

Director's Report to the Board of Agents

Silas Bronson Library

September 17, 2018

Raechel Guest, Director

Front Plaza

LaRosa will be returning to install the chlorine filter for the fountain and do some repairs including leveling the fountain, which currently overflows on one side, and fixing problems with the concrete near the stairs.

Library Park Renovations

I spoke with Mark Lombardo, Supervisor of Parks & Golf Courses, about the Library Park renovation project. He expects that the new design plans for the park will be available in a couple of months. I requested that the library have a seat at the table, as we will be directly impacted by the project.

Saturday Scheduling

We resumed Saturday hours at the main library on September 8. We anticipate resuming Saturday hours at the Bunker Hill Branch in October.

Staffing Additions & Vacancies

Two new staff members joined us last week. Jeffrey Coutts, Librarian II, previously worked at the New Haven Public Library and has been assigned to our Adult Information Services division. Eric Rodriguez is our new Maintainer I and will be working the evening/Saturday shift.

I am currently interviewing candidates for the Admin I position. Once that is filled, our only remaining vacancy will be the Librarian II position which is on hold until March.

Waterbury Garden Club

The Garden Club returned a few weeks and planted colorful mums on the back patio and side patio.

East Wing/Teen Zone Renovation

I am waiting for Public Works to confirm whether or not they can do the demolition needed for the East Wing Renovation. After that, we will go out to bid for the new carpeting, glass walls, wiring, and other items.

Collection Agency

We have asked Corporation Counsel to advise us on severing our contract with American Adjustment. In the meantime, we are no longer sending them new bills.

A current trend in public libraries is the elimination of all late fees and, in some cases, lost or damaged book fees. If fees are over \$5, patrons can no longer borrow anything from the library. People living in poverty are disproportionately affected by this policy, as they are the ones least able to pay the fees. Children who are most in need of the library's resources often end up losing their library privileges because their families can't afford the fees. I have included copies of articles and sample policies addressing this topic for your consideration.

There are currently 4,579 patrons (18% of our total cardholders) whose borrowing privileges have been suspended due to fees. This does not include patrons who no longer have cards at all due to this issue: patrons are deleted from the system after 5 years of inactivity.

Last year, we collected about \$16,000 in fines and just over \$2,000 for lost or damaged books. If we were to eliminate fines entirely, we would need to find an alternate source of revenue.

Main Reading Room Shelving

We are in the process of reorganizing the books in the Main Reading Room. As a result of clearing shelves for the video collection, it became apparent that we could make better use of space by taking a more planned approach to shelving. I am optimistic that we will be able to remove the shelves closest to the windows without having to relocate any of the collection to storage. The rows of shelves along the windows currently create very narrow aisles that are not ADA compliant. By removing one row each along the windows, we will be able to create pleasant study/reading areas for our patrons.

Whale Update

Torrco has launched a fundraiser for the library to assist with the reinstallation of the whale sculpture. They are soliciting donations for the Friends of the Library. I spoke briefly with members of the Stein family at Torrco's trade show; they are very enthusiastic about helping to restore the whale.

There is an open question of where to put the sculpture once it is finished – since it is a wind chime, placing it indoors is problematic. It may be possible to install it outside over the front entrance, at a height that would keep it safe from thieves.

New Library Cards

We have placed the order for new library cards. These will feature our new logo and include keytag cards. Barcodes will be preprinted on the reverse (we currently purchase separate barcode stickers for our cards). Once the cards are here, we will do a publicity drive to promote the library and encourage patrons to come get a new card. Library policy sets the price for replacement cards at \$3 for adult cards and \$1.50 for children's cards.

We have also revised the bags that we hand out to new library card holders, replacing the old logo with the new one.

Circulation Division

August Statistical Reports: Main Library

Total Collection Size: 264,647
Total Items Added to Collection: 867
Total Items Circulated: 11,940
Total Circulation In-House: 289
Total Circulated at Other Libraries: 1,206
Total Circulated from Other Libraries: 431

Total Active Patrons: 11,119
Total Expired Patrons: 13,993
Total Patrons Added: 252

August Statistical Reports: Bunker Hill

Total Collection Size: 15,493
Total Items Added to Collection: 58
Total Items Circulated: 636
Total Circulation In-House: 0
Total Circulated at Other Libraries: 70
Total Circulated from Other Libraries: 193

Total Active Patrons: 390
Total Expired Patrons: 467
Total Patrons Added: 5

Museum Pass Usage, August 2018

American Clock & Watch Museum: 1
Barker Comic and Cartoon Museum: 0
Barnum Museum: 0
Beardsley Zoo: 12
Children's Museum/Roaring Brook Nature: 1
Connecticut Science Center: 3
Connecticut's Old State House: 0
EverWonder Children's Museum: 2
Harriet Beecher Stowe Center: 0
Imagine Nation: 7
Institute for American Indian Studies: 0
KidsPlay Childrens Museum: 10

Maritime Aquarium at Norwalk: 1
Mark Twain House: 0
Mattatuck Museum: 9
Mystic Aquarium: 1
Mystic Seaport: 5
New Britain Museum of American Art: 1
New England Air Museum: 0
New Haven Museum: 0
Old Sturbridge Village: 3
Peabody Museum of Natural History: 2
Wadsworth Atheneum: 2
White Memorial Conservation Center: 1

Online Presence

Facebook Followers as of 9/17/2018: 1,100
Facebook Reach Aug. 19 – Sep. 15: 3,982
Facebook Post Engagements Aug. 19 – Sep. 15: 2,910

Instagram Followers as of 9/17/2018: 260
Bronson Teens Instagram Followers as of 9/17/2018: 102
Twitter Followers as of 9/17/2018: 298

Website Visitors August 1 – August 31: 2,265
Website Sessions August 1 – August 31: 3,743
Website Pageviews August 1 – August 31: 7,513

Most Visited Website Pages (August 1 – August 31):

Home Page: 3,764	eBooks: 148	Friends: 31
Museum Passes: 403	How to Get a Card: 148	Directions: 29
Programs: 380	Children's Division: 139	New Movies: 28
How to Find Books: 239	Hall of Fame: 91	How to Renew Items: 27
Ask A Librarian: 227	Borrowing Questions: 77	News: 21
Bunker Hill Branch: 207	Book Sale: 58	Suggest a Purchase: 17
Research: 202	Teen/YA: 54	Library History: 16
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