TO: MCLS Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: June 18, 2018  
SUBJECT: Monthly Report – June 2018

Report Items

Patricia Uttaro, MCLS Director

Recommended Reading

- Whose Renaissance Is It? A very well-done research project on the Rochester region prepared by 6th graders at Genesee Charter School - [https://spark.adobe.com/page/BmpvyY3X3X12L/](https://spark.adobe.com/page/BmpvyY3X3X12L/)

Upcoming Events

- June 23 – The Whalemobile at Central - learn about the majestic humpback whale and explore a 40-foot inflatable replica of a real whale named Nile. Cynde McInnis, owner of The Whalemobile and Education Director at Cape Ann Whale Watch, will share her passion for these amazing animals. You will hear the sounds of different whale species, touch real whale parts, go inside Nile, and learn more about how you can help protect these magnificent animals.
- July 12 – National Day of Summer Learning – The City, County and RCSD will present a joint proclamation on the importance of summer learning at 11:00 am in the Central Children’s Center.

Collaboration

Rundel Public Art Update – As shared with the Board in February, an art installation shall be located at the corner of Broad Street and South Avenue as part of the Rundel Terrace Reconstruction Project. An artist/team will be commissioned to work with the City’s design team and the RPL to create a piece that is coordinated with the overall project. The RPL released the Call for Artists/Request for Qualifications, and this month a public art selection committee has been reviewing the 63 applications submitted from the artist call. The committee will select up to three finalists to present concept plans for the site, and to recommend an artist/team to design, fabricate and install an artwork for the Rundel north terrace. Finalists will be paid a stipend of $1,500 to prepare a concept design, funded by the Friends & Foundation of the Rochester Public Library. We anticipate the recommendation of a final artist in August, with development of the artist’s work through early 2019. Installation will take place near the end of project construction in spring 2020. The committee includes downtown neighborhood and arts representatives, which has provided an opportunity to share the services and programs available at the Central Library.
Genesee Country Village & Museum Board – I have been invited to join the Board of Directors of the Genesee Country Village and Museum. The board will vote on my appointment on June 20. I have spent some time over the last year getting to know GCVM Executive Director Becky Wehle and have met two GCVM board members to talk about the GCVM and library. I see this as an opportunity for future collaboration between the museum and the library and am looking forward to developing this opportunity.

NYS Construction Funding & Bullet Aid – The successful advocacy to our Senate and Assembly delegation continues to manifest itself as final NYS budget legislation emerges. I am pleased to share that the MCLS will receive $1,374,901 for State Aid for Library Construction in 2018, with applications opening in August. In addition, the following member libraries will receive Bullet Aid from the NYS Senate:

- Brighton Memorial Library, $10,000
- Brockport-Seymour Library, $10,000
- Chili Public Library, $15,000
- East Rochester Public Library, $5,000
- Fairport Public Library, $5,000
- Gates Public Library, $15,000
- Greece Public Library, $15,000
- Hamlin Public Library, $10,000
- Henrietta Public Library, $5,000
- Irondequoit Public Library, $5,000
- Mendon Public Library, $5,000
- Ogden Free Library, $3,000
- Parma Public Library, $15,000
- Penfield Public Library, $5,000
- Pittsford Community Library, $5,000
- Newman Riga Library, $15,000
- Rochester Public Library, $30,000
- Rush Public Library, $5,000
- Scottsville Free Library, $2,500
- Webster Public Library, $11,000

We are continuing to receive information regarding NYS Assembly Bullet Aid for member libraries, and will update the Board in August.

Communication
We have received several lovely notes from people who have been very pleased and impressed with their experiences at the Central Library. The first came as an email from Bob Groff following his visit to Central where he happened to meet some very knowledgeable Facilities staff:

My wife and I recently visited Rochester and one of our stops was at the Central Library on South Ave. We really enjoyed wandering around your facility and exploring. When we were in the passage between buildings under South Ave we noticed the pictures of the construction of the library. It was our outstanding luck to come across one of your maintenance folks who was passing by. He noticed us looking at the pictures and stopped to explain the details of the construction and the uniqueness of the building. He was a wealth of information on the history of not only the library but of the town and Erie Canal as well... It was one of the highlights of our visit.

Gary Wood sent the following message to County Executive DiNolfo:

I am a small business owner/entrepreneur in Henrietta. I am participating in TEN (The Entrepreneur’s Network) sponsored by NextCorps. As part of my assignments I came to rely on Monroe County Library staff as significant resources to help me complete critical steps in developing my company’s business plans. Under the guidance of Kate Meddaugh, we did an Intellectual Property search of Patents, Prior Art and publications relating to my conceptual product. This included queries through IP.Com’s InnovationQ software under consideration for purchase by the library. Based on estimates from IP.Com this would have cost me approximately $13k if I were to hire them to conduct the same searches. For a startup like mine this is prohibitive. Because of our sessions, suggestions by Kate and further legal investigation I have been able to compile an IP protection strategy for my new software application.

Linda Halliburton gave excellent advice on access to NYC Library databases to search on-line for potential clients. I am now a proud member of the NYC Library system and have access to an excellent on-line database of manufacturing companies. Jennifer Byrnes has performed searches and given advice on potential competitors. She has identified supply chain-related journals and publications.
The Monroe County Library is a tremendous resource to small businesses especially those just getting started like myself. The assistance on finding sources – especially on-line resources open a whole new “library” that beats my clumsy “Google” searches. It is that focus Monroe County Library staff provide that saves time and effort when searching on-line. I would encourage you to continue to fund the library at current levels, and if possible find a few extra dollars to invest the economic future of greater Rochester.

Staff & Trustee Development

PLS Conference – The Public Libraries Section (PLS) of the New York Library Association held its Spring conference on June 1 at the Inn on the Lake in Canandaigua. Central Librarian Jennifer Byrnes planned the program, which focused on “Breaking Down Barriers” and featured speakers Jessamyn West and Sady Fischer. More than 50 librarians from across the state attended, with several from MCLS taking advantage of this timely and informative conference. Kudos to Jennifer for connecting PLS to Sady Fischer, whose presentation on inclusion and diversity was inspiring.

Technology

Library Automation Services, Brenda LaCrosse reporting

- Closed 765 Helpdesk tickets this period; 60 tickets currently open
- Acted on 103 emails from Patron Inquiries account
- Assisted 14 patrons through the overdrive. inquiries email account
- Assisted 21 patrons and staff members through the webmaster account
- Created 10 new email accounts
- Approved 19 reviews in CatalogPlus
- Ran and distributed 52 CARL Report Requests. (22 custom)
- Prepared 21 Monthly reports

MCLS Filtering - All categories

- Total Web Requests: 191,822,879
- Total Blocked Requests: 1,484,673
- Blocked Requests:
  - Malicious Code/Virus: 184
  - Phishing: 1,944
  - Spyware: 121
  - Web-based Proxies/Anonymizers: 86,552
  - Bad Reputation Domains: 73
  - Hacking: 7
  - Adult Content: 143,793

Central library Wi-Fi usage – Clients per day– May 2018
MCLS Office
Assistant Director Snow reporting

- The Central Signage Team is identifying areas that needed new wayfinding signage. The group is approaching the signs from a patron’s point of view, trying to imagine being in the building for the first time. The link between buildings and the elevators is in need of more obvious signs. The group has taken notes and photos and will be creating “drafts” in Photoshop for sign placement. The team hopes to have recommendations for new signage by September.

- The MCLS office has renewed Very Important Places (VIP) Passes for the 2018-19 season and started the introduction of the NYS Park Empire passes. VIP Passes allow patrons to check out a pass that will provide discounted admission to several cultural institutions. The Empire Pass promotes outdoor fun by allowing free entry for day use in many state parks including Letchworth, Hamlin Beach and Watkins Glen State Parks. The Empire Passes, like VIP, are a system-wide program.

- Snow met with the MCLS team working on Chronology and Enumeration for the MCLS Catalog. This process will enable issue level holds that can be placed by the public. Bernadette Brinkman, (Penfield) John Cohen, (Ogden) Pamela Principe (LAS), Chad Cunningham (Gates) and Dee Mrak (Cataloging) have outlined training, determined common abbreviations for catalog records and built a central clearing house for records that need to be corrected. The group has made good progress and training for member library staff is scheduled for the end of June, with changes in place for the public in July.

- The Henrietta Public Library will be applying for a New York State construction grant to support the build of their new facility. Snow was able to sit down with library and town representatives to discuss the guidelines of the grant and how to compose it to take advantage of a possible second year of funding. Snow was impressed to see the town and the library collaborating closely together, as well as with their preparedness on the grant process.

- Snow and Jenifer Byrnes met with Hiro Miyazaki, a “Peace Correspondent” for the City of Nagasaki and faculty member at Cornell University, who will be our contact to plan for a Hiroshima/Nagasaki Atomic Bombing Exhibition at the Central Library. The exhibition, sponsored by the Hiroshima Peace Memorial Museum in Japan, is hosted in one or two cities annually to convey the realities of the atomic bombings and current nuclear issues to increase dialogue for nuclear abolition. The exhibit contains 30 wall mounted prints and 20 artifacts; the Rochester Museum & Science Center (RMSC) will provide additional artifacts to complement the planned exhibit.

MCLS Statistics
Overdrive:
- eBook Circulation: 27,940
- Audiobook Circulation: 16,059
- Video Circulation: 147
- Total: 44,146

Meeting Room Totals for May:
- Total Number of calls: 23
- Total Emails: 32
- Number of rooms/events booked for the month of May: 105

Outreach Services, Melanie Lewis reporting
General Services and Programs
- Outreach Station Team selected, pulled, charged and packed materials for 12 library stations, and fulfilled special requests for 7 stations.
MCLS Director’s Report – June 2018 (Continued)

- Librarians selected and delivered library titles and digital downloads for 34 in-home patrons. Loaded and mailed 3 digital cassettes with titles from the NYS Talking Book and Braille Library. Made one tech support visit to in-home patron.
- “Making Moves” reentry packet distribution was halted in May; however, revisions are complete and we will begin mailings in June, with updates on Libraryweb.org soon.

Outreach

Andrews Terrace Health Fair - Melisa Miranda (Circulation), Amy Discenza and Sarah Bishopp Velez (Science) provided health information including program calendars, information about Health Central offerings, Hoopla and OverDrive brochures, information about Extension services and MCLS swag. Fifty-five residents visited the table, with many recognizable current Central Library users. Andrews Terrace has 526 apartments; their residents represent a wide range of ages and backgrounds with many struggling with disability or addiction. They have a 30% Spanish speaking population, so Melisa’s bi-lingual services proved invaluable.

Pathstone Presentation - Amy Discenza spoke to a group of 12 from Pathstone’s Employment Focused Services Program about various library services, and highlighted human services programs such as the Library Resource Outreach Center, Nurse Barb and the Mobile Dental Unit. The Employment Focused Services Program serves individuals (18+) on probation and who are court-referred. All participants are unemployed and have been placed on probation within the last 6 months or have recently been released from the adult criminal justice system.

Monroe County Correctional Facility - Outreach Librarians facilitated Job Information Center groups for both the male and female Bridges to Education students. We provided materials for the Monroe County Storybook program, classroom materials, and over 200 paperbacks for the facility library. There was also a meeting with MCF staff to discuss goals for the next academic year.

Outreach Patron Highlight - Rich B

Rich B is an in-home patron with great childhood memories of RPL. As a School Without Walls student, he and his classmates spent a lot of time at the Central Library. In the late 80s and early 90s, he spent many hours in the Art Division. This is where he was first introduced to a technique called xerography, a dry copy process invented by Chester Carlson. A Librarian would use it in her displays and spend time talking with him about it. Rich became a photographer and moved to the west coast; he is also an artist who created murals and stage backdrops. He is most proud of his work for Long Beach’s annual Juneteenth celebration, where each year he was responsible for creating stages. He often used xerography in his creations. Rich also has fond memories of a certain Circulation Clerk...on a visit to Rochester a decade ago, he came to the Central Library and the clerk was still there. (We deduced that this Clerk is Stephanie Penns). Because of failed vision, Rich states whenever he hears my voice, he visualizes Stephanie. Rich relocated back to Rochester late last year to be closer to family. He says listening to comedic works by artists like Richard Pryor, Kamau Bell, Tiffany Haddish and Samantha Irby helped him survive his first winter back home. He also enjoys listening to classic and contemporary African American fiction titles, all provided by the library.

Social Media, Alicia Gunther reporting

Facebook

- Page views - 594
- New page likes – 38
- Page Reach – 37,992 people
- Post engagements – 5,502
MCLS Director’s Report – June 2018 (Continued)

- Checked in and mentions – 24 People
- Facebook Events Calendar
  - Individual events reached - 4,383 times.
  - Visitors went to our full events calendar - 738
  - 302 people engaged with the event on Facebook or linked to our website through the event
- Video Views – 6,487
- Responded to 4 messages on Facebook
- Actions on Page - 1 person clicked on this button.

Twitter

Profile Visits
- Rochester Public Library – 550
- Monroe County Library System – 329

New Followers
- Rochester Public Library – 53
- Monroe County Library System – 15

Engagements
- Rochester Public Library - 207
- Monroe County Library System - 19

Favorites
- Rochester Public Library - 109
- Monroe County Library System - 11

Mentions
- Rochester Public Library - 38
- Monroe County Library System - 35

Responded to 1 message on Twitter

Instagram
- New Followers – 8 (988)
- Likes – 166
- Comments on a post - 7
- Mentions – 0
- Saves - 1
- Engagements - 144
- Page visits- 28

Constant Contact Newsletter
- Subscribers who opened newsletter – 1,031
- Click through – 90
- New subscribers – 16

YouTube Channel
- Video views – 322
- Videos added to playlists – 5
- New subscribers – 1
- Shares - 0
- Likes - 2
- Comments - 0
Central Library Updates
Assistant Directors Snow and Reeves reporting

Art and Literature, Nanci Rosenberg-Nugent reporting

Programs
Painting on Wine Glasses
This class was part of the Date Night series, where couples work on a project together and learn a new art technique. Artist Joanne Andrews brought wine glasses, brushes, and paint. Andrews showed students how to paint and add decorative touches to their glasses. Many couples commented on their enjoyment of the class, and were already looking forward to the next date night class. Some students mentioned they had wanted to take a glass painting class, but it was too expensive, and they were very thankful for the library offering it for no expense to them.

Craft it Forward
Melissa Manczuk kicked off another Craft it Forward season with participants crocheting or knitting chemo caps for the comfort of patients at Wilmot Cancer Institute. One patron named Dora mentioned that her sister is currently undergoing chemotherapy and had received a chemo cap. Dora was very touched by this and is now interested in making some caps to give to other patients. Participants were all encouraged to make the hats at home and bring them in for us to distribute to Wilmot Cancer Institute. We will be distributing the chemo caps after the first week of October.

Writing to Heal
Carol Moldt received this feedback recently from a patron named Millie:

“The Writing to Heal class changed my life. Anais Salibian was a compassionate teacher who brought energy and passion to class each week. I looked forward to it each week and I feel blessed to have had the experience. My classmates were thoughtful. I learned so much and use those skills in my everyday life. I am so lucky that our library system has a library program like this for free.”

Collections
Rosetta Stone Database
Rosetta Stone, our foreign language database, again saw a rise in users. The database began with 30 seats and has jumped to 100 seats, demonstrating a need for this type of learning material.

Craft Kits
We recently began to offer craft kits for fiber arts. These include knitting and crocheting needles, knitting looms, and Kumihimo discs. Patrons have been waiting for these and they are constantly checked out.

Business and Social Science, Darlene Richards reporting

Programs
Linda Halliburton hosted the Business First Wednesday program, "Legal Considerations for Starting a Business." Carla Vazquez, Certified Business Advisor from the Small Business Development Center and attorney Jon Lazenby presented. A Rochester Business Journal reporter interviewed Mr. Lazenby for a May 11th article on the importance of using an attorney when starting a business; the article showed Jon speaking from the Kate Gleason Auditorium.

Sarah Bishopp Velez hosted the Lender Matchmaker program, presented by the Small Business Administration. The program started off with a short presentation on small business lending, with the remainder of the time devoted to lender “speed dating.” Attendees interested in seeking financing for their small business went around the room and had short interviews with each lender. There were representatives from several area lenders including ESL, Lyons National Bank, and KIVA. A total of 51 people attended.
Grants Assistance

- Darlene Richards assisted a customer from a newly established nonprofit called Two Saints: Friends of the Historic Two Saints. This is a registered landmark building located in the church of St. Luke and St. Simon Cyrene, and is a secular nonprofit which was established to preserve the historic building.

- Richards presented at the monthly Grantwriter’s network meeting. She gave a presentation on the new Foundation Directory Online and the various features of how to search it. Twelve freelance grantwriters attended the meeting.

- Richards assisted two customers from the nonprofit South Wedge Mission, an ecumenical organization looking for grants to support arts and a food kitchen in the South Wedge.

- Richards assisted a gentleman from Haiti who has a nonprofit established in his country that focuses on agriculture, education and health. He asked Richards for information about setting up a nonprofit in the United States, how to get grants here, and a list of companies in Rochester that would develop his website.

- Richards spoke and demonstrated the Foundation Directory Online at Margit Brazda Poirer’s Essentials of Grant Writing seminar. Margit is from Grants4Good, LLC and Richards has presented at events like this before.

Small Business Consulting

- Linda Halliburton worked with individuals seeking information on business startups and business plans for a health and wellness coaching and fitness center. Linda also provided information on starting a food pantry ministry for a church.

- Sarah Bishopp Velez had her first one-on-one Small Business meeting with a patron, as part of her new responsibilities inherited from Linda Halliburton. This gentleman had a new Health/Life Coach & Consultant business, and he needed additional guidance on entering the market.

- Darlene Richards sent census information about several towns to customers who were looking to start a daycare and entertainment café. They had been referred from Brockport Small Business Development Center. Richards also worked with a client looking for information on a Pet Bakery.

Collections

The Division acquired Statista https://www.statista.com, a new database that provides graphical, aggregated statistics and data sets in an easy to use format. Statista will be helpful in assisting both small business customers and nonprofits.

Staff Farewells

It was a month of transition for Linda Halliburton as she retired on May 19th with over 20 years of service at the Central Library. Linda transferred small business information and small business community contacts to Sarah Bishopp Velez. Linda and Sarah spent a good deal of time together discussing what information small business customers are seeking for their business plans and the reference sources used to address their information requests. Kathy Langen is also leaving the Central Library after 14 years of service as a Page. Kathy has been sharing with remaining staff information on mending books, maintaining the Job Information Center, and handling incoming new books. The Division held a staff celebration for Kathy and Linda with good food and their best wishes for their future endeavors. They will both be greatly missed.
Database Statistics
- IbisWorld: 123 hits; $53,477.50 value
- Small Business Resource Center: 6 sessions; 15 searches
- AB Best: 121 Searches
- Foundation Directory: 127 searches
- Mergent: 10 sessions; 14 pages viewed
- ProQuest Entrepreneurship: 47 sessions; 159 pages loaded

Children’s Services Consultant, Tonia Burton reporting

Programs
During the month of May, the Children’s Center, hosted 436 students during fourteen class visits. Miranda Hazen handled most of the visits which involved storytimes, tours of the library, and library cards. Public programs offered included a Mother’s Day celebration, Lego Lab, Minions Movie, and a scavenger hunt. We have several families spending their entire day in the Children’s Center using our space as their living room because they are staying in transitional housing and don’t have anywhere to go during the day. This creates the opportunity for daily mentoring, modeling parental behaviors, and increased use of the preschool play area.

Raising a Reader
Throughout the month, we have been contacting and meeting with sites to collect the red bags of books for the end of the year. Sarah Ngo has been visiting at drop-off times to meet with parents to fill in surveys; when speaking with teachers about how to best get the surveys filled out by parents, teachers mentioned putting the surveys in packets when the parents fill in their RCSD forms for the end of the year. We will work for this to be the practice for future years of Raising a Reader.

On Friday, May 11th, Ngo was asked to attend an Early Headstart teacher training in Seneca Park. She was asked to present to infant and preschool teachers about the importance of literacy and play. By using some information from Raising a Reader trainings and Every Child Ready to Read, Ngo presented on the five practices of literacy: Reading, Writing, Singing, Talking, and Playing and demonstrated storytime best practices. The training was an amazing morning with 46 attendees, who asked great questions afterwards.

Upcoming Programs:
Central will serve as host site for the National Day of Summer Learning joint proclamation from the City, County, and Rochester City School District on Thursday, July 12th at 11:00am. National Summer Learning Day (NSLD) is a national advocacy day aimed at elevating the importance of keeping kids learning, safe and healthy every summer, ensuring they return to school in the fall ready to succeed.

Our Summer Reading kicks off at all MCLS libraries in June. Central Library is highlighting a different musical genre each week based on the “Libraries Rock!” theme and have developed related programming. There will be many musical guests and the ever-popular Exploration Stations. The following will be held in Kate Gleason Auditorium:

- (African Week) Monday, July 9, 10:30-11:30 am. African Drums: Storytelling, Dance, & Song. Join us as special guest, Mayukwa Kashiwa, takes us on a journey into Africa through drumming, dance, and storytelling. All ages
- (Latin Week) Monday, July 16, 10:30-11:30 am. Grupo Cultural Latinos En Rochester presents… Masquerader! Become entranced as this Latin dance group shares the Vejigantes dance, inspired by the bilingual book “Vejigante Masquerader.” All ages
- (Hip-hop Week) Monday, July 23, 11:00am-noon. It’s Magic of Course! Believe in magic as illusionist, Ted Burzynski, entertains and enthralls with his bag of tricks. All ages
MCLS Director’s Report – June 2018 (Continued)

- (Hip-hop Challenge) Monday, July 23, 1:00-2:00 pm. Working together in groups, children will be given a short selection of hip-hop music with which to create a dance and then perform on stage for our judges (and prizes)! Best for 8+

- (Orchestra Week) Monday, July 30, 10:30-11:30 am. Hello, Cello! Families will explore the amazing sounds of the cello through story and song. Children will also get an opportunity to briefly play a cello. All ages

Outreach & Training

- Burton and Ngo visited School #53 to assess AmeriCorps member Toshia Mitchell. The classrooms were engaged and enjoying Mitchell’s use of wordless books. During our visit, students were upset when the bell rang, and the children had to move on to another class.

- Burton and Shirley Harrington, Children’s Center Clerk, met with volunteers from the Salvation Army interested in creating a book room at the West Ave site. Harrington trained the volunteers on best practices for book maintenance. Burton discussed best practices for creating literacy spaces.

- Burton met with Jennifer Nesbitt, Children’s Services Librarian at the Sully Branch Library to discuss outreach and professional development.

- Burton and Jennifer Cesare attended the MCLS Children’s Services Meeting where Burton facilitated guests from Strong Center for Developmental Disabilities. Jennifer Ward and Valerie Smith shared their Boardmaker materials for a Make and Take workshop for staff. Boardmaker is a collection of standardized picture symbols used for communication with students who are strong visual learners. The goal is to create environments in each library that offer patrons with special needs a level of comfort and familiarity. They also demonstrated a mobile sensory unit designed to offer aid to children with sensory difference and sensory processing disorders a space for calming, de-escalating, communication and or refocusing children who need additional support. The response for those in attendance was so great that Burton immediately began working with the Friends and Foundation of the RPL to seek funding for kits that can be loaned to member libraries.

- Burton distributed prizes to all member libraries participating in a summer reading program. Libraries were given passes for tracking summer reading registration and reading as well as program attendance. This year’s prizes are from Altitude Trampoline Park, The Strong, Seneca Park Zoo, Genesee Country Village, and Rochester Museum & Science Center.

- Burton attended the Greater Rochester After School Learning Association meeting and presented on what the library offers for throughout the summer.

- Burton organized the MCLS table at the Greater Rochester Teen Book Festival. She was joined by Sarah Ngo (Douglass), Jude Hyzen (Brighton), Jacob Bigelow (Lincoln), Bob Scheffel (Central) and Melanie Haywood (Central Circulation). We talked to several hundred teens and some adults all excited about meeting their authors.

- Burton attended the School #57 English as a Second Language Family Literacy Night. Families learned about summer programming and why learning throughout the summer is important.

- Burton had a phone meeting with Randy Cepuch, President, Friends of Freddy. Local History invited the Children’s Center to collaborate on a program this fall to highlight the Freddy the Pig books, which reference Rochester on multiple occasions and were written by Walter Brooks, who lived in the city.
Burton met with Rachel J. Monfredo. Rachel is a Lecturer and Senior Technical Associate in the Department of Chemical Engineering at the University of Rochester. She is working with engineering students to adapt toys for children with disabilities. The Children’s Center and the Friends and Foundation of RPL are seeking funding to collaborate with the school to assist with the purchase of toys that can be checked out by families and early intervention providers.

**Ready to Read Summit**

This May summit was the final stage of the “Ready to Read at New York Libraries” project, offering great workshops from leaders in the children’s services community. Sessions and keynote messages included *Making Technology Learning Fun and Practical for Young Children and Families, Finding and Providing Data that Describes Our Community* (an update on Community Asset Analysis) and *1000 Books before Kindergarten* programs.

One standout session was from East Tennessee State University’s Math and Science Story Time (MASST). This is a series of storytimes done in New Jersey for Spanish speakers and their families; MASST programs have been shown to increase children’s knowledge of key math and science concepts, provide families with new ideas about how to do math and science with their children at home, increase community engagement, and expose young children to new math and science books. Burton discussed with the presenter the possibility of her helping RPL create a MASST program. This may be a viable opportunity for the next cycle of Family Literacy Grants from the state which will begin in 2019.

As a member of the Ready to Read at NY Libraries cohort, Burton will participate over the summer in a six-week course: *Supercharged Storytime*. Burton will provide training for member libraries this fall.

**Circulation, Cindy Dana reporting**

New Borrowers Registered: 194  
Updated Registrations: 135  
RRLC cards issued: 5  
Notarial Acts: 243

I received word from RRLC that they have changed their policy for issuing access cards. They will no longer follow the academic year but will follow the calendar year. This is good news for our patrons who, in the past, have had a slight gap after the end of the school year. I requested 50 cards with expiration dates of June, 2018 and we issued all but two of them.

I attended the April 28th Celebrate City Living Event held downtown. I issued three library cards to new borrowers. We had a lot of people stop by to express fondness of their own libraries; Lincoln and Central received the most accolades. We handed out calendars for Central and the branches; the Toy Library and VIP Passes seemed to really interest people.

**Anecdotes/stories from Information Staff**

- A gentleman came here after visiting the DMV. He wanted to pay a traffic fine and the DMV said he had to do it online. He came to the library and we assisted him with paying through the computer. He stated, “I never could have done this without your help.”
- Through email conversation, a woman needed help with a legal translation software program required for her work. We emailed back and forth several times and she made an appointment to meet with Information Center staff in the library. She brought her laptop and staff assisted in helping her successfully navigate the program on her laptop.
- A student received assistance editing an application letter to Calvin College in Grand Rapids, Michigan. This was his second time applying and he spent much effort in crafting a heartfelt letter.
After many weeks of frustrated job searching, a regular patron finally was able to procure employment. Staff helped him figure out the best bus route to and from the job, and how to navigate the company’s online site for recording his work schedule. It was very rewarding to see him succeed at finding work.

An older gentleman came into the computer lab and asked for help downloading some court records. He explained that he had been in prison for 30 years and really didn’t know much about computers. We serve ex-offenders quite often and his story started off rather ordinarily, but we soon found out he was a former bodyguard for Rochester underworld figure “Sammy G” Gingello! Kathy Sochia assisted this gentleman by notarizing some court documents; he spoke of his time in prison, stating that he had become a mentor and counselor to many inmates.

Local History and Genealogy, Christine Ridarsky reporting

Programs

Part-time Genealogy Specialist Barb Koehler presented her monthly TGIS: Think Genealogy It’s Saturday at Central Library. This month’s offering was entitled “Building a Family Tree.” Koehler also presented four talks off site this month:

- How to Do Family History at the Greece Recreation Center
- Ancestry.com at the Fairport Public Library
- Ancestry.com at the Gates Public Library
- Genealogy at the Winton Public Library

Jay Osborne gave an impromptu tour of the division to a walk-in group of 15 5th and 6th graders this month. As this was a stop on a walking tour of the surrounding area, he used the excellent views afforded by the windows over the river to communicate the centrality of the river and the canal to Rochester’s growth. Giving a brief chronology of the various uses of the parcels immediately opposite the library on the opposite bank of the Genesee, the students learned of the industrial development of Rochester.

Community Outreach/Meetings

- The High Falls Interpretive Center & Museum had 499 visitors in May. Amy Pepe led three group tours, two for Martha Brown Middle school students (240 students) and one for the Greece School District’s Transition Program (15 students). The center is open Saturdays and Sundays through the end of May, at which time we transition to our five-day-a-week summer schedule.

- The traveling woman suffrage exhibition, Because of Women Like Her...Winning the Vote in New York State, was on display this month at the Gates Public Library, Parma Public Library, and French Road Elementary School. Since hitting the road in October 2017, the traveling suffrage exhibit has been seen by more than 120,000 visitors!

- The self-guided Frederick Douglass walking tour continues to be popular among patrons. Copies are available next to the Douglass case that is part of the Rochester Retrospective exhibit on display in the Local History exhibit hall. So far, we have distributed almost 500 copies of the walking tour brochure and are preparing for a third printing, with an additional 550 copies sent out for distribution at the branches.

- The Rochester History Journal editorial board met once this month. Journal staff finished editing the next issue, Lifelong Fascinations: A Portrait of Margaret Woodbury Strong by Strong Archivist Julia Novakovick and sent it to graphics for layout and design. We expect it to be mailed to subscribers by mid-July. The issue commemorates the 50th anniversary of the museum’s preliminary charter, granted in 1968 by exploring the life of its founder. Two additional articles are being edited and should be published later this summer and in the fall. They are: Pathways of Progress: The Rochester Centennial Exhibition, 1934, and From Almshouse to State Hospital: A Century of Caring for the Mentally Ill in Rochester, NY.
Osborne gave a tour of the Local History and Genealogy Division and its collections to retired RPL employee Tom Blanda and Wayne Goodman, the current Executive Director of the Landmark Society. Both were very interested in the breadth of our collections and of interest were the maps and blueprints.

Ridarsky and Finn met with local artist Shawn Dunwoody to discuss ideas for his project, Parking (Lots of Love), a public installation on the former site of the Anna and Frederick Douglass home on Alexander Street.

Digital Projects
Fess completed an updated report regarding the state of our digital collections, focused on future storage requirements and options for digital asset management systems in preparation for a June meeting with staff from Finance, Cataloging, Library Automation and Local History to determine a plan for improvements to our collections management and access systems.

Meanwhile, Lifetime Assistance intern Ben Mitchell continued to rename the source files for Rochester Images, adding descriptive titles alongside their image numbers. Our new Lifetime Assistance intern Christian Repass worked on identifying uncatalogued digitized materials held in the DVD-R collection.

Social Media
Staff from the Local History and Genealogy Division contributed content for 11 social media posts in May: 4 on Twitter, 4 on Facebook, 1 Facebook Event, and 2 blog entries on www.rochistory.wordpress.com. The reach of these posts was 2,696. This includes 925 on Facebook, 746 on Twitter, and 998 on our blog; 25 people engaged with Local History posts on Facebook and 2 on Twitter. Blog posts garnered 8 “Likes” and 16 clicks. Our first blog entry was “Arsenal for Democracy: The Symington Companies in World War I-Part 1” (5/24/18), written by substitute librarian Christopher Brennan. “The Graham Highland Park Sanatorium” (5/31/18) was written by part-time Library Assistant, Dr. Emily Morry.

Volunteer/Intern hours
Docents from the Rochester Genealogical Society volunteered 16 hours in April and assisted 3 patrons. In addition, we were assisted by two volunteers (Susan Potera – 5.75 hours; Nancy Martin – 12 hours), one college intern (Karen “Kaye” Knoll, RIT – 9 hours), and two interns from Lifetime Assistance (Ben Mitchell – 12.5 hours; Christian Repass – 10 hours). In all, volunteers and interns contributed 49.25 hours of service to the division.

Anecdotes
Over 100 years ago, an English mason left his wife and children to seek his fortune in upstate New York. He was never heard from again. This month, his granddaughter came to Rochester from Berkshire, England, to solve the riddle of his disappearance. We were able to fill in many of the gaps for her. We found the exact location of his demise to be Ridge Road and Lake Avenue, where he slipped and fell under the wheels of a wagon load of bricks he was delivering to a construction site. He died at St. Mary's Hospital and was buried in Holy Sepulchre Cemetery. He seems to have been a man on the rise before his untimely death. After only a few months in Rochester, he was a supervisor at a lime works. He was living economically in a boarding house within a few hundred yards of the Rundel Memorial Building, an address he shared with other tradesmen, and listed himself as a married man. His granddaughter began to see him in a different light. The resources of the Local History and Genealogy Division are frequently used to assuage the very real pain this kind of mystery creates in lives for generations.

Our division also had a positive influence on several school children this month. Finn visited the French Road Elementary School to speak to their fifth graders about the Because of Women Like Her exhibit. The students were putting together their own women’s rights museum and had many questions about the process of creating a large-scale, professional exhibition and about the topic of women’s rights more broadly. The students sent handmade thank-you cards expressing their appreciation. Among the highlights:
MCLS Director’s Report – June 2018 (Continued)

“Thank you for being our guest historian and teaching us about women’s rights...The museum you created was really cool. All the artifacts you had were really amazing.”

“Thank you so much for coming and helping us put together our museum. It was nice to have a women’s rights historian teach us about women’s suffrage and the 19th amendment. Again, thanks so much for making time in your day to talk to us. You taught us so much.”

“Thank you for visiting our classroom...I learned many things I didn’t know before...I found it very interesting that you are a historian, since I don’t know many people who want or are a historian. I also thought it is very cool you know so much about women’s rights. I really want to come visit the library sometime. Thank you for coming!” [emphasis added]

- The division also hosted a group of second graders and adult chaperones from the Derech HaTorah charter school. The visit included a tour of the division, a presentation by Finn entitled “From Flour to Flower: How Rochester Got Its Nicknames,” and a primary source scavenger hunt. The group then went across the street to the Children’s Center, where Miranda Hazen gave them a tour of the Secret Room. Here is what the teacher had to say afterward:

  “Thank you for a wonderfully informative presentation and activity! It was so well prepared, and the scavenger hunt activity was such a fantastic idea! I definitely learned new things today, not to mention the kids!! Thank you for hosting my students and being so accommodating! I hope to bring my future second graders to you as well—we will be in touch!”

Reynolds Media Center, Joe Born reporting

Reference: During May, RMC handled 1,304 reference questions and 491 non-reference transactions for a total of 1,795 questions.

Circulation: RMC circulated 12,136 items or 56% of the Central Library’s total circulation of 21,771 (before renewals from Catalog Plus, Classic Catalog and Telephone are added).

Hoopla: Hoopla circulations in May totaled 1,053: (272 Movies/TV. 382 Audiobooks. 125 Music. 190 eBooks. 84 Comics.) 273 patrons used the service during May with 33 new users registering and 63 patrons using all seven circs. Average cost was $2.06/item.

Door Count: In May, RMC’s door count averaged 450 /day during the week. Wednesday and Monday nights from 6-8:30 averaged 59 people. The door count on Fridays between 5pm and 6pm averaged 36 in that last hour.

Displays/Exhibits: The Reynolds Media Center created displays for Science Fiction (following the Libraries After Dark theme), a new Non-Fiction DVD display, a new Music CD display, a new BOCD (Books on CD) display as well as creating a set of trailers from recent films released and purchased during April & May. The Reynolds Media Center produced 3 brochures listing new acquisitions in Video, CD and BOCD formats. RMC also posted 4 stories to Facebook.

Stewardship and Curation:
- RMC started circulating 4K Ultra HD discs. We have 12 titles and will continue to order more.
- RMC arranged with TLC CARL and Bibliotheca to now require patron authentication at self-check kiosks. This will eliminate someone finding a library card and using a self-checker in RMC before the card is reported lost.
- We are replacing the Hearing-Impaired Listening System, upgrading the Sound System and the Video system. AAA Sound has been sent the Notice to Proceed for these upgrades.
- Maintenance installed 2 faux security cameras, donated by Joe Born, over each of the self-check kiosks.
Sustainability and Resources:
The Reynolds Library Board has agreed to add $5,000 to the RMC budget for 2018-2019 (with the help of Patty Uttaro) to purchase a new collection of “GoChip Beams” which are small Wi-Fi routers. After downloading an app and connecting to the GoChip Wi-Fi signal, up to eight simultaneous users (within a 75-foot radius of the device) can stream any movie or TV episode stored on the GoChip to Apple and Android tablets and mobile devices, as well as Mac and Windows laptops and desktops without internet access. The original collection will include 20 devices each with a complete season of a TV show, and 20 devices each with five movies from a genre.

Science and History, Jennifer Byrnes reporting

Meetings
Jennifer Byrnes, Sarah Lydon, Joan Lee, and Jen Lenio met with Corinda Crossdale, Monroe County Commissioner of the Department of Human Services. Crossdale referred us to LifeSpan for a program that may be suited for outreach at Central.

Byrnes met with Lorie Bratro, a nurse with the Monroe County Depart of Health to discuss offering rapid (20 minutes) testing for sexually transmitted infections (STIs) at Central. We anticipate offering a program once each month. Patrons can be tested for HIV, syphilis, and hepatitis C with a small finger prick.

Byrnes and Chad Rieflin of Consumer Credit Counseling Service of Rochester attended a meeting of the NYLA Community Change Agents held at the Carey Institute for Global Good. Jennifer won the pasta and marshmallow building competition! Jennifer also attended the monthly Greater Rochester Coordinated Network (GRCN) meeting to discuss the implementation of the new informational platform.

Byrnes met with Jill Solt, the director of WellVentions (www.wellventions.org), a Youth Development & Charitable Marketplace organization. WellVentions works with urban youth and provides job training. The students will be creating an app that addresses public health issues and we are discussing a possible partnership that would include Teen Central and Safe to be Smart.

Programs
- Recovery Now! Kristina Gulnick, a peer recovery specialist and founder of Recovery Now Live Now, gave an excellent presentation about her personal journey to recovery from alcohol addiction.
- Got Health: “Let’s Talk About Having a Healthy Mouth.” Adina Jucan, DDS, MEHP, a clinical assistant professor of dentistry and medicine at the Eastman Institute for Oral Health at the University of Rochester, gave a highly informative talk on oral health problems in older adults.
- The mobile dental unit was on site twice this month. LROC served 81 patrons, Volunteer Legal Services Project assisted 13, and Nurse Barb helped 24 patrons.
- Alla Levi conducted tours of Central for a Sister Cities group from Rennes for a group of retired people that meet at the YMCA. She also helped to staff the Libraries After Dark event.

Outreach
Kate Meddaugh met with members of the Rochester Inventors Group.

Steve Nash and Amanda Madigan, Assistant Library Director of the Pittsford Community Library, represented MCLS at the Rochester Red Wings Education Day. Steve and Amanda spoke with many students and teachers. It was picture perfect day at the ballpark!
The Carlson Patent & Trademark Center assisted 16 people with Intellectual Property needs this month: 12 in person, 2 by phone, 1 by letter, and 1 by email.

Jennifer Byrnes and Andy Carey of LROC gave a presentation at the Rochester Regional Library Council titled “Libraries and the Public’s Health.” Jennifer received a lovely email from an attendee who is a school media specialist at Hillside Children’s Center, which noted “Thanks so much for the wonderful presentation on Monday. I took so many pages of notes. I’ve just got to digest them!” She is following up to answer additional questions on Central Library resources available.

**Database Usage**
- ADAM Interactive Health – 3 remote; 9 in-library
- CountryWatch - 6
- InnovationQ Patent Search Tool – 2
- Mitchell ProDemand Automotive Repair Information – 6 sessions/53 minutes total
- VentureSource – 4

**Anecdotes**
A patron came in seeking a book he heard about that may have a picture of his brother. He told Steve Nash that the subject of the book was about boys from Holley, NY who were killed in Vietnam. Steve referred him to the book *Vietnam Reflections: The Untold Story of the Holley Boys* by local author Michael Keene. The patron was happy to find a picture of his brother and checked out the book to read.

**Teen Central - Dennis Williams reporting**
- Dennis Williams has been slowly working with ImagineYOU: [https://youtu.be/L75voONZnIw](https://youtu.be/L75voONZnIw)
- Teen Central celebrated its one-year anniversary: [https://youtu.be/SFtYn-qIknQ](https://youtu.be/SFtYn-qIknQ)
- Williams has been running chess games and video game competitions. On May 18, Alisa Kwitney, Creating Comics/Author visited Teen Central and discussed visual storytelling and the creative process with a group of our interested teen artists. It was very hands-on using a whiteboard and drawing materials. Everyone used words and pictures to create a mood, develop a character, or to illustrate action sequences for Book Talk with the teens. Kwitney started working with Vertigo in 1993 on a comic called Sandman by Neil Gaiman. Since then she has also worked for DC and Marvel on various projects involving comics as well as print novels based on comic book characters.
- The Teen Book Festival on May 19 was a success with over 2,500 youth attending. Xandi DiMatteo staffed the door prize table and with amazing teen and adult volunteers we raised $2,461.00 for future Teen Book Festivals. Melora Miller and many other Central Library staff volunteered their time. Many thanks to Margaret Chatterton, Renee Kendrot, John Parungao, Natasha Jashurek, and the MCLS staff who supported Tonia Burton.
- Chaz came to Teen Central to use a computer. He currently works at McDonald's...but wants a better job. Miller helped Chaz with a job application, and before he left Teen Central...he had an interview scheduled! He touched base with DiMatteo (who he knew at All City High School) and indicated that he was motivated to get his diploma. He plans to enroll with RCSD in the fall. Ultimately, he wants to return to Edison High School and get a degree in cosmetology.
- We also had a visit from a teen that was a core user of Teen Central in 2010-11. He was a younger teen that was called "Face" and he was avoiding school. When we saw him, we would always tell him WHY he needed his diploma...he said that he would only go to school three days a week. He made great relationships with staff at Central: his touchstones were Antoinette Davis, John Hylton, DiMatteo, and Miller. Today we call him Dan Fichter, certified security officer earning a living wage at the age of nineteen.
Outreach/Community Contacts
DiMatteo delivered books to Ehani (who lost all her books in a devastating house fire this winter) at Monroe High School (currently at the Marshall Campus) through School Library Media Specialist Jennifer Daly. While there, she was informed that a classroom needed a wide range of recreational books to encourage language development and a love for reading. One of the most ambitious readers, Angel, was passing by so that I could meet him. Fortunately, the generous Friends and Foundation volunteers were able to provide some AMAZING books! With books from Children’s Center & Teen Central’s diverse give away books, and the Friends and Foundation, we were able to start the seeds of a good classroom collection for reading levels from 4th – 12th grade. We also gave Angel his own collection of fantasy materials that he loved. Monroe staff and students will be moving back to their building near Central Library, we can’t wait to have them back where they belong!

ImagineYOU, John Hylton reporting
ImagineYOU had over 600 visits for the month of May.

EDJ Podcast
The ImagineYOU lab continues to reach out to different groups and schools to help teens discover their digital skills. We continue to strive to make this lab a place where teens feel comfortable to express their artistic capabilities. We have recently opened our studio to EDJ, a teen podcast group based out of McQuaid High School. They recorded three podcasts in May and will continue to do more. They have expressed appreciation for having access to the lab.

One Year Anniversary Celebration
The ImagineYOU Media Lab was glad to participate in the one-year anniversary festivities by operating a Photoshop photo booth where youth and staff were able to takes pictures in front of various cool backgrounds.

Dance Rehearsals
The ImagineYOU youth are interested in many different art styles and dancing is one of them. The lab opens its door to dancers who need to rehearse dance moves for their groups and talent shows.
New Equipment
An Epson Stylus Photo R2000 printer was recently added to the ImagineYOU lab and has already been an important component to our lab. It was used during the one-year anniversary celebration to create a DIY Harry Potter Hogwarts acceptance letter.

Live Performances
Josh Pettinger of Wicked Squid (our current mentor) had the idea to record one of the compilation CD tracks live with a studio audience of teens and staff. It was a great experience for the youth to see how a live recording would take place and the technical set up it takes to record. The song was written one day before the performance and Letoris Thomas handled his performance like a professional.

Compilation CD Wrap Up
The compilation CD project is coming to an end and the process of mixing and finalizing songs is underway. Pettinger and Mr. J are proud of the hard work and creativity the teens have put into their songs. The CD project will now start the process of finalizing album art, artist bios, distribution and album release party. There was a lot of hard work and time put into this CD and soon everyone will be able to hear the amazing music that was made by the youth.

MCLS Member Libraries

Bernadette Brinkman, reporting

Brighton Memorial Library – Jennifer Ries-Taggart, Director
Brighton held its annual volunteer and staff recognition dinner on May 17th at Locust Hill Country Club for 94 guests.

Chili Public Library – Jeff Baker, Director
On May 21st Kyle Wiesmore, a Chili Public Library Teen Friend Board member, was awarded the Eagle Scout rank. His Boy Scout project was overseeing the construction of communication tools that were placed in the Teenship area. Among these was a large wooden signpost pointing to different teen fandom locations, a suggestion mailbox, a poster case, a bulletin board, and a dry erase board.

Fairport Public Library – Betsy Gilbert, Director
The annual budget vote for the Library was held on May 1st, along with the school district’s budget. The budget passed with a vote of 1,583 to 399.

Irondequoit Public Library – Terry Buford, Director
Irondequoit has a new summer reading promotional video, Bookmergency!, starring librarians Amy Holland, Matt Krueger, and Craig Marasco. It can be found at https://www.youtube.com/watch?v=Cg1aaqS2tb8.

Ogden Farmers’ Library – John Cohen, Director
Ogden is preparing for summer reading.

Penfield Public Library – Bernadette Brinkman, Director
Penfield received from the Deuel family a gift of three framed drawings of historic Penfield churches by local artist J. Erwin Porter. They will be placed on exhibit once the space has been prepared, and they have been reframed.

Scottsville Free Library – Laurie Leo, Director
Jeremiah Williams' next court appearance is on June 12th. Scottsville Library will have a security camera installed in the next few weeks.
**Selected Meetings & Outputs**

**Director Uttaro (May 16 – June 15, 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 Board of Trustees – May meeting at Irondequoit Public Library

MCLS Directors’ Council (monthly)

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 Board of Trustees (May meeting held at Phillis Wheatley Community Library)

RPL-MCLS Management Team (weekly)

The Children’s Agenda Policy & Advocacy Director, Brigit Hurley

City Architectural Services Representatives; Brie Harrison re Rundel Memorial Building Terrace Project

City Council Budget Hearing

City Department of Recreation and Youth Services Commissioner Daniele Lyman-Torres; Brie Harrison

City Early Grade Learning Team with Mayor Warren

City Office of Community Wealth Building Director, Brittaney Wells

City Senior Management Team 2018-2019 Budget Briefing

County – State of the County Address at Frontier Field

Downtown YMCA Group Visit & Tour

FFRPL Board President, Peg Glisson

FFRPL Donor Luncheon – Kate Gleason Auditorium

Gates Public Library After Hours Fundraising Event featuring author Tim Wendel

Libraries After Dark – Central Library *May the 4th Be with You* Event Team Debriefing Breakfast

Literacy Volunteers of Rochester Awards event: *Juggling Life and Literacy*

MCLS Directors – Retreat with Consultants

MCLS Planning Consultants with Key MCLS Staff Members

MCLS Trustee Orientation – Christopher Corcoran; Sally Snow; Brie Harrison

New York Library Association’s (NYLA) Public Libraries Section’s (PLS) 2018 Spring Conference - Canandaigua

Secretary to Library Director Candidate Interviews with Marjorie Shelly (MCLS Trustee) and Dick Hamilton

(RPL Trustee)

**Email Activity**

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