



Director's Office

Monroe County Library System

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TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: March 19, 2018
SUBJECT: Monthly Report – March 2018

Action Items

None

Report Items

Patricia Uttaro, MCLS Director

Recommended Reading

- Libraries are a Space Where Everyone Belongs - <https://www.thenation.com/article/libraries-are-a-space-where-everyone-belongs/>
- The Link to Content in the 21st Century - <https://er.educause.edu/articles/2018/1/the-link-to-content-in-21st-century-libraries>
- Once It Was Overdue Books. Now Librarians Fight Overdoses - <https://www.nytimes.com/2018/02/28/nyregion/librarians-opioid-heroin-overdoses.html>
- Library Makerspaces Are Ideal for Co-Working and Innovation - <http://tcbmag.com/opinion/planting-seeds/columns/library-makerspaces-are-ideal-for-co-working-and-i>

Upcoming Events

- Tuesday March 20, 11:00 am – Henrietta Public Library Groundbreaking, 625 Calkins Road (east of the Henrietta Rec Center). Director Adrienne Pettinelli suggests galoshes be worn.
- Saturday March 24, all day – The Anthony Mascioli Rainbow Dialogues at the Central Library. <http://rainbowdialogues.com/>
- Tuesday April 10, 1:30 pm – Library Worker Appreciation Day Ice Cream Social, Central Library in BLB parking lot.

Collaboration

Advocacy Update – Assistant Director Snow and Lyla Grills (Penfield) worked together to set up a bus trip to Library Advocacy Day in Albany on February 28. The New York Library Association sponsors this day every year and the capitol is full of librarians visiting legislators and showing love for libraries. There were 1,000+ people at the noon rally. Our focus this year was asking the legislators to roll back the cuts that Governor Cuomo made to library aid in his proposed budget. The Governor's proposed cut of \$10 million to Construction Aid would be particularly devastating at a time when we have a number of member library building projects in the pipeline. Getting people to go on the bus to Albany was part of our System Plan of Service under Advocacy efforts for this year. MCLS has not sent a large contingent of people to Albany for at least 10 years. I believe improved communication with friends and trustees via email campaign helped spread the word. Unfortunately, appointments with the legislators were made prior to confirmation of the bus, so the time of departure (5:00 am) was a deterrent. Next year, we will schedule appointments later in the morning, so the bus can leave at a better time (like 7:00 am). The Friends and Foundation of the Rochester Public Library generously paid for the bus

and some snacks. Twenty-eight brave advocates boarded the bus and attended meetings with state legislators this year. It was a long day, but people seemed to have a good time and felt a sense of accomplishment.

March 13 Update – The Assembly's One-House Budget proposal, released March 12, included restoration of the cut to general aid, and an increase of \$50 million to library construction aid, with \$25M earmarked for the three New York City Systems. If this is a preview of what we might expect from the Senate, it's a good indication that our legislators are listening and acknowledging the critical importance of libraries and bodes well for the final budget.

Literacy Volunteers of Rochester Digital Literacy Navigator Expansion – On Friday, March 7 LVR joined with Senator Joseph Robach, MCLS, the Gates Public Library, Town of Gates, and Greece Community Education to announce the expansion of LVR's Digital Literacy program to additional locations. Thanks to Senator Robach, the program will now be available at the Lyell Branch of the Rochester Public Library, the Gates Public Library, and some Greece Community Education locations. Digital Literacy is a five-year-old program in which volunteer navigators from LVR work one-to-one with program participants and library patrons to teach basic computer skills or assist with computer-essential tasks. By the end of the 2017-18 program year, the program expects to reach nearly 4,000 participants in Monroe County. There is a strong demand for this service by people who do not want to be left behind by the Digital Divide. Greece Community Education Literacy Zone also supports Digital Literacy services at their Alcott Road (Greece) center and Lyell Branch Library (Rochester) as well. All three locations are part of the Literacy Zone concept, supported by the New York State Education Department. Digital Literacy navigators currently volunteer at city libraries (Arnett, Frederick Douglass, Lincoln, Lyell, Phillis Wheatley and Sully), Greece Community Education (200 Alcott Road, Greece), Veterans Outreach Center and LVR's main office at 1600 South Avenue, Rochester.

Issue Level Holds - The member library staff have long wanted the ability for patrons to put holds on individual graphic novels or other items published as a series. Recent upgrades to CARL software have made that a simpler process and a team was put together to decide the proper way for staff to enter these items into the catalog to make them holdable. Bernadette Brinkman (Penfield); John Cohen (Ogden); Pamela Principe (LAS); Chad Cunningham (Gates); and Dee Mrak (Cataloging) all met with Assistant Director Snow to outline the steps that will set this up and to develop instructions for member library staff. The group developed a simple document and will take steps to schedule training. Items currently in the catalog that we wish to change over to the new system will be largely fixed by TLC CARL. There may be 10% of those catalog records that library staff will have to fix manually before we turn on the item level holds. The repairs will be simple and, depending on the number of records involved, we will either ask member libraries to share the editing burden or hold a fun "hackathon" to get the work done all at once.

Staff & Trustee Development

Stephanie Squicciarini – The unexpected death of Fairport Librarian Stephanie Squicciarini on March 1 left us all shocked and heartbroken. Stephanie was a One-In-A-Million person, a fierce advocate for the teens she served, and a staunch supporter of libraries. In addition to serving as the Teen Librarian at Fairport for years, Stephanie also served as the President of the Irondequoit Public Library Board of Trustees. Some of you may remember Stephanie visiting the MCLS Board in the year before the Irondequoit Library building project began. She visited to protest the MCLS Board's decision to reject a NYS library construction grant from Irondequoit for repair of one of the old buildings. Stephanie made her case to the MCLS Board, which did not reverse its decision, then she went on to shepherd the construction of the new Irondequoit Library. Stephanie did not let obstacles stop her, but found a way around them. In addition to her work in Irondequoit, Stephanie was the founder of the Greater Rochester Teen Book Festival, now in its 18th year. Through her work on this massive event, she came to be known throughout the country to librarians, authors, and publishers as a force to be reckoned with. Her influence with Disney-Hyperion resulted in the enormously successful Rick Riordan event at the Kodak Theatre on the Ridge in October, 2017. Stephanie left her mark on everyone who met her, and most definitely influenced the Monroe County Library System for the better. She will be missed.

Trustee Training Sessions - In January, many of the member libraries welcomed new trustees. Assistant Director Snow set dates and shared the registration for two trustee orientation sessions; Tuesday, March 6, 7-8:30 pm at the Chili Public Library and Tuesday, March 20, 7-8:30 pm at the Irondequoit Public Library. Snow and Uttaro will be working on developing a Fall Trustee Symposium in October.

System Technical Services Training Returns – It has been several years since the Catalog Department staff offered training to member libraries on bibliographic control measures in the catalog. On February 8, Lorraine Wisse of the Catalog Department presented a training workshop on procedures for filling out Database Editing No-Hit forms. These are forms sent in by towns and branches when they cannot find a matching record for linking a new item in the library catalog. Basic information such as ISBN or other identifying number, author, title, number of pages/discs, running time, bonus features, some contents information, etc. are entered in the form, which is submitted electronically. The form is received by Marilyn Selim and Lorry Wisse in the Catalog Department, who then search OCLC for a record. Lorry is an experienced and very engaging presenter, with a straightforward and understandable presentation style. Nearly 70 people attended from Central, Town, and Branch libraries.

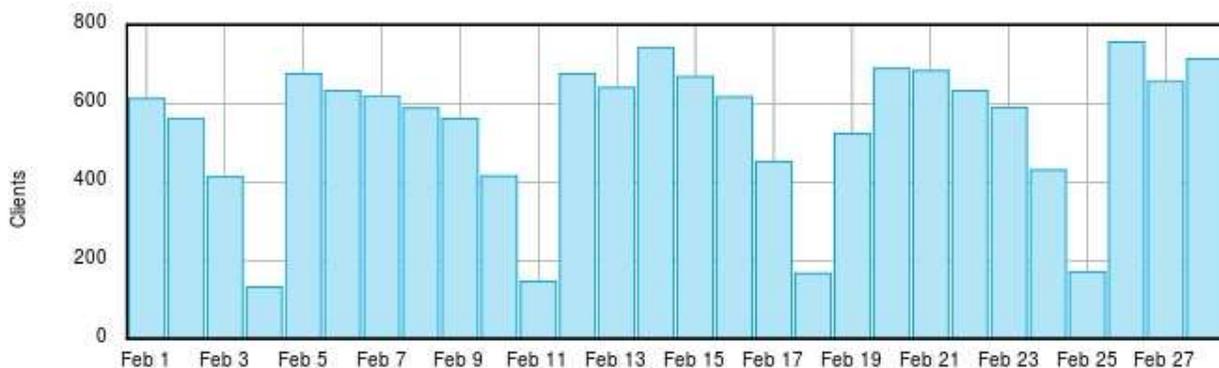
Technology

Cable Replacement – Brie Harrison has been working with member libraries to replace and upgrade computer network cables. As they age, cables become less efficient and can slow down Internet traffic and response time. Brie will give a short presentation at the meeting to explain how the system is handling this project.

Library Automation Services, Brenda LaCrosse reporting

- Closed 622 Helpdesk tickets this period; 50 tickets currently open
- Took action on 58 emails from Patron Inquiries account
- Assisted 26 patrons through the overdrive.inquiries email account
- Assisted 16 patrons and staff members through the webmaster account
- Approved 22 reviews in CatalogPlus
- Continued monitoring e-commerce transactions for online fines/fees
- Ran and distributed 73 CARL Report Requests. (34 custom)
- Prepared 21 Monthly reports
- Tested, Documented and Upgraded to CARL.X 9.5.2.0, CatalogPlus 3.3.5 and CARL.Connect 1.4.4 (Live 2/28/18)

Central library Wi-Fi usage – Clients per day– February 2018



MCLS Office

Assistant Director Snow reporting

Assistant Director Snow was kept busy with a number of system activities this month, some of which are described above in the strategic priority updates. In addition to that work, Snow fielded many questions from member libraries related to the Annual New York State Report for Libraries. She provided data from Overdrive to answer some of the questions and helped libraries navigate changes to questions on report. To date, three libraries have submitted their reports.

Annual renewal for the VIP Pass program has begun. After an initial email to our partners asking if they will continue with the program, Snow was pleased to see a very quick response from several affirming that they would renew for another year. The MCLS office staff will continue to contact the partners who have not responded and organize the order form for member libraries who wish to purchase passes this year. A new possible partner this year is the New York State Park System. A Parks Pass will get you into any State Park for the day at no charge to the patron.

MCLS Office Statistics

Overdrive:

- eBook Circulation: 26,853
- Audiobook Circulation: 14,869
- Video Circulation: 108
- Total: 41,875

Interlibrary Loan:

- Lending
 - Requests Received = 727
 - Requests Filled = 270
- Borrowing
 - Requests Received = 49
 - Requests Filled = 37

Social Media, Alicia Gunther reporting

Facebook

- Page views - 724
- New page likes – 34
- Page Reach – 30,097 people
- Post engagements –3,720
- Checked-in and mentions – 38 People
- Facebook Events Calendar
 - Individual events reached - 39,486 times.
 - Visitors went to our full events calendar - 2,767
 - 642 people engaged with the event on Facebook or linked to our MCLS page through the event
- Video Views – 4,515
- Responded to 3 messages on Facebook

Twitter

Profile Visits

- Rochester Public Library – 856
- Monroe County Library System – 336

New Followers

- Rochester Public Library – 19

MCLS Director's Report – March 2018 (Continued)

- Monroe County Library System – 11 Engagements
 - Rochester Public Library - 240
 - Monroe County Library System - 14
- Favorites
 - Rochester Public Library - 103
 - Monroe County Library System - 2
- Mentions
 - Rochester Public Library - 41
 - Monroe County Library System - 32

Instagram

- New Followers – 45 (837)
- Likes – 242
- Comments on a post - 11
- Mentions – 4
- Saves - 1
- Engagements - 254
- Page visits - 59

Tumblr

- New Followers - 1
- Notes - 1

Constant Contact Newsletter

- Subscribers who opened newsletter – 1,070
- Click-throughs – 114
- New subscribers – 16

YouTube Channel

- Video views – 340
- Videos added to playlists – 5
- New subscribers – 3
- Shares - 7
- Likes - 1

Web Stories

Rochester Reads 2018
Library Advocacy Day
Visit the Giant Colon
Created a “Parking at Central” page
Created 3 MCLS Web stories

Outreach Services, Melanie Lewis reporting

General Services and Programs

- The Outreach Station Team selected, pulled, charged, and packed 948 materials for 14 circulating stations; fulfilled 37 special requests; and selected 37 titles for one donation-based station.
- Outreach Librarians selected and delivered 440 library titles and digital downloads for 30 patrons, including 2 mailed digital cassettes with 22 titles.
- Outreach staff distributed 14 “Making Moves” re-entry resource packets to currently incarcerated individuals, Transitional Coordinators and parolees.

- Outreach Librarians made one tech support visit, providing one-to-one assistance (OverDrive for Kindle).
- Monroe County Facility Outreach: Bi-lingual Librarian Magdy Carrillo from the Central Info Desk/Computer Lab is now joining Outreach Librarians for the Job Information Center information sessions. Magdy had her first visit this month, which focused on job readiness skills, resume structuring, and information on resources available upon release. She met with 6 male inmates in need of this program in Spanish.

Station Delivery Process

This month, Outreach Librarian Amy Discenza had the opportunity to ride along with driver Dan on one of our busier station delivery days. They delivered 25 boxes of library materials to 6 sites in the city and Irondequoit. Delivery was the final piece of the station process that Amy had yet to experience. She was curious to see the minutiae of the process: How close can Dan pull up to the facility (he can get pretty close); does he deliver the boxes directly to the site's library (for the most part); are staff prepared (they were that day). She saw a few familiar faces during the deliveries and even was asked a few questions about our kits. It's good for station staff to see her face every few months.



Outreach February Ride-along

Lily Anthony from the Central Science Division accompanied Outreach Librarian Melanie Lewis on a home visit. The patron is very active and calls the Central divisions almost daily for reference queries. She often will ask "Is Lily available? When is Lily working?" We thought it would be a nice surprise for the patron to meet face to face with a person she considers to be very helpful. Lily says: "I was invited by Melanie to visit frequent library caller Dr. Carol Niznik on a home visit. I have developed a rapport with Dr. Niznik, who often asks for me by name, and it was very nice to be able to finally meet her, put a face to the name, and be thanked for all the reference help."



Central Library Updates

Assistant Directors Snow and Reeves reporting

Art and Literature, Nancy Nugent reporting

Programs

- Date Night Chocolate Making
The month of February brought chocolate and the beginning of the Date Night series to the Division. Lindsay Tarnoff from Laughing Gull Chocolates did a fun program for patrons where they made chocolate truffles for Valentine's Day. Patrons brought their dates and learned about chocolate history from its beginnings to present day. Tarnoff then taught patrons how to make chocolate truffles. She brought different types of chocolate and nuts. Patrons rolled the truffles in coconut and powdered cocoa. Evaluations for this program were all positive saying that Tarnoff was a great presenter, knowledgeable, and made the class lots of fun. Some patrons said they were happy to learn truffle making as they can be expensive to buy and now they had a little gift to give to someone. All would like to see more food programs.
- Writing to Heal: A Six-Part Series
This very popular writing class, taught by Anais Salibian, and designed to promote self-discovery and healing through journaling, poetry and storytelling, held its last class at the end of February. Due to the long wait list we had for this class, it will be held again in the fall. Says Wendy, one of our regular writing class attendees:

“I would like to say that the writing classes offered thru the library have been and are spectacular! Personally, they have provided me the opportunity to explore my writing skills in part focused on reflection as I travel thru this final stage of my life. I'm extremely appreciative of the fact that money is available to pay the teachers and yet it is free for students. Without this, I would not be able to attend.”

- Division Blog and Literary Publication

The Literature Blog had 5,994 views this month. Librarian Andy Coyle continues to work on *Rundelania*, the digital literary journal of the Division. The journal is dedicated to the publication of original poetry, short stories and essays by the patrons of the library and had 105 views this month. Coyle is assembling the May, 2018 issue of *Rundelania* and receiving quotes for the first annual print edition to be published in June, 2018.

Community Outreach:

- Carol Moldt continues discussion with Lifespan's Older Adult Center regarding Central Library hosting some programs and classes onsite at the center. Ideas on the table currently include introductory computer classes, ukulele classes, local history presentations, and book discussion groups.
- Carol Moldt attended a meeting at WXXI on February 23rd. WXXI is applying for a grant from PBS to offer community programs in conjunction with an upcoming multi-episode PBS documentary called *The Great American Read*. Libraries are a natural partner to WXXI on this, and they are interested in hosting the screening event and other reading-related programs at the Central Library.

Business & Social Sciences, Darlene Richards reporting

Programs

- Linda Halliburton and Sarah Bishopp Velez hosted the City of Rochester's Biz Kids campers for a morning session in the Division. Biz Kids is a five-day program for City students to learn the basics of what is involved in starting a business along with a final presentation of their business plans to practice confident public speaking in front of a panel. There is a competition element to Biz Kids with prizes. They set up materials to help the Biz Kids write their business plans under the supervision of Program Coordinator Kirmani Scott, Lead Instructor Jeff Reese of the City's Department of Recreation and Youth Services, and Lead Instructor Chad Rieflin from the Consumer Credit Counseling Service of Rochester. Ten former Biz Kids campers were also present to serve as role models and helpers.
- The New York State Department of Taxation and Finance Free Tax Filing Assistance staff has been very busy assisting people with filing their taxes and answering clients' questions. There are three NYS DTF FSA Tax Assistance staff members here to provide assistance to people with filing their 2017 individual income taxes. They have six laptops to provide for people to use to file their taxes and they use their own Wi-Fi. Wednesday, February 7th was extremely busy for the NYS DTF FSA Tax Assistance staff and they worked past their regularly scheduled hours until 6:30 p.m. that day. Many of the clients served know of this program from previous years. This is the fourth year the Central Library's Business and Social Science Division is partnering with NYS DTF FSA Tax Assistance Program. Overall, patrons are pleased and appreciate that this program is offered and here. The NYS DTF FSA Tax Assistance staff work so well with people; they are professional, kind and patient with their clients. Our partnership with the NYS DTF tax assistance staff works very well.

Grants Assistance

Darlene Richards met with two people from Rochester Free Radio. This is a non-profit radio station that provides discussions on a variety of topics, such as drug addiction and political activism. Richards gave them an orientation to the Grant Resource Center, the Foundation Directory Online and other web sites that focus on grant seeking.

Richards met with the wife of the conductor of the Madrigalia Chorus. Cary Ratcliff has been the conductor of the chorus for four years. The Madrigalia is a twenty-voice premier chorus and has been in existence since the 1970s. They are looking for grants for developing programs and hiring instrumentalists. Richards gave her an orientation of the Grants Resource Center and the Foundation Directory Online. Darlene instructed her on how to focus her search and e-mailed her several possible Foundation profiles. Marjorie stated she thought this was a wonderful service and never knew the library had such a resource.

Consulting

It was a busy month for Linda Halliburton as she consulted with individuals referred to her from SCORE and the Urban League for industry and market research related to writing their business plans. Individuals had the following business ideas: solo home health care nurse, special events popcorn vendor, juice/smoothie bar, barber shop, recording studio, exterior snow melting system installer, Islamic modest dress e-commerce, cleaning device sales, and real estate investing.

- **Anecdotes**

An RIT student, who was working on a student group project, contacted the Division to inquire if he could obtain four IbisWorld industry reports from us for his group project. RIT does not subscribe to the IbisWorld database of industry reports, but he learned that the Central Library's Business & Social Sciences Division did. Linda Halliburton emailed the four requested reports to him, a retail value of more than \$3,600 if the reports were purchased directly from IbisWorld. The RIT student was very appreciative. The IbisWorld database is a heavily used one for Central Library's small business customers writing business plans and college students working on projects. It is always a pleasure to assist students, who are working hard to get that "A" on their college projects.

- Recently, two former small business customers connected with Linda Halliburton to share the outcomes of their business idea research. These were two small business customers with two different outcomes—both good.
- Nick was interested in starting an eating establishment, and he had some relevant experience to do so. Linda suggested that Nick connect with a local retired restaurateur and former SCORE advisor for advice and guidance. Weeks later, Nick shared with Halliburton that he contacted the retired restaurateur, and he thanked her for the referral. The restaurateur was working with Nick on finalizing a restaurant space lease, and his guidance had been invaluable to Nick. Recently, Halliburton saw an article in the Rochester *Democrat & Chronicle* newspaper about Nick, his partner, and their restaurant, which will open soon. Now, Halliburton is pleased that she will be keeping the promise she made to Nick that she and her husband will be visiting the restaurant for dinner.
- Florence Morris had a patron ask for a book: Each One Teach One - 362.5092 C335e. The patron told Morris that he wanted to read the book in order to help out other people. He stated that he had been homeless since he was fifteen. The patron lives and works at the House of Mercy. Morris gave him the book and told him about the Library Outreach Center, Nurse Barb and the mobile dental unit. He said he would pass along the information.
- Florence Morris did extensive research for a staff member from City Councilman Mitch Gruber's office. She sent the staff member information from various government websites, organizations, and articles from the Business and Social Sciences internal databases and explained how to access the MCLS databases.

Children's Services Consultant, Tonia Burton reporting Programs

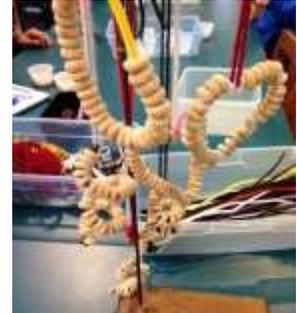
- Take your Child to the Library Day! The Annual MCLS Take Your Child to the Library Day was celebrated throughout Central Library. Library Assistant Jennifer Cesare planned and facilitated this library-



MCLS Director's Report – March 2018 (Continued)

wide event, *Become a Citizen of the World*, with each division. Patrons traveled to each department of the library and used their “passport” stamped for every activity.

- Curious George stopped by for Meet and Greet with some friends from WXXI. Patrons had a chance to take a selfie with him and enjoyed stories, a variety of crafts, and each child received a gift from Curious George.
- The first Tech-sploring program was held. Patrons interested in video game design were given a chance to explore Bloxels, a popular coding tool. Exposing children to technology has become increasingly important. We are launching this program to help children become comfortable and comprehend emerging technologies. These skills are a key advantage in the workplace.
- The story *Stranger in the Woods* by Carl Sams was the focus for the February WXXI/Central Library Exploration Station. There were several stations for families to visit and learn about science and math. Snowflake shapes were created from 2D shapes using correct symmetry; Snowflake Geo-boards were used by the children to create snowflakes on geoboards with rubber bands; Cereal Birdfeeders were created as a take home craft; homemade play dough was made and used to create snowmen; Animals in Winter Dice Game was made for children in which they rolled a habitat die and recorded the matching animal on a graph; woodland animals toys were out for free play time; and families had a great time exploring the second floor to complete the word search. This is the first session that we created a kit to share with member libraries. The Charlotte Branch Library was the first to test this.



Raising a Reader

Amy McLean attends bi-monthly socializations at ABC Headstart to offer a Baby/Toddler Storytime and simple literacy tips to families. At a past socialization, McLean mentioned the library VIP passes. Krystal (pictured below) checked out a VIP pass for the Rochester Museum and Science Center and took her three daughters. Krystal's kindergartener is “fascinated by natural disasters” and on the day they visited RMSC, there was a special guest doing a presentation on tsunamis. Krystal said, “She sat through the whole presentation and was the kid asking all the questions at the end.” Krystal plans to take her daughter to the Susan B. Anthony House next with a VIP pass. Raising a Reader gives us the opportunity to teach families not only literacy skills, but ways that they can utilize the library and its resources.



Outreach/Community Contacts

- Miranda Hazen and Kathy Wolf provided storytimes to ten classes at the MetroCenter Young Men's Catholic Association (YMCA). Hazen also provided storytimes to three age groups at TLC Adventures in Childcare.
- Burton attended a Family Literacy event to celebrate the birthday of Clifford the Big Red Dog at the Rochester City School District Early Childhood Center. We signed up over 50 children for library cards.
- Burton partnered with Rochester Regional Center for Autism Spectrum Disorder to offer their clients a Technology Petting Zoo. This is the first program we will be collaborating on as we work to help individuals with Autism and other disabilities



MCLS Director's Report – March 2018 (Continued)

grow more comfortable accessing library resources. Staff from the Center will also be providing training for our staff on inclusive programming.

- Burton, Hazen, and Wolf attended the MCLS Children's Services meeting at the Parma Library. Burton trained staff on *Everyone Serves Families with Young Children in the Library*. Burton presented the same training for the staff at East Rochester Public Library. Library Director Meredith Fraser invited Burton to help staff work through patron issues they have been having.

Upcoming Staff Development for MCLS Children's Librarians

- March 14 - Creating and providing inclusive recreational opportunities will be presented by staff from Rochester Regional Center for Autism Spectrum Disorder at Brighton Memorial Library at 9:30 am. This is free and open to all children's services staff.
- April 11 - MCLS Children's Retreat - Transforming Storytime will be presented by Dr. Betsy Diamante-Cohen and provided through the NYS Family Literacy Grant. This workshop enables participants to:
 - Transform children from passive listeners to active participants by using a single book in consecutive storytimes, employing repetition with variety.
 - Explore ways to use a chosen book in subsequent programs while continuing to present captivating and enriching storytimes.
 - Engage children with different learning styles by incorporating recent theories on how children's brains work.
 - Use storytime as a platform to help children learn through play, strengthen early literacy, and develop essential life skills.
 - Design book-related activities that reinforce 21st century skills.
 - Use transformed storytimes to educate and involve parents and caregivers
 - Connect and engage children with stories on multiple levels.
 - Experience the benefits of a transformed storytime!

Teen Central, Xandi DiMatteo & Melora Miller reporting

Programs

- We supported *Take Your Child to the Library Day* (or as we like to think of it, Future Teenagers) with activities for all ages. Melora Miller had a VERY popular visual scavenger hunt and word search that sparked conversations about Australian animals, and Xandi DiMatteo brought in a Didgeridoo for musically brave patrons to try.
- Love Yourz brought a former Teen Central teen, slam poetry performer, and youth mentor Chi The Realist to host a slam poetry program. He was awesome, and with his connection to teens and arts in the community, drew a crowd. We love seeing our former teens soar into adulthood!
- Souper Soup and Side was a rescheduled cooking program. Teens were taught how to make basic chicken soup with rice, garlic bread, and Caesar salad. The ingredients were fresh, easy to find, and inexpensive. We had young ladies pulling meat off rotisserie chicken, teens sautéing onions + garlic + spices, young men using sharp paring knives to chop carrots & celery - everyone had a task! We had conversations about family cooking, cultural cooking, and cooking as a lifelong skill for personal and professional well-being. We talked about nutrition, different healthy ways to eat (vegetarian and vegan), and future culinary education. Not all literacies are on a shelf; some are great life skills.

imagineYOU, John Hylton reporting

Youth Video Productions - The youth of ImagineYOU have been working hard producing their own videos with the help of the lab. We have worked on many assorted styles of videos that have youth from different skill backgrounds collaborating with others to learn and share their knowledge to help another youth's project.

A Gamers Nostalgia Podcast - Christopher Williams, the owner of A Gamers Nostalgia, visited imagineYOU to shoot a video podcast with teens from the library. They discussed many topics including diversity in the gaming industry and the impact of gaming in their lives. imagineYOU and AGN will produce a video podcast every Tuesday for Facebook and YouTube.



This is a link to the ImagineYOU & AGN podcast video.

https://m.facebook.com/story.php?story_fbid=1847192701965930&id=100000256539693

Youth Spotlight Interview – Miguel “TC Beats” Smith

Youth Volunteer Miguel sat down with ImagineYOU and answered questions about the music industry and how he has a plan to reach his goal of being a sound engineer. Miguel is a very dedicated and determined young man who is going to college and volunteering with imagineYOU in his spare time.



Central Animated Studios – Animated YouTube series “Amalgamation”

Creative Writing Youth Volunteer Ramon Reyes and teen Ezekiel Wadell are creating an animation that blends superheroes and villains from Marvel and DC together. The youth will be auditioning for voice over roles and helping draw and create characters.

Local History (Christine Ridarsky Reporting) **Programs**

- Library Assistant Emily Morry and her co-author Mary Grenier presented February's *Rochester's Rich History* talk about their book, *Rochester Through Time*. We also hosted a special presentation for Black History Month and the Frederick Douglass bicentennial by Leigh Fought, who spoke about her book *Women in the World of Frederick Douglass*.
- Also, this month, Historical Researcher Michelle Finn applied to the Gannett Foundation for a Community Action Grant to support the implementation of a National History Day (NHD) program for middle and high school students in the Rochester City School District (RCSD). National History Day is an annual academic competition for 6th to 12th-grade students that emphasizes original historical

MCLS Director's Report – March 2018 (Continued)

research, interpretation, writing, and creative expression, preparing participants for future success in the classroom and beyond. Because of constraints faced by RCSD, this will be the first time in years, if not decades, that its students will have the opportunity to participate in this enriching academic program. Finn submitted this proposal in partnership with Rebecca Fuss and the Friends & Foundation of the Rochester Public Library (FFRPL) and Steve LaMorte, Executive Director of Social Studies for RCSD. If funded, the library will host research visits by student participants and chaperones in Fall 2018, as well as a city-wide competition in Spring 2018. Winners will advance to the regional competition held at the Genesee Country Village & Museum.

Community Outreach/Meetings

- Ridarsky and Finn participated in a conference call this month with the planning committee for the 2018 Association of Public Historians of New York State (APHNYS) annual conference. Ridarsky is chairing the committee, and Finn serves as a member. The conference will be held in Rochester in October, 2018.
- Ridarsky attended three meetings of the Veterans Memorial & Executive Committee and its subcommittees this month to consult on various issues, including the Rapids Cemetery Restoration & Research Project, renovations to the War Memorial and upgrades to the kiosk inside the Blue Cross Arena, and a request from Roberta Abbott Buckle to have a memorial plaque placed in the War Memorial to honor her father Col. Robert Abbott.
- Finn worked with staff at the Webster Public Library, the Pittsford Community Library, and The Little Theatre to bring the traveling woman suffrage exhibit to those locations in February. The exhibit remained on display at the Chili Public Library during the first half of the month, as well. The traveling exhibit has been seen by more than 60,000 visitors since it hit the road in October 2017.
- The original exhibition, *Because of Women Like Her... Winning the Vote in New York State*, that was at the library last summer was mentioned in a post on author Brooke Kroeger's website, *Women's Suffrage and the Media* (<http://suffrageandthemedialibrary.org/source/a-special-suffrageandthemedialibrary-report-how-the-media-covered-the-new-yorkstate-suffrage-centennial/>). The piece was about media coverage of the 2017 New York State Suffrage Centennial.
- The library and our RochesterVoices.org website were also featured in an article that Library Assistant Emily Morry wrote for the *Democrat & Chronicle* this month in honor of the birthdays of Frederick Douglass and Susan B. Anthony (<https://www.democratandchronicle.com/story/lifestyle/2018/02/14/happy-birthday-frederick-douglass-susan-anthony/110405148/>). The article discussed the many documents and artifacts relating to these reformers and the repositories around Rochester where they can be found.

Special Collections

- Consulting archivist Stephanie Mathieu continued work this month on the 2017–18 Documentary Heritage Program grant project, and staff and interns completed finding aids for the Ira Sapozink and Jewish War Veterans Auxiliary collections, the John Reay papers, the Thomas P. Stowell scrapbook, and the Martha (Mattie) Burns papers. They also began inventorying remaining unprocessed collections, for which we lack intellectual control, and continued inventorying our map and oversized ephemera collections.
- One new archival collection was received in February and is being reviewed—a group of sports memorabilia relating to several obscure Rochester professional and semi-professional sports teams of the recent past (Griffins, Greywolves, Brigade, etc.).

Anecdotes /Other

MCLS Director's Report – March 2018 (Continued)

- Osborne had a curious conversation with a caller from the west coast this month. The caller was looking for any extended family that might be in Rochester. After checking Ancestry.com and city and suburban directories, it became clear that the family for which the woman was looking were actually quite close friends of Osborne's. He was able to describe the farm house in Greece that her grandfather grew up in and was able to supply her with information that other parts of the family had recently moved to another west coast city. He agreed to pass the invitation to contact these relations to the remaining family in New York.
- Staff of the Local History & Genealogy Division and of the City Historian's Office were called upon to provide Councilmember Michael Patterson with detailed information about the history of Cobbs Hill Park to help inform the conversation about park development currently under consideration by city government.

Reynolds Media Center, Joseph Born reporting

Reference - During February, RMC handled 1,548 reference questions and 363 non-reference transactions for a total of 1,911.

Hoopla - Hoopla circulations in January totaled 1,023: (254 Movies/TV, 401 Audiobooks, 117 Music, 143 eBooks, and 108 Comics.) 390 patrons used the service during February with 32 new users registering. Average cost was \$2.03/item.

Door Count - In February, RMC's door count averaged 465 /day during the week. Wednesday and Monday nights from 6-8:30 were very busy averaging 55. The door count on Fridays between 5pm and 6pm averaged 20.

Equipment Rental - Since the addition of the link for equipment rental on roccitylibrary.org, we have noticed an increase in equipment requests. In February, we circulated 11 items! We have also added a new Slide to Digital converter for patrons with old 2x2 slides. The equipment available for loan/rental includes:

- 16mm Projector (\$5.00 per day)
- Regular 8mm/Super 8mm Projector (\$5.00 per day)
- Super 8mm Sound Projector (\$5.00 per day)
- Slide Projector (\$5.00 per day)
- INFOCUS Video Projector (\$45.00 per day)
- SHARP Video Projector (\$45.00 per day)
- Overhead Transparency Projector (\$5.00 per day)
- Record Player (\$5.00 per day)
- Reel to Reel Tape Recorder (\$5.00 per day)
- Cassette Player (\$2.00 per day)
- Screens (\$5.00 per day)
- VHS to DVD Transfer Unit (\$25.00 per day)
- VHS Player with Built in Monitor (\$5.00 per day)

Science and History Division, Jennifer Byrnes reporting

Meetings

Jennifer Byrnes and Sarah Bishopp Velez met with Library Resource Outreach Center (LROC) staff to discuss adding other agencies under the LROC umbrella. A memorandum of understanding was drafted because of this meeting to be signed by LROC, the library, and the joining agency. Sarah attended the regular monthly LROC meeting.

Jennifer Byrnes met with Steve Taubenfeld of the Red Cross. The Red Cross would like to partner with more libraries to hold blood drives. Jennifer is proposing that in 2019 we hold the MCLS "Blood Bath" wherein each member library holds a blood drive and the library that donates the most units gets a trophy and t-shirts saying, "my library saves lives."

Jennifer Byrnes met with Beatriz LeBron of Rochester Regional Health to discuss the agency offering services at Central either under the LROC umbrella or individually.

Programs

- Animals of the Rochester Police Department: Duncan, the horse from the mounted patrol and Sully the German shepherd of the bomb sniffing unit, and their handlers, discussed how animals assist officers in doing their jobs; Sully did a bomb sniffing demonstration.
- The mobile dental unit was on site twice this month and was full both days.
- Nurse Barb saw 32 people as of February 22nd.
- Library Resource Outreach Center saw 69 people as of February 21st.
Volunteer Legal Services Project saw 10 people as of February 21st.
- Take Your Child to the Library Day: Alla Levi with dance partner Marty Steinhauser taught Tango to children and their parents as they traveled from station to station throughout the Library during the event on February 3, 2018.

Outreach

- Jennifer Byrnes, Nurse Barb, and Alla Levi attended Advocacy Day in Albany. Steve Nash was invited to the New York State United Teachers Winter Conference which was held at the Hyatt Regency. The keynote speaker spoke on the history of unions and their status in the U.S. and New York State. Afterwards, Steve participated in a workshop with secondary teachers on the history of unions.
- Steve Nash attended the Black History Month program of the Greece Historical Society. The Buffalo Soldiers Presentation Team from VFW Post 9251 gave a talk on the history of the Buffalo Soldiers (1866-1951). Uniforms, equipment and field communications methods used by the African American soldiers, known as the "Buffalo Soldiers," were included in the program. A special highlight was the opportunity to meet Charles Price of Rochester who was a member of the Tuskegee Airmen.
- Steve Nash was invited to attend the private opening of the new Rochester Auto Museum which is located on 140 Main St. On display are "muscle cars" built by US car companies in the late 1960's to the early 1970s. In addition, there is a wall of remembrance that depicts the names and pictures of the 280 soldiers from the greater Rochester area who were killed in the Vietnam War. Steve assisted in helping to find some of the pictures. The local Vietnam Veterans of America, Chapter 20 was presented with a check donated by the owner of CGI Communications. For more information please go to www.rochesterautomuseum.com. The museum is open to the public on Saturdays and Sundays from 11am-3 pm. Admission is free. Donations collected go to the VVA Chapter 20.
- Kate Meddaugh was asked to speak to the staff of the Fairport Public Library about the Carlson Patent and Trademark Center as well as how we can help their customers.

Consulting

- Jennifer Byrnes was appointed to a committee that is a partnership between the Collaborative Summer Library Program (CSLP) and the National Network of Libraries of Medicine (NNLM) to produce a unique, space themed, health programming addendum to CSLP's 2019 program manual. The committee is responsible for contributing content as well as vetting, testing, revising and improving the ideas that are submitted. To learn more about CSLP please go to www.cslpreads.org.

MCLS Director's Report – March 2018 (Continued)

- For the Carlson Patent Center, Kate Meddaugh assisted 23 people with Intellectual Property needs this month: 14 in person, 3 by phone, 2 by letter and 4 by email. This does not include the number of questions answered; this is individual patron interactions.

Anecdotes

- Steve Nash was approached by a patron to locate information on the 188th Regiment of the New York Volunteers, a unit that served in the Union Army during the American Civil War. The patron's great-grandfather had served in this unit. In doing some family research, the patron had located some documents about his relative. The patron then became intrigued about the history of the 188th and sought information on where his great grandfather was in the war. Steve located military reports in the NYS State archives and the National Archives and shared them with the patron.
- A patron called saying that she had been diagnosed with gout in her foot and would like to know what not to eat with this condition. Alla Levi searched reliable Internet sources including WebMD, Mayo Clinic, and MedlinePlus and found seven relevant articles to send to the woman. She called a week later and Alla transcribed her voice mail message: "Hi Alla, this is Lynn, I can't thank you enough for the gout information you sent me. It is fantastic and I'm feeling so much better. God Bless You!!! You should have been a doctor. Thank you very, very much for your help."

MCLS Member Libraries

Bernadette Brinkman, reporting

Brockport-Seymour Library – Carl Gouveia, Director

Chris Daily, longtime Young Adult Services Coordinator, is retiring, and there are three excellent potential candidates interested in her position. The supervisor of Clarkson has donated his first year's paycheck to the library, and, due to his generosity and the resulting press, the library is seeing an uptick in donations.

Chili Public Library – Jeff Baker, Director

The Town of Chili has entered into an agreement with Passero Associates for Pre-Referendum Architectural & Engineering Services in order to provide the public with thorough and accurate information in preparation of a possible referendum for a Town of Chili Community Center, Senior Center, Library & Parks Complex. The next Chili Public Library Friends' Book Sale is March 21-25, 2018. Kyle Wiesmore, a regular patron of the library, recently obtained Eagle Scout ranking by overseeing a project whereby communication tools located in the Teenship Area were constructed. For the second consecutive year the library and Florence Brasser Elementary School are partnering in a three-week after school program at the library for grades K-1.

East Rochester Public Library – Meredith Fraser, Director

The library is planning to re-do the lobby area of the library. The Circulation Desk has new pendant lights and a new bulletin board will be installed soon. A public terminal now has ZoomText, which is a print enlarger for those with visual challenges.

Gates Public Library – Greg Benoit, Director

Plans for the preschool are progressing with the YMCA as partner. It is expected to open for 75 partial-day students in September. A beer-tasting fundraiser will take place in May in partnership with Writers & Books, featuring author Tim Wendel (*Cancer Crossings*). A new full-time librarian has been hired. Senator Joe Robach provided funds for new laptops to reinvigorate the Girls Who Code program, which will be retooled to include boys.

Greece Public Library – Cassie Guthrie, Director

Library will be renovating its public bathrooms at the main branch this spring.

MCLS Director's Report – March 2018 (Continued)

Henrietta Public Library – Adrienne Pettinelli, Director

There will be a groundbreaking ceremony for the new library on March 20th. Final architectural plans are done, work on the foundation has begun, the structural steel has been ordered, and bids will open on the general trades packages on March 13th. The current estimated opening is Spring 2019, but that target will be refined as the project progresses. The Library Board is currently looking into developing an Opioid Overdose Prevention Policy.

Parma Public Library – Leslie Boedicker, Director

Parma has installed a bulletin board in the foyer, motion detectors in a storage room and rest rooms and LED lights in the hallway. A new mural is in progress.

Penfield Public Library – Bernadette Brinkman, Director

In partnership with Writers & Books, Penfield will be welcoming Reyna Grande on March 28, 2018, to speak about her book, *The Distance Between Us*, this year's choice for Writers & Books' Rochester Reads event.

Pittsford Community Library – Rhonda Rossman, Director

The Friends of the Pittsford Community Library will be funding the addition of two self-service checkout kiosks. The staff is researching options.

Scottsville Free Library – Laurie Leo, Director

Scottsville is starting a seed library.

Webster Public Library – Terri Bennett, Director

State auditors are examining the library. Hannah Ralston has been hired full time replacing Anna Souannavong. The library has been awarded a Causewave Grant for \$1,375 for brand development.

Selected Meetings & Outputs

Director Uttaro (February 13 – March 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 (monthly)
Monroe County Assistant County Executive, Michael Molinari (monthly)
Central Library All-Staff Meeting (monthly)
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-MCLS Management Team (weekly)

Central Library Supervisors

City of Rochester – Financial Audit RFP First Review

City of Rochester's Comprehensive Plan development – library input: Elizabeth Murphy, Senior Community Planner – City's Department of Neighborhood Business Development's Office of Planning

City of Rochester's Revenue Committee

Colorectal Cancer Awareness Month – Giant Colon Exhibit at Central Library – Press Conference

Friends & Foundation of RPL and RPL Fiscal Year 2019 Planning: Ned Davis and Brie Harrison

Great American Read - WXXI staff

Libraries After Dark Planning Team

Literacy Volunteers at Gates Public Library

MCLS Director's Report – March 2018 (Continued)

Monroe County Legislature

MCLS Adult Services Librarians

National Parent Leadership Institute's Operations Manager, Carolyn Lee Davis

New York State Association of Library Systems (NYALS) conference call

New York State Head Start Collaboration Director, and Early Childhood Advisory Council Co-Chair, Patty Persell
conference call

Pioneer Library System conference call

Roc the Future's Summer Learning Collaborative Action Network at United Way offices (two meetings)

Rochester Downtown Development Corporation Executive Director, Heidi Zimmer-Meyer; Brie Harrison

RPL and MCLS Boards of Trustees – Joint Meeting

RPL and MCLS Boards of Trustees Joint Finance Committee; Brie Harrison

RPL Annual Report planning – Senior Graphic Designer, Corinne Clar

RPL Barring Process – Tolley Reeves, EdD; Ana Suro

RPL Trustee Orientation – Alinda Drury; Brie Harrison

Rochester Regional Library Council's Advisory Council

Rochester Regional Library Council System Directors

Urban Libraries Council conference call: "Turmoil and Challenges in ULC Libraries"

Email Activity

Name	Send Actions	Receive Actions	Read Actions
Uttaro, Patricia	1,321	4,030	2,750
Snow, Sally	730	2,269	1,416
Reeves, Tolley	560	1,557	1,359
Harrison, Brie	482	2,143	567