

Director's Report to the Board of Agents

Silas Bronson Library

March 22, 2016

Raechel Guest, Director

Construction Project

The manufacturer of the dimmer module used for the new lights in the Main Reading Room has informed WDC that there is a flaw in the module. The manufacturer will replace the existing drivers and dimming modules at no cost to the Library or the City.

We discovered some damaged to one of the 3M security gates for the back entrance. The damage was presumably caused by the construction project, as it could only have been done by removing the control box from the wall. 3M repaired the damage at no cost other than parts.

We are waiting for minor updates to the circulation desk, primarily metal reinforcements along the edges of the drop slots, and similar small improvements. The three monitors at the circulation desk are now up and running.

Circulation Division

January Statistical Reports: Main Library

Total Collection Size: 249,451

Total Items Circulated: 10,970

Total Circulation In-House: 165

Total Circulated at Other Libraries: 1,203

Total Circulated from Other Libraries: 436

Total Active Patrons: 13,161

Total Expired Patrons: 16,287

January Statistical Reports: Bunker Hill

Total Collection Size: 13,283

Total Items Circulated: 845

Total Circulated at Other Libraries: 89

Total Circulated from Other Libraries: 329

January Statistical Reports: Museum Passes

EverWonder Children's Museum: 2

Imagine Nation: 4

Maritime Aquarium at Norwalk: 1

Online Presence

Since October, the number of followers for our Facebook page has increased from 154 people to 271. During the past four weeks, our Facebook page has reached 1,522 people with a post engagement of 2,502. Facebook is now proving to be an effective way to promote our special programs, with a growing number of people subscribing to and sharing our events.

We activated Google Analytics for our website on February 7, allowing us to see data about online visits. In the past four weeks, there have been 1,861 visitors to our website, and 5,840 page views.

National Library Week and Libraries Transform Campaign

We will be participating in this year's National Library Week celebration. This year's theme is "Libraries Transform," in keeping with the national public awareness campaign that began in October. We have a full roster of programs planned for that week. Additionally, we will be launching a "Share Your Story" program, as part of Libraries Transform, to collect first-hand accounts of how the library has had a positive impact on people's lives.

Patron Services

In response to patron requests for a quiet place to do their homework, we have created a Quiet Study Area in the East Wing. There are eight desks and a few comfy chairs for anyone doing their homework, studying, or just looking for a quiet spot to read.

I have begun meeting with vendors for eMedia services, comparing their services and prices. In addition to improving our eBook offerings, I am also looking to add music and streaming movies.

Our Children's Services Division has lined up daily programs for Spring Break Week this year at the initiative of the head librarian for the division, Clivel Charlton. This is a change from years past, when the Children's Services Division did not offer any programming during the Waterbury schools' spring break.

We have switched from picking up newspapers for patrons every day at a local store to subscribing directly to those titles. We are saving staff time, reducing the use of library car, and we will be saving approximately \$1,453 per year by switching to newspaper delivery subscriptions.

Publicity

The Republican-American ran a very upbeat profile of the library on March 8, written by Mike Patrick. This month's issue of the Waterbury Observer includes a biography, written by myself, of Silas Bronson and his legacy to the City of Waterbury. We are planning a media campaign to promote National Library Week and upcoming membership and donation events for the Friends.

Outreach

In February, I visited the BRASS senior center and presented a slide program about the library's history and present-day services to an audience of about 25 people. Also in February, I was a guest speaker at the House of Prayer on Thomaston Avenue, where I was invited to present the Waterbury Hall of Fame program about abolitionists Timothy Porter and John M. Stocking.

Following National Library Week, I will be expanding our outreach to community groups throughout the city, with the goal of increasing public awareness about the library's services.

Staff Updates

Heidi Barbieri, Accountant I, joined our staff on February 18. In addition to handling the Library's traditional book keeping functions, Heidi is assisting with the implementation of monthly spreadsheet reports, financial projections, and comparative analysis reports.