

Director's Report to the Board of Agents

Silas Bronson Library

December 13, 2016

Raechel Guest, Director

Patron Survey

A new patron survey is now available at surveymonkey.com/r/silasbronson. The survey is also available in print form for patrons who do not use computers. We are publicizing the survey online and in our newsletter. The survey will remain open until March. The results will be used to help guide our decision making: survey responses so far have included requests for color printers, improvements to parking at the Bunker Hill branch, Sunday hours, more interior renovations, updates to the furniture, more programming for homeschoolers, and more community engagement.

Circulation Division

November Statistical Reports: Main Library

Total Collection Size: 251,050

Total Items Circulated: 11,194

Total Circulation In-House: 207

Total Circulated at Other Libraries: 860

Total Circulated from Other Libraries: 351

Total Active Patrons: 12,731

Total Expired Patrons: 15,342

Total Patrons Added: 163

November Statistical Reports: Bunker Hill

Total Collection Size: 13,347

Total Items Circulated: 827

Total Circulation In-House: 0

Total Circulated at Other Libraries: 63

Total Circulated from Other Libraries: 339

Total Active Patrons: 449

Total Expired Patrons: 532

Total Patrons Added: 6

Museum Pass Usage, November 2016

American Clock & Watch Museum: 1	Maritime Aquarium at Norwalk: 0
Barker Comic and Cartoon Museum: 1	Mark Twain House: 0
Barnum Museum: 0	Mattatuck Museum: 0
Beardsley Zoo: 1	Mystic Aquarium: 0
Children's Museum/Roaring Brook Nature: 0	Mystic Seaport: 0
Connecticut Science Center: 0	New England Air Museum: 1
Connecticut's Old State House: 0	New Haven Museum: 0
CT State Parks & Forest Recreation: 0	Old Sturbridge Village: 0
EverWonder Children's Museum: 0	Peabody Museum of Natural History: 3
Harriet Beecher Stowe Center: 0	Wadsworth Atheneum: 0
Imagine Nation: 1	White Memorial Conservation Center: 1
Institute for American Indian Studies: 1	

Online Presence

Facebook Followers	as of 11/7/2016: 490	as of 12/7/2016: 511
Facebook Reach	Oct. 11 – Nov. 7: 6,358	Nov. 9 – Dec. 6: 7,517
Facebook Post Engagements	Oct. 11 – Nov. 7: 4,954	Nov. 9 – Dec. 6: 1,733

Google Business Listing Searches October: 2,747 November: 2,851

Website Visitors Oct. 8 – Nov. 7: 1,814 Nov. 8 – Dec. 6: 1,653

Website Pageviews Oct. 8 – Nov. 7: 5,601 Nov. 8 – Dec. 6: 5,535

Most Visited Website Pages (Nov. 8 – Dec. 6):

Home Page: 2,461	Homework Help: 126	How to Find Books: 94
Children's Pages: 349	Genealogy: 121	Calendar: 80
Ask A Librarian: 203	Research: 118	Museum Passes: 71
Bunker Hill Branch: 194	eBooks & Video: 114	Programs: 55
About Us: 155	How to Get a Card: 94	Computer Classes: 51

Patron Services

We have contacted Thyssen-Krupp, our elevator service company, to have the public elevator converted from key-only use to normal push-button use. This expense was built into our budget for this year. A recent incident involving a patron who didn't want to wait for someone to unlock the elevator, and subsequently fell on the stairs, highlights the necessity of this modification.

Computer classes for the general public are now being held weekly at the library. A schedule is available in the winter issue of *Books & Happenings*. We have also added computer classes at the Bunker Hill Branch specifically for seniors through the B.R.A.S.S. program, in addition to our ongoing classes offered at the East End Senior Center and at Mt. Olive.

Public Outreach

I have encouraged our program planners to engage in more community outreach during the planning stages. So, for example, as we developed our Black History Month programming, we reached out to the Concerned Black Clergy Council of Waterbury for their input on the types of programs that would be of interest to their community, as they have been very active in public engagement and programming in recent years.

We will continue building relationships with a wide variety of community groups throughout the city to ensure that the programs we offer are of interest to the public.

School Outreach

Tanya Jackson-Smith, Librarian IV in charge of Circulation, has begun visiting the public schools to issue library cards. Her report is attached.

I will be meeting with Jackson-Smith and with Clivel Charlton, Librarian IV in charge of Children's Services, to develop a new informational brochure for teachers, to make sure they are aware of the services we offer.

Withdrawn Books & Furnishings

I met with Rocco Orso, Director of Purchasing, regarding the several types of items of value we would like to sell. We already have in place a procedure for withdrawn books: we send the list of withdrawn books to Rocco for approval to give the books to the Friends of the Silas Bronson Library. We are to follow the same procedure for vintage library chairs and wood card catalogues which are no longer of practical use for the library, but which still have a resale value on the antiques and collectibles market.

Staffing Updates

Tom Ethier, Maintainer I, will be retiring at the end of the month. The Mayor has approved the hiring of a replacement.

The City has instituted a new policy requiring that all departments hold monthly safety meetings. Our staff have begun meeting monthly, identifying safety risks and brainstorming ideas for improvements.

Finances

The Fiscal Year 2017-18 budget proposal is due to the City on January 6. As pointed out by the Mayor, 37% of the City's total budget is supported by State Aid revenue and, given the uncertainty with the State's budget, it is possible that the City will see a reduction in State Aid, which will negatively impact the funding the library receives from the City.

The Library Board must become more proactive in its management of the Silas Bronson Endowment Fund, which is the primary function of the Board. We cannot continue to be so completely dependent on the City to cover our operating expenses. The purpose of the Endowment Fund is to generate revenue to support our operating expenses—until the early 20th century, all of the library's expenses were paid for by the Endowment Fund revenue. While we won't be able to return to that situation any time soon, we certainly can improve the health of the Endowment through better investments and active fundraising efforts. The first step is for the Board to meet with Paula Von Ness from the Connecticut Community Foundation, giving her the opportunity to explain the benefits of transferring the Endowment to their fund.