TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: August 20, 2018
SUBJECT: Monthly Report – August 2018

Action Items

Election of Officers (Agenda Item II.)
In accordance with the Bylaws, officers may serve a maximum of two consecutive terms in office; hence, Mr. Wolf and Ms. D’Aurizio are not eligible for re-election to their current roles. The Nominating Committee proposes the following candidates for officers of the MCLS Board:

Mary Joyce D’Aurizio  President
Bill Yust            Vice President

BOARD ACTION REQUESTED: Election of Ms. D’Aurizio and Mr. Yust to the offices of President and Vice President, respectively, for one-year terms to expire June 30, 2019, as recommended by the MCLS Board’s Nominating Committee.

Discussion Items

Trustee Conference Attendance
Trustee Brandt has asked for discussion on reimbursement of expenses for Trustees who wish to attend library-related conferences or events. This is particularly timely because the New York Library Association annual conference is in Rochester this year. We have been unable to determine evidence of past practice, but recollection from Gail Boldt is that trustee conference expenses have not been reimbursed in the past.

Report Items, Patricia Uttaro, MCLS Director reporting

Recommended Reading/Viewing
Can Reading Make You Happier? - https://www.newyorker.com/culture/cultural-comment/can-reading-make-you-happier

August Reading Days by Trustee Gary Brandt
I think back to earlier times, when the first weeks of August were the special days of youth. Summer baseball would be over and football practice was still two weeks away. It was a good time for my parents to rent a cottage for a week and escape the city heat. One year they rented in Chippewa Bay on the St. Lawrence River. The house came with a small fishing boat. Another couple of years they rented in Vine Valley on Canandaigua Lake. Mom worked in a factory so her idea of a vacation was to go where it was quiet, very quiet. Same for Dad. They would sit on the porches of these humble cottages and read, then mix a cocktail before dinner.
These cottages all had small libraries. No televisions, just a group of paperback books that you could read and leave for the next group of renters. I remember finding and reading some of the most profound and wonderful stories.

*The Wall Street Journal* recently reported on the PBS initiative “The Great American Read.” PBS surveyed readers to develop a list of the 100 favorite works of fiction as selected by Americans. An author could have only one title in the 100. Many popular authors did not have one title selected (Philip Roth, Joyce Carol Oates, Faulkner, etc.). What the list showed was that Americans were more interested in a good story, not style; more interested in books we read as students than books that are of critical success. It is a list from readers like us, not from literary critics or college professors.

For me, three books that I read long ago have remained my favorites. These books molded me, gave me a basis for my character. My favorites from those early days are: *Drums Along the Mohawk* by Walter Edmonds, *Northwest Passage* by Kenneth Roberts, and *To Kill A Mockingbird* by Harper Lee. The stories by Mr. Edmonds and Mr. Roberts taught me about toughness, survival, hardship, trust and character in the early days of America. The story by Ms. Lee taught me compassion, justice, kindness and courage. Over the years, as my family knows, I have talked about the people in these books; Gil and Lana Martin, Langdon Towne, Major Rogers, Atticus Finch, Scout, Jeb. To me they are all real, they live within me still, decades after I met them.

**Upcoming Events**
- Sunday, August 19, Noon – Ceremony to Honor Stephanie Squicciarini – Irondequoit Public Library
- Monday, September 17, 2:00 p.m. – Check Presentation to Seymour Library by Senator Ortt – Seymour Library (following MCLS Board meeting at the Ogden Library).
- Thursday, September 20, 11:00 a.m. – Rochester Area Community Foundation Annual Luncheon – Convention Center. Former FFRPL Executive Director, Kathryn Nixon, will be honored with the Joe U. Posner Award. See Ned about available seating.

**Collaboration**

New York State Commissioner of Education Visit
NYSED Commissioner MaryEllen Elia visited the Central Library on July 24 as part of her Cultural Education Showcase Tour. We collaborated with JoAnne Antonacci from BOCES II to create a tour that gave the Commissioner the opportunity to meet with students and to see firsthand some of the educational projects and services public libraries provide. Elia spoke with several summer Literacy Aides, met with a group of students using the imagineYOU lab and workspace to create a video PSA on gang violence, and learned about the many collaborative projects between the Local History Division and the City School District. It was clear that many of the things we do at the Central Library, many of which other libraries in Monroe County and across the state provide as well, were unfamiliar to the Commissioner which suggests we could improve information sharing and advocacy to her office.

Arts & Cultural Council for the Rochester Area
I was recently invited to join the board of the Arts & Cultural Council and accepted the offer. I attended their annual meeting on August 1 and was added to their Governance Committee, led by Sandra Frankel. The Council has always been a strong supporter of the arts in libraries, and is currently in a rebuilding stage. I believe my participation there will ultimately benefit MCLS member libraries.

**Communication**

MCLS Discussion Forum
The first meeting of a new discussion forum series for MCLS staff was held in July. Twenty-eight staff from various member libraries assembled to discuss declining circulation and what that means for our libraries. There has been some concern expressed recently by member directors regarding lower than expected revenue, which is, in part, tied to declining circulation. Fewer items borrowed means fewer items overdue, which then results in less revenue from fines. The discussion revealed a frustration with trying to balance the purchase of traditional physical materials with e-content and not being able to keep up with the demand for either format. Everyone left
with some new ideas to consider when trying to increase borrowing of materials. Feedback on the forum was unanimously positive, so additional dates will be set beginning in September. Some topics that participants asked be considered for future forum discussion include programming, community engagement, assessment, equity & inclusion, and staff development.

**Staff & Trustee Development**

**System Staff Training Offered**
Three training sessions were held for system staff on changes in chronology and enumeration settings in bibliographic records. This was the first step in preparing to activate issue-level holds for the system, which allows patrons and staff to place holds on specific issues of a serial. Catalog Supervisor Dee Mrak and Clerk Lori Wisse presented the training for 83 people. Issue-level holds were activated in early July.

**MCLS Consultant Report**
At the annual system retreat in January, several member directors expressed some frustration with the relationship and communication between the directors and the system. In response, a team of consultants was hired which led the directors through a series of exercises to determine their aspirations for the system. The consultant team submitted a final report to the MCLS Directors Council in June. Unfortunately, their work and the final report did not include any interviews with system staff, which produced a very narrowly focused report. I am conducting interviews with system staff during August to develop the system perspective on issues that were raised, and will incorporate the results of those interviews into a response to the report. From that point forward, the system staff and member directors will work together to possibly modify the operational approach to system activities. This may result in re-opening the current Document of Understanding. I expect to have more information to share at the September board meeting.

**Technology, Brenda LaCrosse reporting**

**MCLS Network**
- Processed 3 Content Filter blocking requests
- Closed 1,821 Helpdesk tickets this period; 73 tickets currently open
- Took action on 162 emails from Patron Inquiries account
- Assisted 38 patrons through the overdrive.inquiries email account
- Assisted 13 patrons and staff members through the webmaster account
- Approved 47 reviews in CatalogPlus
- Ran and distributed 141 CARL Report Requests (40 custom)
- Took action on 114 emails from the Patron Inquiries account
- Had TLC set up SIP for Greece Envisionware Self-Check
- Custom receipt edits for Winton, Brighton, Hamlin and Webster

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

- Construction grant season has begun. Snow consulted with Leslie Boedicker, Director of the Parma Public Library and with Adrienne Pettinelli, Director of the Henrietta Public Library, regarding their applications. Applications are due to the system office August 31.
- Snow worked with LAS, Finance and Cataloging to change vendors for Overdrive catalog records. Overdrive will now supply the system with Marc Xpress records, which are free; previously records were purchased from Online Computer Library Center (OCLC) for $1.50 each. The free records have less detail than the OCLC records, but will be adequate to guide patrons from the catalog to check out via Overdrive. Snow estimates a savings of $4,000 per year.
- Staff changes have required a lot of oversight in the last month. Collections Manager Jennifer Lenio, Patrons Services Manager Cynthia Dana, and MCLS Assistant Alicia Gunther are all learning their new roles. Snow has been busy providing guidance and assigning tasks.
- Snow spoke with Brian Gordon, who is interested in writing about book challenges and how libraries handle them. She also discussed 3D printer policies with Brian Sharp of the Democrat and Chronicle as they relate to the printing of guns.

MCLS Office Statistics
- Overdrive Circulation- 95,317
- Mobile Learning Lab Use- 3
- Shipping- Holds Totes Delivered- 1,277
- Shipping- All Totes Delivered- 12,647
- Interlibrary Loan:
  - Lending: Requests Received- 1026
  - Requests Filled- 504
  - Borrowing: Requests Received- 102
  - Requests Filled- 92

Social Media
Facebook
- Page views- 1,401
- New page likes- 84 (3,806)
- Page reach- 100,504 people
- Post engagements- 23,889
- Checked in and mentions- 75 people
- Facebook Events Calendar
  - Individual events reached- 18,868 times
  - Visitors went to our full events calendar- 3,276
  - 638 people engaged with the event on Facebook or linked to our website through the event
- Video Views- 10,654
MCLS Director’s Report – August 2018 (Continued)

- Responded to 16 messages on Facebook
- Actions on Page- 6 people clicked on this button

Twitter
Profile Visits
- Rochester Public Library- 1,197
- Monroe County Library System- 497
New Followers
- Rochester Public Library- 16 (1,652)
- Monroe County Library System- 20 (1,981)
Engagements
- Rochester Public Library- 444
- Monroe County Library System- 157
Favorites
- Rochester Public Library- 167
- Monroe County Library System- 80
Mentions
- Rochester Public Library- 71
- Monroe County Library System- 62
Responded to 5 messages on Twitter

Instagram
- New Followers- 32 (1020)
- Likes- 357
- Comments on a post- 7
- Mentions- 8
- Saves- 0
- Engagements- 364
- Page visits- 67

Constant Contact Newsletter
- Subscribers who opened newsletter- 2211
- Click through- 282
- New subscribers- 46

YouTube Channel
- Video views- 454
- Videos added to playlists- 9
- New subscribers- 5 (67)
- Shares- 5
- Likes- 5
- Comments- 0

MCLS Outreach Services, Melanie Lewis reporting

General Services
- The Outreach Station Team selected, pulled, charged and packed materials for 29 Library Stations.
- Librarians selected and delivered library titles and digital downloads for 61 homebound patrons. Four reference packets were mailed to patrons; one tech support visit was made.
- 36 “Making Moves” reentry packets were mailed to correctional facilities.
- Outreach launched its second Summer Reading Program for the homebound. Prizes are Wegmans gift cards provided by the FFRPL.
Station Support

- New Station: Freedom Center, located in the Valley Cadillac building on East Avenue, is a day program for adults with traumatic brain injuries. An affiliate of Interim Healthcare, they are a relatively new operation. At this time they only have about 10 participants in their program. Amy met with the Site Coordinator to tour the facility and begin the station set up process.

- Dunn Tower Apartments- Janet and Amy met with a library volunteer for a tour of the Dunn Tower library and to inform her about other outreach services and collections which she promised to share with Dunn Tower's active Tenant Association. Dunn Tower is home to about 100. Tenants must be age 62+ or disabled to reside there.

- Chapel Oaks- Amy met with a team of employees from Chapel Oaks’ Recreation and Volunteer Services departments to discuss becoming a station. An affiliate of St. Ann’s, Chapel Oaks is home to 90-100 seniors. Although the median age is 92, Chapel Oaks’ seniors live independently and are fairly active.

- Pinnacle Place Coffee Hour- Each month Pinnacle Place invites a community agency to speak about their services over coffee and donuts. Pinnacle Place is home to low and middle income seniors as well as younger folks with mental or physical disabilities. Amy spoke with residents about new and old library services including: Nurse Barb and LROC; Art & Lit programming; VIP and Empire passes; digital services; and fine free kids/teens.

- Pathstone Presentation- Amy spoke to a group of 9 individuals from Pathstone’s Employment Focused Services Program about various library services from the educational (TASC, computer classes, JIC, Small Business Resource Center, Patent and Trademark, Rosetta Stone) to the entertaining (digital library services, ukulele, VIP & Empire passes). She also highlighted human services programs such as LROC, Nurse Barb and the Mobile Dentil 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.

- Valley Manor Health Fair- Outreach table at the Valley Manor Health Fair alongside about a dozen other cultural and health-related community agencies. We distributed program calendars, information about digital library services and services for seniors, as well as some MCLS swag. Around 50 residents visited our table, many of whom had kind words to say about MCLS libraries and their own small library-- which is enhanced by Extension’s collection.

Outreach Extension 2018 Early Summer Highlight: The Storybook Project

- One program supported by Outreach is the Storybook Project. This project is facilitated by St. Peter’s Episcopal Church in Henrietta. The project was originally started to help incarcerated parents stay connected to their children by recording bedtime stories and sending them the recordings and books. With these recordings, each child can hear his or her parent’s voice reading the story, and can follow along at the same time with the book. This helps ease the pain of separation during this difficult time. The Rochester Storybook Project operates in the Monroe Correctional Facility and at several transitional housing units for persons in the re-entry process after serving time in federal and state facilities. In 2017, Monroe County’s Storybook Project evolved. During Outreach’s COSAC meeting (Coordinated Outreach Services Advisory
Committee), one of our partners from Action for a Better Community wanted to bring the program to the ABC Head Start on North Street. Outreach assisted during a family day when approximately 20 parents
• waited to participate and receive a free book. Some parents chose a book that was a childhood favorite of theirs, others let the child choose. Since this event was held close to Father’s Day, we targeted the Dads in the crowd to participate. They appeared to have the most fun and be the most animated in the readings. One Dad made a recording for a child due this fall.

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 80’s and early 90’s, he spent many hours in Art & Lit. This is where he was first introduced to an artist’s technique called “xerography”. A Librarian in the Art Division would use it in her displays and spent time talking with him about it. Rich later 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 six 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 down 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 enjoyed listening to classic and contemporary African American fiction titles, all provided by the library.

Central Library Updates, Assistant Directors Snow and Reeves reporting

Patron Services, Cynthia Dana reporting

Community Outreach
• Cynthia Dana serves on the Board of the Washington Square Neighborhood Association, and has recently assisted with two Movies with a Downtown View events sponsored by the Association; she also attended one WSNA Board meeting.
• Dana also welcomed Bennie Calderon into the library to do quick interviews with patrons as part of the Democrat & Chronicle Time to Educate Initiative. Director Uttaro reached out to education reporter Justin Murphy when the initiative was announced and encouraged him to deploy reporters in the libraries where they would be able to talk with patrons who have experience with the RCSD educational system.

Arts & Literature Division, Nanci Nugent reporting

Programs
• Even though the weather was chilly, there were plenty of summertime songs to sing at the “Ukulele Garden Party.” The event was the finale of the first season of the monthly ukulele sing and strum group.
• Make Music Day Rochester was the local celebration of an international event that encourages people to participate in music making in their community. The Central Library was a Make Music Day venue, hosting jazz trumpeter Al Biles, his software sideman “GenJam,” and the talented students of the Kanack School of Musical Artistry. The Kanack students included a musical performance of the “Three Little Pigs.”
• A concert in Harold Hacker Hall brought together the young musicians of ROCmusic Collaborative and the senior citizen musicians of the New Horizons Orchestra. Both ensembles are community orchestras connected to the Eastman School of Music and conducted by Alexander Pena. Artist Kristine Bouyoucos is a violinist with New Horizons, and the concert took place in front of her exhibit “Notations: Imagery of Words and Music.”

• Rochester Writes continues to attract local writers to Central Library. Local author and teacher Gail Hosking taught a four-part Memoir Writing class in June to a filled classroom. One student made the following comment: “Gail’s expertise was well received and she inspired me to do more and to try harder. Be real. Be authentic.” Another commented: “Awesome experience!!” Local screen and playwright, Howard Solomon, introduced Rochester Writes students to the art and craft of playwriting in a four-part series offered in July. Students came away with an understanding of what makes up a good play through discussions and readings that explored dramatic action, character, and what it takes to create a memorable moment in the theater.

• Brownbag Book Discussion celebrated its tenth anniversary in July with an array of delectable desserts and a lively discussion of the novel, *Manhattan Beach* by Jennifer Egan. Our discussion of this historical novel included profound themes related to gender, race, and disability.

• Date Night: Making a Photo Book was the last class in the series. Book artist Rebecca Lomuto taught students how to bind a simple book where photos could be added to create a memory book. Library patrons have enjoyed these classes where they create something together. Patrons remarked on how they learned new skills in these classes from making chocolate truffles, painting on wine glasses, and now knowing how to bind a simple book.

• Cyanotype Photography method is one of the earliest non-silver processes in photography and enables one to create photographic images without using a camera. This is an accessible technique to all as it requires no photographic background, darkroom, or extensive equipment. Artist Laura Jackett taught patrons how to create Cyanotype images using the sun. Patrons learned how to transform plain white paper into a rich blue photograph. Most students said they had never heard of producing a photographic print with Cyanotype. Some comments were, “this is a very cool process,” “glad to learn a new skill,” “I can now go home and create my own prints.”

• Librarian Nanci Nugent has been making all different kinds of fabric dolls for many years. In this Monster Doll program, she introduced a new technique to patrons. Making these dolls requires little sewing experience and there is no right or wrong way to make them. The crazier the better! Patrons were able to choose from many different fabrics, faux fur, trims, and buttons. Nugent taught patrons how to put the pieces together and how to apply the different embellishments. Everyone said they had a great time and it was one of the most enjoyable and amusing classes they have taken.

• In the Shamanism and the Soul's Response to Illness program, Cecil Carson, MD, gave an informative lecture which explored how serious illness often requires a soul-level response that goes beyond physical and emotional healing. Soul issues frequently arise in the form of “Who Am I?” “Why is this happening to me?” “Am I more than my physical body?” She discussed how shamanism, an ancient, non-religious form
of healing, can help address these deep questions of meaning. Carson is a retired Clinical Associate Professor of Medicine & Psychiatry, University of Rochester Medical Center, and a Shamanic practitioner and trainer.

Outreach
- The partnership between Lifespan Wolk Café at Sibley Square (previously called the Lifespan Older Adult Center) and the Central Library is off to a great start. Librarian Mary Fraser began the collaboration by teaching a ukulele basics course to a group of seven seniors. The class started in June and will continue on a bi-weekly basis throughout the summer. Students checked out the library’s ukuleles for the duration of the course, and are learning to strum along with some fun tunes such as “Don’t Worry, Be Happy”.
- Librarian Melissa Manczuk taught the first in a series of monthly craft classes. At the first class, the group of enthusiastic crafters created 3-D paper tulips and tissue paper peonies. The participants were very enthusiastic about making the flowers and delighted by the range of color choices available. Many were surprised by how easy the flowers were to make, with one participant mentioning that she was not crafty at all, but that she could certainly do this and would love to come to more classes. Melissa and the group chatted about the different kinds of crafts they enjoy and what kinds of craft activities they would like to engage in in the future.
- Lifespan’s Program Director, Ellen Apetz says this about our newly formed partnership: “Mary's Ukulele class is fabulous! Everyone loves it! Melissa's first Arts and Craft class was fantastic as well! I cannot say enough positive things that the members have shared with me. They are feeling active and engaged physical and mentally!”

Exhibits
- Members of the Association of Games and Puzzles exhibited some rare examples of board games in the Art and Literature Division’s Riedman cases. The games were manufactured locally in the early 1900’s by the All-Fair Toy and Game company.

Business & Social Sciences, Darlene Richards reporting

Meetings
- Sarah Bishopp Vélez and Darlene Richards met with Doug Mabon, SCORE mentor and former chairman, to discuss the informational needs of small business clients. Doug gave a great overview of some of the steps they take a client through in developing their business model (including referring them to the Central Library), and listed some names and other resources that might help Business Division staff assist clients more effectively. Richards and Bishopp Vélez talked briefly about some of the challenges they are facing with limited staffing, and Doug was very helpful in providing a few suggestions to make reference interactions with small business clients go more smoothly. Overall, Doug reiterated how great a resource the library is for the small business community, and that there are not many other libraries doing what we do! Staff confirmed that the library will continue to provide the same level of informational resources as we have in the past, and will work to spread the knowledge base to more staff so that small business clients can receive help in an efficient and timely manner.

Programs
- Sarah Bishopp Vélez oversaw her first 1st Wednesday program and it went very well. Jim Soufleris from the Small Business Development Center (SBDC) was very welcoming and inclusive, as usual, and assisted her in running the program smoothly. Michael Krause, President of Sales Sense Payments, a Rochester-
based consulting firm, was a superb presenter and kept everyone engaged throughout the whole presentation with his humor and interaction with the audience. He gave several tactics, strategies, and winning methods to use to generate new sales and build customer loyalty. This was the last 1st Wednesday program until September, and Sarah is looking forward to next season, albeit with potentially new SBDC staff since Jim will be moving out of state.

- Four presenters presented How to Avoid Fraud In Grant Writing: Guidance for Small & Grassroots Organizations. Two of the presenters were from the local grant writer’s network at St. John Fisher College. Robyn Miller also teaches classes on fundraising at St. John Fisher College’s Center for Community Engagement. Maranne McDade Clay also provide grant writing and consulting service to nonprofit organizations and municipalities. Susan Sadinsky is Assistant Attorney General, Public Integrity Bureau, Buffalo Regional office. Ms. Sadinsky is responsible for investigating and prosecuting public corruption, fraud and the abuse of authority to ensure public trust in government. Robyn Miller spoke about the criteria for hiring a grant writer, Maranne McDade Clay focused on New York State grants and New York State Grants Gateway.

- Sarah Bishopp Vélez hosted her first BizKid$ program, and had a great time interacting with the students. BizKid$ is a week-long camp through the City of Rochester that teaches youth ages 10-18 entrepreneurial skills. In the Business & Social Sciences Division, the kids used the library’s resources to write their own business plan. They then went to Teen Central and used the computers there to create business cards. A big thank you to Dennis Williams for the use of Teen Central, as well as Kirmani Scott, BizKid$ Program Coordinator, and Chad Rieflin from CCCS of Rochester, BizKid$ lead instructor, for all of the wonderful work they do with these students!

**Database Statistics: June/July**
- ABI Inform- 27 sessions; 607 searches; 1006 documents
- Business Market Research Collection- 29 sessions; 1003 searches; 311 documents
- Entrepreneurship Database- 23 sessions; 522 searches; 4 documents
- Foundation Directory Online Professional- 259 searches
- CQ Researcher- 2 sessions; 7 page views
- Ibisworld- 146 hits
- Mergent Archives- 8 searches; 16 pages viewed
- Small Business Resource Center- 81 searches

**Children’s Services, Tonia Burton reporting**

**Programs**
- One hundred and ten 5th grade students from School # 9 visited Central Children’s Center for an afternoon. They received a tour, book talks, and enjoyed lunch in the café area. Part of the experience was to have the students walk around the neighborhood and learn about its history. This was quite a large group for two librarians but with the help of using the café for lunches and splitting the groups up it was manageable. After the visit, a few students came back to visit with their families. It’s also fun to watch them give clues to finding the Secret Room.
- Sarah Ngo reports that June was a busy, but fulfilling month. We wrapped up Raising a Reader with all our sites. Ngo attended five moving up ceremonies for three and four year old classes. She saw 72 children move up and 167 family members. She was amazed at how many families participated in moving up events. It made the kids feel really special to sing songs to their parents and families.
- Burton and Ngo attended the Family Fun Day at ABC Early Headstart on Joseph Ave on June 7. We had a table set up with parent surveys, giveaways, and library information. We spoke to over 50 people about Raising a Reader and libraries. It was a great day filled with food, music, and activities for families to do together to celebrate the end of the school year.
Burton served as a guest lecturer for a Children’s Services class at the University of Buffalo. This class is offered to students in the Master’s program for Library Science. It’s an online course that gives students a chance to ask real world scenario questions. Students are from all over the country. There were a lot of great conversations relating to the future of the profession, fines, programming, and the importance of advocacy for libraries and librarians.

The 2018 Summer Learning Program collaboration between the Rochester Public Library and Mayor Warren’s Summer Stars Challenge was kicked off at the Frederick Douglass Library. Burton worked with Kiara Warren, Assistant to the Director of Special Projects and Education Initiatives, and Patrick Flannigan, City of Rochester Communications, and Sara Scott, Department of Recreation and Youth Services to organize the event. Sarah Ngo (Frederick Douglass Children’s Librarian) worked closely with the R-Center to be sure the children attending had parent photo release forms. Ngo also worked with Rochester Child First Network to bring three groups of their children to the program. Topher Holt, local musician, teacher, and library favorite performed a concert for the children in attendance.

July was a month of change and challenges for the Children’s Center. We welcomed a new part time librarian, Katie Powell and two Summer Literacy Aides, Nadia Morels and Paw Hshee.

We also said goodbye to the much loved fish tank. Over a weekend the tank’s seal broke and the 120 gallons of water leaked onto the carpet in the entry area. Thanks to quick work of maintenance staff and children’s center staff we quickly set up a temporary location in the Kate Gleason Auditorium for the first day then in the B-Hive when it was obvious it would take time to get rid of the smell while the carpet was dried and cleaned. LAS helped make sure our computers were safe and circulation helped out by becoming the children’s circulation service center for a week. Families and groups were saddened to hear the news and even though we used the B-Hive to offer programs and play space, many families opted to return at a later date. We lost a lot of circulation and program numbers this month as we work to let people know we are back in business.

Photos of families during our brief stay in KGA and the garden
• We continued our collaboration with WXXI for weekly Exploration Stations. Each week we have focused on a specific music genre to tie into the theme of Libraries Rock! We have not had the large numbers we have in the past. Many groups have told us they do not have transportation this summer so they can not visit every week. During Rock Week, guests enjoyed playing with the Little Bits and creating their own guitars. We also have students from Eastman joining us to play different types of music.

• On July 12th Central Library was chosen as the location for the National Day of Summer Learning press conference. Luis Perez from Summer Leap worked with Burton to plan and coordinate the event. Participants were given a tour of Teen Central and joined in the Exploration Station activities. Later in the month, the same location was chosen to host a visit from Commissioner Elia, NYS Commissioner of Education to highlight what libraries contribute to learning. The visit gave staff a chance to talk about all the ways we serve out of school learning and the important work we do with families.

Collaborations
• The 2018 Rochester City School District Summer Literacy Aides attended an all-day training with Children’s Services Consultant Tonia Burton and new Children’s Center Librarian Katie Powell. Dr. Lisa Hiley, Nazareth College, joined in the afternoon to provide hands on experimental learning. The Literacy Aides provide valued support to Rochester Public Library during the busy summer season. They are responsible for signing children up for summer reading, reading with and to children, assisting children’s librarians with programming, and offering pop up programs as needed. The literacy aides are recruited by the school district and are high performing high school students recommended by their principals and counselors to participate in this collaboration funded by the district. The literacy aides also gain important skills from their work with the library. For success in college and beyond, teens need to learn basic workforce readiness skills. The summer literacy aide program provides teens an introduction to workplace interpersonal and professional skills. They learn communication, enthusiasm and attitude, teamwork, networking, problem solving and critical thinking, and professionalism. Cell phone etiquette and appropriate enthusiasm are constant challenges as is teamwork. Many of the students are in the work world for the first time so we work on pulling them out of their shells and give examples of ways to engage with children in the library. Literacy Aides shared books with each other and ideas for sharing the books with children throughout the summer. Each person left with a written plan that had detailed plans for books and projects they would incorporate this summer. STEAM activities are done in all our libraries. During the training, literacy aides learned about different types of science, technology, and math concepts and did some easy hands on activities they can do in the library. Teams worked to track disappearing sugar cubes and charted the progress.

Guided by Katie Powell, teams worked to learn about circuits by using Little Bits and created Tech Monsters.
MCLS Director’s Report – August 2018 (Continued)

- Strong Center for Developmental Disabilities has worked with MCLS to offer training for staff on creating training to provide an overview of inclusion in recreation & leisure settings, including programmatic considerations, behavioral supports, and tools for facilitating social engagement. They also invited us to offer a Traveling Technology program for families who attend the Rochester Regional Center for Autism. We have begun meeting with families of children K-12 to build trusting relationships so the families know their library is a trusted source for their needs. They have most recently requested space for focus groups. Recognizing that libraries are where families go for educational and recreational purposes and that our librarians have trusted relationships with families who may not be comfortable talking with people from a university or hospital, our staff can facilitate introductions in a comfortable setting. They will use our spaces to host a series of focus groups to learn about what’s working well and what’s not in terms of supports and services for individuals with disabilities in our community. They will be specifically focusing on employment, healthcare, education and recreation opportunities.
- We have added a new group using the Children’s Center: the Social Cognitive Development Lab at University of Rochester. This lab focuses on social cognition, intergroup attitudes, and morality in childhood and adolescence. Researchers will be talking with caregivers about families experience with their children’s perceptions of social inequalities, experiences of social exclusion, the development of stereotypes, and reasoning about rights. Once again, Central Library was contacted because it is seen as a place where families with different backgrounds visit to meet their families’ educational and recreational needs.

Circulation & Information Services, Kathy Sochia reporting

Statistics
- 236 new borrowers
- 400 new cards for Summerleap program (requested by Tonia Burton)
- 47 new cards for Urban League
- 14 RRLC Access cards
- 148 Notarial Acts

Anecdotes
- A staff member borrowed an Empire Pass for a weekend trip to Letchworth State Park and came back to thank Kathy Sochia. The staff member’s boyfriend asked her to marry him during a hike through the park.
- A patron called Sochia to talk about lost items on three family member’s records. About two years ago there had been a fire in her apartment building and her landlord threw out all of their belongings. They were temporarily homeless before moving in with relatives in Orleans County. This summer they moved back to Rochester and she asked if we could help with her fines so her children could do their summer reading. Sochia waived $570.00 to give them a fresh start.
- A woman and her 11-year-old brother attended the Basic Excel class taught by Brian DiNitto. The woman spoke mostly Somali and a little English. Her 11-year-old brother learned Excel along with her and served as a translator for her questions.
- Ron Freitag and DiNitto helped a local musician copy some CDs of his songs. The patron had appeared on “America’s Got Talent” last year.
- DiNitto gave a family visiting from Denmark directions to local landmarks within walking distance from the library. He also helped a patron, originally from Cuba, who wanted to fill out some applications to work in restaurants. Her English was limited, so working with Google translate was helpful. We helped her get through her applications and also helped her set up an account for auto payment of her rent. With help from Melisa Miranda at Circulation we let her know the importance of having a complex password for financial matters and using a capital letter in her password.

Local History, Christine Ridarsky reporting

- The Local History & Genealogy Division was delighted to have several members of its staff recognized in July with a City Employee Team Meritorious Service Award. City Historian/Historical Services Consultant Christine Ridarsky, Historical Researcher Michelle Finn, and Library Assistant Emily Morry were
recognized for their contributions to city-wide celebration in 2017 of the 100th anniversary of New York State granting women the right to vote, particularly development of the Because of Women Like Her...Winning the Vote in New York State exhibition held at the library. Other members of the team were Corinne Clar of the library Graphics Department and Tiana Stephens and Paula Deacon of City Communications.

Programs
• The highlight of the Local History & Genealogy Division’s summer programming was a marathon reading of the Narrative of the Life of Frederick Douglass, an American Slave held at five locations throughout Rochester and Brighton between July 19 and 22. Over the course of four days, 131 people, of all ages and from all walks of life, took turns reading aloud from the autobiography. Sessions were held at the Central Library of Rochester & Monroe County, Frederick Douglass Community Library, Phillis Wheatley Library, Brighton Public Library, and the University of Rochester’s Rush Rhees Library. We also gave away 62 copies of the book, mostly to youth participants. The event was the result of a partnership between the Rochester Public Library, Brighton Public Library, UR’s Department of Rare Books, Special Collections, and Preservation, Writers & Books, and the Frederick Douglass Bicentennial Commemoration Committee (of which Ridarsky is a member).
• Koehler presented a program on Ancestry.com at the Gates Public Library in June. A dynamic group of patrons expressed an interest in forming their own genealogy group at the library, and the staff indicated that they would support this effort. This would be the third MCLS library to form a local genealogy group spurred by the popularity of Koehler’s programs. After Koehler’s program, one gentleman collected contact information from other participants in order to collaborate. He also indicated that he would be planning a trip to the Central Library to view town newspapers.
• In all, Koehler presented 30 genealogy programs to 608 participants throughout Monroe County in FY2018; nine of those were part of Think Genealogy It’s Saturday and drew 113 people into the Local History & Genealogy Division. The 2018-2019 season of Think Genealogy It’s Saturday starts on September 22, and continues every fourth Saturday through June 2019. (There will be no session in December due to the holidays.)
• In addition to our public programs, Finn gave several presentations to special interest groups. These included:
  o A presentation to a group of students participating in the City of Rochester’s Summer Recreation program on the history of Rochester’s flour and flower industries—“From Flour to Flower: How Rochester Got Its Nicknames”—followed by a scavenger hunt in the Local History & Genealogy Division.
  o A walking tour of the Downtown Heritage Trail for the city’s Flour City Looking Good program.
  o A presentation on the Rochester Subway at The Highlands at Pittsford’s annual fundraising breakfast.
  o A presentation on the early history of Rochester to students at the Rochester City School District’s Office of Adult & Career Education Services (OACES) program.
• We are also excited to announce that the Friends & Foundation of the Rochester Public Library (FFRPL) has agreed to financially support the implementation this fall of a new National History Day (NHD) program for students from the Rochester City School District. Ridarsky and Finn are working closely with the district’s social studies department to design the program and recruit teacher leaders. Students will work throughout the fall and early spring to develop projects following the NHD guidelines. Participants will present their projects at a contest at the Central Library in spring, and winners will advance to the regional competition at the Genesee Country Village & Museum. Rochester students have not had an opportunity to participate in this program in many decades, and we are excited to be able to bring this unique enrichment opportunity to them and support them in developing the research and critical thinking skills necessary for their success in school and life.

Exhibitions
• Planning began in earnest in June for a planned exhibition in 2019 to commemorate the 50th anniversary of the uprising at the Stonewall Inn in New York City in 1969 that sparked the modern LGBTQ civil rights movement. The exhibit, tentatively set to open March 1, 2019, in the Anthony Mascoli Gallery in Harold
Hacker Hall of the Rundel Memorial Building, will use the Stonewall anniversary as a jumping off point to explore the history of Rochester’s diverse LGBTQ community. An initial meeting in June brought together representatives from a variety of organizations—libraries, museums, educational institutions, the Out Alliance, media and the tourism industry—to begin a discussion about exhibition planning and what the various groups and their staff might be able to contribute. A visioning session planned for August will determine the exhibit’s mission statement and main themes. Ridarsky is leading the planning team with assistance from Finn and FT Librarian I Brandon Fess. The Stonewall exhibition is expected to following a development process similar to that used in preparing the 2017 woman suffrage exhibition, *Because of Women Like Her... Winning the Vote in New York State*. A traveling version of that exhibit continues to tour the community. It was on display at the Greece Historical Society in June, where it was viewed by 275 visitors.

- Finn, who chairs the division’s Exhibition Team, continues to work closely with a team from the University of Rochester (three students, two graduate assistants, and a professor) on developing the Lewis Henry Morgan exhibit, which is scheduled to be installed in the Local History & Genealogy Division’s exhibit hall in September.
- Finn and Ridarsky also met in June with Karen (Dinkle) Bunton and her husband, Jerry Bunton, to discuss a future exhibit centered on several generations of the Dinkle family, which has lived in Rochester since the early 20th century. The themes this exhibit will touch on include: African Americans in Rochester through the years; life in the Third Ward; African Americans in World War I and World War II; the Rochester Police Department; and the perseverance of the black family over time. This exhibit will be on display in the Local History & Genealogy Division (LHGD) exhibit hall starting in February 2019.

Community Outreach/Meetings

- The High Falls Interpretive Center & Museum began operating under its extended summer hours (10-4 p.m. Wednesday-Friday and Sunday, and 10 a.m. – 5 p.m. Saturday) on June 2. We welcomed 1,751 visitors in June and July; Site Supervisor/PT Historical Researcher Amy Pepe led two group tours, one for the Livonia Schools (26 students) and one for MCC’s Horizon’s program (9 people).
- Ridarsky gave a brief presentation on the history of Washington Square Park as part of a Design Charrette sponsored by the Washington Square Neighborhood Association to determine the future of the park.
- Ridarsky met with the University of Rochester’s Jessica Lacher-Feldman, Assistant Dean and Joseph N. Lambert and Harold B. Schleifer Director of Rare Books, Special Collections and Preservation, and Elizabeth Call, Special Collections Outreach Librarian, to discuss possible collaborations including the possibility of making some UR oral history collections publicly available via the library’s Rochester Voices website, www rocvoices.org.
- Ridarsky gave a presentation about the exciting projects in the division to Friends and Foundation of the Rochester Public Library supporters at that organization’s annual Director’s Luncheon in June. The talk was well-received, with several people approaching Ridarsky after the event to further discuss our work. As a result, FFRPL and Ridarsky are currently working with a donor who has offered to host a fundraising event for Local History & Genealogy in her home this fall.
- Ridarsky gave a tour of the division to New York State Education Commissioner MaryEllen Elia as part of the commissioner’s visit to the library in July. The focus was on the work that our staff does with K-12 students. Finn also presented an overview of Rochester Voices. Elia seemed impressed with our work and offered several useful suggestions. Since then, her staff has been in contact with Ridarsky and Finn to offer support for the National History Day program mentioned earlier in this report.
- Finn assisted in conducting a Professional Development workshop at East High School with teachers from the Rochester City School District. Focusing on Rochester during the Civil Rights era, the workshop involved a series of stations, each featuring a different resource from the collections of the Local History & Genealogy Division. Through primary sources that included oral history interviews, newspaper articles, photographs, and maps, the teachers were able to learn about the history while discovering the types of materials available through the library to help convey this history to their students. Following the session, the organizer sent this message:

“The teachers are still talking about the stations—especially the scrap books and oral histories! I can’t thank you enough for gathering all of these resources and sharing your time on site with East! Michelle, the
teachers are also talking about how wonderful you are! I also can’t express how much you have already contributed to improving so much at East from the focus on equity to instructional practices and ultimately the quality of teaching and learning for our scholars!!"

The email requested a repeat of the session for an even larger group in August. Ridarsky will facilitate the session since Finn will be on vacation.

- Finn helped coordinate and then attended the annual conference of the New York Cultural Heritage Tourism Network (NYCHTN) held at Hobart and William Smith Colleges in Geneva, NY.
- Finn participated in the artist selection process for the Rundel Terrace public art project. In June, the selection committee reviewed 63 submissions, narrowing the list down to four finalists who were asked to submit their design concepts for review in early August. Finn met with two of the finalists in July to help them better understand the historical significance of the site and of Rochester more broadly. One of the artists spent the day in the Local History & Genealogy Division and was further assisted by our Reference Staff.
- Finn continued to represent the city and library on the Board of Directors of the New York Cultural Heritage Tourism Network and attended the group’s conference in Geneva in June and participated in a conference call in July. The Board is preparing for an upcoming membership drive this fall.
- Ridarsky met with Council Member Mitch Gruber, RIT Professor Michael Brown, and local photographer Vashon Broyld to discuss the city’s plans for the landmark that carries Broad Street and the former aqueduct/subway bed over the Genesee River and what role public historians such as ourselves can play in facilitating the community’s conversation about the proposals for this site. Ridarsky, Finn, Brown, Vashon Broyld, and another history professor, Dann J. Broyld, have been researching the aqueduct’s history and facilitating conversations at state and national history conferences about public historians’ roles in community conversations about public spaces with historical significance.

Collections

- Brandon Fess and Volunteer Susan Potera continued to inventory, organize, rehouse, and index our long-neglected map collection. This is a substantial project – it took three weeks just to complete the first drawer – and may be on-going for months to come.
- Fess and PT page Jordan Wallance also collaborated to sort and process locally-relevant portions of the former Art Division photograph collection for placement in the Photograph and Pamphlet collections. Numerous materials have been transferred to Local History & Genealogy in recent months as the History and Art divisions have begun to deaccession material. This has required a significant amount of staff time and labor to sort through the materials to determine what is relevant and should be kept and then to process the material and change catalog locations.
- In June, the division took temporary custody of some the city’s most precious and irreplaceable historical materials after the fire suppression system in the Municipal Archives failed. The items will be stored in the division’s climate-controlled stacks (with fire suppression) until the Municipal Archives system is replaced, likely by the end of September.

Digital Projects

- Rochester Voices - Michelle Finn continues to make progress in adding new materials to the site. In June, she uploaded a set of lesson plans and support materials relating to the Latino Voices collection to the Classroom Connections section (http://www.rochestervozes.org/lesson-plan/rochester-latinos/). These educational materials were developed in partnership with students and staff at Nazareth College and are geared towards students in first and second grades. Additional content for grades 3, 4, and 7 will soon follow.
- Ridarsky and Finn also met in June with faculty from the University of Rochester to discuss an oral history project they are conducting with residents of the 19th Ward. Once completed, this collection will be also added to the Rochester Voices site.

Social Media

- Staff from the Local History and Genealogy Division contributed content for 20 social media posts in June and July: 6 on Twitter, 7 on Facebook, 3 Facebook Events, and 4 blog entries on
Volunteer/Intern hours
- We were assisted by two volunteers (Susan Potera – 7 hours; Nancy Martin – 31.75 hours), two interns from Lifetime Assistance (Ben Mitchell – 6.25 hours, Christian Repass – 85 hours) and one intern from Monroe BOCES (Ethan McBride – 2 hours). In all, volunteers and interns contributed 132 hours of service to the division in June and July.
- Our long-time intern from Lifetime Assistance, Ben Mitchell, completed his assignment with us at the end of June. His work consisted of renaming the source files for Rochester Images with descriptive titles alongside their image numbers. His replacement, Christian Repass, is working to identify uncatalogued digitized materials held on the DVD-R collection.
- Ethan McBride, an intern from Monroe BOCES, is working with PT Clerk Veronica Shaw on a new project: scanning of our Ready Reference card file. This file contains approximately 25,000 note cards housed in 23 drawers. This represents in some sense 70 years of the accumulated wisdom of dozens of Local History & Genealogy Division librarians. With Ethan’s assistance, we project that Veronica will be able to scan about 1,500 cards each work day. This data will be arranged in a keyword searchable database giving our relatively new librarians a virtual consultant to query when faced with challenging questions.

Anecdotes/Other
- The Local History & Genealogy Division often receives questions from adoptees seeking their birth parents. Usually, we point them to the limited resources available and admit that we can be of little help. But in July, Library Assistant Emily Morry had the rare and joyful experience of being able to reunite an adopted woman with her birth mother. The adoptee, who lives out of town, had recently discovered her birth father through DNA testing. When they met, he shared what little information he could about her birth mother, but after roughly 50 years, the details were sketchy. The woman’s surname was a common one, and he wasn’t sure whether her first name was Carol or Jean, both of which were also common names in the 1950s. He did recall that she had attended Monroe High School’s summer school “sometime in the late 1950s.” A check of the school’s yearbooks failed to turn up anyone by either of the names he had given, though there were a few young men with the same last name. The dead end wasn’t unexpected, since students often took summer classes at different schools than they attended during the academic year and thus may not have appeared in that school’s yearbooks. Morry then checked Ancestry.com and discovered a Carol Jean of the same last name who attended a different local high school, but after sending her yearbook picture to the patron, her birth father confirmed that it wasn’t the right woman. Morry wasn’t to be discouraged. She consulted the Democrat & Chronicle’s online archives and found a circa 1961 marriage notice for a woman with one of the possible names. Morry recognized the name of one of the groomsmen as someone she had seen in the Monroe High School yearbook. She then searched for Carol under her married name in the city directories, only to learn that she and her husband had left Rochester in the mid-1960s. Faced with this stumbling block, Morry decided to research the woman’s parents (whose names were published in the marriage notice), hoping that some piece of information might lead her to Carol’s current whereabouts. An Ancestry.com search showed that both parents had died in Palm Beach, Florida. Searching their names further, Morry found out that they had lived in Palm Beach for several years before their passing. Could they have moved there to live near one of their children after retiring? Morry checked the online white pages to see if there was a listing for a Carol under her married name in Palm Beach, Florida. There was! After confirming that the address listed was still current by calling the Palm Beach County Library, Morry presented her research to the patron. Her birth father recognized her mother from the photo in the wedding announcement and the patron got in touch with Carol, her birth mother, through Carol’s brother, who still lives in Rochester. We are happy to report a happy ending! The patron has established a relationship with her birth mother and says that having grown up as an only child she is delighted to have 13 new siblings between her father’s and mother’s children.
Reynolds Media Center, Joseph Born reporting

Hoopla
- Hoopla circulations in June totaled 2183: (528 Movies/TV; 863 Audiobooks; 276 Music; 360 eBooks; 168 Comics). 575 patrons used the service with 78 new users registering and 157 patrons using all seven formats (28%). Average cost was $2.11/item.

Stewardship and Curation
- RMC started circulating PlayAways. We have 25 titles and will continue to order more as popularity dictates.
- RMC has utilized the Kroll funds to have upgrades done in the Kate Gleason Auditorium. We have updated the video connections, the sound system and the hearing impaired loop.
- Robert Scheffel started helping in Business Division 3 days a week for 2 hours a day to help with the staff shortage. Robert has also been helping in Art/Lit during occasional shortages.

Science & History Division, Jennifer Byrnes reporting

Meetings
- Jennifer Byrnes attended the monthly Greater Rochester Coordinated Network (GRCN) meetings. In addition, she and other staff met with the staff of Lifespan to determine if any of their case management services could be implemented at Central and the branches.
- Byrnes met with staff members of NY Serves/Veterans Outreach to discuss referrals through the UniteUs platform used by GRCN.
- Byrnes met with Jennifer VanRy and Dr. Theresa Green from the University of Rochester School of Medicine’s Community Health Improvement course for fourth-year medical students to discuss potential projects for the coming year. Health Central has medical students spend one month with us five months out of the year.
- Byrnes met with Terri Woodard from the Rochester City School District to discuss the Founding Era grant from the American Library Association. A program will be held with their new American students in the Office of Adult and Career Education Services program.
- Lastly, Byrnes met with Racheal Volpe from AmericaServes and her colleagues regarding replicating an Institute for Museums and Library Services grant that would provide a kiosk wherein veterans could self-refer for services. This is modeled on a North Carolina program: https://www.linkedin.com/pulse/harnessing-power-our-libraries-brandon-wilson/

Programs
- The Whalemobile visited on June 23. Patrons were able to go inside a 43-foot inflatable replica of a real humpback whale named Nile. Cynde McInnis, education director at Cape Ann Whale Watch, discussed whale behavior and protection. More than 100 people showed up for this once in a lifetime experience!
- Buffalo Soldiers - An overview of the history of African-American soldiers after the Civil War. The team discussed uniforms and the bugle calls that were used to communicate during battles.

Outreach
- Kate Meddaugh attended the Small Business Innovative Research (SBIR) Road Tour program at Nextcorps, formerly High Tech Rochester. She was part of the panel discussion “Resources for Proposers & Entrepreneurs.” She promoted the services of the Carlson Patent and Resource Center.
- Jennifer Byrnes was on the nominating committee for “Inventor of the Year,” an award given out by the Rochester Intellectual Property Lawyers Association (RIPLA). Through this she made many contacts that will increase the awareness of the Carlson Patent & Trademark Center with intellectual property attorneys.

Database Usage
- ADAM Interactive Health – 6 remote users, 26 in-library users (MCLS wide)
- CountryWatch – 14 users/180 views
- Frost & Sullivan Market Research- June: 44 downloads, $116,750 worth of reports. July: 17 minutes of research*
- InnovationQ Patent Search Tool- 1 (June only)^
- Mitchell ProDemand Automotive Repair Information- 15 sessions/144 minutes (June only)^
- VentureSource- 5 sessions
*As of July 1st, Frost & Sullivan made significant changes to their product and no longer provide the value in dollar amounts.
^July data not available at this time.

Anecdotes
- The Luminate NY finals took place and two companies that Jennifer has done significant amounts of research for were in it; Positive Science and Molecular Glass. Positive Science took 3rd place winning $250K and Molecular Glass won Audience Choice and took home $10K. Jennifer received this email from Jason Babcock, CEO of Positive Science: “Thanks so much for all your support and help over the last couple of months and from my days at TEN. The diligence review was a big part of the rankings. Thanks to you, I was able to back up claims around my market segments with citations and real data. I’m sure I even changed some opinions about the market potential of academic research :) It was a very satisfying win and I hope you can share this victory with Positive Science!!!!”
- Prompted by Teen Central Manager Dennis Williams, Director Uttaro purchased chess sets for each division at Central. Within an hour we had two young men playing chess and a third gentleman coaching them. Patrons continue to play regularly and enjoy that they have a comfortably air-conditioned, quiet place to play chess. Chess fits nicely into the mission of the Science/History Division. Chess promotes critical thinking, is mathematical, strategic, social and fun to play.
Teen Central, Dennis Williams reporting

Programs

- Chess was played almost every day in June.
- Video gaming was played every day until June 25th when one of the X-box controllers was stolen. Review of the footage and interviews with staff and patrons has not solved the theft. We will use this time to create effective procedures to minimize future loss.

This month has been all about hunting up old footage that had never been seen or finished

- Teen Central hosted two sessions with local ceramic artist Shelly Utia (Saffer Originals) https://www.facebook.com/handformedcreationsinclay/ and teens learned some hand sculpting techniques. Mrs. Utia’s specialty is creating animals and small whimsical figures, and she helped teens construct small vessels and figures using coil and slab methods. Some reference pictures from the comic and Manga collections were utilized to create tributes to Spiderman and Naruto. One of our young creators made a cheetah figure in motion, which inspired a matching figure made by Mrs. Utia. The second session was used to glaze or decorate with underglazes, and inspired a discussion about chemicals & minerals in the firing process. Since firing glazed ceramics, especially the Raku firing process, involves a lot of organic chemistry, hopefully kids will have some hands-on examples of a very abstract theory.

- Xandi DiMatteo organized a Pre-Summer meeting involving RPL youth staff at Barnes & Nobles on Thursday, June 28, 2018. In attendance were: Tim Ryan, Caitlyn Stahovic, Victoria Williams, Johanna Buran, Paul Tantillo, Lori Frankunas, Emily Baker, Rebecca Hudson, Melora Miller and Xandi DiMatteo.
  - We discussed collection development to increase circulation, with input from Tim Ryan - who suggested high interest formats like video games and Manga series.
  - Victoria Williams gave specific advice about current & upcoming Manga series. She showed a range of styles and rating levels using Barnes & Noble’s inventory as visual aids.
  - We discussed classification, presentation, and cataloging to better serve patrons who like specific genres. Everyone has a unique system, and things like color dots on spines aid in books being easier for pages to shelve.
  - Collection locations were also discussed. There are many high-interest serialized graphic novels for adults (like The Walking Dead) which motivates patrons to visit libraries or place holds, these collections should not be in proximity to children’s spaces or collections.
  - Lori Frankunas gave input regarding Ingram as a great vendor for comics and Manga, and we may arrange to meet as a group with Rob the vendor representative after Summer Reading.
  - We discussed programming and the inefficiency for branch librarians to obtain, use and return the Wegman’s card. It is calculated that it can take branch librarians out of their libraries for 3 – 4 hours while driving to Central, shopping, driving back to Central, and returning to their libraries. Financially, RPL is spending between $75 and $100 per Wegman’s run due to drive times. Part time librarians are frustrated by taking time away from serving teens and accomplishing productive tasks like program planning or collection duties.
  - Miller discussed recent high-interest diverse and socially relevant fiction for teens, especially for Rochester City School District which has no official list for Summer Reading.

- July 11th Action for a Better Community began their summer EPIC and AIMM programs. They are using the library teen space for classroom instruction, and have asked library staff to help with instruction. John Hylton and I have been teaching regular classes for the student workers, helping them to learn the world of digital media. They inhabit the space Tuesday through Friday from 11:30 to 4:30. We also developed a curriculum that ABC is sharing with the student workers.
Justin Ortiz who is running a similar program to ABC has 20 student workers. He works for Community Place on Parsells Street and had been bringing the students to Teen Central so that they may develop, create and edit a song and video about gang violence.

November 5th through the 9th is National Media Literacy Week. Rochester Global connections is seeking programming revolving around the imagineYOU lab. Jeffery Bostic and I are creating that. [https://namle.net/publications/media-literacy-definitions/] the proposal would bring professionals from around the world.

Meetings and Trainings
- Williams started training Jeffrey Bostic as the new media specialist in the imagineYOU lab. Jeffrey shows great potential and a natural aptitude for working with creative teens. Williams started to train several kids on using advanced editing software. Xandi DiMatteo gave collection tips & advice on current superheroes & diversity in graphic novels to librarians at the Maplewood Branch Library.
- DiMatteo and Melora Miller have been training recent MLIS graduate Natasha Jarushek. She was discouraged from seeking a job as a librarian because of her inability to work in libraries while she was a student. Her experience working with teens for a project at Penfield library made her aware of how great working with youth can be. Jarushek has a wealth of pop culture knowledge that makes her an asset to everyone in Teen Central. She is a gamer, a comic fan, and is knowledgeable in Manga & Anime.
- DiMatteo had a Central Programming Team Meeting on June 21, 2018.

Community Outreach/Meetings
- Williams met with Deane Bartlett of Greece Community Education (part of the Greece central school district). She works with special needs MCC students and provides for them practical work experience. She’ll be bringing 4 students to the Teen Center starting September 5. They will be accompanied by a job coach, and will be given tasks each day for the semester.
- Williams conducted two tours for fifth graders the first week of June. They were impressed with the digital editing suites.

ImagineYOU- Digital Media Associate, Jeffery Bostic reporting

Programs
- Jeff Bostic is the new Digital Media Associate as of June 23rd.
- There were 112 Youth signed in to work in the lab for June.
- All ImagineYOU computers have been updated with Business Card, Facebook Cover Photo, and Facebook Profile Photo templates in Photoshop elements.

Compilation CD Completion
- The compilation CD project has come to an end, and Hylton has started working with the teens on ideas for album art and CD title. We recently had an imagineYOU cd project meeting where we discussed artist bios, distribution, legal issues 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.
ImagineYOU singers performing at Spot Café Open Mic

- Letoris Thomas and Charles Ruffin are two talented singers from the imagineYOU lab who have become courageous performers who sing songs of pain, lifestyles and triumphs. These two young men used to only sing in front of their close friends in the Library but have found a passion to perform for all through countless hours of practice and tutelage through the imagineYOU lab.

ImagineYOU Business Cards

- In order to give the youth a greater opportunity to network, represent themselves, and seize every opportunity presented to them, all youth who complete a business card in the imagineYOU lab will get 50 copies. Markie Jay took photos in the lab and was able to utilize those photos in his imagineYOU business card.
- There were 117 youth visitors to the lab in July. This number does not include any of the youth groups utilizing the lab.
- There is a new bulletin board in the lab featuring three completed imagineYOU business cards.
- Five comic book posters have been added to the lab walls and two schedule posters have been placed around the lab.
- Outside of the lab door now features two binders with examples of what you can do in Adobe Photoshop and illustrator. The examples of what you can do in ArtRage are saved and ready for the upcoming purchase of ArtRage on the Wacom tablet in the lab.

A.I.M.M.

- The Adolescents Inspiring through Multi-Media began utilizing the lab this month. They will be in the lab Tuesday-Friday until August 17th. A.I.M.M.’s goal is to produce a short film. They have used the lab for script writing, advertising, photography, sound recording, and editing.
- Champion Academy began filming a news show this month. Two Champion Academy youth utilized the imagineYOU equipment and room to make videos reporting on the latest news stories relevant to their group.

Youth Projects

- With a very basic idea, two youth produced a scary short film. They used imagineYOU equipment and filmed in the central library. The trailer can be seen here: https://youtu.be/LBye9Aq1tU4.
- One of our Teen Central youth workers has been producing a YouTube show with a friend. It is being shot and edited with imagineYOU equipment in the library.
- The Legacy Podcast and music producers used the studio several times this month.
- Singers and dancers used the piano and glass room for practice.
- The Rochester Fencing Club taught fencing lessons in Teen Central which was filmed using imagineYOU equipment. Video will be coming soon.
- Chris Canty also completed an Afrocentric themed business card using the software imagineYOU.
- The EDJ podcast was recorded in the imagineYOU studio. They can be found at edjpodcast.libsyn.com

Upcoming Events

- The flyers for fall classes have been printed.
- Starting September 8, imagineYOU will teach classes each Saturday on photography and videography.
- The imagineYOU Facebook contest flyers have been printed. On August 31, a youth-created Facebook cover photo and profile picture will be revealed.
- In the fall, the ImagineYOU lab will open up to all guests wishing to learn digital media on Saturdays.
- A focus on getting youth artists and performers headshots for flyers and promotion will start soon. This will be in conjunction with a continued push to get lab users business cards for networking.
- Media Literacy Week will be held November 5-9. ImagineYOU, TeenCentral, and Liberty Partnership Program will partner to teach youth media literacy through exposure to and analysis of media.
- ArtRage 5 has been requested for the WaCom tablet. The tablet currently only has a demo which will not allow you to print or post works of art created in the program.
MCLS Member Libraries, Bernadette Brinkman reporting

- **Brighton Memorial Library – Jennifer Ries-Taggart, Director**
  Brighton Memorial Library recently hired Jaimi Miller-Sutton as Page Supervisor and Circulation Nights and Weekends Supervisor. She also works as a Library Assistant at the University of Rochester.

- **Brockport-Seymour Library – Carl Gouveia, Director**
  Seymour Library’s Bird House program was a success. Seymour Library also hired a new part-time librarian, Hannah Morison.

- **Chili Public Library – Jeff Baker, Director**
  Chili Public Library has a new Pikachu mascot costume. It will show up at various Chili Public Library events and activities.

- **Fairport Public Library – Betsy Gilbert, Director**
  Fairport Library is partnering with a Fairport organization called Learning Links to provide English language and citizenship classes. The program will begin in mid-September and will run through mid-December.

- **Hamlin Public Library – Christine Gates, Director**
  Hamlin kicked off its Community Rocks program and has had great response so far hosting programs with the Hamlin Recreation Center, Mark’s Pizza, and the local fire department. Programs are held on Mondays and some Saturdays. Hamlin is also having some trouble with high humidity in their library and is looking for recommendations on how to address this issue.

- **Irondequoit Public Library – Terry Buford, Director**
  There will be an event at the Irondequoit Library on Sunday, August 19, at noon dedicating the Teen Library to the memory of Stephanie Squicciarini who died earlier this year. She was one of the driving forces behind the building of the new library.

- **Newman Riga Library – Lynn Brown, Director**
  Summer Reading is off to a great start. The library also decided to do an Adult Summer reading program this year.

- **Parma Public Library – Leslie Boedicker, Director**
  Kids Summer Reading got off to a great start hosting 1-2 programs every week. Teen and Adult Summer Reading also went well. Parma Library is applying for RRLC’s Tech Grant this year in hopes to digitize 33 rolls of the Hamlin Newspaper currently on microfilm. The digitized files will then be available on NY Heritage, in the Local History and Genealogy division at Central, on the Hilton Town Website, and via the Hilton Historical Society. The Hilton Newspaper will also receive a link to the digitized files. Parma Library is in the process of applying for a construction grant for a new roof. Parma Library has had a couple of issues with a patron misusing the library, causing disruption, and attempting to sell cigarettes in the library. Police were called, and he was escorted out of the library.

- **Penfield Public Library – Bernadette Brinkman, Director**
  Penfield will be hosting its 5th annual open house on Sunday, August 12. The theme this year is showcasing Penfield’s assets, and more than 20 community organizations will be participating.

- **Pittsford Community Library – Rhonda Rossman, Director**
  Summer Reading went well. Pittsford Library has adopted a new logo for its rebranding project. Pittsford Library is also upgrading the technology equipment in its meeting room including a larger screen and adding digital equipment. It is looking for recommended contractors that other libraries may have used to complete this project. The Friends of Pittsford Community Library purchased new media shelving for the library. The new shelving is tilted and less deep so it is easier to find and see items, and it accommodates more items. The old shelving was moved to the book section where it was needed.

- **Webster Public Library – Terri Bennett, Director**
  Webster Library is losing its beloved Olivia Durant, Assistant Director and Teen Services Librarian to the Concord Library in Massachusetts. Olivia has been with Webster Public Library for 17 years.
Selected Meetings & Outputs

Director Uttaro (June 16 - August 10, 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
RPL-MCLS Management Team (weekly)

585 Magazine Interview
Baker Tilly Session: Direct Service Departments (x2)
Carolee Conklin, New Trustee Orientation
Cinthia Dana & Joe B
City Chief of Staff, Alex Yudelson
FERPA Data-Sharing Follow-Up
MCLS Consultant Report Interview - Sally Snow
Mike Molinari
Mayor’s Summer Reading Challenge/DRYS Summer Learning Programs News Conference
Planning Team Meeting
Pre-meeting about RCSD Data Sharing Agreement
Press Conference with LVR event to announce Spectrum sponsorship of digital literacy program
ROC the Future Meeting at City Hall
Rundel Terrace Art Presentation (x 3)
Technology Smart City MTG
Verona Street Animal Shelter - Christopher Fitzgerald

Email Activity
July 2018

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