

Director's Report to the Board of Agents

Silas Bronson Library

November 15, 2016

Raechel Guest, Director

Mardi Gross and Halloween ComicFest

The Mardi Gross and Halloween ComicFest event on Saturday, October 29 was a great success. Approximately 650 people (464 children) attended the event, many of whom had never been to the library before. We issued new library cards to several families that day, and others pledged to return later (with the documentation needed to get a card). We also reached a young man who was completely unfamiliar with libraries—first he came up to the reception table in front of the building and asked if he had to pay to enter; after exploring the building, he asked if he was allowed to read the books in the building; finally, he asked for help finding books on how to draw.

Sponsors of the event included the Waterbury Hospital, Friends of the Library, and Legends of Superheros. Volunteers including Board members Susan Beatty, Barbara Ranando, and Daniel Ryan; Amanda Perillo from the Friends of the Library; members of UnGroup Society, Neighborhood Housing Services and Uplift A Life; the Waterbury Police Explorers, and Band of Heroes. We “inherited” decorations from the prior Mardi Gross organizers, who also donated some of the candy for the event. Event promotion included a \$10 paid promotion through Facebook, reaching 1,076 people.

Student Volunteers

On Monday, October 24, the Taft School girls cross country team volunteered at the library for their annual Community Service Day. They helped us reshelve books in the Main Reading Room to relieve overcrowding, improve access, and create new display areas. The project is still in progress, being worked on by our Pages as time permits.

Circulation Division

October Statistical Reports: Main Library

Total Collection Size: 251,217
Total Items Circulated: 11,046
Total Circulation In-House: 134
Total Circulated at Other Libraries: 1,265
Total Circulated from Other Libraries: 427

Total Active Patrons: 12,862
Total Expired Patrons: 15,518
Total Patrons Added: 255

September Statistical Reports: Bunker Hill

Total Collection Size: 13,292
Total Items Circulated: 862
Total Circulation In-House: 0
Total Circulated at Other Libraries: 94
Total Circulated from Other Libraries: 341

Total Active Patrons: 442
Total Expired Patrons: 528
Total Patrons Added: 20

Museum Pass Usage, July 1 – October 31

Imagine Nation: 21
Beardsley Zoo: 19
Peabody Museum of Natural History: 13
CT State Parks & Forest Recreation: 13
Mattatuck Museum: 10
EverWonder Children's Museum: 9
Connecticut Science Center: 7
Mystic Seaport: 7
Children's Museum/Roaring Brook Nature: 6
Maritime Aquarium at Norwalk: 6
Barker Comic and Cartoon Museum: 5
Mystic Aquarium: 4

White Memorial Conservation Center: 3
American Clock & Watch Museum: 3
Harriet Beecher Stowe Center: 2
New England Air Museum: 2
Wadsworth Atheneum: 1
Old Sturbridge Village: 1
Barnum Museum: 1
Mark Twain House: 1
New Haven Museum: 0
Institute for American Indian Studies: 0
Connecticut's Old State House: 0

Online Presence

Facebook Followers (as of 11/7/2016): 490

Facebook Reach (Oct. 11 – Nov. 7): 6,358

Facebook Post Engagements (Oct. 11 – Nov. 7): 4,954

Google Business Listing Searches (October): 2,747

Google Map Views (October): 1,077

Website Visitors (Oct. 8 – Nov. 7): 1,814

Website Pageviews (Oct. 8 – Nov. 7): 5,601

Most Visited Website Pages (Oct. 8 – Nov. 7):

Home Page: 2,654

About Us: 167

How to Find Books: 105

Children's: 348

Research: 157

Programs: 105

Ask A Librarian: 211

How to Get a Card: 127

eBooks & Video: 102

Bunker Hill Branch: 197

Genealogy: 114

Hall of Fame: 102

Patron Services

We have added fixed soap dispensers in the public restrooms, replacing the small, easily pocketed soap dispensers previously in use. We have also discontinued our purchasing of antibacterial soap in response to patron requests and the new FDA ruling banning the product.

Employee Management

Until now, we have been using a leave of absence request form which originated in the carbon-copy era. The form was inadequate for modern-day use and has been replaced by a form that is more versatile and thorough. The new form also includes reminders on the back regarding union and civil service regulations regarding the use of sick, personal, and vacation time. The introduction of the new

form has improved our ability to be fair and equitable in granting time off and reduces the possibility of employee misuse of time off.

The shift schedule for the evening and Saturday Maintainer has been modified slightly. Previously, the Maintainer's shift ended at the same time the building closed to the public, placing the Maintainer in an impossible situation, being expected to do a building check and turn off all lights in one minute. The Maintainer's shift now ends 15 minutes after the building closes to the public.

Finances

We are nearly halfway through the fiscal year. I have asked all division heads to submit their anticipated expenses for the remainder of the year. There are a number of long-needed purchases to be made (such as a carpet shampooer, office chairs, and directional signage), and I want to ensure that we are able to make these purchases this year.

CEN/e-Rate Update

I was originally informed that the e-Rate program would reimburse us for 90% of our CEN internet service costs. As it turns out, the program discounts our service costs by 90%, which saves us a tremendous amount of paperwork. Our monthly bill comes to \$45 for 100 Mbps.

Connecticut Library Consortium Membership

In our annual membership renewal letter, the CLC reports that we realized savings last year of \$60,838 on purchases made through their negotiated contracts and member benefits, which primarily include our book and DVD purchases through Ingram and our online services through ESBCO.