



Director's Office

Monroe County Library System

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TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: January 22, 2018
SUBJECT: Monthly Report – January, 2018

Action Items

CampbellNet Solutions Professional Services Agreement (Agenda Item II.3)

Library Automation Services has identified data communication needs with various network equipment infrastructure. CampbellNet has provided services at member libraries and for LAS for several years. The contractor will bill for services rendered at a rate of \$150 per hour. If there is a need for parts or equipment replacement, MCLS will pay state contract pricing, or the actual cost paid by the contractor. The total amount of the contract will not exceed \$5,000 with a term of January 1, 2018 to December 31, 2018 and is funded from the 2018 MCLS operating budget.

BOARD ACTION REQUESTED: Approval of a professional services agreement with CampbellNet Solutions for an amount not to exceed \$5,000.

Report Items

Patricia Uttaro, MCLS Director

Recommended Reading

- Looking for a change to help fulfill that New Year's resolution? Try your local library.
- <https://www.democratandchronicle.com/story/news/2018/01/08/looking-change-help-fulfill-new-years-resolution-try-your-local-library/1001213001/>
- Local Librarian Wins National Award - <http://wxnews.org/post/local-librarian-wins-national-award-helping-young-woman-transform-her-life>
- The Culture War Being Fought Over Tomorrow's Libraries - <https://www.fastcodesign.com/90151650/the-culture-war-being-fought-over-tomorrows-libraries>
- Homeless Find Warmth, Dental Care at Library - <https://www.democratandchronicle.com/story/news/2018/01/05/rochester-ny-winter-cold-homeless-central-library/1003540001/>

Upcoming Events

Take Your Child to the Library Day, February 3 - Each member library will receive advocacy post cards for patrons to fill out. The post cards will be collected by representatives from MCLS and delivered to Albany on Library Advocacy Day. The Central Library is once again using this event to showcase each division. The theme this year is *Passport to Adventure*. Families will travel to different continents, beginning at Heathrow Airport where they will get their Passport. They will then move on to Denmark, Greece, Brazil, Argentina, Japan, India, South Africa, Egypt, Antarctica, and finally to NYC, USA. Each division will have an activity that corresponds with the country they are representing. Families loved going around the library when we did the Great Amazing Library Race so we expect this to be a well-attended and fun event for the entire Central Library. The event will take place from 1-4 pm.

Collaboration

- We were informed that, after 72 years of serving Rochester, the Rochester Civic Garden Center will be closing down. Central has been asked to help them relocate some of their extensive collection of botanical books. Jeff Levine met Marcia Erwin and retired Science Librarian Carolyn VanNess at the Center's headquarters to examine the collection, which not only contains popular gardening and landscaping titles but also rare titles, many of them covering the early history of the "Flower" City. The Central Library will receive a portion of the collection once the Center completes its closing procedures.

Staff & Trustee Development

- The NYS Public Library System Directors' Organization (PULISDO) formed a committee to work on the new state regulations for trustee training which will set forth a required amount of annual training for trustees. Sally Snow is representing MCLS on this committee. The group has been working via web meeting and is fleshing out the standards and procedures that will be recommended for trustee training. Some of the issues being addressed include who administers the training, who tracks it, and how the training is evaluated. While the group has been researching procedures from other states that require library trustee training, there is still a lot of work to do.
- The Parma Public Library and the Hamlin Public Library both have new directors. Leslie Boedicker joined Parma in September, and Christine Gates joined Hamlin in December. Sally Snow has re-convened the New Directors Roundtable and is meeting with Boedicker and Gates monthly to orient them to MCLS and answer questions.

Technology

MCLS Traveling Technology Kits - Tonia Burton worked with Kelly Rosengren (East Rochester) to create a user guide for these kits.

Rosengren assisted Burton with compiling and creating program ideas and a user guide to make the collection more accessible to member libraries. Corinne Clar (Central-Graphics) created a logo which will be placed on all kits. Currently the kits are for use by staff with the hopes of creating a circulating collection by 2019; this collection will be called *Gadgets to Go*. In 2017, the tech kits were used by twelve different locations for at least 30 different programs. Central, Arnett, Charlotte, Sully, Brighton, East Rochester, Gates, Greece, Henrietta, Mendon, Ogden, and Pittsford libraries used them for in house programs. The kits were used for training at NIOGA (Niagara Orleans Genesee Library System) and the Rochester Mini-Maker Faire.

The current materials have been purchased through the Central Library Children's Center funds and the Friends and Foundation of the Rochester Public Library.



Progression on MCLS Web Plan - In January, 2017, the MCLS completed the first phase of its web transition plan, a comprehensive update to www.libraryweb.org. This work was completed in anticipation of changes to the MCLS and City of Rochester's shared website management and hosting relationship, which will conclude this May. The MCLS web plan transitions all public and internal/staff websites to an open-source Content Management System (CMS), with site hosting through a third-party. Improvements in open-source CMS and reduction in costs for third-party platform hosting over the last several years were primary factors in the recommendation for Wordpress CMS and site hosting with Blue Tower Technical.

The continuation of the web plan includes the separation of Rochester Public Library-related content from libraryweb.org, as the RPL did not have a separate web site until this December (www.roccitylibrary.org).

Through May, LAS will convert five remaining town sites that are hosted by the MCLS to Wordpress CMS sites, and will launch a new MCLS ePortal (intranet) site for staff and trustees. The updated ePortal will focus content on the most frequently accessed topics and documents while incorporating topics identified from user surveys. Member libraries will continue to be able to develop and maintain their own pages on the ePortal.

Library Automation Services, Brenda LaCrosse reporting

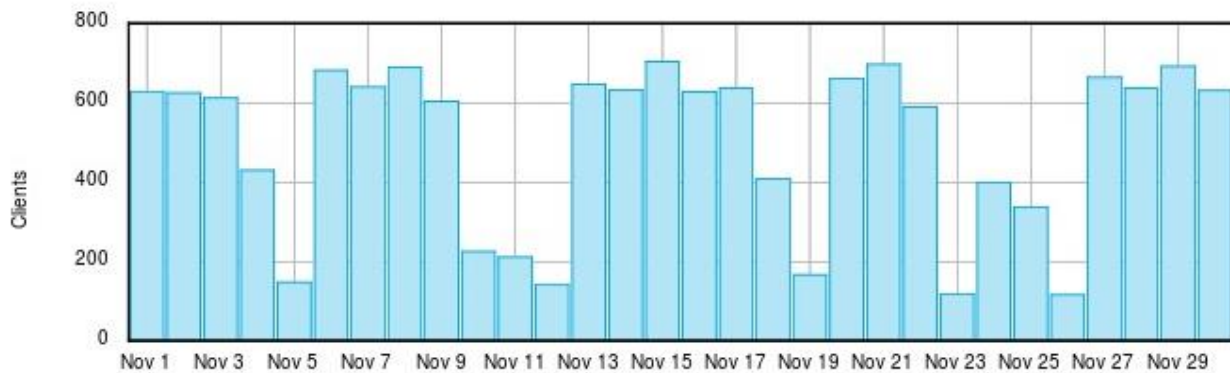
December 2017 LAS Activity

- Closed 608 Helpdesk tickets this period; 52 tickets currently open
- Took action on 49 emails from Patron Inquiries account
- Assisted 31 patrons through the overdrive.inquiries email account
- Assisted 28 patrons and staff members through the webmaster account
- Created 17 new email accounts. Deleted 10
- Approved 29 reviews in CatalogPlus

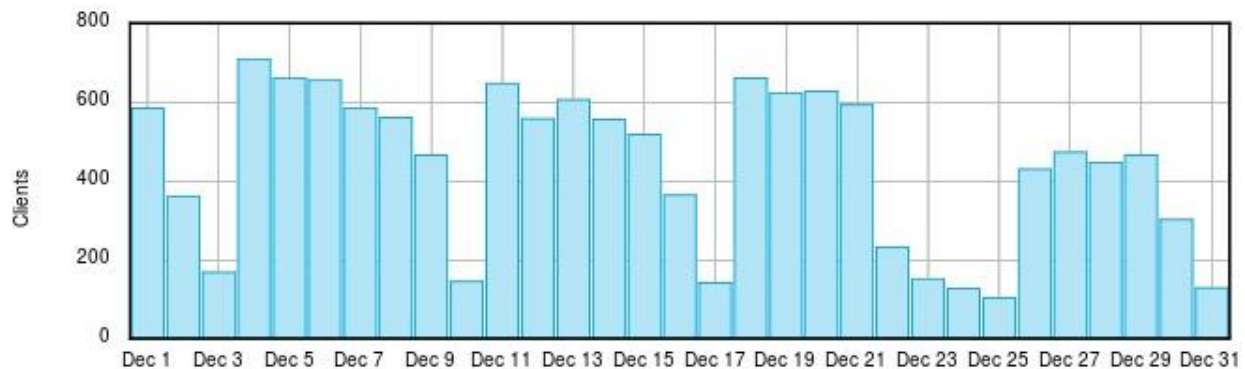
November 2017 LAS Activity

- Closed 455 Helpdesk tickets this period; 54 tickets currently open
- Took action on 67 emails from Patron Inquiries account
- Assisted 23 patrons through the overdrive.inquiries email account
- Assisted 11 patrons and staff members through the webmaster account
- Created 3 new email accounts. Deleted 0
- Approved 51 reviews in CatalogPlus

Central library Wi-Fi usage – Clients per day– November 2017



Central library Wi-Fi usage – Clients per day– December 2017



MCLS Office

Assistant Director Snow reporting

MCLS Office Statistics

- Mobile Learning Lab Requests: 2
- Overdrive (November and December combined):
 - eBook Circulation: 52,345
 - Audiobook Circulation: 28,627
 - Video Circulation: 418
 - Total: 81,390
- Overdrive 2017 Totals:
 - eBook Circulation: 315,335
 - Audiobook Circulation: 171,106
 - Video Circulation: 2,998
 - Total: 489,439
- Suggestions, Feedback and Comments: 6
- Central Meeting Room Use - 209

Interlibrary Loan:

- Lending
- Requests Received = 1,094
- Requests Filled = 586
- Requests Received = 67
- Requests Filled = 55

Social Media (Alicia Gunther Reporting)

Facebook

- Page views – 687 (Nov) / 725 (Dec)
- New page likes – 46 / 48
- Page Reach – 54,509 / 47,588
- Post engagements – 6,516 / 6,938
- Checked-in and mentions – 12 / 14
- Facebook Events views - 3,279 / 5,246
- Full events calendar views 1,184 / 812
- Event Engagement- 128 / 165
- Video Views – 9,285/ 20,418
- Responded to messages on Facebook - 2 / 4
- Actions on Page - 8 / 8

Twitter

Profile Visits

- Rochester Public Library – 798 / 576
- MCLS – 491 / 292

New Followers

- Rochester Public Library – 16 / 13
- Monroe County Library System – 8 / 8

Engagements

- Rochester Public Library – 263 / 232
- Monroe County Library System – 24 / 8

MCLS Director's Report – January 2018 (Continued)

Favorites

- Rochester Public Library - 116 / 102
- Monroe County Library System - 11 / 3

Mentions

- Rochester Public Library - 31 / 24
- Monroe County Library System - 16 / 8

Instagram

- New Followers – 17 (708) / 37 (745)
- Likes – 111/ 308
- Comments on a post – 0 / 5
- Mentions – 4 / 3
- Saves - 2/ 10
- Engagements- 113/ 323

Tumblr

- New Followers – 0 / 0
- Notes – 0 / 21

Constant Contact Newsletter-

- Subscribers opened newsletter – 1,314/ 1,067
- Click-throughs – 78 / 92
- New subscribers – 7 / 8

Google+

- Profile Followers - 0 / 3
- Collection Followers - 3 / 10
- Post Shares - 1 / 2
- Views - 44 / 89
- Likes - 0 / 0
- Comments - 0 / 0

YouTube Channel

- Video views – 352 / 387
- Videos added to playlists – 27 / 9
- New subscribers – 0 / 2
- Shares - 23 / 6
- Likes - 3 / 3
- Comments - 0 / 0

Outreach Services, Melanie Lewis reporting

General Services and Programs:

- Outreach Station Team selected, pulled, charged and packed 1,737 materials for 27 circulating stations.
- Fulfilled 133 special requests. Selected 77 titles for 2 donation based stations.
- Added 2 new in- home patrons
- Outreach Librarians selected and delivered 955 library titles and digital downloads to 59 homebound patrons. Mailed 5 digital cassettes with 84 titles.

- Outreach distributed 9 “Making Moves” reentry resource packets to currently incarcerated individuals, Transitional Coordinators and parolees.
- Librarians distributed holiday gift bags and Wegmans gift cards to in-home patrons. Gifts were provided by MCLS staff, gift cards by the Friends and Foundation of the Rochester Public Library.
- Mailed one reference packet to a shut-in library patron.
- Provided in-home OverDrive instruction to 1 patron.

Outreach

- Community Resource Fair at Monroe County Correctional Facility – Outreach Librarians and Magdy Carrillo (Info Center) shared information about library programs and services with approximately 300 inmates at a Community Resource Fair held at Monroe County Correctional Facility. We were featured alongside various service providers from the Rochester area including health care providers, housing and care management programs, and treatment providers. One of the inmates we spoke with followed up with Magdy at the Info Desk, upon his release, for additional help locating housing.
- Outreach Librarian Amy Discenza worked an MCLS table at Rochester Mini Maker Faire.
- Outreach Coordinator conducted 2 Job Information Center Programs for male and female inmates at the Monroe County Jail. Supplied the facility with Spanish language books, classroom sets, TABE study guides and recreational reading materials.
- Outreach Coordinator attended RCSD School #9 Community Engagement Team planning meeting.
- Outreach Librarians hosted the Fall Coordinated Outreach Services Council Meeting at the Lincoln Branch Library. COSAC members were given a tour and overview of the Toy Library. One of the results of the meeting: Toy Library staff member Sarah Fitts-Romig has been invited to give presentations at the Monroe County Facility on the importance play, and developmental appropriateness.

November - December Spotlight: ONYX Deskset HD Portable Video Magnifier

The Outreach Department recently purchased the ONYX Deskset HD Video Magnifier, a sleek, portable document reader and distance viewing camera designed for the visually impaired. The high-definition camera and 20-inch HD monitor allows users to clearly see what they want — whether it is a PowerPoint being presented across the room or a document on his/her desk. Documents can be magnified up to 131 times their original size and there are 33 color modes to reduce glare and provide contrast to make it easier to read text on the screen. Adaptive technology, such as the ONYX Deskset HD, often comes with a prohibitively high price tag so we are excited to make this device available to all MCLS libraries.



Central Library Updates

Assistant Directors Snow and Reeves reporting

Children's Services Consultant, Tonia Burton reporting

- Parents at Ibero attended a workshop called “How to Raise a Reader.” This year, we have seen a huge increase in parent attendance and engagement for RAR. Parents come to sessions wanting to learn and asking meaningful questions about reading with their children. We added two new centers this month: the VOA Children’s Center and Early Childhood School #57. The number of families that Raising a Reader serves will now exceed 450 families.
- The Central Library hosted the monthly Family Literacy Night for School #57. For this event, we combined some aspects of Raising a Reader family events and Exploration Stations. Families and staff participated in storytimes, crafts, a scavenger hunt, and parents and children played games designed to illustrate the importance of family bonding and the effect it has on brain development. It was a great night and we will be hosting another event in the winter with the topic of Financial Literacy. Also, RPL was on hand at the Community Thanksgiving event held at the Main Street Armory.

- The Rochester Museum and Science Center had a special exhibit about the Friendship Doll Program that took place before World War I. This was a program between the United States and Japan to foster good will and ease cultural tensions between the two countries. Miss Nagasaki was the doll that was sent to RMSC. When Principal George Cooper at School #43 started his doll exchange program, the same company that created the Friendship Dolls decided to send a boy and girl doll to the school. As you know, that collection was eventually transferred to the Central Library. The Rochester Museum and Science Center asked to borrow the library dolls to be part of their special display on the Japanese Friendship Dolls. Working closely with Tonia Burton and Barbara Billingsley, present and former manager of the Children's Center, respectively, the dolls were boxed up and taken to the Museum where they spent all of October and much of November on display. They returned home on November 15, and staff and patrons were very glad to see them.
- In December, we hosted 100+ seventh graders from School 58 (World of Inquiry) for an Expedition Learning field trip. The topic was the Genesee River; in the morning, they learned the science and geography of the river from the Rochester Museum and Science Center, and spent the afternoon from 12:45 – 2pm at the Central Library visiting a collaboration of information stations in several departments. Michelle Finn presented information about early Rochester and the role of the Genesee River in community and industry with Local History resources. Jerry from Maintenance volunteered on his own time to talk about the river being used for mechanical HVAC purposes in the Central Library's Rundel Memorial Building. Teen Central did double duty with touring the stacks in Rundel and showing the Ghost Hunter dvd in the department. The Circulation Department provided fine forgiveness and cards for teens that needed it: for many kids, this was their first library card and they were very excited to check out materials immediately!

ImagineYOU, John Hylton Reporting

Compilation CD Project -The imagineYou CD project is at its midway point of completion. We have worked with five teens who have recorded and are in the finishing stages of their songs. We are in the process of starting to work with the second group of talented youth who are eager to hear their thoughts put to music. Josh Pettinger and I have been working diligently to facilitate the youth's emotions, self-esteem and drive when it comes to the amount of time that is dedicated to producing good music. Youth participants Jesus, Latoris, and Tayari are working hard to see their musical visions heard by all.



Dedicated Learning on the Workstations - The interest in making music for the imagineYOU CD project has increased. More youth are using the workstations to expand their knowledge and skills. They have spent many dedicated hours learning the music program *Studio One 3*.

Equipment & Hardware purchases

ImagineYOU purchased two Bascor quick release plates for our camera tripods and Logic Pro X for added tools for music production. ImagineYOU will always benefit from staying up to date with the latest equipment and software in the digital media industry.



Reel Pages

Reel pages is a video program. Youth select and read books of interest and recreate scenes from the books using the green screen. Through this process, youth gain an understanding of storyboarding, acting, and cinematic shooting and editing. It's a great tool to encourage reading, awareness and interaction with the teen librarians. This fun and engaging program provides youth with an opportunity to increase their digital media skills.

Local History, Christine Ridarsky reporting

Programs

- Genealogy Specialist Barb Koehler presented one public genealogy program at Central Library (her monthly TGIS: Think Genealogy; It's Saturday series) and five programs at town libraries and other facilities — three for the public (one at Irondequoit and two at Fairport), one for staff (Fairport), and one for residents of Legacy at Clover Blossom.
- Librarian, Jay Osborne, hosted a group of sixth-grade students, teachers, and parents from Hilton who sought to develop a better understanding of maps. Osborne selected a range of maps from library collections, including three of Civil War-era Gettysburg from the Science & History Division. Each of these maps was made before 1865, but the varying approach each mapmaker used produced strikingly different documents. The comparison of these maps to current maps of the same area provoked a surprising amount of interest, and the instructor was very pleased with the outcome for the students.

Community Outreach/Meetings

- There has been a lot of interest in the traveling version of the woman suffrage exhibition *Because of Women Like Her... Winning the Vote in New York State*. Since October, components of this traveling exhibit have been on display at Geva Theatre, St. John's Home, Brighton Memorial Library, and the Wallace Library at the Rochester Institute of Technology. Ten additional sites are scheduled to host the exhibit in 2018: Chili Public Library, Webster Public Library, Pittsford Community Library, The Little Theatre, Mendon Public Library, MCC Brighton Campus Library, Gates Public Library, Greece Historical Society, Penfield Public Library, and the Monroe Branch Library. More host sites will be added as the year progresses. More than 28,000 visitors have seen the traveling exhibit so far.
- Ridarsky continued to represent the City and the Library on the Frederick Douglass Bicentennial Commemoration Committee and met with that group once. A public event to announce the committee and celebratory plans is scheduled for January 4, 2018. For information and a calendar of events, visit <http://www.cityofrochester.gov/FrederickDouglass200/>. Ridarsky also met with Bleu Cease, Executive Director of the Rochester Contemporary Art Center (RoCo), to discuss the historical display she is preparing as part of the No Soil Better exhibit that opens there on February 2. For information on the exhibit, visit: <http://www.rochestercontemporary.org/exhibitions/no-soil-better-art-the-living-legacy-of-frederick-douglass/>.
- Finn accepted an invitation to join the Board of Directors for the New York Cultural Heritage Tourism Network. Involvement with this network helps promote the important historical, cultural, and educational work being done at the Rochester Public Library and provides opportunities for marketing the City and the library as a desirable destination for travelers throughout New York State and beyond.
- Ridarsky, Osborne, and Koehler hosted a luncheon meeting in late November for the Rochester Genealogical volunteers who work as docents on Saturday. During the session, the group brainstormed ways of improving services to patrons in the face of declining numbers of volunteers. Osborne and Koehler are working with the volunteers to implement recommended changes.

Digital Projects

- Ridarsky and Finn began working with Mason Digital to facilitate the transfer to RochesterVoices.org to a new content management system and hosting platform. This work will continue through March, with Finn overseeing the work and serving as the primary content and design liaison with Mason throughout the project.
- Several newspaper digitizing projects were completed in November and December and will be mounted to the MCLS catalog and New York Historical Newspapers (<http://nyshistoricnewspapers.org/>) early in 2018, where they will be publicly available for free. Titles include: *Rochester Sun*, *Rochester Weekly Flash*, *Veterans Viewpoint*, *Veterans Voice*, *Vicinity Post*, *Anti-Masonic Inquirer*, *Rochester Gazette*, *Rochester Observer*, *Rochester Republican*, *The Album*, *The Daily Sun*, *The Monroe Republican*, *The Working Man's Advocate*, and *The World As It Is* and *General Advertiser*.
- Our main digitizing project for 2018 will be digitization and mounting of (near) complete runs of all newspapers published by Frederick Douglass, as well as another local abolitionist newspaper, the *Rochester Freeman*. This will be the library's primary contribution to the Douglass Bicentennial discussed above. The *North Star* was digitized at the end of 2017; *Frederick Douglass' Paper*, *Douglass' Monthly*, and the *Freeman* were sent to our digitization service provider, IRIS Resources, late in 2017, and are expected to be completed in January, 2018. These titles will also be added to our catalog and New York Historical Newspapers upon completion and review. Press events will be scheduled at that time.

Art and Literature, Nanci Nugent reporting

Programs/Exhibits

- Art History Lecture: Realism
This was the third and final Art History series lecture. Hilary Toothe from Nazareth spoke about those artists that dealt with realistic situations in life. Some examples are farm scenes, and peasant scenes, with an emphasis on the mundane, ugly or sordid, and social situations of the day. Artists who painted in the Realism School were Honoré Daumier, Gustave Courbet, Jean-François Millet, Edouard Manet, Thomas Eakins, and Edward Hopper. These artists created works that used common laborers, and ordinary people in ordinary surroundings engaged in real activities to create realistic portrayals of the day. The patrons who have attended these lectures all said Toothe presented interesting lectures that introduced them to unfamiliar art movements.
- Sewing 201 with SewGreenRochester
Georgia Carney from Sew Green Rochester was back to instruct patrons so they could learn advanced sewing techniques. Patrons took their knowledge from the first sewing class and created something personal to them. In this class, patrons learned how to add a zipper and with Carney's instruction, they made a small lined zipper purse. Patrons were happy to gain expertise with a new sewing technique. All praised Carney for her patient and friendly teaching technique.
- Ukulele Program
The beginner ukulele "Sing and Strum" group, led by librarian Mary Fraser, met for an hour on a Saturday morning. They started with a tune to honor Fats Domino, who passed away the previous week, and continued with some favorite songs with lyrics and chords displayed on the widescreen monitor. This is a monthly event for both ukulele players and those who want to sing along. The library provides extra ukuleles, stands, and music books.
- Picture This: An Evening with Edward Hopper (Carol Moldt reporting)
Writing instructor extraordinaire Sarah Freligh led this workshop on ekphrasis – the recreation in words of a work of art. Inspiration was drawn from the paintings of Edward Hopper as prompts for poems or brief pieces of prose. Comments from the class evaluations included: "Terrific class – Sarah is fun, interesting and enthusiastic;" "Excellent support of writers. This class provided incentive for future classes."

- Polishing Your Written Work (Carol Moldt reporting)

This four-part writing series finished in November. Instructor Lisa Kleman taught methods for evaluating and revising a piece of writing. Class evaluation comments included: “A very good class with active participation by everyone;” “Great to be in a class of this caliber for free with such a fine teacher;” “This class motivated me to write and be in the company of writers. Thanks to the library for this opportunity.”

Collections (Nanci Nugent Reporting)

- The Arts Division will add some new formats to the collection in the coming months. Patrons have been asking for games and we have purchased some to add for circulation. These include Chinese Checkers, Parcheesi, Mancala, and others. Along with games, craft kits will soon be available for loan such as a knitting loom, Kumihimo kits, and a tabletop weaving loom.

Science and History, Jennifer Byrnes reporting

Meetings

- Jennifer Byrnes and Sarah Bishopp Velez met with RPL Trustee Wanda Martinez. They discussed the Library Resource Outreach Center (LROC) services and how both they and the library could be more involved with the community. In particular, they discussed some of the barriers to library use for the Hispanic/Latino community, which is a problem since many of the services that they need (i.e., LROC and Health Central) are mostly at Central, where they do not always feel comfortable going. Lack of transportation and language barriers are factors. In response, we have created LROC brochures in Spanish to build awareness in that community. Also, we are looking to partner with another community organization, such as Ibero, to provide language translation when LROC is at the Lincoln branch, as most LROC staff do not speak Spanish.
- At this month's LROC meeting, Sarah Bishopp Velez, Andy Carey, Nick Coulter, and Anum Choudhry, November's Community Health Improvement Course student (CHIC), discussed some of the issues currently going on in the community, including a need for a greater LROC presence at the Lincoln Branch. Currently, LROC only has two volunteers who are bilingual. The very high volume of new cases at Central, most likely due to the colder weather, was discussed. There is certainly a need for a full-time social worker at the Central Library.
- Byrnes met with staff from Huther Doyle to discuss Huther Doyle expanding services offered through the Library Resource Outreach Center (LROC). It was decided that Huther Doyle would be in the library once a week to sign people up for their Health Home Program, a full service case management program that is free to Medicaid participants. They will also try to identify people that can participate in their criminal justice grant, which provides free case management to anyone who has had involvement with the criminal justice system in the past year.
- Byrnes also met with Chris Cooley and Billy Rue of Roc Community Co-working to discuss the continuation of co-working sessions at Central. They would also like to draft a grant proposal for funding a pilot incubator project as proof of concept for when more space becomes available.

Outreach

- Steve Nash was asked by MCLS trustee, Gary Brandt, to speak on Veterans Day at the Port of Rochester for a ceremony honoring the veterans of the Battle of the Bulge and their families. Nash prepared an annotated bibliography on the American War Experience 1917- present that featured over 20 books that are at Central and many other MCLS libraries. Steve handed out 80 copies of the bibliography to the audience and spoke about the meaning of Veterans Day, special significance of the Battle of the Bulge in WWII, and encouraged veterans to have their stories written/recorded for their families and future generations.

- Steve Nash met with the coordinator of NY Serves: Upstate (located at the Veterans Outreach Center) to plan for Central hosting an Initial Progress Review of a new care management system in January. The program will have representatives of the Veterans Outreach Center and numerous other agencies in western NY that help serve veterans.
- Kate Meddaugh taught the class “Introduction to Intellectual Property” at the Arnett Branch Library.
- Meddaugh staffed a booth at the Annual Health & Community Resource Fair, held at the Rochester Educational Outreach Center (REOC) with information about all of the services the library has regarding Health and Wellness. Meddaugh spoke to well over 80 people about the free resources we have, including Health Central.

Programs and Exhibits

- Kate Meddaugh and Jennifer Byrnes facilitated the program “IP 101: Foundations of Intellectual Property.” Speakers included Tracy Jong, owner and senior attorney of Tracy Jong Law Office; Amy Lehman, Director of Legal Services of Volunteer Lawyers for the Arts (based in New York City); and Virginia Smith, Branch Manager of the U.S. Small Business Administration’s Buffalo District Office’s Rochester Branch. Special thanks to FFRPL for covering Ms. Lehman’s hotel room cost.
- Students from the St. John Fisher student chapter of the American Society of Health System Pharmacists held a blood pressure and prescription drug counseling clinic in Health Central. They were on site to screen patrons’ blood pressure and answer any questions about prescription medications, including purpose and side effects. They were very happy with the event and said this was a better turn-out than they had at other non-library locations!
- Alla Levi hosted a nine-member delegation from Venezuela who came to the Library for a meeting. These visitors were invited to the United States under the auspices of the Department of State’s International Visitor Leadership Program. Alla gave them a tour of the Science/History Division after their meeting.
- Levi conducted a tour of both buildings for 25 of English as Second Language (ESL) students from the Office of Adult Career and Educational Services (OACES). Alla commented: “I really enjoy doing these tours...they were very interested and asked great questions. I told them that English is my second language, so we had an instant connection. There were even a few people who spoke Russian and Ukrainian, so I spoke with them in their native languages. They were from all over the world: India, Russia, Ukraine, Nepal, Spain, and Iran. I was very impressed with their English speaking abilities.”
- The mobile dental unit was on site twice in December; both times, they were fully booked. The University of Rochester School of Medicine’s Street Outreach visited on a Monday evening administering flu vaccines. We will continue to work together to identify when it would be most productive for them to be here.
- December’s display will be from an exhibit that was unearthed by Jennifer Byrnes when cleaning out C3: “Atomic Energy: A Life (the magazine) Exhibition Prepared in Consultation with the United States Atomic Energy Commission.” A selection of the 24-panel exhibit, dating from 1958, will be hung in the division. At the end of the month, the exhibit will be sent to the U.S. Department of Energy Archives.

Business and Social Science, Darlene Richards reporting

Outreach

- Darlene Richards was contacted by a young man, who works at the Al Siegel Center. She had met him at workshop given by Margit Brazda Poirer in October where Darlene presented information about the Foundation Center. He scheduled an individual appointment. He is attending courses at SUNY Brockport and is already taking courses on grants, grant writing and logic models. He recently added

grant writing to his job description. The Al Siegel Center is looking for money for the organizations they already cooperate with. For example, they have one program with Rochester Institute of Technology where the Center hires interns from the college to develop technology. Some interns have actually developed technology that has been used: vests for people with Multiple Sclerosis in the summer time, a leap pad for kid with learning disabilities, etc.

- Richards met with a representative from AmeriCorps who was seeking grants for the Leadership Academy of Men. He teaches sixth grade and is looking for grants for a 3-D printer. He has used the one at the Sully Branch Library and wants to teach the youth through a program about digital printing. Richards instructed him on the basics of grant seeking and also sent him a list of local grant writers from the Grant Writers' Network that meets monthly at St. John Fisher College.
- Richards met with two individuals from Cummings Nature Center and one from Rochester Museum and Science Center. They had been introduced to Darlene when she spoke at Margit Brazda Poirier's grant writing boot camp in June. The individuals were looking to obtain grants for environmental education, nature play and forest school. They were also in search of funding for public schools that would fund field trips, heritage crafts, things such as trail work, climate change and on the museums side, grants for STEM Education, museum exhibits, optics and workforce development. Darlene reviewed the new Foundation Directory Online and other resources.

Consulting

- Linda Halliburton had a number of one-on-one sessions with individuals referred to the Central Library by SCORE and the Urban League for information for their business plans. Business ideas included a metaphysical retail store, children's educational business, boutique, commercial real estate, flipping homes, new residential build construction, restaurant, 24/7 day care, and custom metal work.
- Other sessions included plans for hydroponic farming business startup; nonprofit startup info for day services program for adults with dementia; nonprofit startup info for animal rescue shelter in Ontario County nonprofit; B&B with event space for serving meals to 30-40 individuals; a request for information on pricing services for a Staffing Agency for administrative staff; general contractor/remodeling business startup info; request for statistical info on small businesses in Greater Rochester area; request for wage estimates for food manufacturing occupations; request for list of Metals Service Centers in Rochester MSA.
- One small business customer responded to information provided to her by Linda: "Thank you so much Linda! These are a huge help!! The article you added is a good thing to show my SCORE mentor so that he understands the business more and how profitable it can be. The sample business plans are exactly what I need to better understand how to write my own. You are such a blessing! Thank you so very much for all of your help!!"

Reynolds Media Center, Joseph Born reporting

Circulation

- In November, RMC circulated 12,755 items or 56% of the Central Library's total circulation of 22,865 (before renewals from Catalog Plus, Classic Catalog and Telephone are added.)
- In December, RMC circulated 12,197 items in December or 57% of the Central Library's total circulation of 21,505 (before renewals from Catalog Plus, Classic Catalog and Telephone are added.)

Reference

- During November, RMC handled 1,360 reference questions, and 417 non-reference transactions for a total of 1,777.
- During December, RMC handled 1,310 reference questions, and 445 non-reference transactions for a total of 1,755.

Information Staff Success Stories

Our Information Staff continues to go above and beyond to assist patrons with whatever they may need. This month, I am sharing several stories from Magdy Carillo, in her own words. These stories represent a typical day for her and her colleagues, Brian DiNitto and Ron Freitag. Magdy has been especially helpful to our Spanish speaking patrons, including those relocating from Puerto Rico. She feels a bond with these refugees from her homeland.

- Since Hurricane Maria, unfortunately, passed through Puerto Rico, we have been receiving a lot of new people desperately seeking help because they have lost everything, and have to start over. I have served as an interpreter on several occasions for different families so they can receive help from the program that the Library has called, LROC, Library Research Outreach Center. One of the families that I helped was a young mother with her husband and three small children 5, 3, and 1 year old; one of the children suffers from epilepsy and autism. They came to the library desperate for help. I connected them to the LROC program, and helped them complete the process three different times. I also gave them information from the Food Cupboard, Shelters, and a Holiday Bulletin, where they could find clothes and told them that they could take the children to the Toy Library so that they could have fun for free and the children could also borrow toys, since the children had lost everything, too. Two weeks went by, and she went to the library to thank me because she had already moved from the shelter; the Department of Social Services had also helped her with furniture. With the information I provided, she was able to get coats, hats, and gloves for all of them. She thanked me profusely, because she also went to the Toy Library, and she was able to spend a nice time and forget all her challenging situations. Seeing her children playing happily with all the toys made her happy, too.
- I was helping this patron for several days trying to send a fax to the IRS for a 2017 Tax Refund, after several unsuccessful attempts. I told him there must be a better way to solve this problem. I suggested calling the IRS. The IRS gave me some instructions, so I could create an online account and upload the documents they were requesting. We completed the process. Several days later, I was helping the same patron with a job application; by coincidence he received an email from his bank, and he had received a deposit from the IRS. He was so happy; the money had arrived just before Christmas. He said with excitement, "Thank you - my family and I will have a much better Christmas."

MCLS Member Libraries

Bernadette Brinkman reporting

- Seymour and Brighton wrapped up successful reading challenges.
- Parma hosted a balloon drop for kids and families to welcome the New Year. Pittsford had a holiday party, and Webster held a Yule Ball, based on activities described in the popular Harry Potter book series. The Yule Ball, conceived and executed by Webster staff, was 6 months in the planning and execution, and was extremely well-attended and received.
- Hamlin is working on a few repairs to the library. Parma's foyer project was slowed because of the holidays but is expected to resume in the new year. The installation of Pittsford's new door counters is revealing previously uncaptured door count. The first read following the installation indicated a 7% increase in library visits, and over 1,000 people attended its programs.
- Ogden is launching a 1,000 Books before Kindergarten program and conducted a successful basket raffle to raise money for the library.
- Cassie Guthrie of Greece announced that New Yorkers for Better Libraries is holding a Trivia Night at 5:30 p.m. (Trivia starts at 7:00 p.m.) on March 12 at the Lost Borough. Tickets are \$15 if purchased on the New Yorkers for Better Libraries website ahead of time, \$20 at the door.
- Tolley Reeves is working with the RPL Branch Facility Planning Committee to prioritize projects to work on.
- Brie Harrison is looking for more volunteers for the Eportal team.

- All member libraries are noticing a downturn in circulation, particularly in audio and video materials. Patty Uttaro has received feedback from the city branches that the decline may be attributed to the availability of more services that provide a streaming option for the same content.

Selected Meetings & Outputs

Director Uttaro (November 12, 2017 – January 12, 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 (weekly)
Monroe County Assistant County Executive, Michael Molinari (monthly)
Central Library All-Staff Meeting (monthly)
MCLS Board (monthly)
MCLS Directors' Council (monthly)
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)
RPL Board (monthly)

ACT Rochester: Hard Facts Community Workshop
“Albany Promise” conference call – Juliette Price
Arnett Branch Site Supervisor, Bruce Tehan
Charlotte Branch Library Site Supervisor, Paul Tantillo
City Budget Director, Christopher Wagner; City Chief of Staff, Alex Yudelson; Brie Harrison
City Council Member Meet & Greet
City Council Swearing-in and Reception
City Department of Architectural Services representatives re Rundel Memorial Building Terrace
City Department of Environmental Services Commissioner, Norman Jones
City IT Director, Lisa Bobo conference call
City IT Director, Lisa Bobo; Ana Suro
City “Workday” Payroll System Training at The Port of Rochester
Deputy Mayor, Cedric Alexander; Bureau of Human Resource Management Director, Tassie Demps
Estate Planning Council of Rochester – Rick Rivers; Brie Harrison; Ned Davis
Friends & Foundation of Rochester Public Library Publishers' Circle Dinner
High Falls Center Planning
International Sister Cities of Rochester (ISCOR) Annual Reception
Late Night Traveling Library Show planning team (grant funded project)
Library Leadership Class Member Interview re Bed Bugs
Lincoln Branch Library Site Supervisor, Jason Gogniat
Literacy Volunteers of Rochester, Executive Director – Bob Mahar; Brian Kane; Deb Leary (LV Trustee); Ned Davis
Lyell Branch Library Site Supervisor, Pat Connor
Maplewood Community Library Site Supervisor, Johanna Buran
Metro YMCA presentation
Mayor Warren one:one
Mayor Warren re La Marqueta
Monroe County Executive's Holiday Open House
Monroe County Legislature
Monroe County Legislature Recreation & Education Committee

MCLS Director's Report – January 2018 (Continued)

Monroe County Legislature Ways & Means Committee
MCLS Mentoring Participant (Mentee)
MCLS Trustee Orientation – William Yust; Sally Snow; Brie Harrison
New York Association of Library Systems (conference call)
Parma Public Library Director, Leslie Boedicker
Performance Evaluation – Tolley Reeves, Ed.D.
Pittsford Community Library Volunteer Luncheon
Reynolds Library Board
Rochester Association for the Education of Young Children (RAEYC) – Mary Louise Mussler (call)
RPL Board Finance Committee
RPL Children's Services / Education Plan development
Rochester Regional Library Council Advocates
Rochester Regional Library Council Executive Director, Laura Osterhout
Sully Branch Library at the Thomas P. Ryan Recreation Center and Library Site Supervisor Maria Heeks-Heinlein
Urban Libraries Council conference call

Email Activity

Name	Send Actions	Receive Actions	Read Actions
Uttaro, Patricia	1,004/1,092	3,202/3,480	1,799/1,930
Snow, Sally	383/374	1,685/1,670	716/723
Reeves, Tolley	474/570	1,233/1,243	944/1,057
Harrison, Brie	502/452	1,307/1,275	1,286/1,245