



TO: MCLS Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: April 20, 2020  
SUBJECT: Monthly Report – April 2020

## ***Action Items***

### **Amended Professional Services Agreement CampbellNet Solutions (Harrison)**

Don Campbell, company Principal, has been working closely with LAS to prepare for the transition of MCLS member community/facility wireless access to secure and separate feed from Crown Castle Fiber. Tasks to support the transition include content filter updates as well as wide area network upgrades and modifications. In addition, we are using the current Central Library building closure to provide internal fiber connection updates and switch replacements for the upper floors of the Bausch & Lomb building, given the concentration of new cabling in the Technology Center.

Lastly, during recent demolition and relocation of utility chases between the Rundel and Bausch & Lomb library buildings as part of the Rundel Terrace project, telecom service runs to the building differed from prior contract documents, and the condition of one area is deteriorated to the point of recommending new routing of copper and fiber. Don has supported and continues to support the Library with this exploration and solution.

As a result, CampbellNet's annual time and materials agreement (\$5,000) will be exhausted shortly. We propose an increase for equipment and labor to support the additional work for the described network upgrades. This will revise CampbellNet's existing agreement from \$5,000 to \$15,000, funded from the 2020 operating budget.

**Board Action Requested:** Approve an amended professional services agreement with CampbellNet Solutions, Inc., for an amount not to exceed \$10,000, for a revised agreement totaling \$15,000.

## ***Report Items***

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

**Budget updates** - As everyone is already aware, measures taken by Federal, State and local governments to mitigate the spread of coronavirus has placed revenues and government activity into unknown territory. We are planning for the next several budget cycles to follow reductions similar to the 2008-10 recession. For the RPL, this means tracking NYS Aid, City tax support and County tax support. While our work is fluid currently we have the following updates:

- NYS Library Formula Aid will be reduced 2.6% for 2020, which impacts current MCLS and RPL budgets.
- For Central Library budget, these reductions are minor (-\$7,500) and primarily support library materials purchases, which can be reduced to meet changes in revenue receipts.
- For the MCLS budget, this is a reduction of \$39,730 in NYS Aid that directly supports the system. We are working through freezing several expenses on the MCLS side that should not substantially impact system operations for 2020.
- For the 2021 MCLS budget, we are planning to project another 3% reduction on NYS Aid, given the guidance we are receiving from our City budget office and the NYS Comptroller and Governor's recent

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

public comments. We are evaluating reductions and cost savings that will be presented for consideration as part of the normal budget proposal review in May.

- We have reached out to the County for guidance on the level of Central Library support for the County 2020 and 2021 budgets but have not received information at this time.
- We have recommended to member library directors that they begin conversations with their funders to determine projected revenue shortfalls that could affect their 2021 budgets.

**Access to Digital Content** - Due to COVID related closures, many MCLS libraries have shifted their budgets to electronic content, with a focus on Overdrive. Overall MCLS spending on Overdrive content was up almost 400% from last March (2019). Alicia Gunther set up 29 new purchasers and led a workshop called "Introduction to Overdrive Marketplace," to support library staff who have not purchased e-content in Overdrive. In addition, Overdrive reduced pricing on a model called "Cost-per-Circ," which allows unlimited simultaneous use, but charges for each use; Gunther added 14 titles to this collection (and an additional 20 Overdrive made available for free) to help alleviate holds and allow access to classics generally taught in schools; Duke Publishing made their collections of over 4,000 titles freely available, which has been added to the MCLS collection.

In a surprise announcement on March 17, Macmillan CEO John Sargent issued a brief memo ([https://www.publishersweekly.com/binary-data/ARTICLE\\_ATTACHMENT/file/000/004/4353-1.pdf](https://www.publishersweekly.com/binary-data/ARTICLE_ATTACHMENT/file/000/004/4353-1.pdf)) stating the company would be lifting the embargo they created in November 2019. That embargo had limited libraries, or library systems with a shared e-book platform, to one copy of a new title for the first 8 weeks after publication. Since Macmillan has lifted their embargo, MCLS has resumed purchasing Macmillan content.

**MCLS Document of Understanding** – Associate Director Traub has worked with a small group of member library directors to revise the MCLS Document of Understanding which expires December 31, 2020. The COVID-19 shutdown and the uncertainty it has caused has led the team to recommend a 1-year extension to the current DOU with some minor changes. These changes will be presented to the full membership at their May or June meeting, then sent to member boards for approval by the end of October. The proposed changes will be shared with this board at the May meeting. This extension will give us more time to prepare for and react to expected changes in revenue for the system and for member libraries.

**Planning for Re-opening** – Traub and Uttaro began a discussion with member directors regarding anticipated changes and issues involved with a gradual re-opening of library service in the county. It is likely that we will form a small team of staff to anticipate issues with PPE provision, public computer access, handling of returned materials and holds, and possible service limitations. RPL is considering re-starting curbside pickup but in a way that there is no contact between the patron and staff. A proposed workflow is being shared with the City to determine risk.

## ***MCLS Member Library Updates***

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

All member libraries closed by March 16. Most have shut their book drops. Many directors are reporting to their libraries to check on the building and handle any essential business. Staff across the system are shifting their efforts to electronic content and online programs such as story times, book clubs, and trivia programs.

### ***Seymour Public Library, Mike Boedicker reporting***

Working on updating the library website. Staff is keeping busy with social media. Looking into interactive online programs. Staff are also doing a lot of online learning.

***Rush Public Library, Kristen Flass reporting***

Ms. Flass is working on website updates. Circulation staff are working on training and practicing Canva for graphic design and learning a language through Pronunciator.

***Pittsford Community Library, Amanda Madigan reporting***

The library is using newly created web pages to share content and inviting the community to follow the library on social media. Developing interactive programming for social media, including converting March Madness programs online. The town is pushing through a lot of maintenance projects, including maintenance in the library, so shifting focus towards those projects.

***Parma Public Library, Rosalind Lipomi reporting***

Staff have been doing story time online via Facebook live, and working on the annual report. Social media staff are working from home. Missing the in person programs.

***Ogden Farmers' Library, John Cohen reporting***

Staff are focusing a lot on building e-content collections and on getting virtual story times up and running. Mr. Cohen is going to start talking with staff about summer reading, deciding what the library will do if they are not open to the public.

***Newman Riga Library, Lynn Brown reporting***

Stopping into the library regularly to handle essential business.

***Greece Public Library, Cassie Guthrie reporting***

Staff are moving the Teen/Tween Art Show to online and will possibly have an online gallery. Staff are pushing out a variety of social media content and hosting programming on the library's YouTube Channel.

***Fairport Public Library, Carl Gouveia reporting***

Mr. Gouveia is checking on the library daily. Staff are using Zoom and Facebook Live to do online and interactive programming. Staff are looking at doing an online book reviews and book clubs. Middle school book club is being held on Tuesdays and Thursdays; they are working with school librarians to host the book clubs.

***Chili Public Library, Jeff Baker reporting***

Construction on the new library continues. Staff are working on story times and interactive programs online during the day and in the evening. Staff have revised and updated their website, promoting home learning for children and adults.

***MCLS Office Updates***

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

MCLS Office

Christine Gates, Director of the Hamlin Public Library, arranged for a training for her Board at the beginning of March. Adam Traub delivered the System and Trustee orientation training class, while there was a healthy discussion surrounding System services, advocacy, and the impact of the state budget on libraries.

Advocacy efforts this year were hampered by the State's focus on the COVID crisis. The governor's budget initially proposed a \$5M cut to library operating aid and a \$20M cut to library construction aid; through our allies in Albany, \$2.5M was restored to library operating aid (for a total cut of \$2.5M, or approximately 3%) though construction aid was cut as the governor originally proposed (cut from \$34M to \$14M). Unfortunately, the cut to construction aid will severely limit construction projects across the System. While this is a significant

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

cut for libraries, we would not have had the \$2.5M restored to the operating aid without the tireless efforts of our advocates and legislators across the state.

In response to library closings due to the COVID-19 crisis, Alicia Gunther has been working with library staff to increase digital communications with the community through the development of web stories, increased social media posting, and library newsletters. Gunther has completed editing and posting of 4 videos to the YouTube channel and created and sent out 3 constant contact newsletters opened by 82,029 people. Gunther has developed a social media schedule for interested library staff and increased posting on 4 social media channels due to library closings. Patron comments and feedback continue to pour in through social media and email, Gunther and Traub continue to monitor, respond, or refer the patron as appropriate.

Social Media

<b>March 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>	307	241	1665	96	44	-
<b>New Followers/ Page Likes</b>	31	33	90		31	7
<b>Engagements</b>	275	122	9,320	172	1,698	54
<b>Check In/ Mentions</b>	50	64	29	-	8	-
<b>Post Reach</b>	25,700	13,000	24,188	3,600	5,100	-
<b>Video/Story Views</b>	-	-	896	-		631
<b>Saves/ Actions on Page</b>	-	-	8	-	19	14

*Constant Contact Newsletters*

- Central Newsletter
  - Opens – 848
  - Click-throughs – 130
- RPL Newsletter
  - Opens – 2,329
  - Click-throughs – 36
- COVID-19 Response Newsletter
  - Opens – 75,190
  - Click-throughs – 2,157

*Overdrive*

- Total Checkouts – 71,467
  - Ebooks & Audiobooks – 68,498
  - Magazines – 2,658
  - Lucky Day – 1,306
- Additional Closure Statistics
  - Cost-Per-Circ Checkouts – 224
  - Simultaneous Use Checkouts – 1,433

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

**Computer Lab**

- Note: MCLS Computer Lab repurposed to provide laptops to staff who do not have computers at home. All 18 laptops have been checked out to staff.

**Cataloging & No-Hits**

- No Hits – 1,252
- New Titles – 2,233

**Shipping**

- Totes
  - Totes Hauled – 3538 (50% decrease)
  - Holds Totes Processed – 392 (52% decrease)
- Note: Shipping service suspended 3/20/2020

**ILL**

- Lending Requests
  - Received – 398
  - Filled – 201
- Borrowing Requests
  - Received – 27
  - Filled – 26
- Note: ILL service suspended 3/19/2020

**MCLS Outreach Department, Melanie Lewis reporting**

- Out of an abundance of caution, Outreach Librarians suspended visits to patrons residing in skilled nursing, long term care, and assisted living communities on March 1st. We were able to provide materials for 16 patrons, until all services ceased March 13. Several reference packets were mailed to one patron. Notification letters were sent to each patron, while patrons with severe vision problems were telephoned, to alert them of the library's closure and services that would be provided until the library can open again.

**Stations**

- Station services were also cancelled in March; stations were notified and asked to hold library material until further notice.

**Shipping Department, Frank Russo reporting**

**Delivery & Sort**

The department processed 392 Hold totes and hauled 3538 totes in the month of March. This is a 50% decrease in overall tote volume and a 52% decrease in Hold volume when compared to the amount processed in 2019. The drop of volume is a direct result of the COVID-19 pandemic.

Beginning on March 16, the department began a delayed sorting protocol to ensure that all items coming into the department to be sorted sat in isolation for a minimum of 72 hours to mitigate exposure to the COVID-19 virus. This protocol, along with a modified pickup and delivery schedule, allowed the department to properly shut down the delivery service on March 20 without creating a backlog of items at member libraries. Additionally, after items had passed through a 72-hour isolation, they were sorted by route to increase the availability of empty totes for the system to use.

## Central Library Updates

### Arts & Literature, Nanci Nugent reporting

#### Programs

- Librarian Mary Fraser applied to the "Eastman to Go" program, and the Central Library was chosen as a concert venue this year. "Eastman to Go" is an annual event in which the Eastman School of Music sends selected freshmen into the community to play chamber music, and to talk about their instruments and choices of music. Five young musicians calling themselves the "Wonderful Woodwinds" performed works ranging from Beethoven to "Let it Go" from Frozen in the Kusler-Cox Auditorium. The students each had a chance to talk about their backgrounds, having come to Eastman from all over the world. Flutist Jahshanti Henry is from Rochester, and he described how the Pathways program, a collaboration between the Rochester City School District and the Eastman School of Music, gave him the opportunity to learn to play the flute. Jashanti was able to develop his talent to such a high level that he was accepted to Eastman School of Music on a full scholarship. His inspiring story and beautiful musicianship was a wonderful example of how community partnerships can change lives.
- Irish music, and a little bit of Mardi Gras, were the themes for the March Ukulele Sing & Strum Jam session, led by Fraser. Since the group has been meeting in the Kusler-Cox Auditorium, where there is more space and privacy than in our previous location, there has been an increase in participants who use wheelchairs, as well as a greater range of ages and backgrounds. Bringing people together through music is one of the benefits of the jam, besides giving people a chance to improve their ukulele playing skills.
- Librarian Carol Moldt is very pleased to say that their monthly Brownbag Book Discussion group met during March, despite the closure of the library. They used the Zoom video conferencing site to meet on their usual scheduled day to discuss the historic fiction book, *The Alice Network* by Kate Quinn. This popular novel tells the stories of two courageous women, one a spy for England during WWI and the other an American woman searching for her lost cousin in Europe post-WWII, and their journey to resolution and healing after their lives become intertwined. The discussion was a great success with most of the group participating and gave Moldt great encouragement to continue to offer some library programs via Zoom during library closure.
- The final Lecture in the *2020: African American History Series* at Central was given by Dr. Marvin McMickle, President Emeritus of Colgate Divinity. The lecture title was *Five Faces of the African American Religious Experience: Richard Allen, Martin Luther King Jr., Adam Clayton Powell Jr., Samuel DeWitt Proctor and Malcolm X*. Art and Lit plans on continuing the series next year.

### Business Insight Center, Jennifer Byrnes reporting

#### Outreach

- Byrnes and Kate Meddaugh met with Winona Dixon, Manager, Research and Information Systems at Greater Rochester Enterprise and Gaby Amos, Business Development Associate, to discuss how the Business Insight Center and Carlson Center can better partner with Greater Rochester Enterprise. They also met twice with two Monroe Community College professors to discuss Monroe Community College's "Launch Your Business" Business Plan Competition in May. Byrnes and Meddaugh will present to participants via Zoom on how the BIC can assist them, and Byrnes will be a judge for the event. For more information: <https://www.monroecc.edu/events/launch-your-business>.
- Byrnes and Meddaugh video recorded two podcasts for RocStarts.com, one on market research and one on intellectual property. Those will be posted at <https://nextcorps.org/podcast>.
- Meddaugh assisted six students at Rochester Institute of Technology's Simone Center for Student Innovation and Entrepreneurship. She also attended Roc Starts Coffee Hour and spoke to 50 people about the services of the Carlson Center and the Business Insight Center.

Anecdotes/Other

Lily Anthony is writing an article on “pruning” collections, rather than weeding collections. The article will be submitted to *Library Journal*.

Consulting

The Carlson Center for IP assisted: 9 in person, 20 by email, 1 by mail, 1 by phone. Webpage views: 55.  
In depth market research: More than 60 hours.

Databases

InnovationQ: 27 users with 318 independent patent searches.

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

Programs

Most programs were cancelled. The only public program held was Lego Lab.

- Girl Scouts had two meetings, both meetings focused on selling Girl Scout cookies. Cookie sales are designed to help girls develop five skills: goal setting, decision making, money management, people skills, and business ethics. The Central Library Girl Scout Troop set up their booth and before they could even get all the cookies out, lines were forming. There was one more night of selling scheduled and had to be cancelled due to closures. There are thirty boxes of cookies left to be sold.
- Burton and Steve Shon served families dinner after each Scout meeting. Foodlink provides the food and families can sit and socialize while enjoying a healthy meal. Burton began doing this as a thank you to the parents for bringing their children each week and the feedback revealed that it was extremely helpful for the families because they often didn't have time to prepare a meal before coming to the library.

COVID-19

The Covid-19 crisis seemed to bring library services to a quick halt and just as quickly, library staff adjusted to serve our patrons. The Children's Center experienced an immediate decrease in visits and circulation until curbside service began. The amount of reader's advisory soared! Families seemed to not be able to get enough books, it was a scary and yet gratifying time. The last days before we closed were some of the most fun we have had!

Once working at home began, Burton created a list of resources for parents and caregivers who were now thrust into homeschooling their children. The resource list was curated with free educational websites and literature-related virtual programs. Also obtained was access to content made free from publishers. MyOn, Teaching Books.net, and Tumble Books provided Monroe Library System with free access through June 30.

Other staff used their time to take online webinars, catch up on email, and meet virtually. Each week is a Children's Center Staff meeting where updates are shared and later in the week is a Coffee Break meeting where everyone connects and shares.

Hazen and Cesare are working on summer programs that can be done virtually and Take & Make craft kits. Hazen will curate short videos for crafts so patrons can view the instructions. Written instructions will also be included. Levi will curate content that will teach, inform, educate, and entertain children and their parents/caregivers in the subjects of card games, magic tricks, taking care of pets, etc. and will post this content to social media.

Burton and Cesare are also using this time to update the Kids page on the website. Graphics and LAS worked very quickly to change the banner, and add new resources. Burton is updating current information while

Cesare is creating more in depth content that will remain on the site. This is a project that is long overdue and possible now through the closure.

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

New Borrowers – 57

Notarial Acts – 55

COVID-19

Due to the ongoing Covid-19 situation the library closed to the public at 5 P.M. on Monday, March 16. On that day only the first floor of the Bausch and Lomb building of Central Library was open to the public. Circulation and Information staff spent a very busy day answering questions, checking items out to patrons, and sometimes running from floor to floor to find items for patrons.

On Wednesday, March 18, the library began offering curbside pickup for patrons who needed library items, mi-fi units, and the occasional tax form. With librarians manning the service desks to answer phone calls from patrons, clerks and pages retrieving items, Media Center staff processing mi-fi units at an impressive rate, and Circulation staff contacting patrons, arranging pickup times, and handing items to the patrons it was a busy, productive, and exhausting two day effort.

During the four days that library staff reported for duty that week there was a common refrain heard from staff repeatedly: "I love stuff like this! This is what we do! I love that we're so busy!" Staff remained positive and patron-focused, showing the dedication and passion that library workers of every job title show in times of crisis. After the library closed to staff as well as the public, patrons were still contacting us to get their library cards updated or to learn how to access digital items.

To say that our patrons are appreciative is an understatement. Patrons have been extremely grateful for the service they are receiving from the library. Patrons who haven't used the library in years are coming back to us in order to get items to help them cope with these troubling times.

As one patron put it: "Glad to hear that you are there. I hadn't thought about it, but along with folks to work the unemployment offices, you people in the library are very busy now, I'm sure. A measure of that: \*every\* Barbara Kingsolver e-book is checked out."

Another patron, on learning that all items are now due on May 18, said: "Thank you for your time and dedication to continuing to keep things running as long as possible. Stay healthy."

These two responses encapsulate the feedback the library has overwhelmingly received from patrons.

Despite the closure, staff have remained busy attempting to level up their own skills or develop online programming. Staff are learning Spanish, ASL, French, and Japanese using Pronunciator, updating welcome packets for new patrons, developing a library-themed role playing game, and training on various hardware to provide the best patron support when the library reopens.

Cunningham continued to answer e-mails from patron regarding expired accounts, borrowing items, and other circulation issues. E-mails are coming from both Help With Your Account and Ask a Librarian e-mails. Multiple e-mails to staff regarding required coursework and work from home tasks. Answered questions about recording courses and activities in the log. Reached out to Circ staff via text, e-mail, and phone. Had two phone conferences with Kathy.



A personal note from Mr. Cunningham:

I have worked in libraries for more than 30 years. There has never, in all that time, been a situation quite this stressful or overwhelming. In the last few weeks the library has been tested in every way possible and has, in my opinion, risen to every challenge with the needs of the patrons firmly in mind. I am amazingly proud to be part of this team and to lead such an amazing, dedicated group. The Circulation Services and Information Desk staff are truly outstanding in every way!

***Local History & Genealogy, Christine Ridarsky reporting***

COVID-19

Staff in the Local History & Genealogy Division have stayed productively engaged in substantive and relevant work since the library shutdown due to COVID-19 at the end of the day on March 16. As soon as we found out that the library was closing, Ridarsky and Michelle Finn developed individualized work-from-home plans for each of our staff members, as well as documents outlining expectations for working from home (including reporting requirements), and protocols for responding to patron reference questions from home. The situation has provided a unique opportunity to address backlogs on several projects, including a clean up of our archive of digitized files created by the now-defunct Digitizing Department and an inventory of images in the Harold W. Lara Negative Collection.

Concern about and interest in the current pandemic has been reflected in the reference questions submitted to the division this month, as well as in some of the work produced by staff. Library Assistant Daniel Cody's Master's thesis from The College at Brockport was cited by the *Democrat & Chronicle's* Jim Memmott (<https://www.democratandchronicle.com/story/news/2020/03/19/how-did-rochester-handle-1918-flu-epidemic/2868170001/>) and *Talker of the Town* blogger David Kramer (<https://talkerofthetown.com/2020/03/24/dr-joesph-roby-could-not-help-elenore-engel-11-victim-of-the-1918-pandemic-buried-in-mt-hope-cemetery/>). Both writers used Cody's work, *Rochester Coughed: The 1918 Influenza Epidemic in Rochester NY*, to make historical connections between today's COVID-19 pandemic and the World War I-era flu outbreak. Cody's thesis also serves as the basis for a piece he wrote for the division's *Local History ROCS!* blog; it will be published in early April. Cody's full thesis is available in the Local History & Genealogy Division and can be accessed online through The College at Brockport's Digital Commons: <https://digitalcommons.brockport.edu/>.

Community Outreach/Meetings

- Ridarsky, working in her role as City Historian as well as in her position as president of the Association of Public Historians of New York State, initiated a project to collect stories and photographs documenting the experience of Rochesterians and New Yorkers during the COVID-19 crisis. People are encouraged to respond to a series of questions in a Google form and to upload images or artwork. Anyone can contribute at <https://forms.gle/3eAwMTgD3pU1q1z49>. Please share this link with friends, family, and co-workers via email and social media.
- Ridarsky and Library Director Patty Uttaro met with a group of individuals about the possibility of using the division's newspaper clippings files as inspiration for one or more local podcasts. Participants were excited about the prospects. We were clear in pitching the idea that library staff would provide access to resources but not otherwise play any role in researching or creating the podcasts.
- Emily Morry worked with LAS to have digital versions of the five most recent past issues of *Rochester History* journal uploaded to the library's website. The newly available titles include: "The Rochester Royals' Maurice Stokes: Kodak City's (and the NBA's) First Black Basketball Star" by Pat Farabaugh; "Mr. Abbott's Wars: The Life and Times of Rochester's Leading Cold Warrior and Most Dedicated Soldier," by Jeff Ludwig; "Greetings from Rochester: Exploring the Past through Postcards," by Michelle Finn; "Lifelong Fascinations: A Portrait of Margaret Woodbury Strong," by Julia Novakovic; and "Racial Segregation in Rochester Schools, 1818-1856," by Justin Murphy.

### Special Collections

- Fess accessioned and completed finding aids for three new special collections in March: The Hamilton Royal Arch Chapter 62 Masonic Temple Records (9 volumes consisting of ledgers and notebooks from one of Rochester's oldest fraternal organizations); the Al-Farabi Ishaq Collection of Frederick Douglass Memorabilia (a small group of modern-day Douglass commemorative memorabilia); and the Bonazza Family Papers (a modest collection of photographs, post cards, and ephemera related to the first two generations of a local family from Italy). The division also added new material to the existing Green and Jordan Families Papers through a transfer of materials from The Strong; the collection documents multiple generations of two local African American families.
- The Office of the City Historian's Harold W. Lara Negative Collection has received some extra attention this month. Genealogy Specialist Barb Koehler, Clerk/Typist Jordan Wallance, and Christansen have been working to enter data that the photographer had written on envelopes containing sets of negatives into a database. Before the library closed, staff were able scan and/or photograph several thousand envelopes so that these three staff members could do the data entry from home. The spreadsheet to which they are contributing serves as the catalog of the collection. Since the library closed, the three staff members working on the project have added 764 entries to the database. Before the COVID-19 shutdown, volunteer Ira Srole processed 132 envelopes, which will also need to be added to the database.

### Digital Projects

In preparation for the adoption of a Digital Asset Management System at the library, Brandon Fess has undertaken a massive file clean-up of the digital archive server as his primary work-from-home assignment. This work involves deleting non-archival files, converting some image files from non-archival to archival formats, renaming files to meet New York Heritage standards, and organizing the server to allow clear access to all stored files. This file clean-up project will allow us to see how much space is needed to store the preservation files from our digitizing projects so we can make an informed decision about a long-term storage solution. In March, Fess reviewed 218,859 files in 7,605 folders, which is approximately one-third of the initial content on the archival server.

### Rochester Voices

Finn's primary work-from-home assignment has been to edit, format, and add primary source materials to the 13 lessons and two teacher guides created by Educational Consultant Andrea Gaglia for the Erie Canal for the Classroom project that was funded by a grant from the Erie Canal National Heritage Corridor. Once all the resources are finalized, Finn will add them to the *Rochester Voices* website. Finn completed four of these in March.

### Social Media

Staff from the Local History & Genealogy Division contributed content for 14 social media posts in March: 4 on Twitter, 5 on Facebook, 2 Facebook Events, and 3 blog entries on [www.rochistory.wordpress.com](http://www.rochistory.wordpress.com). These posts reached 5,749 people: 2,436 on Facebook, 1,335 on Twitter, and 1,978 on our blog; 111 people engaged with our posts on Facebook, 24 on Twitter, and 39 on our blog. Morry contributed one blog entry, "Heavily Historic Parking Lot: The Rise and Fall of Corinthian Hall"; Cody contributed one blog entry, "The James Cunningham, Son & Company, Part 1"; and substitute librarian Christopher Brennan contributed one blog entry, "Frightening Death Away: Criticisms of Susan B. Anthony by her Contemporaries."

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

- Hoopla Circulation – 1,727
  - Movies / TV – 442
  - Audiobooks – 703
  - Music – 90
  - Ebooks – 384
  - Comics – 108
- New Users – 139

Hoopla Engage is a program Rochester Public Library rolled out this month that allows non-card holders to access our Hoopla collection on a trial basis. Individuals can borrow 2 items from Hoopla without signing up for a library card; after two, they receive a message encouraging them to sign up for a library card before they can borrow any other Hoopla items. This program was responsible for 49 circulations by 48 patrons and 1 patron was “converted” to a new library card holder.

COVID-19

With direction from Patty Uttaro, RMC procured 500 more hotspots from T-Mobile to assist families during the closure who do not have reliable internet access at home. Reynolds Media Center staff worked like a well-oiled machine to process and link almost 300 units in the 2 ½ days before we closed to staff. Most of those 300 units are currently in the hands of patrons during this COVID-19 shutdown.

***Sciences and History, Darlene Richards reporting***

- Richards informed Grant Writers Network of resources they could use for grant seeking during the pandemic, an online grant writing conference and information about FDO (Foundation Directory Online) Essential, the database that Candid is providing free access to for the public at this time.
- Richards also met with a patron representing the Friends of the Chili Library following recommendations from Jeff Baker and Rebecca Fuss. Information shared included several resources focusing on library funding as well as a tour of the Foundation Directory Online and Rochester Business Journal's top fifty grant makers.
- Darlene Richards and Sarah Bishopp Velez were asked to find Mental Health resources to help patrons during the pandemic.
- Joon Kim joined the Central Library as the 4th-year medical student for March. He started on March 4, and though his time was cut short due to the library's closing, he was able to conduct health screenings and provide health information for an average of three patrons each day. He also assisted Sarah Bishopp Velez in identifying appropriate blood pressure kits to purchase for the Hands on Science collection. After the library closed, Joon continued to help remotely by creating a Type 2 Diabetes fact sheet to give to patrons, as well as a blood pressure log sheet to include with the new blood pressure kits. Joon's work was very much appreciated by patrons and staff alike, and the library wishes him well as he goes on to his residency for general surgery.
- The NYS Dept of Taxation and Finance Facilitated Self Assistance (NYS DTF FSA) Program is a worthy, vital program for the community, and this is the 6th year of this partnership. People who have used the FSA Program have expressed to the staff that they are very grateful for having access to such a program. Despite apprehension about electronic filing, patrons feel a relief by coming into a familiar setting and finding out that the staff are professional, knowledgeable, friendly, and are able to put people at ease in

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

what can be a stressful situation. NYS DTF FSA Program Staff were able to assist patrons on the first two Wednesdays in March.

- NYS DTF FSA Staff – 8 (4 each day)
- Clients Served – 35
- Tax Returns Prepared – 29
- Walk-Ins – 11

Flo Morris calls each patron to remind them of their appointments; no-shows allow for walk in sessions. Due to the success of the program, two laptops were added.

### ***Teen Central, Dennis Williams reporting***

#### Programs

- Before shutting down, Jeff Bostic and Williams were actively helping the three teens for the 'art project,' begin uploading, editing, and most importantly labelling their hours of footage.
- Williams met with James Daniels the Director for Student Support Services from Vertus High School. As soon as we are able to resume accepting patrons, and the High School returns to in-class sessions, there will be a cohort of students arriving in the imagineYOU lab weekly who will complete one studio project per year. The focus will be on media literacy with a strong leaning toward STEM. Staff members from both the library and the school will guide the students through their projects. The goal will be media literate students who will walk away with a new skill set.
- Bostic has been running very successful photography and videography classes on Saturdays. The last two were cancelled due to external circumstances. Bostic and Williams have been collaborating and brainstorming on ways to reach audiences via social media and cell phone. The idea is to advertise it widely via all library platforms including social media.

#### Meetings and Trainings

Williams is still waiting on the Mac locks for the laptops, so he may decommission the Windows 7 machine running the Wacom tablet. He successfully ran critical malware updates on all three gaming computers and upgraded the Oculus software. Also, Williams began studying Php, XHTML, and Python. He successfully completed over 80 hours of training and practice. In addition, Bostic and Williams have been training on Adobe Photoshop, Final Cut Pro, Logic Pro, Adobe Premiere, and Acrobat Pro.

### ***imagineYOU Media Lab, Jeff Bostic reporting***

Last month's contest winner Saun was the only person to finish March's contest before the library was closed. He may have won even if others had also completed the videos.

[https://drive.google.com/file/d/121b3wLG11DKpxUqohBh1zVUJ2gShsK\\_s/view?usp=drivesdk](https://drive.google.com/file/d/121b3wLG11DKpxUqohBh1zVUJ2gShsK_s/view?usp=drivesdk)

Here's a clip of him editing the video.

<https://drive.google.com/file/d/1MO8wl4glwCHgEhm96NiiHOU-EjkPvyMt/view?usp=drivesdk>

Art in the Loop was completed this month. The student recipients also received their payments.

<https://drive.google.com/file/d/1UJeaqjpFhpYR5waodDkDw5xeryUV6IK/view?usp=drivesdk>

## **Selected Meetings & Outputs**

**MCLS Director, Patricia Uttaro reporting**

**March 14 – April 17**

### 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)

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)

### Other Meetings

County & City Planners on COVID 19 response (several meetings in person and by phone)

Circulation Staff on curbside pickup

Continuity of Operations Plan – refresher webinar

April Directors Council

### Email Activity

March 2020

<b>Name</b>	<b>Send Actions</b>	<b>Receive Actions</b>	<b>Read Actions</b>
Uttaro, Patricia	1120	11558	9492
Traub, Adam	569	2849	2740
Reeves, Tolley	10	3810	57
Harrison, Brie	377	5646	3335
Ana Suro	725	6124	2610