

FY22 YEAR TO DATE BUDGET REPORT

ORG	OBJ	ACCOUNT DESCRIPTION	ORIGINAL APPROP	TRANFRS/ADJSMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	% USED
0161051	510111	FULL TIME SALARIES	1,663,037	-67,819	1,595,218	1,513,628.34	0.00	81,590	94.90
0161051	510112	PART TIME SALARIES	641,476	33,558	675,034	610,278.70	0.00	64,755	90.40
0161051	510130	OVERTIME	25,000	40,000	65,000	52,711.48	0.00	12,289	81.10
0161051	510141	SHIFT DIFFERENTIAL	4,824	0	4,824	3,595.00	0.00	1,229	74.50
0161051	510143	LONGEVITY	29,516	0	29,516	28,952.29	0.00	564	98.10
0161051	510190	CLOTHING ALLOWANCE	2,934	442	3,376	3,376.00	0.00	0	100.00
		Total 0161051 LIBRARY - PERS. SVCS.	2,366,787	6,181	2,372,968	2,212,541.81	0.00	160,426	93.20
0161052	520211	ELECTRICITY	143,589	0	143,589	96,918.82	9,173.18	37,497	73.90
0161052	520213	GAS	39,172	0	39,172	21,742.57	2,257.43	15,172	61.30
0161052	520240	OFFICE EQUIPMENT MAINTENANCE	18,029	0	18,029	17,863.10	142.06	24	99.90
0161052	520241	BUILDING MAINTENANCE	43,500	4,000	47,500	41,215.07	4,313.00	1,972	95.80
0161052	520244	COMPUTER MAINTENANCE	92,112	17,575	109,687	96,491.29	13,132.06	64	99.90
0161052	530327	REGIONAL LIBRARY SERVICES	76,569	-2,804	73,765	73,765.00	0.00	0	100.00
0161052	530342	COMMUNICATIONS - POSTAGE	1,600	0	1,600	1,600.00	0.00	0	100.00
0161052	530383	PROGRAM SERVICES	7,000	0	7,000	7,000.00	0.00	0	100.00
0161052	540421	OFFICE SUPPLIES	12,000	2,160	14,160	11,118.47	3,041.53	0	100.00
0161052	540422	PRINTING & FORMS	6,300	0	6,300	5,193.30	1,105.60	1	100.00
0161052	540425	PROGRAM SUPPLIES	600	0	600	600.00	0.00	0	100.00
0161052	540430	BUILDING MAINTENANCE SUP.	17,340	74	17,414	11,102.19	4,906.48	1,406	91.90
0161052	550511	BOOKS	443,000	5,664	448,664	440,175.83	8,488.17	0	100.00
0161052	550512	BOOK PROCESSING	41,800	-4,392	37,408	35,953.46	1,449.39	5	100.00
0161052	570710	IN STATE TRAVEL	500	0	500	96.70	0.00	403	19.30
0161052	570730	DUES & SUBSCRIPTIONS	1,300	0	1,300	978.00	0.00	322	75.20
0161052	570735	PROJECT LITERACY/TOWN	8,700	0	8,700	8,700.00	0.00	0	100.00
0161052	570785	COMMITTEE EXPENSES	2,600	-2,160	440	439.80	0.00	0	100.00
0161052	570787	STAFF DEVELOPMENT	10,000	-1,404	8,596	5,622.85	2,972.44	1	100.00
		Total 0161052 LIBRARY - EXPENSES	965,711	18,713	984,424	876,576.45	50,981.34	56,866	94.20
0161058	580840	BUILDING RENOVATIONS	81,000	16,283	97,283	37,377.81	44,032.08	15,873	83.70
0161058	580870	REPLACEMENT OF EQUIPMENT	20,000	3,047	23,047	22,060.13	987.04	0	100.00
		Total 0161058 LIBRARY - CAPITAL	101,000	19,330	120,330	59,437.94	45,019.12	15,873	86.80
		Grand Total	3,433,498	44,224	3,477,722	3,148,556.20	96,000.46	233,166	93.30

FY22 FUNDS AND GRANTS

Fund or Grant	7/1/2021	Available to spend balance as of 7/1/2021	Deposits YTD	Expended YTD	Current available balance	Notes
Book Funds						
Pratt (includes Pratt Stock)	138,821.75	5,136.62	2,390.37	-	5,136.62	80% of int on periodicals
Whitney	3,382.14	3,382.14	23.44	-	3,405.58	
Mead	5,941.98	2,941.98	95.67	-	3,037.65	
Charles	2,647.84	2,447.84	18.83	-	2,466.67	Armenian History books
Barry	3,756.94	3,756.94	26.70	-	3,783.64	
McGuire	3,120.05	2,120.05	29.29	-	2,149.34	
W. Pierce	23,778.90	3,778.90	255.93	-	4,034.83	
MacDonald	9,408.92	4,408.92	76.32	11.61	4,473.63	Grief related books
O'Reilly	10,407.12	9,907.12	73.98	-	9,981.10	Fiction
Stone	3,711.56	3,711.56	26.40	-	3,737.96	
Campbell	5,429.03	4,429.03	38.59	-	4,467.62	Large print books
Santoro	2,286.36	686.36	16.23	-	702.59	Art
Brown	2,579.72	1,579.72	18.71	-	1,598.43	Sci-fi books
Keith	4,135.89	3,135.89	29.40	-	3,165.29	Wat history books
Drucker	2,975.95	2,975.95	21.16	-	2,997.11	Humanities books
Special Gifts	87,185.31	87,185.31	152,884.87	167,493.64	72,576.54	Unrestricted
- Cohen Fund	9,185.14	9,185.14	-	156.08	9,029.06	Cookbook and Mysteries
- Makerspace Fund	9,685.00	9,685.00	-	8,223.84	1,461.16	Makerspace materials
Other Funds & Grants						
Kaveny	37,090.36	8,718.87	263.58	-	8,982.45	Benefit of the library
Masters	4,512.06	1,805.06	32.07	-	1,837.13	Trustees discretion
B. Pierce	2,075.03	2,075.03	14.13	699.55	1,389.61	Trustees discretion
LIG/MEG	205,409.44	205,409.44	112,538.41	122,109.63	195,838.22	
Revolving Printing Account	7,878.28	7,878.28	10,452.45	9,856.94	8,473.79	
Friends of Project Literacy Fundraising	29,946.47	29,946.47	49,544.15	44,892.03	34,598.59	
McCall Gift Fund	58,887.60	58,887.60	-	5,968.90	52,918.70	For children's dept only

Burke FY22		Munis		Teen.Mat.	Teen.Prog.	Child.Mat.	Child.Prog.	Adult Mat.	Adult Prog.	Museums/ HATCH	Mov.Lic
\$27,504.04			\$27,504.00	\$2,750.00	\$2,600.00	\$1,375.00	\$8,854.00	\$1,375.00	\$3,900.00	\$5,000.00	\$1,650.00
Spent as of	6/30/2022		\$27,454.31	\$2,750.00	\$2,596.89	\$1,375.56	\$8,854.77	\$1,375.00	\$3,902.52	\$4,985.00	\$1,614.57
Accounts as of											
6/30/2022			\$49.69	\$0.00	\$3.11	-\$0.56	-\$0.77	\$0.00	-\$2.52	\$15.00	\$35.43

FY22 HATCH FINANCIALS

	July 1 Allocation	Adjustments (new funds added)	Encumbrances	Expenditures	Available funds
Special Gifts	\$ 2,125.00	\$ -	\$ -	\$ (1,749.08)	\$ 375.92
LIG/MEG	\$ -	\$ -	\$ -	\$ -	\$ -
Building Committee	\$ 325.00	\$ 450.00	\$ -	\$ -	\$ 775.00
Watertown Commuty Foundation Grant	\$ 7,560.00	\$ -	\$ -	\$ (6,714.76)	\$ 845.24
Town Budget: Equip. Maint.	\$ 14,680.00	\$ 729.68	\$ -	\$ (15,409.68)	\$ -
Burke	\$ -	\$ 400.00	\$ -	\$ (400.00)	\$ -
Totals	\$ 24,690.00	\$ 1,579.68	\$ -	\$ (24,273.52)	\$ 1,996.16

TO: Library Board of Trustees
FROM: Caitlin Browne, Library Director
DATE: June 30, 2022
RE: Donations

The following donations were received in June:

\$10 from Margaret Pierce

\$5000 from Watertown Community Foundation for HATCH

\$7500 from Watertown Community Foundation for Project Literacy

\$3000 from Watertown Community Foundation for Pride Extravaganza

\$10000 from The H.W. Wilson Foundation for the 2022 John Cotton Dana Award

2022 John Cotton Dana Awards Announced

The 2022 John Cotton Dana (JCD) Award winners, recognized for their strategic communications efforts, have been selected. The John Cotton Dana Awards provide up to eight grants for libraries that demonstrate outstanding library public relations. The award is managed by the American Library Association's (ALA) Core Division and EBSCO Information Services and consists of \$10,000 grants from the H.W. Wilson Foundation.

The 2022 John Cotton Dana Award winners are:

Chattanooga Public Library

A service plan created for the Chattanooga Public Library identified ways the library could improve connection with the library and sought to address the commonly heard phrase: "I didn't know the library did that." In response, the Chattanooga Public Library, with marketing budget support from the City of Chattanooga, launched the *Here We Grow* campaign. The campaign informed existing and potential customers of library services and materials through a series of TV commercials, online video ads and billboards. *Here We Grow* brought lapsed and new patrons into the library, virtually and in person, and made them aware of onsite offerings.

Enoch Pratt Free Library

Going into the Summer of 2021, the Enoch Pratt Free Library faced an uphill battle to enroll participants in the annual summer reading program. The previous year, summer reading saw its lowest number of participants in decades — only 2,700 people signed up for the program. To appeal to a wider audience, Pratt staff looked outside of typical library program strategies to trending successful business models, and launched an innovative program, *Summer in a Box*, modeled after popular subscription box services. A coordinated marketing effort included targeted radio ads, social media, and even television commercials, combined with traditional media relations and digital strategies, resulted in the highest participation in the state — a six-fold increase of library cardholders from the previous year.

LA County Library

Using CARES Act funding, LA County Library repurposed in-stock laptops and wireless hotspots during the pandemic to create *Laptop & Hotspot Loans*. To reach customers most in need of the service, an attractive and effective bilingual print marketing campaign was developed, which included the library's first hyperlocal direct mail campaign. Creative use of community partnerships, radio ads and banners at food distribution and COVID testing sites helped broaden exposure to target audiences, raise awareness of library services and bridge the digital divide.

Niles-Maine District Library

The Niles-Maine District Library in Niles, Illinois, planned a campaign around their "Not So Haunted Open House" event in order to attract new patrons, reengage lapsed patrons, and welcome patrons back to the library post-pandemic. Through partnerships with businesses throughout the community, the library hosted a successful event with three times as many attendees as anticipated on a small budget.

Rochester Institute of Technology Library (RIT)

In the spring of 2021, [Wallace Library](#), the sole library building at RIT, was scheduled for a major reconstruction project that would force closure of the building for two years. The decision was made to relocate the library to Ritter Ice Arena, the former home of RIT's collegiate hockey teams. Introducing another disruptive change in the midst of the pandemic was not well received by RIT's 19,000 students and 1,500 faculty — and many missed the initial announcement altogether, creating confusion and frustration. RIT Libraries developed an integrated campaign to increase the community's awareness of the move and improve negative perceptions. The multifaceted effort engaged patrons with a naming contest that resulted in "Wallace on Ice" and led to an increased awareness of the benefits of the new space while increasing users.

Tacoma Public Library

The [Tacoma Public Library](#) in Tacoma, Washington, led a compelling fundraising campaign to fund and expand access to its Digital Media Labs — studios at the library utilized by filmmakers, musicians, audio engineers, students, podcasters and other creatives in their thriving arts community. The pandemic limited access to the labs and updated software and hardware were needed to continue serving patron's interests, creativity and workforce development. The comprehensive campaign included patron emails, social media, videos and a "text to donate" feature. The campaign exceeded fundraising goal by \$8,000 and a total of \$22,000 was used to purchase Podcast Kits,. The campaign raised funding for new services and brought broader awareness to the library's existing resources and introduced new patrons to the Digital Media Labs.

Watertown Free Public Library

The [Watertown Free Public Library](#) in Watertown, Massachusetts, promoted its first-ever Zine Fest and brand-new zine collection with their *Copy and Resist!* marketing campaign. It aimed to introduce young people to the library and empower the community to tell stories through zines. Creatively embracing the low-cost, antiestablishment, DIY zine aesthetic, the campaign reached tens of thousands of people with online marketing, earned media coverage in indie publications and *The Boston Globe*, and attracted hundreds to the Zine Fest. By selling popular pay-what-you-can tote bags, the library recouped all marketing expenses.

Wilmington Institute Free Library

The [Wilmington Institute Free Library](#) engaged in a multi-faceted campaign to generate new library users and revitalize the downtown area, where the library is located. Its successful re-branding campaign resulted in new library patrons and culminated with a free concert in the park adjacent to the library, bringing hundreds of people into the downtown area.

John Cotton Dana

The JCD award is named after John Cotton Dana (1859–1929), the father of the modern library, who is credited with helping transition libraries from reading rooms to community centers. JCD submissions include strategic library communications campaigns from libraries of all types and sizes. In recognition of the achievement, JCD Award winners receive a cash development award from the H.W. Wilson Foundation. The John Cotton Dana Awards will be presented during an awards ceremony hosted by EBSCO Information Services held during this year's [ALA Annual Conference](#) and will include winners from the previous two years.

About the H.W. Wilson Foundation

The Foundation was established by Halsey W. Wilson in 1952 to support the needs of company employees and retirees. Since 1957, The [H.W. Wilson Foundation](#) has focused on providing financial assistance to causes having the greatest impact on improving the spirit, mind and body of the greatest number of people through aid, support and cooperation with charitable, benevolent, educational and religious institutions. Major donors to the Foundation included Mr. and Mrs. H.W. Wilson, and the H.W. Wilson Company.

About ALA Core

[Core: Leadership, Infrastructure, Futures](#) is the national association that advances the profession of librarians and information providers in central roles of leadership and management, collections and technical services, and technology. Our mission is to cultivate and amplify the collective expertise of library workers in core functions through community building, advocacy, and learning. Core is a division of the American Library Association. Follow us on our [Blog](#) or on [Twitter](#).

About EBSCO Information Services

EBSCO Information Services (EBSCO) is the preeminent provider of online research content and search technologies serving academic, school and public libraries; healthcare and medical institutions; corporations; and government agencies around the world. From research, acquisition management, subscription services and discovery to clinical decision support and patient care, learning, and research and development, EBSCO provides institutions with access to content and resources to serve the information and workflow needs of their users and organizations. For more information, visit the EBSCO website at: www.ebsco.com.

Center the Library Experience

- Create conditions in which all library interactions are friendly, courteous, and compassionate.
- Provide a comfortable and welcoming space for all people to use and enjoy without unnecessary assistance.
- Provide a variety of modes to use and interact with the library that accommodate the varied needs of patrons.

FY23 Activities

1. Improve wayfinding within the library using a combination of new signage, maps, and service practices. Examples include installing prominent bathroom signage, creating an enhanced library map in multiple languages for print and online use, and developing multimodal service practices to assist patrons to desired locations.
2. Incorporate text/SMS messaging as a mode of promotional communication for library programming and services. Consideration for cost to patron, translating options, and ease of use should be prioritized when choosing a service provider.

Engage in Reciprocal Communication

- Communicate about the library in ways that people understand.
- Create opportunities for people to express their library needs.
- Build collaborative relationships with local organizations to deepen our service to the community.

FY23 Activities

1. Develop a Language Access Plan.
2. Develop a method for patrons to independently submit feedback in-house.
3. Adopt service models that prioritize user experience. Examples include user instruction that focuses on patron use instead of service brand, cross training library staff on library tools, and using project management tools to more effectively communicate service changes and updates to staff.

Expand audience

- Bring library services off-site and into the community.
- Build staff, collections, programs, and services that reflect, understand, and respect the unique people in Watertown.
- Reimagine policies, procedures, and service models to focus on welcoming people into the library.

FY23 Activities

1. Increase patron engagement with the library through programs and services offered via bookmobile.
2. Develop a list of Watertown organizations and locations to post entry level jobs and broaden candidate pool.
3. Review the yearly American Community Survey (ACS) estimates and consider the information in future planning.

Remain flexible

- Adjust covid-related policies and procedures based on recommendations from the scientific and medical communities along with state and local government policies.
- Build creative systems to evaluate library services that facilitate thoughtful and compassionate change.
- Prioritize solutions that are mobile, adaptable, and customizable.

FY23 Activities

1. Reimagine the vital space in the first-floor lobby to create the most welcoming and useful experience we can provide. Examples include a multilingual and interactive digital information kiosk, lobby greeters, concierge/welcome space, etc.

Plan for Growth

- Create a library expansion plan that considers community needs, budget, staffing, and physical space.
- Find a suitable permanent home for Hatch in a library- or Town-owned property.
- Make decisions that are environmentally responsible, sustainable, and that consider the impact climate change will have on the library in the next 20 years and beyond.

FY23 Activities

1. Initiate meetings with important decision makers to begin discussion to expand the library.
2. Complete a needs assessment of required resources to transition the library from Dewey Decimal Classification to Bookstore model. Should include scope of project, staff resources, estimated duration to complete, budget considerations, promotional needs, required patron education, and intended outcomes.
3. Library Trustees will attend Town meetings that discuss the future of the former police station and advocate for Hatch to be included in any plans for that location.

Instructions: Please make all updates in the "progress" box below the action you are updating. Please end each entry with your name and date in parentheses. Any subsequent updates should be added **after** previously recorded data. Do not delete any information.

Leone submits updates to Trustees at the December and June Trustees meetings.

Goal 1: The library will be a welcoming and engaging physical and digital destination for all users.

Objective 3: The library will adapt to patron use of the physical space.

FY22 Activity 1: The library will continue to be responsive to COVID-19 data and recommendations from scientific communities as it pertains to the library facility.

Progress: Children's Department continues to hold program outdoors and staff continue to wear masks until young children become eligible for vaccines. EM 6/21/22

The Adult Department continues to keep our public computers spaced out to provide adequate distance between patrons. Additionally, we added 15 laptops with chargers available to patrons for use within the building to allow people to maintain distance. We have continued to offer virtual and hybrid programs, in addition to reintroducing some in-person programming, in order to best serve the needs of all patrons. JMC 6/24/22

One of the reasons that we exchanged the public desktops for Chromebooks was that it allowed more space for users. CCF 6/24/2022

Project Literacy surveyed all students currently attending classes over Zoom to gauge learner's preferences. Over 65% of our students prefer digital. Starting summer 2022 we will offer both in-person and virtual learning opportunities. 4/22

Goal 1: The library will be a welcoming and engaging physical and digital destination for all users.

Objective 7: The library will offer options for patrons whose schedules make it difficult to make it to the library during open hours.

FY22 Activity 1: If the library returns to providing in-person programming in FY22, staff will seek input from community via survey and social media to determine if continuing to offer online programming is valuable to patrons even post-pandemic.

Progress: Children's Department surveyed patrons in Aug 2021. In-person programming is in demand with 181 responses (83.8%). Less patrons are interested in virtual programming with 67 responses (31%). In person programming continued except during the Omicron wave when programs pivoted online. EM 6/21/22

Teen ceased virtual programming after last summer (programs with Hatch, book groups, TAB meetings.) CCF 6/24/22

Goal 2: The library will provide collections and services that meet current needs and anticipate future needs.

Objective 7: The library will provide services for patrons with special needs.

FY22 Activity 1: Barring any limitations created by covid restrictions, the library will implement a minimum of two suggested improvements that were determined by the FY21 accessibility survey.

Progress: We added striping on the front and rear entrance steps and installed higher contrast glass decals on the entrance doors to the café.

Goal 2: The library will provide collections and services that meet current needs and anticipate future needs.

Objective 8: Librarians will be advocates of information literacy.

FY22 Activity 1: Librarians will offer programs for adult audiences featuring speakers on the topic of news literacy.

Progress: Not accomplished.

FY22 Activity 2: Librarians will create and promote resources with tips on detecting bias for a variety of audiences

Progress: The Adult Dept scheduled two programs on Information Literacy, neither of which occurred. The first was canceled when the library was forced to shut down our in person programming for a time in January of 2022. The second was modeled after a game show, and was to be led by Emily Levine with Jaccavrie assisting, but was canceled when Emily left the WFPL. The Adult Department purchased ALA Bookmarks on Information Literacy which we intended to distribute in conjunction with programming on this topic. We have the bookmarks, and will use them for a subsequent promotion. JMC 6/24/22

Goal 2: The library will provide collections and services that meet current needs and anticipate future needs.

Objective 9: The library will curate a local history collection that considers Watertown's past, present, and future.

FY22 Activity 1: Librarians and Community Engagement Specialist will create and implement a campaign to promote the Local History digital collections on the library website.

Progress: There has been significant promotion of the Collective Memory Project, which has featured photographs from the collection, but there is more work to be done. JMC 6/24/22

FY22 Activity 2: The library will seek donations of cultural heritage materials and community stories that document Watertown people, places, organizations, and activities, past and present, to include in the Local History collection.

Progress: The library applied for and received a Go Local LSTA grant. The two year grant cycle began in October 2021 and is underway. More details are available in the progress report submitted to MBLC by Caroline Littlewood.

FY22 Activity 3: Library administration will create a statement that explains the lack of diverse perspectives in the local history collection to share with the community. This statement will include the steps the library Admin/DH will take to diversify the development of the Local History collection and acknowledge the lost voices from the past.

Progress: Not accomplished, but this issue is addressed in the Go Local LSTA grant mentioned in Activity 2 of this section.

Goal 3: Patron interaction with the library will increase through varied forms of community engagement

Objective 4: The library will form collaborative relationships with local businesses and organizations

FY22 Activity 1: The library will continue to work with the organizers of the Watertown Mutual Aid Network run by Wayside Multi-Service Center to promote resources and services to Watertown's most vulnerable populations.

Progress: Project Literacy has worked closely to cross promote services, programs, and state and federal programs. Ongoing

Goal 4: The library will have an organizational culture that is innovative, participatory, and grows community leaders.

Objective 2: The library will always excel in core competencies mentioned in this plan.¹

FY22 Activity 1: The library will continue to develop covid-responsive "core competencies" and provide adequate funding and development to meet the needs of library users while coronavirus restrictions are active.

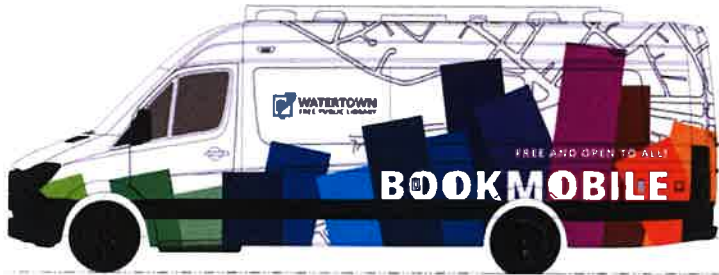
Progress: The library supported both Project Literacy's Chromebook acquisitions and set them up to specifically meet the needs of English language learners. 12/21

¹ Refer to pages 4-5 of the FY17-FY22 Long Range Plan.

TO: Library Trustees
FROM: Caitlin Browne, Library Director
DATE: June 29, 2022
RE: FY23 Holiday Closures

Independence Day:	Monday, July 4
Labor Day:	Monday, September 5
Columbus Day:	Monday, October 10
Veterans' Day:	Monday, November 11
Thanksgiving:	Wednesday, November 23 close early at 5 pm Thursday, November 24 closed all day
Christmas:	Saturday, December 24 closed all day Sunday, December 25 closed all day Monday, December 26 open 1-7pm
New Year:	Sunday, January 1
Martin Luther King, Jr. Day:	Monday, January 16
Presidents' Day:	Monday, February 20
Patriots' Day:	Monday, April 17
Memorial Day:	Monday, May 29
Juneteenth:	Monday, June 19

OUTREACH 2022



¡Cuentos en Español!

La Biblioteca Pública de Watertown presenta un programa de cuentos y canciones en español para niños y sus familias.



EVENTS

- **Literary Walk at Mount Auburn Cemetery 4/20:** 25 attendees
- **WFPL at Arranta Bio 4/20:** 15 engagements
- **Poppy Picnic at Commander's Mansion 5/27:** 50 engagements
- **Farmers Market 6/15:** 93 engagements
- **Hatchmobile to Mosesian Center 6/24:** 30 engagements

DEPT COLLABS

- **Digitization Days at Watertown Residence 4/26 & 5/4**
- **Digitization Day at Armenian Fair 5/20**
- **Project Literacy Library Tour 5/11**
- **Pride Extravaganza 6/4**
- **Spanish Story Time 5/28 & 6/25**

BOOKMOBILE

- **Stop-motion video promotion**
- **Finalized design**
- **Announced potential sites, including:** Arsenal Yards, Mosesian Center, Atrium School, Watertown Public Schools, Recreation Department, Commander's Mansion, Watertown Business Coalition, Senior Center, Housing Authority

Coming Soon...

- Dedication Ceremony
- Debut at Watertown Arts Market
- New programming