

President and CEO Report

June 2021

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JANUARY-MARCH 2021

at a glance



904

APPOINTMENTS FOR
CONTACT-FREE PICK-UP



5,808

REFERENCE
QUESTIONS



21,311

DOWNTOWN LIBRARY
VISITS



6,406

COMPUTER SESSIONS



103,809

LIBRARY CATALOG VIEWS



4,422

BOOKS ADDED TO
THE COLLECTION



2.7k

INSTAGRAM
FOLLOWERS



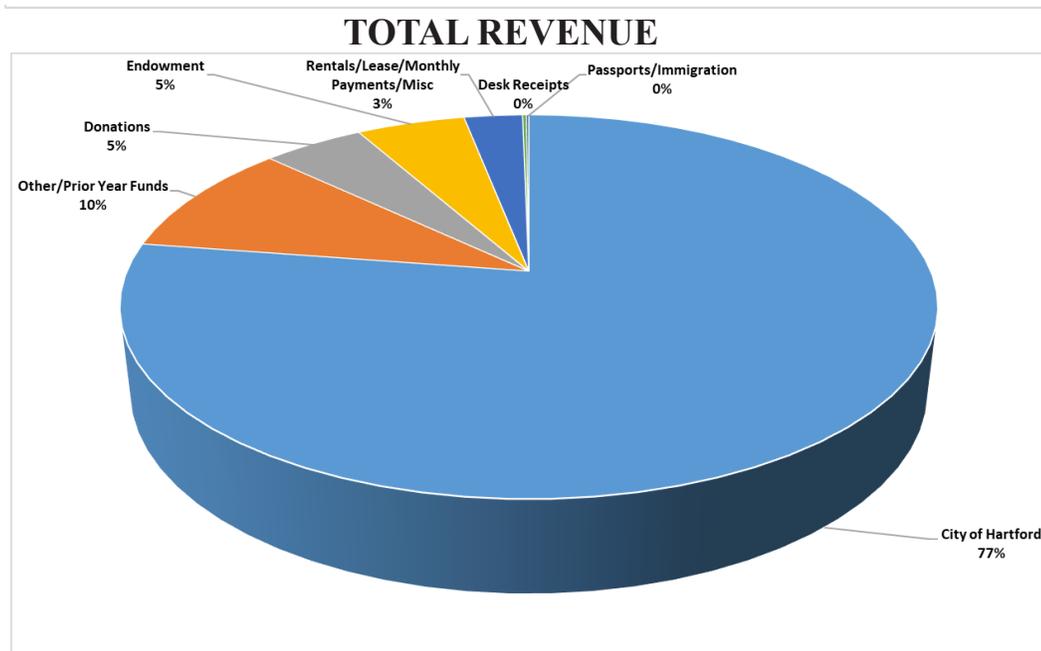
4,422

COMMUNITY CALLS TO
SIGN RESIDENTS UP
FOR COVID19 VACCINE

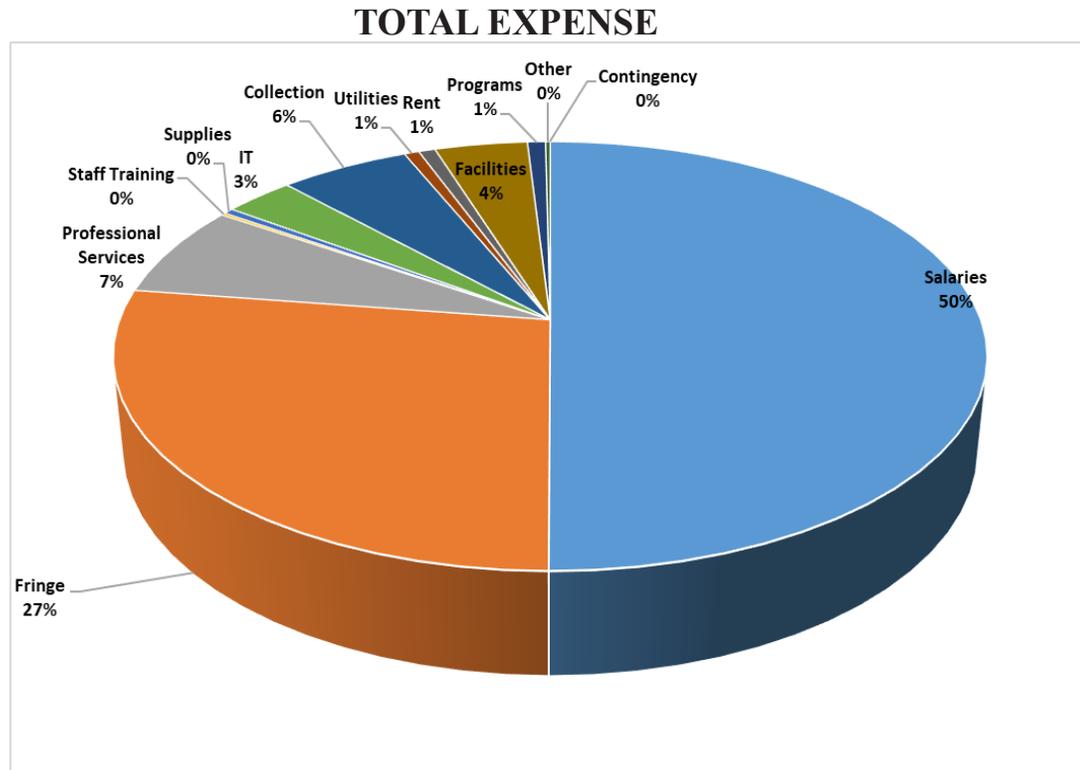
Fiscal Year 2021 - Operating Budget Summary As of March 31, 2020 - 75% through Fiscal Year

For the period ending 3/31/21, Hartford Public Library has expended an estimated total of \$7,112,095 which represents 69% of the revised operating budget of \$10,309,014. The Library has also collected an estimated \$5,657,423 in operating funds, or 78.3% of the Fiscal Year 2021 budget.

	FY21 Budget	FY21 Actual	Variance	%
Revenue	\$ 10,309,014	\$ 8,075,789	\$ 2,233,225	78.3%
Expense	\$ 10,309,014	\$ 7,112,095	\$ 3,196,919	69.0%
Variance		\$ 963,693.44	\$ (963,693.44)	



Revenue	FY21 Budget	FY21 Actual	Variance	%
City of Hartford	\$8,335,687	\$6,251,765	\$2,083,922	75.0%
Other/Prior Year Funds	\$313,000	\$776,803	-\$463,803	248.2%
Donations	\$500,000	\$386,329	\$113,671	77.3%
Endowment	\$794,432	\$413,735	\$380,697	52.1%
Rentals/Lease/Monthly Payments/Misc	\$328,395	\$223,253	\$105,142	68.0%
Desk Receipts	\$0	\$14,342	-\$14,342	100.0%
Passports/Immigration	\$37,500	\$9,562	\$27,938	25.5%
Total	\$10,309,014	\$8,075,789	\$2,233,225	78.3%



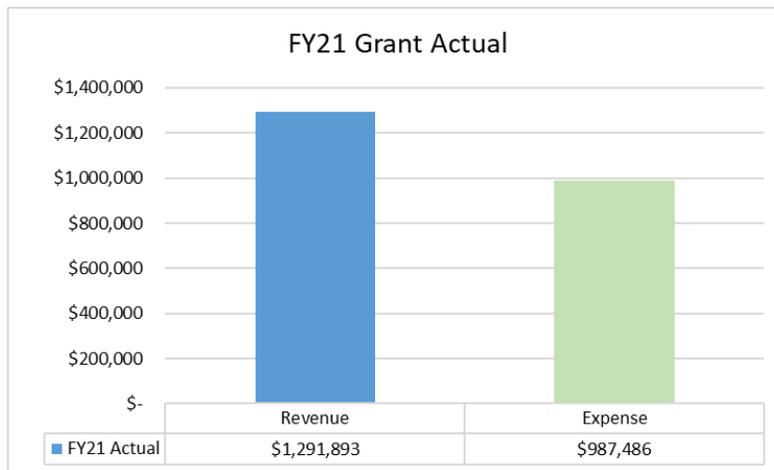
Expense	FY21 Budget	Actual	Variance	%
Salaries	\$5,645,488	\$3,559,411	\$2,086,077	63.0%
Fringe	\$2,387,681	\$1,939,205	\$448,476	81.2%
Professional Services	\$666,586	\$495,819	\$170,767	74.4%
Staff Training	\$83,775	\$13,425	\$70,350	16.0%
Supplies	\$90,500	\$30,609	\$59,891	33.8%
IT	\$205,567	\$216,024	-\$10,457	105.1%
Collection	\$481,825	\$402,550	\$79,275	83.5%
Utilities	\$81,050	\$46,065	\$34,985	56.8%
Rent	\$80,125	\$51,292	\$28,833	64.0%
Facilities	\$372,250	\$287,026	\$85,224	77.1%
Programs	\$140,700	\$56,041	\$84,659	39.8%
Other	\$61,467	\$14,629	\$46,838	23.8%
Contingency	\$12,000	\$0	\$12,000	0.0%
Total	\$10,309,014	\$7,112,095	\$3,196,919	69.0%

Fiscal Year 2021 - Grant Budget Summary As of March 31, 2021 - 75% through Fiscal Year

	FY21 Budget	FY21 Actual	Variance	%
Revenue	\$ 2,382,509	\$ 1,291,893	\$ 1,090,616	54.2%
Expense	\$ 2,382,509	\$ 987,486	\$ 1,395,023	41.4%
Variance		\$ 304,406.68	\$ (304,406.68)	

Grant Activity for 3rd QT (January-March 2021)

	AWARDED		PENDING		DECLINED	
	NUMBER	AMOUNT	NUMBER	AMOUNT	NUMBER	AMOUNT
Government			1	\$44,950	1	\$561,989
Foundations	4	\$48,000	4	\$146,507		
Corporation	1	\$45,000	3	\$210,000	1	\$9,925
TOTAL	5	\$93,000	8	\$401,457	2	\$571,914



Access to Information and Services that Contribute to Well-Being

- » HPL's Downtown Library continues to be open to the public six days a week for computer use and services by appointment. This quarter HPL saw:
- » 21,311 visits
- » 83 municipal IDs created
- » 904 contact free appointments for pick-up of materials
- » 6,406 computer sessions
- » 5,808 reference questions answered
- » In February, HPL designated the Barbour Library as a Foodshare pantry site. While Barbour remains closed to the public, distribution of bags with shelf-stable food continues the 2nd and 4th Thursdays of each month outside of the branch in Unity Plaza. The Library also partnered with "Our Piece of the Pie," a non-profit organization dedicated to empowering youth with the key competencies needed to overcome barriers and succeed in education and employment. Teenagers affiliated with the non-profit volunteered to help bag and distribute the food. Ninety-five bags of food were given out in February and ninety-four bags of food were given in March. Numerous social service organizations table at each giveaway including United Way, Access Health CT, Chrysalis Center, Hartford Behavioral Health, CaptionCall, and The Village for Families and Children. Items were also donated:
- » 25 new youth Armour winter coats were given out by Lawrence International
- » 50 COVID kits with mask, hand sanitizer, and educational and information sheets by Farmington Valley Link
- » UCONN dental kits
- » 57 winter coats were given away, and hot meals served from a food truck by The Salvation Army
- » 50 masks and "Wash Your Hands" pins from Hartford Communities that Care
- » Free books from our collection that were weeded
- » Coat drive events organized through ButtonUp CT took place at the Barbour Library and the Dwight Library in January and at Camp Field in February. Dwight provided 83 people with gloves, hats, adult and children coats, mask, socks, and library bags with supplies for the kids. The Barbour event gave away over 100 coats and 50 pairs of socks. Camp Field was able to give away 30 coats in addition to hats, gloves, and socks. In-kind donations (11) of grocery gift cards were provided by Stop & Shop, Target and Price-Rite which were raffled off throughout the event.



public services (continued)

- » As the COVID vaccine started to become available, HPL staff volunteered to make phone calls to eligible Hartford residents and sign them up for appointments. In just under three days, library staff members made about 300 calls and booked appointments for over 60 residents. The Library website was also updated daily with information for customers on how to make appointments and the latest news about the vaccines.



Supportive Community for Child and Adult Learning

- » Albany Library and Community Hub Manager Christopher Brown kicked off a series of programming called Talkin' Drama in March. This adult programming web series provides HPL users with a creative, cultural, and literary platform to connect with professionals in entertainment and in the performing arts. Each workshop features a guest speaker or panel made up of industry professionals moderated by Christopher. After the presentation, there is an opportunity for viewers to ask questions of the panelists. The first program featured cinematographer Jeremy Royce.
- » A PECES (known as STEP in English) parenting 6-week workshop series was offered during the months of January and February. Although the program had been offered in the past with much success this was the 1st time the program was offered virtually via zoom. There was consistent attendance of a total of 10 participants for the entire series. Participants were surveyed at the end of the series, and shared the following feedback: "PECES is a very good tool to help parents communicate better with their children".
- » In February, Camp Field Library manager Pat Knapp facilitated a second beginners knitting class with knitting instructor Wilma Hoffman. Building on skills learned in the Fall series and coinciding with Heart Health Month, participants were taught how to knit a headband with a heart applique. Each class opened with information or activity to promote heart health including the importance of physical activity, breathing exercises and chair yoga for stress-reduction, and examples of heart-healthy foods. After the series, some participants were eager to move on to other projects on their own. Pat reached out to the knitting instructor Wilma Hoffman to request more yarn to support their growing interest and skill in knitting.



Youth and Family Services

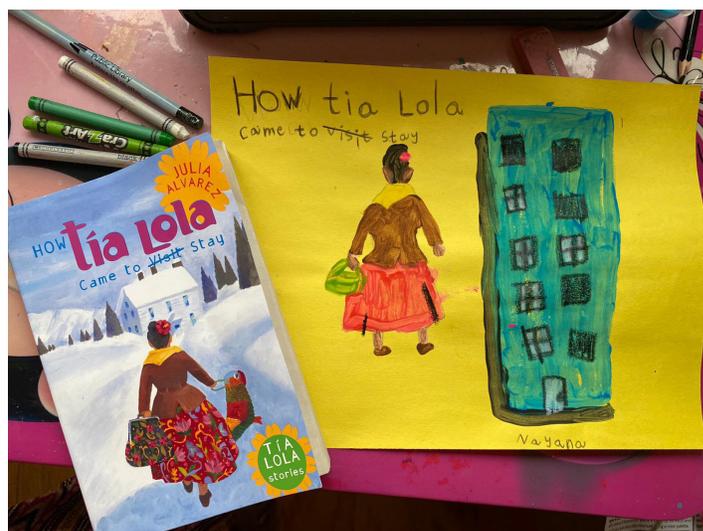
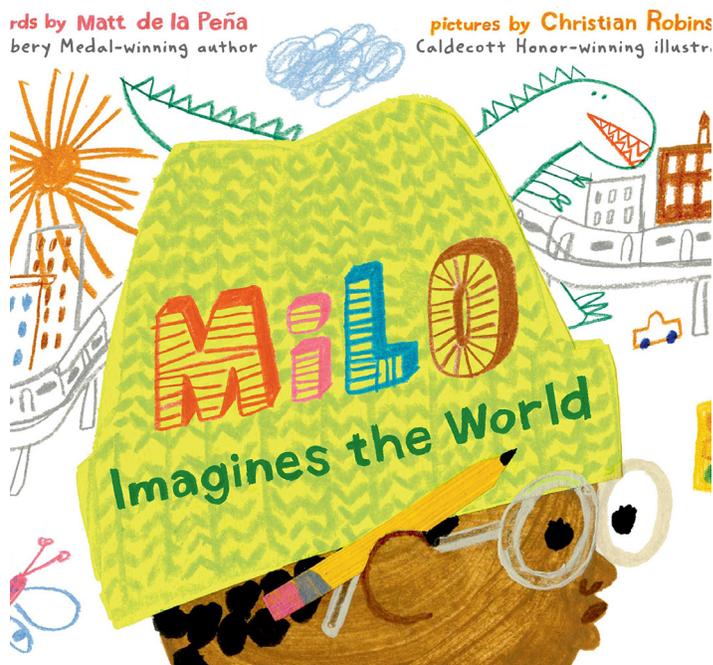
- » To celebrate Take Your Child to the Library Day in February, Youth Services staff presented 3 virtual story time sessions (including two bilingual story times in Urdu/English and Spanish/English) and an Animal Show presented by the West Hartford Science Museum. A total of 111 families were in attendance.
- » The Library partnered with the United Way of Central and Northeastern CT and Hartford Public Schools, to have a successful Read Across America event, with the selected book, *Planting Stories: The Life of Librarian and Storyteller Pura Belpre* by Anika Denise. This annual event was expanded to include CREC schools



public services (continued)

after the Library made an introduction to connect the United Way and CREC. HPL provided eBooks and hard copies, in English and Spanish, of the selected title for check out to the volunteers; gave hard copies of the book to classroom libraries; ran training on how to produce story time videos for the public, and provided staff produced story time videos as well. Over 100 second grade classrooms participated across the two school systems.

- » Youth Services staff continued to provide three virtual pre-recorded programs a week, in English and Spanish, on Facebook and Instagram pages with over 9,700 views. While all our programming continued to be virtual, it was robust, and constantly expanding. To help with social emotional learning, the following programs were offered: regular social justice story times and afterschool programs, youth meditation exercises and activities, and mask awareness programs.
- » In celebration of Black History Month, Youth and Family Services Outreach Librarian Katherine did a series of programming such as Black History Art Club, that highlighted print and eBooks in the collection about and/or by notable African Americans. The featured books were Carter Reads the Newspaper, a picture book biography of Carter Woodson, the founder of Black History Month and Milo Imagines the World, and the newest book from illustrator Christian Robinson that is based on his own story of being a child with an incarcerated parent and his love for art from a young age. Both of these programs were the most popular and chosen by every afterschool group. Thanks to a generous donation from a community member, HPL purchased a copy of Milo Imagines the World for 110 students in all four schools who participated in the Black History Art Club program.
- » Youth and Family Services coordinated and hosted a Big Read author visit with Julia Alvarez. 75 Students from 3 schools - Rawson, MD Fox and Sanchez Schools - afterschool programs participated, as well as children from the Downtown Library Book Club. Children from each group were given an opportunity to ask questions directly to the author and there were some magical moments inspired by the student's questions. One student asked if Ms. Alvarez would write another Tia Lola book and she responded, "Oh, no! She has enough books!" Then she challenged the students to write their own Tia Lola book, "How Tia Lola Survived the Pandemic." This led to a discussion of what would Tia Lola's masks look like. Although we had some technical challenges during the program, Julia expressed that she enjoyed speaking with the children and sharing her stories. As a thank you, students from the participating groups are designing Tia Lola face masks to send to the author.



Teen Services

» The Foodshare Backpack program is a new initiative which started in late February. Every other week, Boundless Opportunities Coordinator Shantal Carr delivers bags of shelf-stable food to families whose child or children participate in at least one HPL afterschool teen program. The first week HPL delivered to families, there was positive feedback, with one student commenting, "This came at the right time." Here are the statistics for the first three weeks of the program.

» Week 1 (03/02 – 03/05): 892 lbs. of food delivered to 13 families.

» Week 2 (03/16 – 03/19): 1600 lbs. of food delivered to 19 families.

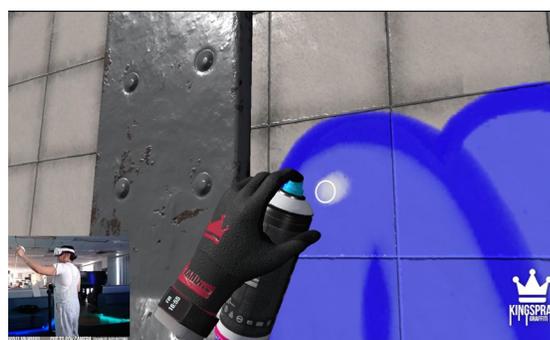
» Week 3 (03/28): We received 922.6 lbs. of food delivered to 17 families.

» Chess Club launched in the latter half of February and has seen a consistent base of student attendance, with an average of 13 teens in attendance each week. Chess students have been meeting in three one-hour lessons, a two-hour game analysis on Saturdays, and have competed virtually at in-house three-hour tournaments on Sundays. The Chess partners have made sure to equip students in each session with the necessary vocabulary needed to understand the game and its usefulness in life of the chess board. The students enjoy and look forward to each session and the build up to weekly competitions, complete with medals for winners, adding an element of competitiveness for them.

» As part of programming around the Big Read, YOUmedia Mentor Marc worked with the graffiti artist Lindaluz Carrillo and they hosted a 4-week class in Discord, engaging 6 students. Topics covered different graffiti styles, and how these styles translated into Virtual Reality and 3D painting software, Kingspray.

» YOUmedia Mentor Derrick recently underwent a transition in his programming, from the Gaming Mentor to the Music Mentor. The past quarter, students shifted away from gaming outright, and Derrick's focus was to help them optimize their gaming talent by designing a Twitch Stream using Streamlabs OBS. This software provides graphics and overlays for streamers that make the content more visually appealing and interactive.

» Barbour Youth Services Librarian Vickie continued with her Twitch program, named "Switch on Twitch," where she played Animal Crossing, Mario Kart and other Nintendo Switch games. This program is one of the most popular virtual programs for teens, and it has also opened the option for inter-library collaboration. HPL's teen services is currently working with the Boston Public Library to set up Game Nights where librarians from their respective libraries play with and against each other in party games and light competitive matches.



Public Programming

- » In the 3rd Quarter, HPL's Public Programming Department offered 24 live virtual programs with an attendance of 1,576 and 18,377 views, a total of 9 recorded virtual programs with 2,144 views, and a total of 10 in-person programs with a total attendance of 45.
- » The Public Programming Department hosted two major program series this quarter, The Big Read and Baby Grand Jazz. Despite zoom fatigue and a general decline in virtual program attendance nationwide, both series experienced high viewer numbers and engagement. Otherwise, the Programming Department continued to offer programs that addressed some of what Hartford residents are struggling with most during this Pandemic.

Big Read

- » Hartford Public Library's 2021 NEA Big Read focused on Julia Alvarez's books *In the Time of the Butterflies*, youth selection *How Tia Lola Came to (Visit) Stay*, and picture book *If Dominican Were a Color* by Sili Recio through programming around Dominican art, literature, and performance, as well as educational and celebratory programs on revolutionary Hartford Latinas for the month of March. The Programming Department collaborated with Youth Services, Teen Services, Hartford History Center, Communications, and every branch in order to offer a breadth of bilingual programming for all ages and all Hartford communities.
- » To kick off the NEA Big Read, HPL hosted a crossover event with Baby Grand Jazz featuring live Latin jazz from the Ray González Latin Jazz Quintet, poetry readings from local poet Diana Aldrete, dance performance from Baila Con Gusto CT, and readings from *In the Time of the Butterflies*.
- » In addition to the many wonderful programs hosted by other departments, HPL screened the film version of *In the Time of the Butterflies* for over 80 attendees, and hosted a Dominican cooking virtual program series, "La Cocina Dominicana," with beloved Hartford Dominican restaurant, Caribe Restaurant.
- » The Big Read culminated in a virtual event with author Julia Alvarez and CT poet Sarahi Almonte Caraballo for a live audience of over 300 attendees.
- » One of many touching comments from attendees: "I have long admired Julia Alvarez. Reading her books was the first experience I had of seeing myself in a book... And the information about the Dominican Republic during the time of Trujillo, and about the Mirabal sisters, and so many other things were so informative and inspiring and validating..."
- » Over 700 people participated in live Big Read programming with over 4,530 program views, and we gave



programming (continued)



Medusa played a smooth mix of jazz and rhythm tap dancing to kick off a special Valentine's Day double header.



Built by performing in Philly, NYC, and Hartford, the locally based Andrew Wilcox Sextet played a mix of great tunes from lesser known jazz musicians from the 1970s and 1980s and Wilcox's original compositions.



Charu Suri, the first female Indian American jazz composer to premiere her work at Carnegie Hall, blended a jazz trio with Sufi sounds as well as odes to the more traditional jazz songbook.



out over 1,000 copies of *In the Time of the Butterflies*, *When Tia Lola Came to (Visit) Stay*, and *If Dominican Were a Color*, which would not have been possible without our community partners Caribe Restaurant, Hispanic Health Council, and UConn Hartford.

Baby Grand Jazz

- » HPL launched its first ever fully virtual Baby Grand Jazz series in January, streaming live virtual performances from the Center for Contemporary Culture to HPL's Facebook page and YouTube channel.
- » Viewers developed an online community and a sense of togetherness on the livestream chat and through social media. The virtual performances provided another venue for our audience to react and respond to the music and connect with each other and the musicians.
- » During this quarter, two of the bands were unable to travel to Hartford due to COVID restrictions, and therefore filmed their own performance that was then live streamed to our platforms.
- » Some of the many positive comments in the live chat:
 - » "This brightens my Sundays every time."
 - » "This is so good to see LIVE !!!"
- » Jazz performances in January through March boasted a total live virtual audience of 1,509 attendees, and the performance videos had over 18,400 views.

Destination Groove

- » Supported by Arts for Learning CT and the Evelyn Preston Memorial Fund, HPL hosted "Destination Groove," a 9-week virtual music series featuring music performance and education from music traditions around the world.

Book Clubs

- » Hartford Stage & HPL's book club "Deep Appreciation" met to discuss *How We Became Human* by Joy Harjo and youth selection *Fry Bread: A Native American Family Story* by Kevin Noble Maillard, featuring guest Indigenous musician Jennifer Kreisberg, and moderated by Indigenous biologist Leslie Caromile.
- » The book club, "Hartford Reads in Color" led by Hartford's L.I.T. continued to meet monthly, discussing *Hood Feminism* by Mikki Kendall, *Coldest Winter Ever* by Sister Souljah, and *Life After Death* by Sister Souljah.

Destination Groove

programming (continued)

ArtLINK

- » ArtLINK is a program series in partnership with Hartford Behavioral Health that aims to decrease isolation, reduce the stigma and discrimination around mental health.
- » For the second series of ArtLINK five participants met safely in person in the Center for Contemporary Culture for a six-week Music Therapy workshop series. The workshops featured piano playing basics, learning simple songs, and using music to improve mood and health. The participants loved the workshops so much that they requested to take home the keyboards to practice. We were able to catalog the keyboards so that participants could take them home.

Additional programs

- » In January, HPL partnered with CT Fair Housing to host two “Renters Rights” virtual sessions, in light of the eviction and housing crisis brought on by the pandemic. In these “Know Your Rights” style sessions, attendees learned about the Fair Housing Act and resources in case of housing discrimination or eviction.
- » HPL and Community Partners in Action co-planned “Embracing Returning Citizens,” an event intending to open doors for returning citizens as they embark on their journey to reintegrate into our beloved communities. In this zoom event, live streamed to HPL’s YouTube channel, returning citizens shared their stories of life post-incarceration, raised awareness of returning citizen’s needs while reducing the stigma attributed to the re-entry population. Featuring panelists Wanda Wesley, Gordon Lyde, Peter Diaz, and moderated by Deb Rogala.
- » HPL also hosted a highly popular American Sign Language Beginner Class series.

Outreach and Library on Wheels

The LOW continued outreach stops at Foodshare Mobile stops in January and February, weather permitting, reaching a total of 525 Hartford residents with free books and HPL resources.

In collaboration with HPL’s Youth Services Outreach Librarian, the LOW continued coordinating book circulation delivery routes to Early Childhood Centers throughout Hartford and added 8 new sites to the delivery route.

New sites:

Job Corps
Hyland Early Learning Center
Trinity College Community Child Care Center
The Village Early Learning Center
The Kings Chapel Early Learning Center
CRT Douglas Street
Boys and Girls Club Early Learning Center
Metzner Early Learning Center

Continued sites:

Asylum Hill Early Learning Center
The Right Place
YWCA Growing Tree Learning - Daycare
CRT Laurel Street



PROGRAMS 3rd QUARTER January - March 2021

FY 2019-2020		
Downtown	Programs	Attendance
American Place	225	2,729
Finance	-	-
Hartford History Center	11	389
Programming	50	3,456
YOUmedia	55	421
Youth Department	77	1,229
Totals	418	8,224

FY 2020-2021			
Downtown	Programs	Attendance	Views
American Place	250	2,280	0
Finance	3	298	0
Hartford History Center	4	255	2,693
Programming	43	1,621	20,561
YOUmedia	51	334	739
Youth Department	104	1,866	2,695
Totals	455	6,654	26,688

Branches	Programs	Attendance
Albany Adult	11	316
Albany Youth	96	1,225
Barbour Adult	7	69
Barbour Youth	73	680
Camp Field Adult	13	101
Camp Field Youth	70	814
Dwight Adult	37	248
Dwight Youth	57	746
Park Adult	24	170
Park Youth	18	171
Ropkins Adult	0	0
Ropkins Youth	75	2,253
Library on Wheels	121	1,769
Totals	602	8,562

Branches	Programs	Attendance	Views
Albany Adult	1	17	28
Albany Youth	2	16	0
Barbour Adult	5	58	0
Barbour Youth	37	399	966
Camp Field Adult	7	37	0
Camp Field Youth	34	330	807
Dwight Adult	13	118	0
Dwight Youth	67	998	1,091
Park Adult	22	178	0
Park Youth	14	301	1,738
Ropkins Adult	18	197	0
Ropkins Youth	54	641	2,479
Library on Wheels	0	0	0
Totals	274	3,290	7,109

Pilot & Other Programs	Programs	Attendance
Rawson	21	387
Boundless @ HPHS*	49	129
Totals	70	516

Pilot & Other Programs	Programs	Attendance	Views
Rawson	0	0	0
Boundless @ HPHS*	42	129	0
Totals	42	129	0

HARTFORD PUBLIC LIBRARY 3rd Quarter Programming Totals

FY 2019-2020	
Programs	1,090
Attendance	17,302

FY 2020-2021	
Virtual + On-Site Programs	771
Live Virtual + On-Site Attendance	10,073
Recorded Program Views	33,797

*Hartford Public High School

DOWNTOWN VISITS 3rd QUARTER

21,311

Technical Services Highlights

Reducing barriers to access

- » Made Hartford's eBook collection directly accessible in Hartford Public School students' online learning portal. This quarter, students and teachers checked out over 650 eBooks and audiobooks. Databases popular with HPS include Scholastic's BookFlix and ScienceFlix (children's eBooks), with over 45,000 uses this quarter, and WorldBook with over 7,000 uses this quarter.
- » Supported The American Place with providing access to learning resources like Pronunciator, Transparent Language, and Universal Class.
- » Attended a workshop on how to better use BlueCloud Visibility, and are now able to create reading and viewing lists for customers.
- » Created metadata records of WiFi Hotspots for lending in support of increasing digital inclusion. As these materials become more popular, HPL will be able to track data of usage, including areas of the city where there is the most need.
- » Updated the HPL app to include support in Vietnamese, Bengali, and Hindi

Increasing Access and Discoverability to E-Resources and Collections

- » Hartford Public Schools E-resource book collections were used over 50,000 times this quarter. This equates to each HPS student reading at least one book this quarter, hoping to see this increase over the next few months.
- » HPL continues to grow its Library of Things collection with the addition of learning kits for children. Technical Services provided metadata to link these collections together and make them more discoverable through the catalog.
- » Streamlined and improved services by conducting a complex analysis of collection use.
- » Tailored the collections at each branch to better fit community needs, save staff time, and obtain reading materials more quickly and efficiently.
- » Created standing orders for the most popular authors and series.
- » Added book lists into the App and Catalog to help with discovery via thematic and inclusive themes (e.g. Black History Month and Women's History Month).
- » Added improvements to customer requests by adding requests for Overdrive and Axis 360.
- » Coordinated and planned the opening day collection for the Park Branch at the Lyric, with special attention to Spanish reading materials and collections representative of Frog Hollow's community.
- » Keeping better track of requests of physical materials, decreasing processing times.

Library App Usage

Month	Devices	Launches	New Devices
January 2021	136	422	35
February 2021	141	584	51
March 2021	139	501	32
Total	416	1507	118

Catalog Discovery from Google

Month	HPL titles found through Google Search	Other sites that linked to HPL	Total Catalog views from Web Searches
January 2021	170	17	187
February 2021	312	23	335
March 2021	378	84	462

technical services (continued)

Library Catalog

Month	Catalog Visits
January 2021	34,698
February 2021	33,504
March 2021	35,607
Total Q3	103,809

Staff Trainings:

- » 3 staff members attended the Electronic Resources & Libraries conference, which supports the improvement of the way HPL collects, manages, maintains, and makes accessible electronic resources.
- » 1 staff member attended the Code4Lib conference, to identify areas of need for improving library automation through web and application development.

Items Added to Collections:

4,422 items were added to the collections this quarter.

Collection	Number of Items
Adult DVDs	566
Adult Fiction	575
Adult Foreign Language	176
Adult Graphic Novels	115
Adult Non-Fiction	469
Audiobooks	26
Children's Early Reading Materials	740
Children's Fiction	379
Children's Foreign Language	84
Children's Graphic Novels	142
Children's Non-Fiction	605
Hartford History Center	8
Lendable Laptops	2
Large Print	27
Library of Things	94
Playaways	10
Teen/YA Fiction	116
Teen/YA Graphic Novels	117
Teen/YA Non-Fiction	39
The American Place ESL materials	12
Youth DVDs	120

Digital & Electronic Resources

- » Databases Added: Overdrive Magazine Collection
- » E-Materials Added: Axis 360 ebooks: 208, OverDrive ebooks: 265, OverDrive audiobooks: 84

Digital Media Usage

Platform	Product	Format	3 rd Quarter	
Axis360	Audiobook/Book	eAudio/eBook	947	51% decrease from 2 nd quarter
Freegal	Music	eMusic	5,839	114% increase from 2 nd quarter
Kanopy	Kanopy	Plays	577	36 % increase from 2 nd quarter
OverDrive	Audiobook/Book	eAudio/eBooks	2252	82% increase from 2 nd quarter
OverDrive/R B Digital	Magazines	eMagazines	295	66% decrease from 2 nd quarter
RB digital	Acorn TV	eVideo	559	47% increase from 2 nd quarter
RB digital	Stingray Qello	eVideo	27	34% decrease from 2 nd quarter
		Total	10,496	

technical services (continued)

Digital Media Usage at Hartford Public Schools

Platform	Product	Format	January	February	March
Axis360	Audiobook	eAudio	0	3	6
Axis360	Book	eBooks	12	374	261
Sora/Overdrive	Book	eBooks	0	5	5
Total			12	382	272

Database Usage: Hartford Resources

eResource	Jan	Feb	Mar	Q3 Total:
Ancestry Library	148	753	197	1098
Auto Repair Source (Usage is sent via e-mail on 6th of following month.)	2	1	7	10
Biblioboard	17	16	8	41
BookFlix	19,496	11,640	9,883	41019
Brainfuse	166	609	38	813
Creativebug	54	12	8	74
Culturegrams	70	21	1,682	1773
Fold3	1	6	0	7
Hartford Courant (1992--current)(Article text only) (Note: The entry below Chicago Times.)	23	50	16	89
HeritageQuest	0	48	1	49
Historical Newspapers: Hartford Courant (1764--1993) (Historical)	301	301	915	1517
LearningExpress	0	1	1	2
LearnItLive	0	0	0	0
Method Test Prep	3	3	0	6
Niche Academy	39	12	32	83
Pronunciator	15	14	8	37
Recent Newspapers: Hartford Courant (2008--present) (Digital images)	2	35	0	37
ScienceFlix	3,360	1,305	442	5107
Teen Book Cloud	115	160	115	390
Transparent Language	10	0	5	15
Tumble Books	1,509	1,195	1,478	4182
Universal Class	1,130	1,553	2,000	4683
World Book	2,220	4,058	1,021	7299

technical services (continued)

Database Usage from Connecticut State Library

eResource	Jan	Feb	Mar	Q3 Total:
ABI/INFORM Collection	0	3	3	6
Academic Search Premier	113	154	214	481
Biography Reference Bank	24	17	14	55
Biography Reference Center	18	49	15	82
Chicago Tribune (1985-present)	0	1	0	1
Ebooks	0	1	11	12
ERIC	19	6	0	25
GreenFILE	13	0	1	14
Health Source: Consumer Edition	0	0	4	4
History Reference Center	38	38	96	172
Job & Career Accelerator	0	2	7	9
Legal Information Reference Center	1	2	4	7
LISTA (Library, Information Science & Technology Abstracts)	0	0	0	0
Los Angeles Times (1985-present)	0	0	0	0
MagillOnLiterature Plus	3	48	0	51
MainFile	192	77	200	469
Mas Ultra: School Edition	9	71	24	104
MasterFILE Premier	98	169	201	468
Middle Search Plus	30	40	20	90
New York Times (1985--current)	2	1	1	4
Newspaper Source Plus	93	17	45	155
Primary Search	1	0	6	7
Professional Development Collection	6	25	21	52
Referencia Latina	0	0	0	0
Research Starters	27	10	43	80
Science Reference Center	15	71	19	105
Small Business Reference Center	1	2	14	17
Teacher Reference Center	0	0	0	0
TOPICSearch	1	1	13	15
Wall Street Journal (1984--present)	0	0	0	0
Washington Post (1987--present)	0	0	1	1

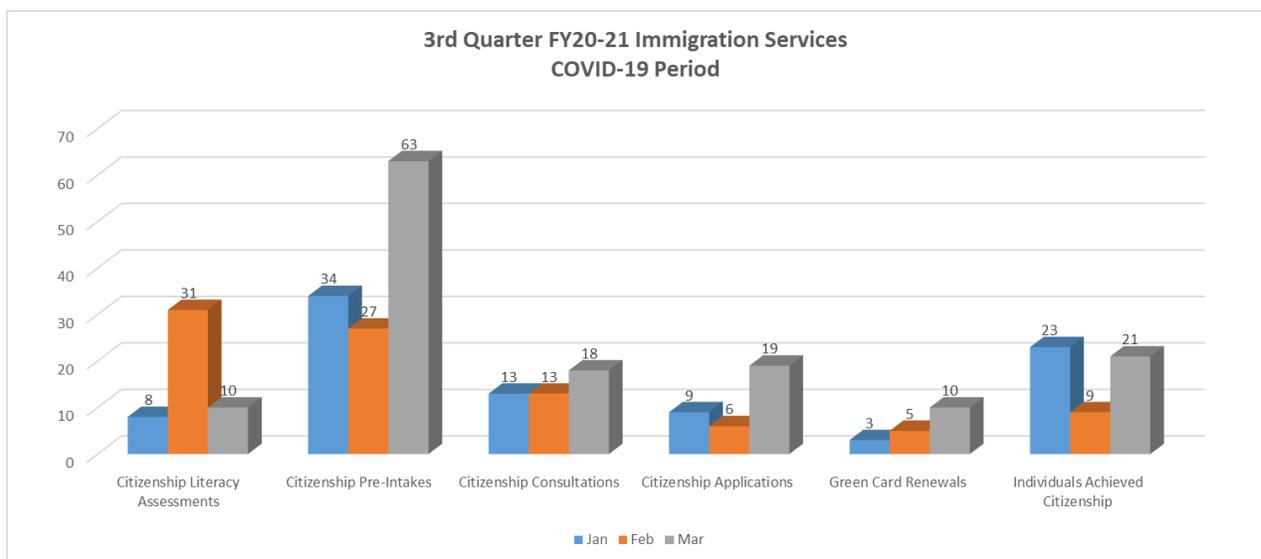
3rd QT 2020-21 Highlights

Highlights:

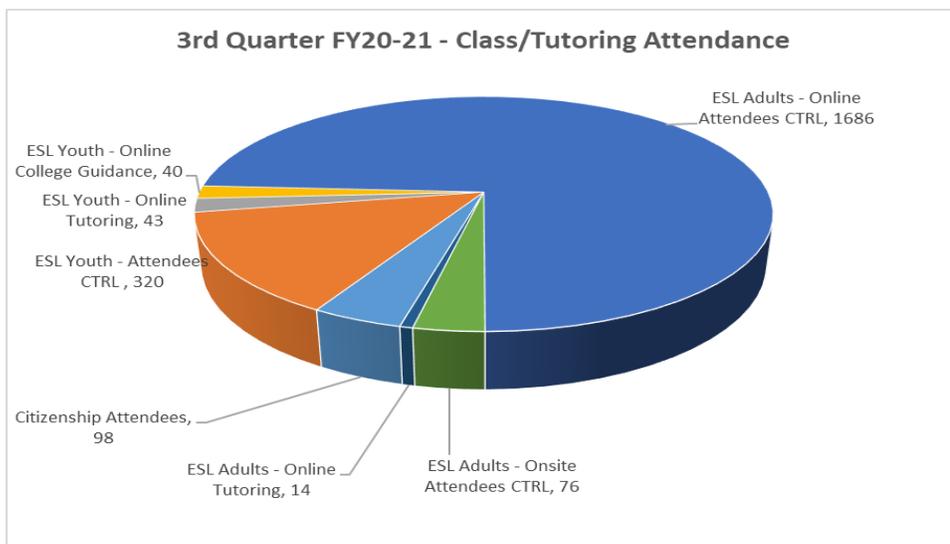
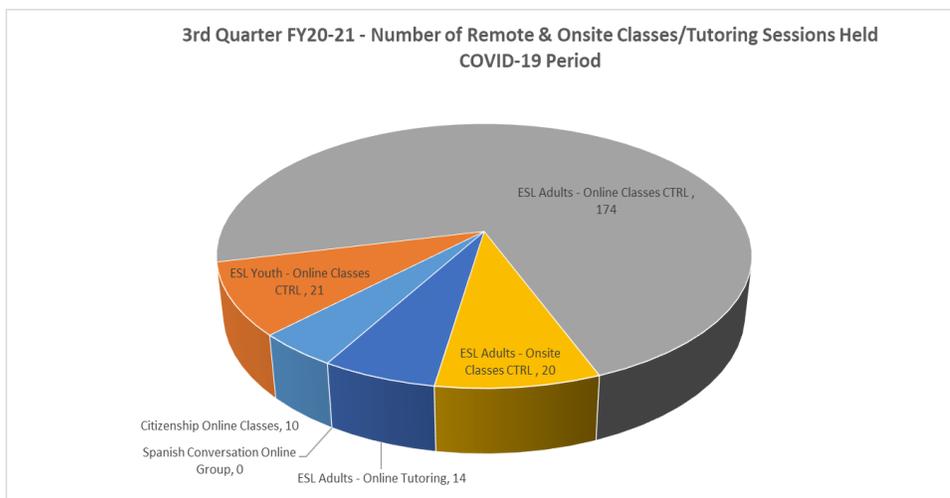
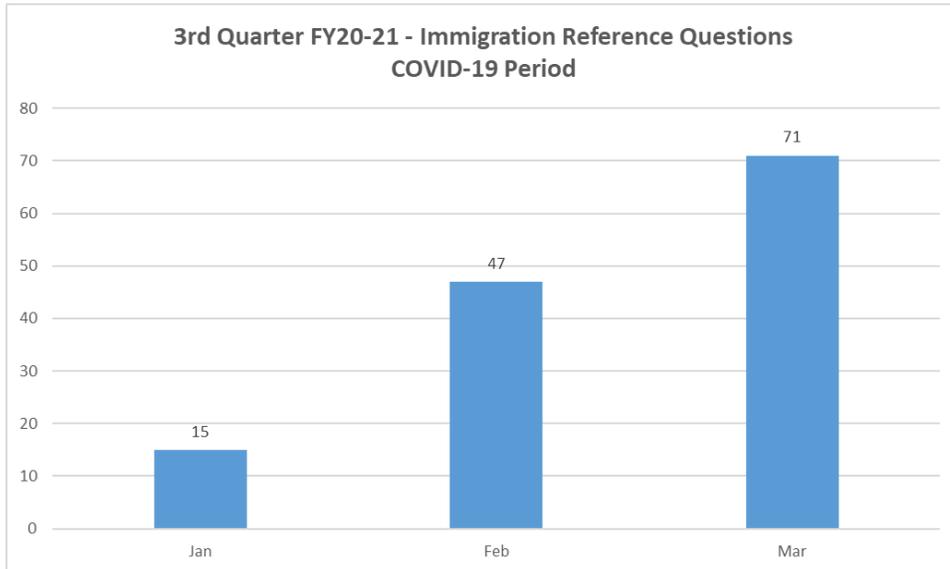
MOST SERVICES WERE OFFERED REMOTE

- » 49 citizenship literacy assessments completed
- » 124 citizenship pre-intakes completed
- » 44 citizenship consultations conducted
- » 34 citizenship applications prepared and submitted
- » 18 green card renewals prepared and submitted
- » 239 classes held
- » 6 ServSafe Certificates attained and 25 remote coaching sessions were held
- » 56 volunteers contributed 236 hours
- » 68 digital devices and hot-spots were loaned through Crossroads to Connectivity
- » Approximately 48 wellness checks conducted
- » GED testing services offered at reduced capacity; 27 candidate tests were proctored
- » Digital literacy classes were offered on a one-to-one or small group basis. 5 ESL students received in-person tech support, helping them access remote classes and other online resources.

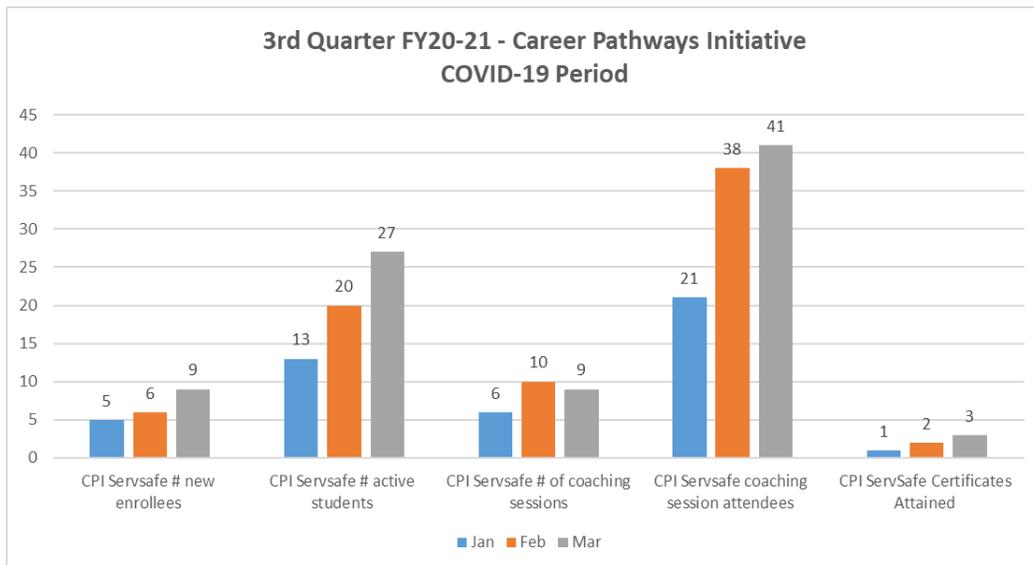
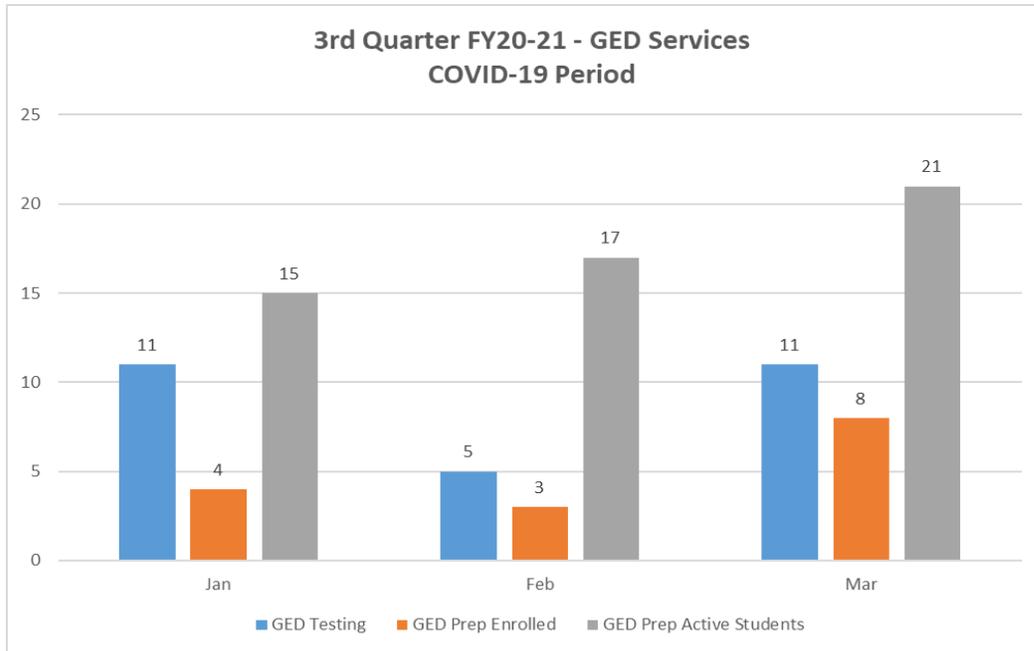
NOTE: The American Job Center on-site services were suspended.



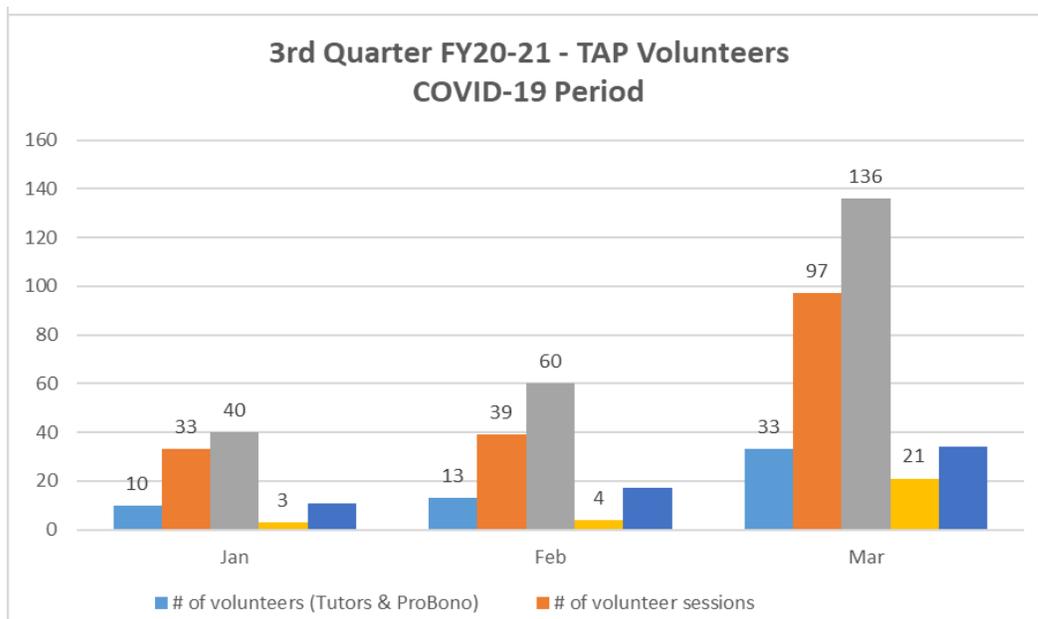
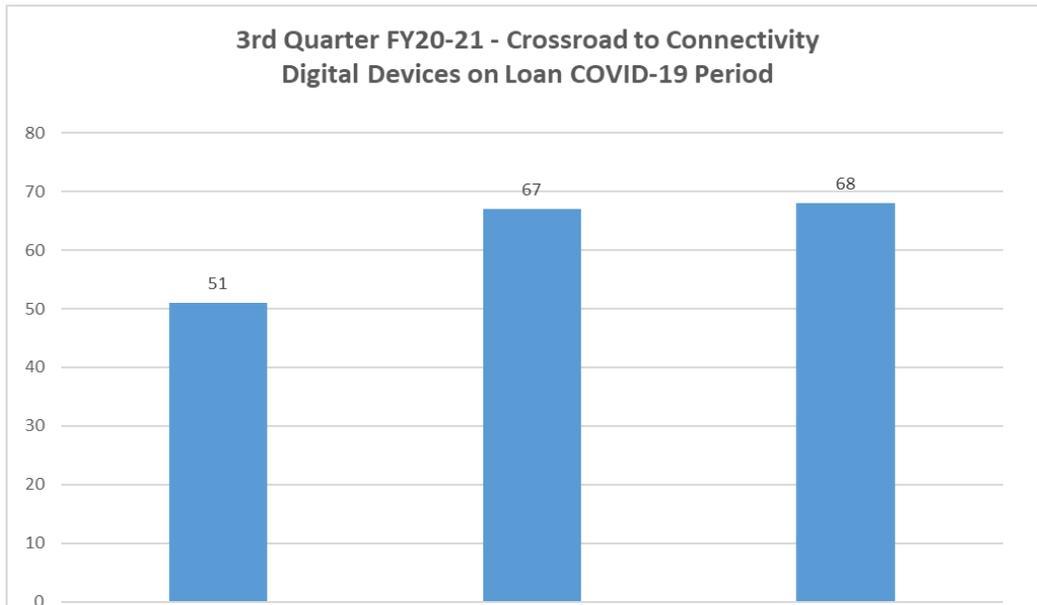
The American Place (continued)



The American Place (continued)



The American Place (continued)



Highlights

- » It was an exciting quarter for the Hartford History Center (HHC). In February, the HHC was selected to take part in the Internet Archive's Community Webs program. The Connecticut League of History Organizations presented the Hartford History Center an Award of Merit in March for its October 1920 exhibit. Work on collections, and answering reference questions, continues. One gentleman contacted the HHC looking for information on his family. A retiree living out of state, he was trying to reconcile the address on his mother's birth certificate with the address in the census. The family had moved after the census was taken, as documented in the City Directory. His maternal grandfather had a business, among other things, laying sidewalks in the Hartford area. By chance, the HHC archivist came across one of the grandfather's markers while walking near Trinity College.



Increased engagement with the arts and humanities through access and exposure

- » The Hartford History Center kicked off the virtual Encounters series spring semester with a program called, "Encounters: Origins of Hip Hop" on February 18, which attracted over 90 registrants, pulled in over 50 attendees, and connected participants with the Hartford Hip Hop collection at the Hartford History Center. Trinity professor Seth Markle and UConn professor Dr. Jeffrey Ogbar served as content specialists, providing additional multi-media primary and secondary sources for participants to review before, during, and after the program. On March 24, CT's Old State House hosted the Encounters program, "Encounters: Bushnell Park & the Paradoxes of Urban Renewal," which the Hartford History Center recommended a content specialist for, Dan Crittenden, who has been doing research with us about the African American community that existed in parts of what became Bushnell Park. As a partner program, we also promoted the program to our audiences and served as technical support on Zoom.

- » As part of HPL's NEA Big Read featuring Julia Alvarez' *In the Time of the Butterflies*, HHC team member Jasmin Agosto produced two live virtual programs that highlighted historic and contemporary revolutionary Latinas in Hartford. On March 11, "Led by Revolutionary Latinas: The History of Bilingual Education in Hartford," ran on Facebook Live. "Honoring Revolutionary Latinas in Hartford: A Virtual Performance" which ran on Facebook Live and YouTube on March 18. The program on bilingual education was a 90-minute conversation with Edna Negron and Glaisma Perez-Silva, who were involved at different stages of the bilingual education program in Hartford from the early 1970s through the 1990s. The virtual performance program included intergenerational collaborations between Hartford-raised or connected Puerto Rican and Dominican poets, musicians, and choreographers. It also celebrated the lives of three prominent Puerto Rican women who have passed:

'Hip hop's origins'

By Sarah Goodman - February 19, 2021



On Thursday evening, the Encounters Series virtually hosted "Encounters: Origins of Hip Hop" with the Hartford History Center at the Hartford Public Library. Photo by Pixabay on Pexels.com

On Thursday evening, the Encounters Series virtually hosted "Encounters: Origins of Hip Hop" with the Hartford History Center at the Hartford Public Library.

Though we live in an era with an abundance of flourishing musical genres, the hip hop genre has dominated the charts, as well as youth culture. Hip hop owes its cultural domination to its wild popularity and global mass consumption, yet its grip on the minds of the masses has also resulted in a reductionist understanding of its values. Owing this lack of comprehension to growing trends of historical ignorance in society, the event facilitated dialogues between attendees to clarify the incendiary genre's early history and hip hop's ethos.

Olga Alfaro Mele (1917-2003), Maria Colon Sanchez (1926-1989), and Mildred Torres Soto (1941-1998). Both programs attracted Hartford educators, students, and library goers who had historical and contemporary connections to the city.

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

- » The Hartford History Center (HHC) continued to welcome researchers during the third quarter while maintaining the same Covid-19 protocols that had been in place since late August 2020. The HHC was open Tuesday, Wednesday and Thursday with three 90-minute appointments each of those days. Most weeks were fully booked due in large part to the dedicated scholarship of a UCONN professor, a University of Michigan Doctoral candidate, a UCONN Masters in Public Policy candidate and a local Hartford history scholar. These four “regulars” consulted nearly 400 collection items during these winter months! In addition, the HHC had the Elizabeth Park Conservancy in consulting the City Parks Collection, UCONN Law School in looking for Hartford Times photographs of buildings, deans and faculty for their 100th anniversary book, a young podcaster researching the Park River Conduit and urban renewal and a local woman who wanted to read a 1875 Hartford Imprint not available in any circulating collection.
- » Covid -19 continued to keep many people from being able to physically visit the HHC so we provided folks both local and not so local with the information they sought. There were many genealogical requests and requests for obituaries. The following are examples of some of the people we assisted remotely during the third quarter: a former football player looking for his statistics while playing for the New England Crusaders, a former Weaver High football player looking for his statistics, a South Windsor 6th grader looking for information about Hannah Bunce Watson Hudson, a woman in California needing vital statistics for her application for Italian citizenship, a linguistics scholar from San Diego needing information about Connecticut’s Tobacco Valley, and a women looking for information about the interior of the courtroom of Hartford’s Superior Court in 1918 (we found a drawing of the interior in a Hartford Courant article).



Preserving the history of Hartford for future generations

- » HHC team member Jasmin Agosto conducted and recorded 4-hour oral history interviews on Zoom with Edna Negron and Glaisma Perez-Silva. The oral histories span memories of their involvement with the development and implementation of the bilingual education program in the City of Hartford; migration stories to Hartford from Puerto Rico and their experiences with the education systems in Puerto Rico, New York City, and Hartford; and their deep connections to community organizing, cultural arts education, community development, and the needs and assets of the Clay Hill, Frog Hollow and Sheldon-Charter Oak neighborhoods of Hartford. These oral histories will be processed and added to our oral history collection on the CT Digital Archive.
- » The HHC worked with Luke Williams of Hartford Public High School Museum and Archive (HPSMA), a Digital Learning Lab (DLL) client who wanted his digital material accessible in the Connecticut Digital Archive (CTDA).

This required setting up an orientation meeting with the CTDA repository manager and facilitating the process of establishing membership in the CTDA. Once the parent HPSMA collection had been created by the CTDA repository manager, HHC staff worked to help set up the structure and create two HPSMA collections of photographs and background material and upload the archival files and metadata. This was a highly iterative process, with a lot of back and forth communication in order to both mentor the client and make sure he and his community were happy with the result.

- » Worked with the HHC and DLL team and IT staff to establish VPN access to files on the DLL drive as part of process for efficiently creating item-level metadata for Hartford city maps and other projects moving forward.
- » Continued work on organization and descriptions of HHC collections in the CTDA. This is another iterative process that is still underway as we consider the best, most coherent and engaging way of presenting the materials.
- » Detailed report on HHC materials process and moved into the CTDA for preservation:
 - 1920 Voter Registration Cards Project:
 - ◊ Preparation for upload to CTDA:
 - ◊ 299 TIFFs processed to embed HHC/HPL copyright statement and JPEGs for use in metadata creation
 - ◊ 920 metadata spreadsheet records reviewed and edited for upload
 - Work on HHC/HPL records in CTDA:
 - ◊ 920 voter registration records (TIFFs and metadata) uploaded to CTDA
 - Hartford History Center Collections Project:
 - ◊ 5 collection records created for HHC items in the CTDA and resources migrated to these collections
 - ◊ Digital Library Lab -
 - Hartford History Resources digitized by DLL
 - ◊ Managed creation of Hartford Public High School Museum & Archive collection in CTDA, created two collections and four sub-collections to which 240 TIFFs and the metadata records created were uploaded

Hartford History Center	2019-2020	2020-2021	Difference	%
Visits	790	80	-710	-90%
Online Visits	5,324	13,358	8,034	151%
Reference Questions	241	166	-75	-31%
Live Virtual Programs	0	4	-	-
Live Virtual Attendance	0	255	-	-
Live Virtual Views	0	2,693	-	-
Recorded Virtual Programs	0	0	-	-
Recorded Virtual Views	0	0	-	-



Mejor Ann Uccello Leif Erikson Day Award, 1969

Hartford History Cent...

Download 3D Model Add To Embed Print Share

Triangles: 400k Vertices: 200.2k More model information

State of Connecticut Leif Erikson Day Committee award to Mayor Antonia "Non" Uccello for Personal Contribution to the Cause of Civic Advancement, October 9, 1969.

From the collections of the Hartford History Center.

Model created in Agisoft Metashape at the Digital Library Lab at Hartford Public Library, Hartford, CT.

Decimated from 27 million to 400,000 faces.

First upload to Sketchfab - 2018 learning!

Oversize Maps Online

Using the XY table, the Digital Library Lab scanned a number of oversize maps from the Hartford History Center collection, including this remarkable 1938 Works Progress Administration Federal Writers Project map of Hartford. The original map measures approximately 43" by 72", and its age and condition complicated in person use by researchers. The maps are available on the CTDA in a new HHC Maps collection— <https://ctdigitalarchive.org/islandora/object/50002%3A10929>

Photogrammetry and virtual tours

We acquired two new systems built by our DLL consultant Michael Ulsaker: a turntable system for 3D modeling using photogrammetry with a powerful computer for dedicated processing of 3D data, and a tripod mounted system for panoramas, virtual tours and other processes for locations outside the library. Together, these systems will allow the DLL to work with 3D subjects including artifacts, architecture, exhibit installations and more.

New Shelving System

We acquired a sliding shelving system for the lab, giving us 520 linear feet of storage in a space saving design without permanent installation, allowing for maximum flexibility.

Medium format camera

We ordered a new, 100 megapixel medium format digital camera with multi-shot mode for extremely high resolutions. This acquisition will greatly expand the lab's capabilities for copy photography and appeal especially to artists and others with exacting specifications.



Social Media

- » In addition to posting and creating “stories” to share info about HPL’s multiple Covid clinics, we also individually messaged all apartment buildings we interact with in Hartford to help get the word out.
- » Helped find vaccination clinic options beyond our own clinics for customers on Facebook via messenger.
- » This quarter we added a button feature to all our stories linking the story to the applicable event/Lib guide/or webpage. This should have a big impact in terms of engagement both to our Facebook account page and the HPL website.
- » Started messaging individually (in addition to our regular posting) all big library initiatives to our Instagram partners. This has increased our engagement exponentially over the last few months.
- » Our “libraries support libraries” social initiative has increased our reach and engagement to include folks from all over the globe. This has also helped us to further reach people in our own community in terms of the algorithm Instagram uses in determining post placement. Organizations that have strong engagement/followers from “everywhere” (national/global) are given top priority.
- » Implemented the use of fonts on our Instagram account to bring more attention to our posts and keep things looking organized and fresh. We have had a great response!

E-News

- » Number of e-mails sent: 14
- » Average open rate: 14 percent, up 1 percent from previous quarter
- » Average click through rate: 7 percent, up 1 percent from previous quarter
- » Increased the size of our e-mail list from approximately 7,300 to approximately 24,000 by updating

the email addresses for HPL card holders.

Communications activities

- » Number of press releases: 6
- » Number of blog posts: 28
- » Stories in the press: Hartford Courant, WTNH, Hartford News, Identidad Latina, University of Connecticut Daily Campus, North End Agent

Observations

- » Communications had its biggest impact this past quarter in two areas – the Big Read and Baby Grand Jazz.
- » In each instance, the communications team worked closely with programming to create a multi-channel marketing and media relations campaign that increased awareness and attendance for these two major library initiatives.
- » This year’s Big Read is an excellent example of how thoughtful, audience-centric programming and good marketing work together to create buzz.
- » The Big Read promotional campaign began with the creation of a video “book trailer” extolling the virtues of Julia Alvarez’s *In the Time of the Butterflies*. Communications

Hartford Public Library hosting Foodshare distribution site

By CHRISTOPHER ARNOTT
HARTFORD COURANT | FEB. 02, 2021



A Foodshare event in Bristol in October. The non profit has joined with Hartford Public Library to distribute food twice



Northend Agents Black Newspaper

Home: [Hartford](#) [Hartford Public Library to Partner With Foodshare to Set Up Food Pantry...](#)

- [Hartford](#)
- [Hartford Communities](#)

Hartford Public Library to Partner With Foodshare to Set Up Food Pantry at Barbour Branch

By NEA Contributor

February 3, 2021

0

129

[Share on Facebook](#)

[Tweet on Twitter](#)



wrote profiles on artists working on the Big Read project, shared book lists, and spent a small amount of money on social media to promote events, radically amplifying our reach. We placed both a preview of the Big Read and an interview with Alvarez in the Hartford Courant. In addition, we placed print and digital ads in Identidad Latina. We mentioned the Big Read repeatedly in a variety of ways in our e-newsletter.

» Over 700 people attended live events or watched an online event as it was happening. Of that number, 325 viewed Julia Alvarez's talk. (Per the request of her agent, the talk was taken down shortly after

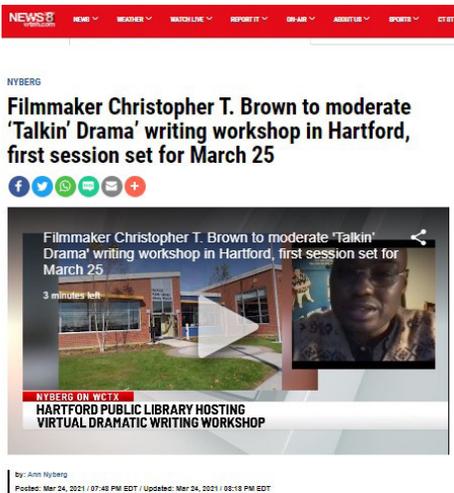
the event, so there were no other views to report). Overall, there was 4,530 views of all Big Read events (live and recorded).

» For the Baby Grand Jazz series, we again turned to paid social media and a structured marketing campaign offering multiple impressions to help build an online audience, which resulted in about 14,000 views of the series. We also created a smaller e-mail list comprised of people who had interacted with music or jazz-related content over the past two years. That list of about 300 people and growing received a weekly reminder to make sure to tune in on Sundays. The service proved popular

with open and click through rates triple what we usually see on an e-mail newsletter.

» In terms of media relations this quarter, our biggest success was on television. HPL staff, including Bridget Quinn, Marie Jarry, and Albany Library manager Christopher Brown appeared on WTNH and WFSB.

» Finally, with the assistance of Technical Services Manager William Bailey, we have uploaded our entire list of library card holders into Constant Contact, our e-mail distribution system, raising the size of the list from approximately 7,300 to approximately 24,000.



HARTFORD, Conn. (WTNH) — Hartford Public Library has announced a new virtual dramatic writing workshop, an opportunity for content creators to learn about developing their own projects and telling their own stories.



La NEA Big Read 2021 de la Biblioteca Pública de Hartford celebrará el libro de Julia Alvarez "En el tiempo de las mariposas", del 28 de febrero al 30 de marzo del 2021. Además de la novela para adultos de Álvarez, NEA Big Read se centrará en su selección juvenil, "De cómo la tía Lola llegó de visita a quedarse".



HARTFORD, Conn. (WTNH) — The Hartford Public Library's Barbour branch will soon be a food distribution center, officials announced Thursday. The library is teaming up with Foodshare. Food will be distributed at the branch on the second and fourth Thursday afternoon of every month. The first food distribution there is set for Feb. 11.

HPL Social Media Report

Mixed Overview

Jan 01 - Mar 31, 2021
(Oct 1 - Dec 31, 2020)

Social Networks



Mixed Overview

Jan 01 - Mar 31, 21

8.4K
fans

5.1K
followers

2.7K
followers

The number of fans and followers on HPL social media accounts at the end of March 2021



Mixed Overview

Jan 19 - Mar 31, 21
(Oct 1 - Dec 31, 20)



Mixed Overview

Jan 19 - Mar 31, 21
(Oct 1 - Dec 31, 20)



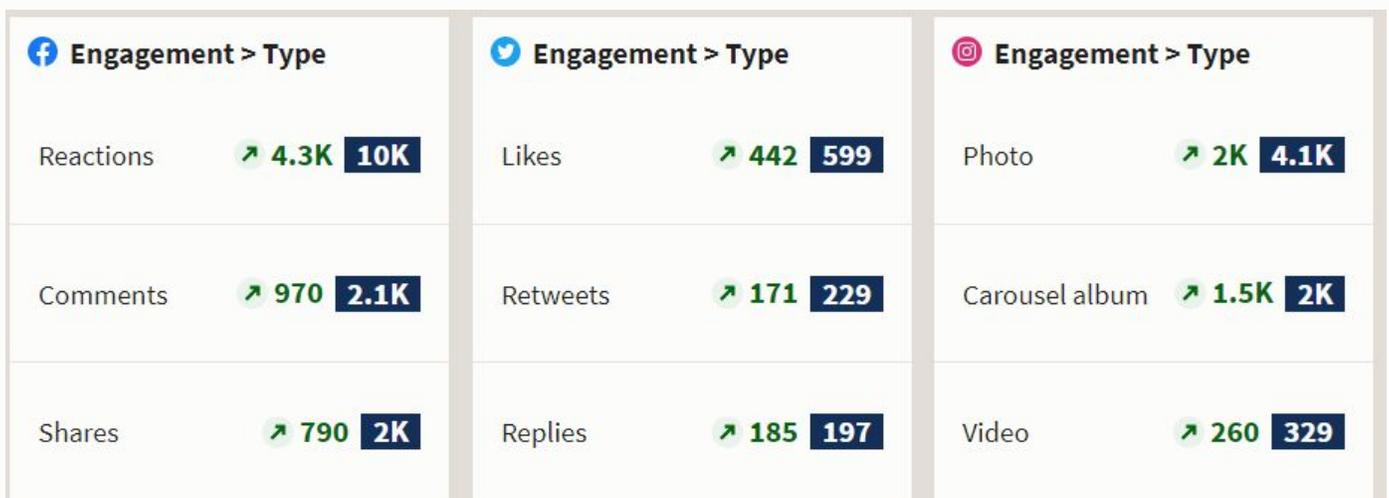
Mixed Overview

Jan 19 - Mar 31, 21
(Oct 1 - Dec 31, 20)

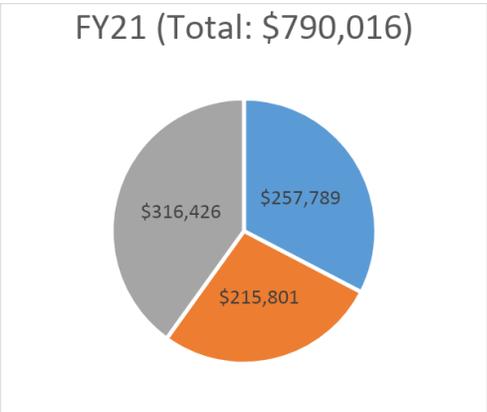


Mixed Overview

Jan 19 - Mar 31, 21
(Oct 1 - Dec 31, 20)



**Year to Date Revenue Totals
as of 5/4/2021**



- Beyond Words*
- Annual Fund/General Operating
- Designated Gifts/Special Projects

**Beyond Words Gross Revenue*

Note: Starting FY20, some contributions that were previously considered grants were re-categorized as "Designated Gifts/Special Projects." Also, in FY21 HPL received a large legacy gift that is included in "Designated Gifts/Special Projects."

Launch of the Park Street Library Campaign

In March 2021, HPL launched a legacy campaign for the new Park Street Library @ the Lyric. The goal of this campaign is to raise \$250,000 in support of the completion of the construction project for the benefit of our community for generations to come.

To support the campaign, we created an updated Park Street Library website which launched in April, developed donation/pledge forms, sent an e-blast announcing the campaign to HPL Corporators, board members, and friends, and selected the co-chairs for the legacy campaign: Ana Alfaro and Marilda Gándara.

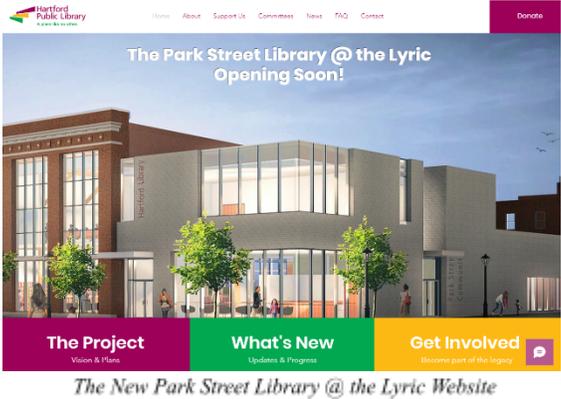
We will be sending out appeal letters and electronic appeals in May and June 2021.



Ana Alfaro
Campaign Co-chair



Marilda Gándara
Campaign Co-chair



Park Library Project

The New Park Street Library is taking shape with the building envelope being closed and mechanical system being installed. An easement for the Broad Street entrance was obtained to begin construction work on the patio and parking area for the Library. In addition, the exterior signage for the Library was finalized and approved by the City's zoning board for a variance on the sign's size.

Progress pictures for Jan, Feb, March construction:

January 2021



February 2021



March 2021



BELOW IS A HIGHLIGHT OF HUMAN RESOURCES ACTIVITIES FOR JANUARY, FEBRUARY, AND MARCH 2021.

Talent Acquisitions

- » 4 hires, 1 separation

New Hires

- » Shantal Carr, *Project Coordinator, Boundless Opportunities*
- » Teresa Campbell, *Adult Education Facilitator*
- » Jonathan Cranston, *U.S. Citizenship Administrative Coordinator*
- » Kenyon Grant, *Creative Services Specialist*

Separations

- » Ingrid Infante-Pineda, *Project Coordinator Specialist, USCIS*

Human Resource Administration

- » Pre-employment screenings - 16
- » Payroll Actions - 146
- » Medical Leaves - 5

Staff Engagement & Wellness Initiative

- » Nutrition Awareness Series
- » Social Connections March Challenge
- » Healthy Habits BINGO Challenge