



**Director's Office**

**Monroe County Library System**

115 South Avenue, Rochester, NY 14604-1896

Phone: (585) 428.8045 Fax: (585) 428.8353 Patricia.Uttaro@libraryweb.org

---

TO: MCLS Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: April 24, 2017  
SUBJECT: Monthly Report – April, 2017

### *Action Items*

None

### *Report Items*

*Patricia Uttaro, MCLS Director*

### Communication

**Regents Presentation** – On April 3, I joined State Librarian Bernie Margolis and Division of Library Development Specialist Karen Balsen in presenting information to the New York State Board of Regents on *Ready to Read at New York Libraries* and on early learning activities in MCLS libraries. While initially allotted 15 minutes, we spoke with the Regents for close to an hour, with a good amount of time spent answering questions regarding the specific programs and services offered by libraries to families. There is a deep understanding among the Regents of the importance of early learning activities for children ages 0-5. The Regents acknowledged the critical role libraries play in reaching families before their children go to school. All acknowledged that libraries, along with health care and social services agencies, are among the first social and cultural institutions to come in contact with young families, and the trust relationship between those families and libraries is critical in helping provide rich learning experiences for children to help them get ready for school. I shared information on the local implementations of the *1000 Books Before Kindergarten* program which debuted in MCLS at the Greece Library and is now available in several MCLS libraries. I also shared information on the Rochester Public Library's Raising a Reader program and the RCSD Literacy Aide program developed by RPL in 2009. Photos of early learning programs offered throughout MCLS were also shared.

### Collaboration

**The Library Network Visit** – On March 28, four staff members from The Library Network (TLN), located in Detroit, visited MCLS to explore the TLC/Carl Integrated Library System software. TLN staff spent the day meeting with Library Automation Services staff, Technical Services staff, Circulation Services staff, and town library staff. Staff discussed the public catalog (LS2PAC), the staff software (CARL.X), and ITS, the Integrated Technical Services Workstation, and more specifically ITSI, the Cataloging Workstation module. TLN staff had the opportunity for in-depth discussions with back-end and front-end staff, which should help them in their decision to select an ILS vendor. Many thanks to LAS staff, Brenda LaCrosse, Mary Royce, Pamela Principe, Mary Jane Wright, Martha Ruggeri, and Jim Whittemore; Brie Harrison; Technical Services staff, Gabe Pellegrino and Dee Mrak; Circulation Supervisor, Cynthia Dana; and Gates Library Circulation Manager, Chad Cunningham for taking the time to speak with our visitors.

### Staff & Trustee Development

Two trustee trainings were scheduled for March, but one was cancelled due to a snowstorm. The training at the Webster Public Library went well, with 8 trustees attending. Several trustees showed interest in further topics that could be presented at their board meetings. The cancelled program has been rescheduled.

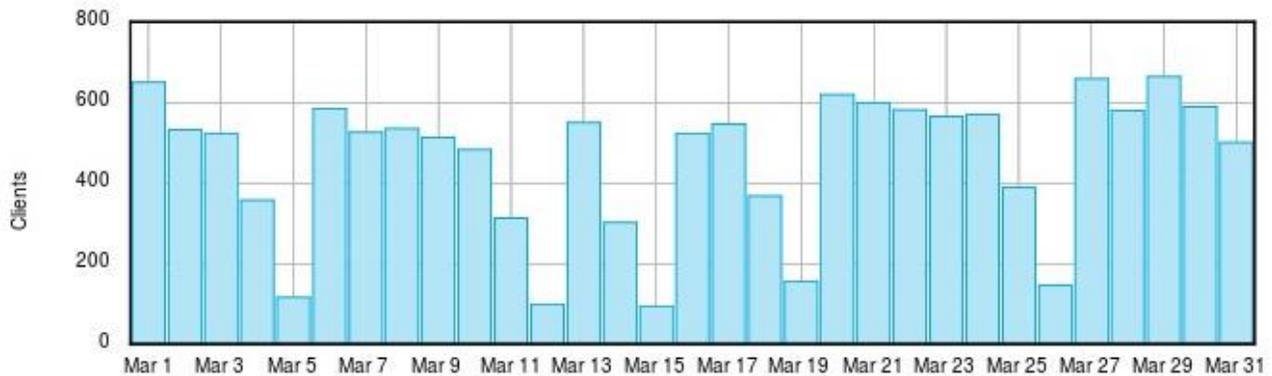
**Technology**

**MCLS To Go**

**MCLS Network**

- Processed 2 Content Filter blocking requests
- Closed 595 Helpdesk tickets this period; 29 tickets currently open
- Took action on 127 emails from Patron Inquiries account
- Assisted 29 patrons through the overdrive.inquiries email account
- Assisted 23 patrons and staff members through the webmaster account
- Approved 25 reviews in CatalogPlus
- Distributed the MCLS weekly events newsletter via Constant Contact to 2,089 subscribers
- Ran and distributed 52 CARL Report Requests. ( 6 custom)
- Prepared 20 Monthly reports

**Central library Wi-Fi usage – Clients per day– March 2017**

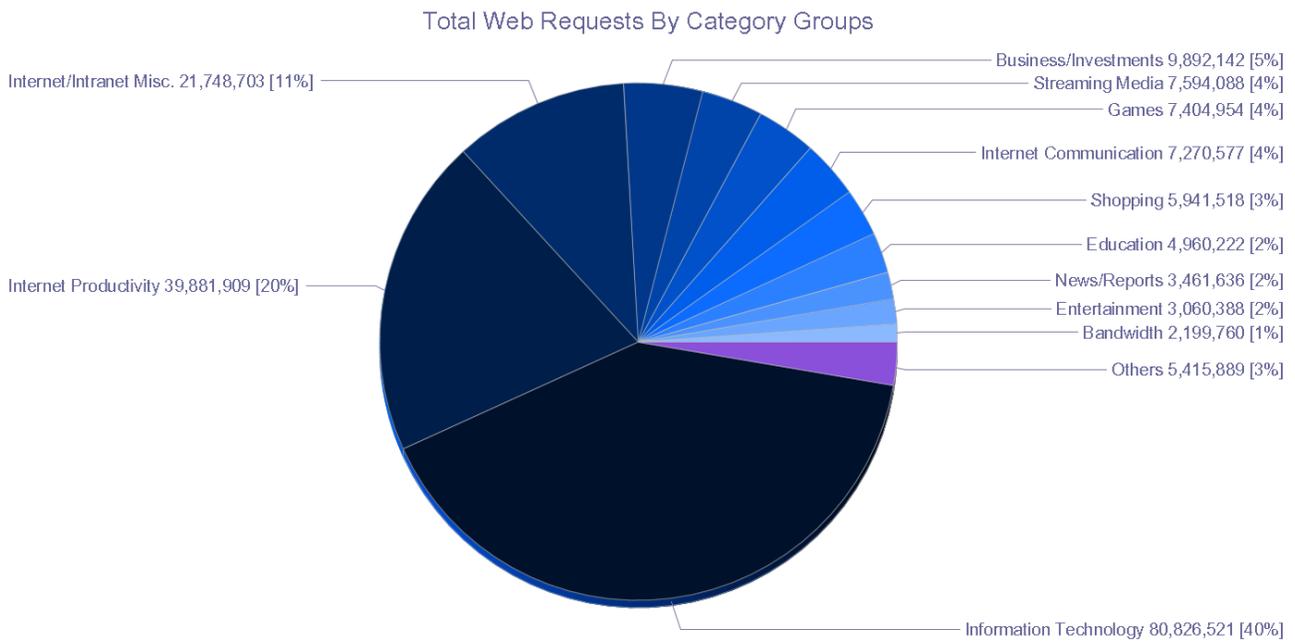


**MCLS Mobile Statistics – March 2017**  
**Unique Users & Queries by Device**

Device	Users	Queries	Downloads
Android	995	69,621	313
iPad	460	35,824	95
iPhone	1,513	126,927	340
iPod	32	2,631	10
Windows Phone	4	223	-
<b>TOTAL</b>	<b>3,004</b>	<b>235,226</b>	<b>758</b>

Downloads indicates how often your app has been downloaded and activated by your users over a given period of time.

<b>Search the Catalog</b>	<b>130,042</b>
<b>My Account</b>	<b>50,710</b>
<b>Digital Downloads</b>	<b>2,413</b>
<b>Photo Collection</b>	<b>302</b>
<b>Library Events</b>	<b>31</b>
<b>Library Locator</b>	<b>2,310</b>
<b>BookLook</b>	<b>196</b>
<b>Contact Us</b>	<b>84</b>
<b>Social Media</b>	<b>68</b>
<b>(Total)</b>	<b>186,156</b>



**MCLS Office**  
**Sally Snow, Assistant Director**

- In March, the Arts Division in the North Wing of the Rundel Building opened. The staff began reviewing finish and fabric choices from Creative Library Concepts for the tables and chairs. The staff also looked at designs for a moveable lectern for presentations. The new programming space is currently doubling as a quiet study room. Work still remains to be done on the reference area and the gallery space.
- Snow and Assistant Director, Dr. Tolley Reeves; Circulation Manager, Cynthia Dana; and Graphic Artist, Corinne Clar met to develop a marketing campaign for “Free to Read,” the Rochester Public Library pilot program for eliminating fines for children’s and teen materials in an effort to promote kids increasing their literacy skills and remove barriers to library use. The group came up with a design and materials have been

printed and distributed to Central and Branches. Further distribution will be done via the Rochester City School District, the Blue Book Shelf program and other community partners.

- Two incidents of severe weather necessitating library closings occurred in a very short span of time. This prompted Snow to create an easy-to-follow procedure to alert staff and the media, once the okay to close is given. The procedure was given to the Management Team so that no matter who is on vacation or away from the library, the manager on duty has the necessary contacts. Contacts include City Communications, FFRPL, Starry Nights, and the Department of Recreation and Youth Services. It also includes all logins and passwords to post closings on our local TV and radio stations.
- Snow participated in “Read Across America Day,” filling in for Director Uttaro and Mayor Warren at two events. The first stop was Westfall Academy at the Islamic Center, where the theme was cats; Snow read *Kitten's First Full Moon* to the assembled students. The second stop was a 5<sup>th</sup> grade class at School 52 where the title of choice was *Salt in His Shoes*, a book about basketball hero, Michael Jordan.
- Snow attended the site supervisors' meeting for the North Branch libraries. She discussed the coming RPL web page and asked the supervisors for ideas on what a branch web page might look like. The RFP for the web page was sent out by Harrison, and the firms of Mason Digital and Archer Communications have responded. The team is reviewing the proposals and hopes to have a vendor chosen soon.
- Snow assisted the town of Mendon with a question regarding the legal responsibilities and powers of trustees.
- Snow assisted Personnel Manager, Ana Suro, and Security Supervisor, Erice Cotton, with a review the evacuation procedures for the Central Library.
- Snow attended the Greater Rochester Chamber of Commerce professional development event, “Getting Results with or Without Authority.”

#### **MCLS Office (Suzanne Macaulay Reporting)**

- **Workforce Grant:** Sarah Lydon used the Mobile Learning Lab for programs at Lincoln Branch and Sully Branch libraries, and both programs went well. The lab was supposed to be used for a second program at the Sully Branch Library, but it was cancelled due to the wind storm. Sarah Lydon and I discussed using the Lab for her off-site programs/outreach (example: churches and soup kitchens). I received my request from Graphics for an internal advertisement for the Mobile Learning Lab to send electronically to system staff. The flyer encourages libraries to borrow the laptops to host pop-up computer labs during peak-computer use hours. The Adult Literacy Grant Committee will be meeting in April to discuss how to spend next year's allocation. Originally a second lab was going to be purchased, but due to sluggish circulation, the grant may have to be rewritten to include enhancements/upgrades to the existing lab.
- **Budget Kits:** Still missing from the 2017 Budget Kits are the Annual Service Reports from Seymour Library (Brockport) and Webster Library; and Salaries & Wages from Central Library/Rochester Public Library. Fairport Public Library, Irondequoit Public Library, Greece Public Library, and Mendon Public Library did not submit 2017 Budget Kits.
- **Monroe County Library System V.I.P. Partnership Program:** Five of six partners returned for 2017-2018. National Susan B. Anthony House & Museum declined to return to the Very Important Places program, but their passes were not circulating well, averaging just 1.7 circs per pass this year. Three new partners joined for 2017-2018 including the Stone-Tolan Historic House Site, The New York Museum of Transportation, and the Rochester Philharmonic Orchestra. The Rochester City Ballet and Corning Museum of Glass are also considering joining. There were 19 other organizations throughout the Central and Western New York regions that I also reached out to; some declined, but most did not respond. Statistics from 2016-2017 are included with this report.
- **MCLS Night at the Ballpark:** The Monroe County Library System Office reserved a block of 90 seats in sections 207 and 208 for the Red Wings game on Friday, June 23, 2017 at 7:05 PM. It is Star Wars Night at the stadium and there will also be a post-game fireworks show. A SurveyMonkey was sent out for ticket reservations on March 16 to the following email lists: MCLSList, MCLS Directors Council, MCLS Trustees (system-wide Trustees), Central, and Branches. A second email was sent on March 30 that included a reminder that although checks should be made out to Friends & Foundation of the Rochester

Public Library, payment should still be remitted to the Monroe County Library System Office. To date, 13 ticket requests have been submitted totaling 53 seats (our block can be expanded if needed). Our Red Wings contact is Mike Ewing.

### **MCLS Office Statistics**

- Mobile Learning Lab Requests: 4
  - Overdrive
    - eBook Circulation: 24,059
    - Audiobook Circulation: 15,625
    - Nook Periodicals Circulation: 1,981
    - Video Circulation: 268
    - Total: 41,723
- Email received 256; email sent 104

### **Social Media (Alicia Gunther Reporting)**

#### Facebook

- Page views - 457
- New page likes - 59
- Page Reach – 109,478 people
- Post engagements – 13,010
- Checked in and mentions - 13 People
- Facebook Events Calendar - Individual events reached our visitors through the events calendar 13,332 times. Visitors went to our full events calendar 1,426 times, and 387 people engaged with the event on Facebook or linked to our MCLS page through the event
- Video Views – 8,899
- Responded to 2 message on Facebook

Beginning in March, I changed the action button on our Facebook page from “Call” to “Sign Up” where patrons can sign up for our monthly newsletter. Six people clicked on this button.

#### Twitter

##### Profile Visits

- Rochester Public Library - 847
- Monroe County Library System - 1,255

##### New Followers

- Rochester Public Library - 22
- Monroe County Library System - 15

##### Engagements

- Rochester Public Library - 277
- Monroe County Library System - 38

##### Favorites

- Rochester Public Library - 110
- Monroe County Library System - 22

##### Mentions

- Rochester Public Library - 48
- Monroe County Library System - 19

Instagram

- New Followers - 25
- Likes - 455
- Comments on a post - 25
- Mentions - 3
- Saves - 7

Tumblr

- New Followers - 2
- Notes - 1

Constant Contact Newsletter

- Subscribers who opened newsletter - 1,222
- Click through - 49
- New subscribers - 25

YouTube Channel

- Video views - 255
- Videos added to playlists - 7
- New subscribers - 0
- Shares - 1
- Likes - 3

Web Stories

- 5 Created

**Outreach Services (Melanie Lewis Reporting)**

*Collection Use*

- Selected and delivered **609** library titles and digital downloads to **39** homebound patrons. Answered **37** additional reference questions for patrons, added **2** new in-home patrons.
- Selected, pulled, charged and delivered **782 materials** for **10** Library stations. Fulfilled **120** library station special requests.
- Distributed **17** “Making Moves” reentry resource packets to currently incarcerated individuals, Transitional Coordinators and parolees.

***Outreach***

- Outreach Coordinator, Melanie Lewis facilitated **2** JIC (Job Information Center) programs for **9** men, **13** women at the Monroe County Correctional Facility. Donated **200** paperback books to their library collection.
- Lewis conducted **2** small group sessions for **4** ex-offenders from VOA facility.
- Lewis attended the Community Engagement Team meeting at RCSD Dr. Martin Luther King Jr., School No. 9. School personnel and community partners are working continuously on an updated needs assessment report for the school. Meetings and work on the project will continue through June 2017.
- Lewis attended PathStone information Session/Open House: Employment Focused Services
- Library Station Manager, Amy Discenza gave a 15-20 minute presentation about library services for seniors at the monthly Residents Association Meeting at Rivers Edge. **25** attended. In addition to describing services provided by the Outreach Department, gave information about NYSTBBL (New York State Talking Book and Braille Library), Hoopla and Overdrive, computer training, afternoon programs at Central such as Books Sandwiched In and the Craft it Forward Program, VIP passes, and

circulating paintings. **One woman spoke up to share that she worked at Central during the time of Harold Hacker; she was pleasantly surprised by the ways RPL has evolved.**

- Discenza attended Pathstone Andrews Terrace Health Fair with Magdy Carrillo (Central Computer Lab). Andrews Terrace has over 200 residents who are elderly. Some are mentally and/or physically disabled; others have backgrounds with addiction; all are low-income. Consumer Health Librarian, Sarah Bishopp-Velez, provided us with health information to distribute. We offered a coloring station, April Program Calendars, Computer Lab Calendars, information about LROC (Library Resource Outreach Center), Hoopla and OverDrive materials, information about services offered by Extension, and the opportunity to sign up for a library card. **50** residents, roughly half of which were Spanish speaking, stopped by our table to talk about library services. We registered **4** new users and distributed **3** in-home applications.

Monthly Outreach Feature: Amy Discenza reporting

Sixty-five year old Rick O'Neil is wheelchair bound due to Cerebral Palsy. He is the self-declared mayor of Ferncliff Gardens and one of the nicest guys you'll ever meet. Rick began in-home service in 2016; however, he is a lifelong library user who speaks fondly of childhood trips to the library with his mother and grandmother. Rick has so many interests that we never know what he's going to ask for. He takes audiobooks, DVDs and music.

When Rick learned that I was going to Library Advocacy Day, he offered to write a letter that I could bring along. He has been advocating for people with disabilities for much of his life. The following letter was dictated to one of Rick's caretakers:

“To Whom It May Concern:

Hi, my name is Rick O'Neil and I'm a 65-year-old man who's confined to a wheelchair and has Cerebral Palsy. I enjoy the public library, but it is hard for me to get there on public transportation. Without the library Outreach Program, in Rochester, NY, I would not have access to the library. Without the Outreach Program I would be missing out on a lot of interesting books and movies. Without the entire staff of the Outreach Program, people with disabilities would not be able to expand their minds and interests. This program is very important to keep going—and even expand—so people with disabilities like myself will have a better opportunity to expand their vocabulary. If the program were to be cut, it would have a huge effect on the disabled community. Please keep the programs going strong.”



Central Library Highlights

*Sally Snow, Assistant Director and Tolley Reeves, Ed.D., Assistant Director*

Children's & Teen Services, Tonia Burton reporting

Teen Central is on the move! The day of days arrived and we were able to open our new and wonderful teen space to serve the public! We've been getting a lot of excitement and comments from the whole community. Teens love the space because they were involved in choosing furniture, carpets, and cool games for our video lounges.

Although the Children's Center was not directly impacted by Teen Central's move, we had all hands on deck for the big push on March 2. All of our staff worked to move the collections from the Link Level to the second floor, which took the better part of the day. We were merging books from four locations: books that had been on the open shelves in Teen Central, books that were in Compact Storage in the Link, books that were temporarily in Children's Center Compact Storage, and books that were going to stay in Compact Storage that were located in

Children's Compact. We are still working on this mammoth project, but the light is shining at the end of this tunnel.

In addition to the great new teen space, the youth services staffs have been planning the addition of a space for patrons in 5<sup>th</sup> – 8<sup>th</sup> grade called The Middle Ground. This space will evolve based on patron request, and we will use this opportunity to develop it bit by bit by observing use and documenting requests. Our speculation is that this age group will want video games, comic books, and popular books in addition to a space they feel comfortable in.

The new program room is proving to be a valuable asset to the community. It was requested by four groups before it even opened. We are currently looking into ways to utilize existing furniture so we can continue to accommodate the requests.

### **Programs**

- In addition to our “regular” programs, the Children's Center worked with Teen Central to bring James Kennedy, author of the teen book *The Order of Odd-Fish* and founder of the Ninety-Second Newbery Film Festival to the library. This film festival is an annual video contest in which young filmmakers create movies that tell the entire stories of Newbery-winning books in about 90 seconds. The Friends and Foundation generously gave money to offset the cost of his trip to Rochester to present the best Newbery films of the year as well as those films that were produced by Rochester kids. Kennedy gave a presentation about what makes a great film, and gave some ideas of how kids might produce their own films for next year.
- We held a March Madness Program, where kids (and grownups) voted on their favorite book(s). We pitted eight classic books against eight newer titles. The two finals were The Very Hungry Caterpillar and The Snowy Day. It was a very tight race, but The Snowy Day was the final winner.

### **Anecdote**

- Many libraries attract at-risk youth, and Teen Central is fortunate enough to have a fantastic team structure to handle these kids. In particular, on a cold Wednesday evening in March, there were two teens that John Hylton had seen walking around on Clinton Avenue. A dialogue was opened, and it was revealed that the teens were homeless and one had dropped out of school. Hylton and Lydia Williams worked to find them a shelter space for the night, while Xandi DiMatteo used her contacts at All City High School to steer the young man towards graduating and getting connected with Center for Youth resources.

### **Raising a Reader**

- “When can we swap out our red book bags for different ones?” a teacher from Joseph Avenue Early Headstart recently asked. “Our parents keep asking. They've read through all of ours.” It's conversations like these that remind us that this program is working. In March, we kicked off Raising a Reader with three classrooms at School #53 Montessori Academy, in addition to Pathways to Success, a group of teenage moms who we worked with last year and have asked us to come back this year. AmeriCorps member, Toshia Mitchell gets kids excited to take home their Raising a Reader book bags in a classroom at School #53.

### **Business and Social Science, Darlene Richards reporting**

- It's been a busy month assisting customers prepare with study materials for upcoming City, County, and State Civil Service tests. Additional test prep materials have been purchased for the Job Information Center (JIC) in the areas of civil service, SAT/ACT pre-college, professional exams and more. In many cases, JIC is the only public library source in the county for many test prep materials.

- Volunteers from the New York State Department of Taxation and Finance took a break due to budget cuts on February 18<sup>th</sup>, but they were back with us in March. During the gap of service, the Business & Social Science staff have been busy taking appointments and, when all appointments filled up, staff have been providing patrons with information about the CASH (Creating Assets Savings and Hope) free tax preparation program, and when appropriate, providing people with AARP free tax preparation site information. We are paying attention to any cancellations and are filling those cancellations up with last minute phone calls.
- The Division has also been very busy answering complicated historical stock questions. Many of these questions can only be answered using our print sources, *The Daily Stock Price Record* and *The Wall Street Journal*. We have had many calls from brokerage firms and tax preparation companies and we continue to be a primary source for these quotes.

### Community Outreach/Meetings

- Jennifer Byrnes attended New York Library Association's Advocacy day and joined many other supporters of libraries in Albany. Jennifer met with Denny DeLeo of Venture Fund to learn about businesses they will be working with and how the Business Division can support them. She also visited Excell Partners in Eastman Business Park to discuss business case studies, identifying fake news, the new database, Profound, and a review of the Business Division's database Venture Source for their new analysts. Jennifer also taped a "Citywise" episode where she discussed the financial literacy family kits. She met with the Alice Carli, a volunteer from the New York Health Campaign to discuss information sessions about the New York Health act.
- Darlene Richards presented to the staff of the Gates Public Library information about the library's partnership with the Foundation Center, Darlene's role at the library as grants research instructor, and other helpful grants websites to use. Paula Blackburn, the adult services librarian stated: "Thank you very much for coming this morning. Many members of the staff told me afterwards they had no idea Central offered the grant services it did and they were glad to learn about it."
- Darlene Richards did a follow up meeting with a student looking for grants for a playground for his internship with the Friends of Longpoint. They narrowed down his search to possibly applying to the Rochester Area Community Foundation as well as Lowes Corporate Foundation. Darlene really enjoyed working with this student because he was an English Literature major and so was she. He told her it was encouraging to see an English Literature major with a career in his field.
- Darlene gave a brief overview of the Foundation Directory and the resources that the library has available to a woman from St. Luke's Church. She is retired and looking for grants for her church and said she would follow up when another board member could join her.
- Christine Ridarsky contacted Darlene for assistance researching federal grants for the Joseph Avenue Arts and Cultural Alliance. She included the president of the Alliance in her e-mail and Christine is an advisory board member. She e-mailed an article from the Foundation Center on quick tips for locating federal funding as well as information about the databases that the library has that focus on federal funding. The Foundation Center is now including federal grants as well as private F=foundations. Darlene also included information about the top private foundations that give toward arts and culture.
- A patron that used to work for Catholic Family Center and contacted her for help with grants reached out to Darlene Richards and he now is the associate Director of prospect Development at the University of Rochester. He is looking for funding for the Susan B. Anthony Center and the Laboratory of Interpersonal Violence. Both are nonprofits that focus on domestic violence with women; social justice issues; violence prevention and intervention; and research, education, and advocacy. Darlene began by sending him approximately 30 foundations that might be a good match for both.

### Workshops, Programs, Tours

- Linda Halliburton hosted the First Wednesday program, *Selling to the Government: the Procurement Experience*, which discussed the processes by which local and state government agencies put out bids to purchase products and services from businesses. Businesses must understand these processes in order to successfully win a bid. The Monroe County Finger Lakes Procurement Technical Assistance Center

provides free workshops on selling to government agencies as well as assistance to find bid opportunities.

- The Division hosted a program called *Department of Human Services 101*. Many people from the branches and towns attended. It was a program designed to help case managers and social workers of area nonprofit organizations to understand the types of services that DHS provides. The Monroe County Department of Human Services is a complex system not easily understood by those working outside the system. The program was designed to increase the understanding of the system by Case Managers which will result in improved services to the clients served by various community agencies in Monroe County.
- Jennifer Byrnes presented to the attendees of a Civil Service Job fair sponsored by City Council President, Loretta Scott, and WKDX radio here at the Central Library's Job Information Center. She showed them the different study guides we have to assist test takers, local Civil Service Employee Association guides and the National Learning Corporation guides.

### **Small Business Consulting**

- Linda Halliburton did extensive market research for customers referred to the Division through SCORE and word of mouth of from other satisfied small business customers with the following business ideas: music/video production, interior design, Yoga studio, travel consultant, cooking school, and invention.

## **Science and History, Alla Levi reporting**

### **Programs**

- *My Plate Nutrition Program* - Michelle Weiler from the Cornell Cooperative Extension delivered another fantastic program on nutrition in the Kate Gleason Auditorium. She showed the audience how to include a healthy variety of food on their plate and what portion sizes truly look like.
- *Effective Communication with Dementia Program* - Vince from the Alzheimer's Association led a great discussion about communication strategies for caregivers.
- "*Raising Healthy Kids*" - Continuing the Got Health series, Erick Stephens and Alicia Evans from the Healthy Kids Coalition presented a very engaging talk about raising healthy and happy kids in the community. They especially stressed the need for continued recess time in schools, and shared resources to help parents.
- The Rochester Inventors Group (7 people) met in our program area on March 11th which Deb Nevin attended and answered questions. Every meeting, Deb also does a short presentation on what is new at the Patent Center and any updates or news from the USPTO (United States Patent and Trademark Office).

### **Community Outreach**

During March, The Rochester Oratorio Society ran a series of local events to commemorate the US entry in World War I. Steve Nash was invited to represent the Rochester Public Library and have a book display at the culminating event, the "Poetry for Peace" concert held at Hochstein the evening of March 24<sup>th</sup>. Steve set up a pre-concert display of World War I books, a booklist, a film list, and handed out articles on the centennial. Concert patrons and performers stopped by to chat, browse and check out books.

### **Chester F. Carlson Patent and Trademark Resource Center**

Deb Nevin met with 3 people to start them on their searches for prior art and 5 more to explain the general process, and handled 6 phone calls and 9 emails. There were 86 patent questions. Deb also wrote an article for the *Patent and Trademark Resource Center Association Journal*.

### **Meetings**

Sarah Bishopp-Velez attended LROC's (Library Resource Outreach Center) monthly meeting with Marty Steinhauer. Since LROC has moved into the new space in the Science & History Division, it has been very helpful having a Science/History staff member sit in on the meetings so we know what is happening with LROC and how to help them if we can. This month, among other things, they discussed how their average statistics at

Central have gone down, but this is likely due to LROC going mobile and visiting the branch libraries. The Monroe Avenue branch has been a particularly busy location for them. They are looking at which other branch libraries can benefit from their help.

### **Anecdotes**

Realizing the often sensitive nature of some of our community's unique health questions and the need for a private location to hold a one-on-one discussion, the Science and History Division has created Health Central which provides an enclosed space for staff to work with these individuals using both online and print materials. Our first chance to utilize this facility occurred last month, when a woman called to ask if anyone could show her how to use the medical database PubMed. Sarah Bishopp-Velez worked with the patron, taking advantage of a dual screen, enhancing online training. The woman was very pleased to discover the library's many health resources.

### **Local History and Genealogy (Christine Ridarsky Reporting)**

#### **Programming**

- The Local History Division presented the sixth installment in this year's *Rochester's Rich History* series, *Two Kinds of Fear*. Local storyteller, Bill Pruitt, discussed the intersecting lives of Susan B. Anthony and Frederick Douglass, with an engaged crowd. Pruitt's creative re-telling of incidents in the creative re-telling of incidents in the lives of these two Rochester legends was both rhetorically powerful and caught the imaginations of the audience members. The best and most stimulating post-Rich History question and answer session of the season, thus far, followed his talk.
- PT Genealogy Specialist Barb Koehler continued her monthly presentations in the *Think Genealogy It's Saturday (TGIS)* series. The title of this month's presentation was *How Did They Get Here*
- Deputy Historian Michelle Finn presented on the history of the woman suffrage movement at the Chili Public Library's staff retreat at the Caledonia Village Inn.
- Finn coordinated the The Votes for Women reading & discussion group, a Humanities New York program that the Local History & Genealogy Division (LHGD) and the Friends & Foundation of RPL (FFRPL) are co-hosting as part of the Suffrage at Central programming series. The group met twice this month on Wednesday nights.

#### **Meetings and Outreach**

- Finn pursued multiple outreach opportunities in March, networking with local partners, including town and branch libraries within the Monroe County Library System, Rochester Regional Library Council, and St. John Fisher College to develop and promote events relating to the 2017 suffrage centennial.
- Ridarsky and Finn helped to plan and host a breakfast conference at Oak Hill Country Club to discuss making Rochester THE destination for women's rights tourism in 2020 and beyond.

#### **Exhibits**

##### **Suffrage Commemoration**

Commemorating the 2017 Suffrage Centennial remains a central priority for the City Historian's Office. This month, Finn's activities on this project included:

- Curating content for the community-wide suffrage exhibition that will be installed in Hacker Hall this summer.
- Working with Juilee Decker (Rochester Institute of Technology) to select and edit excerpts from suffrage speeches for a recording project that will be incorporated into a listening station within the exhibition.

- Coordinating with Ned Davis (Friends & Foundation of the Rochester Public Library) on exhibition expenses and funding. (with Christine Ridarsky)
- Coordinating with RPL and FFRPL staff to produce an informational/fundraising brochure.
- Working with the City Communications team on an educational/promotional installation on Rochester suffragists at the Public Market.
- Working with Exhibits and More (EAM) team to discuss logistics on exhibition design and implementation (with Ned Davis (FFRPL), Jessica Lacher-Feldman and Travis Johansen (UR Rare Books))

### Digital Projects

- This month, Deanna Crane and Cheryl Sampson, two student interns from SUNY Brockport, made steady progress preparing materials from the Raymond Rohner collection for inclusion on RochesterVoices.org. Crane finished digitizing the collection and has begun summarizing content. FT Historical Researcher/Deputy City Historian, Michelle Finn, is overseeing the work on this project.
- The digital copies of the 1940 to 1946 City Directories were initially made available on the New York History website in February. In March, Betty Spring in Catalog Department completed the inclusion of digital water marks and Mary Royce in Library Automation Services divided the volumes into smaller segments for easier browsing. These volumes are now available on our website at <http://www3.libraryweb.org/lh.aspx?id=1105>. This milestone completes the terms of the Regional Bibliographic Databases and Interlibrary Resources Sharing Program grant.

### Social Media

- Local History and Genealogy had 21 total posts on social media for the month of March: 7 on Twitter, 10 on Facebook, and 4 blog entries. The reach of these posts was 15,814: 7866 on Facebook, 1,348 on Twitter, and 6,600 on our blog. 278 people engaged with LH posts on Facebook and Twitter. Our blog posts garnered 183 Likes and generated 262 Post Clicks. Social media has been up for the month of March. Jay Osborne will be meeting with Alicia Gunther in the MCLS office in April to begin assessing what our best options are to repeat this success.
- Our new substitute librarian, Christopher Brennan, contributed two blog posts this month: *Dublin, Rochester's Irish Neighborhood* (3/14/17) and *"So Best to Call It Rochester: How a Community Came to Be"* (3/21/17).
- Library Assistant, Dr. Emily Morry wrote 2 blog posts for LocalHistoryROCs, *They Made You a Moron: A Curious Rochester Club* (3/7/17) and *Four Female Firsts: Trailblazing Women in Rochester's History* (3/28/17).

### Art and Literature, Martin Steinhauser Reporting

#### Programs

- **Poetry Oasis: Kitty Jospe, moderator** – Kitty Jospe, local teacher and poet, leads this group of individuals in reading out loud and discussing poems that she carefully selects. The weekly group is small, intimate and very engaged, and Kitty's willingness to volunteer her time to facilitate this group is much appreciated. Her expertise and passion are a great gift to those that attend the group. Poems by Emily Dickinson, Lucille Clifton, Selima Hill, Kenneth Patchen, Billy Collins, Denise Levertov, Howard Nemerov, and several others were read and discussed this past month.
- **Artist at Work: Mia Sohn - Pysanky Eggs** - Mia Sohn, master of the traditional Ukrainian egg decorating art called "pysanky," demonstrated her craft in Harold Hacker Hall. She talked about her methods, as well as the symbols that are commonly used on pysanka, and the modern symbols and images that she incorporates into her work. Hundreds of Mia's unique and intricately decorated eggs were on display in the Rundel Memorial Building during March and April.
- **A Morning of Writing Prompts with Gail Hosking** - This well-attended writing workshop with instructor Gail Hosking, was part of the Harold Hacker grant-funded Rochester Writes series. Gail led participants through a series of guided writing exercises that are designed to help people kick start their

writing or break through a writing block. One of the workshop participants shared the following comment on the evaluation form: “All of the writing workshops I've taken have been interesting, fun, and informative. I want to extend my thanks to Central for providing such wonderful programs, and for free no less! You're all fantastic!”

- **African-American Literature Discussion Series – Final Session** - This group, facilitated by David Sanders, Professor Emeritus of English at St. John Fisher College, read and discussed a selection of important African-American texts from the 1920s to the present. Langston Hughes, James Baldwin, Ta-Nehisi Coates, and Jamaica Kincaid were featured authors. The diverse group included about a dozen individuals of different racial and religious backgrounds, ages, and gender. People were extremely engaged and candid in the discussions, and because of the importance of the interactions and conversations, we'd like to offer this series again in the fall.
- **Craft-It-Forward** – This was the kick-off to our Spring Craft-It-Forward programs. Completed items will be given to the Mary Cariola Children's Center. We will be collecting sock buddies, shirt savers and weighted lap pads for students with special needs until the end of May. So far, we have collected 22 items to be donated.
- **ROC the ARTS - Drawing Class – Proportions – Gina Zanolli** - Local artist and art professor, Gina Zanolli again brought her extensive drawing expertise to library patrons. Gina is an art instructor at the Memorial Art Gallery and at Monroe Community College. This was the second class in the series called *Learn to Draw: Proportions to Composition*. In this class, *Contour and Value: Build Up of a Drawing*, Gina showed students how to do an outline sketch of an object. Contour drawing is essential as it is a foundation for a drawing or a painting. Students copied art from various artists to understand the character and value in a line. They also did quick studies of Rembrandt to learn how value is built up and used. Students remarked that Gina is patient, personable and knowledgeable, making them feel comfortable asking questions. The second class will be in April, *Modeled Drawing: How to Describe Shape*.
- **ROC the ARTS-Moss Ball Terrariums** – Sigriet Ferrer presented another Prismatic Garden program in which patrons created an aquatic ecosystem with moss balls. Japanese Moss Balls, also known as Marimo, are a rare and unique species of algae native to Lake Akan in Hokkaido, Japan. These moss balls have a brilliant green color and require minimal care. They thrive on indirect sunlight with a monthly water change. All supplies needed to create a personal moss garden were provided to the participants. Most of those attending had never heard of a moss ball terrarium, and said the bright green color will provide a decorative accent to their homes.
- **Brownbag Book Discussion Group** - March's book discussion, led by Literature librarian, Carol Moldt, featured *To the Bright Edge of the World*, a 19<sup>th</sup> century historical novel set in the Northwest and Alaska. The discussion group, which is in its ninth year, is a wonderful mix including some of the original members and newer participants that have joined over the years. While the group consisted of all women for the first few years, we now have five men attending regularly which has helped to create a more balanced and interesting group.
- **Fairy Houses - Shannon Halligan**, local artist and art therapist, delighted patrons as she showed how to make whimsical fairy houses for spring. Fairy houses are a way to bring nature into your house and a way to personalize a garden. These houses for fairies and woodland creatures can range from elaborate fairy mansions to small houses hidden in a garden. Shannon brought natural materials to create the houses: moss, twigs, pine cones, flowers, feathers, fairies. These houses can be placed in gardens or used inside to brighten a home. One patron said she will be putting it in her home, and another in her city garden to attract visitors.
- **Writing Your Family History** - Lisa Kleman leads a very engaged group of writers who are participating in our latest Rochester Writes four-part series. This group includes people with varying levels of writing experience who are interested in exploring and recording their family history.



## Meetings/Other

- **Andy Coyle reported** that the *WLPR* blog had 21,334 hits this month. This high number reflects possible net bots; last year in March, there was a spike in traffic as well. The first issue of *Rundelania* is coming May 1. Andy is in the process of editing and working on layout. So far, a dozen authors have submitted work. We're waiting for art work submissions to be included in the first issue.
- **Alicia Gunther** met with some members of Country Dancers of Rochester on March 3, 2017 to discuss hosting dance classes at the Central Library. In the past, we've had these two groups that are part of Country Dancers of Rochester: the Rochester Contra Dancers and the English Country Dancers at the library for performances. Classes are scheduled for May 8 and July 17.
- **Celtic Family Fair** - Alicia Gunther and Shelley Matthews, along other library staff members attended the Saint Patrick's Day Celtic Family Fair at the Radisson Hotel. Several people who stopped by the library's table made book marks, took home free books and learned about programs and resources available at the Library.

## Reynolds Media Center, Joseph Born reporting

### Programs

- **Media in Focus - "Women in Animation"** - Jason Poole, Librarian at Webster Public Library spoke in Kate Gleason Auditorium about the pioneers and the trendsetters in a brief overview of women in comics and films representing their characters.
- **Generation Listen - "Too Sweet or Too Shrill? The Double Blind for Women."** Moderators: Patricia Uttaro and Marisol Ramos-Lopez.
- **Short Films Sandwiched-In** - Brian DiNitto presented two programs featuring short films entered into the Rochester International Film Festival: Movies on a Shoestring.
- **See It First** - This film series continued with the showing of "Dr. Strange."

### Anecdotes

On Monday, 3/20/17, a patron was returning a slide projector he rented to go through his 400+ slides from his Peace Corps days in the 1960s to have some transferred to digital. He wanted to be sure we knew how grateful he was. He had never donated to the library before, but had his checkbook with him and wanted to make a donation. Ned Davis happened to be in the area, so I introduced the two of them and the patron wrote a check to FFRPL!

## MCLS Town Library Highlights, Betsy Gilbert reporting

- Brighton Memorial Library – Jennifer Ries-Taggart, Director  
The library got new desk chairs and everyone is happy. The library was very busy following the wind storm. The Annual Dinner is May 18 where Tom Grosso from the Canal Society of New York State will talk about the 200<sup>th</sup> anniversary of the Erie Canal.
- Brockport – Seymour Library – Carl Gouveia, Director  
In May, the Village of Brockport Welcome Center will be setting up a display, including a replica of lift bridge, in the library's local history room to commemorate the 200<sup>th</sup> anniversary of the Erie Canal; Phoebe the Mule will be temporarily relocated from the center to the library (next to the information desk). The winners of the Kiwanis bookmark contest will receive their awards followed by an ice cream social. The annual Friends book sale will be April 26 – 29. They are also planning another the Fabric & Yarn Sale, which was a very successful fundraiser last year.
- Chili Public Library – Jeff Baker, Director  
The library also stayed open late following the wind storm; a member of the town board who had lost

power spent the day working from the library and has now become a very vocal library advocate. The Friends book sale raised \$2,500.

- East Rochester Public Library – Meredith Fraser, Director  
Meredith thanked Brenda, Martha, and Jim from LAS for helping with the library's 3 new computers. Sr. Monica Weiss from Nazareth College will be leading a book discussion April 25 on *Thomas Merton and the Celts*. Local historian Jim Burlingame will lead a discussion on Kate Gleason and her role in the Suffragette Movement on May 17.
- Gates Public Library – Greg Benoit, Director  
The Library is holding a Wine Tasting Fundraiser on April 29 from 7 – 10 PM; tickets are \$25 per person/\$40 per couple; evening will also feature a silent auction, 50/50, hors d'oeuvres, and live music; proceeds will go toward purchasing new materials for the programming space and preschool partnership that are not grantable. Construction grant money from NYS has been delayed so the 3 preschool classrooms will not be ready until late fall/early winter.
- Greece Public Library – Cassie Guthrie, Director  
Following the positive response of their early literacy videos on the library's YouTube channel, Greece is now releasing book talks on Tuesdays aimed at adult readers. The Greece Public Library is hosting a bookmark contest for all Monroe County teens. Two winners will be selected from each of the following age groups: 12-15 and 16-19. Winners receive a Greece Public Library prize basket and 10 copies of their bookmark. Deadline is May 30, 2017.
- Irondequoit Public Library - Terry Buford, Director  
Library was also a warming station following the windstorm and stayed open until 10:00 PM each day; Irondequoit was hit particularly hard by the storm but the community response, particularly from the restaurants and stores, was amazing; at the end, the library donated over 100 pounds of leftover food.
- Newman Riga Library – Lynn Brown, Director  
Annual book sale will be held June 1; volunteer landscaper has "retired" and the library is looking for a new volunteer.
- Parma Public Library - Becky Tantillo, Director  
The Board was presented the first draft of a Disaster Plan. The library has had an increase in teen patrons and will be restarting their Teen Advisory Board and will be sending a bus to the Teen Book Festival in May. Each month, a local artist has his/her work on display in the meeting room and in March, the featured artist sold 7 pieces!
- Penfield Public Library – Bernadette Brinkman, Director  
The Library hosted its 16<sup>th</sup> annual "Spring Into Arts" celebration. A variety of special cultural activities and programs for all ages were held throughout the month of March and extending into mid-April. Some of the highlights included a visit from Clifford the dog, appearances by the Roc City Ringers, Nazareth College Story Band, Comhaltas Ceoltoiri Eireann (Irish Musicians Association), a demonstration of Ukrainian Easter Egg decorating, a talk by the Opera Guild of Rochester, a play reading series, art lectures, and book talks.
- Pittsford Community Library – Rhonda Rossman, Director  
Library staff is working with Causewave on a branding plan. The library was a warming station to over 4000 following the windstorm; it was a heartwarming experience and resulted in a lot of positive feedback for the library

- Rush Public Library - Kirsten Flass, Director  
The Library was able to add a part-time position for a volunteer who was helping with the library website and social media. Kirsten was invited by the Town Supervisor to be part of a steering committee looking to improve the Hamlet of Rush.
- Scottsville Free Library – Laurie Leo, Director  
The Library will be starting a Seed Library. They had good advice from the Webster Library on setting up this service. The Library had two successful fundraisers – Closet Clutter and Craft Supplies.
- Webster Public Library - Terri Bennett, Director  
The Seed Library is up and running at the Webster Public Library. Our Seed Library's mission is to lend free seeds to community members in order to teach and promote the process of seed saving and sharing. The Webster Seed Library is a place to find seeds for your garden and information about seed saving skills. The Volunteer Fair was held on March 15<sup>th</sup>. It was an opportunity for both youth and adults who are looking to find a meaningful volunteer opportunity in the Webster area.

### **Selected Meetings & Outputs**

#### **Director Uttaro (March 18 – April 17, 2017)**

Alex Yudelson, City Chief of Staff (monthly)  
Brie Harrison; Sally Snow; Ana Suro – one-to-one meetings (monthly)  
Tolley Reeves - one-to-one meetings (bi-weekly)  
RPL Literacy Coordinator, Shelley Matthews (monthly)  
FFRPL Executive Director Ned Davis (monthly)  
City Chief of Staff, Alex Yudelson, one-to-one meetings (monthly)  
Monroe County Assistant County Executive, Michael Molinari (bi-monthly)  
MCLS Board (monthly)  
MCLS Directors' Council (monthly)  
MCLS System Services and Operations Committee (monthly)  
Central Library All-Staff Meeting (monthly)  
RPL-MCLS Management Team (weekly)  
RPL Board (monthly)  
City Senior Management Team (weekly)

ACT Rochester Report Card Release  
Amorette Shaw, City of Rochester Labor Relations Manager  
Arts & Literature Space Walk-Through with staff  
Budget Meeting with County and City Budget Directors, Robert Franklin and Chris Wagner  
Budget Meeting with Mayor Warren  
Carolyn Lee Davis, the Children's Agenda  
City of Rochester Revenue Committee  
Cold Can't Stop Us Steering Committee Meeting, Causewave Community Partners  
Deputy Mayor, Dr. Cedric Alexander  
Friends & Foundation of RPL Board Meeting  
International Sister Cities of Rochester Sale  
Master Space Plan Phase 4 Kick Off  
MCLS Policy Team  
Michigan Library Network Staff Site Visit, TLC/Carl  
National League of Cities conference call with Tonja Rucker  
New York State Board of Regents Presentation with Karen Balsen, Division of Library Development

New York State Division of Library Development conference call  
 Outlook 365 training  
 Public Advisory Committee meeting on Rundel Terrace Renovation  
 Public Library System Directors conference call  
 Retirement Coffee Hour for Deb Nevin and Kaara Reitzel  
 ROC GAMES kick-off meeting at Rochester Downtown Development Corporation  
 Rochester Monroe Anti-Poverty Initiative Collective Impact Workshop  
 Roc the Future Expanded Learning Opportunities Collaborative Action Network  
 Roc the Future meeting with SUNY Chancellor  
 Rochester Area Chamber of Commerce Dale Carnegie Breakfast (table purchased for MCLS member staff)  
*Rochester Reads* Author Visit with Rene Denfeld  
 RPL Middle Managers  
 Summer Learning Collaborative Action Network, Roc the Future  
 Tech Center Programs & Services Sub-Team meeting (now meeting weekly)

Email Activity

User Principal Name	Send Actions	Receive Actions
Patricia Uttaro	690	3,924
Brie Harrison	302	1,787
Sally Snow	428	2,392