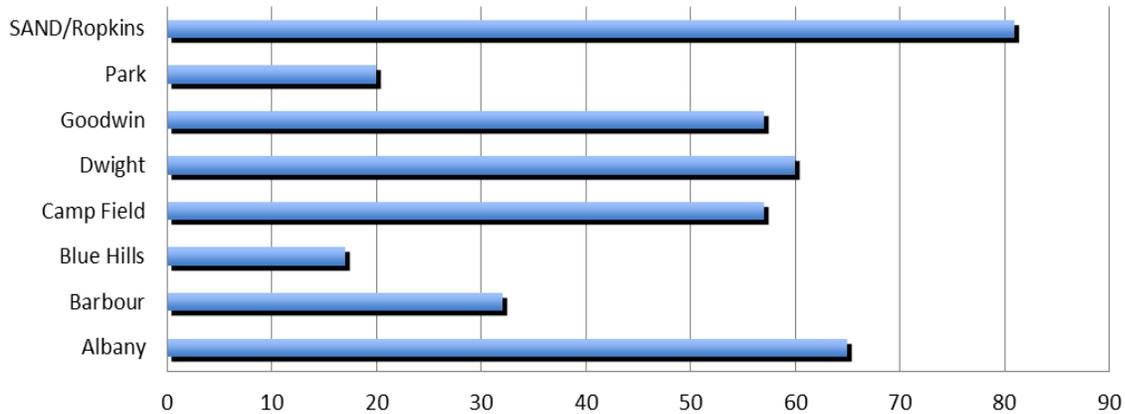
The Cultural Affairs and Public Programming department also brings Arts & Cultural Programming to the neighborhood library branches.

Location	Programs	Attendance
<i>Downtown</i>	47	1918
Albany	4	65
Barbour	3	32
Blue Hills	2	17
Camp Field	4	57
Dwight	4	60
Goodwin	4	57
Park	2	20
SAND/Ropkins	6	81
Total	76	2307

Cultural Affairs & Public Programs at HPL Branches



Attendance at Cultural Affairs & Public Programs at HPL Branches



ADULT LEARNING STATISTICS

CITIZENSHIP

	Q 1
GOAL 1. Number of newly- enrolled (non-duplicated) lawful permanent residents to enroll in citizenship instruction classes	38
Total	69
GOAL 2. Percentage of enrolled students who post-test	85%
Total	N/A
GOAL 3. Percentage of post-tested students demonstrating measurable educational gains	95%
Total	N/A
GOAL 4. Number of lawful permanent residents for whom your organization will provide naturalization eligibility screening	40
Total	84
GOAL 5. Number of lawful permanent residents for whom your organization will prepare and submit Form N-400 and Form G-28	15
Total	40
GOAL 6. Number of lawful permanent residents to pass the naturalization test after receiving services from your organization	0
Total	6
GOAL 7. Number of lawful permanent residents to naturalize after receiving services from your organization	0
Total	0

CITIZENSHIP CLASSES

Saturdays/Albany	Oct	Nov	Dec	1st Q	Jan	Feb	Mar	2nd Q
# Classes	5	4	2	11	3	4	2	9
# Attendees	70	57	32	159	32	38	14	84
Saturdays/Ctrl/Spanish								
# Classes	5	4	1	10	4	4	3	11
# Attendees	111	91	18	220	85	108	94	287

Saturdays/Ctrl									
# Classes		5	4	2	11	4	4	3	11
# Attendees		90	65	11	166	64	97	59	220
ESL/Downtown			December	January	February	TOTAL			
Classes			16	15	17	48			
Attendance			180	109	373	662			

PASSPORTS

2017	# of Applic.	Revenue	#of Photos	Revenue	Revenue Total
Dec	33	\$825	42	\$420.00	\$1245.00
Jan	62	\$1661.25	50	\$500.00	\$2161.25
Feb	81	\$ 2025.00	62	620.00	\$2645.00
Totals	176	\$4511.25	154.00	\$1540.00	\$6051.25