



Director's Office

Monroe County Library System

115 South Avenue, Rochester, NY 14604-1896

Phone: (585) 428.8045 Fax: (585) 428.8353 Patricia.Uttaro@libraryweb.org

---

TO: MCLS Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: April 16, 2018  
SUBJECT: Monthly Report – April, 2018

### *Action Items*

None

### *Report Items*

*Patricia Uttaro, MCLS Director*

### **Recommended Reading**

- From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018 - <https://www.oclc.org/research/awareness-to-funding-2018.html>
- Carrying Narcan: a Community Call to Action - <http://wxxinews.org/post/carrying-narcan-community-call-action>
- Ensuring Libraries' Future Through Sustainable Thinking: an Interview with Rebekkah Smith Aldrich - <http://www.alaeditions.org/blog/311/ensuring-libraries-future-through-sustainable-thinking-interview-rebekkah-smith-aldrich>

### **Upcoming Events**

- May 4 – First “Libraries After Dark” event at Central Library, “May the 4<sup>th</sup> Be With You” - a Star Wars-themed, late-night event. See <https://www.eventbrite.com/e/may-the-4th-be-with-you-tickets-44612174214?aff=es2> for tickets.
- May 18 – Beer Tasting Event at Gates Public Library, contact [Greg.Benoit@libraryweb.org](mailto:Greg.Benoit@libraryweb.org) for more information.
- May 24 – Teen Central 1 Year Anniversary Celebration, 3:30-5:30 in Teen Central.
- June 1 – NYLA's Public Libraries Section Spring Conference in Canandaigua - [https://www.nyla.org/max/4DCGI/cms/review.html?Action=CMS\\_Document&DocID=2520&MenuKey=council\\_resources](https://www.nyla.org/max/4DCGI/cms/review.html?Action=CMS_Document&DocID=2520&MenuKey=council_resources)

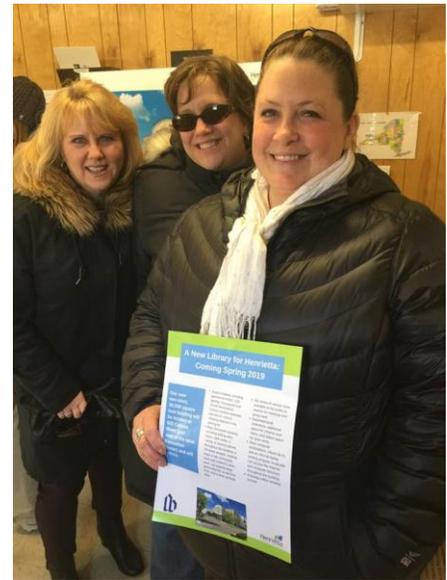
### **Collaboration**

**Rochester Reads** – MCLS came out in force to support and participate in Rochester Reads, the annual community reading program produced by Writers & Books. Penfield, Greece, and Central Library hosted author Reyna Grande, who spoke about and read from her book The Distance Between Us. Hundreds of people turned out at all three events to enjoy the presentations. This collaboration with Writers & Books has led to other partnerships, including the upcoming Beer Tasting event at Gates, and a possible program at the Little Theatre in June where Sokol winners will read their work as part of the series of events leading up to W&B's Ladders Literary Conference on June 16.

## **Communication**

**Henrietta Groundbreaking** – Brie Harrison and I attended the official groundbreaking for the new Henrietta Public Library on March 20. Although cold, the weather was clear and sunny and everyone was in good spirits. Henrietta Director Adrienne Pettinelli thanked the many people and organizations (including MCLS) who have helped get the project to this point. Their anticipated opening date is Spring 2019.

**Review of New Media Products** - Jeff Levine has arranged a presentation for the May 2 MCLS Directors' Council meeting by representatives from the company Library Ideas, LLC. They will demonstrate several new media products including GoChip Beams which streams both television and movies without the need for an Internet connection. They will also demonstrate Vox books, which are bestselling children's hardcover books with built-in audio.



## **Staff & Trustee Development**

**Trustee Training Continues** – Each January, many libraries appoint new trustees, so in early spring, the MCLS office traditionally holds two orientation sessions to help trustees understand the mechanics of MCLS, its relation to their library, and their core duties as board member. This year, sessions were held on March 3 at the Chili Public Library and March 20 at the Irondequoit Public Library. Attendance was low this year: only one at Chili and five at Irondequoit. There was a great deal of interest expressed by trustees, but it seems the dates ran too close to vacations. The MCLS Office will schedule an additional session in May or June. In addition to the training offered to trustees by MCLS, Penfield trustee Mary McVicar-Keim has organized an informal meeting for trustees to come together and chat about common interests and areas of concern. We will attend this meeting and see if we can glean some information about what training trustees would like from the system.

## **Technology**

**Internet Access Snapshot** – I thought it would be interesting to share some data around web requests through the MCLS network for the month of March.

- Total Web Requests: 256,327,324
- Total Blocked Requests: 2,198,645
- Blocked Requests – these are general categories of content that was blocked by the network filter in March
  - Malicious Code/Virus: 772,894
  - Phishing: 2,040
  - Spyware: 16
  - Web-based Proxies/Anonymizers: 14,134
  - Bad Reputation Domains: 64
  - Hacking: 15
  - Adult Content: 157,247

**MCLS Office**

***Assistant Director Snow reporting***

**MCLS Statistics**

Overdrive

- eBook Circulation: 29,267
- Audiobook Circulation: 16,106
- Video Circulation: 133
- Total: 45,552

Interlibrary Loan:

- Lending
  - Requests Received = 801
  - Requests Filled = 330
- Borrowing
  - Requests Received = 41
  - Requests Filled = 36

Meeting Room Use - Central

Number of rooms/events booked: 98

**Social Media, Alicia Gunther reporting**

Facebook

- Page views - 960
- New page likes – 57
- Page Reach – 33,535 people
- Post engagements – 15,438
- Checked in and mentions – 40 People
- Facebook Events Calendar
  - Individual events reached - 7,982 times.
  - Visitors went to our full events calendar - 1,206
  - 260 people engaged with the event on Facebook or linked to our MCLS page through the event
- Video Views – 10,037
- Responded to 7 messages on Facebook

Twitter

Profile Visits

- Rochester Public Library – 700
- Monroe County Library System – 325

New Followers

- Rochester Public Library – 28
- Monroe County Library System – 12

Engagements

- Rochester Public Library - 379
- Monroe County Library System - 6

#### Favorites

- Rochester Public Library - 145
- Monroe County Library System - 3

#### Mentions

- Rochester Public Library - 65
- Monroe County Library System - 63

#### Instagram

- New Followers – 64 (901)
- Likes – 184
- Comments on a post - 6
- Mentions – 10
- Engagements - 91
- Page visits - 70

#### Constant Contact Newsletter

- Subscribers who opened newsletter – 1,060
- Click through – 124
- New subscribers – 13

#### YouTube Channel

- Video views – 487
- Videos added to playlists – 5
- New subscribers – 2
- Shares - 0
- Likes - 3
- Comments - 0

### **Outreach Services, Melanie Lewis reporting**

#### **General Services and Programs**

- Outreach Station Team selected, pulled, charged, and packed materials for 14 circulating library stations. Fulfilled all special requests.
- Outreach distributed “Making Moves” reentry resource packets to currently incarcerated individuals, Transitional Coordinators and parolees. We are in the process of updating this packet.
- Librarians selected and delivered library titles and digital downloads for 33 in-home patrons. Added 1 patron, made 3 in-home tech support visits. Facilitated 1 application to the NYS Talking Book and Braille Library. Mailed reference packets to 2 patrons.
- Attended “Neighbors as Partners” program hosted by Local History division. The program provides activities for seniors who reside in the Northeast Section of the City of Rochester.
- Outreach Librarians conducted 2 Job information sessions for the Monroe County Correctional Facility. Selected, ordered, and delivered classroom support materials for the Bridges to Education Program. Donated 120 paperback books to the jail’s library (via the FFRPL).

### Station Support Visits

- Met with Mendon Library Director to clarify how Mendon is using our collection. Mendon has requested that we increase the number of large print books and audiobooks we send.
- Met with Activities Director at New Roc Rehab (formerly Blossom North) to discuss reinstating station services at New Roc. New Roc will fall back into their old spot in the delivery schedule.
- Rode along with Dan from Shipping for Cycle One Thursday delivery. As time permits, the plan is to cover all 6 delivery days. 2/6 completed thus far.

### March Outreach Event Spotlight: 2018 International Women's Day at the AAUW

Earlier this year the Extension department received a phone call from Gaynelle Wethers, President of the Rochester Chapter of the American Association of University Women, inviting the library to participate in the 2018 International Women's Day celebration. International Women's Day is a global day celebrating the social, economic, cultural and political achievements of women. The theme this year: "Immigration Impact on Us." The program included speakers who immigrated from the Democratic Republic of the Congo, Cuba, and Pakistan. The speakers shared presentations, films, texts, and other information regarding their experiences and cultures. The women were accomplished and talented in diverse ways and were committed to helping other immigrants navigate their new lives in this country. We provided a large display of works written by women from countries in Africa, Latin America, Asia, and the Caribbean. We also displayed travel guides and cook books.



### Technical Services, Gabe Pellegrino reporting

Several reference questions came through to Technical Services over the past month, and I wanted to include them here as an example of the varied work handled by our non-public service departments.

Gabe Pellegrino has received several phone calls from a former Rochester resident who lives in Bowling Green, Ohio who has called to inquire about her *Rochester History Journal* subscription. She phoned again this month, asking for information from an older issue that is not available on our website. Gabe was able to track down the issue in the Local History & Genealogy Division and photocopied the information and sent it to her, along with current day pictures of the area. She wrote back a letter, thanking Gabe for providing this information related to her parents' wedding and for always being so pleasant and helpful when she calls.

Early in March, Linda Halliburton (Business Division) received a telephone call from a man who is part of the Stroke Survivor Group of Rochester. The man was looking for information on the proper way to search library catalogs for information on stroke and aphasia, the Dewey and Library of Congress Classification numbers for these topics, and ways to search by call number in our catalog. The caller reports that he is now working with a librarian from Nazareth College and the College's Neurogenic Communication and Cognition Clinic, which provide speech, language, and cognition services for people with acquired brain injuries.

## **Central Library Updates**

*Assistant Directors Snow and Reeves reporting*

### **Art and Literature, Nanci Nugent reporting**

#### **Programs**

##### **Celtic Rubber Stamps**

Artist John "JackBear" Ballou has been carving his own rubber stamps for over 15 years and brought his expertise to patrons teaching them how to carve a seasonal rubber stamp. Two weeks before St. Patrick's Day, students used an X-acto knife and carved a Celtic design and four leaf clovers. This was a fun, enjoyable class that all students enjoyed, and said Ballou was a friendly and patient teacher. All students took home cards they made and some said they will mail them out for St. Patrick's Day.

##### **Printmaking: Engraving**

Librarian Nanci Nugent taught an engraving class to library patrons. These engravings were created on Plexiglas with an engraving needle. Nugent instructed patrons how to bevel their plate with a file. Students also learned how to create their image with the needle, how to ink their plate, and how to use the printmaking press. This class was held on St. Patrick's Day and these students said they could have been at the parade, but they really wanted to learn this printmaking technique. All students created an artist proof and returned for the second class on March 31 to create their artist edition. Students said they have wanted to learn printmaking, but the classes and supplies are expensive. All said they were amazed what can be created with Plexiglas, a needle, and ink.

##### **Introduction to Screenwriting**

This four-part series, part of our Rochester Writes program, is being offered for the first time at Central Library. Instructor Howard Solomon, a Brighton resident, is an award-winning writer in film, television, and theater. We are very fortunate to have him here to share his expertise. His class is a general introduction to the art and craft of screenwriting and delves into the basics of what makes a screenplay work, through class exercises, screening film clips and reviewing selected examples.

#### **Outreach**

Carol Moldt met with Ellen Apetz, Program Director of Lifespan's Older Adult Center, on March 20 to continue discussion of plans for Central Library to offer some classes and programs at their center housed in the Sibley Building. Librarians from the Arts & Literature Division, Christine Ridarsky of Local History, and Brian DiNitto of the Information Center have agreed to be involved in this outreach effort. Ellen was particularly interested in the following ideas: beginning ukulele classes, craft classes, journal writing classes, book discussions, local history talks, genealogy how-to classes, and basic computer classes utilizing Central Library's mobile computer lab. Ellen will be in touch with Carol in late April to begin creating a program schedule.

#### **Collections**

The Arts Division added two more sewing machines for borrowing, thanks to FFRPL. The Division added two sewing machines to their collection in 2017, which have been very popular. The number of holds on these 2 machines was causing patrons to wait up 5 months for their turn to borrow a sewing machine. Nanci Nugent worked with FFRPL's Ned Davis to purchase the two additional machines. Thank you Ned! Patrons will be happy they will not have a long wait to create their sewing projects.

## **Business and Social Science, Darlene Richards reporting**

### **Consultations**

- Darlene Richards met with someone who is looking into volunteering to be a grant writer for various organizations in the Monroe County area.
- Richards also met with two people from the Greater Rochester Summer Learning program. This program focuses on Pre-k-8; they provide outreach and family support. The grants would provide books for the Pre-K program this summer. Richards sent the following information: demystifying the 990-PF, and a list of the top 50 foundations giving grants in education.
- Darlene Richards met with two people from the Out Alliance. Richards had given a class to the Alliance a couple years ago and they were able to secure grants to have more staff. Currently, they are looking for money for LGBT seniors for staffing, communication mechanisms, and volunteer transportation. Richards met with them and learned about how many seniors were isolated, and that the population of LGBT seniors was growing rapidly.
- Darlene received a call from a patron who attended a Nonprofit Works seminar. She had contacted the Syracuse library and apparently she was told that she was on her own, so Richards agreed to meet with her and give her a tour of the Directory. Richards received a call the next day; apparently the patron who was a doctor decided to purchase the online directory for her.
- Linda Halliburton consulted with individuals by phone and appointment, which were referred to the Division for information for their business plans. Referrals came from the Rochester Chapter of SCORE and Virginia Smith of the U.S. Small Business Administration. Individuals requested business planning information for the following business concepts: quick print shop, liquor store, Spanish desserts bakery and catering, gluten-free bakery, home improvement contractor, and silk screen business.

### **Anecdotes**

- Linda Halliburton assisted a library customer, who wanted sales figures for professional audio recording equipment. This was a challenging request. Linda found the *2017 NAMM Global Report* by the National Association of Music Merchants (NAMM), which appeared to have the desired information; however, the report was \$1,000 for non-members of NAMM. NAMM mentioned that one of the data sources for the report was *Music Trades* magazine. After a little more sleuthing, Linda found and accessed *Music Trades'* annual *Music Industry Report Card* for free and emailed it to the customer. The customer replied, "This report is absolutely fantastic! I'm fairly certain this has exactly what I needed. I can't thank you enough!"
- A patron needed some assistance with locating grant information to conduct some major home repairs. She explained to Renee Kendrot that this is her second home and she already received the first time home buyer's grants from the City of Rochester. Kendrot conducted some research to locate other grant options; some of the options were: Neighbor Works, Habitat for Humanity, and United States Department of Agriculture Rural Development. I provided her with the phone numbers to ask for more information and websites so she could read more about the qualifications for a home improvement grant. Kendrot also explained to the patron the search terms that she used to conduct a search in Google. The patron plans on contacting the organizations listed above and conducting more research independently. The patron was appreciative of Kendrot's assistance for her situation.

## **Children's Services Consultant, Tonia Burton reporting**

**Pyramid Model Training** - Our libraries continue evolving to meet the needs of our communities. Many of our member libraries have expressed an interest in gaining tools and training around ensuring children and their families have the support needed to navigate challenges and barriers. The early childhood community has been addressing issues of trauma informed care and as a result, has developed training called the Pyramid Model. It has been used by early childhood staff to help children with their social and emotional needs. The Pyramid Model provides a set of effective practices for the early childhood workforce that is effective in preventing challenging behaviors by focusing on teacher behavior/beliefs and on child skill development. This early framework includes practices from the field of early childhood and special education and focuses on three areas: Promotion, Prevention, and Intervention. Burton will be working with staff at Rochester Childfirst Network to create Pyramid Model training that addresses the library environment. Once this training is created, the hope is to share across the state with other library systems. This collaboration is helping Central create and maintain relationships with supporters throughout the county. Through these relationships, we are able to gain important funding from Rochester's Child that will cover the cost of this training as well as building on relationships with early childhood educators. It is building upon the work from Raising a Reader and the work that Director Uttaro is doing statewide through her involvement with the New York State Early Childhood Advisory Council.

**Raising a Reader** - We wrapped up March with the 2<sup>nd</sup> annual Raising a Reader Egg Hunt at the Central Library, attended by 118 Raising a Reader children and parents. Children participated in an Egg Hunt in Teen Central, traded in eggs for prizes and books, made a spring craft, listened to a Storytime, and went on a Word Search Scavenger Hunt.

To give parents some help with expanding literacy at home, we developed a craft based on the lyrics of favorite songs and nursery rhymes.

Rhyming teaches children how language works. It helps them notice and work with the sounds within words. When children are familiar with a nursery rhyme or rhyming book, they learn to anticipate the rhyming word. This prepares them to make predictions when they read, another important reading skill. Parents were also entered into a raffle by providing feedback on their experience with the Raising a Reader program. Some of their responses on what they've gained from the program were: "My daughter has a larger vocabulary now" and "I learned that reading with your child is fun." The mother and daughter pictured below were thrilled to find the "golden egg" and trade it in for a big prize! "We do game nights at our house. We are so excited," the mom said.



This month, many of our sites had goodbye gifts for Amy McLean, our RAR coordinator who left us in March. Head Start even hosted a baby shower to thank her for all she has done for their families. She made an incredible mark in her four years with Central Library.

### **Teen Central, Dennis Williams reporting**

#### **Programs**

Teens and families packed Teen Central to meet Aesha Ash, a Rochester native who became a premier ballerina with an international career in dance. Ash had many friends and community contacts who came to her presentation. She tackled subjects like race-based objectification, lack of diversity in the ballet world, negative body image problems and body shaming from instructors. She displayed photographs that show her pride in community and her personal and professional drive that helped



her soar beyond criticisms and discouraging voices. Students from Geneseo's Rochester Young Scholar's Academy could see how determination and perseverance can take a personal toll, but also yield amazing successes. Ash's struggle was gritty and personal, but also very relatable as something every young person can achieve and emerge victorious at the end. Never surrender your dreams!

### **imagineYOU Media Lab, John Hylton reporting**

#### **Success Stories – Jhonte Dumas**

Mr. Dumas is an imagineYOU volunteer who has been a patron of this library for years. Teen Central and imagineYOU have watched Mr. Dumas progress from a young teen to a young man and navigate his way through troubling times with the help of these two programs. He has recently acquired a full-time position with N3 as a Business Development Representative and still finds time to work on projects with various youth.



**A Gamer's Nostalgia podcast # 5** - Christopher Williams, the owner of A Gamer's Nostalgia, visited imagineYOU to shoot a video podcast with teens from the library. They discussed many topics including violence in video gaming and the impact it could have in the real world. imagineYOU and AGN will produce a video podcast every Monday for Facebook and YouTube.



This is a link to the ImagineYOU & AGN podcast video. <https://youtu.be/wDcwJ1zNYLM>

**Music Video Production** - The imagineYOU youth are very interested in creating music and then utilizing the lab to create music videos. Ezekiel is pictured here in front of the green screen performing his song “Don’t Matter” which was recorded in the imagineYOU sound studio with Josh Pettinger. Ezekiel is editing the footage with the help of Mr. J and lab volunteers and will be ready for release in mid-April.



**imagineYOU Program Thriving and Growing in Numbers** - The imagineYOU lab on this day was interacting with well over 40 youth who were there helping with music, videos, photography as well as brainstorming. The teens enjoy the space because they get to explore their artistic and inventive side. The teens were also interacting with each other while helping each other on their projects dealing with poetry, music and video production.



## **Circulation and Information Services - Cindy Dana reporting**

### **Statistics**

- 494 New Borrowers Registered
- 6 RRLC Access cards issued
- 126 Notarial Acts performed
- 14 Computer classes held; 36 attendees

### **Community Outreach/Meetings**

- On March 6, Kathy Sochia, along with her colleagues from various divisions, presented to a group of senior citizens, Neighbors as Partners. She spoke about the services offered at the Circulation and Information Service Areas. They were very impressed to learn that we offer Notary Services and are interested in the computer classes. She was able to use CARL. Connect to register 3 new borrowers and update 2 accounts. This meeting took place at the Central Library.

- Magdi Carillo joined Outreach Staff on a visit to the Monroe County Correctional Facility; as our Bi-lingual Librarian, Magdi can connect with the Spanish-speaking inmates. She reviewed how to create a resume and provided information in Spanish on overcoming barriers to finding a job once they are released back into society. She also shared with them the many resources available at the library. The 90-minute session was attended by 6 inmates. She reported that one of the inmates received visitors that day, and asked them to come back another day because it was important that he attend the session being given in Spanish.
- I gave a brief overview of Circulation/Information and fielded questions from the Adult Librarians Group. They had questions regarding patrons sent to collection and were interested to know if we still validated parking. They want to be able to refer patrons to the Central Library and provide the correct parking information. This question led to me asking Corinne Clar to update the parking flyer and have it distributed to member libraries. The group was also impressed with the volume of our router.
- The MCLS Staff Association has “adopted a shelf” at House of Mercy. We have agreed to a 6-month commitment of providing food items to help keep their pantry stocked. All of the member libraries will participate, with Frank Russo (Shipping) agreeing to allow his drivers to pick donations up as they travel their daily routes. We have filled 4 boxes so far.

### **Anecdotes**

- We received an email from Anne Brown, Adult Services Librarian, Arnett Branch, expressing her appreciation at having the most up to date information regarding the Food Pantries. Her comments included: It has been a huge time saver to have all of that information in one place. Also, the City Quadrant/Town designators for each agency are a really helpful feature. Kathy Sochia has sole responsibility for contacting the agencies and updating the bulletins. We often use it at Central and are pleased that others find it useful as well.
- I am often in the position to help teens regain their library privileges by waiving some or all of their fines. Jailen, a shy teen, approached the desk with one of his buddies. He had difficulty expressing his reason for being there. After shooing away his more gregarious friend, he finally shared that he needed to borrow books for school, but he had BIG fines on his card. I looked at his account and told him the fines weren't so bad. I told him I would waive the fines if he was willing to take responsibility for returning the materials on time in the future. So, we shook hands on this agreement, and he told me he loved me! His friend made a face and told him he was crazy to say that. He replied “hey, she gave me the library back, that's the world.”
- After working with Information Staff on her resume, a patron returned to thank them and inform them that she got a job with Xerox (Conduent) in the former Irondequoit Mall. Another patron was happy to land his first job in 6 years after receiving assistance with his resume.
- Magdi has worked on more detailed templates for patrons to use for various job situations, including food service, retail, etc. These templates can be used by all staff assisting patrons with resumes. This will ensure consistency with the help received and also will enable patrons to complete their resumes independently and feel a greater sense of accomplishment.

## **Local History, Christine Ridarsky reporting**

### **Programs**

The major event for March was the Anthony Mascioli Rainbow Community Dialogues. After nearly a year of planning, the Dialogues brought 72 people (speakers and attendees) together for a series of discussions about the history of Rochester's LGBTQ community presented through the lens of archival materials. Topics included marriage equality, Rochester's response to the AIDS epidemic, and the evolution of the gay liberation movement over time. The event was well-received, and plans are developing to make the Dialogues, in some format, a regular event in coming years. In the evening, 107 people gathered at the Memorial Art Gallery for a banquet to honor those who have funded, housed, and contributed archival materials related to Rochester's LGBTQ community. Historical Resources Consultant Christine Ridarsky accepted an Anthony Mascioli Rainbow Dialogues Humanities Archival Recognition certificate on behalf of the Local History & Genealogy Division.

### **Community Outreach/Meetings**

- The High Falls Interpretive Center & Museum opened for the Spring season on March 3. The center is open weekends only until June, when our five-day Summer schedule begins. The Center had 161 visitors in March; Amy Pepe led one group tour.
- The traveling woman suffrage exhibition, *Because of Women Like Her... Winning the Vote in New York State*, was on display this month at Pittsford Community Library, The Little Theatre, Mendon Public Library, and the LeRoy V. Good Library at Monroe Community College (Brighton campus). By all accounts, it has been very well received at these various locations.
- Historical Researcher Michelle Finn assisted staff from the Friends & Foundation of the Rochester Public Library (FFRPL) in applying for a John Cotton Dana Library Public Relations Award. The application focused on the work Finn, Ridarsky, and FFRPL staff did in conjunction with the commemoration of New York State's 2017 Suffrage Centennial, with specific focus on the exhibition hosted at Central Library June 2-October 14, 2017. Awards of \$10,000 will be presented to up to eight recipients at an annual reception during the American Library Association's annual conference in June.
- The staff of the *Rochester History Journal* is preparing two articles for publication this Spring and Summer. Pepe, who serves as the journal's editorial assistant, completed preliminary editing of two articles and sent them to the Editor (Ridarsky) and Assistant Editor (Finn) for final review and editing. We expect to forward both articles to the Graphics Department in mid-April to early-May. Several other articles are under review by the editorial board.
- Ridarsky showed the film *Rediscovering Frederick Douglass* and spoke on the Douglass bicentennial celebration to a large, attentive audience at Wellness on Wednesdays at Immanuel Lutheran Church in Webster.
- Finn attended the ROC the Riverway community forum hosted at Monroe Community College's Downtown Campus. This forum was part of a committee-led initiative seeking input on how to apply development funds from the state to enhance access to, use of, and appreciation for the Genesee River, focusing on three key sections running from High Falls to south of Corn Hill Landing. The Central Library is an important stakeholder in this project.
- Ridarsky continued to represent the City and library on the Rochester Olmsted Online Committee, which is planning a project to develop an online catalog of archival materials documenting Rochester's Frederick Law Olmsted-designed parks.

- Ridarsky represented the City, the library, and the Douglass200 Planning Committee at a meeting of the Visitor's Industry Council of VisitRochester, where she presented a brief overview of Douglass's life and legacy in Rochester.
- Ridarsky met with Carolyn Vacca, Monroe County Historian and president of the Rochester Historical Society, to discuss the historical society's current status and future.
- Ridarsky submitted an application to Humanities New York for a Vision Grant to fund a series of planning meetings for a proposed 2019 exhibit to commemorate 50<sup>th</sup> anniversary of the Stonewall uprising that spurred the LGBTQ Civil Rights Movement.
- Finn and Ridarsky met with Elizabeth Call, the new Special Collections Outreach Librarian at the University of Rochester Libraries, to discuss potential partnership opportunities.
- Finn met with four fourth-grade teachers from the Pittsford School District who were using the division's resources to develop a lesson plan on Frederick Douglass and Susan B. Anthony (March 28). With support from Pepe and substitute Librarian Christopher Brennan, Finn connected the teachers with a number of primary sources to support their work. Realizing the potential for a mutually beneficial relationship, Finn and one of the teachers plan to work together in the near future to develop educational content for *Rochester Voices*.

### **Digital Projects**

- Finn continued to work with Mason Digital on migrating the *Rochester Voices* website over to WordPress (with Ridarsky, and Mary Royce and Mary Jane Wright from Library Automation Services). The new website is scheduled to be launched by April 10; there will be no anticipated interruption in access, as LAS staff was able to extend hosting services with the current provider to cover this period.
- Preparation for mounting of our digital Frederick Douglass newspaper collection continues. Part-time Library Assistant Dr. Emily Morry has now reviewed each of the 2,020 pages of our digitized *North Star*, *Frederick Douglass Paper*, and *Douglass' Monthly* collection. She noted each page that will require re-scanning (due to errors, illegibility, etc...). She also took note of all the missing pages. In total, she has identified 96 pages that will need correction. These issues stem from the poor condition of the original documents when they were microfilmed and the physical deterioration of the microfilm itself. This 4-percent re-scan rate is very good considering these factors. We are fortunate to have had the opportunity to preserve these items in digital form now, before our film deteriorates further.

### **Social Media**

Staff from the Local History & Genealogy Division contributed content for seven (7) social media posts in March: two (2) on Twitter, four (4) on Facebook, two (2) Facebook Events, and one (1) blog entry on [www.rochistory.wordpress.com](http://www.rochistory.wordpress.com). The reach of these posts was 4,555. This includes 1,906 on Facebook, 1,223 on Twitter, and 1,426 on our blog; 64 people engaged with local history posts on Facebook and 24 on Twitter. Blog posts garnered 46 "Likes" and six (6) clicks. Our blog entry, "The Liberators: Frederick Douglass and Daniel O'Connell," was written by substitute librarian Chris Brennan.

### **Anecdotes /Other**

The 17 collections transferred from the Out Alliance to RPL since 2016 played a key role the success of the Rainbow Dialogues. Our keynote speaker for the Dialogues was Franklin Robinson, of the Archives Center at the National Museum of American History. A noted specialist in LGBTQ history and archives, Mr. Robinson toured our special collections during lunch on the 24<sup>th</sup>. He was impressed with our work here, and praised our attention to order, detail and cleanliness, along with the skill displayed in finding appropriate ways to describe the LGBTQ collections.

### **Volunteer/Intern hours**

Docents from the Rochester Genealogical Society volunteered 12 hours in March and assisted 3 patrons. It should be noted that one of these seasoned researchers spent over 4 hours with a single patron. This investment of time highlights the essential role these volunteers occupy in the ecology of our division. In addition, we were assisted by two volunteers (Susan Potera – 1.75 hours; Nancy Martin – 10.5 hours), three college interns (Karen “Kaye” Knoll, RIT – 6 hours; Diana Batchelor, SUNY Brockport – 40 hours; Samantha Bradley, SUNY Brockport – 29 hours), and one intern from Lifetime Assistance (Ben Mitchell – 13 hours). In all, volunteers and interns contributed over 112 hours of service to the division.

### **Reynolds Media Center, Joe Born reporting**

#### **Statistics**

- **Reference** - During March, RMC handled 1,570 reference questions and 452 non-reference transactions for a total of 2,022.
- **Hoopla** - Hoopla circulations in March totaled 1,031: (275 Movies/TV. 391 Audiobooks. 104 Music. 160 eBooks. 101 Comics.) 340 patrons used the service during March with 39 new users registering. Average cost was \$2.03/item.
- **Door Count** - In March, RMC's door count averaged 466 /day during the week. Wednesday and Monday nights from 6-8:30pm averaged 62 people. The door count on Fridays between 5pm and 6pm was the busiest we have seen with an average of 46 in that last hour.

### **Science and History - Jennifer Byrnes reporting**

#### **Meetings**

Jennifer Byrnes continues her work on the NYLA Community Change Agent (CCA) Cohort. For the CCA project, Jennifer and Chad Rieflin, her counterpart from Consumer Credit Counseling Service of Rochester (CCCSR), are planning a pilot project based on a New York Public Library (NYPL) model wherein financial counselors have office hours at the library to help people create budgets and stick to them. CCCSR will need to decide how many hours a counselor will be on site per week. The Library Resource Outreach Center (LROC) will be where meetings are held. To learn more about the NYPL model: <https://www.nypl.org/help/getting-oriented/financial-literacy/counseling>

#### **Programs**

- Medical Student Vishal Pradhu was stationed at Central for the month-long Community Health Improvement Course. Vishal did health screenings, translated documents into Spanish, and answered patron questions such as “how is food digested, in detail?” Vishal will start an Emergency Medicine residency in New York City in July. He will be missed! He served 36 people.
- LROC served 78 patrons. As of the time this report was submitted, Volunteer Legal Service Project served 5.
- The Mobile Dental Unit was at Central once in March; the unit broke down, preventing the usual second visit.

- “My Plate” and “Sugar” - Michelle Weiler, an Eat Smart Nutrition educator from the Cornell Cooperative Extension of Monroe County, set up informational tables to discuss nutrition facts.
- Got Health: “Healthy Eating When You’re Gluten Free” – Presented by Zoe Mahlum, clinical dietician from the Center for Community Health & Prevention.
- “The Benefits of Mindfulness” - Presented by Rhea Zweifler, LCSW. Mindfulness involves living in the present.

### **Outreach**

- Jennifer Byrnes and Kate Meddaugh attended the Service Corps of Retired Executives (SCORE) monthly luncheon at Oak Hill Country Club to promote the Chester Carlson Patent & Trademark Center and business resources available at Central. Attendee Don Pophal, Adjunct Faculty as a Guide in the Multidisciplinary Senior Design program in the Kate Gleason College of Engineering and a Team Coach in the Simone Center for Student Innovation and Entrepreneurship at the Rochester Institute of Technology (RIT), believes there’s real potential for collaboration between Central and RIT.
- Kate Meddaugh travelled to the Mendon Public Library to teach people about the resources of the Carlson Patent & Trademark Center as well as Intellectual Property and how to protect it. A patent agent was one of the students, and she said Kate Meddaugh did “an excellent job.” A patent agent has the same abilities as a patent attorney with the exception that they can’t represent someone in the US Patent and Trademark Office court.
- Jennifer presented at The Entrepreneur’s Network Boot Camp about business and Carlson Patent & Trademark Center resources. They are keeping her very busy.
- Alla Levi spoke about library services and programs to the group Neighbors as Partners. Neighbors as Partners is set up through the Greater Rochester Community of Churches Faith and Action Network. It's a monthly program that brings seniors together with each other and the services they need.
- Steve Nash attended a Vietnam Veterans of America, Chapter 20 meeting at the Italian American Sports Club and brought along copies of the book *The Things They Carried* by Tim O’Brien. Steve spoke to someone who does outreach to incarcerated veterans and they took extra copies to bring to inmates. It is hoped that the idea of providing incarcerated veterans with books they can relate to, written by veterans, will grow.
- Steve Nash attended a presentation of the Genesee Valley Treasure Seekers ([www.gvts.org](http://www.gvts.org)) at the Greece Historical Society and Museum. They discussed their Metal Detecting Club and showed examples of treasures they found, including coins dating from the 1700s and 1800s, and other artifacts from a French army camp in the Finger Lakes. Plans are in progress to have a similar program at the Central Library later in 2018.
- Steve Nash attended “Welcome Home Vietnam Veterans Day” at the Roger Robach Community Center to celebrate the first anniversary of the Vietnam War Veterans Recognition Act of 2017 that established March 29<sup>th</sup> as The National Vietnam War Veterans Day. County Executive Dinolfo was in attendance and Steve informed her of the Vietnam Learning Center and thanked her and her administration for their support of veterans and the Central Library. Steve and the other veterans present received a Certificate of Appreciation and a pin in recognition of their military service and post war contributions to the Rochester community.

**Consulting**

- Jennifer Byrnes and Patricia Uttaro spoke with the City of Austin, TX about the Library Resource Outreach Center (LROC) and other services for the homeless.
- The Carlson Patent & Trademark Center's Kate Meddaugh assisted 19 people with intellectual property needs this month: 10 in person, 7 by phone, and 2 by email. This does not include the number of questions answered; this is individual patron interactions.
- Due to increased marketing of the Center, we have seen an increase in usage. We project personal patron interactions will most likely continue to increase for the remainder of the year.

	2011	2012	2013	2014	2015	2016	2017	Q1 2018	2018 Projection
Webpage Views	390	620	1139	1298	1066	1315	1084	233	932
In person Help	24	66	73	83	82	79	83	30	120
Phone Help	5	18	15	38	22	73	66	12	48
Email Help	3	10	25	17	12	134	28	5	20
Postal Service	1	1	5	22	8	32	13	3	12
Outreach	35	50	67	100	92	130	88	37	148

Three gentlemen who have used the Carlson Patent & Trademark Center resources recently came in this morning to be trained by Mike Dermody, Account Executive at IP.com. Mike is the one holding the sign, and he spent three hours with us discussing the powerful marketing analysis capabilities of Innovation Q, the database we subscribe to. Between the use of this database, a landscape marketing study for technologies my customers are interested in (which includes patents their competition hold), a patentability search, and a consultation, we estimated that we saved these gentlemen \$14,000 by having them use the resources of the Carlson Patent & Trademark Center. Not to mention, one of the gentlemen is interested in giving back to the library monetarily. No promises were made, but he is very grateful for these resources.



A special thanks goes to Sally Snow, who was able to meet these gentlemen this morning, and hear their stories.

### **Exhibits**

A press conference was held to announce the opening of the Giant Colon exhibit, which was on display March 1<sup>st</sup> through 5<sup>th</sup>. A lot of positive feedback was received around this. There was a 27% increase in visits to the library during that time.

### **Anecdotes**

The Division received an “Ask a Librarian” email from an 8th grade student who is studying earthquakes, specifically the “Great Earthquake” of 1857 in Naples, Italy. This is significant because it was the first time observational seismology, developed by Robert Mallet, was used. Jennifer Byrnes and Steve Nash divided and conquered. Jennifer was able to find an article about the earthquake in the *NY Times* that described the aftermath and how people were affected. Steve found other relevant articles and resources, including Mallet’s original publication. Steve also provided tips on how to conduct research. The parent of the student emailed back with a very grateful thank you for the information provided and that her daughter was excited about doing further research!

### **MCLS Member Libraries**

#### ***Bernadette Brinkman, reporting***

#### **Brighton Memorial Library – Jennifer Ries-Taggart, Director**

The library has a new trustee, Harriet Seigel. The annual staff and volunteer recognition dinner will be held at a new venue, Locust Hill Country Club. The newly-established Chinese/English story time is a great success.

#### **Brockport-Seymour Library – Carl Gouveia, Director**

A well-attended retirement party was held for Chris Daily, longtime Young Adult Services Coordinator. A Librarian Trainee, Stephanie Blando, has been hired to fill the position.

#### **Fairport Public Library – Betsy Gilbert, Director**

Gilbert, on behalf of her staff, thanks everyone for their expressions of sympathy and offers of help in the wake of the loss of their beloved staff member, Stephanie Squicciarini. One of the big hits of the recent Writers & Books’ Rochester Reads event was the provision by the Monroe County Library system of unlimited simultaneous uses of the eaudiobook version of the selected book, *The Distance between Us*. There were more than 1,700 circulations of that item during the 2 months it was made available.

#### **Gates Public Library – Greg Benoit, Director**

Furniture is being purchased for the planned preschool initiative in cooperation with the YMCA. Registration has begun. The school hopes to accommodate 100 students per day in 2 half-day sessions plus after-school care, eventually expanding to 4 partial-day sessions in its 5-year agreement with the YMCA. The library will be offering some programming, such as story times, for the students. A beer-tasting fundraiser will take place the evening of May 18 in partnership with Writers & Books, featuring author Tim Wendel (*Cancer Crossings*).

#### **Henrietta Public Library – Adrienne Pettinelli, Director**

There was a successful groundbreaking ceremony for the new building on March 20. The crews are well into work on the building's foundation, and the town just awarded the general trades packages for the next phases of construction. A staffing plan for the new library and the details of how the larger space will impact the 2019 budget are being worked out. The board will be considering adopting an Opioid Overdose Prevention Policy at its meeting on April 4, and if that moves forward, a plan will be devised to get staff trained and start stocking naloxone.

**Irondequoit Public Library – Terry Buford, Director**

Irondequoit received a RRLC/Causewave Capacity Building Grant Award to be used for a Customer Touchpoint Analysis of library operations as the building approaches its third anniversary.

**Mendon Public Library – Laurie Guenther, Director**

The Toy Library recently sent four large totes of toys to the Mendon Public Library to showcase the items available for loan from this amazing resource housed in the Lincoln Branch of the Rochester Public Library. Throughout the month of April and into May, Mendon Public Library patrons can check these toys out from the Mendon Public Library. The Board of Trustees of the Mendon Public Library recently released its 2017 Annual Report, containing contributions from its Board and Friends' Presidents, as well as highlights of its 2017 programs, library stats and acknowledgment of its many generous donors.

**Newman Riga Library – Lynn Brown, Director**

Newman Riga is investigating the installation of a new security system.

**Ogden Farmers' Library – John Cohen, Director**

Ogden will be co-hosting its annual auction with the local Kiwanis through the month of April.

**Parma Public Library – Leslie Boedicker, Director**

The Teen Space painting and new mural in the foyer have been completed.

**Penfield Public Library – Bernadette Brinkman, Director**

Reyna Grande's appearance to speak about her work *The Distance between Us* attracted an enormous crowd.

**Selected Meetings & Outputs**

**Director Uttaro (March 13 – April 14, 2018)**

Brie Harrison; Sally Snow; Ana Suro – one-to-one meetings (monthly)

Tolley Reeves - one-to-one meetings (bi-weekly)

FFRPL Executive Director Ned Davis (monthly)

City Chief of Staff, Alex Yudelson (monthly)

City Senior Management Team (monthly)

Monroe County Assistant County Executive, Michael Molinari (monthly)

Central Library All-Staff Meeting (monthly)

MCLS Directors' Council (monthly – April meeting held at Webster Public Library)

MCLS Mentoring phone calls with recently appointed member library director (weekly)

MCLS System Services and Operations Committee (monthly)

New York State Library – Department of Library Development conference call (monthly)

Public Library System Directors' Organization (PULISDO) conference call (monthly)

RPL-MCLS Management Team (weekly)

Don Specht & Kenneth Beaman

Central Library Supervisors

City Budget Director, Christopher Wagner; Analyst, Suzanne Warren; Brie Harrison

City Budget – Public Input Session – City Hall Atrium

City Commissioner – Department of Recreation and Youth Services, Daniele Lyman-Torres  
 City Council  
 City Council Committee Hearing  
 City – Library Budget Review – Mayor Warren; Budget Director, Christopher Wagner; Brie Harrison  
 City Prospective Auditor Interviews and Presentations (RFP Process)  
 County – City – Library Budget Review – Assistant County Executive, Michael Molinari; County Chief Financial Officer, Robert Franklin; Office of Management & Budget reps Kevin Klemann; Wendy Clifford; City Chief of Staff, Alex Yudelso; City Budget Director, Chris Wagner; Suzanne Warren; Brie Harrison  
 Henrietta Public Library Groundbreaking Ceremony  
 Libraries After Dark – Central Library Event Planning Team  
 Library Café – Potential New Operator; with Brie Harrison  
 Library Worker Appreciation Day  
 New York Library Association's Youth Services Section (YSS) Spring Conference – Syracuse, NY  
 New York State Association of Library Systems (NYALS) Steering Committee Conference Call  
 NYS Early Childhood Advisory Council (ECAC) – Albany, NY  
 NYS Division of Library Development Director & Coordinator of Statewide Library Services, Carol Ann Desch – phone call  
***Rochester Business Journal*** Women of Excellence Award Ceremony – Joseph Floreano Rochester Riverside Convention Center  
 RPL Branch Libraries Facilities and Operations Plan Work Session  
*Rochester Reads* – Reyna Grande event – Kate Gleason Auditorium  
 Writers and Books – Big Pencil Awards  
 Writers and Books Executive Director, Kyle Semmel  
 YWCA Stand Against Racism Conference – Joseph Floreano Rochester Riverside Convention Center

**Email Activity**

<b>Name</b>	<b>Send Actions</b>	<b>Receive Actions</b>	<b>Read Actions</b>
Uttaro, Patricia	770	3,648	3,507
Snow, Sally	184	1,853	736
Reeves, Tolley	369	1,595	1,296
Harrison, Brie	261	1,506	1,389