

# Chief Executive Officer's Report

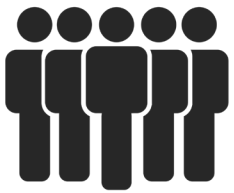
December 2019

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# JULY–SEPTEMBER 2019

*at a glance*



**204,233**

TOTAL VISITS



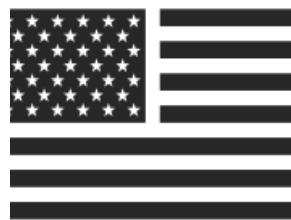
**1,461**

TEEN PROGRAM PARTICIPANTS



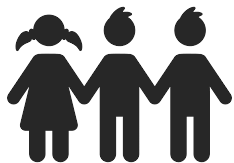
**77,559**

TOTAL CIRCULATION



**1,285**

STUDENTS ATTENDED TAP CLASSES



**12,903**

YOUTH PROGRAM PARTICIPANTS



**1,632**

ARTWALK VISITS



**113**

INDIVIDUALS ACHIEVED CITIZENSHIP



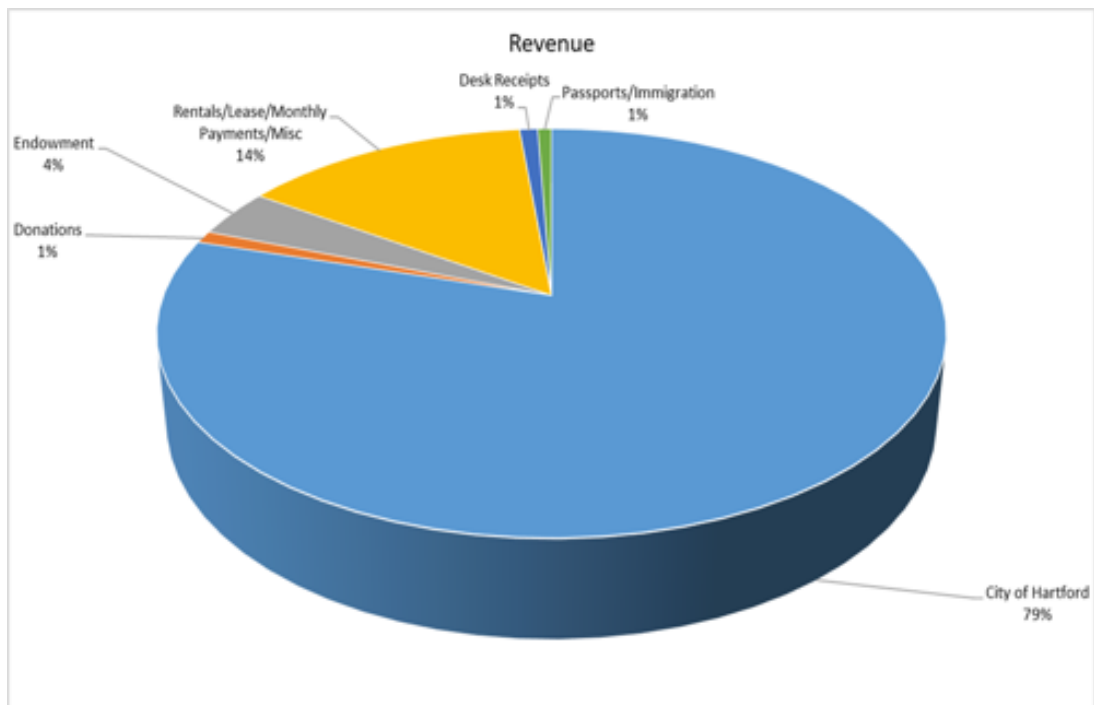
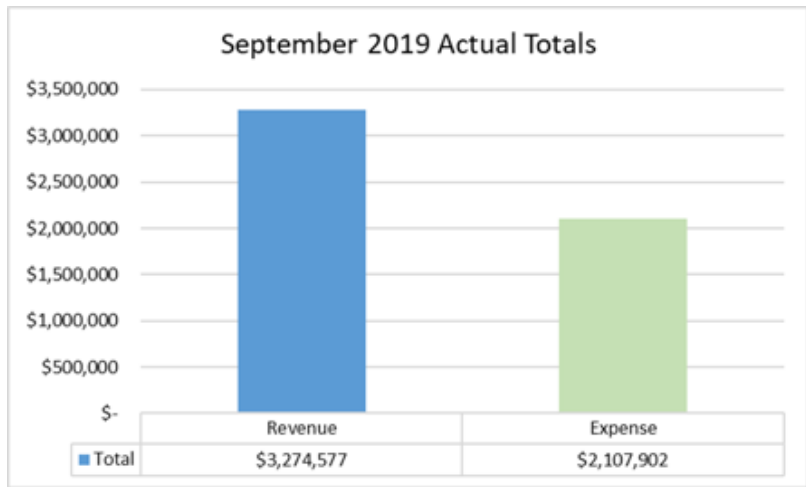
**10,069**

PROGRAM PARTICIPANTS

### Fiscal Year 2020—Operating Budget Summary As of September 30, 2019—25% through Fiscal Year

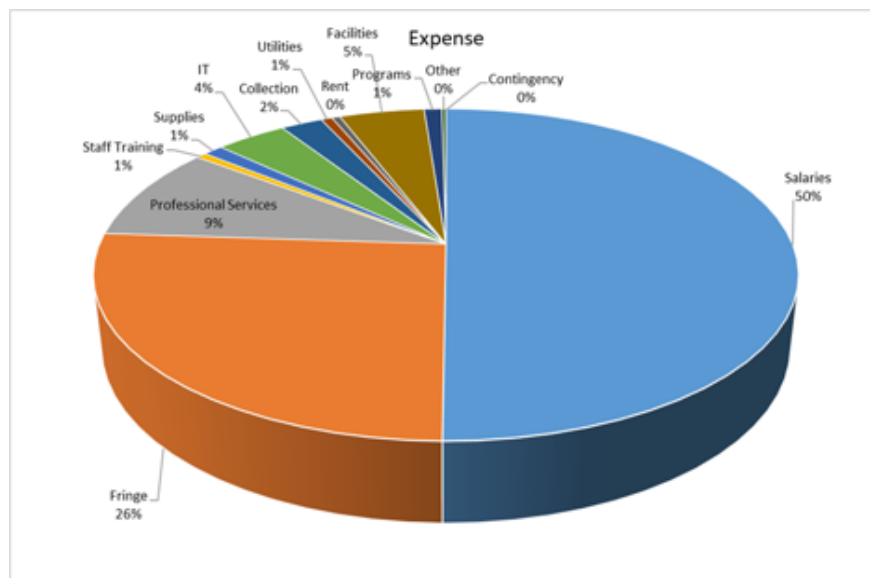
For the period ending 9/30/19, the Hartford Public Library has expended an estimated total of \$2,107,902 which represents 21.2% of the revised operating budget of \$9,526,574. The Library has also collected an estimated \$3,274,577 in operating funds, or 33% of the Fiscal Year 2020 budget.

	FY20 BUDGET	FY ACTUAL	VARIANCE	%
Revenue	\$9,928,4096	\$3,274,577	\$6,653,829	33%
Expense	\$9,928,4096	\$2,107,902	\$7,820,504	21.2%
<b>Variance</b>		<b>\$1,166,674.80</b>	<b>(\$1,166,674.80)</b>	



# finance (continued)

REVENUE	FY20 BUDGET	FY ACTUAL	VARIANCE	%
City of Hartford	\$8,201,317	\$2,605,885	\$5,595,432	31.8%
Donations	\$325,000	\$31,55q	\$293,449	9.7%
Endowment	\$706,843	\$125,479	\$581,364	17.8%
Rentals/Lease/Monthly Payments/Misc	\$542,246	\$460,558	\$81,688	84.9%
Desk Receipts	\$78,000	\$29,115	\$48,885	37.3%
Passports/Immigration	\$75,000	\$21,989	\$53,011	29.3%
<b>Total</b>	<b>\$9,928,406</b>	<b>\$3,274,577</b>	<b>\$6,653,829</b>	<b>33%</b>



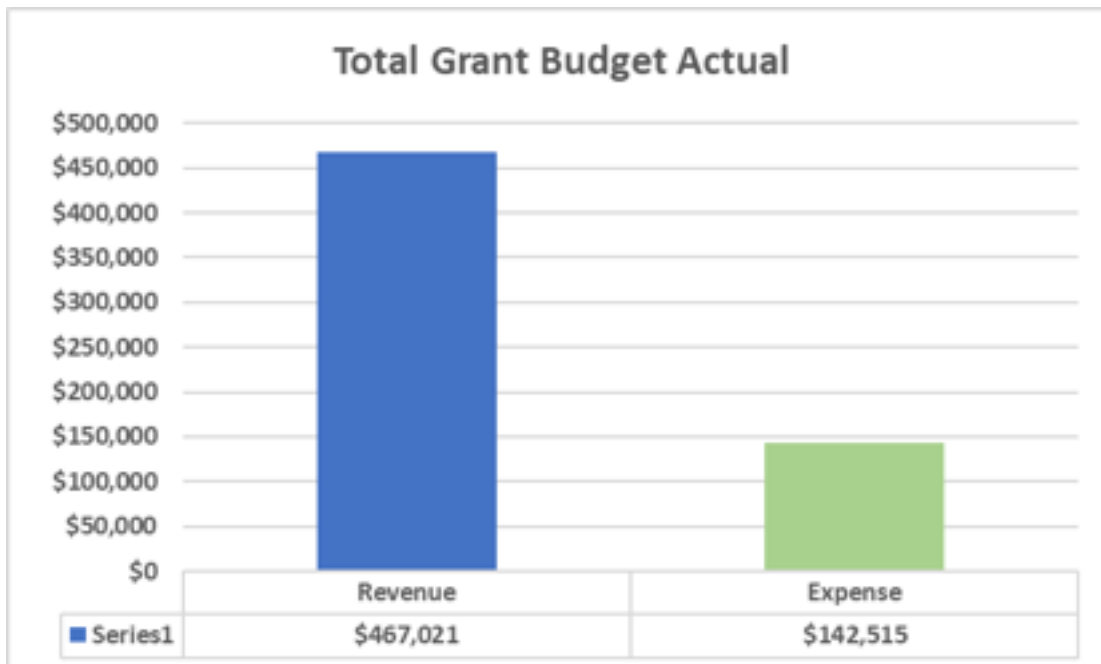
EXPENSE	FY20 BUDGET	FY ACTUAL	VARIANCE	%
Salaries	\$5,621,236	\$1,056,751.92	\$4,564,484.08	18.8%
Fringe	\$2,163,362	\$546,605.41	\$1,616,756.59	25.3%
Professional Services	\$630,772	\$194,450.28	\$436,321.72	30.8%
Staff Training	\$68,775	\$11,875.97	\$56,899.03	17.3%
Supplies	\$73,600	\$22,527.74	\$51,072.26	30.6%
IT	\$155,979	\$81,949.32	\$74,029.68	52.5%
Collection	\$531,825	\$48,161.94	\$483,663.06	9.1%
Utilities	\$67,150	\$12,838.54	\$54,311.46	19.1%
Rent	\$66,174	\$9,391.58	\$56,782.42	14.2%
Facilities	\$320,106	\$98,125.56	\$221,890.44	30.7%
Programs	\$161,200	\$20,412.00	\$140,788.00	12.7%
Other	\$12,317	\$4,811.71	\$7,505.29	39.1%
Contingency	\$56,000	\$0.00	\$56,000.00	0.0%
<b>Total</b>	<b>\$9,928,406</b>	<b>\$3,274,577</b>	<b>\$6,653,829</b>	<b>21.1%</b>

## Fiscal Year 2020—Grant Budget Summary As of September 30, 2019—25% through Fiscal Year

	FY20 BUDGET	FY ACTUAL	VARIANCE	%
Revenue	\$891,687	\$467,021	\$424,666	52.4%
Expense	\$891,687	\$142,515	\$749,172	16.0%
<b>Variance</b>	<b>\$0</b>	<b>\$324,506</b>	<b>(\$324,506)</b>	

## Grant Activity for 1st QT (July–September 2019)

	AWARDED		PENDING		DECLINED	
	NUMBER	AMOUNT	NUMBER	AMOUNT	NUMBER	AMOUNT
Government	1	\$112,500				
Foundations	1	\$9,598	2	\$43,000	1	\$3,500
Corporation	1	\$100,000			1	\$10,000
<b>TOTAL</b>	<b>3</b>	<b>\$222,098</b>	<b>2</b>	<b>\$43,000</b>	<b>2</b>	<b>\$13,500</b>



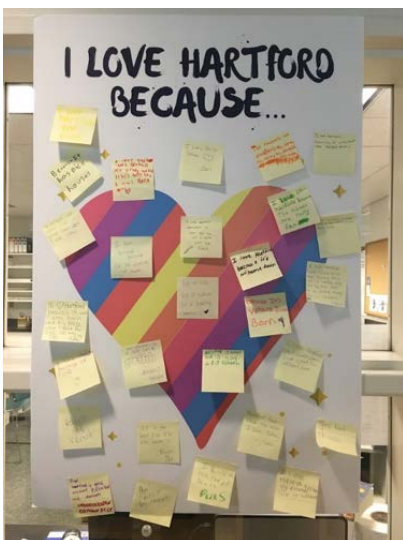


## Increasing Engagement with the Arts Through Access and Exposure

- » Arts based programming continues to draw a large audience at all HPL locations. The knitting and crocheting club at the **Park Library** continue to grow. At the **Barbour Library**, participants who regularly participate in Barbour's adult programs, expressed interest in learning how to crochet. The branch manager was fortunate to find a high school chemistry teacher from the Hartford school system to teach crochet. The teacher volunteered five Wednesday evenings in July and August. Some of the finished crochet products by the participants were a handbag, zipped change purse, baby hat, and scarves. In September, City of Hartford Fire Department mentees along with the knitting and crocheting participants showed up to make t-shirt bags. It was an opportunity to learn how to make an inexpensive bag to offset the Connecticut bag tax. Jackie Bright returned by popular demand for two classes to make earrings, a necklace, and a bracelet. Customers painted adult coloring sheets with watercolors at the end of the month.
- » All summer the bag share sewing circles events at the **Downtown Library** have also been very popular and have helped customers who used to get plastic bags from the service desk use an eco-friendly alternative.
- » This quarter Arts for Learning CT provide free programming for youth at all Library locations presented by Mikata, Surcari, Jeff McQuillan, and Sirius Coyote. In addition, HPL hosted Horizon Wings Raptors program, Country Quilt Llama Farm, Bring the Hoopla hula hooping, the Critter Caravan and various STEM programming from the CT Science Center.



## Supportive Community for Child and Adult Learning



- » Summer Learning theme of Read, Go, Do was enjoyed by customers at every branch. 364 people of all ages participated across the system and 2009 books were read! People loved the "Hartford" buttons. Teen summer interns got a work out creating more buttons every day. HPL could not have done it without them. For completing a Summer Learning Club, each person was entitled to a Hartford Athletic game voucher. Additionally, each branch crafted their own Summer Learning Wrap Up party. Some branches had pizza, some had an ice cream party, **Camp Field** utilized a camping theme and incorporated STEM by making smores with a solar oven they built. Staff participated this year, right along with the public. Each week staff entered the clubs they completed into a spreadsheet, and the "Library Elves" awarded weekly prizes such as reading themed tote bags, mugs, and gift cards.
- » Darrell Fitzgerald has offered Chess Master's Class every Tuesday since the third week of August at the **Albany Library**. Attendance has averaged between six and fourteen.

- » The Summer Resource Fair at the **Park Library** was well attended and appreciated by the community and non-profit organizations who tabled at the event. The main goal of the fair was to promote the library's summer learning program and connect families to free resources available to them in the neighborhood. Among the agencies present were, the Hispanic Health Council, Billings Forge, Catholic Charities, and Prevention Works CT. Special performers and female drumming duo "Puertorricana" engaged the crowd with their upbeat drumming skills and charisma.
- » Janette Hernandez, Family Peer Support Specialist, FAVOR, Inc., utilized the **Camp Field Library** to conduct parent trainings in Spanish and in English to teach parents how to advocate for their children with special needs.



- » The **Downtown** and **Park** libraries were chosen to participate in the Families Learn Together STEM Camps funded and presented by the Children's Museum in West Hartford. Families met for four days in August at each Library location exploring scientific concepts and conducting experiments around four topics: Simple Machines, Chemistry of Slime, Engineering & Design, and Electricity. They did this with a representative from the Children's Museum and an HPL staff member facilitating. Day five was a field trip to the museum. The Children's Museum has secured funding to provide this program at six of our Library locations for the next two summers.
- » Every summer, HPL partners with CT Science Center to offer coupons allowing free admission for Hartford residents. While promoting this opportunity, Park Library manager Graciela Rivera learned that some of her customers were nervous about visiting on their own, given their lack of English. Graciela arranged an adult-only field trip by securing bus passes and leading the group throughout the Science Center. The human body exhibit was housed there at the time of the trip and everyone was excited to see it. This was the first time these adult participants had visited the CT Science Center.

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

- » September was National Library Card Sign-Up month and what better way to celebrate than raffling off one Kindle Fire to a customer who registered for the first time in September and one to an existing customer who used their card to check out materials that month. HPL promoted some healthy competition between our branches by giving away Kindle Fires and a free lunch to the staff at the branch who increased their user registrations the most in September. Congratulations to the **Albany Library** team who increased their customers by 6.32%!
- » Maria Ortiz from the Hispanic Health Council visited more Library locations this quarter to educate the public about intimate partner violence. Recently, Maria disclosed that two customers, who participated in her workshops at Barbour last year, went on to do advocacy work in domestic violence. One woman gave her testimony as the keynote speaker at Hartford Public

<b>ALBANY</b>	194	6.32%
<b>BARBOUR</b>	72	4.51%
<b>CAMP FIELD</b>	126	2.88%
<b>DOWNTOWN</b>	520	3.25%
<b>DWIGHT</b>	84	3.66%
<b>PARK</b>	62	4.29%
<b>ROPKINS</b>	46	3.44%

*New Library Card Holders—September*

## public services (continued)

Library's 1st Women's Empowerment Event. Another woman became the president of the social justice club at Capital Community College. She is working with Maria to organize a Women's Empowerment Event at the college.

- » HPL is proud to announce a partnership with the UConn School of Social Work. HPL now hosts two MSW interns who spend 15 hour each at the library, meeting with customers who need services beyond what librarians can provide. HPL is working to develop group sessions with adults and teens, as well as a voter registration drive.



*Library Card Sign Up Winning Team—Albany Library*

### **Digital Literacy**

- » **Albany Library** offers Tech Tuesdays & Thursdays where customers can schedule individual appointments with staff to go over any questions regarding any of their Internet-enabled devices.
- » A computer basics class series was offered for four Wednesday evenings in July at the **Barbour Library**. Twenty-five customers with low digital literacy skills gained valuable knowledge to navigate today's information/technological society.
- » During Statistics Week, July 8-13, 2019, the **Camp Field Library** reported 164 interactions to assist customers with their digital literacy needs. This generally included basic computer assistance, such as printing documents, photos, pay stubs; completing online job applications, including updating and uploading a resume; and creating an email account. A few interactions required more advanced digital assistance. The balance of interactions (46) involved Library staff assisting customers with using the copy machine. A few interactions included assisting customers with downloading a free scanning app on their smartphone (scanning services at this Library location are not yet available). When expanded over the entire 1st Quarter, this accounts for approximately 2,140 instances of providing customers with computer assistance.



## School and Career Readiness

### Readiness for School Success and Literacy

- » Through the Summer Camp Enrichment Program funded by Hartford Foundation, HPL's Summer Learning program engaged with 32 camps, 42 programs, and served 2,650 children. Programs were attended at the various branches and were also brought to the camps. Some of the programs were STEM programs, scavenger hunts, Double Dutch, roller coaster science, story times, and many other programs developed by Summer Camp Literacy Support Coordinator, Eric Ong. To help stop the summer slide, we distributed over 2,000 books to campers; engaged with 84% of the camps; and, served over 1,000 more campers than the previous year. This effort was a huge success!
- » HPL, in partnership with Hartford Public Schools, served 4,504 summer lunches at all Library locations. There was a Summer Hot Lunch pilot at the **Down-town Library**. 1,895 hot lunches were served this summer in the Children's Room to anyone age 18 or younger. The service was a fantastic upgrade for library users. The food tasted better and the quality and variety were fantastic. An expansion of this program will be based on the capacity of the district to reach all Library locations.

### Boundless

Rawson School students participated in KFFL's Read to Achieve: Summer Reading Challenge encouraging students to continue reading and improving their literacy skills during summer break. The program was administered by Boundless Library @ Rawson Librarian Sara Lestage. Rawson became one of the 12 regional winners based on the largest average student reading minutes during the four-week challenge. Boundless Library @ Rawson received a \$1000 gift certificate to the First Book Marketplace to purchase new books and educational resources! What a success story for the Boundless partnership. In addition, Rawson was given the opportunity to nominate a Title I school in the HPS system to receive a \$150 gift certificate to the First Book National Book Bank to purchase new books. This gift certificate was raffled off by Bonnie Solberg and Will Bailey at the Professional Development Day held at Rawson School. Eleven of the HPS School Library Media Specialists came to hear about HPL's latest offerings they can access to enhance their student population experiences, get training in the ILS system, and discuss challenges and opportunities for collaboration.

### School Readiness

- » **Albany Library** focused this quarter on providing a welcoming space for younger children. Many educational and developmentally appropriate toys were purchased for the Library location. Through the moving of furniture and parts of the children's collection, the area now gets more use, and the circulation statistics have risen for children's materials by over 30%. Albany continues to engage the youngest of its community currently piloting different times to have story time and to see what works best. The infusion of new toys happened primarily over the summer months, and when children returned to school and to the library, they were amazed at what they found. One little girl said, "Miss, you have a doll house, a train set, AND a princess castle? How did this happen?!" One of the greatest rewards for youth services staff is the delighted children.
- » Attendance for youth and family programming at Camp Field this summer was 3,211, second only to Downtown. The **Camp Field Library** is a learning destination for families and home daycare providers with young children. The large play space in the middle of the youth area is filled with toys that stimulate narrative play and self-exploration of early literacy concepts such as colors and shapes. One local home daycare plans regular visits to the library during the summer for creative play in our play space and participation in summer lunch, story times, special events, art and STEM activities. Children in the daycare, ages 1-4, eagerly engaged in STEM programs including Wiggle Bots, NASA programs, Plant Lab, STEM Lab on the Go, 3D Printing, Solar Oven Smores and live animal demonstrations including Horizon Wings and Llama in the Library. During July–August, these children participated in all 10 programs for ages 0–5, many of the 35 programs for ages 6–12 as well as the 16 programs for all ages. Another young boy, age 3, regularly visits the library with his Grandmother exclusively to play in the play space. He often comes dressed in costumes like Spider Man or Captain Marvel with a small teddy bear bookbag on his back. These young children are encouraged to be curious learners and Camp Field is happy to be able to support their early literacy development as an important joyful learning space in their community.
- » The **Barbour Library** has two story times, one with the ABC Daycare, and the other at Salvation Army Right Place down the street. Victoria Palmatier walks over to ABC with the walking rope, and the kids get on the Library Express as they walk across the parking lot to the Library. They read three stories and then do a craft or have unstructured playtime in the Library. Victoria has been working hard since her arrival to reach out to the preschool community in the area. In preparation for these interactions she has revamped and revitalized the children's space at Barbour.

## Adult Programming Highlights

### Performing Arts

- » “Paint the City”: all ages and experience levels painting class where participants were guided to recreate the beautiful cityscape of Hartford on their canvas. Feedback received “You all did a great job at making everyone feel welcome and at creating an environment conducive to community building and creative thinking.”
- » Bag Share Sewing Circle series where participants learned how to sew bags to take home and to donate to a public.
- » Los Felipe, a creative music project created by Felipe Saray, a performer from Cirque du Soleil.

### Film Screenings:

- » Documentary “5B,” which tells the story of caregivers who took action to comfort, protect and care for the patients of the first HIV/AIDS ward unit in the United States.
- » Documentary “Filiberto,” about the life of Filiberto Ojeda Ríos and the Puerto Rican Independence movement
- » Documentary “Chocolate Milk,” which explores the racial divide in breastfeeding specifically against black mothers
- » Blockbuster “The Public” by Emilio Estevez and panel discussion moderated by HPL CEO.
- » Documentary “Paris to Pittsburgh,” highlighting the efforts of individuals around the world who are battling the most severe threats of climate change in their own backyards.

### Literary Programs:

- » Author talk and book signing featuring graphic novelist Edgardo Miranda-Rodriguez, author of superhero series *La Borinqueña*.

### Big Read:

- » Programming series for the National Endowment for the Arts (NEA) “Big Read” featuring author talk with Stephanie Burt: *Advice from the Lights* and performance from local drag queen Robin Fierce, Hartford Poet Laureate Frederick Douglass Knowles, and photography exhibit opening of “They/Them,”
- » Traveling Exhibit and Digital Timeline: “A Brief History of Connecticut’s LGBTQ Community”
- » “Drag Queen Story Hour” open and inclusive story tell-

ing by two local Drag Queens. Customer Feedback: “My son had so much fun, thanks for a wonderful event HPL and Giganta!”

- » YOUmedia second fashion show, featuring looks inspired by black queer icons and gender fluid fashion.

### Music @ HPL

- » 2019 World of Sounds live music series featured outdoor performances at multiple library locations across Hartford highlighting local bands such as Puertoricana, Blessings Devine, Caribbean Vibe Steel Drum Band, Souls of Zion and many more.
- » “The Millennial Showcase,” collaboration with YOUmedia producer Eli Williams to present a fast-moving concert featuring the best of Hartford’s young hip hop, R&B, and poetry artists at the Albany Branch.

## Technical Services Highlights

- » Launch of RFID Self-Checkout in all locations
- » Hartford Public School Library Media Specialist Training Day at Rawson with HPL
- » Self-Checkout Stations reached 20 percent of overall circulation in first two months. The goal is to reach 80% of overall circulation on self-checkout stations
- » Streamlining Reporting of electronic usage allowing for higher opportunities to apply for state grants
- » Over 5700 new users were added to the system up from 5,298 last year
- » Over 7100 items were added to the library collections up from 4582 last year

### Usage By Platform

Platform Type	Devices	Launches
Android	116	551
iPad	16	30
iPhone	108	661
<b>Total</b>	<b>240</b>	<b>1252</b>

### Usage By Month

	Devices	Launches	New Devices
Jul-19	107	337	42
Aug-19	122	414	43
Sep-19	120	501	56
<b>Total</b>	<b>240 *</b>	<b>1252</b>	<b>141</b>

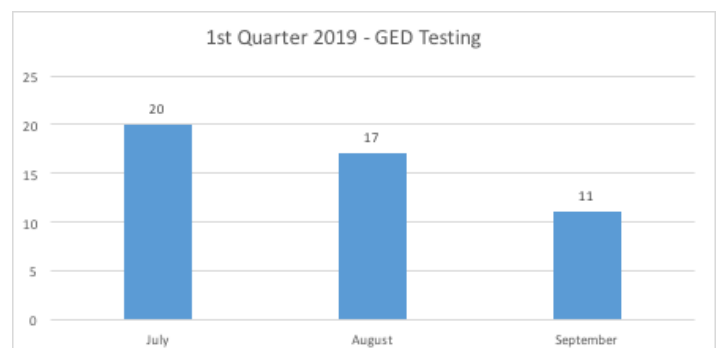
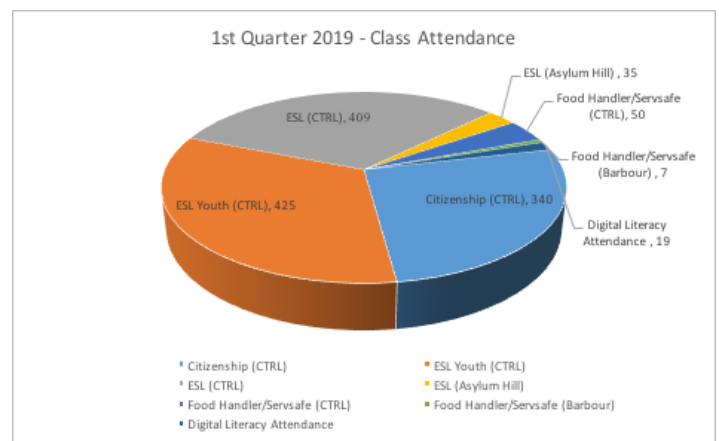
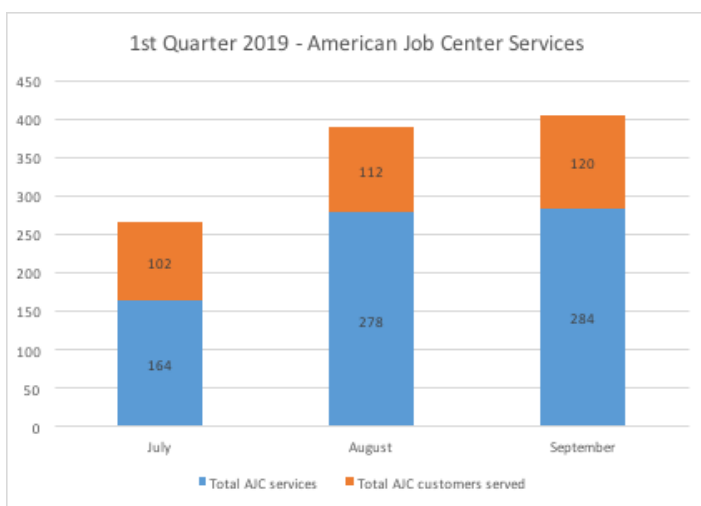
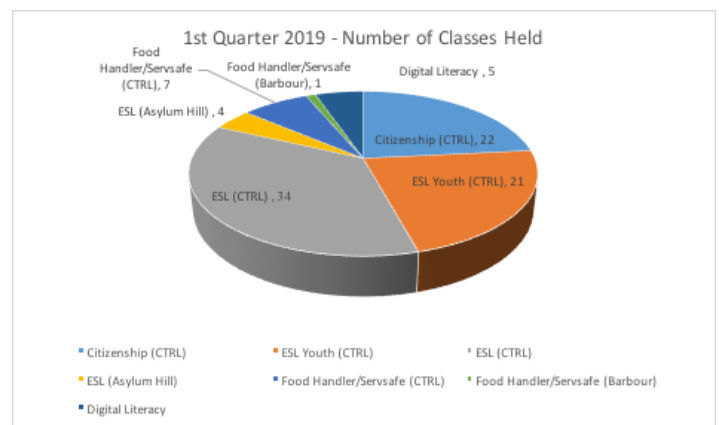
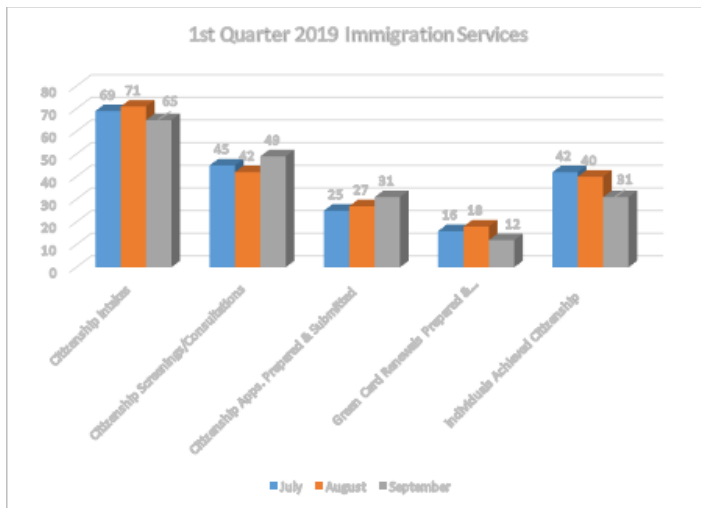
240 users log in to the HPL App 1,252 times equating to about 5 times a quarter

# The American Place

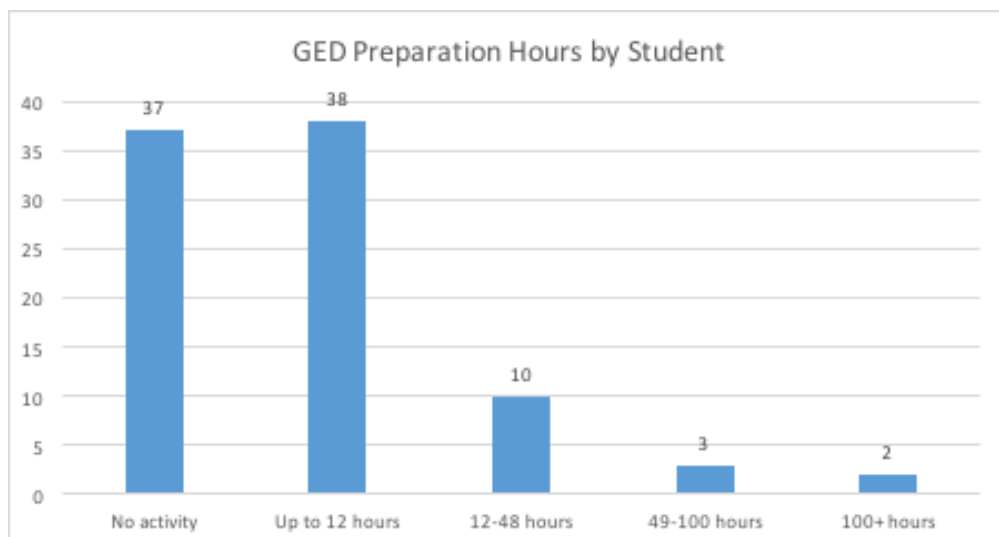
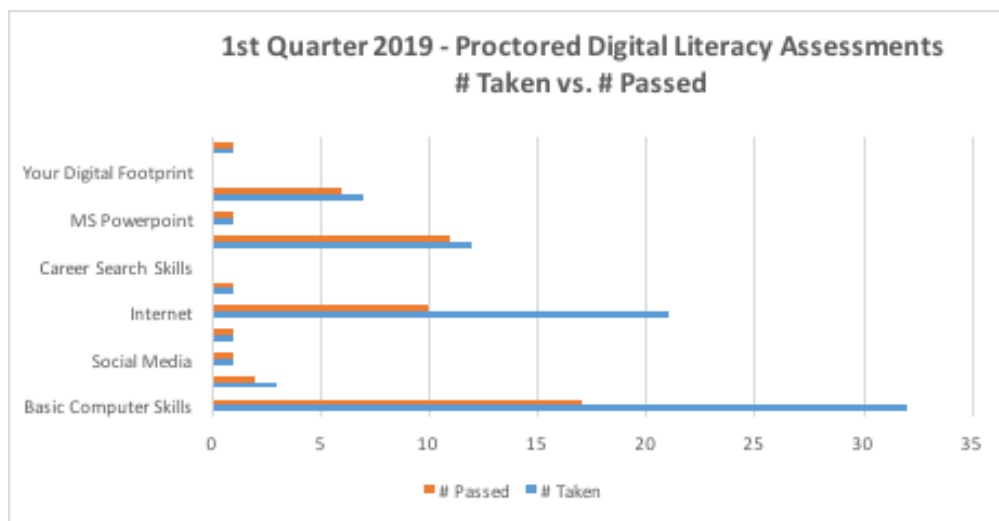
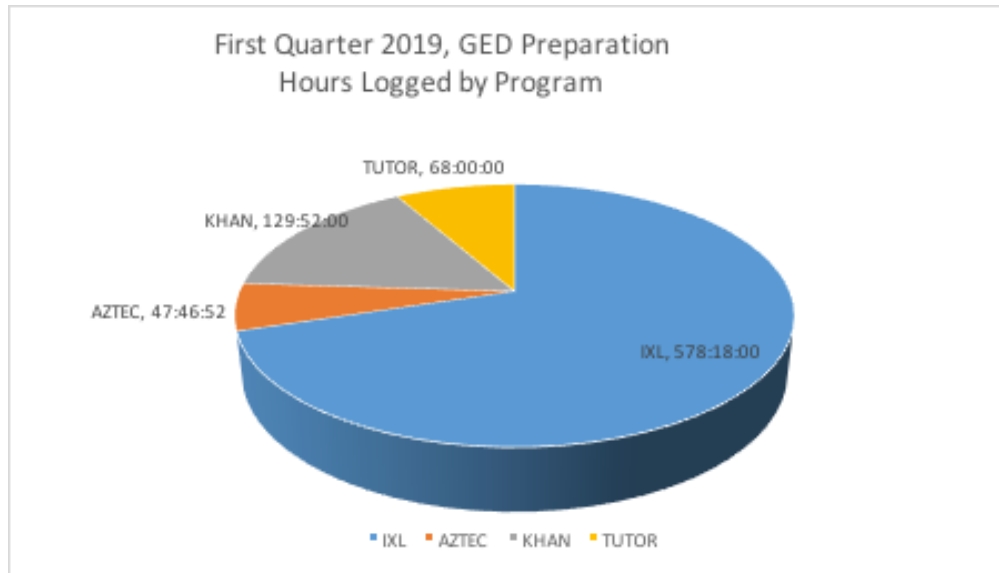
## Highlights:

- » 1,285 students attended TAP classes
- » 94 classes held
- » 35 volunteers worked 143 hours
- » 48 proctored GED tests administered
- » 205 citizenship intakes completed
- » 136 citizenship consultations conducted
- » 83 citizenship applications prepared and submitted
- » 46 green card renewal prepared and submitted

- » 113 individuals assisted by TAP achieved U.S. Citizenship
- » 334 American Job Center customers served with 726 services
- » 67 youth participated in ESL programs for immigrant youth, representing 22 different countries and Puerto Rico
- » 80 proctored digital literacy assessments administered, with 64% demonstrating gains in digital literacy
- » 86 individuals registered for GED preparation; 57% using programs and logging in almost 824 hours of study across 4 different online learning programs and tutoring.

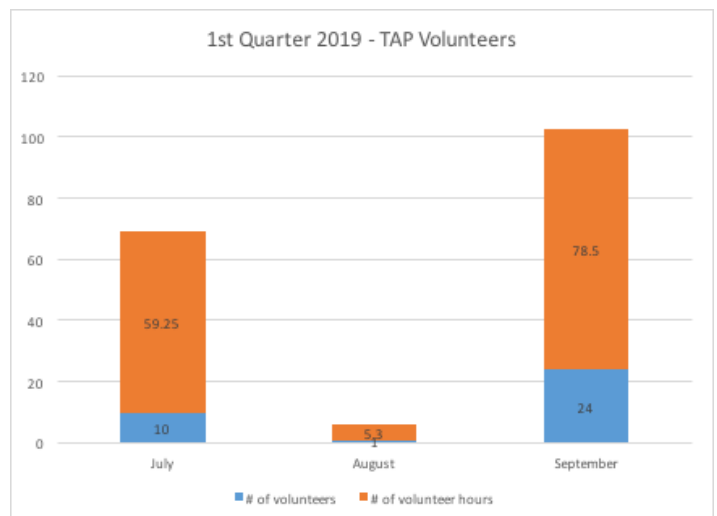
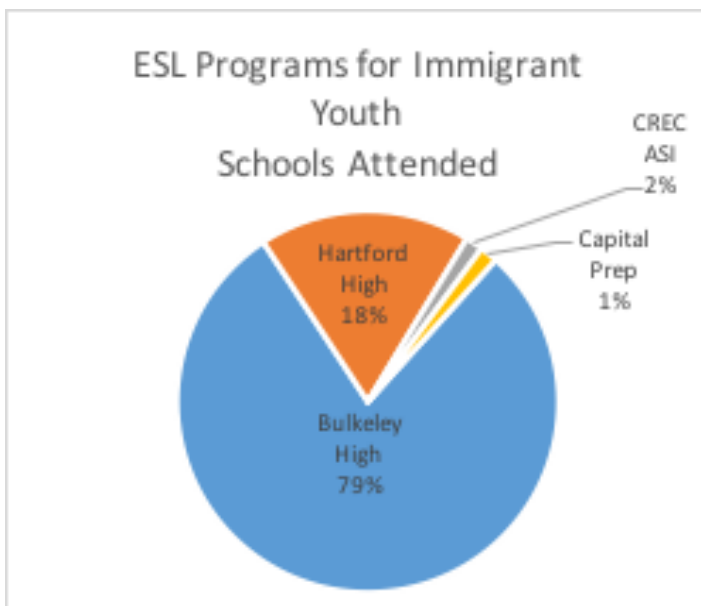
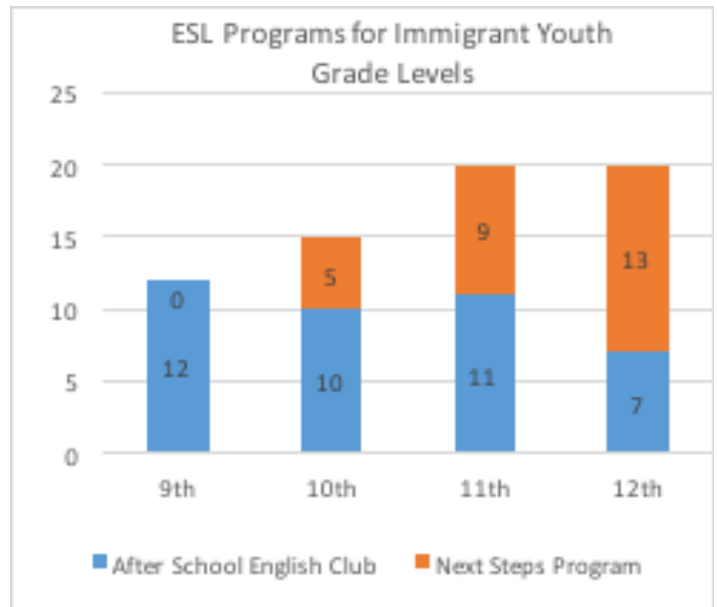
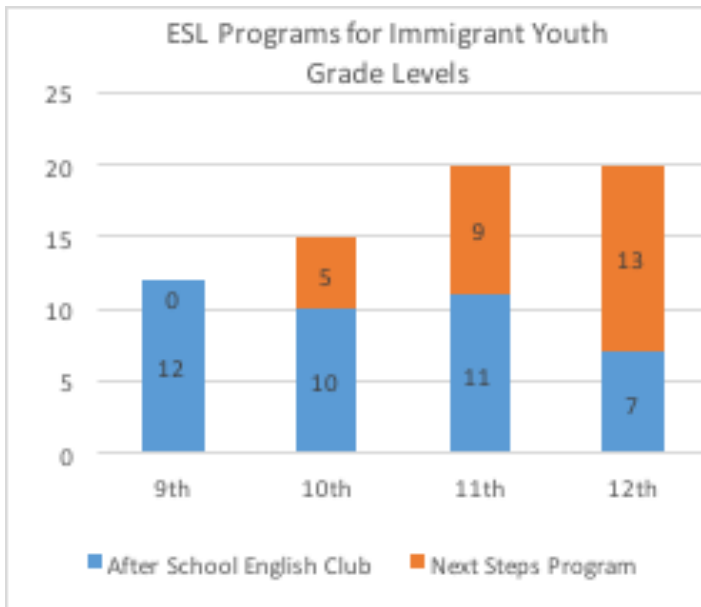
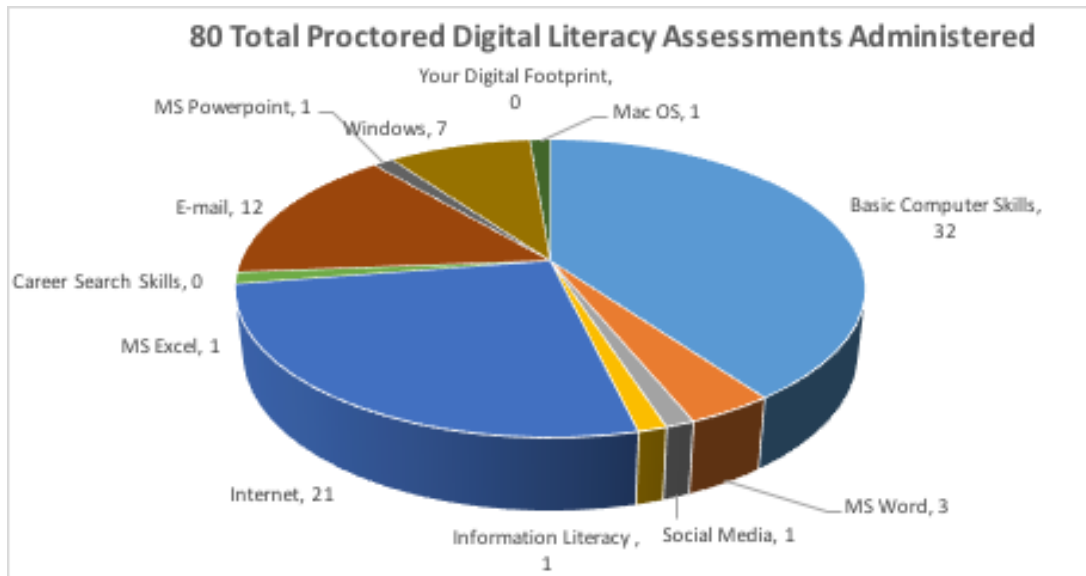


# The American Place (continued)





# The American Place (continued)



# Hartford History Center & ArtWalk

Hartford History Center				
Visits	2019-07	2019-08	2019-09	<b>Total 1,356</b>
DOWNTOWN	200	514	642	1,356
Online Visits				<b>Total 24,221</b>
DOWNTOWN	8,127	7,989	8,105	24,221
Art Walk Visits				<b>Total 1,632</b>
DOWNTOWN	704	254	674	1,632
Reference Question				<b>Total 570</b>
DOWNTOWN	241	125	204	570
Hartford History Center Programs				
Programs				<b>Total 21</b>
DOWNTOWN	5	6	9	20
CAMP FIELD BRANCH LIBRARY	1			
Attendance				<b>Total 1,029</b>
DOWNTOWN	117	384	518	<b>1,019</b>
CAMP FIELD BRANCH LIBRARY	10			<b>10</b>

## *Stronger relationships among community organizations*

- » Hartford History Center staff served on the University of Connecticut, Hartford campus committee to choose a design firm for their Hartford history visual display project planned for UConn Hartford's main building. HHC staff will continue to be engaged in the project as it moves forward to the design stage.
- » Staff worked with the development manager and project researcher of the Ancient Burying Ground Association to bring public programs and an exhibit to Hartford area audiences interested in learning about Hartford colonial era African, African American, and Native American life.
- » Under the leadership of Denise Martens, the Hartford History Center and other departments worked together to ensure that CREC English teachers across all CREC schools were offered insight into library resources for teachers. We had the pleasure of working with over 40 CREC teachers to share with them highlights of our digital and physical collections and ways to use these collections in the classroom.



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

- » After of over a year of meetings around the 200th anniversary of Faith Congregational Church, with partners: CT's Old State House, Real Art Ways, Capitol Community College, and local historians, we culminated in a major outdoor celebration and commemoration of the anniversary on the site of the original Talcott Street Congregational Church. The event included the esteemed Beverly Morgan Welch of the National Museum of African American History and Culture at the Smithsonian. Over 200 people attended the event.
- » Hartford History Center staff worked with a young circus arts company, Open Ring Circus, to bring an excerpt and discussion of COATED, an interpretive circus production about the 1944 Hartford circus fire. Over 75 people were in attendance during this 75th anniversary event.
- » From August through September, the HHC hosted the annual Hartford Artisan Weavers exhibition, celebrating artisans aged 55+, many with limited or no vision. This year we invited community members to have a meet and greet with artisans and for the new Executive Director to speak about the significance and impact of their program with this population.



# HHC & ArtWalk (continued)

- » In August, we hosted a reception for “Sharing Stories,” a quilt exhibition by Linda Martin. Over 60 people came to the Saturday program to view her story quilts and see a performance by local actor and storyteller Francis Sharpe.
- » Hands on Hartford, formerly Center City Churches, a Hartford-based community service organization, celebrated 50 years of service at the Hartford History Center, where our staff helped to create a display with the collection that we hold of their materials.
- » As part of our partnership with the Ancient Burying Ground Association, we hosted three programs in September, including a lecture on the research led by Dr. Kathy Hermes on over 500 Africans, African Americans, and Native Americans that were buried in the Ancient Burying Ground; an Encounters small group discussion program in collaboration with UConn, the Wadsworth, and Amistad Center; and a “how-to” workshop on how people may use the new database to research African American and Indigenous ancestors from Hartford. Over 150 in total attended these three programs, showing how much interest there was in this topic.
- » Over 140 people attended the exhibit reception or the artist workshop of Ed Johnetta Miller, Hartford’s own internationally renowned fiber artist who is also seen as an important elder in the Hartford area community. This exhibition was one of our most well-attended ArtWalk of the season because of its deep connection to city residents.
- » Mark Overmyer-Velasquez, Director of UConn Hartford, brought his Hartford Encounters first year seminar to the Hartford History Center for an introduction to doing research in the archive and to explore collections that pertained to Hartford activists, community groups, neighborhood organizing, housing, education, and urban renewal.
- » Every week during Summer Learning, the HHC posted photos from HHC collections relating to the various clubs. Among the photos posted were images of Elizabeth Park (health club, take a walk in a Hartford park), the Downtown Library under construction (STEM club, complete a build challenge at the library), and our City Parks herbarium undergoing conservation (nature club, create a nature journal). All of the photos are stored as highlights on our Instagram profile. For Hispanic Heritage Month we highlighted the heritage of some of our fellow staff members. Photos were posted of those with Cuban, Peruvian, Dominican, and Puerto Rican family history.
- » Some of our social media posts are the result of knowledge we acquire while answering reference questions. While answering a question about bike races in Colt Park, we learned about the Labor Day Bike Roundup

in the 1950s. We posted a photo of bikes lining up for the Roundup’s parade. The ultimate event would be a 50-mile race on Monday/Labor Day. Did you know the circular road at Colt Park is one mile in circumference? The race entailed 50 laps on the road!

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

- » Beginning on July 1, the History Center changed its hours to Tuesday – Friday, 10 a.m. to 2 p.m. The HHC had several visitors – all Traveler’s employees - who said it was their first visit to the History Center because they were finally able to come on their lunch break due to our new hours.
- » The HHC had researchers from Germany, Georgia, South Carolina, Virginia, Texas, upstate NY, and from many towns in CT. We have answered reference questions and assisted with research via email with people from California, Ohio, Maine, New Jersey, New York City and London. A couple from Texas, lifelong Texans, were here to work on their family genealogies. They knew both of their families could trace back to the Original Proprietors but were amazed and delighted to find out that their families’ plots bordered each other. The two families had never intermarried before their marriage. It took 6 generations and families coincidentally moving to Texas to bring two Hartford families together.
- » In addition to the larger exhibits, the HHC highlighted materials from the collections in the glass cases. To celebrate the beginning of the school year, we displayed text books, reading lists and yearbooks from Hartford Public Schools and Trinity College. To support the Ancient Burying Ground programming, we displayed Native American, African American and early African materials. To highlight Banned Book Week, we displayed copies of banned or challenged books by Hartford authors. To support Hispanic Heritage Month, we acquired several books and pulled from the existing collection, to create a display and produce a bibliography for Puerto Rican and Hispanic American genealogy.
- » In August, the HHC hosted Hands On Hartford’s 50th anniversary. We displayed materials from the Center City Churches Collection that evening. Many founders of Center City Churches were present that night and were thrilled to see these early materials.



## Local Press

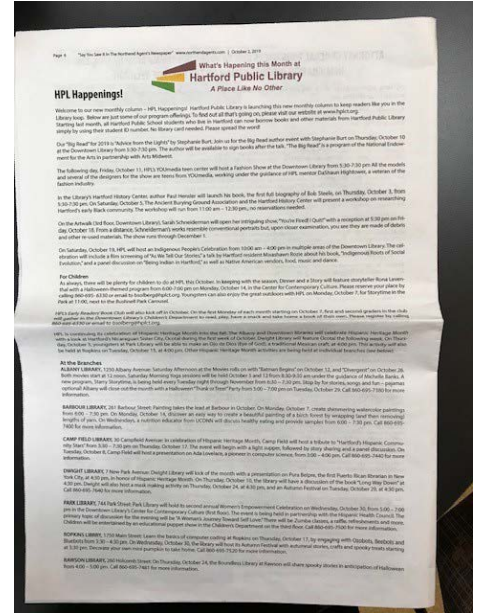
In September, the Library initiated an advertising / editorial campaign in the local newspapers. Below are some clipping samples that appeared in Inquiring News, Identidad and North End Agent's.



Identidad



Inquiring News



Northend Agents

## Social Media

### Facebook

Of the three major HPL social media platforms, Facebook has the largest following (7,257 page likes, 7,797 page follows as of 11/15). It also has the greatest reach and engagement.

The level of organic reach and engagement on the HPL FB page would be highly envied by many organizations and it is often not reached without a combined paid advertising strategy. The Library will continue to inform, reach, and grow its most active social media audience with a strategy of consistency, frequency, variety, and monitoring.

Key Stats Metric	Oct 18–Nov 14 (28 Days)	Sept 3–Sept 30 (28 Days)
Page Views	854	1,430
Post Reach	17,822	14,402
Post Engagements	5,860	8,350
Page Followers (New)	53	74
Page Likes	7,257	7,100

Sample of Recent Posts & Performance (next page)

# communications (continued)

## Twitter

Engagement and activity on Twitter is increasing due to the frequency and regularity of our posts. Also, through increased tagging of related accounts. We added 26 new followers in the past 28 days.

Twitter ranks second in the number of followers of the three major HPL social media profiles (Total 4,875 as of Nov 11). The follower count is quite high (for reference Mayor Bronin has 6,233, Superintendent Torres-Rodriguez has 2,187).

Key Stats Metric	Oct 19–Nov 15 (28 Days)	Sept 3–Sept 30 (28 Days)
Tweets	16	18
Profile Visits	199	186
Mentions	43	57
Followers (Total 4,863)	26	0 (new)

## Instagram

Instagram has the third highest follower account of the three major HPL platforms (total 1,360). However, despite the follower count being less than half of Twitter the engagement levels can be much higher on this platform. Since the last report, Instagram gained over 100 new followers. There is high potential for growth on this platform with a continued strategy of consistency, frequency, creativity, variety, and monitoring.

### Key Stats (Instagram analytics only provides a weekly snapshot) Metric

#### Oct 18–Nov 14 (28 Days)

#### Sept 3–Sept 30 (28 Days)

Profile Visits	76	197
Reach	577	621
Impressions	4,413	4,272
Followers	1,360	1,258

## Social Media Summary

Social media is a vital communications and marketing tool for Hartford Public Library. HPL's social media profiles, with its already large and growing follower bases, provides free/low-cost marketing channels to reach the library's multiple audiences (or constituent bases).

A social media strategy that is consistent and creative across all platforms ensures that the Library communicates with its constituents and promotes the many programs and resources we offer by informing, inspiring, and driving our audience to act. Therefore, it has a direct impact on the Library achieving its organizational goals.

# THE DIGITAL LIBRARY LAB AT HARTFORD PUBLIC LIBRARY



**A social enterprise  
accelerator  
program initiative**

**LAUNCHING  
JANUARY 2020**

We are excited to announce that the Library has raised over \$360,000 to date for the Digital Library Lab at HPL (DLL@HPL)!

**We thank our generous early donors/investors:**

Bank of America - Neighborhood Builders  
Beatrice Fox Auerbach Foundation Fund  
Hartford Foundation for Public Giving  
Timothy & Geraldine Sullivan  
David & Jill Barrett  
Anne Melissa Dowling  
The Barnes Group Foundation  
Brewster & Judith Perkins  
Nancy Wheeler & Tom Willits  
Catherine & Terry D'Italia  
Barry Lastra  
Deidre & Frank Tavera



The Human Resources Department had 17 new hires in the first quarter and 3 internal promotions:

## **July**

Danielle Scott, *Branch Manager, Dwight*

Jennifer Torres-Parker, *Manager, The American Place*

Clara Velez, *Program Assistant, IMLS*

## **August**

Jocelyn Cerda, *Youmedia Mentor*

Augusta Joseph, *Project Coordinator, Boundless*

Oscar Tellez, *Youmedia Mentor*

Olga Yupanqui-Solis, *Maintainer I*

## **September**

Shantel Isaacs, *Floating Substitute Library Assistant*

Gabriela Pagan, *Floating Substitute Library Assistant*

Ronald Pittman, *Security*

Carol Pugh, *Library Assistant*

Elizabeth Rivera, *Library Assistant, Library on Wheels*

Jenna Sheridan, *Floating Substitute Library Assistant*

Shannon Strickland, *Floating Substitute Library Assistant*

Sonya Williams, *Floating Substitute Library Assistant*

## **Internal Promotions**

Rubina Hamid, *Librarian Trainee*

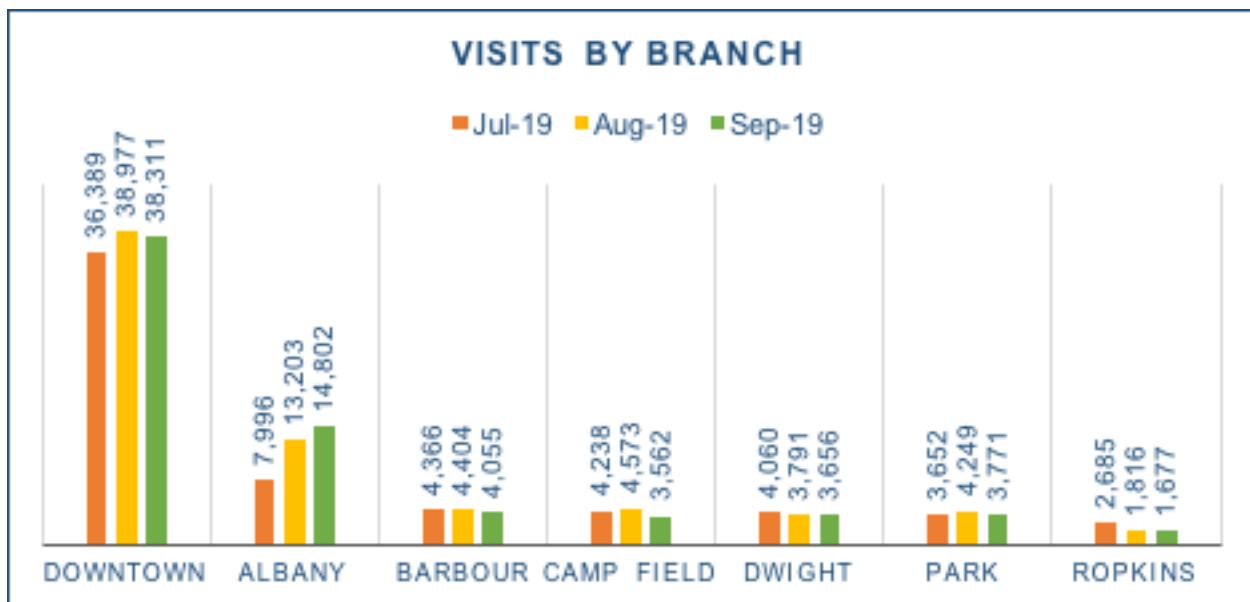
Jennifer Shakshober, *Librarian Trainee*

Ermina Udovicic, *Public Programming Assistant*



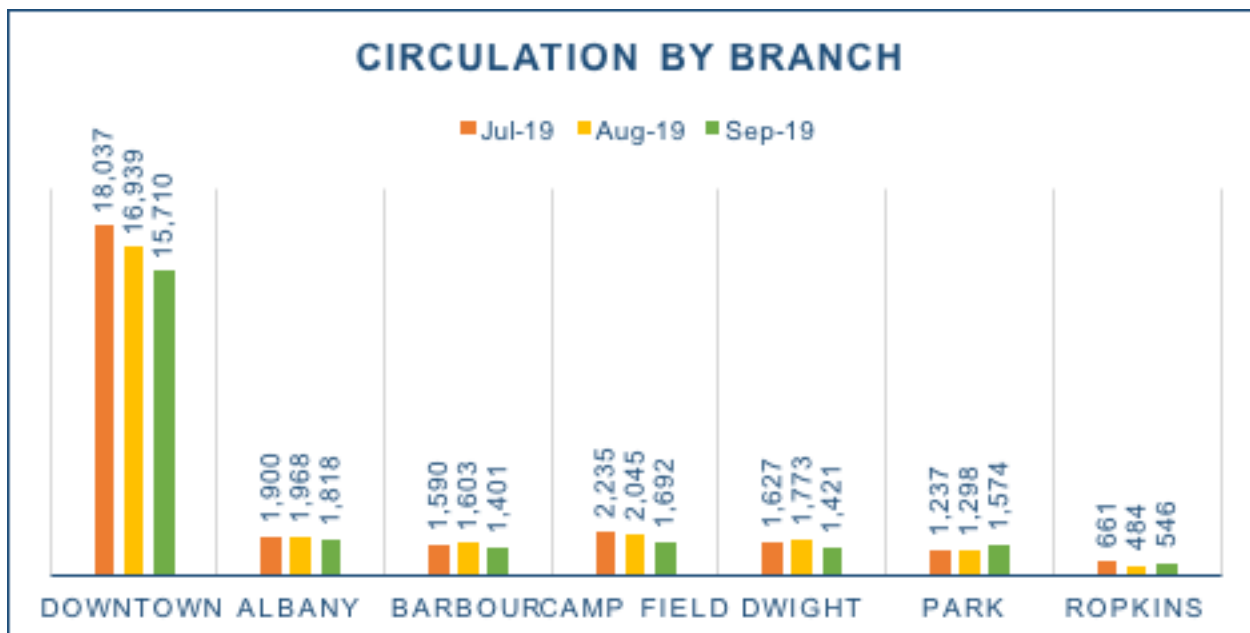
**1ST QUARTER FY 2019–2020  
JULY–SEPTEMBER, 2019**

VISITS 1st QUARTER FY 2019-2020							
Branch	Jul-19	Aug-19	Sep-19	1Q 2019-20 Totals	1Q 2018-19 Totals	Difference	%
Downtown	36,389	38,977	38,311	113,677	111,770	1,907	2%
Albany	7,996	13,203	14,802	36,001	41,123	-5,122	-12%
Barbour	4,366	4,404	4,055	12,825	13,074	-249	-2%
Camp Field	4,238	4,573	3,562	12,373	13,579	(1,206)	-9%
Dwight	4,060	3,791	3,656	11,507	13,372	(1,865)	-14%
Park	3,652	4,249	3,771	11,672	14,246	(2,574)	-18%
Ropkins	2,685	1,816	1,677	6,178	8,671	-2,493	-29%
<b>Totals</b>	<b>63,386</b>	<b>71,013</b>	<b>69,834</b>	<b>204,233</b>	<b>215,835</b>	<b>-11,602</b>	<b>-5%</b>



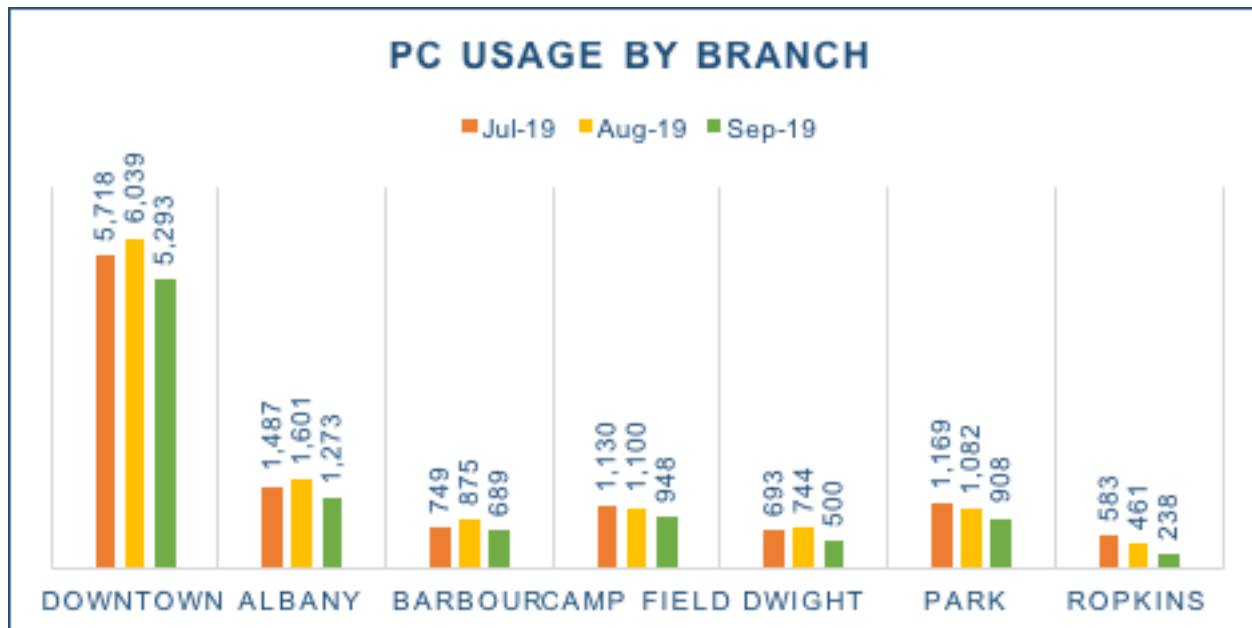
**1ST QUARTER FY 2019–2020  
JULY–SEPTEMBER, 2019**

CIRCULATION 1st QUARTER FY 2019-2020							
Branch	Jul-19	Aug-19	Sep-19	1Q 2019-20 Totals	1Q 2018-19 Totals	Difference	%
Downtown	18,037	16,939	15,710	50,686	46,422	4,264	9%
Albany	1,900	1,968	1,818	5,686	4,907	779	16%
Barbour	1,590	1,603	1,401	4,594	3,455	1,139	33.0%
Camp Field	2,235	2,045	1,692	5,972	4,777	1,195	25%
Dwight	1,627	1,773	1,421	4,821	4,810	11	0%
Park	1,237	1,298	1,574	4,109	4,689	(580)	-12%
Ropkins	661	484	546	1,691	1,891	(200)	-11%
<b>Total</b>	<b>27,287</b>	<b>26,110</b>	<b>24,162</b>	<b>77,559</b>	<b>70,951</b>	<b>6,608</b>	<b>9.3%</b>



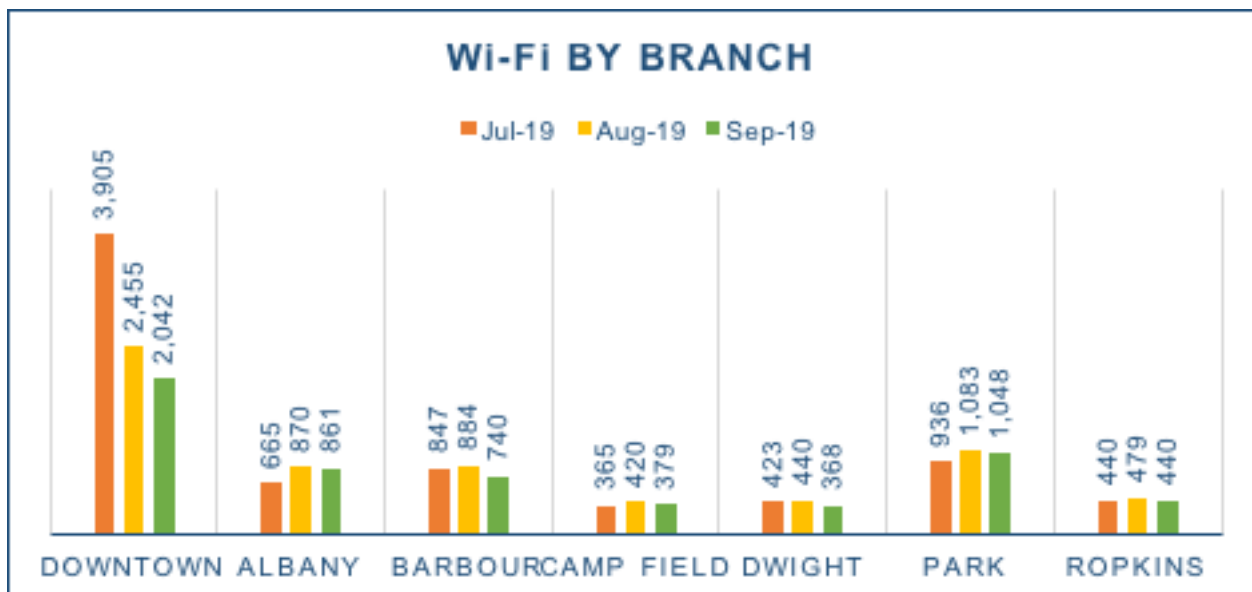
**1ST QUARTER FY 2019–2020  
JULY–SEPTEMBER, 2019**

PC USAGE 1st QUARTER FY 2019-2020							
Branch	Jul-19	Aug-19	Sep-19	1Q 2019-20 Totals	1Q 2018-19 Totals	Difference	%
Downtown	5,718	6,039	5,293	17,050	19,591	(2,541)	-13%
Albany	1,487	1,601	1,273	4,361	5,324	(963)	-18%
Barbour	749	875	689	2,313	2,732	(419)	-15%
Camp Field	1,130	1,100	948	3,178	3,508	(330)	-9%
Dwight	693	744	500	1,937	2,453	(516)	-21%
Park	1,169	1,082	908	3,159	4,095	(936)	-23%
Ropkins	583	461	238	1,282	1,485	(203)	-14%
<b>Total</b>	<b>11,529</b>	<b>11,902</b>	<b>9,849</b>	<b>33,280</b>	<b>39,188</b>	<b>-5,908</b>	<b>-15%</b>



**1ST QUARTER FY 2019–2020  
JULY–SEPTEMBER, 2019**

Wi-Fi USAGE 1st QUARTER FY 2019-2020							
Branch	Jul-19	Aug-19	Sep-19	1Q 2019-20 Totals	1Q 2018-19 Totals	Difference	%
Downtown	3,905	2,455	2,042	8,402	9,658	(1,256)	-13%
Albany	665	870	861	2,396	2,182	214	10%
Barbour	847	884	740	2,471	1,789	682	38%
Camp Field	365	420	379	1,164	1,190	(26)	-2%
Dwight	423	440	368	1,231	1,175	56	5%
Park	936	1,083	1,048	3,067	2,625	442	17%
Ropkins	440	479	440	1,359	1,108	251	23%
<b>Total</b>	<b>7,581</b>	<b>6,631</b>	<b>5,878</b>	<b>20,090</b>	<b>19,727</b>	<b>363</b>	<b>2%</b>





**1st QUARTER PROGRAMMING**  
**July 1 - September 30, 2019**  
**FY 2018-2019 vs FY 2019-2020**

FY 2018-2019		
Downtown	Programs	Attendance
American Place	175	1,927
Hartford History Center	31	671
Programming	79	2,346
YOUmedia	110	887
Youth Department	146	3,665
<b>Totals</b>	<b>541</b>	<b>9,496</b>

FY 2019-2020		
Downtown	Programs	Attendance
American Place	104	1,293
Hartford History Center	20	1,019
Programming	102	2,725
YOUmedia	97	1,461
Youth Department	134	3,850
<b>Totals</b>	<b>457</b>	<b>10,348</b>

Branches	Programs	Attendance
Albany Adult	16	309
Albany Youth	126	2,723
Barbour Adult	22	245
Barbour Youth	115	1,985
Camp Field Adult	12	95
Camp Field Youth	108	2,891
Dwight Adult	13	120
Dwight Youth	92	1,194
Park Adult	15	81
Park Youth	115	1,699
Ropkins Adult	0	0
Ropkins Youth	109	1,903
Library on Wheels	106	1,872
<b>Totals</b>	<b>849</b>	<b>15,117</b>

Branches	Programs	Attendance
Albany Adult	12	231
Albany Youth	69	729
Barbour Adult	18	116
Barbour Youth	138	1,406
Camp Field Adult	6	96
Camp Field Youth	102	3,211
Dwight Adult	1	5
Dwight Youth	72	855
Park Adult	27	236
Park Youth	69	1,276
Ropkins Adult	0	0
Ropkins Youth	85	1,576
Library on Wheels	0	0
<b>Totals</b>	<b>599</b>	<b>9,737</b>

Program	Program	Attendance
OWL - HPHS	37	322

Pilot Program	Program	Attendance
Rawson	13	495

**HARTFORD PUBLIC LIBRARY**  
**1st Quarter Programming Totals**

FY 2018-2019	
Programs	1,427
Attendance	24,935

FY 2019-2020	
Programs	1,069
Attendance	20,580