



TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: August 17, 2020
SUBJECT: Monthly Report – August 2020

Action Items

None.

Discussion Items

- Nominating Committee Report – On behalf of the Nominating Committee, Tina Thompson will report on their recent work.
- Results of E-rate Audit – Brie Harrison will give a report on the results of and response to USAC audit process of our e-rate program. The audit was successfully closed in July.
- Report on Re-opening of MCLS Libraries – Adam Traub has been meeting weekly with member library directors to assist and support plans for re-opening libraries. He will give a report on the process and results.
- State Aid Issues – Adam Traub and Brie Harrison will give an update on current and anticipated issues with state aid payments and what that means for member libraries and system services.
- Update on Racial Equity Education – Work has continued with the REJI team and on exploring education pathways for trustees on racism. Patty Uttaro will provide an update on educational opportunities for trustees and work to be done in the MCLS.
- Review of MCLS Plan of Service – The MCLS 5 year Plan of Service will be revised beginning this Fall. Patty Uttaro will provide an overview of the current plan and results to date.

Report Items

MCLS Member Library Updates

Associate Director, Adam Traub reporting

East Rochester Public Library

The Director of the East Rochester Public Library, Meredith Fraser, resigned in June. The Library Board and Village Administrator have begun the process of looking for a new director. Traub consulted with East Rochester trustees and village administration on this action.

Parma Public Library

Amy Hogue was selected as the next director of the Parma Public Library and began her new role mid-July. Uttaro consulted with Parma staff and trustees on this action, and Traub provided new Director Hogue with an orientation to the system in July.

MCLS Office Updates

Associate Director, Adam Traub reporting

Monday July 20, 2020, Alicia Gunther became the proud mother of Hudson Gunther. The Gunther family is home enjoying some well-deserved family time. Gunther is expected to return to the office in mid-September; all inquiries should be directed to Adam Traub her in absence.

In June, the Rochester Public Library, Friends & Foundation of the Rochester Public Library, and the Monroe County Library System worked together to offer two of our most popular titles in response to the Black Lives Matter movement and demonstrations in Rochester. Divisions across RPL committed funds, matched by FFRPL, to make "How to be an Anti-Racist" and "White Fragility" available with no wait time. Alicia Gunther, Jennifer Lenio, and Adam Traub kept a close eye on these titles. At the conclusion of the program, across the various formats, these titles were checked out 3,672 times.

Demand across ebooks remains high during the library closures; ebook circulation for June and July is up 55% compared to the same time last year. While last year fiction dominated the top ten titles (8/10), this year 7/10 were non-fiction titles focused on race and racism.

Clerk Lorry Wisse could not prepare for and present the training and keep up with the flood of no-hit requests that came in as system libraries started re-opening. 2,302 no-hit requests were received in June, or an average of 92 per day. Towards the end of the month, Lenio directed Cataloging Supervisor Dee Mrak and Cataloging Librarian Betty Spring to assist Wisse in processing the no hit requests.

Congratulations MCLS! The library was voted #4 in the top 20 places to take children to in Rochester. This speaks volumes to the dedication and hard work of our AMAZING Children's Services staff since we have been operating without face-to-face services since mid-March. Keep up the great work!

Member library directors continue to meet weekly to discuss challenges related to the COVID pandemic and reopening. Libraries continue to introduce new services and open their doors as they feel prepared. Librarians across the system are partnering to offer different programs, such as the popular bilingual story times.

Library Network

LAS staff worked closely with vendors and member libraries to replace fiber cables to all 31 library buildings, which will increase the bandwidth of every member library and offer public wireless through that same pipeline.

Delivery & Sort

Sort volumes remained low due to the limited services at member libraries and the 72-hour quarantine schedule for returned materials. The department processed 1,039 Hold totes and hauled 7,545 total totes in the months of June and July; this is a 40% decrease in total volume when compared to the same time period last year. While the overall volumes are low, the Hold volume only decreased by 19% when compared to 2019 volumes. Member libraries have done an exceptional job at filling the router and keeping the materials flowing.

Outreach Update

Diretor Uttaro recently received this message regarding the MCLS Outreach Department:

I just wanted to send a message of thanks and appreciation for the library's continued support of our programs here at the Monroe County Jail. Melanie Lewis and Amy Discenza are to be applauded. I cannot thank them enough for their unwavering support. The books, materials, and community

MCLS Director's Report –August 2020 (Continued)

resource discussions they have had with the folks we serve has been nothing short of spectacular. They are both tremendous assets to our community and definitely stars in their profession. The help they have provided for me and my team has gone beyond anything I could ever imagine and I appreciate them so much. I understand Amy has moved to another position and she will definitely be missed. Thank you for providing the leadership and vision at the library to make us even a blip on the radar. We will forever be in your debt for everything the library has been able to do to promote education, health and wellness, and literacy among the folks we serve. You and your entire team are to be commended for the services you provide on a daily basis!

*Dr. Tisha M. Smith MSPP, CASAC 2
Director of Inmate Drug and Alcohol Treatment Programs
Jail Bureau
Monroe County Sheriff's Office*

Statistics

Social Media

June & July 2020	RPL Twitter	MCLS Twitter	Facebook	Facebook Groups	Facebook Calendar	Instagram	YouTube
Profile/Page Visits	92	135	628	-	198	73	-
New Followers/ Page Likes	15	3	12	68	-	125	13
Engagements	293	132	4248	-	210	104	34
Check In/ Mentions	46	32	-	-	-	-	-
Post Reach	31,900	22,000	6,559	-	2,900	-	-
Video/Story Views	-	-	1,429	-	-	508	847
Saves/ Actions on Page	-	-	3	-	-	72	-

Cataloging & No-Hits

- No Hits – 5,098
- New Titles – 3,652

Shipping

- Totes
 - Totes Hauled – 7,545
 - Holds Totes Processed – 1,039

Central Library Updates

Alicia Gunther and the Exhibits team worked with Jed Silberg from the National Holocaust Museum to arrange a virtual program focusing on the Deadly Medicine Exhibit. In addition, the Museum graciously allowed us to keep the exhibit up until September due to the closures across the country. Since the exhibit was not widely available, an online presentation will be offered on August 24. Dr. Lawrence Guttmacher, Professor of Clinical

MCLS Director's Report –August 2020 (Continued)

Psychiatry and Clinical Medical Humanities & Bioethics and former MCLS Trustee, will present on the origin of eugenics in the United States.

Arts & Literature - Nanci Nugent reporting

Cynthia Hawkins, director of Brodie Hall's Lederer and Bridge Galleries at SUNY Geneseo did a Zoom presentation during which she discussed the work of three generations of dynamic African American women artists; Faith Ringold, Carrie Mae Weems, and Mickelene Thomas. Hawkins spoke about their work and the impact they have had, and continue to have, on American art. She also addressed how activism plays a part in their work. Ringgold is known for her paintings, quilts and children's books. Weems, born in 1953, is best known for her award-winning photography, but has also worked with installation video, fabric, and digital images. Her work focuses on racism, politics and our identity. Thomas is a contemporary visual artist who is a painter incorporating rhinestones, acrylic, and enamel in her work. Her work can take on a pop art appearance, and she examines femininity, race, and gender in her paintings.



July saw the debut of "It Came from the Stacks," a virtual murder mystery project that several Central Library staff collaborated on. Arts/Lit Librarian Mary Fraser selected a short play from the Arts and Literature Division's collection and sent it to colleagues who were each given a character to play. The play is split into seven episodes that broadcast each week through the end of August, when the murderer (and the real title of the play) will be revealed. Along with the mystery, the audience can enjoy the costumes, local references, goofy props and bloopers that were part of improvising from home during the pandemic. It was a fun way to share part of our collection and may inspire others to try their own version of "reader's theater."

<https://www.youtube.com/channel/UCnWGSgf8TiMXZKxwKBm4rtg>

Business Insight Center - Jennifer Byrnes reporting

Community Meetings

- Byrnes and Kate Meddaugh met with the NYC organization Start Small, Think Big to discuss a potential partnership and resource sharing.
- Byrnes attended weekly SourceLink meetings, which has been rebranded Nexusi90; held multiple meetings with Rich Notargiacomo from RIT's Venture Creations; and met with Bill Ball, husband of Nazareth College President Elizabeth Paul, to discuss programming around civic engagement.

Consulting

The Carlson Center for IP assisted: 2 in person (via Zoom), 37 by email, 8 by phone.

Webpage views: 84

In depth market research by Byrnes: 42 hours. She had six 1:1s with business start-ups.

Anecdotes

The division was featured in the *Rochester Business Journal's* Bounce Back special edition pertaining to recovering from COVID.

July 17, 2020

BOUNCE BACK NAVIGATING THE POST-PANDEMIC ECONOMY

rbj.net 11

SMALL BUSINESS ASSISTANCE

The information you need, when you need it

We are committed to supporting business owners and entrepreneurs in the Finger Lakes region. We know that many of you are adding new capabilities, pivoting your business model and adapting in ingenious and resourceful ways. Let us at the Business Insight Center help you. We have a team of experts that are available to conduct market research and support your company benchmarking strategy.



Jennifer Byrnes
Director of the Business Insight Center
Central Library of Rochester & Monroe County

Our support is virtual and anyone in the Finger Lakes region can tap into our talent remotely. We serve businesses of any size and stage. We have access

to proprietary databases, such as IBISWorld, Frost & Sullivan, and Mergent Intellect that a vast majority of local businesses can't afford. The information your business needs to make informed, evidence-based decisions can't be Googled. It's that simple.

You probably didn't know we are one of only six libraries in the U.S., and the only one in



New York State, in which you can meet virtually with a patent examiner before you file. The examiner you meet with will have specific expertise in your type of technology and will make sure your application is on par. Who has time for office actions? Not you!

The BIC is home to the Carlson Center for Intellectual Property, a USPTO designated Patent and Trademark Research Center. Staff members go to Alexandria, Virginia, annually for intensive training and as such are highly skilled at conducting prior art searches for patents and trademarks. For anyone who has retained an attorney for this

service, you understand this is a huge cost savings.

Maybe your biggest need is access to funding. We can help there too. With databases such as PitchBook we can let you know what VC firms invest in your type of business and at what stage. If VC is not what you are looking for, we will refer you to the Small Business Administration, Kiva, or other community partners.

To give you an example of the type of queries that utilize our capability best, here are a few requests that came in last month:

I need a list of every machine shop in New York, New Jersey, and Pennsylvania with less than 100 employees.

I need to know the annual growth rate for commercial building construction in the US (It's 1.4%).

Who are the major players in telemedicine? Who has received the most VC backing?

Should I renew my patent? Is there anyone that would license it from me?

In short, we are the difference between saying "I think" and "I know." Our work is funded through the Central Library of Rochester & Monroe County. Don't you want to be in the know? Please contact us at business.insight@libraryweb.org for more information.



roccitylibrary.org

115 South Ave. | Rochester, NY 14604 | (585) 428-7300



RochesterLibrary



roccitylibrary



@RochCityLibrary

Byrnes was appointed to the Urban Libraries Council Action Team for Entrepreneurs and Small Businesses. She and her colleagues from ULC libraries across North America will be creating innovative and impactful solutions that will help move our communities forward from the pandemic.

Children's Center - Tonia Burton reporting

Children's Center staff created Take-Home Activity Bags to offer families a program they can do at home. The Children's Center staff have organized six different types of themed bags (Kids Cafe, Beach, Donut Shop, Construction, Train, and Superhero) with more in store for the fall. Each bag contains items and instructions for play, a craft activity, and STEM exploration. There were 1620 bags assembled in our "factory" in the Secret Room for RPL and another 440 for community partners directly serving children this summer. Each week took approximately 24 hours of staff time to compile the materials. This could not have been done without the help of circulation staff who assisted with putting the items in bags. Finance and shipping also played crucial roles to helping ensure the bags were ready and delivered before branches opened. The bags were first distributed to Winton, Arnett, Charlotte and Lincoln as well as through partnerships with Rochester Childfirst Network (RCN) and Volunteers of America (VOA). The rest of the branches will receive their bags starting August 10.



Raising A Reader

Burton visited VOA Children's Center, Rochester ChildFirst Network, and Joseph Avenue Head Start to deliver Summer Activity packets. She was joined by Sarah Ngo (Douglass) and Nancy Chowela (Arnett) at some of the events. Packets were also distributed to some R Centers. The packets were created as part of a collaboration with Nazareth College. The colorful packets had a summer reading game, scavenger hunts, and other early literacy family activities. VOA Childcare also hosted several Parking Lot parades that were a blast! Families decorated their cars with signs and balloons, and we were able to retrieve Raising A Reader Bags and hand out activity packs.



Circulation Services - Chad Cunningham reporting

Curbside Pickup continues. We added additional pickup slots, increasing the number of possible pickups per day to 30. In June we scheduled pickups for 371 patrons. In July we scheduled 326 pickups for patrons. We've had several patrons coming back regularly to pick up more items. Feedback from patrons continues to be overwhelmingly positive.

Local History & Genealogy - Christine Ridarsky reporting

A new program introduced by the division in June was the local history trivia game, Remember Rochester ROCs! Developed and hosted by Library Assistant Daniel Cody, each monthly online trivia contest features three rounds of 10 questions each, covering a variety of topics about Rochester's past. Cody runs the game using the Crowdprur Audience Engagement Platform and simultaneously hosts via Zoom, allowing participants to see and hear him while they play along (Crowdprur does not have video or audio capabilities). Library Assistant Emily Morry helps research, write, and edit questions for the game, and Senior Historical Researcher Michelle Finn cohosts to troubleshoot logistical questions and address comments raised by players in the chat. Player feedback has been overwhelmingly positive, and we will continue to host games every fourth Tuesday of the month through at least December.

MCLS Director's Report –August 2020 (Continued)

Morry and Ridarsky toured the International Plaza at La Marketa, currently under development and scheduled to open in October. They met with City and community representatives to discuss content for and placement of interpretive signs to be installed at the site. Morry will develop content for the storyboards under Ridarsky's supervision.

Finn met via Zoom with representatives from the Inner Loop North Racial Equity Sub-Committee, where she was asked to provide a historical overview and answer questions about the Inner Loop's initial construction and the racial implications surrounding it.

Ridarsky met with Monroe County Historian Carolyn Vacca and a representative from County Executive Adam Bello's office to discuss plans for the county's bicentennial in 2021.

Ridarsky participated in a meeting of the Jewish Landmarks Advisory Committee organized by the Landmark Society of Western New York to advise on a survey of Jewish historical sites.

Reynolds Media Center - Joe Born reporting

Hoopla's June/July circulations totaled 3,575: (1,363 audiobooks., 879 movies/TV, 768 ebooks, 380 comics, 185 music) 1,049 patrons used the service during June/July with 125 new users registering and 208 patrons using all seven circs (20%) The average cost per item for June and July was \$1.95.

Science & Health - Darlene Richards reporting

Sarah Bishopp Velez and Darlene Richards met with medical students Ian Brodka and Valentina Sedlacek to discuss the possibility of collaborating with the Street Outreach program. Andy Carey from the Library Resource Outreach Center (LROC) and Dr. Theresa Green from the University of Rochester Medical Center were also in attendance. In brief, the Street Outreach program is a group of over three hundred medical and nursing students who do weekly rounds at various shelters, providing basic medical services and generally being a friendly face to those living on the street. Since they typically only have five students per round, they are in need of more locations in order to give a greater number of students a chance to participate. With the volunteer nurse now retired, and the Community Health Improvement Course (CHIC) students decreasing, both Health Central and LROC are in need of more help in order to continue providing patrons with free health screenings. Bishopp Velez is looking into when the students could start in the library, given the current safety considerations with the pandemic. Carey has already agreed to host Street Outreach students at some of their locations outside of the library.

Teen Central - Dennis Williams reporting

The IRS/Social Security information phone service received over twenty queries all focused on CASH and whether or not they would be available for helping to file taxes by the July deadline. The Resume service continued with one query of note: a gentleman whose only connection to the digital world was his grandmother's cell phone. He called up unsure of how to even create an email. Over the course of 3 weeks Dennis Williams worked with the 41-year-old, not to just get him to the point where he knew how to apply for a job online, but spent time coaching and encouraging him when he was faced with applying for and having to follow up with employers. (Teen Central Supervisor Dennis Williams has led a small team of system staff who have helped people by phone with resume and social service questions.)

MCLS Director's Report –August 2020 (Continued)

Williams created a walkthrough video for imagineYOU to show our lab space to Dean Wade, MCC
<https://youtu.be/Yj6u6gIQgWU>

Several teens have reached out to Williams regarding using the lab. He has accommodated them digitally. Here's one finished product created this month. (Warning: explicit content.)
https://youtu.be/j33U_vafjH0

Selected Meetings & Outputs

MCLS Director, Patricia Uttaro reporting

June 13 – August 14

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)

RPL All-Staff Zoom Call (weekly)

Other Meetings

Karen Magnuson, Solutions Journalism Project

Microsoft Teams Training

City Council Meeting (online)

NYS Early Childhood Advisory Council meeting (online)

Reynolds Library Board (online)

MCLS Racial Equity & Justice Initiative call

Introduction to Juneteenth at 540West Main (online)

RPL/FFRPL Trustee Dick Hamilton

MCLS Trustee Marjorie Shelly

Roc the Future Convener meetup (online – several meetings)

Urban Libraries Council webinar on re-opening libraries

Nassau County Trustee Laura Dupkin

Racial Equity & Justice Initiative Cohort meetup (online)

Great Giveback Call with Suffolk & Mid-Hudson Library Systems

Bloomberg-Harvard City Leadership Initiative call

USAC Exit Call (e-rate audit)

Anna Murray Douglass Awards (online via 21st Century Arts)

RPL Safety Training (online)

People's Institute Undoing Racism call

Monroe County Legislature meeting CIP vote (online)

Complete Census Count Committee call

MCLS Director's Report –August 2020 (Continued)

Email Activity

June 2020

Name	Send Actions	Receive Actions	Read Actions
Uttaro, Patricia	572	7868	5469
Traub, Adam	494	2174	1969
Reeves, Tolley	368	3354	895
Harrison, Brie	343	4036	2694
Ana Suro	674	4932	2094

July 2020

Name	Send Actions	Receive Actions	Read Actions
Uttaro, Patricia	646	7768	6990
Traub, Adam	503	2153	2433
Reeves, Tolley	407	3242	950
Harrison, Brie	359	3548	2818
Ana Suro	938	5426	2852