



TO: MCLS Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: March 16, 2020  
SUBJECT: Monthly Report – March 2020

## ***Action Items***

### **Approval of Telecommunication Contract for E-Rate Funding**

MCLS, LAS, and Finance staff have reviewed proposals for internet and point-to-point digital transmission services for all MCLS member libraries. The Federal E-rate program reimburses the MCLS up to 90% of telecommunications costs, based on the location of the system service hub (free lunch eligibility rate for Rochester City School District).

The MCLS issued a request for proposals to provide a fully managed, lit fiber point to multi point WAN solution to serve 32 member library locations, delivered via co-located sites: the MCLS hub, 115 South Avenue, and the Monroe County hub at 400 Freight Building Road. Minimum upload and download speeds were required for 100 Mbps, scalable during the contract term up to 5 Gbps.

The proposed term of service is 36 months, with all installation, configuration and testing service completed by June 30, 2020 for commencement July 1, 2020. Three vendors submitted proposals: Crown Castle Fiber, First Light Fiber and Spectrum Enterprise. A team of five MCLS/RPL staff reviewed proposals based on cost, implementation plan, network management & reliability, administrative support & reporting, and experience with the MCLS. Based on these criteria, Crown Castle is the recommended vendor for the contract term. All sites will increase to a minimum of 100 Mbps per site, with several sites increasing to 1 Gbps based on current and projected utilization. Transmission averages 20 Mbps under the rates are fixed for the contract term with each site able to increase bandwidth as needed. Expenses and anticipated revenues for services are built in the annual operating budgets of the MCLS.

**Board Action Requested:** Approval of an agreement for internet services with Crown Castle Fiber LLC for the services described for the period July 1, 2020 to June 30, 2023.

We anticipate these same vendors, in addition to Granite Technologies, will respond to the MCLS' request for internet services to all MCLS member libraries. Proposals are due March 12<sup>th</sup>; vendor evaluation of monthly costs, proposed solutions, service level agreements and reporting capabilities is underway, with a vendor recommendation to be provided at the Board meeting.

## ***Report Items***

### ***MCLS Director Patricia Uttaro reporting***

#### **Recommended Reading**

- More Libraries Are Doing Away with Library Fines - <https://www.nytimes.com/2020/02/23/us/no-library-fines.html>
- Embargoing Libraries: A Losing Proposition for All - <http://newsbreaks.infotoday.com/NewsBreaks/Embargoing-Libraries-A-Losing-Proposition-for-All-136134>
- Library Funding Could be on the Chopping Block - <https://13wham.com/news/local/library-funding-could-be-on-chopping-block-in-state-budget>

## MCLS Director's Report – March 2020 (Continued)

- Leaders Break Ground on Rundel North Terrace - <https://13wham.com/news/local/leaders-break-ground-on-rundel-library-north-terrace-project>
- Library Advocates Worry New State Budget May Mean Less Funding - <https://www.whec.com/rochester-new-york-news/library-advocates-worry-new-state-budget-may-mean-less-funding/5653646/?cat=565>

### Upcoming Events

- Tuesday, March 17 at 2:00 pm – Census Press Conference at the Maplewood Community Library.
- Monday, April 6 at 6:30 pm – MCLS Trustee Gathering at the Ogden Farmers' Library.
- Wednesday, April 22 at 6:00 pm – Reception for Deadly Medicine exhibit at Central Library (Tentative).
- Wednesday, April 29 at 6:00 pm – MCLS Friends Meeting at the East Rochester Public Library - The Friends of the East Rochester Public Library are hosting the MCLS Friends meeting in the Community Center. Topics are currently being discussed but will probably include East Rochester's "Small but Mighty" Book Nook.

### Plan of Service Priority Updates

#### Communication

**Advocacy** - Following in-district meetings with the area's State Senators and Assembly Members, MCLS set up meetings for and travelled to Albany for the annual Advocacy Day (2/25/2020). Uttaro, Traub, and Gunther each had meetings on the Monday before Advocacy Day, so elected not to organize a bus this year. Traub attended the ALA-NYLA Key Congressional Contact training, an effort focusing on library legislation at the federal level, while Gunther attended the NYLA Leadership and Management Academy. The MCLS contingency was fewer in number than most years (9) but received well by all our legislators. We primarily discussed the proposed cuts towards library construction aid and the three bills that are working their way through legislation that would impact libraries. Towards the end of the day, we met with outgoing State Senator Joe Robach and presented him with a card-catalog plaque recognizing his strong support of libraries over many years.



#### Staff & Trustee Development

**Handling Difficult Patrons** – Central Patron Services Manager, Cynthia Dana and Circulation Supervisor, Chad Cunningham delivered a presentation on "Handling Difficult Situations" at the Webster Library this month. Dana reported there were 20 attendees and many great questions. The presentation is informal to encourage participation. Both received very nice thank you notes from Terri Bennett.

**Trauma Informed Care: Applying Trauma-Informed Approaches to Children and Families** – MCLS Children's Consultant, Tonia Burton, presented this informative program to MCLS children's librarians on March 11. Participants learned:

- What does "trauma-informed" mean for your library?
- How does traumatic childhood experiences affect the brain and a child's overall health and the importance of workforce wellness in a trauma-informed approach?

There will be a follow up session offered at the April Children's Services Retreat to help staff fully process the information and give them a chance to come back with questions/observations.

**The Road to Decode** – The Chili Public Library and MCLS Children's Consultant have collaborated to offer this training, which is designed to help library staff better assist patrons with dyslexia and others who struggle with learning how to read. After the staff workshop, a panel of experts discussed the signs and symptoms of

dyslexia - what it is and is not, and what help and support is available for those with dyslexia. The panel included Marion Waldman, Founder and Executive Director of Teach My Kid to Read; Dr. Danielle Morris, Psy. D - Clinical Psychologist and who is dyslexic; and Leslie Boedicker who shared her experiences being a librarian with dyslexia.

## ***MCLS Office Updates***

### ***Associate Director, Adam Traub reporting***

**Macmillan eBook Embargo** - Despite pressure to drop the embargo, Macmillan is continuing the 8-week embargo to collect data on their sales figures, which they refuse to share. However, libraries continue to suspend Macmillan ebook purchases. Whatcom County Library System, which has been carefully tracking this issue, estimates that enough libraries have joined the movement that “any new revenue that the embargo generates from libraries conducting business-as-usual” will be countered by the reduction in sales. Furthermore, there are bills in both the New York State Assembly (A9881) and Senate (S7576) which aim to set reasonable terms publishers must offer to libraries and establishes any violation of those terms, like the Macmillan embargo, as a “deceptive practice.”

### ***MCLS Outreach, Melanie Lewis reporting***

As previously reported to the Boards, the MCLS Outreach Department has temporarily suspended deliveries to nursing homes, in-home clients, and other station collections. The decision to suspend delivery to these locations was made out of concern for staff going into locations with people who are at high-risk of being infected with COVID-19. We don't want to bring the virus in, nor do we want staff exposed. Delivery service will resume when the virus outbreak is contained.

We also share the bittersweet news that Outreach Librarian Amy Discenza will be leaving us to take a position at the Henrietta Library. While we will greatly miss Amy and have appreciated her hard work and creativity, we know she will do great things at Henrietta.

### **Patron Spotlight – Doris**

Doris, 90 plus years old, has been an Outreach patron for a few years. We followed her from her apartment where she lived independently, to the skilled nursing facility where she currently resides. She is a lover of all things historical, has extensive archival knowledge around the discovery colonization and founding of the United States. Some of her favorite authors are Nathaniel Philbrick, Jill Lepore, and David McCullough. She also enjoys Danielle Steele, Jan Karon, and David Baldacci.



During a recent visit, she asked if I enjoyed working at the library. When I gave her my “yes” answer, she sighed and said, “You know, it’s not like it used to be.” She then shared that as a young woman she wanted a career AND a family. After college she secured a job at a large Rochester corporation. Doris says she loved her job, loved being in the workplace. She later married and became pregnant. After notifying her employer, she received a letter from the company stating that she would be losing her benefits. She then enrolled in her husband’s benefit plan. When her pregnancy became clearly visible, she was called into her supervisor’s office

**MCLS Director's Report – March 2020 (Continued)**

and was told that her presence was a distraction and making others feel uncomfortable. She was terminated. She was devastated. Doris and her husband later moved south where he secured other employment and they raised six children. She returned to Rochester after her husband's passing to be near family. Doris now enjoys spending time participating in the activities at her residence, receiving frequent visits from local children and grandchildren, and books.

Selected Statistics

- Constant Contact
  - MCLS subscribers who opened newsletter – 834
  - RPL subscribers who opened newsletter – 2,216
  - New subscribers – 8
- Overdrive
  - Total Checkouts – 59,450
    - E-book & e-audiobooks – 58,232
    - Magazines – 1,771
    - Lucky Day – 1,218
- Mobile Computer Lab – 3 borrowed
- Large Games – borrowed by 2 members
- Catalog & Tech Services
  - New Titles Added to CARL – 2,721
  - No Hit Email Requests – 2,357
- Interlibrary Loan
  - Requests Received – 732
  - Items Loaned – 342
  - Items Borrowed – 44

Social Media

<b>February, 2020</b>	<b>RPL Twitter</b>	<b>MCLS Twitter</b>	<b>Facebook</b>	<b>Facebook Calendar</b>	<b>Instagram</b>	<b>YouTube</b>
<b>Profile/Page Visits</b>	52	51	968	156	54	-
<b>New Followers/ Page Likes</b>	4	7	29	-	29	2
<b>Engagements</b>	39	17	4659	255	225	6
<b>Check In/ Mentions</b>	36	22	20	-	1	-
<b>Post Reach</b>	10,500	5,347	31,345	8,100	2,684	-
<b>Video/Story Views</b>	-	-	736	-	0	228
<b>Saves/ Actions on Page</b>	-	-	14	-	8	1

## Central Library Updates

### Arts/Literature, Nanci Nugent reporting

- Linda Paciocco from SewGreen@Rochester taught a three-part sewing series in which patrons learned how to sew three different quilt blocks. In the first-class students learned how to sew the Nine Patch Block. Paciocco explained how to cut and rearrange the block to make the Nine Patch disappear. The Log Cabin Block was taught in the second class and in the third session patrons learned the Whirlwind Block. Students said they were encouraged by this class to go home and create quilts using one of these methods.
- The Arts Division invited all to celebrate Black History Month while listening to some uplifting music with a performance by the RIT Gospel Ensemble. The mission of the RIT Gospel Ensemble, founded in 1981, is to inspire others while sharing the unique flavor and cultural heritage of the Gospel tradition through the ministry of song. All ages enjoyed this uplifting music.
- The extraordinary drumming and dance group “Womba Africa” performed for an appreciative crowd that gave their high-energy show a standing ovation. The nine musicians from Ghana brought drums of all sizes, a bamboo flute, percussion instruments and a traditional marimba-type instrument. They completely charmed the audience, getting them to clap and even dance along with them. It was a wonderful cultural exchange. As one audience member told them “I wish everyone could feel the joy that [Womba] brings, it is something that we need so much now!”



- The *2020: African American Religious History Series* started in February and has had a strong following with numerous patrons at Central attending each. We are thankful to the talented scholars and presenters who generously shared their passionate work at Central.

*Black Theology: The Life and Work of James Cone*, was the first in the series presented by Professor Curt Cadorette of the University of Rochester. He related the work of James Cone with his own work with indigenous and persecuted populations in Peru where he spent more than 20 years as a Catholic Priest. The vital social role of the Black Church in America and its importance in the work of Cone was highlighted in the discussion with patrons.

The second lecture, with professor Dara Delgado from Roberts Wesleyan, was titled: *Where Are All the Women? (Re)Discovering the Lost Voices of Black Women Religious Leaders of Douglass's City*. Professor Delgado told the story of early Black Religious women in Rochester and the important and often unsung and rarely documented role they played in the formation of the early religious community in the United States.

*Black Liberation and the Sin of Slavery*, the third lecture was presented by Cona Marshall, a post-doctoral fellow at the Frederick Douglass Institute at the University of Rochester. Professor Marshall used video excerpts from the new film *Harriet* to relate the often-conflicting biblical messages of transcendence and obedience and the spiritual-political role of the Black pastor in the struggle for freedom in the American South during slavery. Patrons also commented on their appreciation for the new AV and lighting system in Kusler-Cox Auditorium, which aided greatly in the presentation.

The fourth lecture in the series, given by Professor William Graf from Saint John Fisher College, was *Racism in Catholic Church in 19th Century: A Case Study*. Professor Graf used the life of Augustus Tolton (1854-1897), the first African American Catholic priest in the United States, to examine the conflicts between the life of faith and the institution of slavery and persecution in the United States. Tolton's example of faith and community was astoundingly heroic and numerous new books on his life have been recently published and are being added to Central's religion collection. A lively audience discussion followed the talk.

There will be a fifth and final lecture, *Five Faces of the African American Religious Experience: Richard Allen, Martin Luther King, Jr., Adam Clayton Powell, Jr., Samuel DeWitt Proctor, and Malcolm X*, given by

## ***MCLS Director's Report – March 2020 (Continued)***

Professor Marvin A. McMickle, the Director of the Doctor of Ministry program at Colgate Rochester Crozer Divinity School.

- Andrew Coyle in the Arts and Literature Division and Brandon Fess in the Local History Division plan on continuing the series next year in collaboration with religion departments from Rochester universities, local churches and the African American community.

### ***Business Insight Center, Jennifer Byrnes reporting***

The Business Insight Center (BIC) received a report from consultant Jennifer Sertl, who spent several weeks talking with members of the local business community, with staff, and with trustees regarding the future directions of the Business Insight Center. The report will be discussed at the Board meeting and copies made available to interested trustees. The next step in re-imagining the fourth floor is working with architect Kelly Jahn to determine the physical layout of the floor.

#### Meetings

- Jennifer Byrnes attended the Downtown Partnership Roundtable meeting at the Center for Urban Entrepreneurship.
- Byrnes met with two staff members of ESL Federal Credit Union, Keith Cleary and Robert Jackson, about how the Business Insight Center (BIC) can assist them and their clients.
- Byrnes has weekly meetings regarding SourceLink.
- Byrnes, Kate Meddaugh and Lily Anthony toured the Fab Lab at NextCorps and met with marketing director Holly Barrett. As a result, Byrnes and Meddaugh will be presenting at one of their Lunch and Learns on March 18 and will be recording podcasts for the ROCStarts website (<https://rocstarts.com>).

#### Consulting

- The Carlson Center for Intellectual Property assisted: 16 in person, 13 by email, 1 by mail, 5 by phone.
- Patent Virtual Assistance Center: 2
- Webpage views: 55
- 3D Printer: 4
- Hours of in-depth market research: 50
- Database Usage – (removed from narrative)
  - InnovationQ: 27 users, 318 searches.
  - MarketScope Advisor: 52 page views.
  - ValueLine: Logins: 169; Searches: 3,985; Downloads: 888.
  - VentureSource: 11 searches.

#### Programs

BIC will be participating in the upcoming ROC Startup Weekend, June 5-7. This immersive program connects people who are driven to build something new. Rich and diverse talent is a Techstars Startup Weekend staple. Participants discover where they are on the Entrepreneur's Journey and how to find local resources. They learn what it really takes to start a company in a way that no book, panel, speaker, or blog post can. Startup Weekend is designed to get businesses going fast. Local Organizers set up the ideal environment for participants to be successful and learn as much as possible in just 54 hours. For more information: <https://startupweekend.org>.

#### Outreach

- Byrnes held office hours at RIT's Venture Creations. She met with three businesses.
- Meddaugh met with eight students at the RIT Simone Center for Innovation and Entrepreneurship to discuss intellectual property. Meddaugh now has regular office hours at the Simone Center once every two weeks for three hours.



### Training

- Byrnes attended the Public Library Association's annual conference in Nashville. She learned about novel workforce development programs. Byrnes met with a faculty member of the University of Washington's iSchool. As a result, Meddaugh will be a guest lecturer for their online MLS program.
- Kate Meddaugh and Lily Anthony participated in a webinar and learned how Valueline is used for individual stocks, how investors can better hone their assists, and what stocks are the top pick for that day. Meddaugh attended the class taught by Anthony Testa at the Simone Center about how to evaluate your potential market, who your customers are, the amount of your company budget that goes into marketing and geographical constraints that business owners should consider.

### Anecdotes

Byrnes received this message from a satisfied customer:

*"Hello again (after four months). I wanted to let you know that I received (and accepted) a job offer from RIT recently. The data you compiled in October was at the core of my extra credit work during the interviewing phase. It was widely appreciated. I wanted to close the loop and let you know that your response made a significant difference to my career...The professionalism and kindness I experienced during my limited interaction makes me strongly feel that you guys are definitely making an impact!"*

### **Children's Center, Tonia Burton reporting**

#### Outreach/Community Contacts

Tonia Burton hosted a meeting with Sara Scott (City of Rochester Department of Youth & Recreation), Cara Rager (WXXI), and Hali Radecker (Monroe Youth Bureau) to discuss nature programming. Scott has been interested in creating nature backpacks and wanted to talk to people about making the backpacks and getting them in the library. To promote the backpacks, the group will create a Nature Challenge and offer pop-up programs at area parks. The group discussed what each event would entail and established we could do six family events at six different parks; the parks will be split between city and county locations. Each event will feature similar activities like Guided Nature Walks and promote the Nature Challenge. Anne Eichas, Deputy Commissioner of Monroe County Department of Human Services; was brought into the conversation and she will be looking into a Nature Challenge night at the zoo for participants.

#### Programs

- Dr. Shauna Paradine from the Department of Chemistry at the University of Rochester visited our Girl Scouts and discussed her education and career. Dr. Paradine is a former Girl Scout and organic chemistry professor whose expertise is in medicinal chemistry. The Girl Scouts did an experiment to see how the fat molecules in whole milk react when dish soap is added. Girl Scouts are also preparing for two cookie booth sales in the coming weeks by practicing customer service scenarios, cash handling, and marketing strategies.



**MCLS Director's Report – March 2020 (Continued)**

- Mad Science of Western NY visited the Children's Center over February Break to experiment with states of matter. Kids learned how molecules bond during solid, liquid, and gaseous states, as well as, how sometimes they skip from solid directly to gas as seen in dry ice sublimation.
- Children got to make their own Frosty the Snowman over February Break as the ladies from Created by Us Pottery showed them the techniques of rolling clay, seaming with water, and scraping designs. Kids got to take home their creations to air dry.
- A class of high school students with special needs and their aides returned for a tour of the Rundel Building and another themed storytime to complement their classroom unit on Space. The students created the Solar System with inflatable planets and rotated around the Sun as well as took moon phase flip books to assemble in the classroom.



**Raising a Reader**

- Raising A Reader (RAR) is now serving 785 families.
- The program has continued at the following eleven sites: ABC Head Start Joseph, ABC Head Start North St, ABC Head Start Hart St, Ibero, Hillside Southwest, Hillside Peter Castle, Rochester Childfirst Network at Center City, Volunteers of America, School #10, School #2, and ABC Home Visiting.
- The red bag rotation has also begun at School #57.
- RAR team members including Alex Haehn (Wheatley), Jen Nesbitt (Sully), Sarah Ngo (Douglass), Jasmine Santiago (Lincoln), and Nancy Cholewa (Arnett) continue visiting RAR classrooms on a weekly basis to support the bag rotation and offer early literacy storytime programs to the children and teachers.
- Lauren Seaver (Central) continued site visits to ABC Hart Street and Volunteers of America this month but left the position at the end of February. Volunteers of America and Hart St. will continue the red bag rotation and classroom visits can resume once a replacement for Seaver's position is hired. Hart St. teachers not already rotating their classroom's bags were given instructions on how to complete the red bag rotation process by Seaver.
- Jessica Smith (Lyell) is the contact working with School #57. She is not currently making weekly visits, but the red bags are being rotated by the teachers. Smith will be visiting School #57 on a regular (approximately monthly) basis for Family Engagement events.
- At Volunteers of America, a teacher shared with Seaver that one of their students is leading RAR storytimes during playtime. The child shares books, rhymes, and the red bag song all learned during RAR classroom visits.
- Cholewa (Arnett) had this anecdote to share about her regular site visits to Hillside Southwest: *"My non-verbal student at SW has been making good progress with his speech and just last week, he not only sang the red bag song with us, but he threw up his hands and shouted 'Read, Read' when we got to that part of the song."*
- In addition, this month Seaver attended an awards event at School #57 to share information about RAR with families, and Pat Connor (RPL) and Jessica Smith (Lyell) attended a Black History event for School #57 to share early literacy information for RAR.





### Anecdotes

An adult patron with her children came to the Children's Center looking for children's books that would help her re-learn to read, because she had had a stroke. Alla suggested the VoxBooks (books that talk) and the WonderBook books that allow the patron to listen to the book while looking at the words. She was so excited that we had these types of books and checked out a large handful of them.

### ***Circulation/Information, Chad Cunningham reporting***

New Borrowers: 128  
RRLC Access cards: 3  
Notarial Acts: 168  
Computer Classes: 12 (65 people attended)

### Anecdotes

Melisa Miranda was working with a patron who had overdue fines on several family library cards. The patron is in a tight financial spot and couldn't afford to pay the fines; she was embarrassed and didn't want to talk to a manager. Miranda took the initiative to talk to Cunningham about the patron and the fines. Cunningham cleared them and Miranda was able to tell the patron that she and her children were free to check out items again.

### Information Staff

The City is requiring contract drivers to log hours through a computer, not a paper form as before. The City Department of Compliance asked the Library to offer computer help to its contract truck drivers, many non-computer users. DiNitto went to three meetings of contract truck drivers to inform them of free computer help and training through the Central Library.

### ***Local History & Genealogy Division, Christine L. Ridarsky reporting***

#### Programs

The Local History & Genealogy Division introduced a new lecture series this month in partnership with the Friends of Mt. Hope Cemetery. This inaugural session of *Mourning in the Morning* featured Dennis Carr speaking to an impressive turnout of 42 attendees on the subject of "The Arrest and Trial of Susan B. Anthony: Strategy, Tactics and the Struggle for the Vote."

#### Community Outreach/Meetings

- Ridarsky collaborated with Ryan Hughes, the Rochester Regional Library Council's Digital Initiatives Librarian, to re-develop the [www.RocSuffrage.org](http://www.RocSuffrage.org) website that was established in 2017. The site has been rebranded as the City's official website for Rochester's 2020 celebration of the centennial of the 19<sup>th</sup>

amendment, which recognized U.S. women's right to vote, and Susan B. Anthony's birthday. In addition, Ridarsky provided support to the City Communications Department for Mayor Lovely A. Warren's January 16 press conference, at which she announced the City's slate of 2020 woman suffrage commemorative events.

- The latest issue of the *Rochester History* journal was distributed to subscribers in mid-February. It features an article by *Democrat & Chronicle* reporter Justin Murphy entitled "Racial Segregation in Rochester Schools, 1818–1856." Also in January, Ridarsky, who is journal editor, met with Bruce Austin, Director of Rochester Institute of Technology (RIT) Press, and Tamar Carroll, Chair of RIT's Department of History, to discuss a possible partnership between RIT, the library, and the Office of the City Historian that would expand the *Rochester History* journal's reach while reducing the burden production of the journal places on library staff. Austin and Carroll will present the proposal to the dean of RIT's College of Liberal Arts for in February; contract negotiations are expected to begin soon thereafter.
- Emily Morry assisted staff from three different media outlets with stories and programs. She was interviewed by freelance writer Sierra Guardiola of *Finger Lakes Magazine* about the history and significance of the Times Square Building in Rochester; the article's publication date is to be determined. Morry assisted Maureen McGuire of WROC-TV identify source material for a story on women in the Rochester Police Department. Derrick Lucas of JAZZ 90.1 FM radio also sought Morry's assistance in preparing for a lecture on the history of jazz in Rochester, having read Morry's four-part series on the topic on the division's *LocalHistoryRocs!* blog.
- Ridarsky collaborated with Robert J. Benz, co-founder of the Frederick Douglass Family Initiatives, and David Anderson of the Rochester-Monroe County Freedom Trail Commission to facilitate the transfer of a bust and three paintings of Rochester's first African American businessman, Austin Stewart, from the Rochester Riverside Hotel to the library. The items had been on display in the hotel, which sits on the site of Stewart's grocery and meat market, for many years, but the hotel is scheduled to be demolished this year. The bust is currently on display on the 2nd floor of the Rundel Memorial Building; the paintings are in storage until we can identify an appropriate space for them to be displayed.

### Special Collections

- The division accepted one new special collection this month, a set of thirty-three 8 x 10 canvas-backed photographs documenting Berger Bros. Electric Motors, a local company. The photographs, which include exterior and interior views, as well as employees at work in office and warehouse areas, were taken October 1930 at the plant at 1346 University Avenue, where the company was based between 1928 and 1938.
- Brandon Fess completed finding-aids for six collections in January: the Lynn Varricchio Rochester Area Task Force on AIDS records; the Children's Playground League records; the Jarvis E. Smith papers (detailing the business and activities of a 19<sup>th</sup>-century pharmacist in Clyde, New York, over a 30-year period); the Collection of Lantern Slides of Early Rochester Maps (dating from the early 19th century into the 1920s); the City Manager's Committee on Housing records; and the Citizen's City Planning and Housing Council records. The last two collections shed light on Rochester's halting attempts to voluntarily improve city housing stock in the period before the establishment of the Rochester Housing Authority, between 1938 and 1945. Because these appear to be government records, Ridarsky will confer with the City's Records Management Officer on their disposition.
- Volunteer Ciara Arnold completed her inventory of previously non-inventoried historic newspapers and organized them into boxes. Intern Dakota Spinner inventoried and organized 10 boxes of clipping files that were part of a donation from the *Rochester Business Journal*.

### Digital Projects, Rochester Voices

Michelle Finn and educational consultant Andrea Gaglia wrapped up the Erie Canal for the Classroom project, funded the Erie Canalways National Heritage Corridor. Gaglia developed a suite of 13 classroom lessons (inquiries, activities, and assessments) and two instructional guides on resources and teaching strategies, all aligned with the New York's fourth-grade Social Studies standards. Finn curated and uploaded 60 primary sources to a newly created Erie Canal topic section on [www.RochesterVoices.org](http://www.RochesterVoices.org). The lessons and more than 40 additional primary source materials will be uploaded to the site in coming weeks.

### Social Media

Staff from the Local History and Genealogy Division contributed content for 16 social media posts in January: 4 on Twitter, 6 on Facebook, 3 Facebook Events, and 3 blog entries on [www.rochistory.wordpress.com](http://www.rochistory.wordpress.com). These posts reached 10,446 people: 6,050 on Facebook, 1,987 on Twitter, and 2,409 on our blog; 189 people engaged with our posts on Facebook, 15 on Twitter, and 107 on our blog. Morry contributed an article on the history of Edgerton Park called "Ch-Ch-Changes: From a Prison to a Park"; Substitute Librarian Christopher Brennan contributed an entry called "'A Good Guy?': The Life and Death of 'Sammy G' Gingello (October 24, 1939–April 23, 1978)"; and PT Clerk III Hope Christansen contributed another installment of "What's New in Local History and Genealogy?" (LHGD Newsletter. Vol. 1, No. 5).

### Volunteer/Intern Hours

Docents from the Rochester Genealogical Society contributed 21 hours of service to the division and assisted 13 patrons in January. In addition, we were aided by five unaffiliated volunteers (Kevin Allen – 4 hours; Ciara Arnold – 4.5 hours; Karen Knoll – 3.5 hours; Noeme Liestman – 3.5 hours; and Ira Srole – 29.25 hours) and one intern from the Rochester Rehabilitation Employment Connection (Dakota Spinner – 90 hours). In all, volunteers contributed 155.75 hours.

### ***Reynolds Media Center, Joseph Born reporting***

- Hoopla: 414 patrons used the service during February with 36 new users registering and 86 patrons using all seven circs (21%). Average cost was \$2.11/item.
  - Circulations: 1,438
    - Movies/TV – 329
    - Audiobook - 646
    - Music – 95
    - eBooks – 271
    - Comics – 97
- RMC added 10 more Mi-Fi units for circulation due to high demand; even adding these 10 new units, there are still 15 outstanding holds on them. The original 10 units can be picked up only at Central, but the new 10 units can be requested by and shipped to any MCLS library.

### Anecdotes

A patron came in with her husband asking about good audiobooks. She told me she had just been diagnosed with dementia (she was probably only in her fifties) and was unable to read print books anymore--the words jumbled together for her. Listening to books had become her way of reading. She wasn't interested in learning about digital formats--she thought it would be too confusing to learn how to operate. She was very happy with our large selection of books on CD and checked out about five altogether.

**Sciences and History, Darlene Richards reporting**

Meetings

Sarah Bishopp Velez met with Yvette Conyers and Sarah Miner, assistant professors at St. John Fisher's Wegmans School of Nursing, to discuss the possibility of having the nursing students gain community experience at Health Central. The students would potentially offer free health screenings and basic health education classes for patrons as part of their coursework. Everyone agreed that this was a feasible partnership. Nothing has been confirmed yet, but the students may start in September.

Programs

- Sarah Bishopp Vélez gave a brief tour of Health Central on the third floor following Dr. Theresa Green's Tuesday Topics presentation on Health Care in America. Bishopp Vélez went over some of the health information and services that Health Central provides to the community. This was highly productive; it has led, so far, to two additional community contacts, including one request to market Health Central at a community dinner later this year. A big thanks to Susan Lusignan and FFRPL for helping to promote Health Central!
- Michelle Weiler, an Eat Smart Nutrition Educator from the Cornell Cooperative Extension, presented *Shake the Salt Habit* a talk on reducing sodium in our diet

Got Health

- Elizabeth McKinley, a Nurse Practitioner at Strong Memorial Hospital, gave a great and easy-to-understand presentation on congestive heart failure. She showed images of what happens to the body when someone has congestive heart failure and went over the many methods to manage it. A total of seven people attended in-person, and 21 people have viewed the Facebook live stream recording as of February 28th.
- Jocelyn Basley, Community Grants Manager at the United Way of Greater Rochester, put on a well-attended program. 55 participants gained insights into the world of grants from both the grantee and grantor perspectives. There were opportunities at the end of the program for networking. It was an interactive session for those new to grant writing.

Health Central

LROC Stats

- Human Services Cases - 43
- Volunteer Legal Services Project of Monroe County (VLSP) - 7
- The Monroe County Health Department conducted free RAPID testing for sexually transmitted infections. Two people were tested.
- The Peer Support Specialists from Catholic Charities started their walk-in hours at the library this month. This is a brand new service being offered. They offer help to those struggling with addiction by sharing their own recovery experiences and connecting people to addiction/recovery services in the community. They talked to a total of five people for their first two days here at the library.
- The Open Enrollment for Health Insurance period is closed; however, there will still be a health navigator onsite from Legal Assistance of Western New York on the second Wednesday of the month from March to October from 3:00-6:00 pm to assist patrons in navigating health insurance inquiries on the Affordable Care Act and the New York State of Health Marketplace.
- Health Care Navigators at Central and Branches: Total open enrollment period for LAW New York:
  - Wheatley - 12 enrollments
  - Central - 6 enrollments and one plan selection
  - Sully - 2 enrollments
  - Maplewood - 2 enrollments, even though it was not an official site this year
  - Lyell - 1 enrollment
  - Charlotte - 1

**MCLS Director's Report – March 2020 (Continued)**

- Arnett - 0
- Lincoln - 0
- Library Assistant Florence Morris has continued to coordinate the New York State Department of Taxation and Finance Facilitated Self Assistance (FSA) Tax Assistance Program with our staff handling those appointments and referrals to CASH. The New York State tax forms are finally in. Morris has received several positive comments from patrons indicating that they are happy that the NYS DTF FSA program is back at Central. Since their first day on February 5, NYS Tax Assistance has seen 93 clients and has successfully prepared 64 tax returns. Many clients are walk-ins that either do not qualify for the CASH program or do not wish to wait for them. There has been collaboration between CASH staff and NYS preparers with clients who did not have last year's returns (prepared by CASH). NYS DTF FSA is happy with the numbers and will use these statistics to hopefully supply more laptops so more patrons can be served. This is the sixth year of this partnership.

**Teen Central, Dennis Williams reporting**

Programs

- Near daily guerrilla programming is taking place in both the lab and the teen area proper.
- Dennis Williams reached out to Pedro Nunez from the security staff, and asked if he'd be interested in helping to run a dungeons and dragons club on Saturdays. The program has been doing very well, and there are a handful of teens that are super dedicated to it now.
- Each month Teen Central hosts a visit from the ARC of Monroe County during closed time. This month there were 14 special needs young adults. They love playing the video game consoles and drawing.
- Williams worked with ABC to host a sexual ed training course in the teen proper. It was very well attended and informative for the teens.
- Jeff Bostic has been running very successful photography and videography classes on Saturdays.
- The lab has been extremely busy this month. More and more students who have passed the studio certification course are looking for time in the studio. We have started offering studio time even during hours when the lab is closed.
- Here are 2 examples of finished productions by teens:



<https://soundcloud.com/diorlife/die-a-rockstar-prod-ross>

<https://youtu.be/eAtww4DI5zQ>

None of this would have been possible without the dedication of Williams and Bostic working one-on-one with the teens to help them realize their dreams.



Outreach/Community Contacts

- Teen Central is now receiving 40 snacks a day from Foodlink. There is a lot of paperwork to be filed. The children's centre, the teen center and the patron services manager have all been working together to make this endeavor a success, because we all realize feeding hungry kids is critical.
- Williams met with Vertus High School. He provided them a guided tour of the teen area and lab space. We will begin formal education classes this spring: both self-directed and instructor led credit bearing assignments that students can complete to help them finish their HS diploma.
- Antoine McDonald attended the Pillars of Hope mentoring program on February 12 at the Walter Cooper School #10



ImagineYOU – Digital Media Lab

388 Visitors

ImagineYOU had a lot of individual use this month. Teens used the lab for album covers, youtube wallpapers, and youtube videos.

Monthly Contest

Saun won this month's contest. Teens had to use the saber plug-in for a video effect. Check out our entrants with this link. [https://mclsny-my.sharepoint.com/:f/g/personal/jeffery\\_bostic\\_libraryweb\\_org/EIzCpGe5TtJGuTpuKiXV2kBJAsyfYHz\\_P-x99RsbsUIUQ?e=nwGogL](https://mclsny-my.sharepoint.com/:f/g/personal/jeffery_bostic_libraryweb_org/EIzCpGe5TtJGuTpuKiXV2kBJAsyfYHz_P-x99RsbsUIUQ?e=nwGogL)

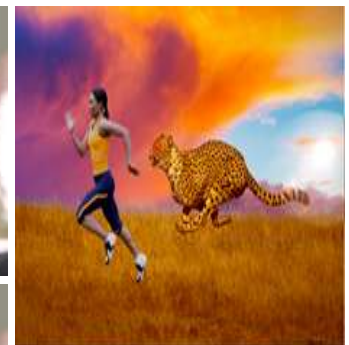
Studio

The studio had a good certification class this month. Josh added six interested teens.



Saturday Classes

There were two excellent photoshop classes this month. The first class taught people how to make themselves look better. The second class focused on photoshop compositions. Check out the eye bag removal in these pictures as well as the cheetah composition.





## **Selected Meetings & Outputs**

**MCLS Director, Patricia Uttaro reporting**

**February 15 – March 13**

### Standing Meetings

City Senior Management Team (weekly)

RPL-MCLS Management Team (weekly)

A. Traub, T. Reeves, B. Harrison, A. Suro, T. Burton, C. Ridarsky – one-on-one meetings (monthly)

FFRPL Executive Director Ned Davis (monthly)

Monroe County Chief of Staff, Amy Grower (monthly)

Central Library All-Staff Meeting (monthly)

MCLS System Services and Operations Committee (monthly)

New York State Library – Division of Library Development conference call (monthly)

Public Library System Directors' Organization (PULISDO) conference call (monthly)

City Dept. of Environmental Services Commissioner, Norm Jones (bimonthly)

### Other Meetings

Mary Jean Jakubowski, BECPL Director – conference call with Traub

NYLA Advocacy Day

Early Childhood Advisory Council meetings in Albany

County Executive Adam Bello & County Communications Manager Julie Phillip

MCLS Racial Equity & Justice Initiative Team meeting

Nathan Bense, Maureen McGuire, Sarah Hendershot, Aprille Byam, Thomas Fleischman, Christine Ridarsky – podcasting with LH/G clippings collection

County Health/City SMT on COVID-19

Sandra Simon, City Special Projects

RPL Staff Remembrance Gathering

Rundel Terrace Groundbreaking

RRLC Advisory Council

Arts & Cultural Council Board Meeting

PULISDO Diversity Committee – conference call

Don Specht & Ken Beaman

Mayor's "Open Door" Public Office Hours

MCLS Board President Marjorie Shelly

### Email Activity

February, 2020

<b>Name</b>	<b>Send Actions</b>	<b>Receive Actions</b>	<b>Read Actions</b>
Uttaro, Patricia	478	6860	4416
Traub, Adam	376	1451	1940
Reeves, Tolley	292	2694	834
Harrison, Brie	219	3272	1320