

Director's Report to the Board of Agents

Silas Bronson Library

June 18, 2018

Raechel Guest, Director

Fiscal Year 2018-19 Budget

The FY19 allocation from the City leaves us with one vacant Librarian II position until March 2019. Our current list of eligible Librarian II candidates consists of people who applied in October 2017. It is possible that we will have to start from scratch in the hiring process next spring, which means that the position could end up being vacant until the 2019-20 fiscal year.

Due to increased costs in our catalog and other online services, and because we did not receive the full municipal allocation I requested from the City, I have decided to eliminate our subscription to NoveList, a readers' advisory platform that made it simple for patrons and staff to find book suggestions. It will be an inconvenience, but it is the least detrimental thing I could find to cut from our budget.

We will be going out to bid for our magazine subscriptions. We currently use EBSCO, which costs about \$11,000 per year. There is another service, called Alini, which will cost us only \$6,715 per year, but I do not yet know if they are willing or able to participate in the city's bidding process.

Our book scanning station stopped working last month and is unrepairable. The replacement scanning station costs \$4,600. After discussing this with the AIS librarians, I have determined that the book scanning station does not get enough use to merit the cost of replacement. We are looking into less expensive alternatives. We usually budget \$700 per year for the scanning station maintenance contract.

The municipal allocation leaves us short \$58,000 for our book budget, specifically for the purchase of books, books on CD, DVDs, music CDs, and video games. This represents nearly half of our total

budget for materials purchasing. It should be noted that the Connecticut State Library Best Practices in Connecticut Public Libraries documentation recommends spending \$1.50 per capita for materials purchasing; if you include the \$58,000 that we didn't get from the city, we're at about \$1.20 per capita.

Bronson Fund Budget Request

We are finalizing our budget for the next fiscal year. I have enclosed a draft of the anticipated Bronson Fund expenses and sources of revenue for your review. The numbers may change once we finish closing out the current fiscal year.

In the draft budget, I have included a line for building repairs. This is in regards to the metal panels which were stripped from the building by a thief last fall. We need to move forward with replacing the panels soon, both for aesthetic reasons and to ensure that we don't have issues with water or other damage because the panels are gone. I propose reallocating the website design funds for this purpose, as I anticipate using CatchaFire services for the website.

Billing & Collections

We have moved the Admin who has been overseeing the Collections to the Admin Office, where she can work directly with the Accountant. We can now consolidate Billing and Collections in the Admin Office, allowing the Accountant direct supervision of these financial matters. In addition, we will no longer reassign Billing or Collections to a different person each year; it will remain under the direct supervision of the Accountant, who will be assisted by the Admin Office staff.

Staffing Vacancies

We received the list of three candidates for the Maintainer I position today.

The Civil Service Exam for the Admin I position is being held at the end of June. Depending on how long it takes HR to process the exams and where we are in the list of departments waiting for a new Admin, we may not have that position filled until after our summer hours end.

We have two Librarian II vacancies; one will stay open until at least March 2019. The CCOC has approved filling the other vacancy immediately.

Whale Restoration

As I mentioned in my email to the Board on May 24, Jim Hubbard from Torrco has offered to restore the whale for us. I was referred to Hubbard by Jonathan Stein, son of Jerome Stein, the artist who made the whale. Hubbard assisted Jerome Stein in the original creation of the whale. Torrco is the Stein family's plumbing supply company, and they still have the same copper tubing and fitting that were used to make the whale. The Rep-Am ran a nice article about the restoration plan on June 13 and a very positive editorial in the June 17 Sunday paper.

The crew from Torrco picked up the whale this afternoon. I also supplied them with enlarged copies of a photo from when the sculpture was new. Hubbard suggested making the outdoor replica out of steel.

Catchafire Logo Design

There has been some very spirited public involvement in the logo design polling. The two most popular are the whale and the origami, with extremely strong support for both. Based on social media conversations, I believe that a handful of people voted hundreds, possibly thousands, of times in the online poll for those two designs.

The polling results are as follows:

Paper Ballots

- Design 1a (SB) – 50 votes
- Design 1b – 7 votes
- Design 1c and 1d – 1 vote each
- Design 2 (origami) – 40 votes
- Design 3 (whale) – 87 votes

Online Poll

There were 25,385 responses, primarily for Design 2 (origami) and Design 3 (whale). Design 2 (origami) received 67.5% of the votes, while Design 3 (whale) received 32%.

Additionally, there have been a few comments posted online and written on the paper ballots:

Design 3 (whale) is "easy to read, recognizable, would look good on hat/shirt/etc."

"The whale sculpture has achieved icon status while the red sculpture is still new kid on the Grand St block."

"Upper left. Bottom two...not a clue that they say Silas Bronson." [Bottom two being the whale and origami]

"The green whale, hands down!"

One comment written in response to the theft of the whale sculpture should be considered in regards to the logo selection: "That whale was a beacon that welcomed a very lonely younger me into a world of knowledge and wonder."

Finally, the logo designer has said that the whale design is his favorite.

BRASS Grant

I met with Deborah Stein from CCF and Mary-Kate Gill from New Opportunities regarding the BRASS grant. We will be rolling over the funds from FY18 which we could not spend due to our ongoing staffing shortage, and we have applied for additional funds for FY19. We will use our funds to buy new computer equipment as needed at the partner sites. New Opportunities has applied for funds to hire a Spanish-speaking computer instructor, whose work with the seniors at River-Baldwin will be overseen by our staff.

Circulation Division

May Statistical Reports: Main Library

Total Collection Size: 261,722
Total Items Added to Collection: 933
Total Items Circulated: 10,522
Total Circulation In-House: 269
Total Circulated at Other Libraries: 291
Total Circulated from Other Libraries: 386

Total Active Patrons: 11,458
Total Expired Patrons: 14,214
Total Patrons Added: 182

May Statistical Reports: Bunker Hill

Total Collection Size: 16,098
Total Items Added to Collection: 95
Total Items Circulated: 691
Total Circulation In-House: 8
Total Circulated at Other Libraries: 102
Total Circulated from Other Libraries: 177

Total Active Patrons: 399
Total Expired Patrons: 467
Total Patrons Added: 3

Museum Pass Usage, May 2018

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

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

Online Presence

Facebook Followers as of 6/15/2018: 1011
Facebook Reach May 17 – Jun. 13: 6,330
Facebook Post Engagements May 17 – Jun. 13: 4,457

Website Visitors May 1 – May 31: 1,961
Website Sessions May 1 – May 31: 3,059
Website Pageviews May 1 – May 31: 6,198

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

Home Page: 3,156	Children's Division: 150	Computer Classes: 34
Programs: 283	Research: 142	Newsletters: 32
Museum Passes: 237	About Us: 132	Directions: 29
How to Find Books: 228	How to Get a Card: 126	Board of Agents: 28
Genealogy/Local Hist.: 183	eBooks: 85	Book Sale: 28
Ask A Librarian: 185	Teen/YA: 46	Library History: 27
Bunker Hill Branch: 176	New Movies: 43	Friends: 18
Calendar: 164	Hall of Fame: 38	