

Chief Executive Officer's Report 2nd Quarter, FY 2015

Highlights

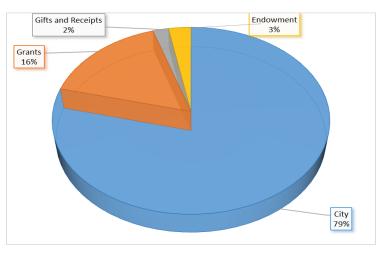
- HPL/HPS collaboration moves forward successfully (p.3)
- Kettering Foundation creates a learning exchange that includes HPL (p.6)
- Hartford History Center launches its first publication (p.8)
- Wallace Stevens Annual Birthday Bash (p.10)
- Libraries Transforming Communities The Harwood Practice (p.10)
- Twitter followers reach 3,150 (p.15)
- West Middle School/Mark Twain branch project moving ahead (p.16)
- Seven new staff members (p.17)

A Review of The Library's Finances

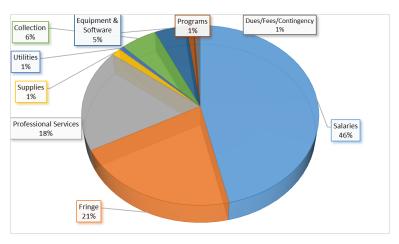
For the six month period ending 12/31/2014, the Hartford Public Library has expended a total of \$5,196,797 which represents 47% of the total budget of \$10,863,804. The Library has also collected 49.5% of operating revenue and 38.7% of revenue for grants and special events. *Note: Certain expenditures such as rent and the information technology services contracts are encumbered in the beginning of the fiscal year. Because of this, the expenses are slightly higher in the first and second quarter. Also, the quarterly endowment drawdowns are received in the month after the end of the quarter.

	Revised Budget	Revenue	Expense/Encumbrance	Variance	% Collected	% Spent
Operating Budget	\$9,160,464	\$4,538,115	\$4,767,938	(\$229,823)	49.5%	52.0%
Grants and Special Events	\$1,703,340	\$658,682	\$332,960	\$325,722	38.7%	19.5%
Total	\$10,863,804	\$5,196,797	\$5,100,898	\$95,899	47.8%	47.0%

Quarter 2 Revenue Breakout (\$5,196,797):



Quarter 2 Expense Breakout (\$5,100,898):



Library and Public Services

This guarter we introduced a few changes in our approach to marketing our collections after hearing ideas presented during an innovation space focused on merchandising and how it relates to customer service. We have enhanced stack signage downtown, increased the level of attention paid to library shelving assignments and have begun coaching staff about effective and attractive ways to use signage and display materials. Managers are talking with staff before the library opens to identify a daily customer service focus and to highlight programs and activities. Future plans include wall mounted catalogs and electronic signage at all locations. We are nearly finished with our first merchandising plan that will provide guidance to the staff on merchandising our materials.

Weeding is happening in earnest Downtown in preparation for the upcoming collection shift and integration of the adult nonfiction on the ground floor. Over 20,000 items were deselected this quarter, with hundreds of older volumes shipped to Better World Books (BWB) through their Antiquarian, Rare and Collectible program. many more will be processed through BWB's regular process.

Multiple staff shortages throughout the system have required some creative coverage approaches, particularly at our branches. We are currently evaluating our staffing to develop the best model to support current and changing services. Despite some personnel challenges, branches hosted community conversations, One Book One Hartford programming around the graphic novel and Get Money Wise financial literacy workshops at all locations. Branch collections were infused with print and media materials related to personal finance and budgeting to support the latter initiative; plans are to supplement these resources with relevant e-books. Albany Branch partnered with New Haven-based Concepts for Adaptive Learning (CfAL) to offer a series of Saturday morning parental workshops about child development and early literacy. Upon completion participants received a free refurbished computer with updated software and one year of Internet service.

Hispanic Heritage month programs at Park resulted in further discussions about offering music lessons at the branch taught by local community members. Frog Hollow celebrated its first "Batey" (community festival) in December. The branch opened on a Saturday to offer holiday crafts and face painting and to host entertainment provided by the City. Many of the families and children that came for fun, donuts and hot chocolate during the festival returned the following week to register for library cards.

Ropkins staff partnered with S.A.N.D. Family Resources and a nutritionist from UConn Extension Services to offer five sessions on preparing healthy recipes for a variety of dietary needs and how to prepare meals using inexpensive ingredients. Fiftyeight family members of students enrolled at SAND school attended the workshops.

Youth services librarian Justina Howell met with S.A.N.D. School curriculum lead teachers in September to plan class visits to the library. Twenty-one classes toured Ropkins and were oriented to the space. All students now have library cards. Some teachers assigned research and arranged for their classes to return to the branch for topical information. Branch staff assisted these students by finding books and magazines and by using HPL databases found via our website.

HPL/HPS Collaboration

The core partnership team met in late October to discuss resources and support for library/school

collaboration. Issues to be addressed include project branding, roll out timeline and pilot recommendations for the future expansion of the project.

The systems & access group convenes on a regular basis to establish guidelines for media specialists, identify concerns and troubleshoot technologyrelated issues. Slow, steady progress is occurring, but the need to identify additional resources to sustain this effort is crucial to overall success.

Goodwin Zone team meetings led by branch manager Pat Knapp occur monthly at the branch. As a result of joint efforts, Goodwin staff presented four library information sessions to middle school students at Environmental Sciences Magnet School; staff represented the library at Literacy Nights held at two zone schools; the library media specialist at Expeditionary Learning Academy at Moylan School (ELAMS) facilitated a public library card drive that resulted in 53 new youth registrants. Also, collaborative planning for the 2015 Summer Learning Program began in December to identify ways to support students' reading requirements, identify outcomes to report to schools, and to host an author event at one or more branches. Clearly, this talented and committed group can serve as a successful model for expansion.

Youth services

Two new employees in youth services have infused heightened energy and new ideas into the department. Jose (Jerry) Canales was appointed full time to the downtown library assistant position, and Anna Eisen was hired as the youth services librarian. We are pleased with their creativity, enthusiasm and skills.

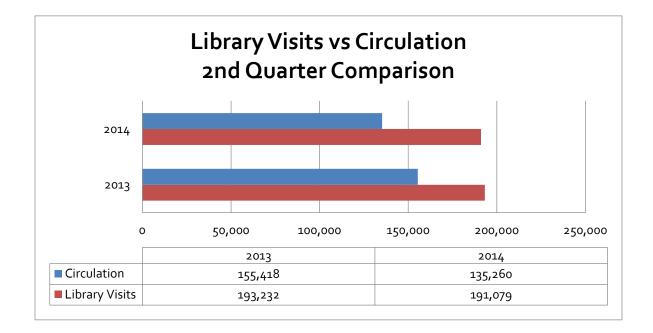
The library's School Choice coordinator held information sessions at all locations. Entire families

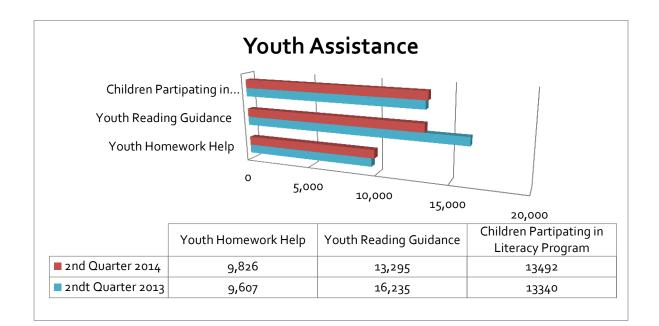
were treated to a hot dinner while staff answered their questions about the lottery and offered assistance with completing individual 2015-2016 applications.

After school homework clubs, seasonally themed story times, crafts and literacy based activities that relate to classroom teaching comprised the mainstay of youth programming throughout the system. The annual Kwanzaa Festival that honors African-American culture drew an audience of 250 youth and adults who celebrated the occasion through stories, music, art, dance and crafts.

Earnest work continues on the early literacy initiative overview and logic model while youth librarians, under the guidance of early literacy librarian, Ranie Busgith, offer creative play and word play programs to some of our youngest customers and their families. These story sessions mix vocabulary, cultural literacy and creativity to encourage adult/child engagement and to support development of school readiness skills, specifically vocabulary. Lego-supported "Wordplay Storytime" is now on the road to YWCA's Growing Tree Early Learning Center and Pequenin Multicultural Readiness Academy.

The YOUmedia kickoff in October launched the new teen space and introduced a progression of learning opportunities, school and community partnerships, training workshops for educators and potential funding sources that has continued to grow at a admirable rate under the leadership of Tricia George. "FAB Friday" social events held on the first Friday of the month are designed to attract new students by featuring the teens most currently engaged. Additional efforts include developing the structure and process for badging, collaboration with Capitol Region Education Council (CREC) to map learnable soft skills in YOUmedia, teacher professional development, plans for student interns during the summer and multiple grant applications.





Adult Learners

Community-wide service and branches

- Conducted outreach in the North end to highlight HPLs FY14 Citizenship Grant Award Presentation were made at the West Indian Social Club, the North End Senior Center, and the Connecticut Togo Association.
- Nancy Caddigan coordinated seven focus groups among immigrant and receiving community residents of Asylum Hill during the fall. The groups were facilitated by Jim Boucher and Linda Bayer and were aimed at receiving input for the Multicultural Center Feasibility Study. A total of 167 individuals had the opportunity to participate. The summary results of the focus groups were presented at a Thanksgiving dinner hosted at the Mark Twain Branch. Over 70 people took part representing key AH stakeholders and residents.

Commitment to literacy

- Resumed fall Saturday ESL classes, offered in partnership with Hartford Adult Education Center.
- Resumed fall weekday classes funded by CT Department of Education.
- Citizenship Classes remain strong, four classes are currently offered every Saturday; three downtown and one at the Albany Branch.
- A series of Small Business workshops were offered in partnership with CTSBA; an average of 25 prospective

entrepreneurs attended each workshop.

Commitment to Technology

 One of 27 libraries in CT participating in Connecticut Small Business Development Center new program designed to link its services to small businesses and individuals considering starting a business through libraries. Called 'Virtual CTSBDC', this program enables clients to access a CTSBDC business advisor via the Internet in real time. Clients to share documents, work on applications for funding, and update progress, all with the security required to ensure confidentiality.

Expanded Presence, Profile, and Partnerships

- Invited by the Kettering Foundation to join a "learning exchange" on the Immigration Forums HPL coordinated. The exchange took place at the Foundation's offices in Dayton, OH.
- October 23, 2014: Facilitator for "How to be a Welcoming City" one of three sessions offered at the statewide one-day symposium on "Cross-Cultural Communication: How to be heard." Sponsored by the Connecticut State Department of Consumer Protection, the event was held at the convention center with over 300 people in attendance.
- In partnership with the City of Hartford Health & Human Services and ConnnectiCare, Inc., HPL held an interactive health event called "Healthy Hartbeat" designed to inform the community with regard to the

health insurance enrollment process and preventive health; over 100 people attended.

 Coordinated an all-day site visit to Queens Borough Public Library (QBPL) by Poland, Tzambazakis, Billings, Naficy, and Boucher from CWP. Itinerary included: Discussion with QBPL's President's Senior Team on their strategic direction and discussion and observation of activities within Adult Learning, Job & Business Ctr., New American Program, and pre-K program.

Development and Financial Sustainability

- \$ 8,503.75 passport fees collected
- \$35,000 CT Department of Education Grant

Statistical Report

Capital Workforce Partners @ HPL	October	November	December	TOTAL
Appointment with Career Agent	103	67	87	257
Number of Visits	330	488	299	1,117
CTWBS New Registered	41	45	52	138
72 clients employed between July 1 and December 31, 2014.				
Passport Program	October	November	December	TOTAL
# of passport applications submitted	114	82	86	282
English as a Second Language	October	November	December	TOTAL
Classes	66	51	36	153
Attendance	872	467	337	1676
Citizenship Program				TOTAL
Citizenship Legal Consultation				135
Citizenship Applications Submitted				50
# of students enrolled in Citizenship classes				69
# of students enrolled in Citizenship classes that received legal consultation				31
# of citizenship classes				38

Cultural Affairs and Public Programming (CAPP)

Hartford History Center (HHC)

Hartford History Center is home to the Hartford Collection, a non-circulating, multi-media collection comprised of more than 100,000 books, archival documents, directories, postcards, photographs and memorabilia that convey community life in Hartford spanning more than 300 years. Officially named in 1945, the archives and special collections of Hartford Public Library date back to the 17th century.

Hartford History Center staff answered more than 450 reference questions for the 2^{nd} quarter with 308 visitors signing the quest book during its research hours. HHC projects underway in the second quarter include the December launch of its book Hartford Through Time, a joint effort of the history center, Wilson "Bill" Faude and Andy Hart. Cataloguing of the Hartford Pamphlet Collection continues as well as the ongoing conservation of the Hartford Times photographic collection – a huge array of Hartford –specific images taken between the years 1955-1976. Work continued on the dedicated Hartford History Center website available at www.hhc.hplct.org_and on the historical digital collection, specifically the glass negative collection of Hartford streets and the uploading of the Butch Lewis Video Collection, documenting the civil rights era in Hartford. To date, 2,428 Hartford-specific digital files are now available through the digital repository.

The Hartford History Center was joined this quarter by Jenny Barnett, a Trinity College graduate student who worked on the Elbert Weinberg Collection. Her work focused on arranging the family correspondences.

<u>Cultural Affairs and Public Programming (CAPP)</u> <u>Programs, 2nd quarter, included:</u>

- Malta Justice Initiative Criminal Justice System Reform Discussion. The Malta Justice Initiative (MJI) will publish a book in September about the state of criminal justice in Connecticut. The book is a collaborative effort by several professionals in the fields of business, academia, law, religion and corrections.
- Candidate Forum for State Comptroller & State Treasurer
- Candidate Forum for State Attorney General & the Secretary of State
- Author Talk with Joshua Kendall on Noah Webster: "The Forgotten Founding Father" in partnership with the Noah Webster House.
- "Salsa Socials" Monthly dance lessons in the Atrium.
- UConn Health Fair—Free community health care—staff and students from the UConn health professions schools will provide free blood pressure and blood glucose screenings and counseling, as well as oral health, pharmacy and nutrition counseling.
- Hartford Commission on HIV/AIDS—
 "When We Speak Together, It Makes a Difference." Consumer/provider town-hall style forum to address issues as well as

advances within the community of HIV/AIDS.

- "Autumn Networking Tea" Women attorneys group fundraiser to benefit Hartford Public Library. Pullman & Comley attorneys were the lead on this event.
- Anne Farrow Book Launch: "The Logbooks: Connecticut's Slave Ships & Human Memory"
- "Leadership Speaker Series"—The Hartford Chapter of the Rensselaer Polytechnic Institute Alumni Association held its third annual Leadership Speaker Series.
- "Young Americans" Exhibit—from the collections of the Amistad Center for Art & Culture, 3rd floor corridor gallery.
- "The Civil War and Treatment of Post Combat Stress" --Lecture with Matt Warshauer, author of "Inside Connecticut and the Civil War"—Veterans Day programming.
- "Soldier's Heart" Veterans Art Exhibit--Hartford History Center, Veterans Day programming.
- Marilyn Nelson "Lyric Histories"--featured author—held in partnership with the Connecticut Poetry Festival. Connecticut Poetry Society.
- Richard Welling- inspired exhibit and two discussion sessions. "Building Public Education in Hartford" (Exhibit) and two programs "Education in Hartford" and "Reimagining Hartford: Creating the New City" in partnership with the Connecticut Historical Society.

- Hartford History Center's "Hartford Through Time" Book Launch---Hartford History Center—(HPL sold over 100 copies.)
- Author Talk with Doug Suisman—A Tale of Two Cities: Hartford 1965 & Hartford 2015. 25th Anniversary of his book "Los Angeles Boulevard: Eight X-Rays of the Body Public".
- "Hartford and Beyond: Four Decades of Buildings, Boats and Bridges," exhibit 2nd floor, with artist Chuck P
- "Creating Moments of Joy: Keeping that Special Person with Alzheimer's Disease Engaged and Active, lecture in the Atrium in recognition of Alzheimer's Disease Awareness Month.
- ArtWalk, "UPCycled Sampler" --- Anita Gangi Balkun ArtWalk Exhibit—recycled materials repurposed as art. Partnered with Open Studios 2014 in a special sneak peek showing.
- An Evening with Darko Tresnjak: "In the Shadow of No Towers" by Art Spiegelman. Discussion on the graphic novel art form as it is employed to illustrate the events of 9/11. Tony Award Winning Artistic Director of Hartford Stage Darko Tresnjak and Diane Smith from CT-N. A "One Book, One Hartford" program.
- Arts & Archives "Pen & Ink"—Illustration classes with Master Artist Joe Young on the graphic novel. A "One Book, One Hartford" program.
- Comics in the Library--Ages 7 and up. Browse through a variety of graphic novels,

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discuss their layout and design and then create your own comics using the Comic Creator online tool. Various dates in November at Downtown, Albany, Barbour, Camp Field, Goodwin, Mark Twain, Park, Ropkins. A "One Book, One Hartford" program.

- NaNoWriMo ComBo Fest--Celebrate National Novel Writing Month and the Comic Book genre with local comic talents and giveaways! Downtown Library. A "One Book, One Hartford" program.
- **Design Your Own Comic--**Dwight Branch--Learn how to create characters, panels and a story arc for your own comic. A "One Book, One Hartford" program.
- Arts & Archives: Storytelling Workshop at the Albany Branch with Dr. Raouf Mama of Eastern CT State University.
- Wallace Stevens Annual Birthday Bash with the Friends and Enemies of Wallace Stevens. Keynote lecture by author, essayist, poet and professor Maureen McLane of New York University.
- Hartford Symphony Orchestra—Musical Dialogues—Holiday jazz concert in the Atrium
- Isabel Acosta ArtWalk Exhibit Celebrating the work of Peruvian-born artist Isabel Acosta, Hispanic Heritage Month.
- Film Screening & Panel Discussion-"Julia toda en Mi" This 2003 portrait by Ivonne Belen draws on the poet's letters and her family's testimony to tell the story of Julia

de Burgos's life, illustrating it with archival footage and dramatic reenactments. Hispanic Heritage Month.

<u>Community Engagement - Center for Civic</u> <u>Engagement, 1th Quarter, 2014-2015</u>

The Center for Civic Engagement (CCE) includes several interrelated components: *Hartford Matters* (public programs on community issues), *Hartford Votes* (activities targeting increased voter engagement and voter turnout), *Hartford Listens* (community conversations and dialogues resulting in raised awareness, relationship building, and action), and *Hartford Acts* (implementation of the action recommendations from Hartford Listens).

The Library continued work on the *Libraries* Transforming Communities (LTC) project. HPL is one of ten libraries chosen to participate. LTC is a partnership of the American Library Association and The Harwood Institute for Public Innovation in which participants receive intensive team-based community engagement training. In the 2nd Quarter we held two Innovation Spaces (brainstorming sessions) about the Library's web site. In addition, we held five Community *Conversations*. All of these activities are geared towards instilling in the Library a culture of turning outward towards the community, developing a better understanding of the community's aspirations, and moving towards action that help achieve those aspirations. As a result, HPL will be better able to fulfill its mission.

Hartford Matters

- On October 22 the Library collaborated with the Connecticut Historical Society to present Education in Place – Hartford's Urban Learning Environment
- The Library collaborated with Mutual Housing for several years on a *Resident Leadership Program* (RLP). On November 3 we hosted the RLP graduation. The graduates made presentations on their

projects, which addressed important issues effecting Hartford.

• On November 5 we partnered again with Connecticut Historical Society on *Reimagining Hartford: Creating the New City.*

Hartford Votes

- On October 7 the Library partnered with the Hartford Votes~Hartford Vota Coalition to present a candidate forum featuring candidates for State Treasurer and State Comptroller and moderated by Christine Stuart of CT News Junkie.
- On October 14 we partnered again with the Hartford Votes~Hartford Vota Coalition to present a candidate forum featuring candidates for State Attorney General and Secretary of State. The forum was moderated by Seth Lemon of *NBC Connecticut*.

Hartford Listens

- On October 1 the Library hosted an author talk and community conversation on *The Justice Imperative* (on the topic of mass incarceration).
- On October 29 the Library collaborated with Hartford 2000 and Hartford Public Schools to host a presentation and community conversation on the *Superintendent's Transition Report*.
- On November 25 we hosted a community conversation on *Health Equity* with the North Central Regional Mental Health Board (NCRMB).
- The Library worked in the 2nd Quarter to respond to community violence issues raised by events in Ferguson MO and elsewhere by partnering on efforts aimed

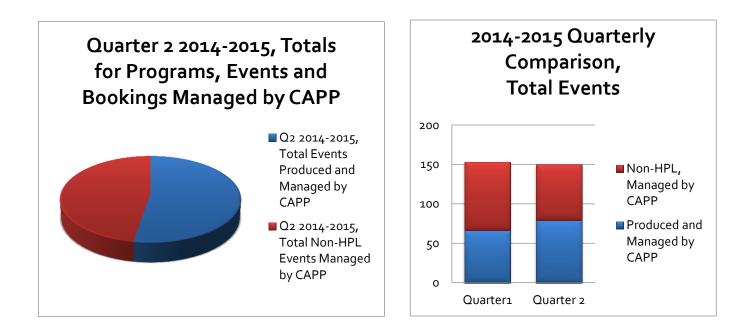
at working towards solutions. These included:

- On November 22 we collaborated with Hartford Community Leaders (a new group based in the North End) on an interactive job fair, recognizing that lack of employment is one of the underlying causes of community violence. About 110 people participated.
- On December 18 we worked with State Representative Brandon McGee on *The State of Our Community*, a public meeting/community conversation on issues of community violence. Approximately 195 people attended.

Hartford Acts

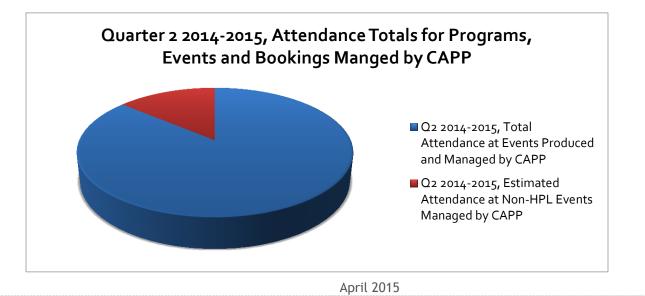
- Three action teams that were formed as a result of the November 2013 dialogue on mental health continued their work. On November 24 we hosted a Mental Health Action meeting to discuss the progress of the three teams.
- The action team formed as a result of the IMLS-funded Immigrant Civic Engagement Project community dialogue continued its work on a Hartford time bank. The time bank now exists and has about 30 members. The time bank is holding monthly gatherings at the Library to attract additional members.
- We continued work with the Welcoming Committee of the Asylum Hill NRZ to help integrate immigrants into the work of the NRZ. This is an outgrowth of the IMLS Immigrant Civic Engagement Project community dialogues.

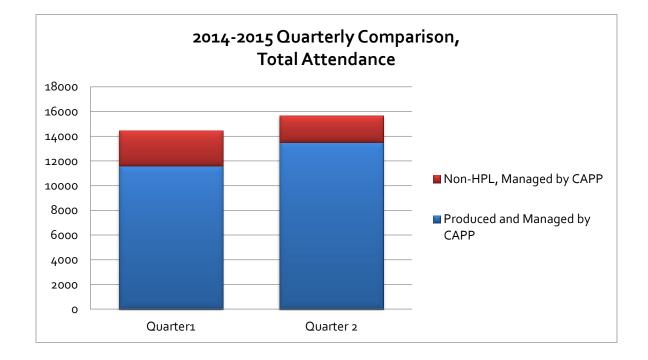
Quarter 2 2014-2015, Totals for Programs, Events and Bookings Managed by CAPP	
Q2 2014-2015, Total Events Produced and Managed by CAPP	79
Q2 2014-2015, Total Non-HPL Events Managed by CAPP	71
Total Events Managed by CAPP:	150



Quarter 2 2014-2015, Attendance Totals for Programs, Events and Bookings Managed by CAPP

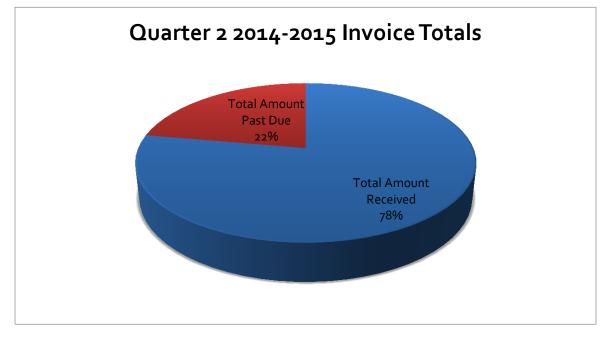
Q2 2014-2015, Total Attendance at Events Produced and Managed by CAPP	13522
Q2 2014-2015, Estimated Attendance at Non-HPL Events Managed by CAPP	2174
Total Attendance at Events Managed by CAPP:	15696





Quarter 2 Invoice Totals for A/V and Additional Staffing

Total Amount Invoiced	\$ 562.00
Total Amount Received	\$ 437.00
Total Amount Past Due	\$ 125.00

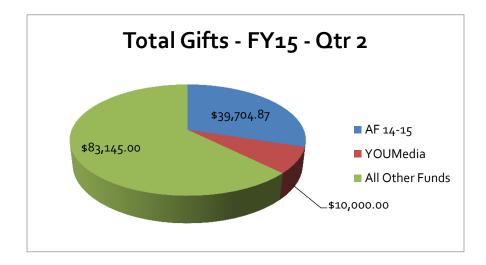


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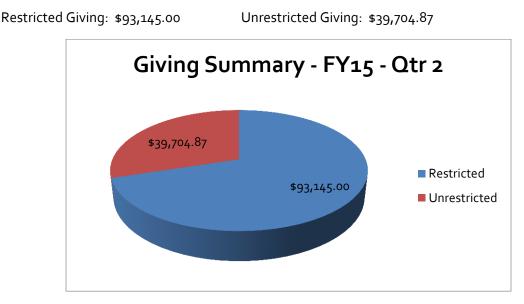
Development and Communications

Total Development Revenue for Second Quarter FY15: \$132,849.87

During the second quarter of the 2015 fiscal year, a total of \$132,849.87 in gifts (donations/grants) was received. Of this amount, \$39,704.87 was received for the Annual Fund (includes Corporate Partners Program), \$10,000.00 was designated for YOUMedia, and the remaining \$83,145.00 was designated for all other funds, including Early Literacy and The American Place.



The total donations can be further analyzed as follows:



A spring appeal is being mailed to constituents in March 2015, and tickets for One Big *Starry* Summer Night will go on sale in April 2015.

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GRANTS

	Number of Grants	Grant Amount
Hartford Public Library Grants		
2nd Quarter Fiscal Year 14-15		
Grants Received	4	\$39,500
Grants Pending	2	\$11,500
Grants Declined	3	\$97,000

Sources for **awarded grants**:

Government -Foundations - 4 Corporations –

Sources for **applied grants**:

Start of quarter: 3,923 likes

End of quarter: 4,052 likes

Change: + 129 likes

Government – Foundations - 1 Corporations – 1

Facebook

Blog Posts: 11

<mark>Twitter</mark>

Start of quarter: 2,710 followers End of quarter: 3,150 followers Change: +440

E-news

Total sent: 8

Average open rate: 12%

Average opens: 1,042 (+145)

Average clicks: 94 (-15)

Average Daily Reach: 1,631 (+312)

Total reach: 150,009 (121,302 +28,707)

Total Media Mentions (excluding social media): 110 (+45)

Facilities

The design phase of the West Middle School /Mark Twain branch project has been completed. Site remediation work delayed the construction start of the project. The construction for the library has begun. The design layout has been completed with respect to electric and data lines.

The Park Branch move to the Lyric site is underway. A public meeting was held for community input, land acquisition has been completed to incorporate the corner building next to the old Lyric Theater as part of the design. The project is currently in the

Incident Reports

The Library had twenty-one (21) reportable incidents in the second quarter of the fiscal year.

Seven (7) reports were filed at the **Downtown Library**:

Two (2) disruptive/rude behaviors, two (2) medical emergencies, one (1) intoxication, one (1) accident, and one (1) poor hygiene. The Hartford Police assisted with two incidents.

Branches filed fourteen (14) reports:

Albany – two customers got into a verbal argument which led to a physical fight.

Blue Hills – customer became upset with manager and was threatening and yelling.

design phase. Capital funding is pending approval by the City Council and the Library will send a letter of intent to apply for construction funds through the State Library.

Security

Charles Barberi, the security manager developed and delivered security training to all the security guards. In addition, a number of vacant guard positions were filled, and a number of security system upgrades were completed

Camp Field – mother of two young girls became angry when security asked them to lower their voices; woman was sitting outside branch for some time appearing disoriented, and customer reported he had lost his wallet.

Dwight – customer became verbally abusive and threatening when asked to leave the library; customer was rude to staff when informed about fines due; staff member fell, and an intoxicated customer was observed sleeping.

Goodwin – customer reported cell phone stolen; staff member's car was found scratched and dented, and customer was speaking loudly causing others to complain.

Mark Twain – school custodian became verbally abusive to library customer using restroom, and two teen students were listening to loud music and being disruptive using abusive language.

Human Resources

Staff Updates

Pedro Bermudez, Lead YOUmedia Mentor, will be part of the team at YOUmedia Hartford, a new digital learning center for teens. The Lead Mentor is an instructor, artist, and technologist who guides youth as they explore digital media and library resources.

Jeffrey Davis, Security Guard, is currently assigned to the Dwight branch location. Jeff brings many years of experience to the position.

Shavonne Dawson, Library Assistant, will be responsible for providing quality service by assisting customers in the use of library resources, assist with library programs, and perform clerical duties as needed. Shavonne has an extensive background in customer service.

Anna Eisen, Assistant Youth Services Librarian, providing youth programming at the downtown location. Anna holds a Master's degree in Library and Information Sciences.

Eva Jacobsen, Project Coordinator, Citizenship grant. Eva is responsible for the day-to-day management of the United States Citizenship and Immigration Services grant funded project designed to promote citizenship education and integration.

Ronald Rivera, Security Guard, is currently assigned to the Camp Field branch location. Ron brings many years of experience to the position.

Monica Stellmacher, Project Assistant, is responsible for marketing and administration of a city-wide grant-funded series of financial literacy classes and workshops.