



# Interim Directors' Report

June 2009

## A Review of the Library's Operations

### Fiscal

#### *FY 08-09 Budget at Nine Months*

<b><i>FY 08-09</i></b>	<b><i>Budget</i></b>	<b><i>Actual</i></b>	<b><i>Expended YTD</i></b>
<b><i>Personnel</i></b>	7,152,717	4,817,171	68%
<b><i>Non-personnel</i></b>	2,180,603	1,328,291	61%
<b><i>Total</i></b>	9,333,320	6,190,191	68%

The library ended the first nine months of FY 2008-2009 in a good financial position. The report for personnel is on an accrual basis. All other categorical expenses are reported by the city on a cash basis in accord with the fiscal systems of the city's finance department. *Personnel Services* are on target. *General Administration* is slightly less than projected; office supply orders will be filled in the fourth quarter. 66% of the *Library Materials* budget has been spent. This variance is below projections due to the high percentage of prepublication orders outstanding and delays in invoicing. *Plant Maintenance* is slightly under projection due to contract renewals received late third quarter and not yet processed by the city. *Plant Operation* is over projection due to an increase in rent at the Park Branch. *Staff Development* is over projection due to additional security training for the staff that was not originally in the budget. *Public Programs* are on target. Actual expenses for *Technical and Professional Services* are over projection due to a security consultant's review of the facility, the latter unanticipated in the original budget. *Outlay* expense is below projection due to grant funds not likely to be received this year. *Revenues* came in slightly under target. Revenues from federal and state grants will be received in the final quarter of the fiscal year. All other grant revenue will be received in the final quarter of the fiscal year.

### *FY 09-10 Budget Process*

The Library submitted a balanced budget, without branch closures or staff lay-offs, based on the Mayor's target contribution (5% less than the current contribution) and projected revenue from other sources.

As a result of the Library's presentation to the City Council, the council members resolved to increase the Library's contribution by \$125,000 to help restore public service hours in the branch system. Additional hours will allow the Library to participate once again in the federal summer lunch program at all branch sites servicing over 3,000 children.

On May 23, the Mayor vetoed this resolution among several others.

On May 26, the Council voted to override the Mayor's veto and restored the additional funding.

The Library is planning to add additional hours at the branches both during the week and on Saturdays effective July 1.

## **Facilities**

### *Downtown Library*

The Library has completed the installation of the LED system that will be used to communicate events within the facility and pertinent messages to our visitors. We have also finished the video surveillance and perimeter alarm project; these tools are in active use. Additional signage has been installed for the Connecticut Center for the Book, the Hartford History Center, and the **ArtWalk**. The main staircases will be refinished before the annual author event on June 26.

### *Blue Hills Branch*

The branch, which had been shuttered since mid-December due to environmental issues regarding sewage and mold, was reopened on April 27. Fuss and O'Neil gave the facility a "clean bill of health" after completion of the remedial work.

### *Park Street Branch*

The lease has been signed with the City and work will begin to start site improvements (HVAC, handicapped toilet facilities, and floor re-design) this summer.

### *Albany Branch*

New architectural drawings have been ordered from Seigny Associates reflecting a \$6MM budget. The Mayor's office has retained this project as a priority along with the public safety complex. Meanwhile, the Library has made cosmetic and safety site improvements on the existing building to improve the customer and staff experience.

### *Dwight Branch*

The branch located in the Parkville School is scheduled to begin expansion by September 1 pending final architectural changes, the City bonding process, and the contracting process with the State Library to receive the \$500,000 grant.

## **Safety and Security**

### *Intrusion Alarms and Video Surveillance*

The intrusion alarm system and the video surveillance technology have been installed and are activated in the Downtown Library.

### *Anti-theft technology*

The collections are now tagged in the media room. The security gate in that space is fully operational. Gates will be installed at the Main Street and Arch Street entrances during the summer.

### *Safety and Security training for staff*

Follow-up and skill reinforcement workshops were held for staff in these areas:

- Setting Effective Limits
- How to Document Incidents
- After the Crisis: Employee Debriefing Strategies

## Driving the Mission

### Strategic Performance Report - Third Quarter FY 08-09

In the third quarter, the reduction in library hours at all branch locations, including the loss of Saturdays, negatively impacted objectives that support Hartford Public Library's mission. Systems wide, the Library was open a total of 113 hours a week less than the previous year. Meanwhile, demand for library services by adults has notably increased.

#### *Provide Free and Open Access to Information and Ideas*

Visits to the library system wide decreased at the branches (-41%) due to the loss of Saturday hours at all locations, the loss of daytime hours at five satellite branches, and the closure of the Blue Hills Branch for the entire quarter for flooding and mold remediation. Visits to the Downtown Library are marginally down (-8%) when compared to the extraordinary increase that occurred in the 3Q 07-08 after the opening of the main floor and the Main street entrance. Due to the implementation of the security and safety measures, a shift in the population has resulted in fewer customers exhibiting problem behaviors. Visits are 61% higher than 3Q 06-07. PC use system wide decreased system wide (-19%) with the losses at the branches (-36% adults, -49% youth) being offset by increases at the Downtown Library (adults stable, +10% youth).

#### *Promote and Support Literacy and Learning*

At the Downtown Library, demand for adult services has increased for programming and reference. While the number of programs offered has declined (-22%), program attendance is significantly up (+27%). Non-profit workshops (+314%), Job and Career Services (+155%) community forums (+137%), and ESOL classes (+33%) are feeling the greatest impact. All service desks at the Downtown Library are busier than a year ago with the number of questions increasing (+8%) despite the marginal decline in visits

(-8%). While circulation is marginally down (-12%) when compared to the surge that followed last year's grand opening, activity has increased each quarter this year.

For youth, losses are evident across the board for programs, circulation and reference due to a continuation of the factors that have impacted previous quarters: the loss of hours at the branches, the cessation of the grant-funded 21<sup>st</sup> Century Community Learning Center at Moylan School and the loss of staffing, including Teen Leaders. The number of programs offered declined (-36%), resulting in 12,000 less youth served. Stabilization in the next fiscal year is dependent on increasing funding for Teen Leaders and the program budget. Circulation declined in all categories (-20% books & magazines, -30% audio/video), as well as reference (-33% reading guidance, -37% homework assistance), mirroring declines in youth visits to the branches (-40%).

#### *Helping People Participate in Our Democratic Society*

Initiatives demonstrating growth included assisting customers and online access to local information. Passport applications increased (+33%) due to more consistent staffing and an increase in the number of naturalization ceremonies. Income tax filings were up (+49%) due to more volunteer tax preparers and to more people using the service earlier in the year, primarily to receive their refunds quickly. Use of HartfordInfo.org continues to increase (+32%) as it becomes better known and more fully developed. While the number of neighborhood meetings attended has traditionally shown an increase in the 3Q, the trend did not continue this year due to the reduction in staff and tighter, less flexible schedules that make maintaining open hours at Library locations a priority (-31% meetings attended; -32% attendance.)

## Adult Services

### *Adult Learners*

Job and Career Services launched in January experienced tremendous growth this spring with approximately 800 people using the resources and services: computers for the exclusive use of jobseekers; tests for Census jobs; practice job interviews; and classes and workshops including writing for the workplace, and making career changes to high demand professions. A new job club, which meets weekly, provides opportunities to converse and network as well as to type résumés and cover letters and search/apply for jobs online. Job and Career Services outreach included participation in a career fair sponsored by the Connecticut Puerto Rican Forum and the Southside Institutions Neighborhood Alliance (SINA) and two speaking engagements: to an ex-offender employment group at Chrysalis Center and to a Community Renewal Team client employment group. Recognizing the size and needs of the ex-offender population in the Hartford area, Job and Career Services has expanded its programming for this group. The Connecticut Pardon Team now offers coaching sessions at the Library for those individuals who have written their pardon applications and are ready to submit them. The Connecticut Pardon Team also conducted another pardon forum, attracting 140 attendees, including one who flew in from North Carolina. The Job and Career Services manager presented an overview of the collaboration between the Library and the Connecticut Pardon Team at a legislative breakfast meeting attended by sixty people.

The American Place (TAP) continues to encourage the community and Library staff to embrace Hartford's diversity by providing education and information about the immigrant experience. TAP and the Hartford History Center hosted another naturalization ceremony followed by a public reception. Among the new citizens were several from the Library's citizenship class. In the afternoon, *Guiding Applicants for U.S. Citizenship*, a workshop sponsored by the Department of Homeland Security, the Hartford Foundation for Public Giving, and the Capital Region Education Council (CREC), drew



over 120 participants from a wide range of service providers. TAP repeated the workshop, *Culture and Communication*, focused on how cultural background influences the ways in which nonverbal and/or paraverbal communication is perceived. TAP's ESOL/civics class for refugees with low literacy skills, funded by a Program Improvement Project grant from the Connecticut Department of Education, continues with exceptionally little attrition. Contextualized instruction is a key component of the course. This summer, students will cruise on the Connecticut River, stroll through Elizabeth Park, and visit the Governor's mansion. Field trip photos may be viewed online by going to TAP's Web page.

The four-part *Entrepreneurial Education Workshop Series*, presented in collaboration with the Connecticut Small Business Development Center (CSBDC), had an average attendance of 45 at each workshop. 18 individuals attended all of the workshops and earned certificates of completion. Workshop topics were entrepreneurship, starting a business in Connecticut, writing a business plan, and operating a small business. The audience was a mix of current and would-be small business owners; several had lost their jobs due to lay-offs. A five-workshop series, *Winning Strategies for Doing Business on the Web*, which began in May is also a collaboration between the Library and the CSBDC.

The Library has been a Foundation Center Cooperating Collection since 1973, providing a core collection of Center publications and a variety of supplemental materials, resources, and services in areas useful to grantseekers. In May, a Foundation Center staff member visited the Library to monitor compliance and assess activity. The Library received high marks with special commendations for the high quality of its workshops and for leveraging resources and services across the small business and nonprofit communities. Programming for nonprofits will resume in the fall with several workshops funded by the Hartford Foundation for Public Giving.

The Library presented health and wellness programs in collaboration with the City of Hartford Health and Human Services. In March, free health screening for women was provided on *Women's Healthy Heart Day*. Responding to our customers' needs for sound health information, the Library invited the City's Public Health Nursing Supervisor to speak about flu prevention. Upcoming collaborations include Tai Chi and yoga classes, a program on public health preparedness, and a community forum on bed bugs. In addition, Hartford Hospital has agreed to return with its mobile mammography to the Downtown Library in June and in October.

The Volunteer Income Tax Assistance (VITA) program prepared and filed almost 600 Federal and State returns, second only to Mi Casa, which had longer hours. The total Education Credit claimed by the Library's customers was \$27,058.00 (+69% from last year); their total Child Tax Credit was \$105,358.00 (+15%); and their total EITC was \$243,959.00 (+26%). In addition, customers saved by not having to pay commercial tax preparation fees.

## Youth Services

Enrichment programs for school-aged children and teens focused on the popular themes of folk and fairy tales (March), poetry (April), and nature (May). In March, students listened to and discussed Yiddish, Celtic, Caribbean, Chinese, and Nepali traditional tales; learned about the Brothers Grimm, Johnny Appleseed, and Baba Yaga; created fairy tale game shows and word games; and made fairy tale origami figures, Rapunzel's special-recipe hair gel, and sand castles, among other related crafts. In April, they created poetry bracelets, cut-and-paste poems, shape poems, acrostic poems, silly rhymes, and bilingual poetry, as well as celebrating Shakespeare's birthday, and learning more about Langston Hughes and Jack Prelutsky. In May, they made jewelry from hemp, dried vegetables, and recycled paper; took nature walks with photography activities or scavenger hunts; prepared natural snacks; printed bandanas

with leaves and ferns; discussed books with environmental themes, such as Carl Hiaasen's *Hoot*; and planted gardens, flower pots, and terrariums.

Popular Big Read programs for youth during these months included discussions of the houses described in *To Kill a Mockingbird*, with particular attention to the concepts that the condition of yards, fences, porches, and clapboards can communicate character traits, and contribute to both the mood and themes of a literary work. The discussions were followed by sessions in which participants created drawings of houses that reflected their own characters, using architectural drawing tools, and a trip to Sturbridge Village. This trip elicited a great deal of conversation around such questions as, "What does this church tell us about the beliefs of the people who worshipped here?" Discussions with students and teens about the Great Depression, as depicted in the novel, will culminate in a May 30<sup>th</sup> trip to Salmon River State Forest. The Civilian Conservation Corps' Camp Stuart was located in the forest, and participants will be able to view a covered bridge, fish dams, and trails created by the Corps. Trips such as these make elements of American history and literature very immediate and vivid to our youth customers, many of whom are recent arrivals to this country, as well as providing them with an entertaining experience.

Plans for the summer include a wide variety of programs based on our themes of "Be Creative @ Your Library" (students) and "Express Yourself @ Your Library" (teens), another year of summer lunch service; and strong support for the school's recommended reading list. For a second year, the Hartford Public Schools and the Library are working closely on the preparation, distribution, and publicizing of this list, in support of our common goals of literacy and academic achievement

## Community Development and Civic Services

On May 14, the Library held a Community Conversations program for staff. These programs are held approximately twice per year and provide an opportunity for staff to meet, interact with, and hear from several key people in Hartford. The guests for this session included Donna Berman, Executive Director, Charter Oak Cultural Center; Fernando Betancourt, Former Executive Director, Connecticut Latino & Puerto Rican Affairs Commission; Tom Condon, Columnist and Deputy Editorial Page Editor, Hartford Courant; Janice Flemming, Lead Community Organizer, Blue Hills Civic Association; and David Panagore, Director, Development Services Department, City of Hartford. These sessions enable staff to better understand the community that the Library serves.

The Neighborhood Teams have responded to community needs over the past few months. Some examples include: assisting Friends of Pope Park with park cleanups and promoting related events; helping the South Green NRZ in developing ideas on how to increase attendance at NRZ meetings; adding material on the proposed Connecticut Equestrian and Exhibition Center to HartfordInfo.org in response to concerns of the Northeast NRZ; facilitating the Vine/Central Blockwatch in communicating with the City regarding concerns about the intersection of Garden and Capen Streets; and providing meeting space for the Hartford Neighborhood Environmental Partnership, the Family Resource Center at Sand Elementary School, and the Southwest Community Group.

In conjunction with the April 23 *HartfordInfo Today* program on foreclosures, the Library obtained and analyzed data on foreclosures in Hartford. The data has been added to the HartfordInfo.org web site and is presented in a variety of ways, including a breakdown by neighborhood. Among the documents recently added to HartfordInfo.org that are not available electronically anywhere else are a variety of items about the Connecticut Equestrian and Exhibition Center proposed for Keney Park, and the draft reports of the six Trident Subcommittees established as a result of the Hartford 2010

project. Videos of several recent community programs have also been added to the site. HartfordInfo.org continues to receive about fifteen thousand visits per month.

The Downtown Library offered thirteen public community programs on a variety of topics over the past several months, including: *Hartford's Budget Challenge*; *Well-Behaved Women Seldom Make History* (in celebration of Women's History Month); a hands-on budget workshop; *Understanding Development Services: The Hartford Development Services Department*; and *The Drug War: Is Anyone Winning?* Two HartfordInfo Today programs were held in April: *Revitalizing Hartford: Will a Green Strategy Help?* and *The Foreclosure Crisis: What Does it Mean for Hartford and the Region?* HartfordInfo Today is an ongoing partnership between the Library and Councilman Jim Boucher. Also, five new *Democracy in Action* programs occurred: *Opening Doors: Finding the Keys to Open Government*; *Immigrants and the Power of the Vote* presented by Professor Ron Hayduk; *Youth Making an Impact*; *Immigrants and the Power of the Vote* panel discussion; and the *Charter Revision Public Hearing* (May 13). Partners collaborating on one or more of these programs were Hartford 2000, the City of Hartford, the Hartford Registrar of Voters, HartBeat Ensemble, the Institute for Municipal and Regional Policy at Central Connecticut State University, the Connecticut State Library, the Capitol Region Education Council (CREC), and the Hartford Advisory Commission on the Environment (ACOTE). Total attendance was approximately five hundred and fifty people.

## Readers Services

Collection inventory and assessment continues both on the main and ground floors of the Downtown Library as an ongoing project intended to keep our catalog listings current and accurate for the customers who visit our libraries and for those who access our holdings through reQuest, the statewide catalog database. Materials de-accessioned at all library sites that are still in good condition are offered to the public at our monthly Saturday afternoon book sales. Security tagging is complete for all media,

so the focus beginning in July will be to add strips to the new books as they are processed, and to prepare the materials that have been identified as high theft collections.

### *Collection Development*

The Library has received a shipment of popular French titles written by native contemporary authors that will supplement the more classic books currently housed in that collection. Staff continues to remove items written in languages other than English from the regular shelves and relocate them to the world language collection area on the ground floor in order to highlight what we own and shelve them in one place for ease of use. We've also acquired "The Voice of the Poet" series of audio books that feature distinguished twentieth-century American poets reading from their own work. Each poet's CD features rare archival or never-before released recordings along with a book of text of the poetry to enhance the listening experience.

### **Arts and Cultural Programs**

During the months of January through April, Hartford Public Library and 23 partnering Metro Hartford libraries held an unprecedented number of programs to connect residents of all ages to Harper Lee's *To Kill a Mockingbird*. Over 115 programs for adults and 120 for youth took place, reaching people of diverse backgrounds through a multitude of artistic connections. Programs at Hartford Public Library included book discussions, art exhibitions, author visits, jazz concerts, writing workshops, film screenings, and numerous activities for students. Amy Bloom's workshop "On Writing Historical Fiction" attracted an audience of sixty-seven to the Hartford History Center. Hartford Stage's MainStage production broke all previous box office sales records in the theatre's 45-year history. The production, which closed April 12 after 64 performances at the Tony Award-winning theatre, ran at 99.6% of capacity over a seven and a half week run. The impressive attendance of 31,181 included over 6,000 students, who

enjoyed the production at one of fifteen student matinee performances. An estimated 6,200 patrons were first time ticket buyers to Hartford Stage.

The Baby Grand Jazz Series concluded in May after nineteen Sunday afternoon performances. Large and enthusiastic audiences appreciated the scope and quality of the free performances with an average attendance of ninety-one. Particularly popular performances were given by James Weidman and Steve Johnson, attracting 160 and 148 people respectively.

The five part reading and discussion series *Let's Talk about It: Love, Forgiveness, and Wisdom* concludes in July. The series, made possible through a grant from the American Library Association and the Fetzer Institute, explored the themes of love and forgiveness in everyday life through classic and contemporary literature. In addition to the discussions and companion film screenings, nationally known clinical psychologist and award-winning author Janis Abrahms Spring Ph. D. will discuss her book, *How Can I Forgive You? The Courage to Forgive, the Freedom Not To*.

### **Connecticut Center for the Book (CCB)**

The eighth annual Connecticut Book Awards will take place in the Downtown Library's atrium on Sunday, September 20th. Tomie dePaola, author of more than 200 children's books (including the *26 Fairmount Avenue* series, chronicling his Meriden childhood), will be the keynote speaker. Thirty-five 2009 Connecticut Book Awards judges are reading the nominees for their respective categories. Despite the economy, we received three more entries than last year and, due to slightly higher entry fees, approximately \$1600 more in revenue. Next year, a shipping and handling charge will be added for self-published titles that must be sent to the CCB initially, then repackaged and reshipped to judges.

The CCB's contribution to Greater Hartford's The Big Read for 2009 was a talk and slide show, "Telling a Book by Its Cover," presented by Wendell Minor, who created the cover art for the Warner paperback edition of *To Kill a Mockingbird*. A student art competition, "To Illustrate a Mockingbird," encouraged high school students to read the book and create their own cover art. Winners' cash prizes were presented after the program by Wendell and the other two judges, illustrators Bill Thomson and Andrea Wisnewski; all three judges have been Connecticut Book Award finalists or winners. A DVD of this program will be available in streaming video on our Web site.

The eleventh annual World of Words program was held at the State Capitol on 14 April in conjunction with Connecticut Immigrant Day, a program of the Connecticut Immigrant and Refugee Coalition and the Office of the Secretary of State. The CCB provided the master of ceremonies, Diane Smith, and the keynote speaker, Roya Hakakian. All three winners of the essay contest, "Why We Came and What We Brought," attended and received their cash prizes.

### **Hartford History Center**

The opening reception for the multi-collaborative public art installation ...*AGE* was well attended May 14 by more than 120 people. The print piece that accompanies the ...*AGE* exhibition, which is included in the board packet, elaborates on the process and partners. ...*AGE* is a component of Age in America, a national demonstration project funded by the Institute of Museum and Library Services (IMLS) as a complement to the Libraries for the Future's effort to enhance libraries as centers for older adults. Our goal was to model how museums and libraries working together can inform public discussion and strengthen public understanding of the coming "age wave" as an historical and cultural phenomenon. The Amistad Center for Art & Culture and the Hartford History Center at Hartford Public Library were chosen along with institutional partners in Norfolk, Virginia and Long Island, New York and challenged to present complementary and coordinated programs for public audiences that uniquely explore the topic of Age in



America through the lens of our own collections, goals, resources and constituencies. ...*AGE* was our response.

Hartford History Center is working with Connecticut History Online (CHO) and the Encyclopedia of Connecticut History Online (ECHO) to create a repository of digital images to complement and illustrate articles and entries for an online encyclopedia of state history. ECHO is captained by the Connecticut Humanities Council in collaboration with the office of the state historian and CHO. Hartford History Center is providing more than 100 images from its *Hartford Times* collection; Hartford History Center staff is in the process of creating metadata for the selected images to make them accessible to an online audience.

Phase One of the preservation of the City Parks Collection is near completion. Funded by a grant from the Descendents of the Society of the Founders of Hartford, independent archivist Gary Wait has created a preliminary inventory of the City Parks Collection and is formalizing costs associated with its conservation, arrangement and description. The preliminary inventory is available in the Hartford Collection curator's office.

## Information Technology Services

### *Tech Support*

ITS technology projects this quarter included installation of equipment and software, repairs, maintenance, and security and staff efficiency improvements. A major accomplishment was the planning for the installation of Pharos PC time management/pay for print at all library locations. The Children's Library on the 3<sup>rd</sup> floor of the Downtown Library was reconfigured with a "self service" area that will serve as the model for other locations. In this "self service" area, Pharos sign up and queue stations, the Sentry self check station, and the copier have been installed directly in front of the service desk, allowing staff to monitor and assist patrons. In January, ITS

supported the very popular Inauguration Watch, setting up three viewing areas to meet demand. A new laptop was installed in the 3rd floor program room to improve video streaming over the Internet capability for future presentations. Additionally, the Vocera communication system was updated, thereby enhancing wifi coverage in the Downtown Library; new badges were introduced. Other new installations at the Downtown Library included implementation of the video surveillance system and the LED lobby sign.

ITS staff participated in several staff development activities this quarter to gain ideas for internal improvements. The Senior Systems Analyst attended the Computers in Libraries Conference. The conference theme, *Creating Tomorrow: Spreading Ideas & Learning*, focused on leading edge technology tools, processes, and practices in libraries, as well as the new spaces and places where their products and services thrive. He found the conference valuable in gauging where the Hartford Public Library's ITS services stand in comparison to other similar urban public libraries. Noted trends are the increase of library services offered in a mobile phone platform, such as catalog searches, and the increased use of staff collaboration tools. The Associate Librarian toured the new Darien CT Public Library and attended Drupal (open source software) Camp 2009 there. Although we do not anticipate migrating from Innovative Interfaces Integrated Library system at this time, we are closely following developments in open source integrated library systems, as many individual libraries, consortia and statewide systems have made this decision for economic and management reasons this year. ITS staff also participated in a webinar on Emerging Technologies in Libraries.

### *Web Services*

This quarter, Web Services continued work on collaborations with Trinity College through their open source HFOSS project. The implementation of Apptac software will enable staff to restrict access to registered users and selected programs, launch applications and track usage in the Adult Learning Center. ITS staff worked with a Trinity College intern on a second collaborative project, developing an online tool for

facilitating appropriate patron referrals for Hartford LEARN, a project of the Hartford Foundation for Public Giving's Literacy & Education Assessment/Referral Network.

Developments occurred on both the City and library websites. For the city, new pages included hartford.gov/recovery, which provides information on stimulus funding to Hartford. On the Library's website, a link to the portal providing operational data on the solar panels at Goodwin Branch was added. Also, with the implementation of SharePoint, a new ITS wiki has been created. The ITS wiki is being used to document all hardware and software owned and/or used by HPL, document all departmental procedures, passwords, and accounts. Goals have been set to develop a staff wiki/Intranet, an image database and collaborative workspaces.

## Development

### *Grant Status*

Pending – Grant applications with a total request amount of \$492,735 are pending approval for FY 09-10. Among those pending is a request to **The Travelers Foundation** in the amount of \$35,000 for the Teen Leaders program. An application for \$7,500 has been submitted to the **Roberts Foundation** in support of ARTWALK exhibitions. Also, the Library has had the opportunity to apply for arts stimulus funding through the **Connecticut Commission on Culture and Tourism**, and the **Greater Hartford Arts Council** (\$81,172.) In addition, the Library has applied to participate in the **Connecticut Neighborhood Assistance Act (NAA) Tax Credit Program**. This program is designed to provide funding for municipal and tax exempt organizations by providing a corporation business tax credit for businesses that make cash contributions. Contributions will benefit the Library's Job & Career Services and may be made for up to \$150,000.

Received – The Library received notification from the National Endowment for the Arts for The Big Read 2010, a \$20,000 award, which the Hartford Foundation for Public Giving has matched the last three years. This is the fourth consecutive year that the Library has received this award. The Library will be presenting *The Adventures of Tom Sawyer* in collaboration with the Mark Twain House & Museum and Hartford Stage in April through June of 2010. Grants confirmed for FY 09-10 currently total \$119,862.

### *Events*

The **ArtWalk** opened on Friday, May 1 with a cultivation event for invited guests, the Board and the Library's senior leadership. Nearly 300 people attended.

**One Big Summer Night**, the annual summer author event, will take place on Friday, June 26th. This year's celebrated author will be Wally Lamb. The event will be a fundraiser for the Library and will be staged indoors to accommodate a larger audience and to capture the ambience of the Downtown Library's interior spaces.

### *Individual Giving*

All individual giving programs are being redesigned to raise visibility and appeal. The structure of the new programs may allow donations to be made to particular services/programs of the Library. All correspondence for development is being revamped. In addition, low cost, attractive print and online materials will be created to raise awareness. Elements of the new programs will be launched in May through June.

### **Public Relations**

Public and media relations increase credibility. When people read a story about the excellence of the Library in a newspaper or hear a story praising the Library on television or radio, they are much more likely to have a favorable opinion of our Library. To that end, staff continues to build positive relationships with the media.

## Media Coverage

- 3.1 The Hartford Courant, *The Role of the Media Image of Library on Wheels*
- 3.5 The Hartford News, *Hoopla Buries the News Story about program on the City budget held at the Downtown*
- 3.18 WNPR, *Hartford Library in Demand, Budget Strained Interview with Matt Poland about the Library since last year's safety, security and budget difficulties*  
(A quote from Matt about free services continues to loop on the station as a promo)
- 3.31 The Hartford Courant, *Teen Leaders to Showcase Their Work at the Library*
- 4.20 Hartford Business Journal, *Non-Profit Profile: Hartford Public Library*  
(Profile on Hartford Public Library)
- 4.22 The Hartford Courant/City Line, *Library's Blue Hills Branch to Re-Open on Monday*
- 4. 23 The Hartford Courant/City Line, *Library Hosts Panel on Foreclosure Crisis*
- 4.28 The Hartford Courant/City Line, *Goodwin Library Branch to Get Solar Panel*
- 4. 30 The Hartford Courant, CAL, *ArtWalk Gallery at Hartford Library*
- 5.3 The Hartford Courant, *Help Me Choose One Book*  
Helen Ubinas column; appeared in multiple online publications owned or affiliated with the Chicago Tribune.
- 5.4 The Hartford Courant, *A Fitting Debut Show at Hartford Public Library's New ArtWalk Venue*  
Java column
- 5.11 The Hartford Courant/City Line, *Library Opens Gallery Featuring Local Artists*
- 5. 14 The Hartford Courant, CAL, *Art for the ...Age*  
Story on ...Age exhibit on Main Street
- 5. 14 The Hartford Courant, *New Banners Unveiled*  
Story on ...Age exhibit

- 5.21 The Hartford Courant, *The Write Stuff*  
Event at the Goodwin branch with Mary Anne Tirone-Smith
- 5.22 Hartford Magazine, *Letter to Editor*  
Don't forget the Library as a significant downtown project  
(Jenny Benedict and Matt Poland)
- 5.28 The West Indian American, article entitled "Residents Sworn in as New Residents", including photo with Jenny Benedict.

In the works:

The Washington Post is doing a story on Islam. A reporter attended a program on Islam sponsored by The American Place, and interviewed Homa Naficy and others regarding her work with the Islamic community in The American Place. Shana Sureck, an award-winning photographer and former Hartford Courant staff photographer, shot the photos for the piece.

## Staff Activity

### *Recruitment - Chief Development Officer*

The Library has begun a search for its first full-time development officer. The search should be completed by May 2009.

### *Staff Milestones*

Ann Binder, Library Assistant, received her MLS degree on May 28 from Southern Connecticut State University.

Denise Torres, Library Assistant, received her bachelor's degree in Spanish and statistics on May 26 from Central Connecticut State University.

Michelle McFarland, Library Assistant, received her bachelor's degree in human services in May from the University of Connecticut.