



TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: June 15, 2020
SUBJECT: Monthly Report – June 2020

Action Items

Trustee Appointments (Thompson)

The MCLS Nominating Committee recommends for reappointment to the board for full five-year terms: Rachel DeGuzman, William Yust, and Suzanne Stockman. If approved, these names will be forwarded to the Monroe County Legislature for official appointment.

Board Actions Requested:

- Approval of the Nominating Committee's recommendation of Rachel DeGuzman to be appointed by the Monroe County Legislature to the MCLS Board of Trustees for the term July 1, 2020-June 30, 2025.
- Approval of the Nominating Committee's recommendation of William Yust to be appointed by the Monroe County Legislature to the MCLS Board of Trustees for the term July 1, 2020-June 30, 2025.
- Approval of the Nominating Committee's recommendation of Suzanne Stockman to be appointed by the Monroe County Legislature to the MCLS Board of Trustees for the term July 1, 2020-June 30, 2025.

Election of Officers (Thompson)

The MCLS Nominating Committee puts forth the following slate of officers for the term July 1, 2020-June 30, 2021:

- President - Marjorie Shelly
- Vice President - Suzanne Stockman

Board Action Requested: Approval of the proposed slate of officers for the term July 1, 2020-June 30, 2021.

Approval of Proposed 2021 MCLS Budget: Enclosed is the proposed 2021 MCLS Budget, which was distributed for review by the Finance Committee and MCLS Director's Council prior to the Board meeting. Below is a summary of expense changes:

1. We have requested a 1.5% increase in RPL Central public operations support from Monroe County (increase of \$103,000 for total of \$6,975,000), and no use of the MCLS fund balance for Central Library operations.
2. Computer maintenance decreases (-\$32,395) are due to shifting cost from operating to cash capital for IT equipment licensing and maintenance.
3. Computer maintenance decreases (-\$29,860) reflect multi-year purchase of hardware and software in the 2019 budget.
4. Professional Services decreases (-\$35,170) are due to the discontinuation of the E-rate facility wireless contract, replaced with expansion of bandwidth under the new digital transmission services contract with Crown Castle.
5. Membership increase (\$9,080) reflects a multi-year movie license payment occurring in 2021, offset by minor savings.
6. Contract Services decreases (-\$117,934) reflect the removal of a planned Library Automation position and a larger vacancy rate based on current furlough and hiring freezes in RPL, which will be realized during 2021 system services billing.

MCLS Director's Report –June 2020 (Continued)

7. We are recommending deferring new leases for our shipping fleet for one year, which allows savings (-\$39,133) as lease-to-own payments concluded in February.
8. Note that capital finance expenses (Bonds) are maintained by the County. The 2021 debt service is estimated as revised from 2020, with principal and interest based on County guidance in fall 2020. This amount will continue to decrease each year as County now funds the MCLS capital expenses with cash, as opposed to debt issuance.
9. We also rely on County input for Vehicle Maintenance/Service estimates and for the single remaining retiree medical payment annually.

On the revenue side, we are projecting a state aid decrease of 3% for 2021 based on the decrease of 2.6% in aid received this year. Use of library fund balance for MCLS expense support given the projected state aid loss is proposed (\$90,000), with a current fund balance of over \$325,000. Grants and Payments have minor decreases due to anticipated receipts of E-rate funds, given lower E-rate expenses.

MCLS member cost shares include a 1.5% inflationary increase in 2021 (\$16,851), consistent with the 2020 increase, as member library directors have endorsed a one-year extension of the current MCLS Member Library Document of Understanding.

Board Action Requested: Approval of the Proposed 2021 MCLS Budget.

Board Action Requested: Approval to utilize \$90,000 of the MCLS fund balance to support the 2021 MCLS Budget.

MCLS Annual Report to New York State (Traub)

Every library system in New York State is required to submit an annual report to the New York State Education Department Division of Library Development. A copy of the report is included with your packet. This report collects information on progress made on the system plan of service as well as selected statistics. This year, statistics for 2019 demonstrate strong use of resources by our patrons:

	2018	2019	% Change
Electronic Usage	432549	622644	43.95%
Total New Titles	39206	48530	23.78%
Total Titles	981949	899179	-8.43%
ILL Activity	10650	11400	7.04%
Total # of Contacts	11814	13529	14.52%

2021 is the final year for the system plan of service, which includes the overall strategic plan for MCLS. Trustees will be asked to participate in the plan of service revision beginning in early 2021.

Board Action Requested: Approval of the MCLS Annual Report to New York State.

Report Items

MCLS Director, Patricia Uttaro reporting

MCLS E-Rate Audit Update - The MCLS is nearing completion of our E-rate audit. As a reminder, the Universal Service Administrative Corporation (administrative agency for E-rate) is wrapping up final review of a sample of MCLS 2018 services, Digital Transmission and Network Cabling. The audit is randomly selected and not based on performance, but was likely selected due to the increase in 2018 reimbursements over 2017 with our Category 2 network cabling submission. The audit covered a large span of review from the procurement and payment process to the policies governing usage by member libraries. The audit is in final review from USAC management, who have asked a few additional questions of MCLS administration and documents from member libraries this month.

While USAC has the MCLS Internet Access Policy, they have asked for a sample of internet use policies from our members. In particular, they seek confirmation that each member maintain an Internet safety policy. While the MCLS policy notes the operation of a technology protection measure with respect to any of its computers with Internet access, they want to ensure member library policies address access beyond simply referencing the Children's Internet Protection Act (CIPA). In particular, they wish to see policies address: access by minors to inappropriate matter on the Internet; the safety and security of minors when using e-mail and other forms of direct electronic communications; unauthorized access, including so-called 'hacking', and other unlawful activities by minors online; unauthorized disclosure, use, and dissemination of personal identification information regarding minors; and measures designed to restrict minors' access to materials harmful to minors. They also recommend, via policy or procedure, documentation by which authorized individuals will disable the internet filter upon request by an adult.

To that end, the sampling of MCLS member library policies submitted vary widely with respect to these criteria, with most adhering closely but with improvements as to specific items above. While this will not have impact on funding to the MCLS, it will likely be a recommendation for improvement within the audit report. The MCLS will be following up with comprehensive training to members on CIPA, our internet filter process, and will provide templates for member library consideration to adopt amended policies to incorporate these specifics. Any amendments should be subject to a public hearing or meeting on the policy, which we are seeking guidance and confirmation can be held online.

MCLS Document of Understanding Revision - For Discussion Only – At the June 3 MCLS Directors' Council meeting, member directors voted to endorse the 2021 Document of Understanding presented by the DOU team. As a reminder, this DOU covers 1 year (1/1/2021 - 12/31/2021) to align with our next plan of service (which begins 1/1/2022). Superficial changes have been made in order to tighten up the language; a full review and revision will occur in 2021. A copy of the proposed DOU is included with your packet.

Each director will now present this to their Board for discussion and feedback. Feedback must be submitted by September 30, so the DOU Team can consider and incorporate it in time to submit the DOU to the MCLS Board at October's meeting.

The DOU team has been led by Associate Director Adam Traub, with assistance from John Cohen (Ogden), Kirsten Flass (Rush), Cassie Guthrie (Greece), Adrienne Pettinelli (Henrietta), Dr. Tolley Reeves (RPL), and Keith Suhr (Greece).

Chat Reference - A project to offer chat reference service began in April and launched in May; so far, 223 questions have been answered via chat reference, staffed by librarians at the Central Library. Librarians staffing the line report that the most asked question is "when are libraries opening?" Traub devised a stock response for the staff to use when asked this question.

MCLS Member Library Updates

Associate Director, Adam Traub reporting

The majority of libraries are offering, or planning to offer, curbside pickup or some variation on that theme. Those offering curbside are reporting that patrons are excited to be able to access library collections once again, though still missing being able to visit their favorite library.

The System formed the MCLS Reopening Team which focused its energies on procedures and guidelines to assist member libraries with their reopening plans. Members of the team have developed a quarantine procedure, guidelines created in coordination with State guidance, and emerging plans from libraries across the State. The Team is also holding weekly calls for member directors to receive feedback and share lessons learned as various libraries work to reopen.

MCLS Office Updates

Associate Director, Adam Traub reporting

Alicia Gunther provided trainings on multiple topics this month, including tracking holds in Overdrive Marketplace and social media statistics. She also worked with Hannah Ralston (Henrietta) to provide a workshop on “Hands Free Technology Training” to better assist patrons with technology while observing proper social distancing; 54 member-library staff attended.

Demand for social media assistance remains high during the closure; Gunther further developed the social media schedule for Central to accommodate increased posting, created topical Facebook groups, and edited videos for her colleagues. Similarly, patrons have increasingly turned to social media to get their questions answered, which Gunther provides as an additional online reference service.

Shared Collections

Our online collections continue to enjoy strong usage. Checkouts on Overdrive are up 59% from 3/18/20 to 5/31/20 compared to the same time period last year; this usage reflects an average of 2963 checkouts per day across the System.

During the month of May, Gunther continued to monitor hold lists and title recommendations received by the system. Two hundred twenty eight titles were purchased based on patron requests, waiting lists for titles, and upcoming expiring titles in the system's Overdrive collection. Gunther also continued to researched titles that had recently been made available to libraries for free adding another 3 new titles to the collection. Gunther maintained 16 cost-per-circ. titles for the collection and continued to cap the monthly spending on these titles for the system at \$400 per month for the month of May.

Social Media

May 2020	RPL Twitter	MCLS Twitter	Facebook	Facebook Groups	Facebook Calendar	Instagram	YouTube
Profile/Page Visits	206	325	1504	-	127	164	-
New Followers/ Page Likes	18	35	63	134	-	25	4
Engagements	135	204	4310	2636	537	572	22
Check In/ Mentions	44	43	34	-	-	6	-
Post Reach	22000	21200	35423	-	45600	7556	-
Video/Story Views	-	-	2241	-	-	273	847
Saves/ Actions on Page	-	-	22	-	-	25	6

Cataloging & No-Hits

- No Hits – 458
- New Titles – 134

Clerk Lorry Wisse was brought back to work in the Catalog Department as more libraries opened for curbside service. Lorry has concentrated on adding records to the catalog so member libraries can add new items to the database. Wisse also picked up where Clerk Marilyn Selim left off and coordinated with the librarians on any special record requests. Wisse reported a steady stream of no hits daily in her first week back at Central.

Central Library Updates

Curbside service was the focus of May for many of the Central staff. Cynthia Dana and Circulation Supervisor Chad Cunningham have been in constant contact regarding the process, providing adjustments along the way.

Curbside has also included the opening of Central phones, which are constantly ringing. Staff and patrons are very happy to talk to one another and have access to materials. They all miss us and are anxious to see us again. We heard from a very nice patron who wished to express how much he misses libraries and Monroe Branch, specifically. He asked to pass along his best wishes to all the staff there. We have had many phone calls from one of our regulars who is quite concerned about her boyfriend in Russia; Dennis Williams has returned her calls and provided her with information on the COVID situation in Russia.

Melissa Manczuk and Sarah J. Bishopp Vélez hosted a program via Zoom with Lois Breen from Cornell Cooperative Extension of Monroe County. Breen led a very interesting presentation on growing and cooking with herbs. She had a wealth of information that was presented to a very inquisitive and appreciative audience. Patrons asked many questions and were very excited to learn about the different ways of growing and preserving their harvests.

Andy Coyle oversees Central's music podcasting. For this session he arranged for 8th Grader Sophie Metchick, a young local musician, to contribute music to Central Casting. Metchick's original piano composition, Evolution of Earth, can be heard at www.soundcloud.com/central-casting.

Organized by Librarian Carol Moldt, the Literature Division hosted six online writing programs during May, totaling 10 sessions and 132 participants. Classes included This Is Your Year to Write, Writing During COVID-19,

MCLS Director's Report –June 2020 (Continued)

Reflective Writing, Read Like a Writer, Writing as Resource, and Balance Wheel. Held over Zoom, these classes were taught by a total of four different writing teachers, were highly interactive, and included hands-on writing exercises in addition to instruction. Despite the current necessity of the online platform, many of our patrons love participating in classes from the comfort of their home and have expressed a preference for it. Here are a few evaluation comments from class participants:

"I especially appreciated feeling like I was in a community again during this pandemic."

"I enjoyed the opportunity to interact with a diverse group of people and exchange ideas. I also appreciated the effort by the facilitators to present a program that allowed a learning climate."

"The library is doing an excellent job with the programs and services it provides, especially given the current challenges."

Most of the summer art festivals (The Lilac Festival, Corn Hill Festival, and Park Ave. Fest) have been cancelled due to the COVID virus. The Central Library decided to help local artists who would have been selling at these festivals by creating a Virtual Festival Page. Nanci Nugent put out a call to local artists to sell their work on this page, <https://libraryweb.org/virtual-art-festival/>. Nugent has received almost one hundred artists who are now listed to sell their work. Rebecca Rafferty, from City Newspaper interviewed Nugent about this festival. Along with Nugent, other staff members who worked on this project are Corinne Clar from our Graphics department and Mary Royce from Library Automation Services.

Jennifer Byrnes was a judge for Monroe Community College's Launch Your Business competition. Meddaugh attended and presented in various zoom meetings throughout the month of May, particularly with Rochester Institute of Technology's Simone Center students and faculty.

Quips & Quizzes is the Business Insight Center's new monthly trivia program. If you don't know the answer, no problem. If you reply with a witty quip that makes the quiz master laugh you get a point.

Children's Consultant Tonia Burton has been in contact with community partners to develop a distribution plan for summer program kits. The partners for our summer focus are: ABC Headstart, Greater Rochester Summer Learning Association, Ibero Childcare Center, Rochester Child First Network, Schools # 15 and 57, Volunteers of America Childcare Center, and the YMCA on Driving Park. Other locations may be added as staffing permits.

Circulation staff member Wes Becker is working with a group of refugees through his church. Using what he has learned about the library system through his work from home training, he was recently able to assist a Rwandan gentleman who grew up in a refugee camp in Tanzania in signing up for a library card online. They had a Zoom meeting where Becker walked the patron through signing up for a card online. Becker then showed him Hoopla and Pronunciator. They worked together to get the patron registered on Hoopla. He downloaded some Tanzanian music. Becker will be having another Zoom meeting with the patron and his wife to sign up for ESL lessons on Pronunciator.

Genealogy Specialist Barb Koehler started a new Weekly Genealogy Meet-Up via Zoom this month. More than 40 individuals participated in this program, with a total attendance of 97 across the month's four sessions. Notably, none the participants had previously attended a genealogy program at Central Library! Feedback on the program has been overwhelmingly positive. One attendee who considers Fairport her "home" library proclaimed, "I think this weekly meetup is soooo great! Thank you so much for doing it and letting us be a part of it!"

The first three of a four-session Humanities New York Reading & Discussion series on "James Baldwin's America" took place on Zoom this month. Expertly facilitated by Reenah Golden, founder and artistic director for The Avenue Blackbox Theatre, these discussions about Baldwin, race, and racism in the early to mid-20th century strongly resonated with the diverse group that participated.

Justin Murphy presented “Racial Segregation in Rochester Schools, 1818-1856” via Zoom as this month’s Rochester’s Rich History program. The session was recorded and is available for viewing at https://youtu.be/WFG_cBcRD_4. The presentation was based on Murphy’s article of the same title in the most recent issue of the *Rochester History* journal. You can read the article here: https://www.libraryweb.org/~rochhist/v78_/v78i2.pdf.

Selected Meetings & Outputs

MCLS Director, Patricia Uttaro reporting

May 16 – June 12

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)

Deputy Mayor James Smith (monthly)

County Chief of Staff Amy Grower (monthly)

Other Meetings

Early Childhood Advisory Council – call with Executive Team

Roc the Future Early Grade Literacy Team

Monroe County Complete Census Count Committee

Continuing the Conversation: Equity in Employment webinar

Mayor Warren & Deputy Mayor Smith on RPL re-opening

GRASSA Program Locator meeting

RPL All-Staff meeting

MS Teams Training webinar

Alesco Financial Advisors Annual meeting

Urban League Interrupt Racism event

City Budget Hearing

Email Activity

May 2020

Name	Send Actions	Receive Actions	Read Actions
Uttaro, Patricia	833	8840	7415
Traub, Adam	526	2322	1957
Reeves, Tolley	269	3326	903
Harrison, Brie	343	4366	2728
Ana Suro	823	4788	2396