



TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: September 17, 2018
SUBJECT: Monthly Report – September 2018

Action Items

Monroe County Capital Improvement Program (CIP) 2020-2025 Request (Harrison)

The Monroe County Library System's CIP request continues to focus on the system-wide automated services for the 2020-2025 cycle. The 2019 approved budget includes \$100,000 for ongoing support of system network infrastructure and data center. The proposed cycle includes \$100,000 for ongoing support in 2020 and 2021, \$190,000 to replace computers in 2022, \$150,000 for projected telecommunications infrastructure and Automation System upgrades in 2023, \$180,000 to replace Central computers in 2024, and \$100,000 for ongoing support in 2025.

There is no change in overall allocations from the 2019-24 submission. In 2017 the MCLS reduced its multi-year cycle by \$100,000 to reflect savings from the migration to a hosted Integrated Library System (ILS) solution.

Board Action Requested: Approval of the 2020-2025 County CIP Request.

New York State Construction Grant Applications (Snow)

New York State has allocated the amount of \$1,374,901 to the Monroe County Library System from the \$34 million Library Construction Grant program. Member library applications for funding were reviewed by a committee consisting of Sally Snow (MCLS) and five member library directors: Bernadette Brinkman (Penfield), Jeff Baker (Chili), Rhonda Rossman (Pittsford), Terry Buford (Irondequoit) and John Cohen (Ogden). The committee met on September 5, to recommend the distribution of funds to the following libraries with eligible projects:

- Henrietta Public Library – HVAC, lighting, generator, masonry, and roofing for a new 36,000 sq. ft. facility.
Award of \$1,055,837 with 50% match
Total project cost \$2,111,674
- Parma Public Library – Total tear off and replacement of roof.
Award \$50,000 with 50% match
Total project cost \$100,000
- Rochester Public Library – Structural terrace improvements for Rundel Library.
Award of \$269,064 with 25% match
Total project cost \$6,943,000

Board Action Requested: Approval of recommended construction grant awards to member libraries.

Discussion Items

MCLS Board Committee Assignments – The Board is asked to review the current MCLS committee assignments and make changes as necessary. The current committee assignments are included with this packet.

Report Items

MCLS Director Patricia Uttaro reporting

Recommended Reading/Viewing

- Neil Gaiman & Chris Riddell on why we need libraries – an essay in pictures - <https://www.theguardian.com/books/gallery/2018/sep/06/neil-gaiman-and-chris-riddell-on-why-we-need-libraries-an-essay-in-pictures>
- NY Times Opinion – To Restore Civil Society, Start With the Library - <https://www.nytimes.com/2018/09/08/opinion/sunday/civil-society-library.html>
- How to Attract More Users to the Library: Insights from Rolf Hapel of DOKK1 Library - <https://princh.com/dokk1-case-attract-new-users-to-the-library/>

Upcoming Events

- Friday September 21, 9pm – Midnight – Libraries After Dark: Fringe Carnival at the Central Library
- Thursday October 11, Noon – 1:30 pm – MCLS/RPL Retirees Luncheon in the Kusler-Cox Auditorium (see Ned for details and reservations)
- Friday October 12, 8:00 – 4:30 – Annual RPL Staff Day – all RPL locations are closed.

Communication

Jeremy Sarachan, Associate Professor and Chair of the Media & Communication Department at St. John Fisher College, interviewed Director Uttaro and some additional staff for a documentary film on net neutrality. Sarachan asked Uttaro a series of questions about why net neutrality is important for libraries and the people we serve, then he met with Ron Freitag at the Information Desk. Ron Freitag and a patron using a computer spoke about how people generally use the library public computers and how potential changes to access may impact the services they seek at the library.

Staff & Trustee Development

- Children's Consultant Tonia Burton presented an introduction to Raising a Reader for MCLS children's librarians. The program has been successfully implemented in the City of Rochester and could be used by member libraries wishing to serve underserved families in their communities. Staff from Irondequoit, Greece, and Lyell attended the session at the Irondequoit Library. Staff from East Rochester are also interested but were unable to attend.
- Burton also met with Tohper Holt, local education musician. Holt is preparing a proposal for the MCLS Children's Services Retreat in April 2019. The goal is to share ways in which music can assist with behaviors, and other educational values music offers. This will be a half-day session. For the second half, Heather Holt will share ways libraries can better market events using social media and other free avenues.
- Uttaro and Snow met to discuss topics for a Fall Trustee Symposium, which is being planned for November or early December.

Technology

GoChip Beams Added to Reynolds Media Center – The RMC at the Central Library has added a new format for borrowing films. GoChip Beams are small devices which act as portable wireless hotspots and broadcast up to 5 feature films or 1-2 seasons of a television series. Up to 8 people can connect to a single GoChip device, which broadcasts a wireless signal up to 75 feet. RMC has purchased 40 GoChips and is preparing them for circulation. We hope to have them in circulation in early September.

Library Automation Services, Brenda LaCrosse reporting

- Closed 981 Helpdesk tickets this period; 73 tickets currently open
- Took action on 105 emails from the Patron Inquiries account
- Assisted 43 patrons through the overdrive.inquiries email account
- Assisted 7 patrons and staff members through the webmaster account

MCLS Director's Report – September 2018 (Continued)

- Approved 12 reviews in CatalogPlus
- Ran and distributed 53 CARL Report Requests. (18 custom)
- Prepared 21 monthly reports
- Took action on 93 emails from the CARL Patron Inquiries account
- Custom receipt edit for Webster

MCLS Office, Assistant Director Sally Snow reporting

- Representatives from Overdrive's Customer Service Division were in town for a product demonstration at the Rochester Regional Library Council and arranged a meeting with Snow. They asked about customer pain points for Overdrive use. Snow responded that the product has improved year by year, but the biggest issue for libraries is always cost and the short lending periods available before the content license expires. We were disappointed with the sunset of the periodicals collection, but happy that it has been revived with no additional platform fee. Overdrive has secured additional new magazine titles and is working on a "Business Thought Leaders" collection.
- Snow participated in a meeting with other RRLC member representatives to review their Technology Grant applications for 2018. This year there were several grants for digitizing and sharing of historic newspaper resources.
- Snow has continued to work with Collections Manager Jennifer Lenio and Cataloger Dee Mrak to find ways to streamline the acquisitions and cataloging services workload. We are in discussions with vendors to purchase pre-made catalog records and are developing a procedure so that records can be easily added to the catalog.
- The Rochester Public Library is a Federal Repository Library and has received a large selection of print and microfilm government documents on a regular basis. As staffing in Technical Services has changed, a backlog of these documents has built up. To alleviate this issue, we are reviewing options to stem the influx of paper documents and move to digital access through the website.
- In August, Snow responded to two patron complaints about member libraries. The patrons had an opportunity to vent and were either reassured the complaint would be passed on or given the date and time of the next board of trustees meeting so that they could bring their issues directly to the board, if not satisfied with the director's response. In both cases, Snow informed the member directors of the patrons' issues and her response.

MCLS Office Outputs

- Overdrive - 50,351 checkouts
- Central Meeting Room Use – 90
- Shipping
 - Totes processed – 6,968
 - Holds Totes processed – 746
- Interlibrary Loan Lending
 - Requests Received - 599
 - Requests Filled – 311
- Interlibrary Loan Borrowing
 - Requests Received – 61
 - Requests Filled – 59

Social Media Engagement, Alicia Gunther reporting

Facebook

- Page views – 1,401
- New page likes – 21 (3,827)
- Page Reach – 35,003 people
- Post engagements – 3,217
- Checked in and mentions – 21 people

MCLS Director's Report – September 2018 (Continued)

- Facebook Events Calendar
 - Individual events reached – 8,191 times.
 - Visitors went to our full events calendar 1,118
 - 239 people engaged with the event on Facebook or linked to our website through the event
- Video Views – 482
- Responded to 13 messages on Facebook
- Actions on Page – 2 people clicked on this button.

Twitter

Profile Visits

- Rochester Public Library – 342
- Monroe County Library System – 305

New Followers

- Rochester Public Library – 4 (1,655)
- Monroe County Library System – 0 (1,960)

Engagements

- Rochester Public Library – 140
- Monroe County Library System – 24

Favorites

- Rochester Public Library – 49
- Monroe County Library System – 19

Mentions

- Rochester Public Library – 41
- Monroe County Library System – 19

Responded to 0 messages on Twitter

Instagram

- New Followers – 24 (1044)
- Likes – 186
- Comments on a post - 6
- Mentions – 6
- Saves – 3
- Story viewers – 96
- Engagements – 195
- Page visits – 28

Constant Contact Newsletter

- Subscribers who opened newsletter – 978
- Click through – 87
- New subscribers – 20

YouTube Channel

- Video views – 293
- Videos added to playlists – 2
- New subscribers – 3 (72)
- Shares – 5
- Likes – 0
- Comments – 0

MCLS Outreach Services, Melanie Lewis reporting

General Services and Programs

-
- Outreach Station Team selected, pulled, charged and packed materials for 13 library stations, and fulfilled special requests for 8 stations.
- Librarians selected and delivered library titles and digital downloads for 25 in home patrons. Loaded and mailed 5 digital cassettes with titles from the NYS Talking Book and Braille Library. 3 reference packets were mailed to an in home patron.
- Outreach distributed 32 “Making Moves” reentry resource packets to currently incarcerated individuals, Transitional Coordinators, parolees, and RPL Branch Libraries.

Outreach and Stations

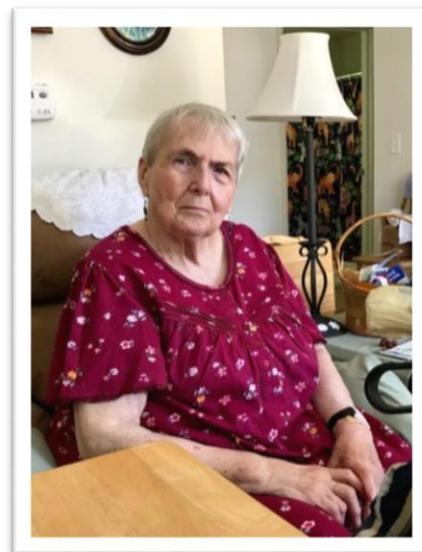
- Pathstone Presentation - Spoke to a small group from Pathstone’s Employment Focused Services Program about various library services from the educational (TASC, computer classes, JIC, Small Business Resource Center, Patent and Trademark, Rosetta Stone) to the entertaining (digital library services, ukulele, VIP & Empire passes). We also highlighted human services programs such as LROC, Nurse Barb and the Mobile Dentil Unit.
- 2018 Monroe County Salute to Seniors- See feature below
- New Library Station: Chapel Oaks (St. Anne’s affiliate) Chapel Oaks in an independent senior living community. The average age of this active group is 91.

Patron Spotlight: The Reverend Betty C.

Betty has been with MCLS Outreach since 2010. Her profile of author, title, and genre preferences is 30 pages long. Over the years her preferences have shifted again and again. We try to keep up, while also encouraging her to try new things.

Betty married early in life and raised a family. Afterwards, while still a young woman, she entered the seminary to become a Pastor. During this time, women were only beginning to be accepted in her chosen program. Betty states that most were very young women navigating an extremely challenging patriarchal system. She wholeheartedly accepted her role as advocate and activist for herself and the other women.

After graduation, she pastored churches in the Midwest for decades before returning home to Rochester for retirement. Betty often sends us handwritten letters and cards updating us on her life events, or just thanking us for our services.



Event Spotlight: Salute to Seniors 2018

Ominous clouds may have loomed overhead, but that didn’t stop throngs of Monroe County seniors from attending the 14th Annual *Salute to Seniors* event at Ontario Beach Park. The Outreach Department distributed over 200 large print and puzzle books to eager recipients, as well as information about library services for seniors and MCLS resources such as eBooks, VIP and Empire Passes. Amy rode the BookBike to the shelters and pavilions for those who were not able to visit the table.

Central Library Updates

Arts and Literature Division, Carol Moldt reporting

Programs

- Beginning Knitting – Georgia Carney from SewGreen Rochester taught beginning knitting to enthusiastic students. Carney brought all the colorful yarn and knitting needles for students to work with and taught right handed as well as left handed students. They learned the three basics for beginners; the cast-on, the knit stitch, and the purl stitch. Students learned both the English and Continental styles of knitting. Students remarked on how helpful and friendly Carney was and are excited for her to come back to teach an intermediate class.
- Let's Bead!: Making Hoop Earrings with Fresh Water Pearls – Let's Bead! is always popular and this class was no exception. Carli Fournier showed students how to make a pair of stunning hoop earring with Swarovski Crystals and Fresh Water Pearls. All the students remarked how fun it was to create these hoops and what a great instructor Fournier is and how they like working in a group as it allows them to get to know other students.



Outreach

- Mary Fraser taught the “Ukulele Basics” class at Lifespan using Central’s set of teaching ukuleles. The instruments were checked out to the students for the 12 weeks of the 6 class course. Ukuleles are easier on the fingers than a guitar, and much more portable, so they are a good match for the seniors, some of whom use a walker or have arthritis. The Lifespan students were an enthusiastic group, eager to help each other out, and not discouraged by the sometimes frustrating process of learning to play chords. For the last class, there was a sing-along of songs that had been taught in the earlier classes. Included in the repertoire was a special version of “The Tennessee Waltz” for one class member who had taught himself to play the melody, and impressed everyone with a solo! By the end of the course, two of the students had bought ukuleles of their own, and three of the students had decided to form a ukulele club that will meet at Lifespan on Monday afternoons. Music, like libraries, can bring people together and change lives, and we hope that the “Lifespan Ukulele Club” will be a great success.
- Melissa Manczuk of the Arts and Literature Division hosted the August craft class. The group of talented crafters created origami stars. The participants were very enthusiastic about learning this new craft. One mentioned that her son used to do origami when he was younger and it was fun for her to now learn the craft. Another was so excited because she had been attempting to make an origami crane for the last few weeks and needed some assistance to perfect it.

Exhibits

- Arts and Literature librarian Mary Fraser organized an exhibit of art made by Central Library employees that will be up through September. The exhibit, titled “On Our Own Time” fills the two Riedman display cases, and includes the art of 10 talented staff from 7 departments at Central.

Business & Social Sciences, Darlene Richards reporting

Programs

- Sarah Bishopp Vélez once again hosted the Bizkid\$ program, which brought a large, energetic group of young, aspiring business owners into the library! Bizkid\$ is a week-long camp through the City of Rochester that teaches youth ages 10-18 entrepreneurial and public speaking skills. While in the Business & Social Sciences Division, the kids used the library’s resources to write their own business plan. Sarah was kept busy finding online and prints resources for several students who had excellent business ideas! They then went to Teen Central and used the computers to create their business cards.

- Sarah Bishopp Vélez and Sarah Lydon hosted a civic engagement program on how to get your political voice heard. The presenter, Kathleen Donovan – assistant professor in the political science department at St. John Fisher College – started the program with an overview of how politically engaged Americans are, and common barriers to political engagement. She then went over some top tips on how to become involved in issues you care about.

Small Business Consulting

- Sarah Bishopp Vélez helped several patrons this month with small business start-up questions. The assistance provided included one-on-one tutorials on how to use the library's business databases, market research for specific industries, and referrals to other beneficial organizations such as SCORE and Rochester Professional Consultants Network (RPCN). Some of the businesses people were interested in included couture (luxury fashion) clothing lines, cafes, accounting, medical transportation, and used tire stores.
- Renee Kendrot assisted a small business patron with locating resources pertaining to demographic information in the City of Rochester, more specifically in the downtown area. She also needed information about other restaurants within the vicinity of her restaurant. This information was to complete her business plan for submission. Kendrot sent the patron some websites that had the information she needed.
- A Score Advisor called for one of his clients that he was assisting. His client needed a template of a contract pertaining to hair stylist chair rentals within a hair salon. Kendrot located a contract template specifically designed for his client's purposes and emailed the information to him.
- Florence Morris assisted a small business patron with information on the pharmacy industry. She also provided them demographics.

Database Statistics July & August

- ABI/Inform Collection: 9 sessions, 33 searches, 23 documents
- Business Market Collection: 12 sessions, 72 searches 19 documents
- CQ Researcher: 1 session, 8 page views
- Entrepreneurship Database: 6 sessions, 25 searches
- Foundation Directory Online Professional: 45 searches
- Ibisworld: 95 hits
- Morningstar Investment Research Center: 47 searches, 45 record views, 60 sessions
- Value Line Usage Statistics: 480 logins, 6851 searches, 1242 downloads

Circulation/Information Services, Kathy Sochia reporting

127 new borrowers
7 RRLC Access cards
109 Notarial Acts

Programs

Brian DiNitto taught 11 computer classes. 33 people attended.

Patron comments: "This mixture of lecture and hands on is working." "I really felt comfortable, the instructor was very patient." "He is a very good teacher." "Great teacher. He does a great job." "Wish the class was a little longer to do more hands on." "Alternative/flexible class hours are great."

Children's Center, Tonia Burton reporting

Meetings and Trainings

- Burton co presented Full STEAM Ahead at the Rochester City School Districts Annual Summer Institute for preschool teachers. She presented with Carla Stough Huffman, Coordinator of Professional Development and OST Program Quality, Greater Rochester After School Alliance (GRASA). Burton shared the technology kits that libraries use when visiting classrooms and how to get more comfortable with topics around Science, Engineering, Technology, Math, and Art. One teacher said "Wait a minute, are you telling me that a real human will come to my classroom with these fun tech toys and help me? FOR FREE?!" While it is not easy to get out of the library during the summer, that statement proves how important it is.

MCLS Director's Report – September 2018 (Continued)

- Burton met with Toshia Mitchell, Flower City AmeriCorps member to discuss Toshia's service with Raising a Reader (RAR) and complete her End of Service review. Toshia has been instrumental in helping the staff at Lincoln get through the summer and organizing the RAR materials for the upcoming year. She has obtained a job with the City School District as a substitute teacher!
- Burton and Mitchell attended Parent Orientation at the VOA child care center on Lake Avenue. An introduction to Raising a Reader was given to a group of 80 parents.
- Burton trained Early Head Start teachers on Raising a Reader. For many it was a refresher which opened into a time to share best practices and how the library can better serve classrooms. Many expressed the importance of stability and dependability. In previous year AmeriCorps members served most of the classrooms and their schedules were not dependable. This year having permanent staff serving the classrooms will offer greater dependability and promote a stronger collaboration.

Outreach/Community Contacts

This year Central Library collaborated with several R Centers to give children a chance to earn prizes for their reading and activities. Each year we attempt to grow our collaborations between branches and R Centers and this was the first year we were able to ensure game boards were available at the centers interested. Since R Centers are closed the last two weeks of August, participants who won prizes visited Central or their closet branch to pick up prizes. The parents I spoke with were so excited their children won. We were fortunate to have bundles of books, passes to the Seneca Park Zoo, and Rochester Museum & Science Center to give out. R Centers provided pizza parties for their readers. Originally we hoped to set up mini library stations at each center but they declined and purchased books.

Programs

- The Children's Center wrapped up our summer of tremendous programming. The staff worked diligently to provide a program on almost every day of the summer break! Once again, our partnership with WXXI on our Exploration Stations proved beneficial to our patrons as did collaboration with local area musicians who provided direct instruction and demonstrations to children and families. Stations included a variety of STEAM activities, including LittleBits inventions, harmonica making, sensory stations, and a Sphero obstacle course challenge. Other programs included playing host to a zoo of animals, dance party, and Hall of Fame Toys.
- Our Friday Make & Take craft programs this month included spin art for which we had two different spin art machines. One used an old record player with markers on paper and the other was made out of a box fan inside a big cardboard box into which we dropped paint either onto paper or an old record. We made Box banjos and guitars and other rubber band instruments and finished with rock painting. One family with several kids, a couple of teens and their mom came to several of our crafts throughout the summer spending an hour or more letting their creative juices flow. After the last one they came too, they returned after about an hour with a bag full of craft supplies for us!



- Our Libraries Rock! Summer Reading Program was a great success. This year's Game Board was a reading and activity-filled music note song in which children would cross off each activity after it was completed.

Children received raffle tickets for registering for the program, attending programs, and finishing the Game Board. There was a great increase in the number of program tickets given as well as nearly doubling of the amount of children who finished the game board as compared to last year. Raffle tickets were selected for our large prizes, much to the excitement of many children who received a call from our librarians.

- Pre-K students from Rochester Childfirst Network came to the library for three more story time sessions. One of the sessions was Kindergarten themed. All sessions included songs and movement. We were also able to do a pop-up story time session for a group of mixed-age kids from a local summer camp.
- The Children's Center just received a littleBits R2-D2 so Katie Powell tried it out with some interested scientists.



Local History, Christine Ridarsky reporting

High Falls Center

The Local History & Genealogy Division underwent changes in staffing in August. Librarian Gabe Pellegrino transferred from Technical Services early in the month and was immediately helpful in addressing a difficult situation related to the High Falls Interpretive Center & Museum that we manage in Brown's Race. High Falls site manager Amy Pepe (Historical Researcher) was reassigned to reference service within the library after an incident with a visitor threatened her sense of security while working at the museum. This created a staffing shortage at High Falls that required us to close the museum for three days while we formulated a new staffing plan. Pellegrino and substitute librarian Christopher Brennan skillfully stepped in and took responsibility for providing service at High Falls for the rest of the month, allowing us to quickly reopen the museum and fulfill our obligation of providing service five days a week through the end of August. City Security personnel are now visiting the Center more frequently, usually once a day. Pepe will continue to schedule and lead High Falls group tours. Beginning September 1, the High Falls Center will revert to its fall operating schedule (Saturdays 10 a.m. – 4 p.m.; Sundays 12 noon – 4 p.m.), relieving the pressure on staff. (Please note that this is a one-hour reduction in Saturday service, which used to be 10 a.m. – 5 p.m. The change was necessary to accommodate staff scheduling needs.) Pellegrino will continue to work Saturdays at the Center; Historical Services Consultant Christine Ridarsky will cover most Sunday shifts; and Brennan will fill in as needed.

Exhibitions

- This month, we hosted a half-day Visioning Session as part of the planning process for the planned 2019 exhibition commemorating the 50th anniversary of the uprising at the Stonewall Inn in New York City that sparked the modern LGBTQ civil rights movement. More than 15 gathered in Kate Gleason Auditorium to brainstorm a Big Idea (or mission statement for the idea) that will guide exhibit development. Attendees representing the library, Empire State College, Image Out, Landmark Society, Out Alliance, Rochester Institute of Technology, University at Brockport, University of Rochester, and WXXI settled upon this:

The Stonewall uprising activated local LGBTQ+ communities to advance human rights in an ongoing revolution that expands Rochester's social reform legacy.

The exhibit, tentatively set to open March 1, 2019, in the Anthony Mascioli 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. Ridarsky is leading the planning team with assistance from Fess and FT Historical Researcher Michelle Finn. The Stonewall exhibition will follow 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 Monroe Branch library this month, where it has been seen by 2,257 visitors.

- Finn continues to coordinate the development of the forthcoming Lewis Henry Morgan exhibit in partnership with the University of Rochester. This exhibit is will be installed in the Local History & Genealogy Division from September 2018, through January 2019.

Community Outreach/Meetings

- Ridarsky participated in a professional development workshop for more than 100 teachers at East High School. She set up a series of stations consisting of primary and secondary sources related to Civil Rights and race relations in the 1950s - early 1970s, including the Rochester Riot of 1964.
- Ridarsky and Finn met with Steve LaMorte, Director of Social Studies for the Rochester City School District (RCSD), and Elizabeth Call, Special Collections Outreach Librarian from the University of Rochester River Campus Libraries' Department of Rare Books, Special Collections & Preservation (UR_RBSCP), to discuss how we will implement the new program, National History Day for Rochester City Schools. Finn sought advice about this new program from Jennifer Haines, coordinator for the regional National History Day contest at Genesee Country Village & Museum. Haines is very excited (as are we) to have RCSD students involved for the first time in recent memory.
- Reconnect Rochester interviewed Finn for a documentary about the Inner Loop. The film will be screened at the *Razed/Rise* Rochester Street Films event at the Cinema Theater on September 26. Ridarsky will be a panelist in the discussion portion of the event. The City Communications Bureau relied on Finn's notes and some additional guidance from LHGD staff in drafting talking points for the mayor's interview for this same documentary.
- Ridarsky and Finn met with two faculty from the Rochester Institute of Technology's History Department to determine how the library/City Historian's Office might support their NEH-sponsored neighborhood/oral history project.

Collections

- Fess and volunteer Susan Potera continued to inventory, organize, rehouse, and index our long-neglected map collection. Fess also began the process of cleaning and trying to salvage a group of moldy books that had been quarantined almost two years ago. The books were apparently damaged several years ago when they were subjected to gray water leakage from the floor drain in the 3rd floor men's bathroom. Approximately 30 linear inches of books are part of the quarantine and recovery effort. It is unclear at this time how many of the books can be saved, demonstrating the importance of safeguarding our irreplaceable historical collections.
- We learned this month that Ancestry.com has expanded online access to New York State vital records to include births from 1881 to 1942. This means that Ancestry's collections are now more comprehensive than what we have currently received from the state (our collection of microfiche ends in 1937. The availability of vital records online has significantly reduced demand for access to our microfiche collection. However, Genealogy Specialist Barb Koehler has pointed out that many of Ancestry.com's digital files are largely illegible. Thus, staff and patrons are being encouraged to make use of online indexes but also to check our fiche when necessary, as our copies appear to be much more readable than the online scans.

Social Media

Staff from the Local History & Genealogy Division contributed content for six (6) social media posts in May: 2 on Twitter, 72 on Facebook, and 2 blog entries on www.rochistory.wordpress.com. The reach of these posts was an impressive 5,742. This includes 2,418 on Facebook and 3,321 on our blog; 72 people engaged with Local History posts on Facebook and 79 on our blog. Morry wrote our two blog entries this month: "Out of the Loop: A Before and After Look at the Neighborhoods of the Inner Loop, Part 1" (8/2/18) and "Out of the Loop: A Before and After Look at the Neighborhoods of the Inner Loop, Part 2" (8/15/18)

Volunteer/Intern hours

We were assisted by three volunteers (Susan Potera – 4 hours; Nancy Martin – 18.75 hours; Ira Srole – 19.5 hours), one college intern (Karen "Kaye" Knoll, RIT – 2.5 hours) and one intern from Monroe BOCES I (Ethan McBride – 16 hours). In all, volunteers and interns contributed 60.75 hours of service to the division.

Anecdotes/Other

This month our staff helped a reporter from tech magazine *Gizmodo* track down information for an upcoming story about former Rochester resident Abigail Roberson and her role in the history of U.S. privacy rights. When Roberson was a teenager in Rochester in the early 20th century, her then-boyfriend took a photograph of her. After they broke up, he sold the photo to the Franklin Mills Co. in Lockport, which used it extensively in its

advertising. Roberson was shocked to find her photo affiliated with Franklin Mills products in stores here in Rochester and beyond, and the pressure of suddenly and unexpectedly (and with no compensation) being thrust into the spotlight took a toll on her emotional health. She sued the company and in a landmark case, *Roberson v. The Rochester Folding Box Co.* (64 NY App. Div. 30, 1901), Judge Alton Parker declared that the law did not provide any right to personal privacy. “The so-called ‘right of privacy’ has not as yet found an abiding place in our jurisprudence,” he wrote.

Parker’s perspective shifted a few months later when he sought the Democratic nomination for U.S. President. He expressed outrage at the cluster of proto-paparazzi that dogged his every step. Asked to comment on the irony of Parker’s predicament, Roberson told the press that she was “forced to the conclusion that this incident well illustrates the truth of the old saying that it makes a lot of difference whose ox is gored.”

Though Roberson’s childhood home and most of the neighborhood in which she lived was demolished to make way for the Inner Loop, staff helped the journalist to locate her residence on several maps in our collection. Combining the data gleaned from the maps within information from City directories, the reporter will be able to describe the neighborhood in which Roberson lived and otherwise create a context for her life in Rochester.

Reynolds Media Center, Joseph Born reporting

- **Reference:** During August, RMC handled 1,439 reference questions and 450 non-reference transactions for a total of 1889.
- **Circulation:** in August, RMC circulated 12,155 items or 53% of the Central Library’s total circulation of 23,069 (before renewals from Catalog Plus, Classic Catalog and Telephone are added).
- **Hoopla:** Hoopla circulations for August totaled 1194: (338 Movies/TV. 458 Audiobooks. 130 Music. 200 eBooks. 68 Comics.) 319 patrons used the service during August with 35 new users registering and 73 patrons using all seven circs (23%). Average cost was \$2.14/item.

Science/History Division, Alla Levi & Jennifer Byrnes reporting

Meetings

Jennifer Byrnes met with Michael Kantor, MD, a pediatric resident at the University of Rochester Medical Center (URMC) to discuss partnering to create low literacy level patient information that has a lot of visuals. He reached out to Jennifer because he feels public libraries are the perfect place to disseminate this type of information.

Programs

- The Science and History Division started a new program in August 2018. It is called Movies on 3. Every day for the month of August, a different documentary DVD was shown and each day had a different theme: Health & Wellness Mondays, Tech Tuesdays, Food & Cooking Wednesdays, History Thursdays, and Science Fridays. These DVDs were checked out of the Reynolds Media Center. The average number of people per day watching these DVDs was 4. These DVDs were shown on the large TV in the glassed in meeting space in the Science/History Division. Alla selected the DVDs for each day, made the announcement to the Central Library and walked around inviting folks sitting at computers and throughout the building. Several people became regulars and came by each day asking what the movie will be. The movies were shown Monday through Friday from 2-4pm. For August 1-31 (23 days), Monday –Friday with 4 people watching per day, we had 92 people participating in this daily program! This was a successful program and Alla will continue selecting and showing these films for the month of September 2018.

- Let's Build a Robot! - The division's two Summer of Opportunity students (SOOP), Tay and Shaniah, devised and executed a program on building a robot and putting it through an obstacle course. The participants named their robot "Jerry." This event inspired another program to be held in the spring, the 1st Annual Robot Derby where people can race their robots.



Consulting

- LROC – 79 people
- Volunteer Legal Services Project – 18 people
- Medical Student – 31 people
- Greater Rochester Coordinated Network – 3 referrals received
- Carlson Patent & Trademark Center – 19 people assisted with intellectual property inquiries

Outreach

Jennifer attended The Entrepreneur's Network Bootcamp graduation ceremony and networking event at The Strong. The ceremony included talks from Jeff Adair, Chief Economic Development Officer for Monroe County, Steve Dubnik, Director of The Strong, and Jim Senall, President of NextCorps. Out of the 21 companies that graduated, Jennifer assisted 17.

Database Usage

ADAM Interactive Health – 2 in library/5 remote

CountryWatch – 1 user/13 views

VentureSource – 15

Anecdotes

- Jennifer Byrnes was at the Center for Urban Entrepreneurship's downtown partnership roundtable discussing the virtual patent assistance service and Heidi Zimmer-Meyer, president of the Rochester Downtown Development Corporation, remarked "This is not your grandfather's library!"
- Local historian and author Rose O'Keefe contacted the Science and History Division with questions regarding Frederick Douglass' daughter, Rosetta Douglass-Sprague. Jen Byrnes and Steve Nash followed through on the research. After providing the information about Rosetta Douglass-Sprague who was a teacher and a strong social justice activist, Steve asked Rose O'Keefe if she was interested in doing a public program at Central. She agreed and she will present "19th Century Notables in Mt. Hope Cemetery" at Central on October 20, 2018. The program will include information about Rosetta Douglass-Sprague, the Douglass Family, Susan B. Anthony's family, and other Rochester notables.
- Rolling Thunder is an organization with the mission of bringing full accountability for the Prisoners Of War-Missing in Action (POW/MIA) of all wars, reminding the government, the media and the public by the watchwords "We Will Not Forget." Rolling Thunder puts chairs of honor placed in community areas to remind the public of these issues. There will be a chair in the Science & History division in the near future. A special ceremony will take place at its installation.
- A friend of Alla's had mentioned on Facebook that she has a wonderful idea for an invention and would like to know how to patent it. Many people responded and one man wrote that she should "write up a detailed plan and send it to herself via certified mail. Don't open it and file it away in case you need to prove the date of your idea. Certified or registered mail is officially dated by the US Postal Service." What he didn't realize is that "The America Invents Act signed on September 16, 2011, switched U.S. right to the patent from the previous "first-to-invent" system to a "first-inventor-to-file" system for patent applications filed on or after March 16, 2013." Levi wrote all this information on her Facebook page and invited her friend to come to the Central Library to meet one-on-one with our Patent and Trademark Librarian, Kate, so her friend will know how to proceed. Levi wrote her friend a private message on Facebook that it will be time well spent. Levi's friend was very excited to hear this and is now in touch with Kate. Facebook is wonderful and Levi will count this as a reference question!

Teen Central, Dennis Williams reporting

Outreach/Community Contacts

- Dennis Williams and John Hylton taught several classes and gave in-depth advice on writing script, video, audio, and acting for Action for a Better Community, (ABC) summer students. Their final project “In and Out” video was created using library staff, space, and materials.
- Williams taught several audio classes in the music studio for Justin Ortiz’s group, helping them complete a music video aimed at reducing gang violence. The students did all the video shooting themselves and mixed their own rap song. Hylton spent several afternoons going with ABC for off-site shooting. He guided them through the process of directing and getting the most fluid shots for the scenes they were working on. On August 15, ABC held their practice play and video presentation for all. On August 20, ABC presented their final projects at Strong.
- The Community Place ran a gamers program aimed at twelve and thirteen year old boys and girls. They regularly used the space to play games, and all teen staff pitched in to help them.
- Hylton, Williams, Lydia Williams-Hylton and Melora Miller worked with all forty students from ABC to develop a resume, and create a cover letter, and helped them to apply for a specific job.



imagineYOU

Programs

- There were 202 youth visitors in the lab this month. Singers and dancers used the piano and glass room for practice.
- New memory cards and batteries are now available to use with lab equipment.
- The full version of ArtRage 5 is now available on the WaCom tablet. A binder containing examples of ArtRage projects is now available to view. ArtRage projects will replace all qualifying ceiling tiles in the lab.
- A binder with a professional movie script is now available to view.
- Champion Academy continued filming their news show. Champion Academy youth utilized the imagineYOU equipment, staff, and space to make videos reporting on the latest news stories relevant to their group. https://www.youtube.com/watch?v=iYk6X8CI_Cw
- The Roc Fencing Club taught fencing lessons once again in Teen Central. Photos taken with imagineYOU equipment can be found in the following link: https://mclsny-my.sharepoint.com/:f/g/personal/jeffery_bostic_libraryweb_org/Ek_F3F-PFPNEmXAGpLI1CT8BLFIYN_LUul3eRa1O5YPeGQ?e=g0rUAs The Roc Fencing Club video was also finished and can be found in the following link: <https://www.youtube.com/watch?v=kgbe7kZEER4>



MCLS Member Libraries, Bernadette Brinkman, reporting

Brighton Memorial Library – Jennifer Ries-Taggart, Director

Brighton Memorial Library had a strong summer reading program. Staff training day is scheduled for October. The lobby Request for Proposal was stalled due to lack of interest in the size of the project by six architectural firms. Submitting it to smaller firms successfully propelled the project forward.

Chili Public Library – Jeff Baker, Director

Groundbreaking is scheduled for spring 2019. A golf tournament jointly benefitting Chili Public Library and Gates Public Library yielded \$8000. Chili’s book sale will take place September 6 – 30.

East Rochester Public Library – Meredith Fraser, Director

East Rochester Public Library is pursuing a Genesee Valley Arts Grant in order to help fund a 7-panel mural for the Circulation Desk. The mural will include an artistic rendition of all the different locations that the library has been in over the years in East Rochester. The mural will help to celebrate the 100 year anniversary of the library in 2022.

Fairport Public Library – Betsy Gilbert, Director

Fairport Public Library has hired a new technology librarian, Lauren Hinett. The library recently experienced a spectacular, but ultimately harmless, dumpster fire.

Gates Public Library – Greg Benoit, Director

In July, Gates Public Library had its highest door count in 7 years. It also broke program attendance records.

Hamlin Public Library – Christine Gates, Director

Hamlin is currently seeking a new part-time library clerk.

Henrietta Public Library – Adrienne Pettinelli, Director

The new library building is progressing. A June 2019 opening is projected. Henrietta has been able to secure a new intern through a Rochester Regional Library Council program who will assist with the reorganization of the children's collection. Its Game of Thrones-themed Libraries after Dark program was a big success.

Irondequoit Public Library – Terry Buford, Director

The new Department of Public Works building has broken ground. When it is ready for occupancy, the old Department of Public Works building, which is behind the library, will be demolished, leaving possible space for more parking to be developed for the library. Irondequoit's new whole building generator has been installed. The library's teen center has been named in honor of Stephanie Squicciarini.

Newman Riga Library – Lynn Brown, Director

Newman Riga is holding an informational meeting for starting a book club at the library in September. It is also hosting the "Who really killed President JFK?" program again in November.

Ogden Farmers' Library – John Cohen, Director

Ogden experienced a successful summer reading program. Door count is up, due in part, perhaps, to a newly-installed door counter. A new communications staff member, Patrick Montanaro, has been hired.

Parma Public Library – Leslie Boedicker, Director

Parma hopes to begin replacing its roof in October.

Penfield Public Library – Bernadette Brinkman, Director

Penfield hosted its 5th annual open house on Sunday, August 12. The theme this year was showcasing Penfield's assets, and 27 community organizations participated. According to all feedback received, it was a great success, and the theme will be repeated. The Friends of Penfield Public Library will conduct its annual book sale from September 11 through September 15.

Pittsford Community Library – Rhonda Rossman, Director

Summer Reading went well. Two new self-service kiosks have been installed. Pittsford Library has adopted a new logo for its rebranding project. Pittsford Library is transitioning to RFID technology, starting with its media collection.

Rush Public Library – Kirsten Flass, Director

Summer reading suffered at Rush because the Rush-Henrietta School District dropped required summer reading for its students. Rush did a literary tie-in with children's author, Eric Carle, and his famous picture book, *The Very Hungry Caterpillar*. Caterpillar larvae were grown inside a special tent in the children's room until they emerged as Painted Lady butterflies. 10 butterflies were successfully released into Rush's reading garden, which was in full bloom. Patrons were kept up-to-date on the larvae progress and release-day plans using social media.

Scottsville Free Library – Laurie Leo, Director

The first year of the seed library was successful. The winner of the Corn Hill Arts Festival Fairy Garden competition is planning to install a Fairy Library in a knothole of a chestnut tree in front of the Scottsville Public Library.

Webster Public Library – Terri Bennett, Director

Webster lost Olivia Durant to the Concord Library in Massachusetts. Shana Lynott is the new Assistant Director, and Colleen Hernandez is the new Teen Services librarian.

Selected Meetings & Outputs, August 10 - September 10

Standing Meetings

- 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 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)

Other

- Rundel Terrace Artist Presentations (4)
- Hester Street Presentation to Mayor Warren
- City Senior Managers & Mayor on LaMarketa Project
- Roc the Future Branding Webinar
- City Council Committee Meeting
- Rundel Terrace Artist Selection Committee
- NYLA Public Libraries Section Conference Call
- MCLS Consultant Report – System Staff Interviews (6)
- Kronos Testing – City Payroll Project
- Central Technology Center Planning Team Meeting
- Roc the Future Early Grade Literacy Meeting (2)
- Jeremy Sarachan – interview on Net Neutrality
- DRYS Commissioner Dr. Daniele Lyman-Torres and Sandra Simon, City Education Team
- Genesee Country Village & Museum Board Orientation
- MCLS Trustee Marjorie Shelly
- University of Rochester Dean of River Campus Libraries, Mary Ann Mavrinac
- Jenn Biedeman, Tonia Burton, Cynthia Dana, Dennis Williams – Corridor of Play (2)
- Central Librarian Steve Nash – POW/MIA Chair
- Mayor Warren on Rundel Terrace Artist Recommendation
- International Sister Cities of Rochester Board Meeting

Email Activity

August 2018

Name	Send Actions	Receive Actions	Read Actions
Uttaro, Patricia	1449	3260	3946
Snow, Sally	788	1708	796
Reeves, Tolley	962	1414	1026
Harrison, Brie	568	1537	1367