



Director's Office

Monroe County Library System

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TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: January 23, 2017
SUBJECT: Monthly Report – January, 2017

Action Items

TLC-CARL Migration Services Agreement (Agenda Item II.3)

The MCLS' agreement with The Library Corporation (TLC), for Integrated Library System (ILS) maintenance services, was approved for a five (5) year term by the Board in April 2016, expiring December 31, 2021. At the time of approval, it was confirmed that MCLS will retain existing ILS hardware through 2017, with transition to a TLC-hosted environment in the early years of the agreement term. Based on required firewall upgrades and resource (staff and project) scheduling for both the MCLS and TLC, we have agreed to migrate the ILS to Software as a Service (SaaS) or hosted solution by third quarter 2017.

TLC shall provide comprehensive migration services, including the following:

- TLC's ILS solution will be hosted by TLC in their data center in Denver, CO.
- The MCLS will utilize four virtual servers similar to those in use today to maintain current applications. The virtual servers will be supported by physical host servers.
- TLC will perform test 'cutovers' to ensure successful migration, and will limit actual migration downtime to less than one business day.

As documented and accepted in TLC's proposal for ILS services, the cost for migration is \$37,600. All ongoing annual maintenance, licensing and maintenance costs are consistent with terms of the authorized and executed agreement. The project will be completed by December 31, 2017. Funding for the services is requested through use of the MCLS Automation Trust Fund.

BOARD ACTION REQUESTED: Approval of an agreement with The Library Corporation for MCLS ILS migration services for the terms and services described.

MCLS Automation Trust Fund Use (Agenda Item II.4)

The MCLS Automation Trust Fund was established in 1988 to support system automation needs. State Aid and system member cost shares were used to grow the fund in the 1990s, but contributions ended during State Aid funding reductions in the 2000s. The current fund balance is \$189,778. The last draw from the fund balance was in January, 2012 for hardware replacements and network monitoring software (\$100,000). The migration of the ILS to a Software as a Service (SaaS), or hosted, solution necessitates the following expenditures:

- Firewall replacement: the last firewall installation was in 2012, and has reached the end of its useful life. The cost (\$63,000) includes installation and training.
- ILS SaaS solution: Need and cost (\$37,600) is as described in the prior Board action.

The total projected expense for these upgrades is \$100,600. Going forward, increases from State Aid or MCLS year-end budget surpluses, beyond the recommended MCLS fund balance allocation, shall be recommended to the Board for appropriation and restriction to the Automation Trust Fund.

BOARD ACTION REQUESTED: Authorization to utilize \$100,600 of the MCLS Automation Trust Fund balance for the outlined expenditures.

CampbellNet Solutions Professional Services Agreement (Agenda Item II.5)

Library Automation Services has identified data communication needs with various network equipment infrastructure. CampbellNet has provided services at member libraries and for LAS for several years. The contractor will bill for services rendered at a rate of \$150 per hour. If there is a need for parts or equipment replacement, MCLS will pay state contract pricing, or the actual cost paid by the contractor. The total amount of the contract will not exceed \$5,000 with a term of January 1, 2017 to December 31, 2017 and is funded from the 2017 MCLS operating budget.

BOARD ACTION REQUESTED: Approval of a professional services agreement with CampbellNet Solutions for an amount not to exceed \$5,000.

Report Items

Patricia Uttaro, MCLS Director

Update on Meetings at Town Libraries – Since the October Board meeting, two additional MCLS libraries have offered to host a meeting for the MCLS Board in 2017. Those libraries are: the Pittsford Community Library for the April 24 meeting, and the Brighton Memorial Library for the September 18 meeting. There was some discussion after the October meeting among some trustees regarding the possible difficulty this would create for those trustees who attend meetings in the middle of a work day. One trustee expressed a strong desire to commence with scheduling the off-site meetings. The Director is asking for a decision from the Board regarding meeting location.

Communication

Budget Kits – Assistant Director Snow's office compiled and distributed the annual budget kits to MCLS member libraries. MCLS Directors use these kits to benchmark their own library services, funds, and performance against similar libraries in the system. While these kits have not been shared with the MCLS Board in recent years, this year copies will be provided for information to trustees.

Collaboration

Bates Picture Book Project - The Central Library was contacted by Spencer Daus-Haberle, who is a senior at Bates College in Lewiston, Maine. He is working on a research project regarding diversity within library book collections as part of the Bates Picture Book Project. He created a list of diverse authors and books, and then checked it in the WorldCat catalog. Central Library scored within the top five libraries **nationally** within the population range of 200,000 – 499,999. He requested a phone interview with Collection Development Librarian Kathy Wolf to discuss how she develops the Central Picture Book collection. They talked about the sources she uses to find books, and also the weeding process.

Bob the Builder - Through a collaboration with WXXI, five MCLS libraries were able to participate in a special *Bob the Builder* screening program. Each library received 2 DVDs to add to their collection, plus 24 construction hard hats, stickers, pencils, brain flakes, pattern blocks, and activity & coloring sheets.

Technology

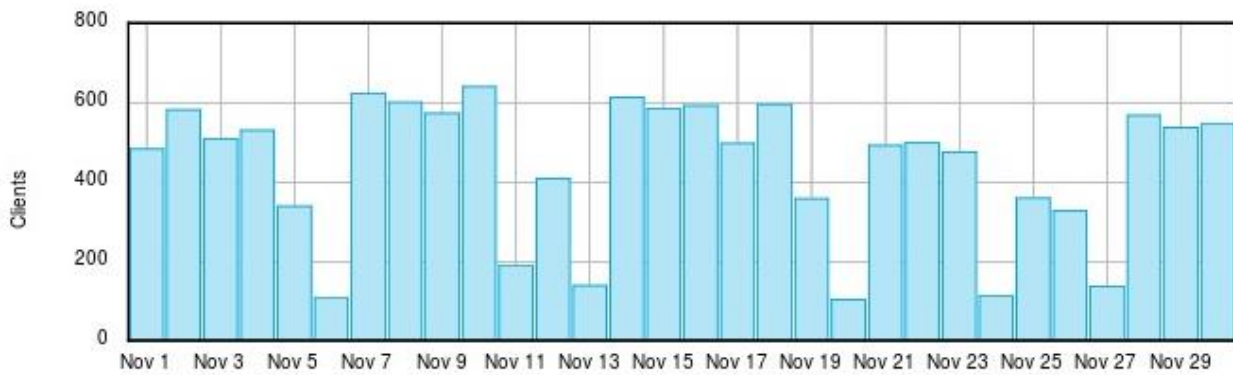
**Library Automation Services (Brenda LaCrosse reporting)
November & December**

- Processed 2 Content Filter blocking requests

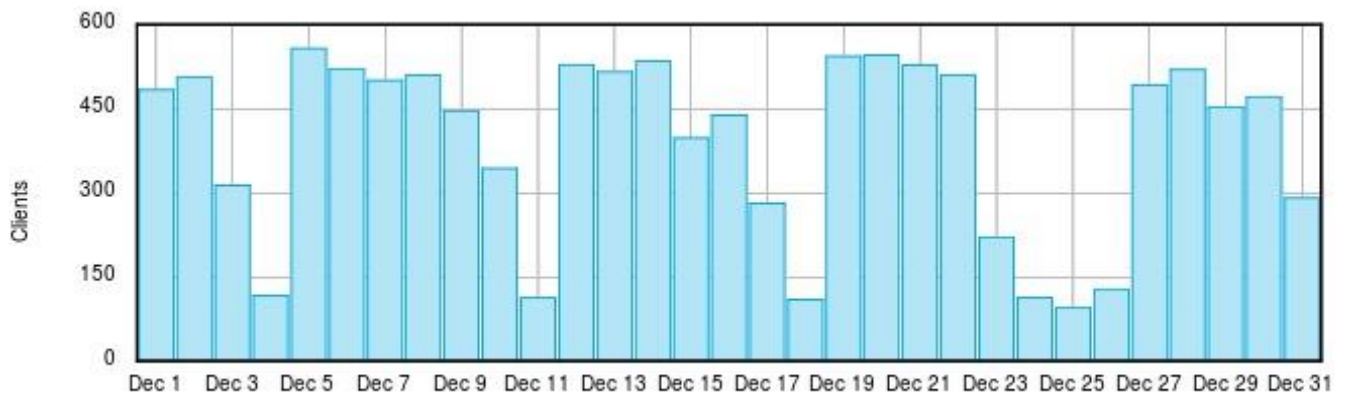
MCLS Director's Report – January, 2017 (Continued)

- Prepared comparison and evaluation document of LibCal and Evanced calendaring systems
- Made additional changes to Online Borrower Registration pages in preparation for new website launch
- Worked with Quipu and Circulation staff to complete and test functionality of Online Borrower Registration pages
- Continued testing eCard access for online databases and digital content
- Contacted filter for questionable site classification
- Continued development of refreshed MCLS website
- Continued testing and troubleshooting with TLC and Fairport Library staff on new CatalogPlus responsive mobile landing page
- Closed **686** Helpdesk tickets this period; **50** tickets currently open
- Took action on **154** emails from Patron Inquiries account
- Assisted **81** patrons through the overdrive.inquiries email account
- Assisted **28** patrons and staff members through the webmaster account
- Created **16** new email accounts.
- Approved **33** reviews in CatalogPlus
- Distributed the MCLS weekly events newsletter via Constant Contact to **2034** subscribers

Central library Wi-Fi usage – November 2016
Clients per day



Central library Wi-Fi usage – Clients per day– December 2016



MCLS Mobile Statistics – November 2016
Unique Users & Queries by Device

| Device | Users | Queries | Downloads |
|----------------------|--------------|----------------|------------|
| Android | 1,010 | 67,252 | 330 |
| iPad | 448 | 36,489 | 107 |
| iPhone | 1,498 | 126,572 | 339 |
| iPod | 35 | 2,332 | 18 |
| Windows Phone | 5 | 996 | - |
| TOTAL | 2,996 | 233,641 | 794 |

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

| | |
|---------------------------|----------------|
| Search the Catalog | 127,695 |
| My Account | 49,662 |
| Digital Downloads | 2,653 |
| Photo Collection | 552 |
| Library Events | 60 |
| Library Locator | 3,097 |
| BookLook | 197 |
| Contact Us | 110 |
| Social Media | 88 |
| (Total) | 184,114 |

MCLS Mobile Statistics – December 2016
Unique Users & Queries by Device

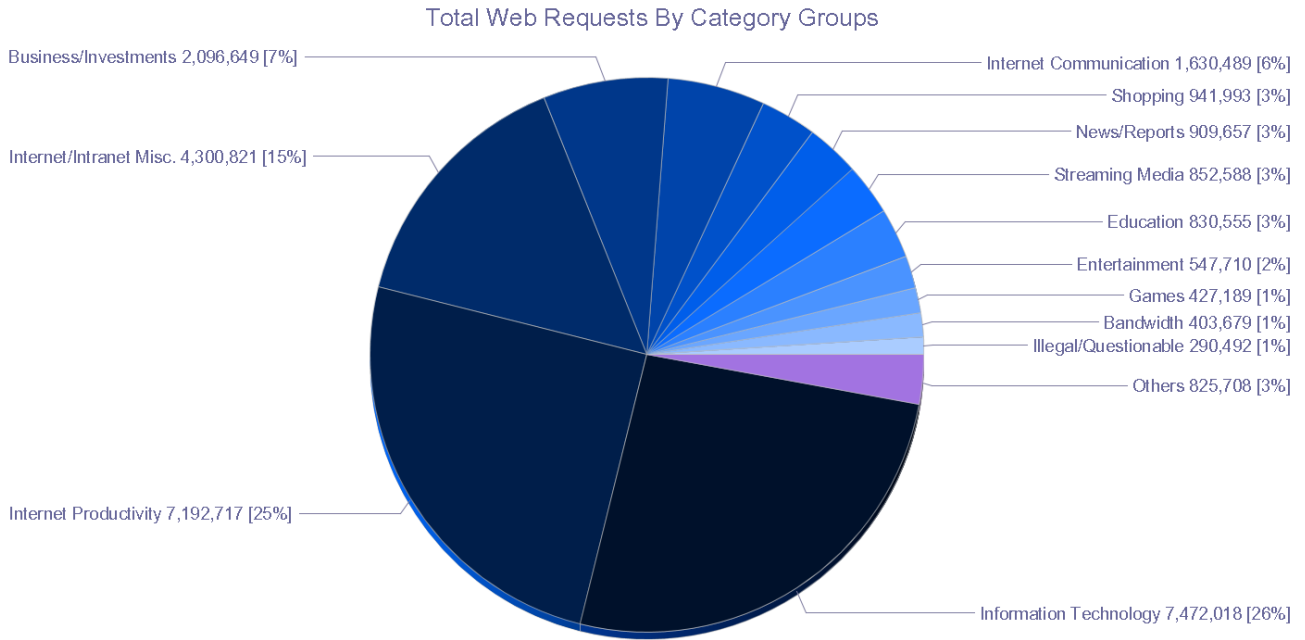
| Device | Users | Queries | Downloads |
|----------------------|--------------|----------------|------------|
| Android | 976 | 61,652 | 345 |
| iPad | 430 | 31,482 | 138 |
| iPhone | 1,422 | 106,667 | 336 |
| iPod | 26 | 1,438 | 6 |
| Windows Phone | 4 | 586 | - |
| TOTAL | 2,858 | 201,825 | 825 |

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

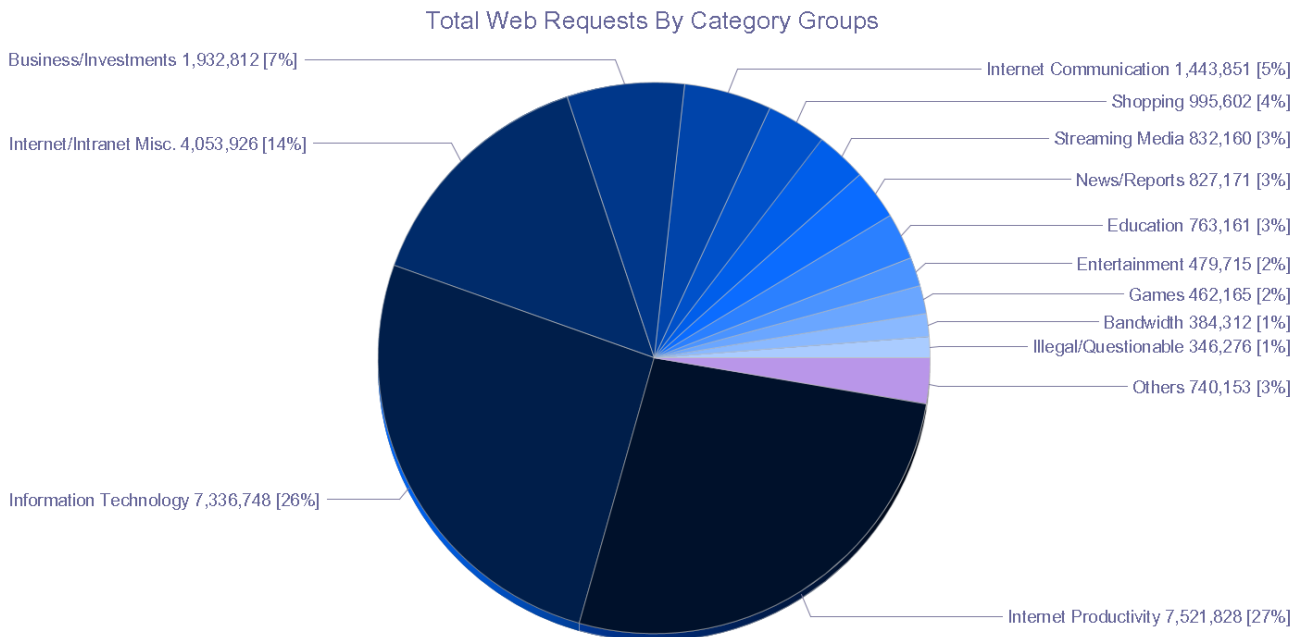
| | |
|---------------------------|----------------|
| Search the Catalog | 109,491 |
| My Account | 44,667 |
| Digital Downloads | 2,310 |
| Photo Collection | 260 |
| Library Events | 43 |
| Library Locator | 2,060 |

| | |
|---------------------|----------------|
| BookLook | 234 |
| Contact Us | 103 |
| Social Media | 78 |
| (Total) | 159,246 |

November Web Category Report



December Web Category Report



Going the Extra Mile

- Chief Cataloger Gabe Pellegrino received a call late one afternoon from a library director in Connecticut, looking for a book in the Central Library collection, *The Schoolhouse Rock: the Official Guide* in order to verify a song lyric for a thesis she was proofing for a friend. Gabe determined the book was no longer in our collection, but offered to check his personal copy at home. After many struggles to find the song in question, Gabe finally found the song lyric on a contemporary CD recording of songs from the television show. He wrote back to the director with the information. In turn, she posted it on the ALA Think Tank Facebook page as an inspiring example of just how great the library profession is in finding and retrieving information.
- A patron was referred to Circulation Supervisor, Cynthia Dana, through the AmeriCorps workers at the Monroe County Department of Human Services. She wanted to know if she could get help with her fines and those of her son. Cynthia was able to provide a clean record for each of them. The Mom was so happy that she will now be able to borrow the books she needs for nursing class and her son can start reading again.
- A young man who had been incarcerated since 1996 came to Central Circulation for help. He had no experience using a computer or a cell phone. He shared his story with Stephanie Penns, who is a very compassionate person and a good listener. He also received help from Magdy Carrillo and Brian DiNitto, and later came in to announce that he had gotten an apartment, that things were heading in the right direction, and he is now a “library child.”

MCLS Office

Sally Snow, Assistant Director

MCLS Outputs

Email received: 241

Email sent: 394

75,700 totes shipped in 2016 (-.03% from 2015)

Number of rooms/events booked at Central Library – 146 (November & December)

Hoopla Circulation (City Residents Only) – 1,106 (Nov) 1,227 (Dec.)

E-Circulation – 25,021 (Nov.) 25,911 (Dec.)

Media & Outreach Contacts

- **D&C** interview for Art of the Book exhibit with Corinne Clar November 21st
- Filming of the Dead Files in Local History on November 15th
- Attended TEDx with a library information table November 5 at the Rochester Academy of Medicine on East Ave. Staff distributed pamphlets, flyers, lanyards, pencils, coin purses, candy, donut holes, signed folks up for library cards, showed how to use Overdrive, Hoopla, etc. Alla Levi organized this event. Participants included Alicia Gunther, Shelley Matthews, and Kathy Sochia. Kathy signed up people for library cards and issued them on the spot. More than 100 people stopped by the Library table for information and to chat about Library offerings. They could not say enough good things about the Library.
- **Interview for the show CityWise. November 3, 2016.** Jennifer Byrnes from the Central Business Division was interviewed for the show CityWise about health care navigators at the libraries. The show aired in November 2017 (1 hour)
- **Rochester Business Journal Interview. November 4, 2016.** Jennifer Byrnes was interviewed by Kerry Feltner of the Rochester Business Journal for the “Fast Start” column. Jennifer was also featured in a separate RBJ article about the Top Innovator Award received by the Central Library from the Urban Libraries Council in October.

- **98 PXY Interview, December 9, 2016.** Jennifer Byrnes was interviewed by Corey James of 98 PXY. The Rochester Business Journal has an agreement with WPXY that the station interviews people featured in FastStart.
- Snow, Kim Whittemore, (Charlotte) Judy Schewe (RMC) and Greg Benoit, (Gates) appeared on “Connections” at WXXI for a panel discussion about the future of libraries.
- **Day of Giving.** Alla Levi organized another outreach Library program that took place at Filger’s East End on Tuesday, November 29, 2016 during ROC the Day. Kathy Sochia and Amy Discenza participated. Kathy handed out library cards and we all promoted the Library by handing out flyers, discussing upcoming programs, explaining Overdrive and Hoopla, handing out calendars and library giveaways, and chatting with the public. City Councilmember Elaine Spaul came up to our table, shook our hands and said that the “Library is one of the most important establishments in our society and when a child learns how to read it is a glorious day in his/her life.” About 50 people participated in this event. One of the young women, who signed up and received her library card that day, said “I can’t wait to call my Mom and to tell her that I got my library card at a bar!”
- **Rochester Business Journal Interview, December 30, 2016.** Historical Services Consultant & City Historian Christine Ridarsky was interviewed for a lengthy article in **RBJ** about her efforts at preserving and interpreting Rochester’s past.

Social Media (Alicia Gunther Reporting)

Facebook

- Page views - 293
- New page likes - 63
- Post Reach – 65,271 people
- Post engagements – 7,285
- Checked in and mentions - 39 People
- Facebook Events Calendar - Individual events reached our visitors through the events calendar 12,091 times. Visitors went to our full events calendar 519 times, and 670 people engaged with the event on Facebook or linked to our MCLS page through the event
- Video Views – 603
- Responded to 5 messages on Facebook

Twitter

Profile Visits

- Rochester Public Library - 901
- Monroe County Library System - 973

New Followers

- Rochester Public Library - 13
- Monroe County Library System - 5

Engagements

- Rochester Public Library – 1,233
- Monroe County Library System - 43

Favorites

- Rochester Public Library- 130
- Monroe County Library System- 25

Mentions

- Rochester Public Library- 74
- Monroe County Library System- 43

Responded to 0 messages on Twitter

Instagram

- New Followers - 35

MCLS Director's Report – January, 2017 (Continued)

- Likes - 496
- Comments on a post - 14
- Mentions - 3

Tumblr

- New Followers - 2
- Notes - 2

Constant Contact Newsletter

- Subscribers who opened newsletter – 2,236
- Click through – 160
- New subscribers – 49

YouTube Channel

- Video views – 544
- Videos added to playlists – 8
- New subscribers – 1
- Shares - 2

Collection Development and Maintenance (Jeff Levine reporting)

- E-BookAlert and Sesame Street e-books trials are currently underway. E-book Alert consolidates the library's various e-book databases and enables users to be notified when new titles are available. Sesame Street e-books are digitized versions of these popular children's titles.
- Overdrive – Levine has spent considerable time working with Assistant Director Snow and Literature Librarian Carol Moldt to better understand the needs and limitations of the standing order funding plan agreement between MCLS and member libraries. One of the requirements of the original agreement was to re-order titles when the license expires if there is even one hold on a title. That requirement has nearly wiped out the funds allocated to Central for the purchase of Overdrive content. A proposal to change that requirement to 5 holds was presented to the MCLS Directors' Council at their January meeting, and will be voted on at the Directors' Retreat on January 19. Levine and Moldt believe this change will allow Moldt to allocate more funds to the purchase of best seller titles in Overdrive.

Outreach Services (Melanie Lewis reporting)

Selected Services and Programs

- **Outreach Librarians** selected and delivered 830 library materials to 58 homebound patrons; mailed 3 reference packets to 2 in-home patrons; and added 6 new in-homes.
- **Outreach Station Team** selected, pulled, charged and delivered 1,760 materials for 26 library stations, and fulfilled 95 library station special requests.
- **Outreach Coordinator** conducted 5 Job Information Center small group sessions for 11 ex-offenders from the Volunteers Of America facility.
- **Outreach Department** provided and transported 75 books to the Monroe County Correctional Facility and made arrangements for the facility to have materials for 2 book clubs. (*The Bean Trees* Kingsolver, *The Giver* Lowry).
Outreach Coordinator conducted two Job Information Center programs at the Monroe County Correctional Facility for 22 men and 13 women; distributed 27 "Making Moves" reentry resource packets to currently incarcerated individuals, Transitional Coordinators and parolees.

Outreach Coordinator

- Met with Jackie Yingling regarding starting a Next Chapter Book Club in Monroe County (nextchapterbookclub.org). Currently, she is seeking a grant writing partner and wanted to explore the

option of the RPL being a partner. Each club will have 8 members, and read 5 books/year. Her goal is to start 3 clubs in 2017, and 3 in 2018. She is looking to the library for general support, promotion, and perhaps providing meeting spaces and volunteers for this program. The book club is designed for adults with disabilities. Jackie plans to keep Outreach updated on ways that we can support her efforts.

- Facilitated the biannual MCLS Coordinated Outreach Services Advisory Council meeting. Attendees included representatives from ABVI (Association for the Blind and Visually Impaired), RPL Branch Administration, RPL Children's Outreach/Library Resource Outreach Center/Hearing Loss Association/ VOA Reentry Program, Monroe County Corrections, and Monroe County 211 Life Line. Reports included: overview of the library's Children's Outreach initiative, presentation and overview of MCLS mobile computer lab, the Flower City AmeriCorps program, and a presentation and overview of LROC (Library Resources Outreach Council).

November/December Highlight: Holiday Gift Bags



Thanksgiving week, the Outreach Department began its holiday gift bag distribution. This program is an excellent example of MCLS collaboration. Staff members from around the system have generously contributed food, gifts, toiletries, stationary, calendars, books, puzzles, and more for our shut in patrons. Each patron receives a personalized bag. Samantha King, Outreach Clerk, or “Bag Whisperer,” assembles the bags after asking about the patron’s lifestyle, likes and dislikes. This year we heard from our patrons that the bags were “perfect.” The RPL/MCLS Staff Association made a donation, using proceeds from a Halloween Bake Sale, that enabled us to purchase Wegmans gift cards for our most needy. Samantha King also donated large food supply boxes for patrons in need. Outreach Patron “Dr. N” is pictured above after receiving her gift. She requested that I take a picture and send it to her. She was overwhelmed; she was not allowed to have stuffed animals as a child and now treasures them. Many of the recipients of these bags tell us that these are the only gifts they receive each year, and the Director gets several calls from the recipients thanking the library for thinking of them.

Library Station Spotlight: The Sisters of St. Joseph Motherhouse

Did you know that in addition to serving homebound patrons, Outreach staff manage 30 micro-collections (library stations) located in various hospitals, nursing homes, institutions and senior housing complexes throughout the county? Approximately every eight weeks, each location receives a shipment of books, audiobooks and DVDs selected by our staff based on a profile of the residents’ interests. In December, we visited a library station that we’ve been serving since 1999: the library at the Sisters of St. Joseph Motherhouse. The Sisters of St. Joseph Motherhouse is home to about 150 retired nuns and priests. Their library, run by a former Nazareth College librarian, Sister Catherine Judge, is a well-organized and impressive space with cozy seating and a lot of natural light. They have a display



featuring the “Saint of the Day,” a catalogued collection of their own books—they have a small budget to buy five nonfiction books per month, but they rely on us for access to fiction and audiobooks—periodicals, computers and even a tiny circulation desk. We provide the Motherhouse with 100 items every eight weeks. Some of their favorite authors include David Baldacci, Maeve Binchy, Elizabeth George, Stuart Woods and Danielle Steel. According to Sister Catherine, the residents eagerly await each delivery. We hope to partner with the Motherhouse staff in 2017 to help provide residents with technology training.

Central Library Updates

Children's Services (Tonia Burton reporting)

- MCLS hosted a table at the Rochester Children's Book Festival on November 12. Families from all over came to meet their favorite authors. This year, staff from Parma, Chili, and Central greeted hundreds of families and shared information about the Toy Library, general library programs, and highlighted our Traveling Technology Programs.
- Tonia recently met with Joe Klein, co-founder of *E3 Rochester Educational Excellence – for Every Child*. This meeting was facilitated by Brandon Fess in Local History. Mr. Klein is interested in collaborating with RPL to offer library services to charter schools. Tonia and Brandon will be touring three charter schools in December to discuss ways RPL/MCLS can assist their students.
- The Central Library has been hosting the local Parent Leadership Training Institute and Children's Leadership Training Institute every Monday evening for the last few months. Seventy-one people come to Central each Monday for this amazing experience which helps adults learn leadership and advocacy strategies, while their children gather in the Children's Center for similar experiences.
- On November 8-10, the Central Library and RPL hosted author Nikki Grimes for several programs centered on her book, [Road to Paris](#). Central Library hosted 300 students and RPL Sully Branch hosted 226 students from Rochester City Schools. Tonia worked with Dr. Colleen Sadowski, RCSD Director of School Libraries & Media Services, to schedule the transportation and visits. The students enjoyed the author's stories and had great questions. One class even made tokens with “God” painted on them because in the story Paris says that she always keeps God in her pocket. The class passed them out to everyone at that visit. Ms. Grimes was touched. The cost of this author visit was made possible by the FFRPL and the scheduling in conjunction with the Rochester Children's Book Festival. Tonia began working with Ms. Grimes at the 2015 festival to coordinate additional visits in the area which helped lower the cost. It was definitely worth the time and attention! RCSD covered the cost of transportation and gave each student one copy of the book. Ms. Grimes autographed 600 books for students! To show her appreciation, Niki Grimes sent Tonia an autographed copy of her soon to be released book: *One Last Word: Wisdom from the Harlem Renaissance*. This book is a collection of poetry in which Ms. Grimes looks afresh at the poets of the Harlem Renaissance, including voices like Langston Hughes, Georgia Douglas Johnson, and many more writers of importance and resonance from this era, by combining their work with her own original poetry.
- Kathy Wolf met with Susan Norman from SUNY Geneseo. Susan has been bringing teachers-in-training from Geneseo to the Central Library to tutor high school students on Saturdays as part of the Rochester Young Scholars Academy. It seems that a few of the students being tutored have younger siblings they are responsible for, so they have been bringing them to the library during their tutoring sessions. Kathy and Susan are planning to pilot an expansion of the RYSA program to include these younger siblings. This will start in February or March and continue until April. We will reevaluate in April to see if we want to continue tutoring the younger children next year.



- Our annual *Noon Year's Eve Big Bash* was a success. This staff run program is a hit every year. Channels 10 and 13 were both in the library to cover the event; you can watch the Channel 13 story here - <http://13wham.com/news/local/kids-celebrate-new-year-with-noon-new-years-party>. The morning began with a stream of families making noise makers and confetti balloons (which were a huge hit). There was also a photo booth made available so families could have a keepsake of the event. Just before noon everyone squeezed into the Secret Room to count down to Noon and celebrate with a balloon drop and lots of noise! Later in the day families had fun playing BINGO and winning fun prizes. We had 112 people participate in this event.

Raising a Reader

Most of our centers have their red bags by now. A total of 333 red bags have been delivered. The bags are going home with children, and are being rotated out for a different bag every week. That equates to over 1,000 books going into Rochester homes during this session. We continue to offer Parent Literacy Workshops, including:

- Breakfast & Books (Joseph Ave. EHS) Topic: Brain Development & Reading
- Pizza & Picture Books (Hart St. EHS) Topic: Brain Development & Reading
- November Parent Workshop (Southwest FRC) Topic: Asking Good Questions
- Baby Storytime for parents of the infant class (North St. EHS)
- Socialization at Stone St. (Home-based Headstart) Topic: Having Fun While Reading
- Socialization at Central Library (Home-based Headstart) Topic: Asking Good Questions. We also had a scavenger hunt in the Children's Center that was a hit!

To increase parent excitement, we will begin awarding a Parent of the Month at each site. This idea was shared during our recent trip to Baltimore and has been successful in other affiliates. Raising a Reader's goal is parent engagement and our parents are working hard at incorporating book cuddling into their daily lives. This monthly award will give parents encouragement and serve as another means of support for their role as their child's first teacher.

Teen Central

- Teen Central was the featured venue for the 7th annual Greater Rochester Teen Read featuring Jason Reynolds and Brendan Kiely, the authors of the award winning novel *All American Boys*. This year was exceptional because we collaborated with the Rochester City School District and hosted three author workshops attended by students from a variety of schools. Our own event was exceptionally well attended with groups from: Sully Branch Library, a City of Rochester Recreation Center, St. John Fisher College, and AmeriCorps volunteers. The topic of police brutality and the intersection of racism & white privilege could not have been more pertinent for our area. It was evident that many students from RCSD had read the book and were invested in the characters and plot. The authors had a great mix of humorous and thought provoking stories: about their first encounters with police, how they became unlikely friends, and the urgency behind writing *All American Boys*. A teen asked if Rashad had received justice and the authors turned the question back on the audience "What do you think happened?" The kids said "Nothing, there was no justice for Rashad." Rarely does a reader get the opportunity to ask an author the why behind a writing choice, in this case the authors preferred to leave some events up to the reader's imagination.
- On Wednesday December 28 the Rochester Fencing Club came to Teen Central and engaged 19 teens and an audience of spectators in swordplay. Teens could learn fencing basics for epee, foil, and saber weapons. With a mix of older and younger teens...and even an ENTIRE FAMILY that crossed



blades...participants could learn the highly disciplined rules of self-defense with a sword. They had a great time! Fencer Iris is a former Olympic athlete, and she brought 2 young assistants – one of whom, Donovan Stott, tried out fencing as a hobby, only to find he has a national competition level of aptitude. It would be amazing if one of our teens discovered fencing at the library and it led to a career as national or international athlete! Iris and I agree that we should work for better opportunities to connect urban teens with fencing as a sport that teaches fitness and discipline of the mind & body.



Local History & Genealogy Division, Christine Ridarsky reporting

The concluding months of 2016 were both profitable and productive for the Local History and Genealogy Division. On November 15, Historical Services Consultant Christine L. Ridarsky and FFRPL Executive Director Ned Davis hosted a small reception in the division recognizing a significant donation from Stephen P. Clark, a longtime Rochester Genealogical Society docent and friend of the library. His gift forms the seed for an endowment that will support digitization and dissemination of unique parts of our collection of particular value for genealogical research. Look for more information on the impact of this donation in months and years to come.

We also received word in late December that the chairman of the board of the Daisy Marquis Jones Foundation was recommending that the foundation support our Rochester Woman Suffrage Centennial 2017 Exhibit with a grant of \$30,000-\$32,000. Formal approval is expected in mid-January with notification later that month or in early February.

Programs

The division hosted seven programs or tours in the library in November and December. Highlights include:

- Ridarsky and Historical Researcher Michelle Finn hosted a professional development workshop for Monroe #1 BOCES that focused on ways teachers can incorporate Local History & Genealogy Division resources into their lessons (November 8) (15 teachers). The session included a hands-on lessons using various primary source materials and demonstrations of *Rochester Images* and *Rochester Voices*.
- Our staff was taken by surprise by an unannounced visit from a large group of 5th graders from School #9 (November 9) (35 students and teachers). Finn, Librarian I Brandon Fess, and Library Assistant Renee Kendrot quickly pulled together an activity on using primary sources available in the Local History & Genealogy Division. The teachers that accompanied the students were very appreciative of our efforts and impressed with the resources we have in the division. We encouraged them to return any time, noting that we can do an even better job if we have some advanced notice of their visit.
- Michael T. Keene, author of *Murder, Mayhem, & Madness*, spoke about his book at the third session of the “Rochester’s Rich History” series (December 17) (17 people).
- Librarian I Brandon Fess coordinated a visit by a group of three homeschool students and their tutor to do research for essays intended for the Student Research Awards competition sponsored by the New

York State Archives. The students examined materials relating to Blanche Stuart Scott, the Alphabet Killer, and bicycling in the Rochester area (December 28) (4 people).

Exhibits

The division's exhibits team, including Finn, Library Assistant Emily Morry, and Senior Retrieval Aide Veronica Shaw, installed a new exhibit in the hallway outside of the Local History division. Entitled "Ticket to Ride: The Turbulent History of the Rochester Subway," the exhibit includes rarely seen photographs chronicling the construction of the Rochester Subway that come from a collection recently acquired by the division. It will be on display from January through June 2017.

Outreach

- Ridarsky and Finn volunteered to assist City staff at Susan B. Anthony's gravesite after work on Election Day (November 8). Approximately 10,000 people waited in line throughout the day to pay their respects to Anthony on the day when the first female candidate in history appeared on a major party ticket for president. A week later, artifacts left at the gravesite that day were transferred to the Office of the City Historian to be archived.
- Ridarsky and Finn had an opportunity to share their work with a statewide audience at the Researching New York Conference in Albany (November 17-19):
 - Ridarsky presented a paper on woman suffrage in New York State during a session on women in New York's History (November 18) (32 people).
 - Ridarsky chaired and Finn presented a paper during a session on "The Turbulent History of the Rochester Subway" (November 19) (10 people). The session examined the role historians can play in mediating community conversations about the use of public spaces. Using Rochester's abandoned aqueduct/subway bed as a case study, the discussion explored ways in which historical perspectives might inform present-day policies.
 - During the conference Ridarsky met with State Historian Devin Lander, Senior Curator of the New York State Museum Jennifer Lemak, and the chair of SUNY Albany's Public History program to discuss possible collaborations. She and Finn also helped a SUNY Brockport student to network, particularly with SUNY Albany faculty, as she intends to apply for admission in Fall 2017.

Meetings

- Ridarsky met with Jean Geisel, retiring director of the Bausch + Lomb Archivist, and Amy Vena, her soon-to-be replacement, to discuss the company's collections and plans for their future (November 7).
- Ridarsky met with Sally Parker of the Rochester Business Journal to discuss Parker's research on suffragist Sarah Blackall and the 2017 Woman Suffrage Centennial (December 5).
- Ridarsky visited the studies of Pike Glass and met with owner Valerie O'Hara to discuss the possible donation of the Pike art and business archives to the library or other means of preserving the collection (December 6). Ridarsky plans to do some research and get back in touch with O'Hara in the new year.
- Ridarsky and Finn met with Steve LaMorte, Executive Director of Social Studies for the Rochester City School District, to discuss ways to promote the use of *Rochester Voices* within city classrooms and other potential partnership (December 20).

Media

- An interview that the *Democrat & Chronicle's* Tina Yee filmed with Ridarsky in October was published on November 3: <http://www.democratandchronicle.com/story/news/2016/11/03/pioneer-cemetery-restoration/92877008/>
- Ridarsky was interviewed live on-air by John Kucko of WROC News 8 during his all-day broadcast from Susan B. Anthony's grave in Mt. Hope Cemetery (November 8).
- Also in November, Finn fielded a request from Adam Cole from the NPR Science Desk, who needed help finding images in the Local History & Genealogy division's photograph collection for a video he

and his team were making for their YouTube channel, Skunk Bear. The video was posted in December at: <https://www.youtube.com/watch?v=xbUxt2x4InE>. She also assisted a reporter from Channel 8 News who wanted help identifying topics to feature during Black History Month this February and was interviewed by an 11th-grade Advanced Placement U.S. History student from North Carolina who was doing a History Day project on Susan B. Anthony.

- Ridarsky was interviewed by Sally Parker (December 13) for a profile that was published in the December 30 issue of the *Rochester Business Journal*.

Special Collections

- Consulting Archivist Stephanie Mathieu continues to make progress on arrangement and description of the Interfaith Action Records. Her work is funded by a NYS Archives Documentary Heritage Fund Grant.
- We received several significant donations of special collections materials in November and December. This includes a nearly-complete run of *The Tenth Ward Courier and Vicinity Post*, the long-running Maplewood neighborhood newspaper donated by Sebastian Spoto, who acquired them directly from the newspaper's owners when the paper stopped publishing. FT Librarian I Brandon Fess is working to secure intellectual property rights for the paper, which would allow us to mount a digital version online.
- More significantly, the *Democrat & Chronicle* has signed a Deed of Gift giving its print photo archives to the library. Library staff will be picking up the first load in January with additional material expected in the spring. Fess is rearranging collections in shared stacks and the LHGD processing room to accommodate this massive collection.

Digital Projects

- Under the direction of Finance Director Brie Harrison, the library issued an RFP for digitization services on December 2. Fess distributed the RFP to eight potential vendors and managed the question-and-answer process throughout the month; this included meeting with two of the vendors and developing and distributing a digest of all questions and answers to all vendors (December 16). Four proposals were received by the due date. Fess will be reviewing them and making recommendations to Ridarsky and Harrison in early January. Once a contract is in place, we will resume outsourcing of digitization at a larger scale than we've done in the past.
- Two previous digitization projects were completed prior to the end of the year: Digitization of six volumes of Rochester City Directories (1941-1947) and of a series of newspaper clippings scrapbooks. Problems with our vendor, Biel's, delayed completion of these projects, one of which was started in June 2015, so we are excited to have the files in hand. We will be working over the next few months to ensure image quality, catalog the microfilm, and mount the digital files online for widespread access.

Office of the City Historian

High Falls Visitor Center

The High Falls Interpretive Center & Museum hosted 115 visitors during weekends in November before closing for the winter. This included a tour for a Penfield Boy Scout Troop (November 14) (20 people). From March through November 2016, the museum had a total of 4,815 guests, including participants in seven guided indoor and/or outdoor walking tours. At the end of this season, several exhibits remained inoperable and the staff computer does not operate reliably. We will recruit for a new PT Seasonal Tour Guide beginning in January with the hope of having someone hired and trained by the time we reopen for the spring at the beginning of March.

2017 NYS Woman Suffrage Centennial Celebration & Exhibition

Ridarsky and Finn continued to work with community partners on plans for commemorating the 100th anniversary of New York State's suffrage amendment next year. This planning includes the development of a major community-wide exhibition with traveling and online components, companion exhibits, and related programming in the Central Library, branch libraries, and other community spaces throughout the area.

Business & Social Sciences – Darlene Richards reporting

The Division served 630 people in person, answered 628 telephone reference, 1 letter, and 80 e-mails, totaling 1,339 reference transactions.

Selected Programs /Presentations

- **Presentation for MCLS Director's Council** - Darlene Richards presented at the MCLS Directors' Council meeting, discussing the partnership between the Central Library and the Foundation Center in New York City.
- **Introduction to Grant Writing** - Darlene Richards hosted a presentation done by Margit Brazda Poirier, Founder and Owner, Grants4Good, LLC. The focus was on writing grants to support programs, capital projects, and operations at nonprofit organizations and businesses. Workshop participants learned about the basic elements common to foundation, state, and federal grants. The program was well received.
- **Affordable Care Act Press Conference** - The Mayor's Office requested that Jennifer Byrnes participate in a press conference pertaining to the Affordable Care Act, which was held at the MCC Damon Campus. Brittany Wells read the Mayor's remarks and MCC President Anne Kress also spoke. The event was part of MCC's participation in the White House Healthy Campus Challenge, a joint effort between the White House, the Department of Health and Human Services, and the Department of Education that engages college and university campuses in enrollment efforts nationwide. Jennifer distributed flyers about health care navigators at the libraries.
- **Grants Clinic for Beginners** - Darlene Richards was invited to participate in a Free Grants Clinics for Beginners. The event focused on components of a grant writing job and becoming a grant writer. Darlene was part of the panel that discussed finding funders.

Meetings & Consultations

- **Upstate Revitalization Initiative meeting** - Jennifer attended the Upstate Revitalization Initiative meeting at the Center for Urban Entrepreneurship to discuss RIT's URI application.
- **Small Business Consultations** – As usual, there were multiple consultations, both scheduled and walk-in, handled by Division staff in November and December. Some of the topics included:
 - Promoting a commercial janitorial business
 - A customer with a product for the salon industry
 - A customer thinking of starting a business by selling overstock products
 - Customers starting a mail order/catalog business
 - A customer who recently moved to the area and is starting a nonprofit with a service for other nonprofits
 - Customers who needed industry information on ice cream production
 - Consultation with Simplimechanic.com
 - Consultation with Sales360plus
 - EV Charge Solutions, a company that learned about our services from the *Rochester Business Journal* articles

- Founder of Beyond Teal Consulting, who learned about the Division and Jennifer Byrnes via the **RBJ** articles. He also consults on capstone projects for students in St. John Fisher College's business school and would like the business division to assist those students in their research.
- A customer who is starting an eating establishment in the City was assisted with market and industry research.
- **Meeting at Consumer Credit Counseling** - Jennifer met with Andrea Colline of CCCSR to discuss financial literacy programs at MCLS libraries.
- **Kiva Rochester**- Jennifer and Linda met with Brad Willows from the Kiva loan program (kiva.org), a program sponsored in the area by the City's Department of Neighborhood and Business Development. Brad discussed the program and its results so far. Kiva makes crowd funded loans available to individuals seeking to start or expand a small business, who may have difficulty obtaining a loan from a traditional lender. Brad is seeking community partners, who may assist him in describing the Kiva program to potential clients. NBD would like the Business Division to take over fielding questions about Kiva.
- **Asset Partnership meeting** - Jennifer attended the Asset Partnership meeting. The Partnership will have an active role with Rochester Monroe Antipoverty Indicative's mentor program through the Catholic Family Center.
- **Grant Consultations - Darlene Richards** provided multiple consultations to people looking for information about grants. Some of those helped in November and December include:
 - A grant writer who needed 990 information for a specific bank.
 - Arts Librarian Nanci Nugent, who asked for grants that might fund a future fiber exhibit.
 - A young man who was interested in starting a nonprofit that would provide personal training to youth at no cost.
 - A salesman for Oncell, who was interested in finding out which Museums had received grants for mobile travel apps and which Foundations had funded mobile travel apps.
 - Members of the Rochester Civic Garden Center who were interested in general foundation funding for their organization.
 - A board member of Rochester People's Climate Coalition who had attended one of the Grants Programs held at the Central Library.
 - A local Ginseng farmer in Victor who wanted to learn more about grants and nonprofits.
 - A local priest who was looking for grants for his local fire department.
- **RochesterWorks** - Darlene Richards and Collection Manager Jeff Levine met with Viatta Carter and Lee Koslow of RochesterWorks to discuss enhancing the collaboration between the library and RW. Ms. Carter explained how they refer clients to Business Division resources such as their Civil Service books and their numerous test books. In support of both the RPL strategic plan and the Central Library's Plan of Service, we hope to establish a regular training program at Central using RW staff expertise to help the community find training and employment opportunities. RW is also interested in establishing a satellite library collection in their headquarters.

Science and History (Alla Levi reporting)

Selected Programs and Presentations

- **Got Health: "Anger, Anxiety, & Worry"** - This first session of a two-part mental health series was a great success, with 40 people attending. Participants were very engaged and asked the presenter, Dr. Kevin A. Coffey, many interesting questions. We are looking forward to the second session on

December 15, 2016 which will be about the “holiday blues” and depression.

- **Talk Saves Lives** - Karen Heisig, a volunteer with the Western NY AFSP Chapter, presented a brief introduction to suicide prevention. Karen’s presentation was very heartfelt, as she shared her own experience with suicide and how it affects everyone. Her personal story certainly helped the attendees open up about their own thoughts and experiences with suicide.
- **Veterans Day: Local Authors Read** – Local veterans and family members of veterans read from their published books about their experiences. The readings were enlightening and very moving, and audience members had great questions for our authors. We plan to make this an annual event. It is an important way that the library can honor our veterans and their families and connect with individual veterans in our community. Featured authors included Rod Christian, son of a WWII veteran and author of His Service to Our Country; Gail Hosking, author of Snake's Daughter, whose father was killed in Vietnam and posthumously received the Medal of Honor; and Jim DeCamp, Tony Gurak & Roger Johnson, Vietnam Veterans, authors of the Blue Devils on Vietnam. Their editor Amie Alden also spoke. This was an exceptional program and very well received.

Chester F. Carlson Patent and Trademark Resource Center

- Patent Librarian Deb Nevin answered 286 questions, met with 13 people, responded to 17 phone calls and 30 emails, and conducted 2 tours of the PTRC, including one for representatives from the United States Patent and Trademark Office. Deb showed them the Patent Center and both Central Library buildings. Thanks to Gimlet, a new reference recording tool, Deb now can track the number of patent and trademark questions she answers each month. She also used the 3D printer to produce a 12-part prototype for a patron, and sent out 4 packets of information. In addition, Deb presented on Patents & Trademarks to the Rochester Inventors Group and at the Brighton Memorial Library.

Art and Literature (Martin Steinhauser Reporting)

Selected Programs & Presentations

- **Writing From Personal Experience** – This 4-part series started on October 29 and had 3 more sessions in November. Students are given space and time to write on a weekly basis. Instructor Lisa Kleman and the group supplies support to participants to help build confidence, and offer expertise and direction to help participants move forward. This class was for all levels of writers and has been very popular.
- **Craft it Forward: Pet Beds for Animal Shelters** - Patrons made fleece beds that were donated to local animal shelters using fleece, batting, and sewing machines that were provided by the Arts and Literature Division. Patrons learned how to make both the no-sew and machine sewn beds, and over 46 colorful fleece beds were made. Librarians Melissa Manczuk and Nanci Nugent coordinated this program. Our patrons enjoy crafting together and doing something to benefit pets awaiting adoption.
- **Artist at Work – Dick Kane** - Artist Dick Kane demonstrated how he paints Rochester landscapes in watercolor before a rapt audience on November 5. A “Big Brothers Big Sisters of Greater Rochester” volunteer attended with his “little brother,” along with several families and a few of Dick’s students from the Memorial Art Gallery.



- **Lunchtime Concerts: School of the Arts Jazz Ensemble** - The Eric Manzler concert on November 7 was mellow rock, and the School of the Arts Jazz Ensemble concert on November 14 was high energy jazz! Saxophonist Doug Stone lead the SOTA group of middle school students, who showed off their impressive improvisation and accompaniment skills. In an email, Stone said “THANK YOU SO MUCH!!!! It is always extremely wonderful for my students to perform at the library. The audience was wonderful, the stage is fabulous, and the vibe is GREAT!!!!”
- **ROC the ARTS - Making Pop-Up Cards** - Local paper artist Karin Marlett Choi taught a group of library patrons how to make seasonal pop-up cards with colorful paper. No special tools were needed to create these unique cards, made with only scissors and glue. Karin explained how to create paper art, drawing on one's life experiences and from nature. Patrons said they enjoyed the class as it gives them a chance to get together with other adults who enjoy creating art.
- **Author Talk and Book Signing: Scott Pitoniak** – Nationally acclaimed, best-selling author Scott Pitoniak was at Central on November 30, talking about his 40+ years as a journalist and author. He opened his talk by speaking warmly of the influence that libraries have had on his life and career. He has spent many hours in the Central Library's Local History Division doing research that has been so important to the success of his books.
- **ROC the ARTS-Snow Globes** - Local artist Shannon Halligan taught how to create winter scenes in glass globes. Many of the 13 patrons who attended this very popular class said that it was one of their favorite craft programs. “Snow,” mini trees, snowflakes, pearls, and glitter, were supplied by the library. One patron remarked, “this class made me feel happy because I was able to create something beautiful that I can give as a gift,” and another said that she was giving her globe as a gift to her mother.

Meetings & Consultations

- Nanci Nugent and Martin Steinhauser met with Ciaran Spence, a senior in the University of Rochester Art Department to discuss a collaboration that will involve construction of an “Art Station” designed and built by Spence that will house works of art which will be available, free to the public.
- Lee Koonce, President and Artistic Director of Gateway Music Festival, met with Librarian Mary Fraser to discuss using the Central as a venue for public concerts during the festival in August 2017. The six-day Gateway Music Festival is a collaboration with the Eastman School of Music, houses of worship, and the local community. The Festival celebrates the participation and contributions of classically-trained musicians of African descent through more than 50 solo, chamber and orchestra performances.

Reynolds Media Center – Joseph Born reporting

Selected Programs & Presentations

- **Rochester Radio Show: Jack Palvino and Tom Proietti** – RMC hosted “Rochester Radio” with Jack Palvino and Tom Proietti in the Kate Gleason Auditorium. Many very active participants attended this informative and enjoyable romp through Rochester radio history.
- **Media in Focus: Radio Roundtable featuring Local DJs** – RMC held the first in this new series of hour-long programs that will showcase topics on film, television, radio and all types of audio/visual media. The first program featured local DJs from WXXI, Jazz 90.1, WBER.

MCLS Town Library Highlights

Betsy Gilbert reporting

Brighton Memorial Library - The library is upgrading their HVAC system.

Brockport – Seymour Library – The library board meeting has been moved to a different day of the week so that it is no longer at the same time as the board meetings of two of their three municipalities. They are working with the Lift Bridge Book Store on a *Curious George* fundraiser at the Library. The Library started the year with a \$5,000 individual donation that was given to be used at the director's discretion. It will be put in the capital fund.

Chili Public Library – a patron donated 1,200 books so the Friends had a pop-up book sale. The Library is having gardening programs from January – May, taught by master gardeners on a variety of topics. They are working with the Cornell Cooperative Extension on some of these programs.

East Rochester Public Library - The Library is getting new furniture for the Children's Room, including new table and chairs, and two new computer stations for the children. They also have new staff task chairs which are very comfortable. The Library is in the process of getting wireless printing set up. Work is proceeding on Local History Room, which will be adjacent to the Library.

Fairport Public Library – The Library is working on a new long range plan.

Gates Public Library – The Library is starting their after-school programs, working with Walt Disney and Armstrong school. They have been expanded to four days a week. They received a grant for an 8-week program for *Girls Who Code*. The plan is that after the initial program is completed, this will become a regular program offering.



Greece Public Library – The new strategic plan was approved with four service priorities. Staff is developing a 2017 action plan. One of the service priorities is Find and Cultivate New Audiences, so library staff will be with the Friends of the Library at their upcoming book sale in the mall. The Library has a robot which is about 4-ft. tall and is controlled by voice activation or an iPad. It was decorated with Christmas lights for a Town of Greece Christmas event.

Irondequoit Public Library – Irondequoit has openings for new trustees. In the past they had trouble recruiting trustees. This time they had 20 applications for the openings. On Christmas Eve the DPW building burned down and 9 very expensive vehicles were destroyed. This will impact the budgets of all town departments. Parking spaces have been eliminated so that work can be done relating to the fire. The DPW staff are temporarily occupying the former McGraw branch library.

Newman Riga Library – Belle from *Beauty and the Beast*, a production of Roberts Wesleyan College, is coming to read to children at a story time. They are starting a new story time series. The Library has a new sump pump cover which was made by the library director.

Ogden Farmers' Library – Pete the Cat will be coming to the Library for *Take Your Child to the Library Day*.

Parma Public Library – The Library has started a 1,000 books before Kindergarten program. They celebrating the end of a reading challenge and are starting another one for 2017. They have partnered with a library in West Virginia for their challenge.

Rush Public Library – The Library has added 5 additional security cameras. They had a Barnes and Noble fundraiser that earned them \$500.

Scottsville Free Library – the Library has an “Adopt a Book” program to enhance their collection budget. Each month there is a suggested list of books to choose from. For a \$20 adoption fee, the patron gets to check that book out first.

Selected Meetings & Outputs

Director Uttaro (November 19, 2016 – January 20, 2017)

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)
Deputy Mayor, Carlos Carballada, one-to-one meetings (monthly)
Monroe County Assistant County Executive, Michael Molinari (bi-monthly)
MCLS Directors' Council (monthly)
MCLS System Services and Operations Committee (monthly)
MCLS Board of Trustees (monthly) – September meeting at Henrietta Public Library
RPL Board of Trustees (monthly)
Central Library All-Staff Meeting (monthly)
RPL-MCLS Management Team (weekly)
City Senior Management Team (weekly)

Branch Libraries – North Site Supervisors
CauseWave Communications, FFRPL and RPL representatives re communications plan development
Chili Public Library – Advocacy Information Session
City Council
City of Rochester Education Team
City of Rochester Revenue Committee
City Department of Recreation & Youth Services Commissioner, Marisol Ramos-Lopez; Luis Perez,
Director - Program Support and Expansion, Greater Rochester Summer Learning Association
City Department of Recreation & Youth Services Commissioner, Marisol Ramos-Lopez; Jeff Smink
City Director of Special Projects & Education Initiatives, Allen Williams; Brigid Hubberman, Family Reading
Partnership
Communication Plan Development Team
County Executive's Holiday Open House
Edge Evaluation Team
FFRPL Publishers' Circle Dinner at Memorial Art Gallery
International Sister Cities of Rochester Board
International Sister Cities of Rochester special event at West Edge, Cornhill Landing
MCLS Directors' Council day-long retreat
Monroe County Legislature (two meetings)
Monroe County Legislature's Ways & Means Committee
National Incident Management System training – City Emergency Communications Department
New Hire Orientation – Kate Gleason Auditorium
New York State Assemblyman, Joe Morelle
New York State Public Library System Directors conference call
Onondaga County Public Library conference call
Parent Leadership Training Institute at Central Library's Children's Center
Parent Leadership Training Institute strategic planning
Public Library System Directors' Organization (PULISDO) conference call
RPL Finance Committee; Freed Maxick representatives – 2016 financial audit review
RPL-MCLS Management Team day-long retreat
Roc the Future Convenors
Roc the Future Executive Committee (two meetings)
Roc the Future Kindergarten Readiness Team
Outreach and Events Team with Sally Snow
Rochesteriat & Washington Square Neighborhood Association reps – Stefanie and Jason Schwingle

MCLS Director's Report – January, 2017 (Continued)

Western New York Library Resources Council Regional Bibliographic Database grant conference call
Writers & Books Executive Director, Kyle Semmel; Reeves, Burton, Davis, Fuss
Zagster representative, Derek Stahlin (phone call)