

# President and CEO Report

February 2021

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# OCTOBER–DECEMBER 2020

*at a glance*



**503**

APPOINTMENTS FOR  
CONTACT-FREE PICK-UP



**6,377**

REFERENCE  
QUESTIONS



**26,777**

DOWNTOWN LIBRARY  
VISITS



**1,300**

USES OF THE HPL APP



**73,672**

LIBRARY CATALOG VIEWS



**2,721**

BOOKS ADDED TO  
THE COLLECTION



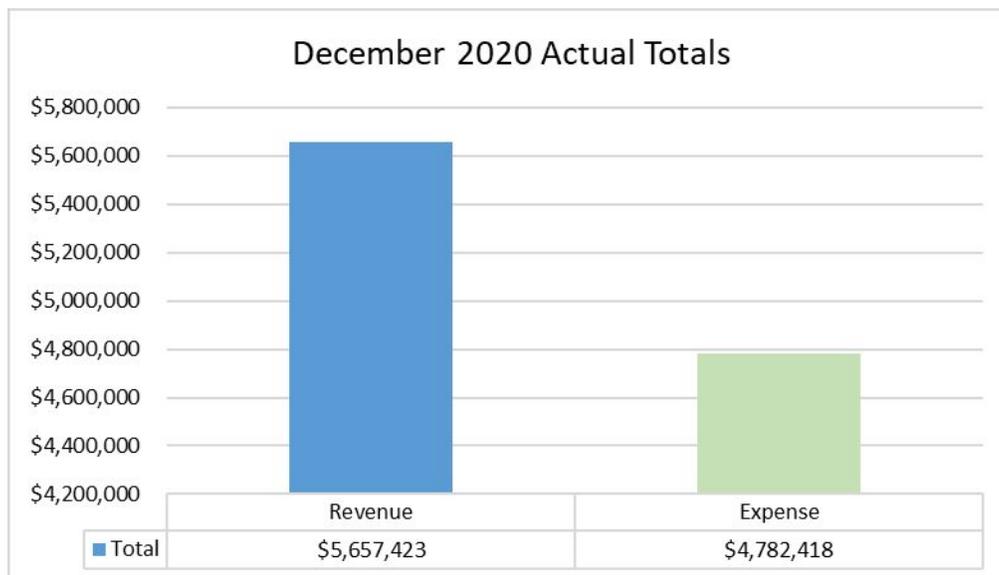
**9.3K**

FACEBOOK FOLLOWERS

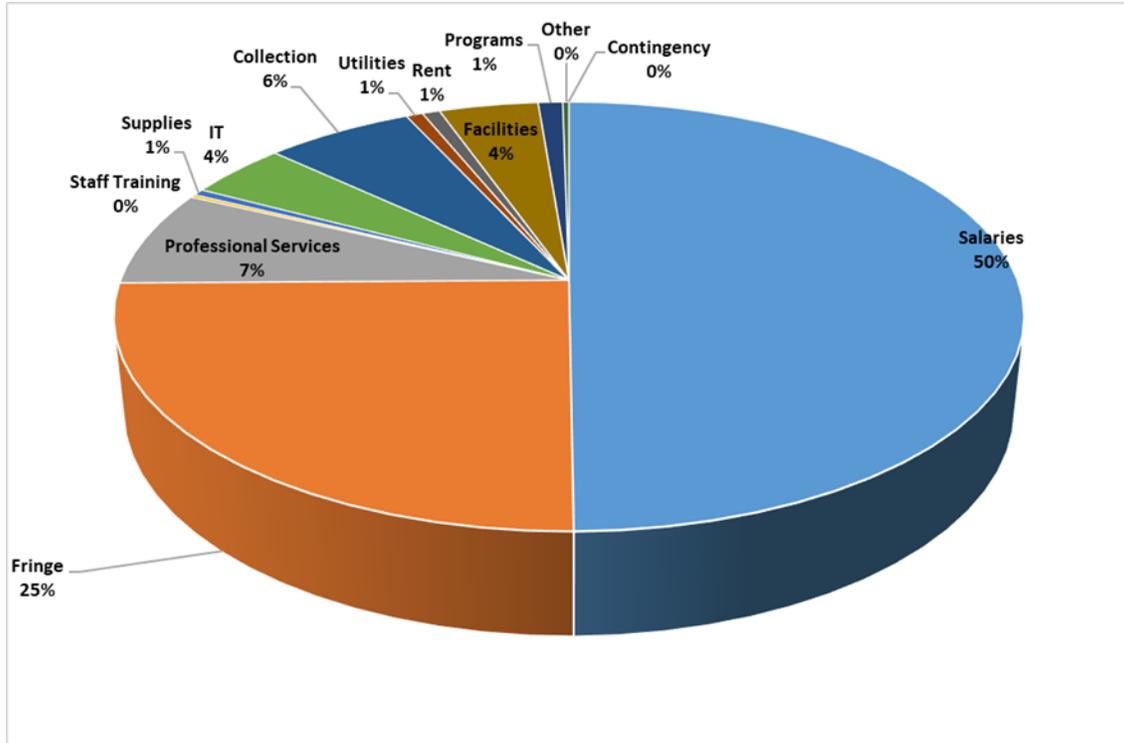
**Fiscal Year 2021–Operating Budget Summary  
As of December 31, 2020 – 50% through Fiscal Year**

For the period ending 12/31/20, Hartford Public Library has expended an estimated total of \$4,782,418 which represents 46.4% of the revised operating budget of \$10,309,014. The Library has also collected an estimated \$5,657,423 in operating funds, or 54.9% of the Fiscal Year 2021 budget.

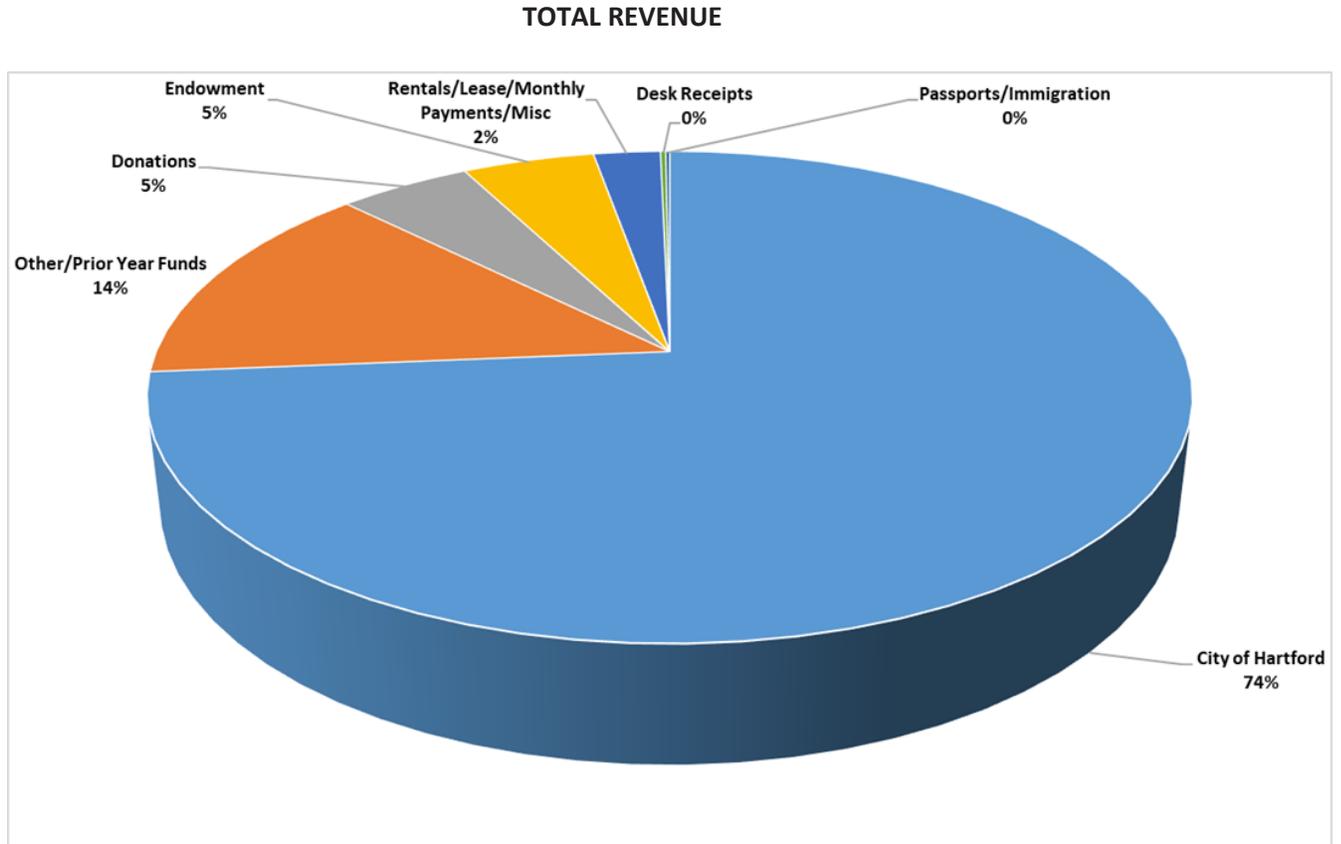
	FY21 Budget	FY21 Actual	Variance	%
<b>Revenue</b>	\$ 10,309,014	\$ 5,657,423	\$ 4,651,591	54.9%
<b>Expense</b>	\$ 10,309,014	\$ 4,782,418	\$ 5,526,596	46.4%
<b>Variance</b>		\$ 875,005.20	\$ (875,005.20)	



## TOTAL EXPENSE



Expense	FY21 Budget	Actual	Variance	%
Salaries	\$5,645,488	\$2,384,401	\$3,261,087	42.2%
Fringe	\$2,387,681	\$1,192,016	\$1,195,665	49.9%
Professional Services	\$666,586	\$346,927	\$319,659	52.0%
Staff Training	\$83,775	\$10,827	\$72,948	12.9%
Supplies	\$90,500	\$22,987	\$67,513	25.4%
IT	\$205,567	\$200,177	\$5,390	97.4%
Collection	\$481,825	\$296,784	\$185,041	61.6%
Utilities	\$81,050	\$33,465	\$47,585	41.3%
Rent	\$80,125	\$34,937	\$45,188	43.6%
Facilities	\$372,250	\$198,316	\$173,934	53.3%
Programs	\$140,700	\$49,036	\$91,664	34.9%
Other	\$61,467	\$12,545	\$48,922	20.4%
Contingency	\$12,000	\$0	\$12,000	0.0%
<b>Total</b>	<b>\$10,309,014</b>	<b>\$4,782,418</b>	<b>\$5,526,596</b>	<b>46.4%</b>



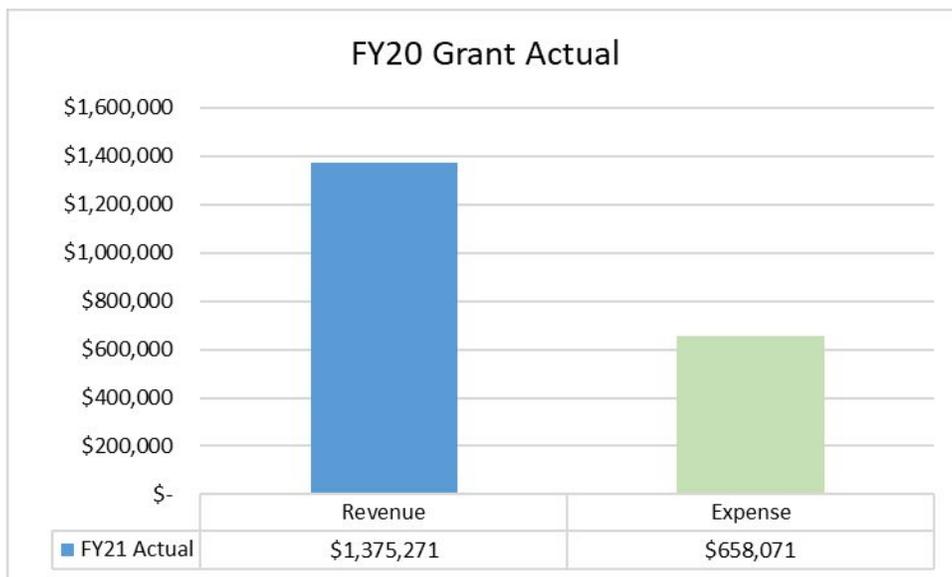
Revenue	FY21 Budget	FY21 Actual	Variance	%
City of Hartford	\$8,335,687	\$4,167,843	\$4,167,844	50.0%
Other/Prior Year Funds	\$313,000	\$776,803	-\$463,803	100.0%
Donations	\$500,000	\$277,223	\$222,777	55.4%
Endowment	\$794,432	\$276,257	\$518,175	34.8%
Rentals/Lease/Monthly Payments/Misc	\$328,395	\$139,789	\$188,606	42.6%
Desk Receipts	\$0	\$11,335	-\$11,335	100.0%
Passports/Immigration	\$37,500	\$8,174	\$29,326	21.8%
<b>Total</b>	<b>\$10,309,014</b>	<b>\$5,657,423</b>	<b>\$4,651,591</b>	<b>54.9%</b>

## Fiscal Year 2021–Grant Budget Summary As of December 31, 2020 - 50% through Fiscal Year

	FY21 Budget	FY21 Actual	Variance	%
<b>Revenue</b>	\$ 2,400,115	\$ 1,375,271	\$ 1,024,844	57.3%
<b>Expense</b>	\$ 2,387,443	\$ 658,071	\$ 1,729,372	27.6%
<b>Variance</b>		\$ 717,199.77	\$ (704,527.77)	

## Grant Activity for 2nd QT (October–December 2020)

	AWARDED		PENDING		DECLINED	
	NUMBER	AMOUNT	NUMBER	AMOUNT	NUMBER	AMOUNT
Government	1	\$167,451	1	\$561,989		
Foundations	2	\$45,000	1	\$42,905		
Corporation	1	\$10,000				
<b>TOTAL</b>	<b>4</b>	<b>\$222,451</b>	<b>2</b>	<b>\$604,894.00</b>	<b>0</b>	<b>0</b>



## Access to Information and Services that Contribute to Well-Being

- » The Downtown Library continues to be open to the public six days a week for computer use and other services by appointment. This quarter HPL has seen:
  - 26 visits
  - 95 municipal IDs created
  - 27 notary sessions
  - 24 new voters registered
  - 503 appointments for contact free pick up of materials
  - 6,297 computer sessions
  - 6,377 reference questions answered
- » UConn School of Social Work Intern Michelle Lipar met with 24 customers this quarter. The most common help requested included: finding housing, job searching, filling out forms/making appointments with local agencies, brief counseling, finding clothing, and ID assistance.
- » As part of Cigna's Healthier Kids Initiative, the Library received a donation of 500 boxes full of shelf stable food from Full Cart. All of the boxes were given away through distributions at the Downtown Library and at some branch locations. A customer who picked up a box from Downtown said, "I just came from getting my citizenship, and now you are giving me free food! This is the best day!" Park Library manager Graciela Rivera arranged for La Bodeguita to pick up 150 boxes which they distributed to families in need in the Frog Hollow neighborhood.
- » Barbour Library manager Irene Blean and Barbour Library staff hosted a Health Fair on October 27th outside Unity Plaza. A total of 120 people attended the health fair. Charter Oak Health Center tested 63 people for COVID-19, five Hartford health organizations tabled information at the fair, the Library on Wheels gave out free books, and the League of Women's Voters answered voting questions for 20 people and registered 9 people to vote. 100 of the Cigna food boxes were distributed. Barbour Library also hosted a Winterfest in December.
- » For the third year in a row, the Park Library manager Graciela Rivera partnered with the Hispanic Health Council to offer programming around Domestic Violence month. A poster making event at the Artbox was held in preparation for the Domestic Violence Awareness Community Walk on Park Street on October 22nd. Women and children were accompanied by HPD officers with posters showing their support for victims of domestic violence. The Hartford News, and Hartford Courant featured stories about these events. On October 19th, participants from the Women Empowerment



## public services (continued)

Group joined forces at the Affleck Street community garden where they painted rocks, and benches to beautify the garden and their community. These programs lead up to the culminating program, the 3rd annual Women's Empowerment Event, on October 30th.

- » At Camp Field Library, the systemwide effort to educate and inform citizens about the importance of voting in this year's presidential election was led by Library Assistant Julie Carroll. Civic Engagement/voter registration was promoted through outreach events at Foodshare Mobile Stops in the South End (Catholic Charities, Webster Theatre), and the West End Farmer's market with the Library on Wheels. Flyers with essential information on how to register to vote were distributed widely in the community.



### Supportive Community for Child and Adult Learning

- » This quarter marked the return of adult programming at the branches. The branch managers have proactively connected with customers, with whom they have prior relationships, to engage them in both outdoor events and virtual programming and to encourage them to utilize contact free pickup at their branches. Branch Services Coordinator Bonnie Solberg reestablished her "Hooks and Needles" crochet classes to customers. She offered a three-week crochet class teaching a simple hat pattern and provided supplies for the participants. There were 12 registered customers and attendance was consistent. Participants were excited and proud of their finished hats! Several of the women in the class expressed how enjoyable and calming they found this crafting. Camp Field Library Manager Pat Knapp and Dwight Library Manager Lizandra Matias teamed up with Wilma Hoffman to offer bilingual knitting zoom classes. The participants quickly developed skills and confidence crafting and several of them started more advanced projects on their own. The classes also provided a format for social interaction--conversation, affirmation and fun—countering the effects of increased isolation caused by the pandemic.



- » The Youth Services Team collaborated with the Children's Museum in West Hartford to create and execute an engaging Saturday STEM virtual programming series called, Families Learn Together. These programs ran one Saturday a month from October-December. The Museum provided monthly STEM kits and HPL provided three STEM related books each month to build home libraries for all participants. Here is feedback from Dan Butterworth, the Museum's Outreach Coordinator: I just wanted to reach out to everyone over at the libraries and say THANK YOU! Over the past 5 months you have all helped the Children's Museum's Families Learn Together programs continue and succeed in spite of the unprecedented obstacles we have all faced this year. We had 57 families involved with the



# public services (continued)

program from October through December. Our partnership has been priceless to me this year. Whether it was co-hosting events, helping us distribute kits, reaching out to families, squeezing all our sponsors onto your programming pages, talks with kids about how to get a library card, and everything kids could do with it... bookflix, scienceflix... The list just goes on....”

- » CT Humanities’ partnership with HPL has deepened over the past fiscal year with more Library programs that allow the Library to serve more families. Voyagers’ programs promote reading, learning, family literacy, individual expression, and critical thinking skills in children. Furthermore, through CT Humanities funding, the Library continues to strengthen family cultures and traditions in programs presented for Diwali and Kwanzaa. When the pandemic hit, CT Humanities reached out to YS to see how the Book Voyagers programs could become virtual, to not interrupt our vital services to our families. The Humanities Council provided support for the Library’s Virtual Diwali Celebration in November with 50 copies of the book “Let’s Celebrate Diwali” by Angali Joshi to distribute to families. The Humanities also provided book-marks, and art supplies. A total of 106 families were in attendance for the event. Downtown Children’s Manager Lina Osho-Williams collaborated with customers and formed two parent-run committees to spearhead plans for the virtual Diwali event. Parent Ambassadors Yasmin Sayyed and Preeti Toshniwal created two whatsapp chat groups to register and communicate with families participating in the Diwali Rangoli Competition 2020 and Diwali Young Poet Contest 2020. The beautiful rangoli art collage on Facebook and Instagram is a testament of the parents’ commitment to family, culture, and tradition. The rangoli video currently has 874 views.



## Youth and Family Services: Readiness for School Success and Literacy

- » Youth Services Team found new ways to present virtual storytime. Katryna Pierce used paper puppets and her ukulele for songs. She can see a big difference in how the children interact with her during the programs. Linda Montañez has become not only a proficient virtual programmer but reached out to NOVUS and YOU-media to learn how to use green screen technology to make our virtual programming more professional and exciting! Linda now regularly helps team members use the green screen for their programs. The team continues to learn new skills and support each other to serve the community through this unprecedented time.



## public services (continued)

- » STEM remained one of the most popular areas of exploration where materials provided in program kits continued to provide hands on learning opportunities with experimentation and manipulation of materials. A total of 28 programs were presented with an attendance of 409 participants.
- » Youth Services purchased approximately 140 new heavy-duty bags to circulate large amounts of materials to schools, daycares, and community organizations. The Ropkins Library checked out and delivered books to two new agencies who serve preschoolers. 20 books were checked out to each of 16 classes, totaling 320 books circulated to the Ropkin's neighborhood. Teachers were excited to have fresh, new books to share with their preschoolers. This service will be expanded to other branches and with the LOW in the coming months.
- » From the beginning of the pandemic, Youth Services has created and distributed programming kits, through contact free pick-up. A kit contains everything needed to participate in a program. These kits encompass all types of programming, and the method of delivery has been economical and effective. Katherine Trouern-Trend created and distributed a total of 1,910 art and STEM program kits to afterschool groups and the public.



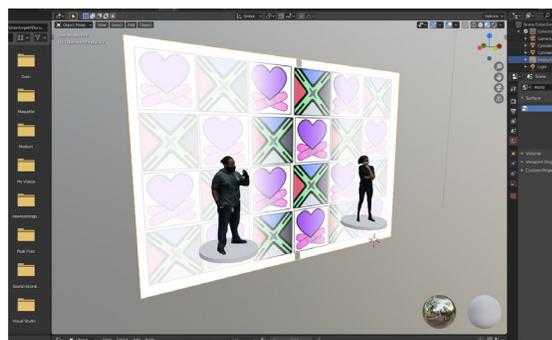
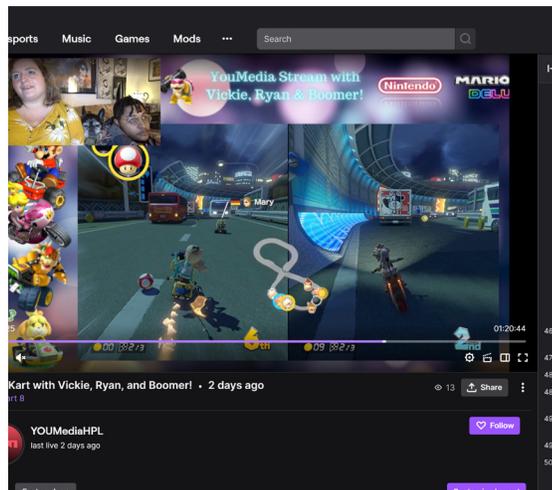
### Youth and Family Services: Boundless

- » HPL reconnected with school partners for virtual class visits and HPS school-based afterschool programs. STEM outreach visits with MD Fox School resumed in October. This was the first use of the new STEM Class kits that are made up of STEM tools from around the system, repurposed into resources for use in virtual outreach with HPS. Additionally, in October, HPL began after-school programs with The Village at Rawson, Wish, and the MD Fox schools. In total, The Village after-school programs participated in 29 programs with 1,006 total participants. The Team had to continue to pivot and learn when The Village explained that HPS no longer allowed students to engage in virtual programming on the Zoom platform. Without missing a beat, the YS Team learned how to use Google Meet, and continued our programming uninterrupted.
- » HPL purchased four new databases; two to support literacy, one to support STEM learning, and one that provides virtual one-on-one tutoring/homework help in English and Spanish. These support HPS students as well as the community at large.
- » HPL received grant monies from the Stocker Foundation to begin a pilot program for HPS Pre-K students using Launchpad Reading Academy learning tablets.



## Teen Services

- » The Teen Services Discord Server has come a long way. The Discord server is the social media platform to communicate with students and to provide announcements. It is now the central hub for program implementation, both for the mentors' in-person and virtual programs. There are also a few bots for music and study zones. Security has been tightened as the community has surpassed 100 users.
- » The Anime & Cosplay Club was one of the most successful this quarter. There was a consistent audience that showed engagement in both topics. The audience participated and interacted with one another, and it was managed with minimal technological issues. Teen intern Kemuel had the opportunity to run the club for one week and experienced the great energy and excitement of the participants. The club started by asking participants what they would like to watch and progressed into a discussion on, not only anime as shows, but cosplays and the culture behind them. Using Funimation as a platform and Discord server to watch anime, they watched Demon Slayer and the movie from My Hero Academia, Two Heroes. Q2\_E1
- » In collaboration with YOUmedia's interns, YOUmedia Coordinator Nygel White began developing the YHPS Radio podcast network. The network is in its beginning stages, as it has started out with hosting the "Maine, Lee & Dee with The Tea" podcast show, and is in the process of developing a second show, "Beyond the Creativity of Culture." HPL also partnered with Real Art Ways to offer a hybrid "Intro to Filmmaking" workshop series. This series contains eight total instructional classes led by a trained and practicing filmmaker who takes the participants through the full process that is necessary to produce a short film. Participants meet once a week to learn the building blocks of filmmaking, which will lead them to a completed short film that will premiere at the end of the course.
- » Gaming Mentor Derrick took a more entrepreneurial approach to his programming this past quarter. Students have been engaged in learning how to optimize their gaming talent by designing a stream (via Twitch, Zoom or Youtube). Students researched their top three streamers and how they create revenue through Twitch. The students began as guest streamers on the YOUmedia Twitch channel, and then created a Twitch account of their own. Graphic Design Mentor Jose focused most of his work on the interns in order to develop an idea of what kind of work they would like to do. In particular, he worked closely with Destiny Roman to create a program plan in creating a cosmetology brand.
- » Limited in-person programming returned to YOUmedia this quarter. Music Production Mentor Eli ran three in-person audio production workshops for six teens. The first one was for recording sessions where students recorded their own tracks and learned minor mixing such as equalizing and compressing vocals. The second workshop was a podcast with Nygel in which the interns' job was to complete a podcast of their choice and upload it onto the YOUmedia Instagram. The third workshop was an FL Studio workshop in which students would learn how to make beats in the DAW. Mentor Marc worked with teens Jada and Mark, helping them create a brand image for their Twitch stream using the Adobe Suite and 3d scanned them in as personal avatars. He helped another teen create an intro video for his brand. The video was sculpted and animated in VR.



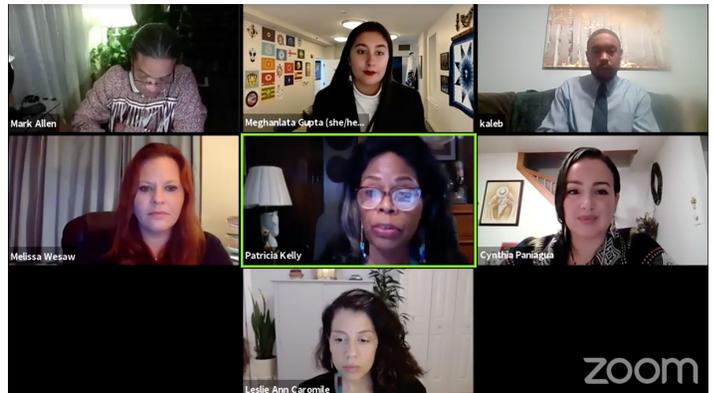
## Public Programming

- » During the second quarter of 2020, the Library's Public Programming Department offered 15 live virtual programs with an attendance of 355 and 6,701 views, and a total of 4 recorded virtual programs with 753 views.
- » The Public Programming Department continued to expand virtual adult programming, offering more complex and substantial live virtual programming through live streaming and Zoom. The Programming Department's main goals during this quarter were to help Hartford residents process through the difficulties of living through a global pandemic, and to focus on highlighting more local Indigenous voices, all the while connecting residents to additional HPL resources.
- » Similar to last quarter, our overall virtual program viewership decreased in this quarter because of low interest in recorded virtual programming and continued customer demand for and popularity of smaller, live virtual programs where community members can gather and stay connected with each other. The department plans to continue offering virtual programs for all levels of engagement.



## Indigenous Futures

- » During Indigenous Peoples' Day, the Library partnered with Greater Hartford Arts Council for "Indigenous Futures, a Facebook Live event featuring local Indigenous peoples' visions for tomorrow. Inspired by Indigenous artists and organizers shifting culture and society in conjunction with the Black Lives Matter movement over the summer, panelists discussed how to continue decolonizing the land, communities, as well as minds and hearts.
- » The event had a peak live audience of 59 viewers, and featured music performance by Mixashawn Rosie, poetry by Bobby Sanchez, dance by Cynthia Paniagua, and discussion by a diverse group of local Indigenous people moderated by Hartford's own Patricia Kelly.

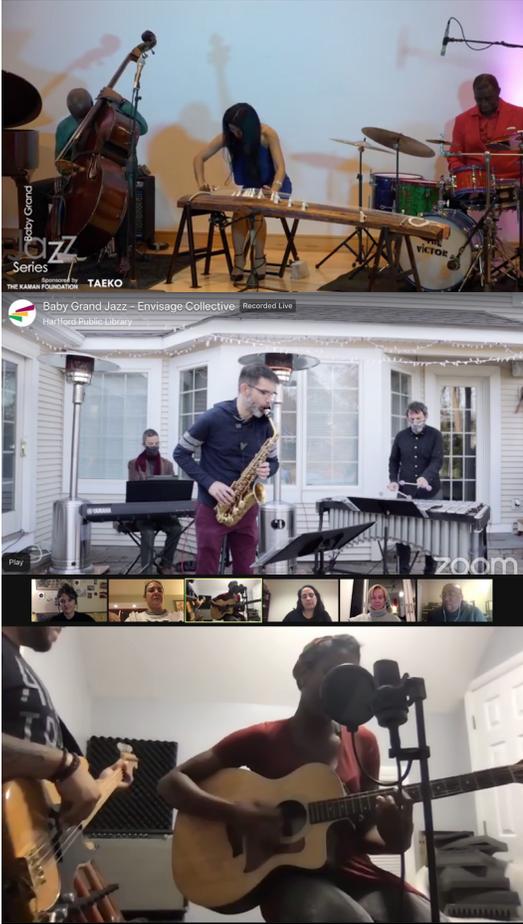


## Re-Visiting Thanksgiving

- » The panelists and artists who were featured in "Indigenous Futures" continued to meet with HPL and plan a Facebook Live event around Thanksgiving called "Re-Visiting Thanksgiving and the Green Corn Celebration." The event featured Indigenous perspectives on Thanksgiving and sharing of historically practiced and current day Indigenous harvest celebrations, including the Green Corn Festival.
- » The event featured an opening ritual by Yvonne Matthews, dance by Cynthia Paniagua, and discussion by a different intergenerational group of CT Indigenous people. The event also featured a presentation on Indigenous food traditions by students of UCONN's "Planting Our Roots Initiative."



# programming (continued)



Baby Grand Jazz

## Baby Grand Jazz

- » Due to COVID, the second half of the 2020 Baby Grand Jazz season was postponed to the fall of 2020. HPL resumed the 2020 season in November by livestreaming performances to HPL's Facebook page and YouTube channel. This quarter's peak live audience for Baby Grand Jazz was 55 viewers.
- » Not all bands were able to travel to Hartford due to COVID restrictions, and therefore filmed their own performance that was then live streamed to the Library's platforms.

## ArtLINK

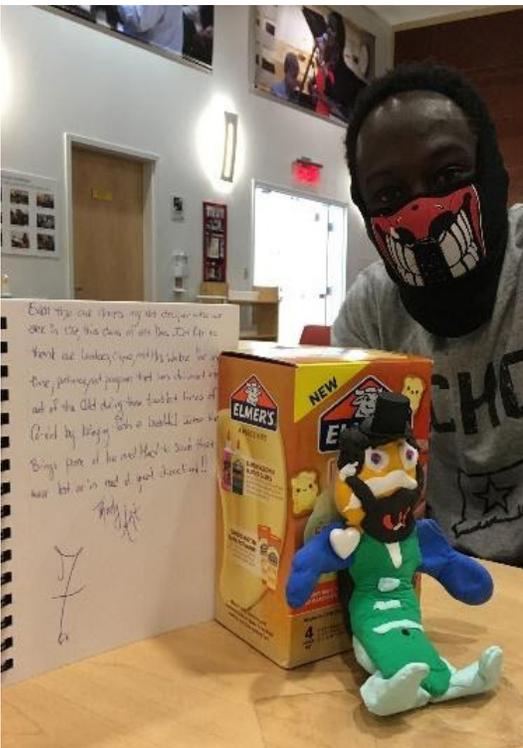
- » One major challenge of virtual programming is customer lack of access to the Internet and devices. In an effort to continue reaching customers in person, HPL and Hartford Behavioral Health partnered to host the ArtLINK, four workshops series running 6 weeks each around art therapy and mental health care. The workshops aim to decrease isolation, reduce the stigma and discrimination around mental health, provide opportunities for participants to gain new skills and strengthen their social networks, as well as expose them to mental health resources.
- » Five participants met safely in person in the Center for Contemporary Culture for the first workshop series on Visual Art Therapy.
- » The workshops featured therapeutic collage making, working with clay, mandala making, and journaling.

## Journaling Journey

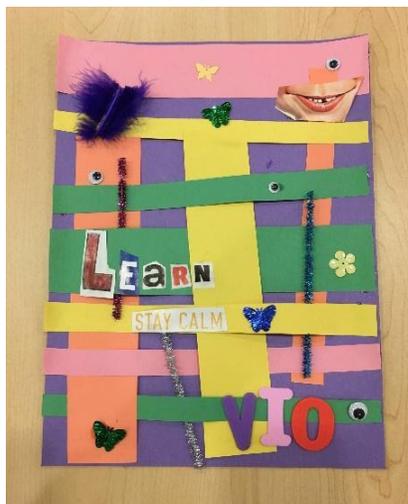
- » HPL also offered mental health support through the virtual programming series "Journaling Journey." Therapist Haben Abraham offered viewers writing exercises to work through the fear of the unknown, the loneliness of quarantine, and worrying about COVID.

## Book Clubs

- » In an effort to celebrate more diverse literary voices and storytelling, the Library added two new book clubs during this quarter. HPL and Hartford Stage partnered to create the book club, "Deep Appreciation," a heart-led gathering featuring live readings, interactive dialogue and reflections on fiction and poetry by Black, Indigenous, and People of Color (BIPOC) authors, past and present. The first meeting in November focused on *Red to the Bone* by Jaqueline Woodson and



ArtLINK workshop participant



Created through ArtLINK



Haben Abraham,  
journaling instructor

# programming (continued)

youth selection *I Am Enough* by Grace Byers. Local music performer Zaqqaara opened up the Zoom session, local healer Hanifa Washington led a grounding practice, and local author Patrick Rico Williams facilitated a meaningful discussion.

- » HPL also partnered with the group Hartford's L.I.T. (Literary Integrated Trailblazers) to create "Hartford Reads in Color," a book club committed to delving into the narratives and rich diverse voices of Black authors and stories. From the intellectually astute, to the uncouth and wretched, the group reads with no limits. The book selections during this quarter were *Lovecraft Country* by Matt Ruff and *We're Going to Need More Wine* by Gabrielle Union.

## Outreach and Library on Wheels

- » During the second quarter, the Library on Wheels conducted 48 outreach events that reached 1,471 people and was open for an average of 20 hours per week.
- » During this quarter, HPL Outreach shifted to a winter outreach model that allowed staff to reach customers safely in outside locations, and to start a circulated book delivery system for early learning centers.
- » The Library partnered with Foodshare to offer services to Mobile Foodshare locations throughout the city. The LOW incorporated Mobile Foodshare stops into the regular outreach calendar on a biweekly basis. LOW staff offered free books and materials at these sites as well as information on Library services. With food insecurity at a high in Hartford due to COVID, these sites sadly see over a hundred people per stop.

### Mobile Foodshare Sites

- Pope Park
  - Cathedral of St. Joseph
  - New Mount Moriah
  - North End Senior Center
  - Grace Worship Center
  - SANA Apartments
  - Family Life Education
- » In collaboration with HPL's Youth Services Outreach Librarian, LOW started coordinating book circulation delivery routes to Early Childhood Centers. The Outreach team created a Google form to help determine the best way to get materials selected and delivered to the sites. The LOW also began using a new tool to collect internal statistics during this quarter. This collection allows the collection of more granular data about material traffic, as well as documenting customer questions and recommendations.

### Early Childhood Centers

- Asylum Hill Early Learning Center
  - The Right Place
  - The Growing Tree
  - CRT Laurel Street
- » Outreach staff also participated in outreach events at the Barbour Library location, giving out over 90 books per event.



## Technical Services Highlights

The Technical Services Team has been busy with many projects this fall. Focus has shifted to digital services and projects.

### Hartford Women's 1920 Voter Registration

Tech Services assisted the Hartford History Center in creating metadata for approximately 520 voter registration cards as part of the Hartford Women's 1920 Voter Registration Project.

### CollectionHQ Coffee Break

Tech Services Manager was invited to participate on a panel representing North American libraries and was interviewed on how HPL has adapted to serve customers during the pandemic, and his thoughts on the future of library collections. Interview: <https://www.collectionhq.com/hpl-interview/>

### Collections:

- » Processed backlog of order from closure in the spring
- » Focused on cataloging new Spanish titles, adding more large print items into the collection, and adding in loanable wifi hotspots. Trained other staff on processing materials.
- » New Library of Things Collections in Youth Services
- » Catalogued and processed STEAM themed kits for PK-12 students. Each kit contains a low barrier of entry Maker-space product, a narrative print title, and a set of printed challenge cards.
- » Donation of Materials to Correctional Facilities
- » Over 40 packages of recently discarded books have been delivered to correctional facilities across the US. Most facilities have been locked down since March with little to no movement around the facilities. Some people have not been allowed to leave their cells for weeks at a time. These books have been a source of reprieve and have been enthusiastically received to support mental health during COVID.

### Physical items added to the collection

Books	2,721
DVD's	384
Kits	98
Loanable Devices*	71

*\*(including Tablets, Laptops, WiFi Hotspots, and Playaway Launch Pads)*

### Digital & Electronic Resources

To meet the need of student demands, the Library added over 200 ebooks that are part of the HPS curriculum to the Axis 360 platform.

There were 504 new users of ebooks and audiobooks through OverDrive or Axis360 this quarter. (Last quarter there were 957. September had the newest users, probably tied into the use of Axis360 at HPS.)

33% increase in Juvenile and YA title ebook and audiobook checkouts

FY2020-2021 Q1	1,528
FY 2020-2021 Q2	1,148

### Database Usage

BookFlix	36302	ScienceFlix	360
World Book	3941	Recent Newspapers:	
Kanopy	3023	Hartford Courant	
Universal Class	1596	(2008--present)	
Historical Newspapers:		(Digital images)	226
Hartford Courant (1764--1993)		Hartford Courant (1992--current)	
(Historical)	1394	(Article text only)	151
Culturegrams	1353	Niche Academy	149

## Databases Added to help facilitate learning:



### E-materials Added:

Axis 360 ebooks:	224
OverDrive ebooks:	249
OverDrive audiobooks:	49
RBdigital ebooks transferred to OverDrive	332
RBdigital audiobooks transferred to OverDrive	1,159

### Community Share Collections

A new community share collection was created for Axis 360 ebook provider which allows the sharing of e-resources between the HPS learning site as well as all of the pop-up libraries throughout the city. Pop up libraries allow users to access ebooks without a library card.

### Clever App Integration

Managed setting up e-book collections (Axis 360 and Overdrive) to be directly available through the student learning site, Clever, at Hartford Public Schools. Working with the Hartford Public Schools, setting up easy access of all of e-resources directly in the online classrooms for both students and teachers.

### RBdigital E-Book & E-Audiobook Transition

Managed smooth migration of e-book and eaudiobook collections from Rbdigital to Overdrive.

### HPL App Usage: October 2020-December 2020

The HPL app was used over 1300 times. The most popular pages are contact free pickup, reference and information pages, and online library card registration. Catalog views have dipped, which is typical for winter months.

Month	Devices	Launches	New Devices
October 2020	164	517	47
November 2020	138	425	40
December 2020	209	360	18
<b>Total</b>	<b>283</b>	<b>1302</b>	<b>105</b>

# technical services (continued)

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<b>HPLCT App Use Page</b>	<b>Views</b>
Homepage	1295
Contact Free Pickup	196
Reference and Information	74
Register for a Library Card	50
The Kitchen	49
Library Map	15
Popup Libraries	14
HPL Census Information	12
Hartford History Center	6
Social Media	5
The American Place	3
Register to Vote!	2
Support Us!	2

## **Catalog Discovery from Google:**

	<b>HPL titles found through Google Search</b>	<b>Other sites that linked to HPL</b>	<b>Total catalog views from web searches</b>
October 2020	324	57	351
November 2020	111	13	124
December 2020	0	15	15

<b>Library Catalog Month</b>	<b>Views</b>
October 2020	35388
November 2020	17625
December 2020	20659
<b>Total</b>	<b>73672</b>

## 1st Quarter 2020-2021 Statistics

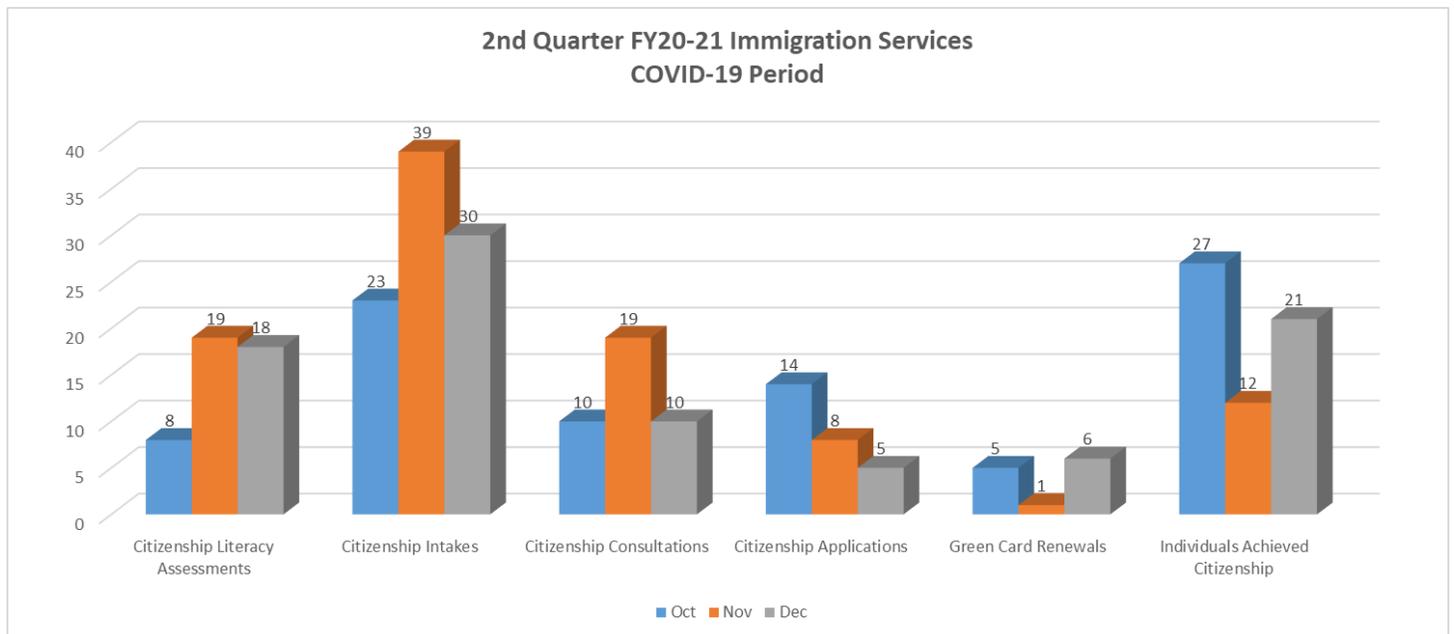
### Highlights:

#### MOST SERVICES WERE OFFERED REMOTE

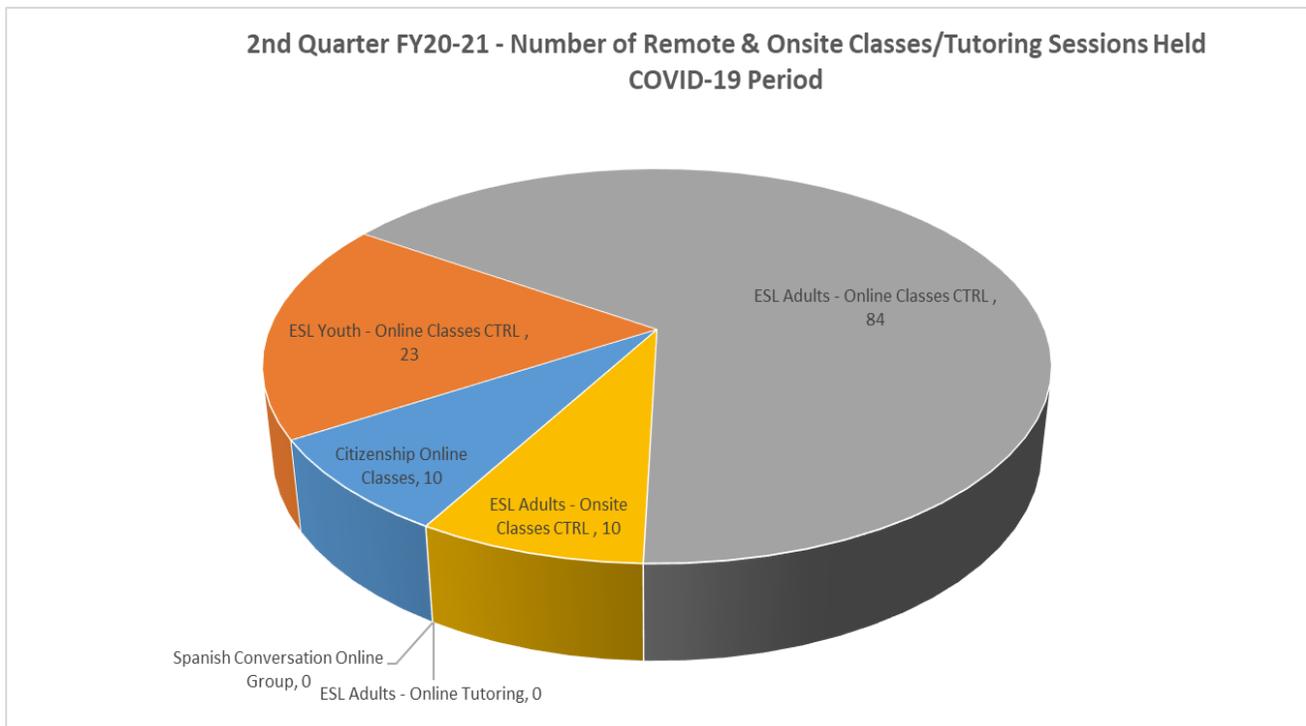
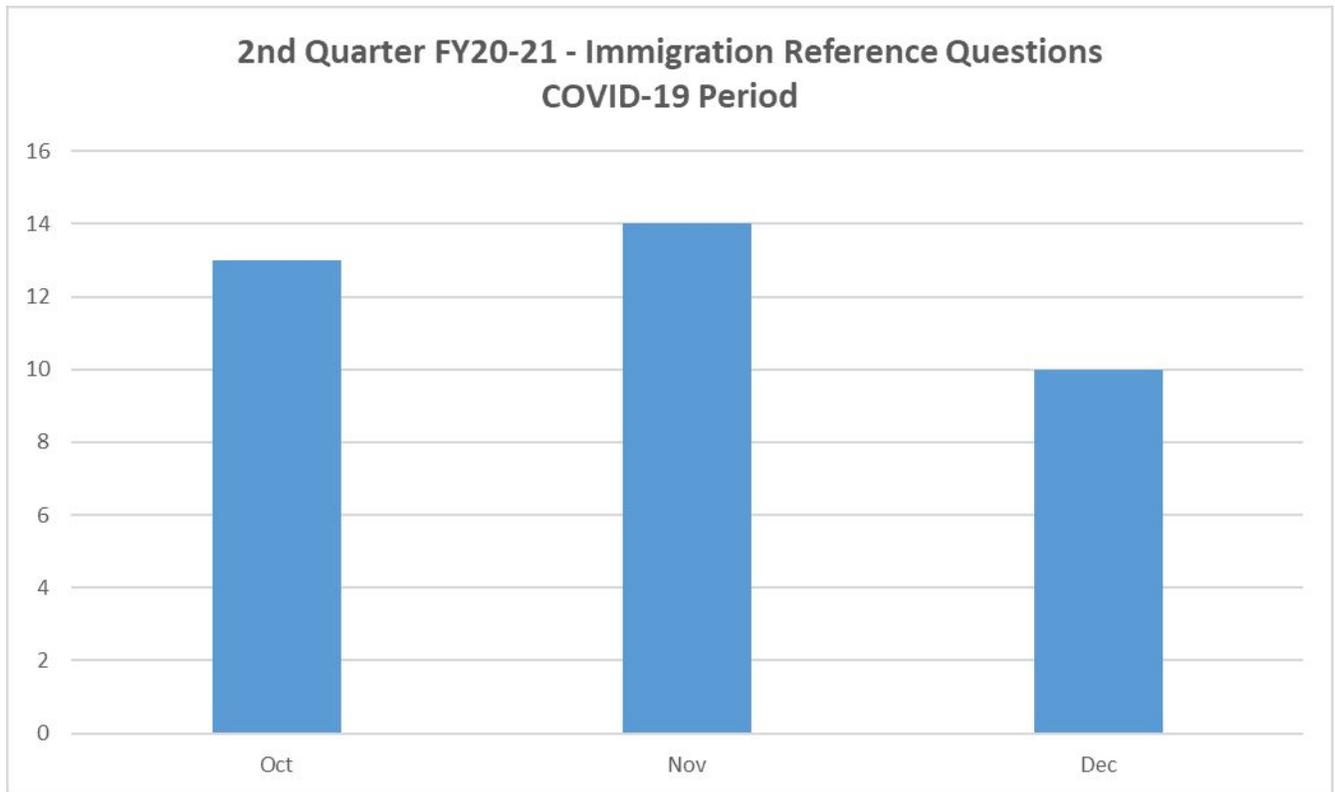
- » 92 citizenship intakes completed
- » 27 citizenship applications prepared and submitted
- » 12 green card renewals prepared and submitted
- » 150 classes held
- » 17 ServSafe Certificates attained
- » 35 high schoolers with limited English language proficiency participated in the IMLS grant funded after-school ESL programs, including receiving tutoring and college guidance. The youth originated from 14 different countries and territories, study at 5 different city schools, and are in grades 10-12.
- » 130 adults enrolled in ESL program, originating from 33 countries and territories and 14 cities/town in Connecticut.

- » 41 volunteers contributed 242.5 hours
- » 61 digital devices and hot-spots were loaned through Crossroads to Connectivity.
- » Approximately 110 wellness checks conducted.
- » GED testing services resumed in mid-September at a reduced capacity; 59 candidate tests were proctored.
- » Over 40 students participated in digital literacy classes that were offered on a one-to-one or small group basis. Training included teleconferencing and accessing remote classes and other online resources.

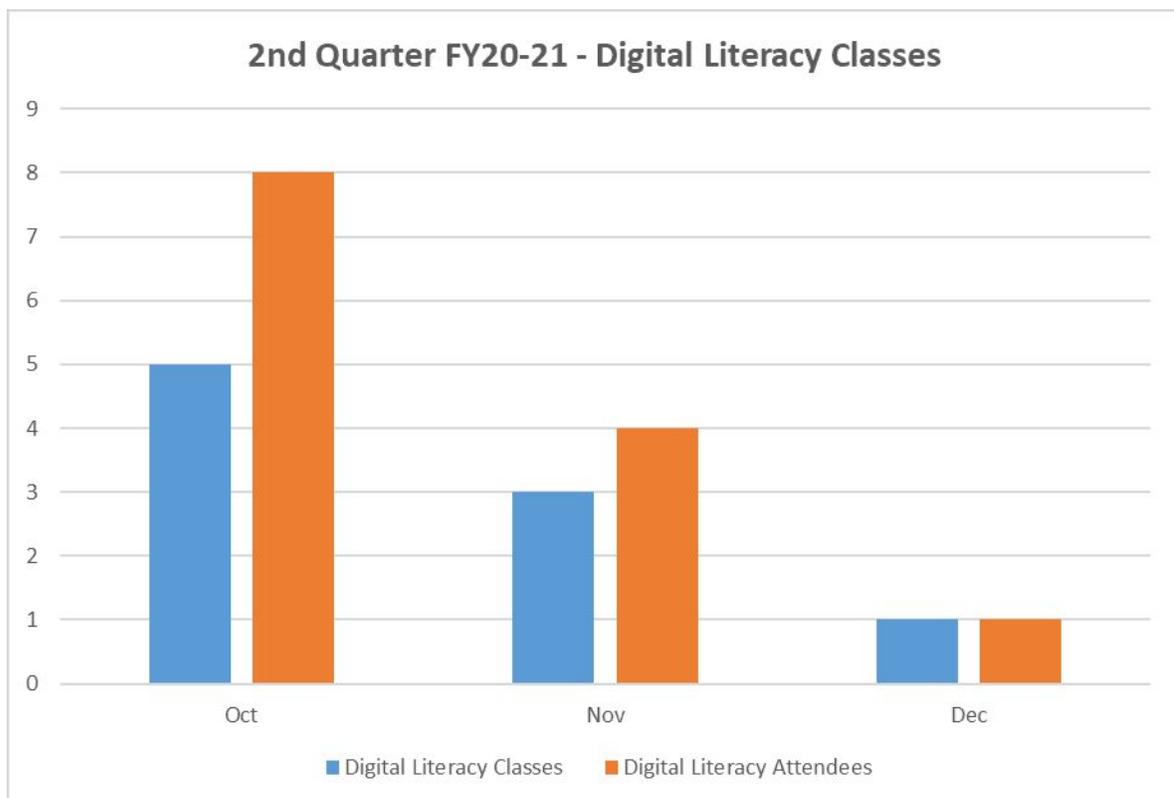
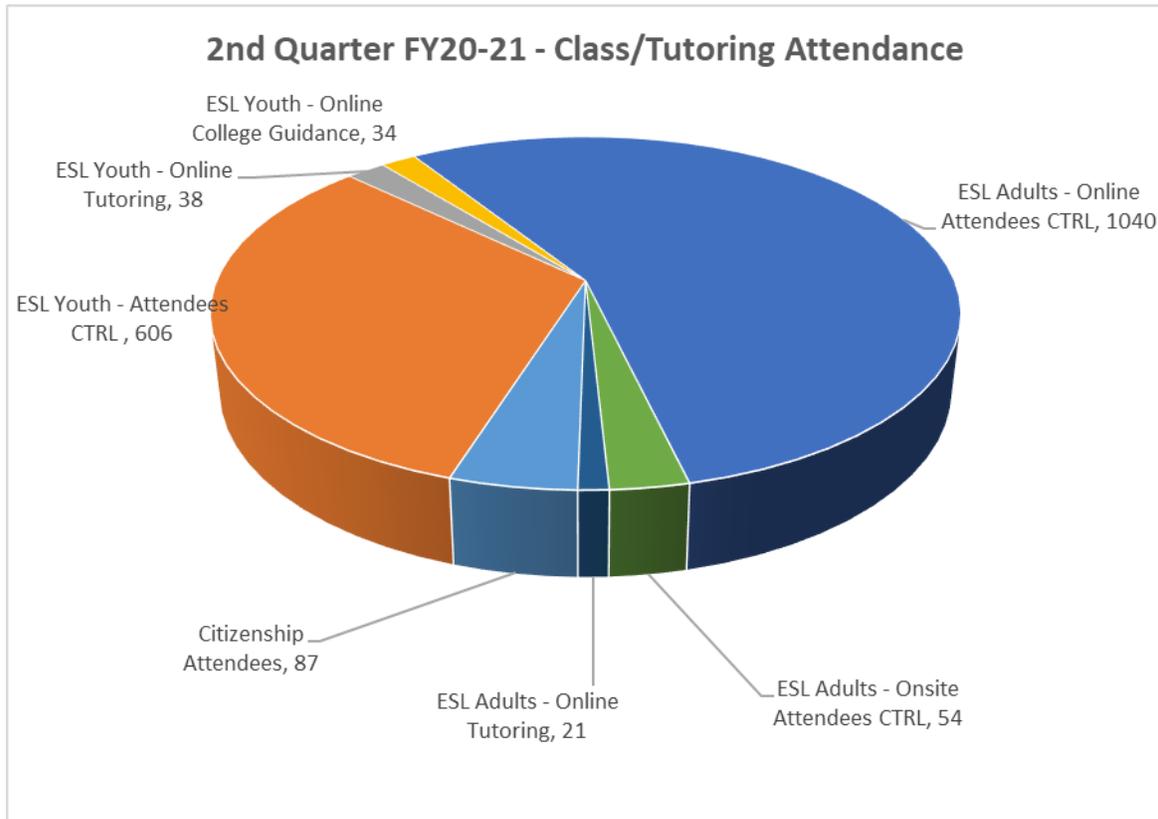
*NOTE: The American Job Center transitioned back to offering services remotely by appointment only.*



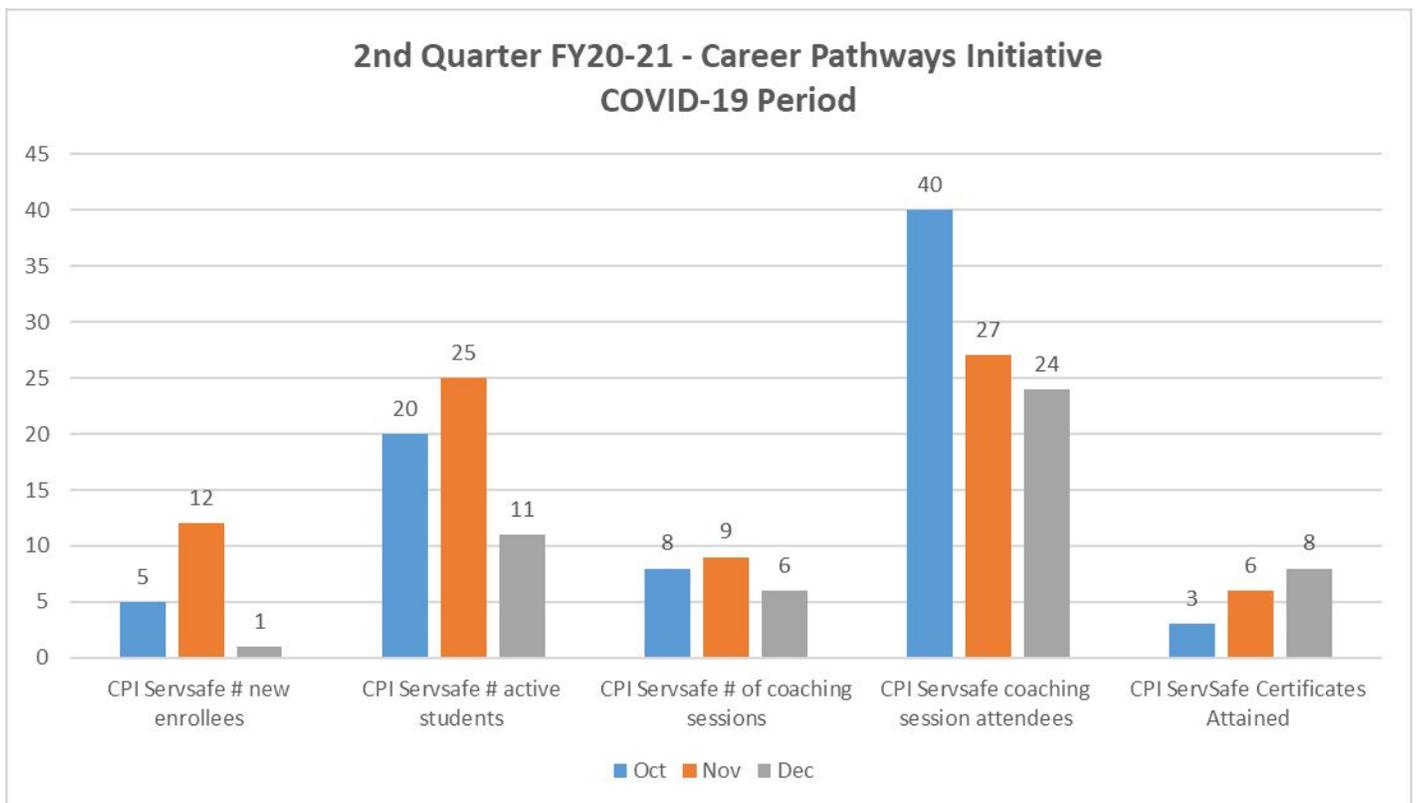
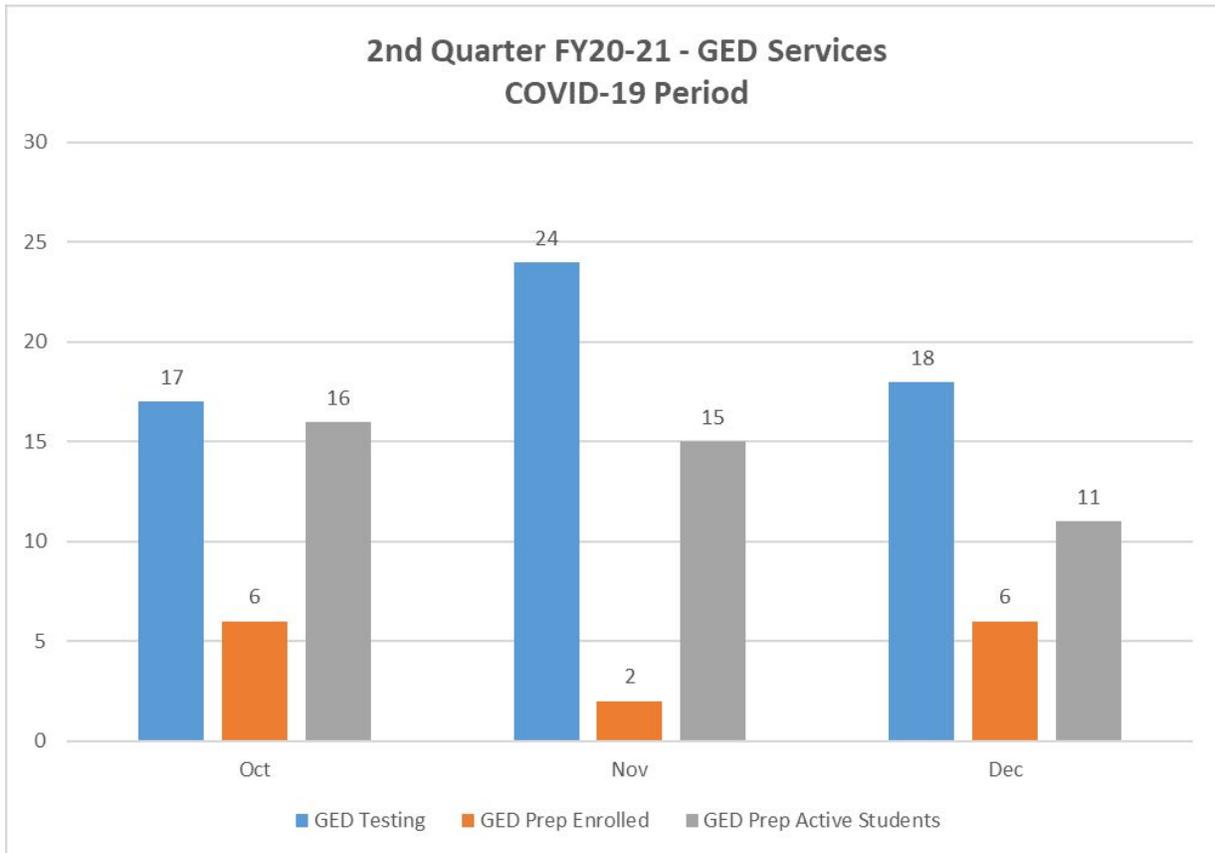
# The American Place (continued)



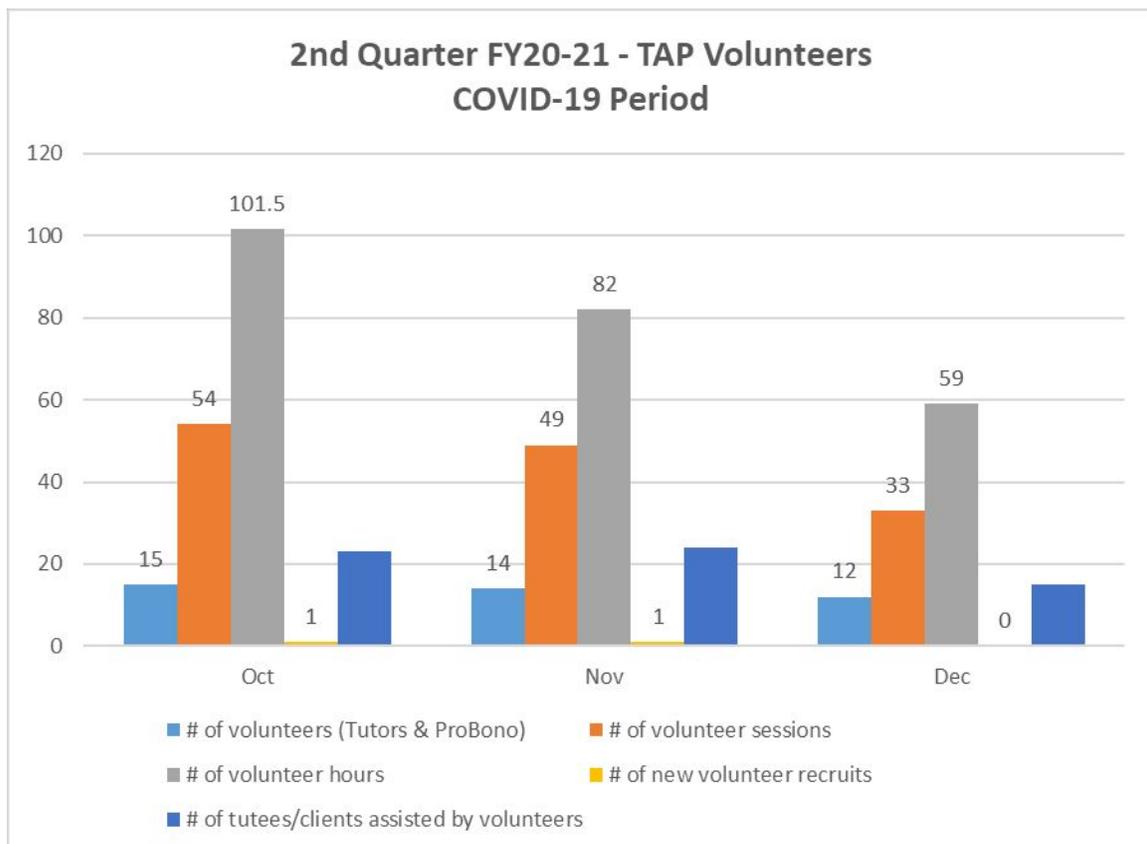
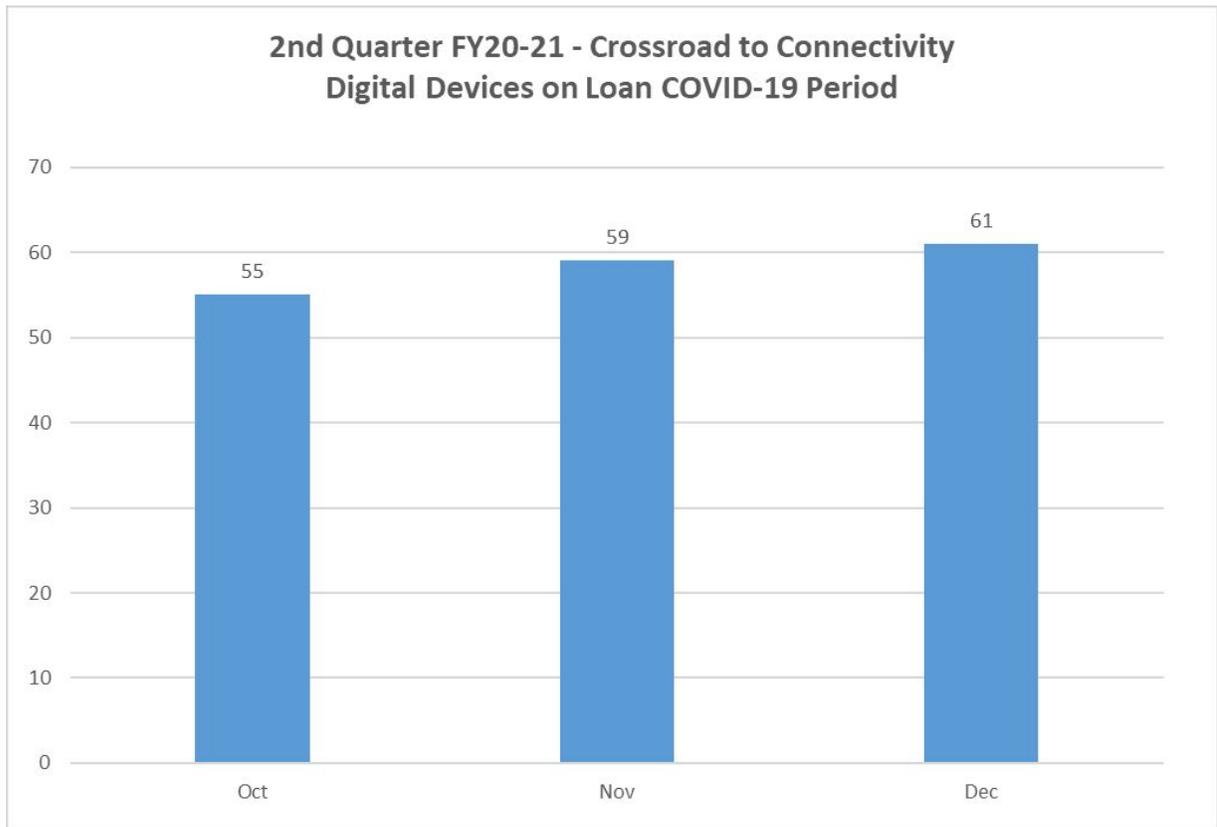
# The American Place (continued)



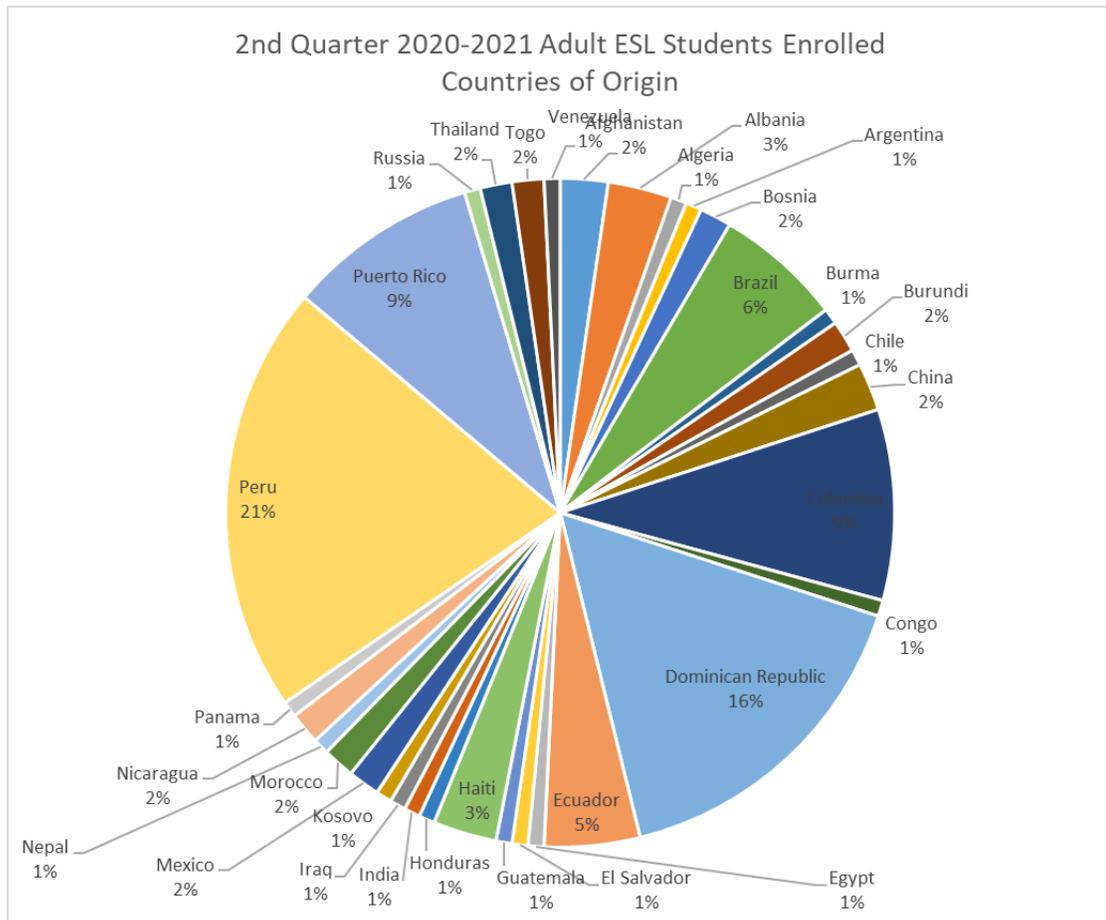
# The American Place (continued)



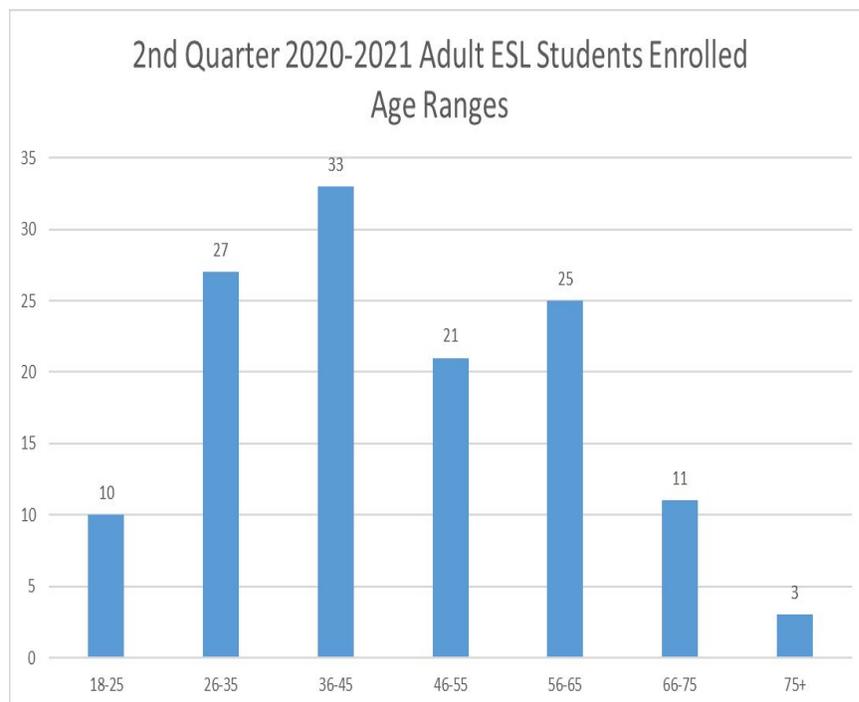
# The American Place (continued)



# The American Place (continued)

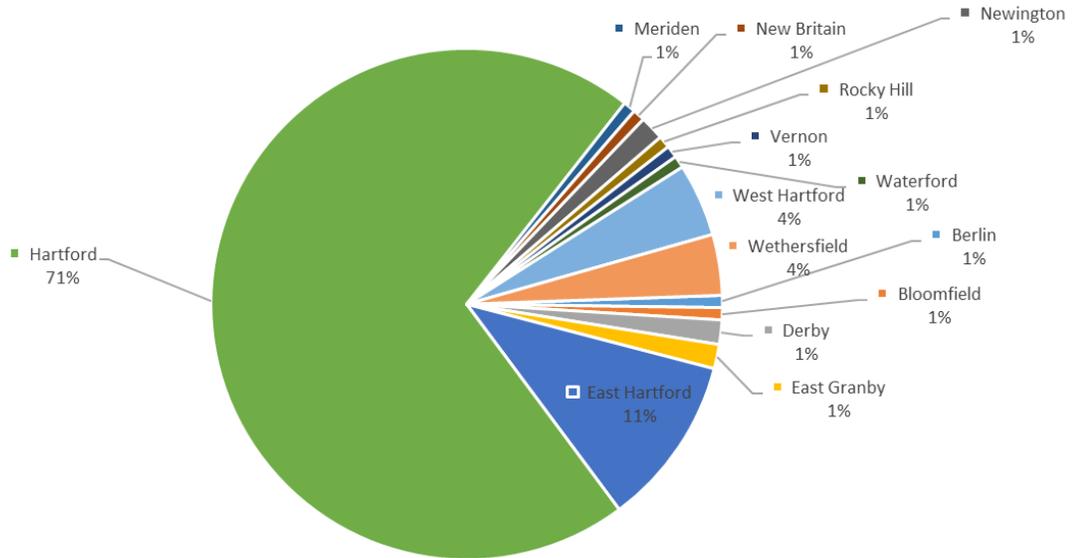


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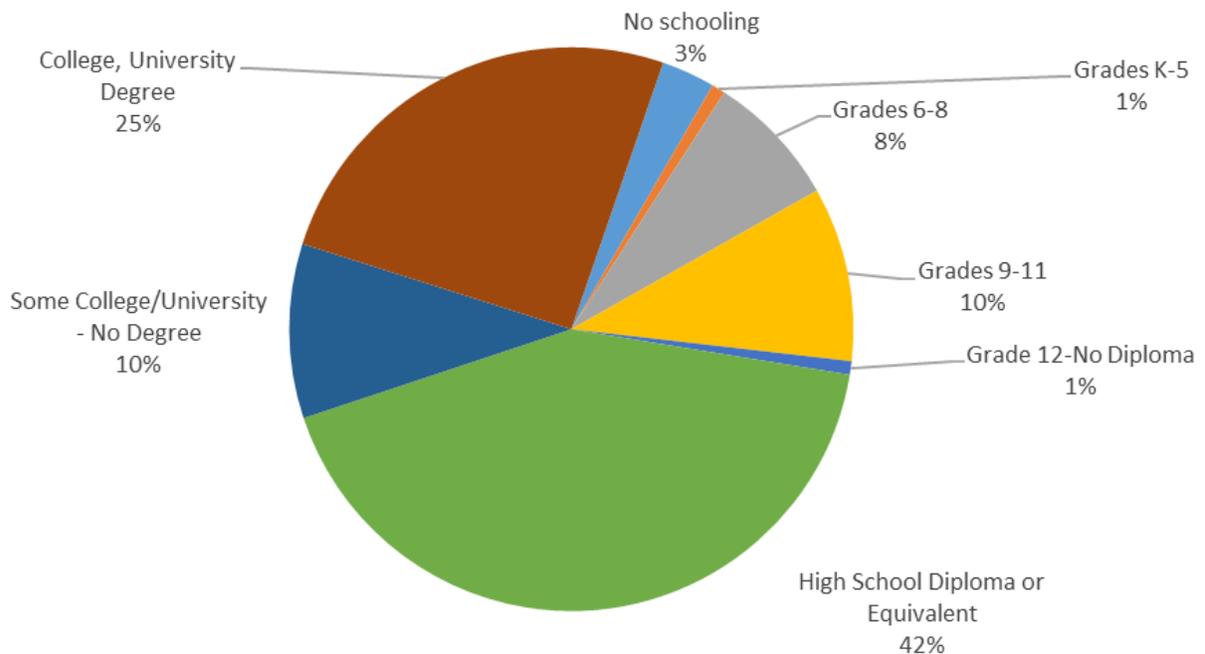


# The American Place (continued)

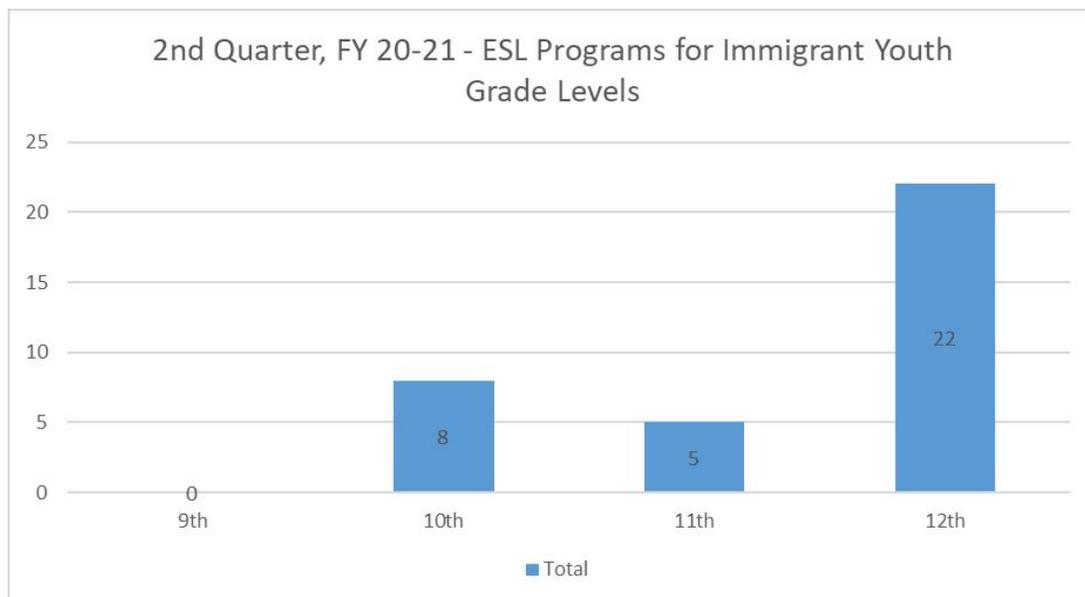
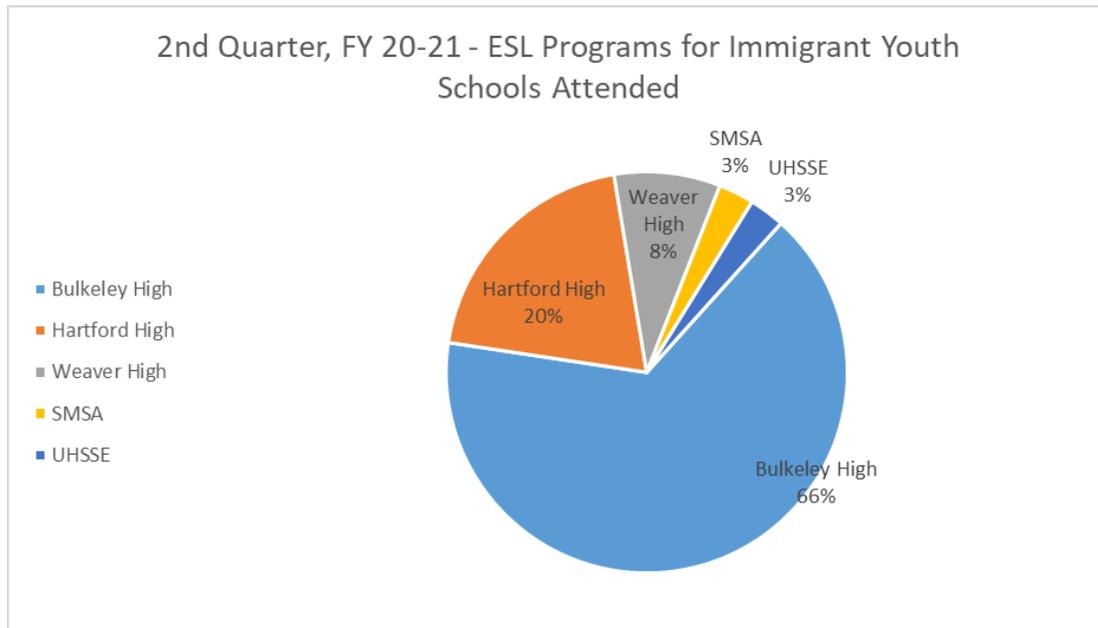
2nd Quarter 2020-2021 Adult ESL Students Enrolled  
Town of Residence



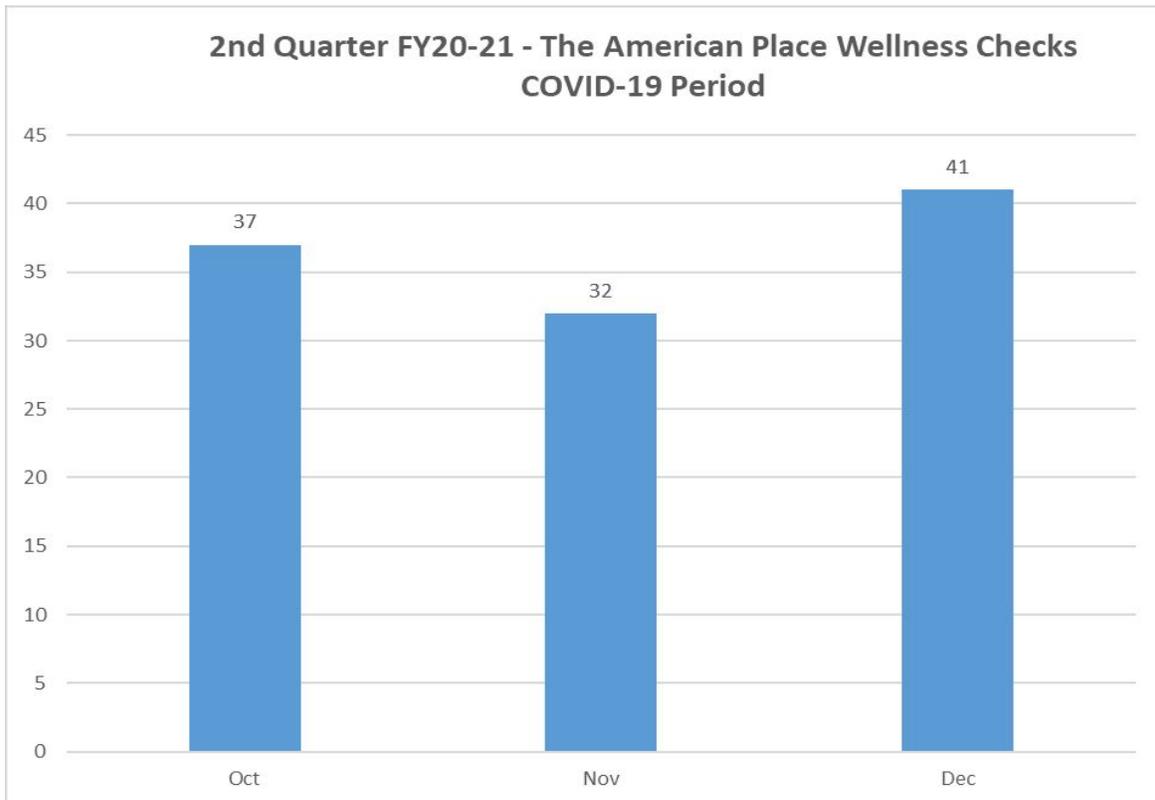
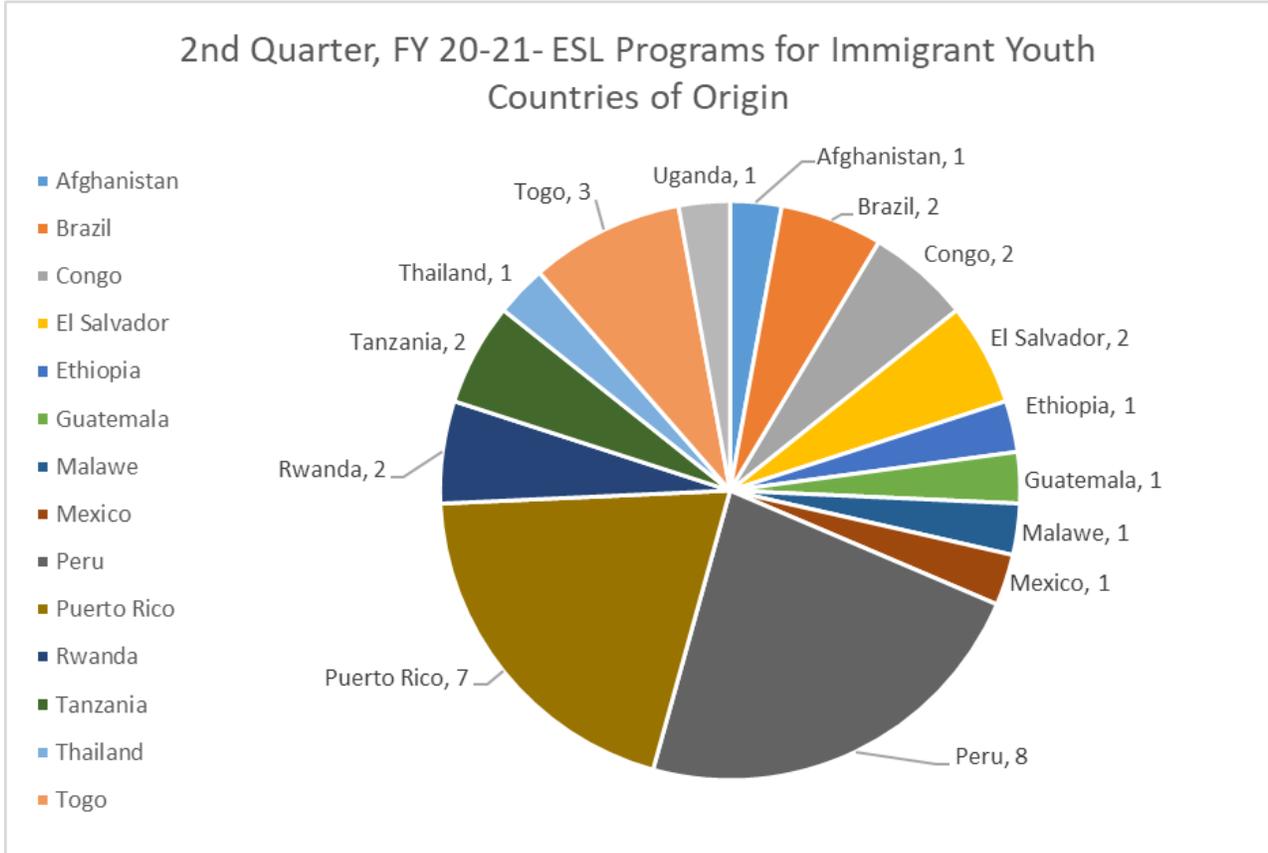
2nd Quarter 2020-2021 Adult ESL Students Enrolled  
Education Attainment



# The American Place (continued)



# The American Place (continued)



# Hartford History Center & ArtWalk

## Highlights

The Hartford History Center has been a consistently busy place during the second quarter. The HHC continues to successfully operate under the one person at a time/ 90 minute appointment formula which has been in place since August. Collection materials are pulled in advance of appointments and quarantined after use. This methodology has been working very efficiently and effectively. Researchers are happy to work within these parameters. They are truly grateful to have access to the collection. The HHC has a small group of dedicated and disciplined "regulars" such as Elena Rosario who made us very proud with her public message of support in the Beyond Words virtual film. In addition to researchers like Elena, there have been an increasing number of one time users from the Greater Hartford area that contributed to almost every week in October, November and December being fully booked.

## Increased engagement with the arts and humanities through access and exposure

The HHC completed the fall 2020 Encounters partner series with the following virtual programs: Encounters: From Suffrage to Election on October 15, hosted by CT's Old State House and Encounters: Radical Women Artists on November 5, hosted by Wadsworth Atheneum Museum of Art. The HHC ran tech support and promoted both events, which yielded over 65 participants.

In order to continue to support access to materials to our researchers, particularly teachers and student groups, and the general public, we've transferred the following past physical exhibits to an online format for 24/7 access on [hplct.libguides.com/hhcexhibits](https://hplct.libguides.com/hhcexhibits) : Hartford Hip Hop: 1981-1991; Puerto Rican Pride: parade, pageant, flag; Puerto Ricans Making Hartford Home; and Hartford Times, Voices of Change.

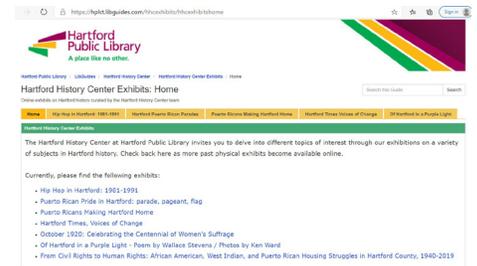
For the closing of the holiday season, the HHC created a small online exhibit and video displaying the vibrant landscape photographs of Hartford by Ken Ward set to the poem "Of Hartford in a Purple Light" by the late Hartford poet Wallace Stevens. The exhibit can be found on: [hplct.libguides.com/hhcexhibits/ofhartford](https://hplct.libguides.com/hhcexhibits/ofhartford)

## Deeper understanding of self and connection to community by learning Hartford history

This fall, HHC staff consulted Prof. Amanda Guzman with online resources and community connections for the development of her spring 2021 community engagement class on Puerto Rican culture at Trinity College. Several sessions will be made public to reach Hartford communities outside of the traditional Trinity student body.

Two collections that have been the most frequently used this quarter are the City Parks Collection and the Town and City Clerk's Archive. City Parks research includes a UCONN graduate student researching how the parks department put down a unionizing movement in the early 1900's; a Coltsville National Park researcher chronicling the various uses of the gardener's cottage and carriage house over the course of the Twentieth Century; Elizabeth Park Conservancy researcher looking for images for use in a new brochure; and, a researcher looking for a Batterson Park Task Force Report from March 2000 as well as photographs of Batterson Park in use. The Town and City Clerk Archive has been used by a researcher looking for the deeds of the properties that the city of Hartford purchased to make way for Bushnell Park and by a law firm looking for the original sewer assessment (1848) for a property on Pearl Street.

Given the continued challenges that Covid-19 presents for many people who cannot physically visit the HHC, we have continued to provide a high level of remote reference and remote access to collection materials. Patrons are genuinely surprised and delighted with the level of remote service we are willing to provide.



The doors to the Hartford History Center may not be physically open but continuing to provide access to the collections and access to the history of the City of Hartford remains our committed goal.

## Preserving the history of Hartford for future generations

Second quarter saw a focused approach to work on the unprocessed portions of the City Parks finding aid, along with an update to its online finding aid available at [https://hplct.ent.sirsi.net/custom/web/content/CityParks\\_pdf.pdf](https://hplct.ent.sirsi.net/custom/web/content/CityParks_pdf.pdf)

Additionally, staff is updating the Hartford Town and City Clerk Archives finding aid. The first updated portion of the Town Clerk Archive was published at the end of December: <http://hhc2.hplct.org/repositories/2/resources/54>

After a long year of development, the HHC team selected and reached out to four Hartford community documentarians to submit work for the Hartford 2020 Collection. The collection will archive what has happened in our community during the 2020 year, from the beginning of the COVID-19 period to the present. The HHC aims to show how it has both further exposed the great iniquities of our society and how resilient and innovative our communities can be. An exhibit and online resource will be forthcoming.

Digitization of Hartford History Center's special collections continues with the following work completed by the end of the 2ndQ:

### 1920 Voter Registration Cards Project:

- » Preparation for upload to the Connecticut Digital Archive (CTDA):
  - 1,300 TIFFs processed to embed HHC/HPL copyright statement and JPEGs for use in metadata creation
  - 1,500 metadata records spreadsheet reviewed and edited for upload
- » Work on HHC/HPL records in CTDA:
  - 300 voter registration records (TIFFs and metadata) uploaded to CTDA via spreadsheet ingest
- » Voter Registration/October 1920 Project: substantially revised and rewrote/wrote curriculum for October 1920 LibGuide available at this link: [https://hplct.libguides.com/ld.php?content\\_id=57293337](https://hplct.libguides.com/ld.php?content_id=57293337)

### City Parks Herbaria

- » 126 (page) TIFFs for two herbaria processed to embed HHC copyright statement and JPEGs for use in metadata creation
- » Metadata for two herbaria created and uploaded with page TIFFs to CTDA as book objects

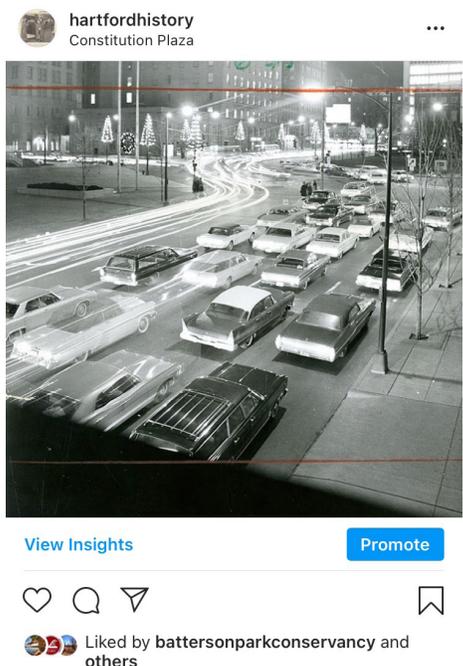
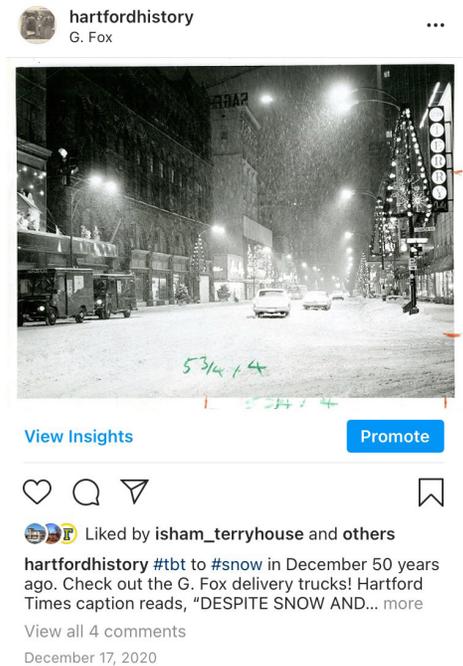
### Hartford History Center Collections Project:

- » 23 collection and four sub-collection records created for the 6,882 HHC items in the CTDA
- » Migrated resources for 21 collections/sub-collections

### Digital Library Lab - Hartford History Resources digitized by DLL

- » 22 issue metadata records 3 newspaper records created in CTDA for Connecticut Woman Suffrage Association Suffrage Bulletin
- » 3 metadata records created in CTDA for suffrage-related items in the Pamphlet Collection

68 metadata records for Lanny Nagler Collection edited, enhanced and uploaded to CTDA via spreadsheet ingest



Our work in the community and the timeliness of our programming drove our public relations efforts this quarter.

Our biggest press hit surrounded Graciela Rivera's work registering Spanish speaking voters at the Park Street Library. WNPR reporter Brenda Leon followed Rivera's efforts and spoke with people who'd registered for both a radio and a television piece. It was an extremely high-profile piece that summed up HPL's efforts

Liz Castle's work creating events that explore what Columbus Day and Thanksgiving mean to Native Americans also garnered us stories in the Hartford Courant.

We are also finding that routinely stories posted on our blogs are the most popular items in our e-newsletters. The combination of original stories about HPL initiatives and book recommendations get a decent number of clicks.

Communications also worked closely with Fundraising on the Beyond Words 2020 campaign, creating a multi-faceted communications plan that helped drive awareness and attendance to the event, and a subsequent social media initiative that kept the need for support in the public eye on Facebook all throughout the month of December.

## FACEBOOK OCT 1-DEC 31

8.2K FANS  
9.3K FOLLOWERS  
174 POSTS  
8.2K ENGAGEMENTS  
**OF THOSE ENGAGEMENTS:**  
6K REACTIONS (EMOJIS);  
1.2K SHARES;  
1.1K COMMENTS

## TWITTER

5.1K FOLLOWERS  
94 TWEETS  
227 ENGAGEMENTS  
328 CLICKS

## INSTAGRAM

2.4K FOLLOWERS  
85 POSTS  
2.7K ENGAGEMENTS

## HPL YOUTUBE

5,700 VIEWS  
534.6 HOURS WATCHED  
89 SUBSCRIBERS GAINED  
5:36 AVERAGE VIEW DURATION

## EMAIL CAMPAIGNS

17 EMAILS SENT  
13% AVG OPEN RATE  
8% AVG CLICKTHROUGH RATE  
*ACCORDING TO CONSTANT CONTACT, WE REMAIN AHEAD OF THE INDUSTRY AVERAGE OF 11 PERCENT. OUR CLICK THROUGH RATE DROPPED BY 1 PERCENT SINCE LAST QUARTER AND WE REMAIN AT THE INDUSTRY AVERAGE OF 8 PERCENT.*

## COMMUNICATIONS ACTIVITIES

16 PRESS RELEASES  
16 BLOG POSTS  
STORIES IN THE PRESS:  
*WNPR/CONNECTICUT PUBLIC, HARTFORD COURANT, HARTFORD NEWS*

November 26 – December 2, 2020 The Hartford News

3

### Library Gets Grant For New Digital Literacy Training Program

Hartford Public Library received a \$211,194 grant from The Institute of Museum and Library Services to fund a new digital literacy training program.

The funded projects were selected from 1,701 applications. The grants will support only 68 museum and library service projects that will take place over the next two years.

The funding will enable HPL to provide critical digital literacy skills training for Hartford residents.

In Hartford, a city with a poverty rate of 31%, the Digital Divide continues to be a pervasive issue and contributes to the persistent opportunity gap facing large segments of our community. The share of Hartford households with Internet access is 57.7% and at least 20,000 households are without Internet access.

In addition, the pandemic has exposed the fact that U.S. industries are lacking in employing adequate

numbers of skilled workers able to respond to the high demand for services and goods related to keeping healthcare workers, patients and the general public, healthy and secure. HPL's training program will join the effort to create and advance programs that expand economic opportunities for workers and their families while boosting local businesses' capacity.

The training will utilize a flexible Blended Learning approach, combining online educational coursework with remote live daily tutoring, including weekends and evenings. "We believe, individualized attention provides our learners not only with academic and technical support, but more importantly, it offers ongoing encouragement during these difficult times," said Hanna Naficy, executive director of The American Place.

This project will deliver integrat-

Continued on page 7

### Kevin Brookman

Continued from page 1

that's been provided to you by a source?

KB: If I can't verify it on my own then I want to have it from at least

Those went right out on the blog.

AG: Speaking of HPD, in the past some have referred to you a "police apologist", which in recent times doesn't sit well in light of incidents nationally and locally of overreac-

**Please join us!**



**beyond words**  
**2020** A Time of Giving & Sharing  
December 5, 2020 - 7PM

Beyond Words is a free half-hour long online celebration of Hartford Public Library. Hear heartwarming stories of how HPL has impacted people's lives all throughout the city, offering education, entertainment and opportunities for everyone. Check it out on HPL's YouTube Channel.  
[www.youtube.com/users/HPLCT](http://www.youtube.com/users/HPLCT)

[hplbeyondwords.com](http://hplbeyondwords.com)

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- \*Pruning

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## Beyond Words Social Media – by the numbers:

(all numbers as of December 8, 2020, following the event)

### YOUTUBE

159 VIEWS THE NIGHT OF THE EVENT  
758 VIEWS AS OF DEC. 8 –  
150 VIEWERS STAYED FOR ENTIRE SHOW THAT EVENING, DURING ITS DEBUT RUN TIME  
71 NEW SUBSCRIBERS TO HPL'S YOUTUBE CHANNEL – WE WENT FROM 269 TO 340 SUBSCRIBERS IN ONE MONTH

### FACEBOOK

576 VIDEO VIEWS OF THE 30-MINUTE BW VIDEO ON FACEBOOK AS OF 12/8; 498 ENGAGEMENTS (MEANING LIKES OR SHARES)  
4 BOOSTED FACEBOOK POSTS IN THE MONTH PRECEDING THE EVENT FOR A TOTAL BUDGET OF \$150.  
FACEBOOK EVENT - \$25, TWO DAYS – REACH 663, ENGAGEMENT 20  
FACEBOOK TRAILER #2 (VIDEO) – \$50, FOUR DAYS – REACH 3,300, ENGAGEMENT 433  
FACEBOOK TRAILER #1 (VIDEO) – \$50, FOUR DAYS, REACH 3,200, ENGAGEMENT 430  
FACEBOOK EVENT KICKOFF -- \$25, FOUR DAYS, REACH 1,400, ENGAGEMENT 90  
TOTAL REACH: 8,563 REACH, ENGAGEMENT 973  
10 ADDITIONAL POSTS ON FACEBOOK MENTIONING BEYOND WORDS DIRECTLY IN THE TWO WEEKS PRECEDING THE EVENT FOR A TOTAL REACH OF 8,431, WITH ENGAGEMENT 614 ENGAGEMENTS

### INSTAGRAM

10 POSTS MENTIONING BEYOND WORDS DIRECTLY IN THE MONTH PRECEDING THE EVENT.  
TOTALS – 380 LIKES, 37 COMMENTS

### TWITTER:

4 TWEETS PRIOR TO THE DAY OF THE EVENT – 1226 IMPRESSIONS, 83 VIEWS OF VIDEO TRAILERS, 26 LIKES AND SHARES  
DAYLONG BLITZ ABOUT BEYOND WORDS THE DAY OF THE EVENT. 19 TWEETS – 8,194 TOTAL IMPRESSIONS, 130 LIKES AND SHARES

### E-BLAST:

7 CONSTANT CONTACT E-BLASTS TO A LIST OF 7,300 PEOPLE, WITH AN OPEN RATE OF 12% AND A CLICK THROUGH RATE OF 8%, BOTH AT INDUSTRY AVERAGE.

### PRESS

3 STORIES IN THE HARTFORD COURANT THE WEEK BEFORE THE EVENT, INCLUDING A PREVIEW OF THE EVENT ITSELF FEATURING BRIDGET AND WALLY LAMB.  
PRINT ADS IN NORTHEAST AGENT (NOV. 18), THE INQUIRING NEWS (NOV 25), AND HARTFORD NEWS (NOV. 26).

**Please join us!**



**beyond words**  
2020 A Time of Giving & Sharing  
December 3, 2020 - 7PM

Beyond Words is a free half-hour long online celebration of Hartford Public Library. Hear heartwarming stories of how HPL has impacted people's lives all throughout the city, offering education, entertainment and opportunities for everyone. Check it out on HPL's YouTube Channel.  
[www.youtube.com/users/HPLCT](http://www.youtube.com/users/HPLCT)

[hplbeyondwords.com](http://hplbeyondwords.com)

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# The Digital Library Lab



We have continued to develop the technical infrastructure of the Digital Library Lab through the second quarter.

» **Large format scanning** - We published an ad in CT Explored Magazine featuring our large format scanning services. Leah Early scanned the quilt, "Watch My Back" by Linda Martin, a large item that tested the limits of the motorized XY table and automated panorama program. The image was featured in the 2020 Annual Report.

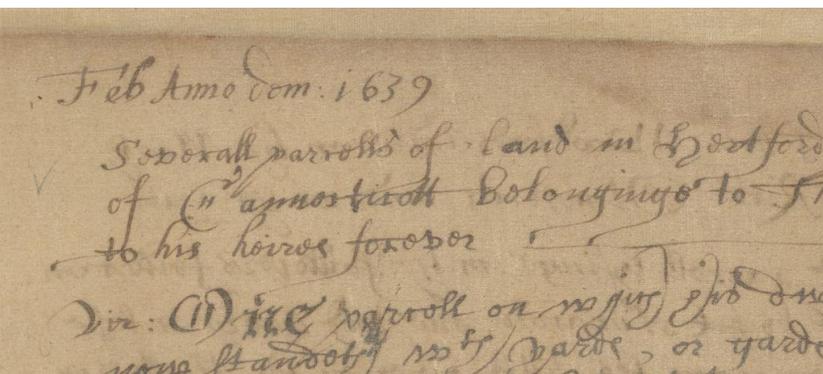
» **Atiz Mark II book scanner** - after a delay caused by Covid-19 travel restrictions, we installed the Atiz Mark II book scanner in October. The book scanner is an important part of the DLL strategy and is ideal for scanning long books quickly because of its dual-camera design. The first major project scanned on the book scanner is the 1920 Geer's Hartford Directory, which runs over 1600 pages. It's now available on the Connecticut Digital Archive (CTDA): [hdl.handle.net/11134/50002:8043](http://hdl.handle.net/11134/50002:8043)

» **Batch slide scanning system** - We acquired a strobe light for use with the slide scanning film stage built by Michael Ulsaker, our DLL consultant. In discussion with the DLL manager, Michael improved the program for slide scanning using the strobe light, decreasing the time necessary for scanning a batch of 15 35mm slides from approximately 5 minutes to just over 1 minute. With this new program we can theoretically scan over 700 slides in an hour. Using a continuous lighting LED light box, we are also able to scan transparencies larger than the film stage, up to 12"x17". A selection from the Lanny Nagler slide collection was scanned and is available at <http://hdl.handle.net/11134/50002:nagler>



» **Improved book cradle** - Based on our experience photographing the Hartford 1639 land records, improvements were made to the manual book cradle used on the XY table for extremely fragile books.

» **Photogrammetry system for 3D modeling** - Michael Ulsaker began designing and assembling the DLL's custom photogrammetry system. This system facilitates photographic data collection for constructing digital 3D models by automating the camera position and the subject rotation on a turntable. We will also use the turntable and lighting for photography of 3d artifacts, costumes, etc.



## Thank you for making Beyond Words 2020 an event like no other!

This year, Beyond Words was a virtual experience produced by MediaVision Creative, a part of CT Public. The 30-minute video showcased favorite authors, Library supporters, and many of the important programs offered at the Library.

This event would not have happened without the support of the BW Committee, led by Cate D'Italia & Beth Papermaster, honorary chair and author Wally Lamb, generous sponsors and donors, HPL's board and corporators, and of course HPL staff who do the hard work featured in this year's BW virtual event!

For this year's event, the Development Office also created a special edition Beyond Words 2020 magazine (pictured right), which includes a list all of the sponsors and donors. A digital copy of the magazine as well as the list of sponsors and donors can be viewed on the Beyond Words 2020 website at [hplbeyondwords.com](http://hplbeyondwords.com).



### TOTAL REVENUE

GROSS: \$253,088.83

NET: \$215,744.82

### INDIVIDUAL DONORS

227 DONORS (934 NEW)

\$125,838.82 TOTAL

### SPONSORSHIPS

19 SPONSORS (3 NEW)

\$127,250.00 TOTAL

### YOUTUBE VIEWS (TO DATE)

1,102

### FACEBOOK VIEWS (TO DATE)

958

# Park Library Project



The construction of the new Park Street Library continues to make excellent progress. As can be seen by the photos taken in December, the outside façade is already making an impact on Park Street with the large windows and restored brick from the Lyric theatre. Inside, work continues to be made on the public spaces as well as the main mechanical areas. With work continuing at a great pace, it is still anticipated the new Park Street Library will be opened during the summer of 2021.



# human resources

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BELOW IS A HIGHLIGHT OF HUMAN RESOURCES ACTIVITIES FOR OCTOBER, NOVEMBER AND DECEMBER 2020.

## **Talent Acquisitions**

*3 new hires, 3 separations, 1 promotion*

## **New Hires**

- » Rebecca Gonzalez, Facilities Director, 11/23/20
- » J Teresa Almoor, Immigration Counselor, 12/21/2020
- » Laurel Kessler-Quinones, Distance Learning Coordinator, 12/21/2020

## **Separations**

- » Eric Ong, Librarian Trainee, 10/16/20
- » James McCabe, Assistant Facilities Manager, 10/30/20
- » Hector Ramos, Maintainer II, 12/31/2020

## **Promotions**

- » Katherine Trouern-Trend, Youth and Family Outreach Services Librarian, 12/7/2020

## **Human Resource Administration**

- » HRIS/Payroll Actions - 21
- » Unemployment Claims - 22
- » Pre-employment screenings - 12
- » Medical Leaves - 14
- » Workers Compensation - 1
- » Contested Unemployment Claims – 14
- » Uncontested Unemployment Claims 1

## **Training & Development**

- » Virtual Staff Day – Community Service or Professional Development activities

## **Staff Engagement & Wellness Initiative**

- » Fall Wellness Webinar Series
- » HealthyWage Jackpot Weight Loss Challenge

## PROGRAMS 2nd QUARTER October - December 2020

FY 2019-2020		
Downtown	Programs	Attendance
American Place	257	3,055
Hartford History Center	25	532
Programming	71	2,228
YOUmedia	100	719
Youth Department	117	2,869
<b>Totals</b>	<b>570</b>	<b>9,403</b>

FY 2020-2021			
Downtown	Programs	Attendance	Views
American Place	159	1,891	0
Hartford History Center	3	78	268
Programming	24	375	7,454
YOUmedia	106	336	291
Youth Department	62	798	3,303
<b>Totals</b>	<b>354</b>	<b>3,478</b>	<b>11,316</b>

Branches	Programs	Attendance
Albany Adult	11	128
Albany Youth	70	1,289
Barbour Adult	10	148
Barbour Youth	73	804
Camp Field Adult	4	60
Camp Field Youth	75	1,394
Dwight Adult	21	134
Dwight Youth	60	588
Park Adult	16	346
Park Youth	60	1,218
Ropkins Adult	0	0
Ropkins Youth	77	1,550
Library on Wheels	72	1,367
<b>Totals</b>	<b>549</b>	<b>9,026</b>

Branches	Programs	Attendance	Views
Albany Adult	0	0	0
Albany Youth	23	109	469
Barbour Adult	4	99	0
Barbour Youth	34	255	1,318
Camp Field Adult	6	48	0
Camp Field Youth	52	1,029	540
Dwight Adult	2	9	0
Dwight Youth	45	548	1,137
Park Adult	11	113	0
Park Youth	7	15	2,481
Ropkins Adult	4	42	0
Ropkins Youth	48	443	2,454
Library on Wheels	0	0	0
<b>Totals</b>	<b>236</b>	<b>2,710</b>	<b>8,399</b>

Pilot & Other Programs	Programs	Attendance
Rawson	13	489
Boundless @ HPHS*	18	93
<b>Totals</b>	<b>31</b>	<b>582</b>

Pilot & Other Programs	Programs	Attendance	Views
Rawson	0	0	0
Boundless @ HPHS*	37	134	0
<b>Totals</b>	<b>37</b>	<b>134</b>	<b>0</b>

## HARTFORD PUBLIC LIBRARY 2nd Quarter Programming Totals

FY 2019-2020	
Programs	1,150
Attendance	19,011

FY 2020-2021	
Virtual + On-Site Programs	627
Live Virtual + On-Site Attendance	6,322
Recorded Program Views	19,715

\*Hartford Public High School

## DOWNTOWN VISITS 2nd QUARTER

# 26,777