



The James Blackstone Memorial Library 2013—2014

The library continued to work with AKV Architects on a plan to reallocate space throughout the library building. A revised plan was sent to the State Library, and the \$1 million renovation grant received in 2008 was renewed until March 2018.

High efficiency lighting was installed inside and outside the building with the replacement of pole lights in the parking lots and additional safety lights illuminating the walkway and surrounding areas of the garage.

The library worked with FrediB, an award-winning designer of library websites, to redesign the Blackstone website. The new website is easier to navigate, more attractive, and easily updated by staff members from all library departments. We continued to strengthen our social media marketing on Facebook and Pinterest, and maintained our monthly email events listing. We developed a new printed quarterly calendar that is available in the library and mailed to new residents.

Collaborations were strong this year. We worked with community members to host a program entitled “Embracing Diversity in our Community” with noted facilitator Marji Lipshez Shapero of the Anti Defamation League’s World of Difference Institute. We hosted the annual Branford Public Schools Art Show in March, and attended Kindergarten registration to help parents and new students sign up for library cards. We also worked with the schools to present a summer reading kickoff to jump start summer reading. Working with BCTV, we saw many of our educational and cultural programs filmed and aired locally.

Outstanding customer service continued to be a strength, and the library won the distinction of being the 2013 Best Library in *New Haven Living*.

Our Youth Services department celebrated national “Take Your Child to the Library Day” in February, and began incorporating iPads into storytimes.

Embracing new forms of content delivery is important for libraries, and this year we added Zinio digital magazines, Axis 360 downloadable ebooks, and Indieflix streaming movies to our collection mix. All are available through our website with a library card.

While fundraising events were on hold this year, we were able to draft a new development plan and incorporate a part-time development position at the end of the year. Hogwarts Halloween was planned for October 2014 and donations and direct appeals contributed over \$42,000 to the library’s budget.

Next to the Town of Branford, the Friends of the Library is the largest contributor to the library. Their annual book sale earned \$55,000 in gross receipts in September 2013, which allowed the Friends to continue funding arts and cultural programs, materials for the collection, museum passes, and continuing education for staff—significantly enhancing the resources we offer to the Branford community. At their annual meeting in June 2014, the friends donated \$15,000 to establish our new Mobile MakerLab which includes a 3D printer.

Statistics 2013-2014

Registered Cardholders	10,048
Material Circulated	214,902
Reference Questions	75,203
Children’s Program Attendance	11,909
Auditorium Events Attendance	5,592
Lucy Hammer Room Bookings	2,784
Average Patrons Per Day	600

Library Materials

Books	64,265
Newspapers/Periodical Subscriptions	143
Audiovisual Material	10,805
Electronic/Digital collection	5,010

Total Collection 80,223

Karen Jensen
Library Director

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