

Chief Executive Officer's Report

August 2017

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April, May, June

at a **glance**



212,056
visits

103,156
Downtown

108,900
at the branches

2,849

*people used Library
meeting rooms*

1,275

*took an adult basic
education class*

29,381

*people used
computers*

7,599

*visits to the HHC
digital repository*

500+

*municipal ID
cards issued*

398

*passport applications
processed*

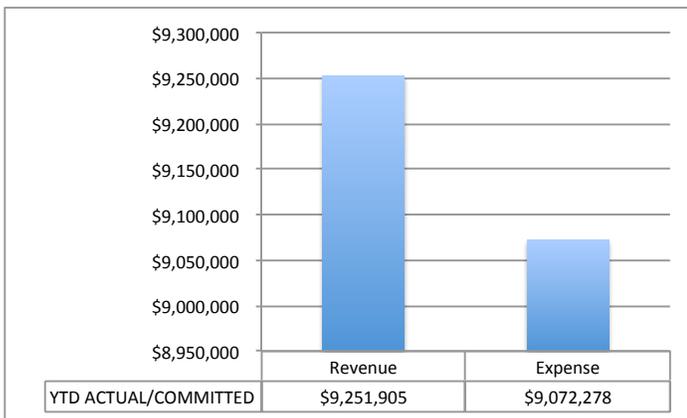
total circulation: **84,814**

overview

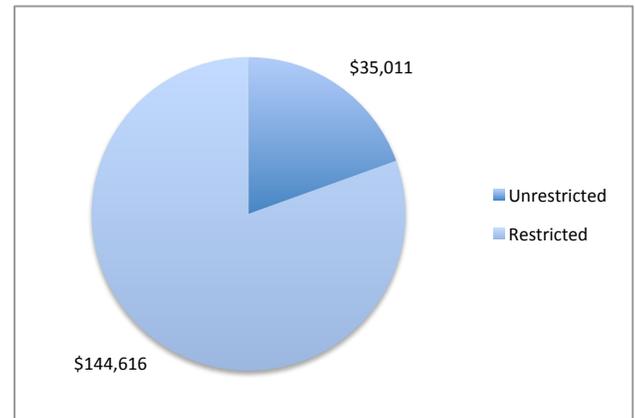
For the period ending 6/30/2017, the Hartford Public Library has expended a total of \$9,072,278, which represents 95.3% of the revised operating budget of \$9,523,653. The Library has also collected \$9,251,905 in operating funds, or 97.1% of the Fiscal Year 2017 budget. *Note: This is an un-audited and preliminary review of the Fiscal Year 2017 actual operating budget as of July 2017. The figures shown are subject to change following the annual audit and year-end processes.*

	REVISED BUDGET	YTD ACTUAL/COMMITTED	% COLLECTED/COMMITTED
Revenue	\$9,523,653	\$9,251,905	97.1%
Expense	\$9,523,653	\$9,072,278	95.3%
Projected balance		\$179,627	

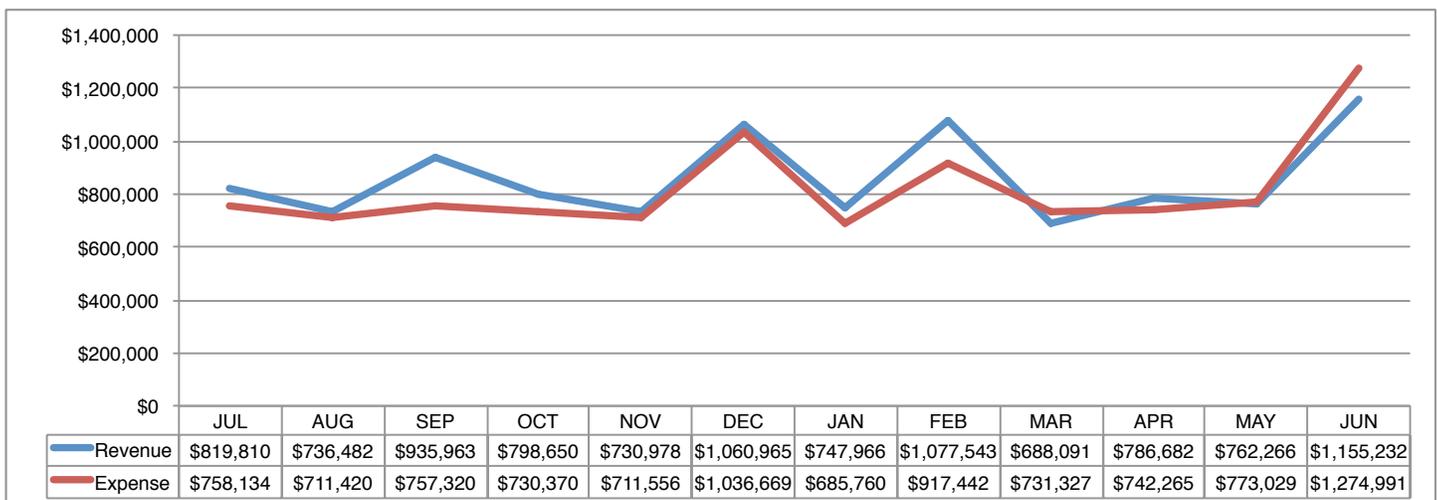
operating budget (as of 6/30/2017)



projected operating balance



monthly actual trends



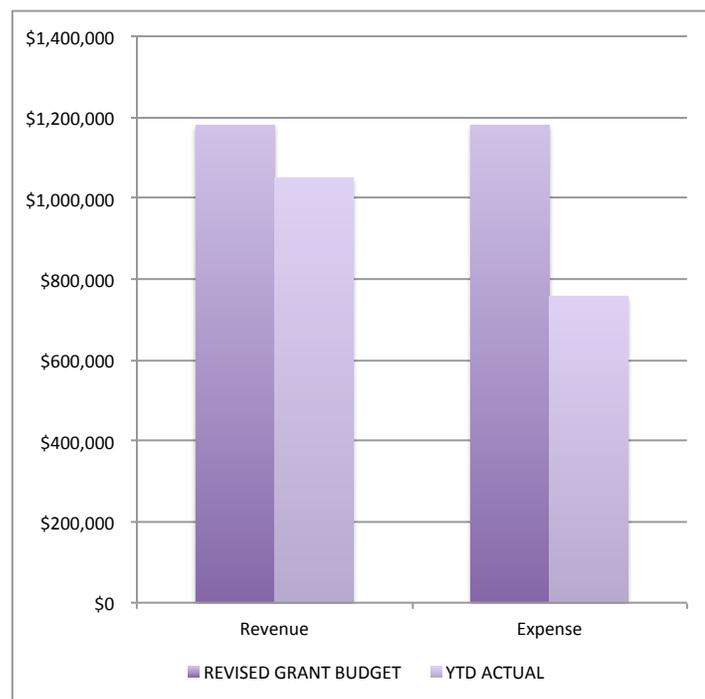
FY17 operating budget report detail (as of 6/30/2017)

REVENUE	REVISED BUDGET	YTD ACTUAL	% COLLECTED
City of Hartford	\$7,860,851	\$7,860,851	100.0%
Desk receipts	\$75,000	\$96,692	128.9%
Passport receipts	\$51,800	\$49,563	95.7%
ST CT Library Funds	\$7,000	\$3,842	54.9%
Funding from other sources	--	\$2,128	100.0%
Donations & contributions	\$500,000	\$380,969	76.2%
Misc revenue	\$115,200	\$51,453	44.7%
Endowment	\$739,055	\$806,407	109.1%
PY Savings	\$174,747	--	0.0%
Total revenue	\$9,523,653	\$9,251,905	97.1%
EXPENSE			
Salaries	\$5,567,021	\$4,957,346	89.0%
Fringe	\$1,776,712	\$2,027,762	114.1%
Professional services	\$669,821	\$639,757	95.5%
Staff training	\$54,817	\$72,390	132.1%
Supplies	\$72,600	\$79,217	109.1%
IT	\$247,287	\$291,674	117.9%
Collection	\$597,807	\$435,730	72.9%
Utilities	\$70,009	\$80,667	115.2%
Rent	\$104,680	\$101,015	96.5%
Facilities	\$252,200	\$263,787	104.6%
Programs	\$70,700	\$51,847	73.3%
Contingency	\$40,000	\$71,085	177.7%
Total expense	\$9,523,653	\$9,072,278	95.3%

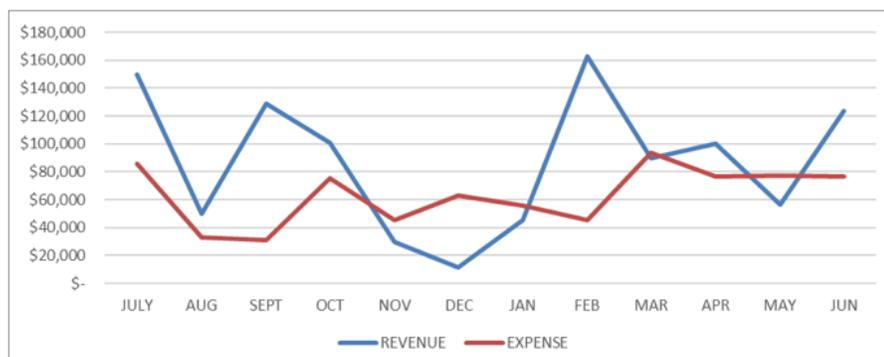
FY17 grant budget summary
(as of 6/30/2017— 100% through fiscal year)

	REVISED GRANT BUDGET	YTD ACTUAL	% COLLECTED/ COMMITTED
Revenue	\$1,180,531	\$1,048,724	88.8%
Expense	\$1,180,531	758,005	64.2%
Projected balance		\$290,719	

YTD grant budget (as of 6/30/2017)



grant budget—monthly revenue/expense



grant activity for
March–June 2017

	NUMBER OF GRANTS	GRANT AMOUNT
AWARDED		
Government	2	\$34,000
Foundations	7	\$66,500
Corporation	1	\$5,000
Total	10	\$105,500

PENDING		
Government	1	\$115,000
Foundations	2	\$95,630
Corporation	5	\$231,770
Total	8	\$442,400

DECLINED		
Government	0	\$0
Foundations	3	\$35,114
Corporation	3	\$118,350
Total	6	\$153,464

Note: Many grants received have different fiscal years as compared HPL's. Because of this, a surplus or deficit of funds at year end is possible and likely.

overview

The last few months have been a time of constant transition for the Hartford Public Library. As the organization continues to forge forward, we have been strategic and intentional of the services we render, where in the city we focus certain services and how to align services with the needs identified in our strategic planning. All of these efforts point towards a more holistic end-to-end customer experience. In order to achieve this, we are developing more interdepartmental collaborative efforts for higher impact.

systemwide public services & partnerships

May marked the initiation of Municipal ID processing at the Hartford Public Library as a collaborative effort with the City of Hartford. To date, the Hartford Public Library has processed over 500 Municipal ID's and expanded service to the Albany Branch.

Another example of interdepartmental collaborative efforts is the collaboration between Hartford Public Library's The American Place and Hartford Adult Education to provide G.E.D support for residents of the North End neighborhood at the Barbour Branch. This class has provided an opportunity for adult learners to attend class to refresh their skills in order to take the G.E.D.

At the Mark Twain Branch, adult programs were instituted to include Spanish, English and Citizenship classes, along with a partnership with Read to Succeed. These programs were designed to support adults improve their literacy skills in aforementioned areas.

In efforts to improve teen services at Albany, the Youth Services staff shadowed the YOUmedia staff. This will strengthen their skill set and the services to teens as we move forward with a YOUmedia at Albany Branch.

A collaboration between The American Place and the Park Branch resulted in a guardianship presentation. This program yielded 41 participants on a Saturday afternoon who came to inform themselves on what steps to take for their children and family if by any chance they would be faced with the possibility of deportation by Federal Immigration Officials.

Boundless collaborations continue to strengthen as Branches create programs that provide educational and literacy enrichment. The relationship with Capitol Prep and Ropkins was strengthened with a unique Library of Congress Workshop, a presentation by the branch manager on the schools' monthly Podcast, and book talks for Build a Better World. These efforts have resulted in teachers bringing students to the branch for workshops on the difference between fiction and non-fiction. Tabletop games in the north end with Anthony DiBello was featured on the front page of the Hartford Courant in April 2017, highlighting the Albany and Ropkins Branch. These library/school collaborations between the Hartford Public Library and the Hartford Public Schools were highlighted in the Urban Library Council's latest report: "Public Partnerships for Early Literacy: Library-School Partnerships Closing Opportunity Gaps"

highlights

500+

*municipal ID cards issued
and municipal ID service
expanded to Albany Branch*

G.E.D. support

for residents of the North End

Boundless

*provides educational and literacy
enrichment*

youth & family services

overview

Fiscal year 16-17 saw an increase of 12% in youth print circulation with 7,666 more print items checked out than fiscal year 15-16. The Summer Learning Kickoff on June 10 was a huge success, drawing around 750 attendees. Community Ambassadors were recruited in our inaugural attempt for Read. Go. Do. The Community Ambassadors volunteered at the Kickoff and have been working to promote our SLP and the library since May.

Youth Services Librarians made over 40 visits to the schools to promote the summer learning program. The schools were able to print logs for every child to take home. The Library on Wheels began visits to the Asylum Hill Early Learning Center, the Growing Tree, and the Right Place daycares in mid-June. Plans to extend mobile services in the Asylum Hill neighborhood are being explored.

The Director of Central Public Services represented HPL at a four-person panel organized by the Urban Library Council entitled *Public Libraries: Closing the Opportunity Gap for Early Literacy Success*. Marie Jarry discussed the Boundless partnership and other initiatives HPL is working on to ensure Hartford students are reading on grade level by the end of third grade.

YOUmedia

YOUmedia conducted mock interviews where teens were given the opportunity to practice their interview skills and receive individual feedback. In addition to this, they developed programming around odd jobs that students can pick up to earn petty cash.

40+

school visits to support
Summer Learning

750

attendees at
Summer Learning Kickoff

+12%

youth print circulation
in FY 16-17



(above: Summer Learning Kickoff, June 10)

adult programs

overview

HPL offers programming related to the arts (literary, visual, and performing), history, education, and community engagement.

57
programs

2,789
attendees



lifelong learning

In Partnership with the Programming Department, the Dwight Branch hosted a wonderful program called Collage Remix with Master Artist Andres Chaparro. The lifelong learning collage classes were for older adults 55+. It was open to Hartford residents and concluded with a group reception open to the public that displayed an exhibition of collage works from the class. The Lifelong Learning classes in the arts were made possible by Ensworth Charitable Foundation. It funded a six-week progressive workshop series including a printmaking class with teaching artist Robert Charles Hudson at the Albany Branch. The final six-week workshop was *Art Appreciation 101*. It ends with a reception to celebrate the work the participants produce and discuss the variety of art studied. This class included field trips to local art museums like the Wadsworth Atheneum and local artist studios.

(left: a collage created by a Collage Remix participant)

baby grand jazz

The 14th year of Baby Grand Jazz upheld the longstanding tradition of bringing the best in local and national talent to downtown Hartford. As the region's premier showcase for high-caliber jazz performances, Hartford Public Library's Baby Grand Jazz series continues to attract new audiences and foster an appreciation for the genre in a welcoming and accessible venue, at no cost to the public.

Each performance was recorded as well as live-streamed, and the videos were archived and shared with the public on YouTube. Attendance was capped at 250 per performance due to fire code regulations in the Center for Contemporary Culture. Hundreds of additional views of the performance videos meant that 2017 was the most successful series to date. The 2017 total audience for all 16 concerts fell just shy of 6,000 people.

(right: Alvin Carter, Jr. performs with Confluence of Influence IV on April 30)



Photo credit: Maurice Robertson

the author's table

Another example of interdepartmental collaboration is *The Author's Table*, an opportunity for local writers to showcase their latest publications and connect with library visitors. Branches have expressed interest in this concept and it has resulted in *The Author's Table at Albany* series, featuring Kenneth Passan, Melanie Vaverchak, and Patrina Dixon. A few new authors reached out to participate in the next series, which will roll out in the Fall.

(right: Laura Woollett and her novel about the Hartford circus fire)

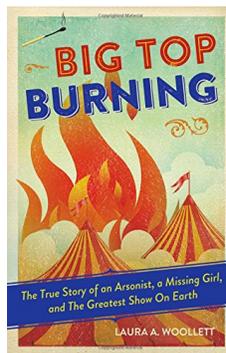


Photo credit: Donna Larcen

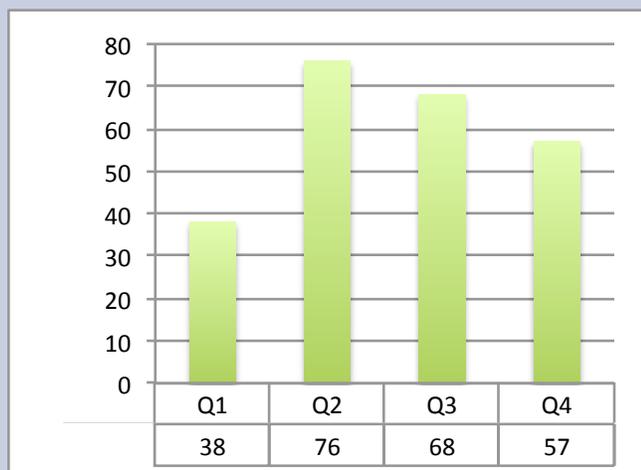
programs by subject



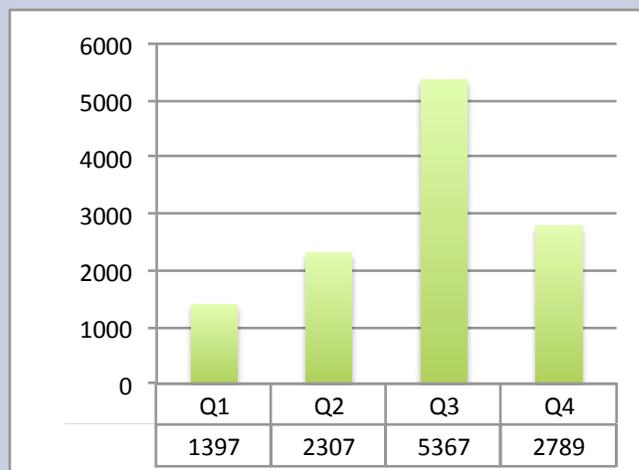
- Music, dance, & performance (8)
- Art exhibits & artist talks (3)
- Book talks & signings (14)
- Community engagement (5)
- Film (3)
- History & education (24)

FY 2016–17 Q1–Q4 COMPARISON

PROGRAMS



ATTENDANCE

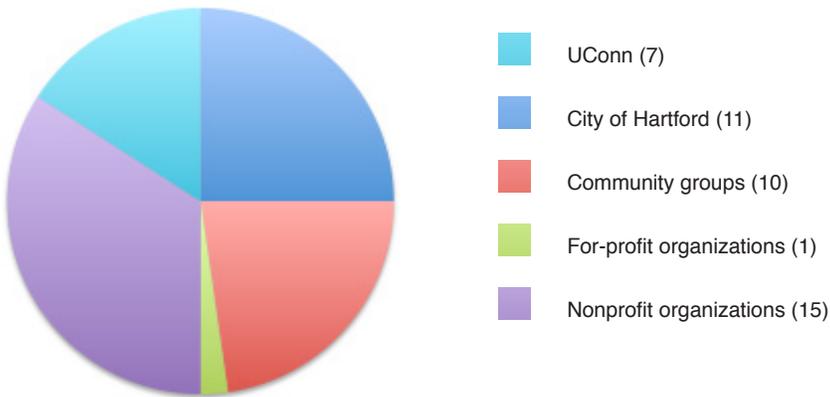


room reservations

overview

Hartford Public Library (HPL) encourages public use of meeting rooms as gathering places to exchange ideas, share information and participate in programs created for public enjoyment, public education and civic engagement.

no. of reservations by organizing group



44

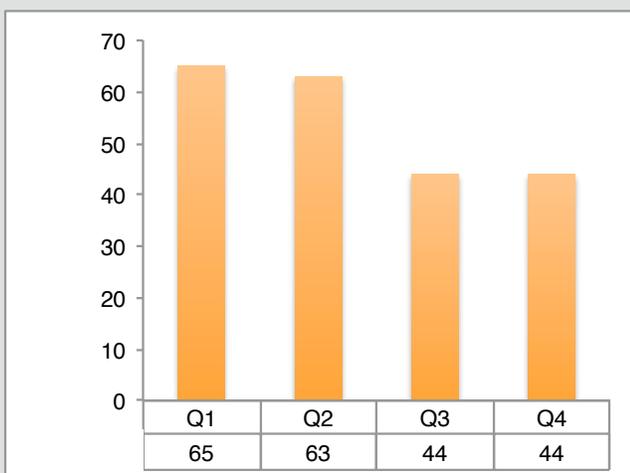
room reservations

2,849

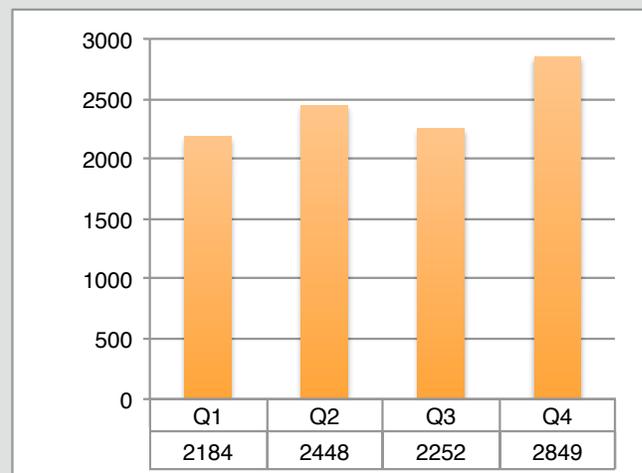
estimated attendees

FY 2016–17 Q1–Q4 COMPARISON

ROOM RESERVATIONS



ATTENDANCE



hartford history center

at a **glance**

6,444

total visits to the
digital repository
(all collections)

digital repository visits by collection

COLLECTION	VISITS
<i>Butch Lewis</i>	378
<i>Elbert Weinberg</i>	114
<i>Elbert Weinberg Video</i>	2
<i>Find Your Voice</i>	2
<i>Find Your Voice Video</i>	6
<i>Hartford: Making of a City</i>	2,323
<i>Real Art Ways</i>	51
<i>Reflection of the Times</i>	862
<i>Richard Welling</i>	17
<i>Souvenirs of Hartford</i>	2,689
Total	6,444

overview

Hartford History Center had more than 26,500 visitors to its digital repository in the fiscal year 2016–2017, answered more than 1,000 Hartford-specific historical reference questions and hosted more than 120 programs with a total program audience of approximately 4,000 people.

strategic partnerships

Strategic partnerships developed between the Library's Hartford History Center and key organizations and public institutions for this fiscal year include: the University of Connecticut's Public Humanities Institute and the Wadsworth Atheneum in developing and debuting a new program series entitled "Encounters," which explores fundamental documents of our democracy against the backdrop of current events; the StoryCorps Justice Project and Governor Dannel Malloy's office in archiving and making available Hartford stories around the topic of incarceration; with University of Connecticut's Urban Studies department in the daily mentoring of two urban studies students in archival processing and exhibition (one student's concentration is in History and the other in Latin American studies) for this past spring semester; Thinkwell Center Inc. in its Maps for All initiative; Trinity College in the development of an archival program for students designed to capture and preserve Hartford's HipHop history here at the Hartford History Center; and, the Connecticut Fair Housing Center in their funding of a part-time archival assistant position to process and prepare a finding aid for Hartford History Center's A. Boyd Hinds Collection.

collection development

Recently gifted to the Hartford History Center is Carla Ten Eyck: Mayor Mike Nine Portrait Project

From 2007 - 2011, Hartford-born photographer Carla Ten Eyck took nine portraits annually of Hartford residents who made an important contribution to the city. Each year, nine portraits were featured in beloved Hartford mayor, Mayor Mike's restaurant. The Hartford History Center has recently been gifted all 45 portraits for our archive. Images will be printed and exhibited at the Hartford Public Library starting in the 2017-2018 year.

New, this quarter, in our online database of Hartford-specific historical images is the Richard Welling Collection. Richard Welling (1926-2009) was born in Hartford and spent most of his life documenting the changing appearance of his native city. In 2010, the Hartford History Center mounted a posthumous exhibit and tribute to Richard Welling, including drawings, prints and memorabilia lent by the Richard Welling family. The Richard Welling family subsequently donated a large collection of reproductions of Richard Welling drawings of Hartford to the Hartford History Center and they are now available to view online at <https://tinyurl.com/ydagbqtm>

programs & exhibits

World War I

The Hartford History Center hosted six programs from April 6–June 10 commemorating 100 years since the United States entered into World War I. Programs were produced with a grant from Library of America and also in partnership with the Connecticut State Library. Programs included: a scholar-led talk on the Puerto Rican experience in WWI, a veteran-led roundtable discussion based on historical readings, two archival-based author talks on WWI, including on Hartford’s role in the war, and two programs that focused on the digital preservation of CT-based Latinos and other veterans in WWI. One of the audience members was Hernan LaFontaine, who is the first Puerto Rican superintendent in Hartford. He later participated in the digitization day with the CT State Library, where he brought documents and photographs pertaining to his father’s service in World War I.

Greater Hartford NAACP

The Hartford History Center hosted a panel of 8 of the 11 living presidents of the Greater Hartford NAACP moderated by Hartford Public Library board member, Andrea Comer, in celebration of the branch’s 100 year anniversary. President panelists included: Dr. Sedrick Rawlins, James W. Patterson, Ula Dodson, Barbara Wiggins, Russell Williams, Joan Harrison Gibson, and the Honorable Thirman L. Milner. The program ran on Saturday, June 24. Greater Hartford NAACP Vice President Annette Shack has been conducting much of the research on the branch at the Hartford History Center. The partnership will continue as the history center will produce a short video series using interviews with the living presidents on how the Greater Hartford NAACP has impacted the community and impacted the lives of the living presidents during their tenure. This series will become available online on the history center’s digital repository this fall.

ArtWalk: Hartford Views Photographs by Pablo Delano

This exhibition consisted of large format photographs that focused on the built environment of Hartford. The photographs, spanning eight years, highlight the nuances and contradictions inherent in a city with a layered history, and record what has been lost over time. The opening reception, which took place on May 19, attracted one of our largest crowds, including dignitaries such as State Representative Edwin Vargas, Jr. Over 65 visitors signed the exhibition book, including a number of visitors who had not previously been on our mailing list.

Hartford Hip Hop: 1981–1991 Exhibit Travels to Trinity College and Goodwin College

The small exhibition the Hartford History Center curated for Hip Hop Nation 2016 programming has gotten so much interest that it travelled to the 12th Annual Trinity International Hip Hop Festival at Trinity College in early April and is now displayed at Goodwin College through the end of September 2017. This exhibition, consisting of photographs and fliers from the early Hartford hip hop scene of the 1980s to the early 1990s is the beginning of a Hartford Hip Hop Archive, which sheds light on the contributions of local residents to this popular art movement.

CT River Academy class visits

The Hartford History Center worked with urban studies teacher Tony Roy to conduct two classroom visits with his high school seniors. We pulled articles, reports, maps, and images that pertained to the history of the Frog Hollow neighborhood for them to review. We discussed the difference between primary and secondary sources and received feedback from students that it was the first time they felt connected to history.

Carla Ten Eyck: see real women: really see women

Originally curated in 2007, Carla Ten Eyck’s exhibition *see real women: really see women* is part of the Hartford History Center’s permanent collection. In honor of Women’s History Month, the Hartford History Center at Hartford Public Library celebrated a Hartford-born photographer and her work that asks and answers the question, “when do you feel you are your most beautiful?” The exhibition stayed up not just for the month of March, but through the month of May and into June. The exhibition was accompanied by an artist talk, which attracted a full room of women and men connected to or interested in the project.

July 1, 2016–June 30, 2017
at a **glance**

26,500
visitors to the digital repository

120+
programs

4,000+
program attendees

1,000+
Hartford-specific historical reference questions answered

the american place

1,275
took an adult basic
education class

398
passport applications
processed

highlights

May 2

Collaborated on and attended the 20th Annual Connecticut Immigrant Day awards ceremony at the State Capitol recognizing the inspiring contributions of the immigrant and refugee communities in CT.

May 24–25

Collaborated with USCIS to offer a two full day training institute Bridges to Citizenship hosted by HPL and designed to connect adult educators and library staff state wide to enhance immigrant education services; 68 professionals participated.

May 31

Co-presented with N. Caddigan on Promoting Immigration by Tapping Long Standing Partnerships at the Rhode Island Library Association's annual conference held at Bryant College.

June 20

In collaboration with USCIS, a successful Naturalization Ceremony was conducted commemorating World Refugee Day. Worldwide, one in every 122 humans is now either a refugee, internally displaced, or seeking asylum. Although in 2017, the US national refugee acceptance program was capped at 50,000 per year (down from 110,000 last year), Hartford still remains a key City for refugee resettlement by Catholic Charities and a key Library customer base; over 40% percent of our program participants are refugees.

	Q1	Q2	Q3	APR	MAY	JUN	Q4	FY16-17
AMERICAN JOB CENTER								
New customers	125	95	102	3	14	--	17	339
Number of visits	2,281	2,068	1,671	467	215	--	682	6,702
ADULT BASIC EDUCATION								
ESL CLASSES								
Classes	11	35	39	12	14	13	39	124
Attendance	256	693	547	224	235	172	631	2,127
CITIZENSHIP CLASSES								
Classes	36	36	36	15	9	--	24	132
Attendance	611	521	639	238	227	--	465	2,236
GED CLASSES								
Classes			3	9	14	15	38	41
Attendance			24	61	72	46	179	179
Volunteer hours								314
GED test	Closed for construction.					19		19

adult basic education

HPS Adult Education Department continues its support of Barbour’s Reading & Writing Center by offering a summer GED class. ESL and Citizenship classes are also continuing through the summer with a steady attendance. Enrollment for the new season of GED/ESL/Citizenship classes are scheduled to begin mid-late August.

career online high school

Two of HPL’s Career High School enrollees are scheduled to complete their 18 months of online studies and receive their high school diplomas this summer. One intends to pursue studies in the field of Social Work and attend community college before transferring to a 4-year institution. The other enrollee will be qualified to enter the HVAC Training program offered by the Adult Training Division at A.I. Prince Technical High School. For both diploma candidates, their earning of this credential represents having taken on and overcome many obstacles along their paths which they did with great focus and dedication.

read to succeed

Read to Succeed currently has 17 enrollees receiving literacy support services and it is holding consultation interviews for new applicants to begin in September. Sixty percent of enrollees are male and forty percent female, representing all age group brackets from 18 – 65 and over 90% minority.

volunteering @TAP

A reliable and loyal cadre of 8 volunteers, primarily Citizenship or Literacy Coaches, offered to continue working with their tutees on Saturdays over the summer months. Volunteers hail from a wide range of professional backgrounds including the CT Judicial branch, the Travelers, Wadsworth Atheneum, Cigna, and local school systems.

bridging the digital divide

Bridging the Digital Divide Adult Learning Services convened representatives from almost 40 organizations throughout the Hartford area on three separate occasions to explore strategies for bridging the digital divide in Hartford as part of its Innovation Planning Grant initiative. The group shared information about high need areas, past and present efforts and recommended three priority groups on which the Library may want to focus – the re-entry population, adults with less than an Associate degree, and the unemployed. Staff and consultants will summarize the results of the planning efforts and ultimately draft a proposal for a two to three-year grant from the Hartford Foundation for Public Giving.

USDOJ R&A program

The increased demand for immigration legal assistance is unprecedented. With the Lead Immigration Counselor position filled, we will explore various partnerships (law firms and/or colleges) to organize mega group application workshops for Naturalization to meet the increasing demand.

immigrant youth initiative

This summer’s intensive 4-week IMLS immigrant youth program yielded a number of positives for 23 Bulkeley High School participants—either new or returning from the initial spring cycle—who opted to spend 20 hours per week working on their English language and academic skills on-site at HPL. Daily attendance rates were stellar. On June 28, the students heard from an inspiring panel of three young immigrant professionals who shared their journeys from their native countries to college and on to eventual full-time positions at Travelers and Pratt & Whitney Manufacturing. As a follow-up activity, the students have been offered the opportunity to further extend their learning by attending English language small-group tutoring sessions through mid-August.

passports

	APR	MAY	JUN	TOTAL
No. of applications	82	111	205	398
Application revenue	\$1,325.00	\$2,050	\$4,572.95	\$7,947.95
No. of photos	80	99	66	245
Photo revenue	\$800.00	\$990.00	\$660.00	\$2,450.00
Revenue Total	\$2,125.00	\$3,040.00	\$5,232.95	\$10,397.95

beyond words

Beyond Words 2017 is scheduled for Wednesday, November 29, 2017 at the Marriott Downtown Hartford. We are in the process of confirming the guest speaker. The Travelers has committed to be the Beyond Words 2017 lead sponsor with a \$10,000 sponsorship, with an additional \$15,000 challenge to the Library to raise an additional \$15,000 in new sponsorships or donations to Beyond Words 2017. Marlene Ibsen, President of the Travelers Foundation, is the Beyond Words honorary chair for 2017. In addition, the Development Committee has identified Sharon O'Meara as the 2017 Caroline M. Hewins Medalist posthumously with the blessing of Sharon's partner, Cheryl Coutsonikas, and the Hartford Foundation for Public Giving. The ticket prices for this year's event are \$175 guest ticket and \$250 patron. Sponsorship levels have remained the same as last year.

event sponsorships/corporate giving

The Development Committee formed a sub-committee to work on event sponsorships and corporate giving to the Library. We are working with board members to join staff when we schedule Library solicitations for all corporate giving. This is in line with having the board more actively involved in the Library's fundraising efforts. The Corporate Support Strategy was developed to have a strong prospect list of tier one companies, representing companies being approached first. With tier two companies, we are working to support stronger relationships with the support of board members and some HPL corporators.

spring appeal

A spring appeal was mailed in late March to capture donors who haven't donated to the Library in the past year. Over 800 letters were mailed. We pulled all major donors (\$250+) for personalized notes with the support of Cate D'Italia, co-chair of the HPL corporators. A targeted spring appeal was sent to the HPL corporators who had not given to the Library in the past year. There was a healthy response to the spring appeal, raising close to \$10,000. Additionally, corporators donated approximately \$65,000+ to the Library in the past year.

corporators

HPL development team is working closely with Cate D'Italia, co-chair of the HPL corporators, and Gerri Sullivan, board liaison to the HPL corporators, to engage our corporators. A corporators gathering was held on April 12 and was well attended. We also had a special meeting in June for corporators to present the Library's new strategic plan.

highlight

beyond
words >>>

Wednesday, November 29, 2017, 6:00 pm to 9:00 pm
Hartford Marriott Downtown

Honorary Chair:
Marlene Ibsen
President, Travelers Foundation

*2017 Caroline M.
Hewins Medalist:*
Sharon O'Meara

marketing & communications

overview

Marketing & Communications became a true Creative Services team with the addition of Kenyon Grant, who transitioned from Cultural Affairs & Public Programming. In addition to focusing on all of the design work for the major branding initiatives, large scale programs, and ongoing smaller scale projects, Kenyon is taking over responsibility for the weekly e-news and ongoing social media postings. Donna Larcen, our part-time communications specialist, will concentrate on media relations and writing assignments.

ongoing projects

major branding initiatives

Hartford Public Library Brand Building

- **Brand positioning:** Defining HPL's unique offering.
- **Brand identity:** Fresh consistent look to carry across all marketing efforts
- **Brand voice:** Consistent messaging.
- **Brand guidelines:** Graphic standards manual for all promotional collateral materials.
- **Strategic marketing & communications plan:** Objectives/Targets/Strategies, Messaging/Tactics
- **Website redesign and development:** Don Wilson and Kashif Chaudhary are working with Mary Tzambazakis on the Work Plan. To be determined: engage an outside web development resource or handle development internally? Content/design work scheduled to begin in September.
- **HPL quarterly magazine redesign:** A new look, direction, and way of storytelling to be launched in the Fall
- **Signage:**
 - » HPL / UConn co-branding
 - » Downtown new service model

large scale programs

- **Summer Learning Program:** 'Read. Go. Do.' Participants track completed summer learning goals and receive a ticket to a Yard Goats game.
- **Systemwide Open House** (Sept. 15)
 - » Library Card Sign Up Month (poster contest & activities)
 - » Hispanic Heritage Month
- **Beyond Words**

major communications efforts

- **New Park Branch:** citywide and community specific
- **Strategic Branch Restructuring Plan:** citywide and community specific

one-time communications events

- **Marketing materials** for programs including:
 - » Immigrant & Refugee Resources
 - » Hartford City ID Program
 - » National Disability Voter Registration Program
 - » Cigna Health Tour
- **Security Officer Training Program**
 - » Website & advertising

ongoing projects

- **Weekly e-news**
- **Social media**
- **Branch-specific promotional materials**

goals

- **Stronger, more consistent brand** across all marketing and communications that elevates our target audiences' understanding of all we do and motivates them to want to get involved.
- **Stronger media relations** with key contacts at all critical media outlets enabling us to more effectively control and shape what is written and said about HPL
- **Develop Creative Services** into a widely understood 'go to' resource for all areas of HPL to engage in creating promotional and informational materials.
- **Generate more visibility** for our branches (through vehicles like e-news) of the exciting programs and activities that take place across our branch system.

social engagement



Facebook

+112 page likes

(6,044 total)



Instagram

44 posts

630 followers

563 likes



Twitter

+91 page follows

(4,558 total)



E-newsletter

+330 subscribers

(6,043 total)

capital projects

uconn

UConn construction at Hartford Public Library is nearly complete, with UConn Library staff already housed in their new office space. The Learning Lab technology will be installed by July 21, 2017. The remaining construction work to be done is patio paver regrading, which will be complete by August 1, 2017. Final punch list items are in the process of being inspected and addressed. The newly created classroom space for Hartford Public Library is in full use.



UConn Conference Space



Hartford History Center Collection



Collaborative Seating

park branch library

Plans for the Park Branch Library at the former Lyric Theater site are moving forward. The architecture firm of Tai Soo Kim Partners is in the process of design development. Meetings updating the NRZ have taken place and will continue to take place to keep all updated on our progress. The Library is working collaboratively with the State Historic Preservation Office through their historic preservation process with respect to the Lyric site.



staff updates

new hires



LAURIE HOUSEMAN
Lead Immigration Counselor



GRACIELA RIVERA
Park Branch Manager



BONNIE SOLBERG
Library on Wheels Outreach Assistant



AYANNA WRIGHT
YOUmedia Mentor



TIFFANY COOPER
Accounting Clerk



LAUREN THOMPSON
Youth and Family Outreach Librarian

(not pictured)

MICHAEL CAREY, Security

JAMES McCABE, Assistant Facilities Manager

promotions



LETICIA COTTO
Customer Experience Officer



MARIE JARRY
Director of Central Public Services



SARAH PELLETIER
Director of Programming



MICHELLE McFARLAND
Director of Branch Services



KENYON GRANT
Creative Services Manager

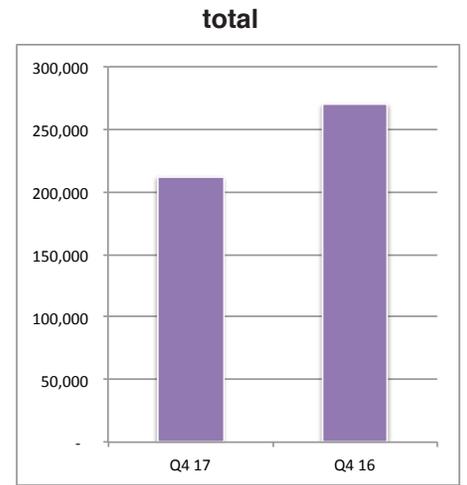
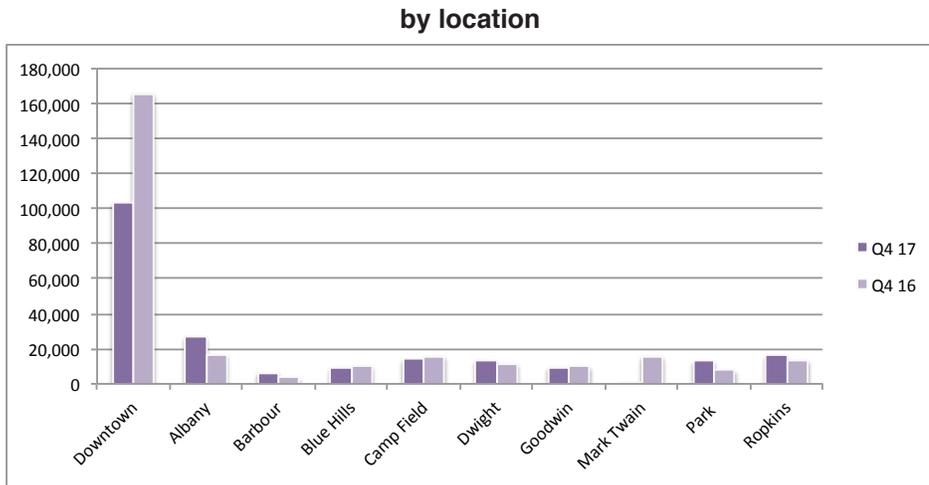


IVELISSE ORTIZ
Business Analyst

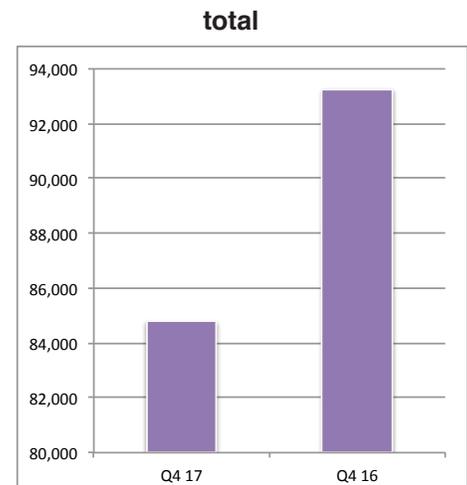
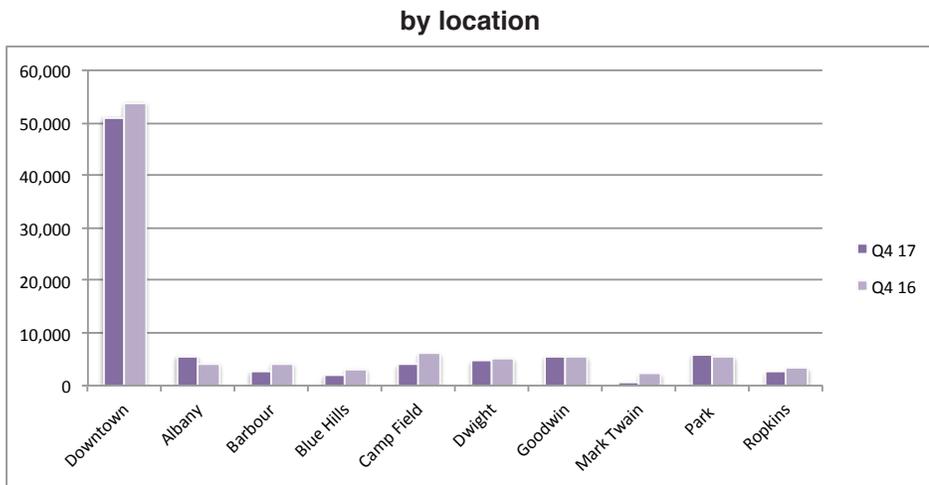
performance indicators

	APR 2017	MAY 2017	JUN 2017	Q4 17 TOTAL	Q4 16 TOTAL	YTD 17	YTD16
TOTAL VISITS	63,447	68,472	80,137	212,056	269,897	860,561	741,852
Downtown	32,511	31,871	38,774	103,156	165,495	391,321	465,512
Albany	8,644	9,104	9,104	26,852	16,792	109,139	57,302
Barbour	1,239	2,179	3,086	6,504	3,628	21,255	24,099
Blue Hills	2,738	3,268	3,244	9,250	9,945	49,972	21,886
Camp Field	4,106	4,373	5,417	13,896	15,688	55,298	37,610
Dwight	3,646	5,097	4,502	13,245	11,511	51,581	33,946
Goodwin	2,698	3,176	3,603	9,477	10,001	39,227	32,672
Mark Twain	200	250	276	726	15,725	11,543	19,037
Park	3,185	3,185	6,500	12,870	7,706	70,969	25,780
Ropkins	4,480	5,969	5,631	16,080	13,406	60,256	24,008
TOTAL CIRCULATION	28,221	26,291	30,302	84,814	93,255	353,087	379,258
Downtown	17,143	15,338	18,547	51,028	53,750	204,524	213,426
Albany	1,831	1,763	2,056	5,650	4,205	21,140	20,031
Barbour	975	877	882	2,734	4,262	13,217	17,995
Blue Hills	553	695	740	1,988	3,193	9,353	11,718
Camp Field	1,080	1,273	1,608	3,961	6,178	18,605	26,286
Dwight	1,679	1,501	1,472	4,652	5,161	21,200	19,085
Goodwin	1,712	1,864	2,022	5,598	5,488	20,365	23,981
Mark Twain	197	205	215	617	2,231	4,459	10,492
Park	2,016	1,869	2,055	5,940	5,523	26,801	21,901
Ropkins	1,035	906	705	2,646	3,264	13,423	14,343
TOTAL PC USE	9,292	9,808	10,281	29,381	38,719	127,007	170,578
Downtown	5,598	5,082	4,779	15,459	19,345	66,660	88,636
Albany	872	1,146	1,071	3,089	4,704	13,215	19,163
Barbour	383	475	585	1,443	1,836	6,564	7,663
Blue Hills	297	333	425	1,055	1,595	4,603	5,900
Camp Field	529	656	968	2,153	3,085	8,589	12,679
Dwight	460	633	616	1,709	1,275	6,285	5,604
Goodwin	346	329	416	1,091	1,671	5,201	6,796
Mark Twain	31	50	149	230	730	1,405	3,755
Park	534	755	1,006	2,295	2,825	9,495	12,625
Ropkins	242	349	266	857	1,653	4,990	7,757

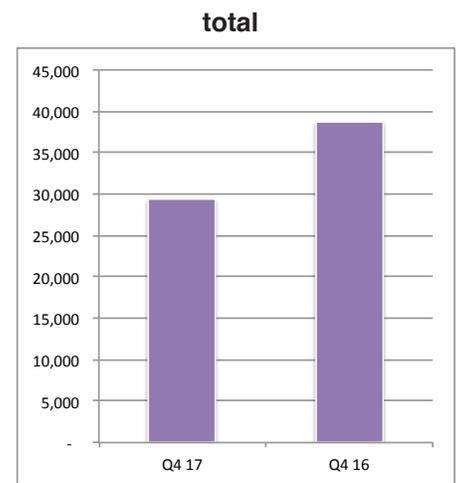
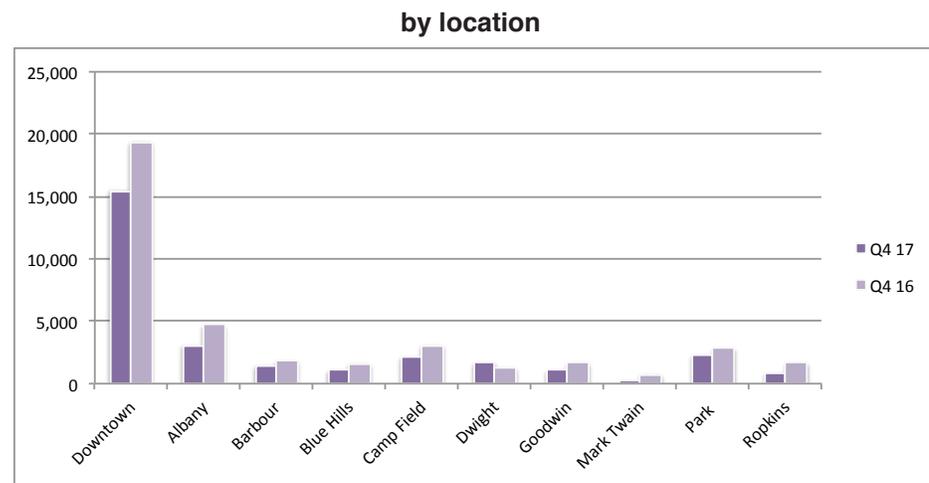
Q4 VISITS, 2017 vs. 2016



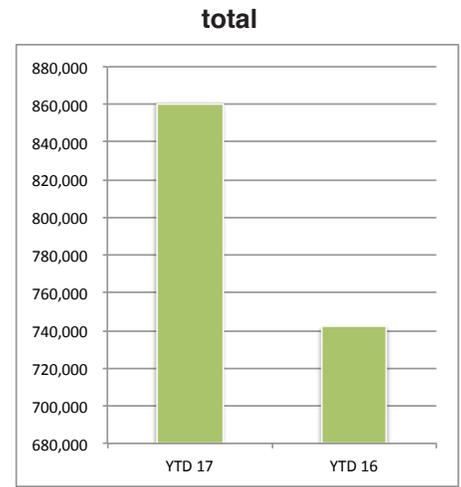
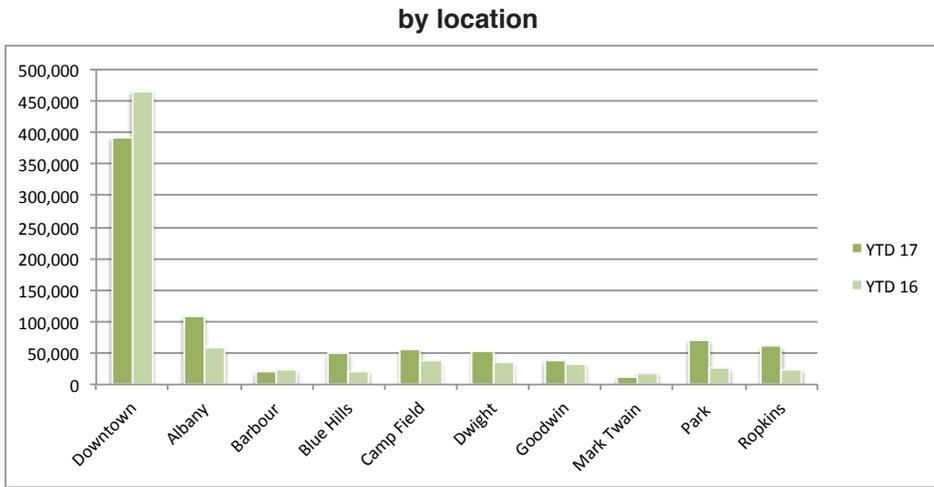
Q4 CIRCULATION, 2017 vs. 2016



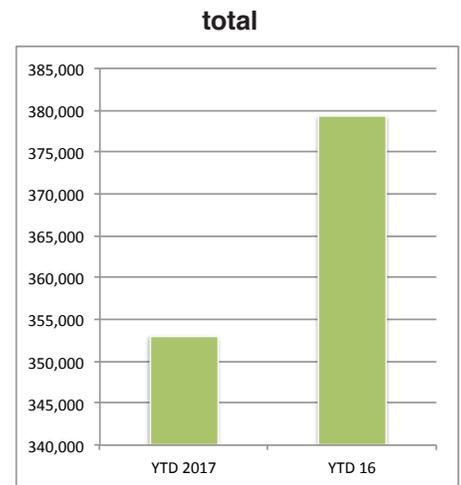
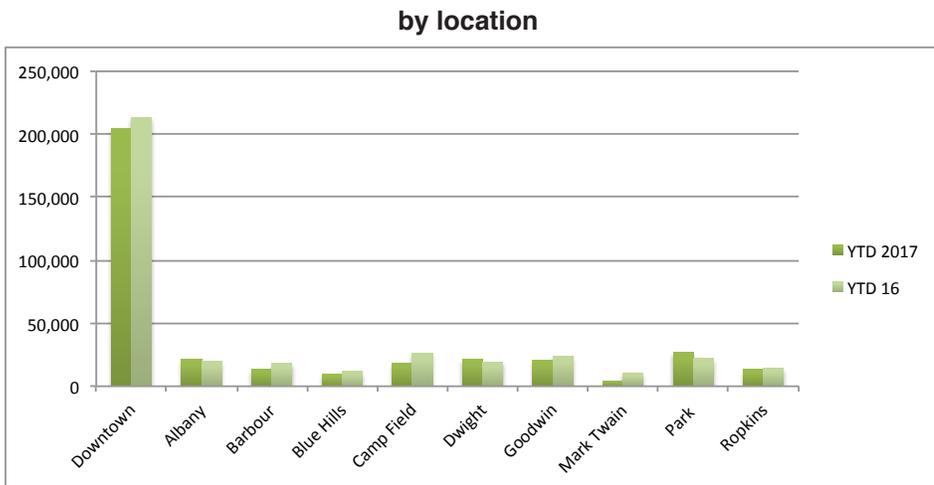
Q4 PC USE, 2017 vs. 2016



VISITS YTD, 2017 vs. 2016



CIRCULATION YTD, 2017 vs. 2016



PC USE YTD, 2017 vs. 2016

