



Director's Office

Monroe County Library System

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TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: May 15, 2017
SUBJECT: Monthly Report – May, 2017

Action Items

Proposed 2018 MCLS Budget (Agenda Item II.3)

Enclosed is the Proposed 2018 MCLS Budget, which was distributed for review by the Finance Committee and endorsed by the MCLS Directors' Council prior to the Board meeting. Below is a summary of expense changes:

1. We anticipate, based on the FY2017-18 RPL Central Budget, consistent operations support of \$6,770,000 from Monroe County, and no use of the MCLS fund balance for Central Library operations.
2. Commercial services (-\$8,000) are reduced in 2018 due to cyclical purchases of library cards, scheduled again in 2020.
3. Computer maintenance (-\$17,179) decreases are due to migration to a hosted ILS solution with The Library Corporation, removing several on-site servers from annual maintenance costs.
4. Increases in Professional Services (\$202,195) are based on plans for network cabling upgrades for several member library locations, which is an E-rate category 2 project. This will be voluntary participation by members and the system will bill individual members the balance of costs reimbursed through E-rate (projected at 85%), making the investment expense and revenue neutral for the system.
5. Membership increases (\$12,000) are due to new ILS and delivery-related initiatives, including eCard, OCLC connections to the ILS, and a new delivery service through the Rochester Regional Library Council.
6. Contract Services increases are based on estimated increases in NYS Senate Bullet Aid to member libraries, which are passed through the MCLS (\$250,000, an increase of \$50,000 from 2017 budget). This increase is offset by reducing prior expense and revenue lines for previously designated NYS member items and special grants that have not recurred in prior years.
7. Note that capital finance expenses (Bonds) are maintained by the County. The 2018 debt service is estimated flat from 2017, and will be revised based on County guidance. Any adjustments shall be made in fall 2017.

On the revenue side, we are projecting flat state aid for 2018 based on flat levels of 2017 State Aid. Contract payments will increase based on re-billing for E-rate Category 2 expenses, and Grants and Payments increase due to anticipated receipt of E-rate funds.

Based on projected expenses and revenues, we will not increase member cost shares, but will incorporate 1.5% inflationary increases in years 2019 and 2020 of the proposed 2018-20 MCLS Member Library Document of Understanding, currently under review by member directors.

BOARD ACTION REQUESTED: Approval of the Proposed 2018 MCLS Budget.

Update to 2017-18 Central Library Budget (Agenda Item II.4)

Since RPL Board approval of the Central Library budget in February, the State Budget passed, restoring the Governor's 4% reduction in aid to public libraries. For budget purposes, aid was estimated as flat from 2016 receipts, resulting in no changes to projected revenues.

Also since February, the City submitted final costs for several internal charges, such as costs for the new phone system and workers' compensation estimates that resulted in some revisions to expenses. The net changes of

increases/decreases offset each other. No changes are proposed in areas of staffing, benefits, or primary operations expenses.

The Central budget remains at \$10,423,700 as approved by the Board in February. We are distributing a revised expense summary, which reflects the minor chargeback changes described.

BOARD ACTION REQUESTED: Approval of the amended 2017-18 Central Library Budget.

Central Library Development Aid FY18 (Agenda Item II.5)

Enclosed is the proposed budget application for the expenditure of Central Library Development Aid for the 2017-18 fiscal year, flat from 2016-17. FY18 includes a shift of \$12,000 for additional e-materials expenses (total \$91,000) to focus on Overdrive book titles. We have eliminated proposed CLDA support of 428-7300 Central reference and support services line via third party, a project that has been delayed based on the recent phone system upgrades.

BOARD ACTION REQUESTED: Approval of Central Library Development Aid for the 2017-18 budget cycle.

Approval of MCLS Annual Report to the State (Agenda Item II.6)

The Monroe County Library System Annual Report for 2016 has been completed and requires board approval for submission to the New York Department of Education, Division of Library Development. This report reflects the financial and strategic planning accomplishments of the system. System member library reports are still pending, so total system activity numbers will be available at the point all member reports are submitted and approved.

BOARD ACTION REQUESTED: Approval of the NYS Annual Report for Libraries for 2016

Report Items

Patricia Uttaro, MCLS Director

Board Committee Review – Enclosed with your packet this month is the current list of Board Committees. After discussion at the April MCLS Board meeting regarding a method of acknowledging a “Patron of the Month,” it seemed the right time to review the existing committee structure and membership. In addition, we currently have two vacant seats and two trustees whose terms expire June 30, 2017, making it necessary for the Nominating Committee to reconvene to prepare nominations for the June meeting. Current committees include:

- Executive
- Nominating
- Finance
- Personnel
- Strategic Planning
- Liaison to RPL Board
- Liaison to RRLC Board
- Liaison to FFRPL Board

Are there other committees you think are necessary and useful? Please be prepared to discuss at the Board meeting.

Communication

Organ Donation via Library Cards – Proposed NYS Legislation – This bill would require libraries, other than school libraries, to place on library card applications a section for elective enrollment in the NYS organ

donor registry. The bill also applies to SUNY and CUNY applications. NYLA has provided the following information about this legislation:

- Bill Number - S.5283-B Jacobs / No Same As (Kearns to pick up in Assembly)
- Bill Title - Relates to registering as an organ donor on library card applications, and SUNY and CUNY applications.
- Bill Purpose - to increase enrollment in NYS Donate Life registry among difficult to reach populations.
- Summary of applicable provisions:
 - Directs “every library, other than a school library” to “ensure that space is provided on the application for a library card so that the applicant shall register or decline registration in the donate life registry;”
 - Requires the language on the library card application states, “in clear and conspicuous type,” the following: “You must fill out the following section: Would you like to be added to the Donate Life Registry? Check box ‘yes’ or ‘skip the question’.”
 - Regarding a library card applicant’s duty to address this section, and any duty of the library created by this law, the language provides “except where the application is made in person or electronically, failure to check a box shall not impair the validity of an application;”
 - Provides that failure to check ‘yes’ or checking ‘skip this question’ shall not be construed to imply a wish not to donate; further provides that for applicants under 16, checking ‘yes’ shall not constitute consent to make an anatomical gift or register for the registry except as otherwise provided by law
 - Requires SED & DOH Commissioners to develop instructional tools and materials for libraries to assist in the education of organ donation and enrollment in the registry, to be provided upon a library’s request at no charge
 - Requires SED Commissioner to promulgate regulations to provide financial assistance to libraries for creating new, compliant library card applications, “may” do so upon showing that the cost “would impose a financial hardship”
 - Adds representation to the interagency work group from “a Regent of the State University of New York” and “a representative of libraries in the State of New York.” The interagency work group is tasked with meeting “annually and as needed to review the status of the Donate Life Registry, to examine the steps that might be taken by state agencies to enhance its performance.”
- Identified Issues:
 - Makes responding to the question a precondition of approval of a library card application, and creates questions of validity of an approved application should the section be left blank;
 - Would potentially require transmission of library card applications to DOH, and invite NYS/its agencies to determine “validity” of a completed application where section is left blank;
 - Creates questions of custody and transmission of personally identifying health information, as well as fielding questions regarding the registry, along with potential liability concerns;
 - Creates further policy issues, including:
 - The state compelling local libraries to distribute state-approved language on library materials
 - Prospective patrons to consider end-of-life decisions as a precondition to using local taxpayer-funded services;
 - How libraries handle applications of patrons under 18, and under 16 especially
 - Vague language regarding a representative from the library community on the interstate work group;
 - The effective date of “immediately” is unworkable.

Within MCLS, members vary on whether they currently use an application for issuing library cards to adults. Implementation of this proposed legislation would require some member libraries to change their policies and procedures regarding library cards, which many see as an infringement on the authority of the library board. There are also significant concerns regarding patron privacy and increased workload for staff. NYLA is closely following the legislation and any updates on this will be shared with the board as received.

Collaboration

Staff & Trustee Development

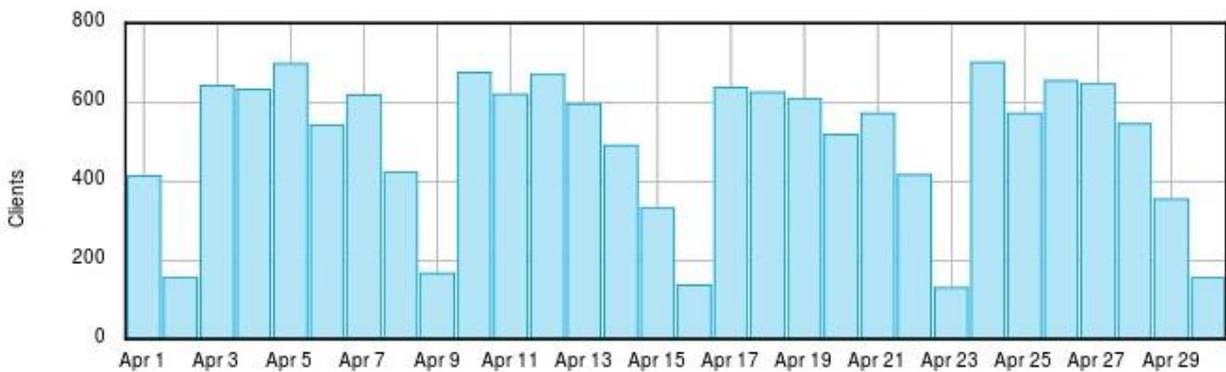
Assistant Director Snow continues to offer training sessions for MCLS trustees. Most recently, she presented a session at Brockport which 15 trustees attended. Reviews from the trustee participants were positive. Snow is planning a summer Trustee Symposium where the topic of roles and relationships between town boards and library boards will be the focus.

Technology

Library Automation Services, Brenda LaCrosse reporting

- Closed 563 Helpdesk tickets this period; 46 tickets currently open
- Took action on 56 emails from Patron Inquiries account
- Assisted 29 patrons through the overdrive.inquiries email account
- Assisted 41 patrons and staff members through the webmaster account
- Created 10 new email accounts. Deleted 6
- Approved 18 reviews in CatalogPlus
- Distributed the MCLS weekly events newsletter via Constant Contact to 2095 subscribers
- Filled 4 Library Card, 2 Early Literacy Card and 3 Barcode label orders
- Continued testing of new MCLS To Go app for CatalogPlus (wrapper for responsive mobile landing page). Worked with patrons and staff to identify issues; reported these to TLC.
- Ran and distributed 45 CARL Report Requests. (4 custom)
- Prepared 26 Monthly reports
- Created file of OCLC Deletes and did follow up after the file was processed
- Added 1 user to CARL.X Reports via the Staff Client
- Loaded 315 bib records for Biblioboard

Central library Wi-Fi usage – Clients per day– April 2017



MCLS Mobile Statistics – April 2017

Unique Users & Queries by Device

Device	Users	Queries	Downloads
Android	1,043	50,658	434
iPad	475	26,060	168
iPhone	1,626	96,895	552
iPod	30	2,084	6
Windows Phone	3	248	-
TOTAL	3,177	175,945	1,160

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

Search the Catalog	97,609
My Account	35,887
Digital Downloads	1,658
Photo Collection	512
Library Events	55
Library Locator	1,779
BookLook	168
Contact Us	86
Social Media	77
(Total)	137,831

MCLS Office

Sally Snow, Assistant Director

MCLS Office Statistics

- Mobile Learning Lab Requests: 11
- Library on the Go requests: 3

Overdrive

- eBook Circulation: 23,592
- Audiobook Circulation: 15,726
- Nook Periodicals Circulation: 631
- Video Circulation: 309
- Total: 40,258

Social Media (Alicia Gunther Reporting)

Facebook

- Page views - 533
- New page likes - 82
- Page Reach – 90,383 people
- Post engagements – 10,760
- Checked-in and mentions - 21 People
- Facebook Events Calendar - Individual events reached our visitors through the events calendar 7,744 times. Visitors went to our full events calendar 1,050 times, and 265 people engaged with the event on Facebook or linked to our MCLS page through the event
- Video Views – 6,633
- Responded to 1 message on Facebook
- Action button 12 people clicked on this button.

Twitter

Profile Visits

- Rochester Public Library - 736
- Monroe County Library System – 863

New Followers

- Rochester Public Library - 15
- Monroe County Library System - 13

Engagements

- Rochester Public Library - 267
- Monroe County Library System - 68

Favorites

- Rochester Public Library - 151
- Monroe County Library System - 33

Mentions

- Rochester Public Library - 44
- Monroe County Library System - 33

Instagram

- New Followers - 16
- Likes - 479
- Comments on a post - 17
- Mentions - 4
- Saves - 2

Tumblr

- New Followers - 0
- Notes - 0

Constant Contact Newsletter

- Subscribers who opened newsletter – 1,261
- Click-through - 68
- New subscribers - 31

YouTube Channel

- Video views - 378
- Videos added to playlists - 52
- New subscribers - 1
- Shares - 2
- Likes-3

Web Stories

- 2 Created

Digital Collections, Jeff Levine reporting

- Gale's Chris Herpers was contacted to discuss various databases including Small Business Resources, Career Transitions, Legal Forms, and several other business related resources. Mr. Herpers also sent me a template for creating promotional materials for some of the current Gale databases available, and they have been sent to Communications to be printed.
- Lynda.com representative Julie Whalen was contacted and ask to provide pricing information for this resource which offers over 250,000 online video tutorials covering 5,400 subject areas. While RRLC offers access to Lynda.com for regional staff, we consistently receive requests from patrons for this database.

- Flipster's Shantell Williams was contacted to discuss this digital periodical resource which covers hundreds of journal titles covering numerous topics. Digital periodical resources would be a possible substitute for print journals as this would save both space and the costs of binding or filming back issues of print material.
- Self-E's Cara Eakes sent over 300 catalog records for new titles by self-published authors to be downloaded into the MCLS catalog. We will promote e-books from this site at the monthly self-publishing book group which meets at the library the first Wednesday each month.
- CollectionHQ - Contacted Brendan Pearce, to see what the pricing would be for RPL only. This product uses evidence-based selection tools that allow users to see what titles are performing well at the local level to make sure the right book is placed in the right branch library, thereby making the best use of one's collection.

Outreach Services, Melanie Lewis reporting

General Services and Programs

- Outreach Librarians selected and delivered 457 library titles and digital downloads to 33 homebound patrons. Answered 43 additional reference questions for patrons, added 1 new in-home patron. Made 2 additional patron support visits.
- Outreach Station Team selected, pulled, charged and delivered 1,044 for 16 Library stations. Fulfilled 49 library station special requests
- Library Station Manager made 1 station support visit to Rochester Hudson Housing
- Outreach distributed 21 "Making Moves" re-entry resource packets to currently incarcerated individuals, Transitional Coordinators and parolees
- Outreach Coordinator conducted 2 small group sessions for 5 ex-offenders from VOA facility
- Outreach Librarians mailed 1 reference packet to 1 in-home patron
- Outreach delivered 150 paperback books to the Monroe County Correctional Facility
- Donated 35 materials of mixed format to the Shire at Culverton residential program in the City of Rochester

Outreach

Librarians attended Pinnacle Apartments Health Fair. Pinnacle Place is home to approximately 400 residents. 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 also offered April Program Calendars, Computer Lab Calendars, information about LROC (Library Resource Outreach Center), Hoopla and OverDrive materials, information about services offered by Extension; two residents signed up for cards. Approximately 35-40 residents visited our table. Pinnacle is also one of our Library Stations.

Librarians attended "Family Reading Night" at PUC Achieve Charter School. We distributed information on RPL's fine forgiveness program, Hoopla, Overdrive, distributed reading lists, issued library cards and participated in the program's table game format (for prizes).

Facilitated by Brighton Librarian Allison Helms, Outreach Coordinator and RPL's Children's Outreach Librarian attended a guided tour and information session at the YWCA's residential programs. We toured emergency, long-term and permanent housing settings, as well as the child care center. We learned about the YWCA's varied programs, services and philosophy, and briefly discussed opportunities for Outreach services. Distributed information on RPL programs, JIC (Job Information Center) and computer lab courses and schedule.

Other Activities

- Outreach Librarian Amy Discenza passed the Notary Public test in preparation to offer notary services to our shut-in patrons.

- Discenza began coursework in Public Library Administration Class with Jerry Nichols; attended RPL's Board meeting in relation to this coursework.
- On behalf of the Services & Programs faction of the Tech Center Working Group, Discenza (along with Kathy Sochia and Flo Morris) interviewed staff from the following divisions in order to assess their post-Technology Center technology needs: Business, Arts & Literature, Circulation, Science & History, Children's, and Reynolds Media Center. Amy also made a site visit with other staff to the Onondaga County Public Library on behalf of this group.
- Outreach Coordinator attended 2nd # 9 School Community Engagement Team, School Needs Assessment Meeting. Submitted first draft of resources report to Community School Site Coordinator; verbal report to committee.
- Outreach Coordinator met with Rachael Volpe, Team Leader of NY Serves Upstate Coordination Center at the Veterans' Outreach Center. Rachael shared updated information about the program, and continued discussion around library outreach services available to veterans.

Monthly Highlight:

Outreach Patron P J

Pat grew up with dreams and aspirations of becoming a high fashion model. After being rejected from the Barbizon School and Hotel because she was not 5'8", she decided to marry and raise a family. Years later, as a single parent she decided to pursue a degree in Police Science, and became one of Riverside County California's first female Sheriffs. She was positioned in the Riverside County Jail. There, she faced many challenges, mainly from other Sheriffs, who she says did not accept or respect her. After an incident in the jail, where she was stalked and threatened by a family member of an inmate, Patricia took night classes at UCLA, trained for and became a document examiner for the same county. Here she analyzed signatures for forgery and was trained to "look for deception" in texts.



In 2006, she was diagnosed with macular degeneration, and gradually lost her sight. She moved back to Monroe County to be near family. Pat stated the following about receiving services from Outreach: "It has made the difference between survival and non-survival and is my link between the inside and outside world." Since becoming an Outreach patron, Pat says she has broadened her literary tastes from just "chick lit" and has opened herself up to new literature. She is always receptive to try new genres. Outreach provides her with audio books on CD and downloads from the New York State Talking Book and Braille Library. It is always a pleasure to visit Pat and her dog "Yogi."

Central Library Highlights

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

Children's Services Consultant, Tonia Burton reporting

Education & Engagement

- Tonia Burton was asked by Marion French at WXXI to give testimony to Kevin Indovion, Creative Services, about the ongoing collaboration between MCLS and WXXI and to talk about PBS Kids from a parent's perspective. A short video was taped during the April Exploration Station. Burton is encouraging Dr. Reeves to give her testimony as well.

- Melora Miller and Xandi DiMatteo have been assisting a former teen ShaMiiiah, now a student at Continental School for Beauty, to create a grant submission for Youth As Resources funding. The theme is Hygiene 4 Health & Life Success, and is something that teens struggle with when they transition into adolescence. Good hygiene is critical for social and job success, and can alleviate bullying from peers. The grant would provide products and information to kids, while raising awareness of the effects of diet and exercise on hygiene issues. This would have a community partnership with libraries and at risk youth organizations. Most importantly, we are helping ShaMiiiah become an effective and confident community and health advocate by developing her literacy and speaking skills. Miller and DiMatteo have been editing her grant submission and advising her on community strategy for success. This young lady is a current and future force of youth empowerment!
- DiMatteo visited World of Inquiry (School 58) where she met 4 classes of 9th grade students. In addition to promoting libraries, recreational reading, and upcoming teen programs in May, the students gave some interesting feedback. When promoting a visiting author, one of the students mentioned that he was Sandra Uwiringiyimana's cousin AND that she knew Mr. and Mrs. Obama! Another student who LOVED reading mentioned that she wanted to be a librarian, which was thrilling – and allowed DiMatteo to promote the profession, which is multi-faceted and always in need of passionate people. DiMatteo had one entire class of students with special needs who were not enthused by reading books...NO PROBLEM! We discussed audio books, and in the case of summer reading, we talked about skinny books that are compelling reads. There were a lot of kids who loved *The Crossover*, *A Long to Water*, and *Diary of a Wimpy Kid*. They also got interested in some other books like *Booked*, *Stuck in Neutral*, *Pinned* and *Chess Rumble*. One of the inclusion teachers mentioned that she had never seen some of these kids get excited about books.

Programs

During April break, a spring Exploration Station was hosted by the Children's Center. The Children's Center continued to support learning in fun and creative ways by partnering with Care Rager, WXXI's Education Department and Tina Stevens, Environmental Educator Monroe County Department of Environmental Services. Burton, Rager, Hazen, and Stevens planned stations with the theme of Earth Day and Recycling and used the fable *Joseph Had a Little Overcoat* by Simms Taback to illustrate recycling. The moral of the story is that you can get something from nothing if you are creative, as the character did going from an overcoat to a vest, to a tie, and so on until he was left with a story. The Amerks Moose stopped by in the morning for some photos with patrons.

Raising a Reader (RAR)

Amy McLean organized a Spring Egg Hunt in Teen Central for families. McLean was assisted by AmeriCorps members Toshia Mitchell and Shawana Gibson in promoting the event at all RAR sites. When this report was sent to Rebecca Armstrong at the National RAR Office she replied: "You guys never cease to amaze me! We are putting this in our Programs newsletter as we speak. What creative and innovative ideas!!!! I love it! Absolutely love it!" The Raising a Reader National Office highlighted Rochester in the Affiliate Spotlight. Over 150 families in Rochester, NY attended a RAR-themed egg hunt at the Central Library. Sneaky library staffers hid hundreds of eggs all over the library. When the families came in, children searched for eggs that they could later trade for prizes. Meanwhile, parents participated by visiting three different stations on "Making Connections," "Brain Synapses" and watching the RAR Parent Video. After getting a stamp of completion from each station, they received a prize and were entered into a drawing. The event was a total success! Families had a wonderful time while learning about the importance of reading with their children. Great job Monroe County Library System!



imagineYOU, John Hylton reporting

Josh Pettinger's Music Production Workshop - The youth are learning new digital skills and enjoy the imagineYOU lab. The lab has transcended into a creative atmosphere. The youth enjoy workshops given by Sound Engineer, Josh Pettinger. Pettinger's workshops are very hands-on. The youth learn from his skills and knowledge and incorporate them into their individual projects. The youth work intensely on the workstations to create and design. Pettinger and I have been able to assess the teens' needs and understand that our approach to learning had to evolve with the teens. We learned that we get more results from smaller scheduled groups working on the same project or one-on-one engagements.



June Showcase Preparation - Youth are preparing, practicing and editing projects for imagineYOU's June showcase. The chance to share their talents and their projects has them excited and working hard.



imagineYOU Workstations - The imagineYOU workstations are a great tool for our digital skills learning program. The workstations allow the teens to take the skills they learned from the Music Production Class and use them to create their own music or edit a video they have been working on. The workstations are always being used and are an attraction to assist teens enhancing interests, exploration and self-development.

Branch Administration – Sarah Lydon, Community Services Librarian reporting

AmeriCorps – The AmeriCorps Members finished their seventh full month with the library. The two Community Navigators continue to perform very well, holding ten programs in April. Throughout this seventh month of service, the Rochester Public Library AmeriCorps members held or assisted with 15 special programs with 103 attendees (51 of which were from Community Navigator programming), helped 70 people apply for jobs or edit resumes and assisted or held 39 story times with 321 children.

The Community Navigators held 10 programs in April, with 51 attendees. So far for Year 2, we have had 302 attendees to programming with 226 pre/post-tests or surveys. The grant requires us to have 80 attendees, with 80 pre and post-tests for all of Year 2, by the end of September 2017. We are very quickly approaching my initial goal of quadrupling our attendance requirements for the year and the two Community Navigator Members are making important contacts within the community.

Our most well-attended programs continue to be our children's programs and we are receiving many compliments from the staff that assist us with them. We are currently averaging roughly 5 attendees at our adult programs, however, I would like to see that increase. Williams and Lubich-Claps are working very hard at community outreach, and I am hoping this will lead to an increase in adult attendance. Williams scheduled 3 meetings with outside organizations to promote programs in April, with two more planned for May. One of the most successful of these was contacting the St. Peter's Soup Kitchen. We held our first class there this month. We had a tabling session at the soup kitchen a week before the class to share information about programs, share the date of our job searching class, and to have a sign-up sheet for individuals who would like to schedule a one-

-on-one appointment in the branches for assistance. There were close to 200 people who attended the lunch that we spoke with; we had 11 people sign up for the job search class; had 12 people sign up for to schedule a one-on-one appointment at either Lyell or Arnett; and had three individuals return the next week to attend the job searching class. We were able to bring the mobile computer lab with us and walk attendees through job searching websites.

'Let's Talk Money-Tenant's Rights and Housing' Sully Library - We continue our 'Let's Talk Money' discussion series at Sully, Lyell, Arnett and now Wheatley. Our attendance is usually around 4 attendees per discussion session. The Community Navigators held a new programs this month titled 'Save, Spend, Giveaway' where children who attend make three jars. One to save their money in, one to put money they want to spend on things, and one to put ideas for how they can give their time away in. While the program was fun for attendees, it does require a lot of preparation at the beginning to collect jars, and needs a bit more refinement.



Shaquavia Williams and I both attended the Silo Busting Event coordinated by the Rochester Regional Library Council at the Rochester Brainery. It was a great opportunity to show some of the programs that the team has been working on.

Community Outreach - The members continue with their community outreach at various events and meetings throughout the community. The full list is located below. I had a meeting with Ted Colucci of Neighborworks to discuss collaborating on creating a four-part 'Personal Finance' workshop to be held in the branches. The workshop would focus on Budgeting, Credit, Banking and Long Range Planning/Retirement. We would also utilize the mobile computer lab as part of this program. For example, the first hour of the budgeting class would focus on the theoretical basics, while the second hour would be walking attendees through creating an Excel file to track their own budgets. The credit class would focus on the basics of a credit report, and also allow attendees to search for, and take home a copy of a credit report for themselves. I proposed having the library provide the mobile lab, patrons and space to Neighborworks in return for having them help us develop the content and train our members in how to present it, so that members can then take the program to other organizations in the future. Ted was very excited about this idea, and was optimistic about working together. He is bringing the proposal to his management team, and will be getting back to me with further details.

Anna Souannavang from the Gates Public Library approached me last month about working together to create educational programming on the opioid crisis occurring across the greater Rochester area. I thought this was a fantastic opportunity, and suggested bringing Sarah Bishopp-Velez in to work with us as well. We all met this month, and planned a panel discussion format for the program. The panel will be made up of a law enforcement representative, a medical expert to speak about the physiological effects of addiction, a medical expert to speak about the psychological effects of addiction and an advocate actively working on the opioid crisis. The aim is to provide a holistic overall picture of a current event from multiple perspectives. The discussion will be held at the Central Library on June 28th at 6:30 p.m., at the Sully Branch at a date in July or August, and at the Gates Public Library in July or August.

Parent Liaison for Edison Career and Technology School
Focus First Federal Credit Union
St. Peter's Soup Kitchen Outreach
St. Peter's Soup Kitchen Program

Neighborhood Meetings

Beechwood Neighborhood Association Meeting
Bensonhurst Neighborhood Association Meeting
Huntington Park Neighborhood Association Meeting
Lyell-Otis Neighborhood Association Meeting
Lyell Avenue Business Association Meeting
Huntington Park Association Meeting
East Main, Mustard, Atlantic (EMMA) Association Meeting

Collaborations/Planning

Opioid Addiction Panel Discussion (in collaboration with Gates Public Library)
Personal Finance Workshop (in collaboration with Neighborworks)

Business & Social Sciences, Darlene Richards reporting

It's been a busy month with the end of tax season winding down and people coming in down to the wire looking for tax forms and tax assistance. The New York State Department of Taxation and Finance Facilitated Self-Assistance Program ended on Wednesday April 12, 2017. Florence Morris who facilitated the program with New York State estimated that 100 clients were served and 59 tax return sets were prepared.

Community Outreach/Meetings

- Jennifer Byrnes met with Dali Yan, a woman starting a Consumer Directed Personal Assistance Service. They focused on the licensing and forms required to receive a Medicaid reimbursement. Jennifer also met with Brian Jackson of CurAegis, a company that makes a smart watch that monitors fatigue/drowsiness. Jennifer assisted with his market research.
- Darlene Richards met with a young woman looking for grants for Greater Harvest Church in Rochester. She was interested on looking for grants that focused on mentoring youth. The patron wanted a general understanding of the grants process. Darlene showed her resources and how to search the directory.
- Darlene also met with an individual who is a consultant. Doug Mabon from SCORE sent her to the library and Jennifer Byrnes did a presentation at the Rochester Professional Consultant's network on the Resources at the Central Library as she heard about us through them. She is seeking funds to put on an engagement project through music in San Antonio, Texas at a conference. She submitted a proposal and is part of the engagement committee for the conference. Darlene showed her the Foundation Center's grants to Individuals database, and suggested that in the future, she might want to consider turning her business into a nonprofit. It would be easier to navigate the grants system.
- Darlene met with two individuals from St. Luke and St. Simon Church. They were looking for grants to hire an evaluator to look at the church building and see what restoration needs to be done in order to restore their church. They also work with Rochester Interfaith Hospitality Network that provides housing to all denominations. They discussed how it might be useful to use that idea in order to pursue grants. I showed them the resources and the Foundation Directory Online database, common application, and told them I would follow up with further resources.
- Florence Morris is on the Technology Center Team - the sub team of the team she is on visited seven public service divisions to meet and interview them about their technology needs once the public computers are removed from the divisions and the Technology Center is created. She attended six of those interviews, asked questions, took notes, and posted the interviews on the Technology Center group. All were very interesting and engaging. On behalf of the Technology Team, she thanks everyone they met with and all who graciously and eagerly provided helpful information.

- Linda Halliburton and Jennifer Byrnes attended the April 25 Rochester Professional Consultants Network (RPCN) Annual Wall of Fame Gala and Dinner. Several years ago, the RPCN recognized Linda for her efforts to promote the RPCN with aspiring consultants by naming an annual award after her. This year, RPCN members Bob Lurz and Linda had the pleasure of giving the Linda Halliburton Friend of the RPCN award to Doug Mabon, who is a small business counselor with the Rochester Chapter of SCORE. This award is given to any non-member of RPCN whose devotion, dedication or efforts most benefitted the RPCN organization, its growth or its programs. Doug Mabon is one of the Business Division's biggest advocates.



Workshops, Programs, Tours

- Jennifer Byrnes hosted the First Wednesday for Small Business which discussed SBIR/STTR grants. Drake Thomas from the Small Business Development Center and Dan Keeley from High Tech Rochester were presenters.
- Jennifer Byrnes and Florence Morris hosted the BizKids program and assisted them with creating a business plan. The division has had the kids here several times in the past.
- Jennifer attended ROC Soup at the Wheatley Branch Library as one of the community resources available to people starting a small business.

Small Business Consulting

Linda Halliburton provided information for customers inquiring about starting a laundromat and salon. In addition, she worked with a customer who requested information on expanding her marketing of educational DVDs, which she produced.

Anecdotes

Linda Halliburton participated in the Life Hack-a-Thon event on Saturday, April 22 with “Missing Money-Do You have Any?” Linda searched for missing money/unclaimed funds in the New York State Unclaimed Funds database for a customer, who remembered that he lost track of a childhood savings account. The account was found in the Unclaimed Funds database, the customer completed the form to claim it from New York State, and he left, pleased that he will have a bit more money in his pocket when he receives the check from New York State.

Darlene Richards interacted with a patron who had just moved to Rochester. He said that he was a chef that was interested in sustainable farming. He was interested in obtaining employment working on a farm, also possibly being a boarder. She gave him the phone number for Cornell Cooperative Extension, CSAs in the area, looked at the Department of Agriculture's website and the North East Farmers Association website. He said he knew the library was the right place to come and that this had been the most productive half hour since he'd been in Rochester.

Science and History Division, Alla Levi reporting

Programs

- Got Health: “Doctor’s Appointments”
Dr. Ryan Pastena, a Preventive Medicine Resident at the University of Rochester Medical Center, presented a very informative health talk on how to get the most out of your doctor appointments. Program attendees were a highly engaged group and asked Dr. Pastena many great questions. Additionally, this was the first Got Health talk that we were able to live stream to Facebook. Within 24 hours, the video had 87 views! A big thank you to Alicia Gunther for live streaming the program for us! Our partners, U of R’s Center for Community Health, are very pleased with this increased publicity.
- Alzheimer’s Association: “Know the 10 Signs!”
Vince, our volunteer presenter from the Alzheimer’s Association, led another great discussion on dementia, this time on being able to recognize the ten key symptoms of Alzheimer’s disease. This program series is scheduled through June, 2017 and Sarah Bishopp-Velez may look at Monday or Wednesday evenings as a possible time, if we wish to continue the series in the fall. An evening program may attract a great audience.
- “Blubber Burger” nutrition program
Michelle Weiler from the Cornell Cooperative Extension presented an engaging talk on fat. Several people stayed up to half an hour after the program asking Michelle some really great nutrition questions. There were also a couple requests for repeating earlier nutrition topics, so Michelle and Sarah are planning programs for the summer.

Community Outreach

Alla Levi participated in/volunteered at a very exciting community outreach event. Paula Poundstone was in Rochester for a performance at the Hochstein School of Music and Dance. Poundstone is a national spokesperson for libraries, and at the end of her set, gave a shout out to libraries for the wonderful things libraries do for their communities. Here is what she said (paraphrased), “...I remember walking into a library and seeing a tutor and her adult student. The student was learning to read and was making great progress. I thought to myself what a wonderful situation where an adult swallows her pride and says I need help and meets up with a tutor at the Library and gets the help she needs. Libraries are nurturing places that can enrich peoples’ lives.” Ned Davis, Rebecca Fuss and Alla represented the Library at this event. Alla handed out bookmarks and other library literature to every person who walked into the auditorium for this event. About 500 people were reached with giveaways. Many responded that they love their library and how important it is to their lives.



Steve Nash was contacted and was asked to attend and represent the library at a program, "Letters from a Doughboy" on April 18 held at the Asbury First United Methodist Church. The author has incorporated letters written by her father and his service in WWI along with the historical timeline of the war into a PowerPoint presentation.

Meetings /Trainings/Professional Development

- Sarah Bishopp Velez attended Library Resource Outreach Center's monthly meeting with Marty Steinhauser. Some of the topics that were discussed included data gathering, the outreach office at the Cadillac Hotel, the possibility of working with the Anti-Poverty Initiative to expand services, and ways to "get out of the box" to find more people who might need help.
- Steve Nash was contacted by the Veterans Outreach Center and was asked to host the NY Serves Upstate's first In Progress Review (IPR). This event will involve up to 75 representatives from various agencies in the Finger Lakes region/WNY who serve the 70,000 multi-county area military veterans and their families. The event will take place in Kate Gleason Auditorium on May 8, 2017.
- Steve attended and represented the library at the Vietnam Veterans of America Chapter 20 annual dinner.
- Steve represented the library at a committee meeting formed by WXXI to plan library and community events around the upcoming PBS airing of Ken Burns new documentary on the Vietnam War.
- Kate Meddaugh attended the United States Patent & Trademark Office's patent and trademark training in Alexandria, VA from April 3-6, 2017. She writes that she "rekindled old friendships and resources and the first week that she got back, she had 5 appointments with people asking for patent and trademark information." Since then, she has had 4 more appointments.

Display Donation - Pittsford resident JT Ambrosi donated to the Central Library a museum quality wooden model of the U.S.S. Constitution. Frank Russo (Shipping) and Alla Levi (Science/History Division) picked up the model from JT's residence and delivered it to Central. The ship's new home is in the Science/History Division, just off the elevator on the third floor of the Bausch and Lomb Public Library Building. We are planning to add a sea and sky backdrop and beautiful new signage soon. Patty would like to do an unveiling to acknowledge the donation. See below for description of this ship.

Chuck Miller built museum quality wooden model of the U.S.S. Constitution with Plexiglas display case and ornate wooden table stand. The U.S.S. Constitution is a 44-gun frigate originally designed by Josiah Humphreys and William Doughty and built at Hartt's Shipyard in Boston. It was authorized by an act of Congress. Congress adopted the name "Constitution" when the frigate was launched on October 21, 1797.



Art and Literature, Martin Steinhauser reporting

Artist at Work: 6x6 Party

Harold Hacker Hall was the setting for the third annual 6x6 party, where the tables were laden with everything needed to create square artwork to donate to Rochester Contemporary Art Center's exhibit - or to take home. Among the group of library visitors making art were children and adults from the Urban League's "Project Ready Mentor" program. Librarian Mary Fraser facilitated the event, and helped to fill out forms and delivered any 6x6s that were being donated to Rochester Contemporary Art Center. As one participant wrote on the evaluation form "this program helped me to rediscover my love of painting."

Subject to Change Non-fiction discussion: "Bringing Poetry Alive" with Kitty Jospe

Poet and teacher Kitty Jospe led a lively discussion about poetry, with everyone in the group reading aloud poems that she had selected. She showed examples of poems that use the layout of print and blank spaces to enhance their meaning. She gave examples of how rhyming patterns, or the lack of, can affect our experience of poetry. Kitty had the group recite letter sounds, and listen to how the words chosen influence our response. Several poetry appreciation books were on display to peruse and check out. In the words of one attendee: "Excellent speaker; lively, charming, eloquent."

Pop-Up Craft Party- Ribbon Topiaries

On Saturday, April 8, the Arts Division hosted a Ribbon Topiary Pop-Up Craft Party. Patrons expressed their love of the fact that they have the freedom to be creative at these programs and allowed to express themselves through their simple artwork. One patron in particular mentioned that while she is very shy and reserved when it comes to creating things, she enjoys the community atmosphere and positive encouragement that the group brings to the program. It is helping her to feel more comfortable with sharing her artwork with others in the class. Patrons used paint, ribbon, burlap, moss, floral foam and clay pots to make their own unique topiary.



Self-Published Authors Group

April 12th marked the first day of this monthly facilitated group designed to support independent authors on their journey to self-publishing their written works. Our first group exceeded attendance expectations and Amy Gamet, local self-publishing expert and successful independent author, led this enthusiastic group which is part of our year-long Rochester Writes grant-funded program designed to engage and connect local area writers with the library and each other.

Drawing Series – Modeled Drawing: How to Describe Shape – Gina Zanolli

Drawing instructor Gina Zanolli taught another successful class in the Drawing Series. This was the third class, titled Modeled Drawing: How to Describe Shape. In this third workshop, students learned how to identify and name different shapes such as triangles, circles, rectangles and squares. While learning how to describe these shapes they were also introduced to Modeling. Modeling is a form of drawing that describes shape and weight. Students were given exercises to understand and practice this style of drawing. Modeling also preps the students for Composition which will be the fourth class in this four-part series of Drawing workshops.

Lecture-Victorian Insane Asylums

Dr. Eric Brewer, from the Nightshade Society, gave a fascinating lecture on Victorian Insane Asylums. In character as "Professor Wetware," he covered the 200-year history of asylums, concentrating on locations in New York State. He pointed out the significance of building layout and grounds. On display was a collection of electrotherapeutic devices used as shock therapy on patients. The lecture also included projected images of asylums, showing the deplorable conditions patients had to live under. As society began to view asylum patients as real people, asylums were seen as cruel places, and the methods used to treat the mentally ill became more humane. Brewer spoke about the Buffalo State Asylum for the Insane, now known as the Richardson Building. Designed by one of America's premier architects, Henry Hobson Richardson, with the famed landscape team of Frederick Law Olmsted and Calvert Vaux, the building was completed in the late 1800s. The building and grounds were designed to provide enlightened treatment for people with mental illness, and to provide their families a pleasing place to visit. Patients were admitted for a variety of reasons, including: "lunacy, laziness, acute mania, and melancholia." Some wealthy patients admitted themselves to get a break from day-to-day tedium, and used lunacy laws to rid themselves of their spouses and children. Patrons gave high marks for the program; some mentioned that they learned about Victorian architecture and how much the mental health profession has changed from brutal asylums to the helpful profession it is become today.

Dr. Eric Brewer is a psychiatrist at the Veterans Hospital in Canandaigua and an active member in Steampunk culture. 48 people attended the lecture.



Making Paper Beads – Aprille Byam

Artist Aprille Byam brought an interesting class to patrons of the Central Library's Arts Division. Aprille, aka Storychick, helps people understand how stories can improve their lives and strengthen the greater Rochester community through her radio performances (WAYOfm.org Saturdays @ 10am), classes and special projects throughout the year. Aprille uses the art of crafting paper beads to spur storytelling – either continuing a phrase or spinning a whole fresh tale. She taught patrons how to do a craft with a story attached. Patrons used upcycled paper (magazines, catalogs, wrapping paper, phone books, and books) to tell their own story. Patrons shared and made new connections with others in the class as each paper bead piece was made.



Songs of Suffrage: Resonanz, a select ensemble of the Rochester Oratorio Society

As part of the celebration of 100 years of women's suffrage in New York, Resonanz performed a concert which included songs sung by suffragists, and songs about a famous advocate for women suffrage, Harriet Tubman. The hour-long concert was held in Harold Hacker Hall. 38 people attended.

Poetry Writing Workshop: Playing With the Power of the Line

Our question was "is there enough interest in writing poetry to fill a Rochester Writes workshop? Should we even bother offering one?" The answer is a resounding yes. Kitty Jospe, our Poetry Oasis leader, led this group in a unique poetry writing workshop open to poetry writers of all levels. Kitty's enthusiastic and sunny style

brings life and excitement to poetry writing and provides encouragement to anyone seeking inspiration and direction.

Meetings/Other

- **Andy Coyle** reported the WLPR blog had 15,932 hits in the month of April. The first issue of the digital literary journal Rundelania (rundelania.com) went live on April 29. Check it out.
- After librarian **Mary Fraser** taught basic ukulele classes at the Hack-a-thon event on April 22, 6 new ukuleles were available for the public to check out with their Monroe County Library System card. The library ukuleles were purchased thanks to the Friends and Foundation of the Rochester Public Library and Bernunzio Uptown Music, and all have been checked out.
- **Alicia Gunther, Shelley Matthews** along other library staff members attended the Rochester City Living Expo at the Rochester Town Hall. Attendees that stopped by our table were able to take home books about city living and urban gardening. We shared a lot of information about resources available at the library and patrons were able to decorate paper quilt squares to add to our story quilt about why living in the city is awesome.
- **Carol Moldt** attended two community meetings with WXXI - on April 3 and April 28. WXXI asked the library to partner with them in planning community programs related to the release of the new Ken Burns Vietnam War series to be aired in the fall. Judy Schewe, Steve Nash, Michelle Finn and Carol are working with WXXI to plan a library preview screening and related programs here at Central. They are also working with MuCCC (Multi-use Community Cultural Center) in assisting them with a local Vietnam War local author reading and exhibit.
- **Martin Steinhäuser** attended the Library Resource Outreach Center monthly Board meeting. Andy Carey and Nicholas Coulter came to the April Supervisors meeting and did a presentation about LROC services offered at Central.

Reynolds Media Center, Joseph Born reporting

- **Reference:** RMC handled 1,618 in-person reference transactions, 145 reference questions over the phone, 2 emails. RMC also answered 523 non-reference questions.
- **Circulation:** RMC circulated 14,986 items or 57% of the Central Library's total circulation of 26,544 (before renewals from Catalog Plus, Classic Catalog and Telephone are added.)
- **Hoopla:** Hoopla circulations in April totaled 1,039: (264 Movies/TV, 315 Audiobooks, 168 Music, 153 eBooks, 139 Comics.) 297 patrons used the service during April with 48 new users registering. Average cost for March was \$1.99/item. Five non-City residents asked at RMC about getting Hoopla.
- **Door Count:** In April, the door count in RMC averaged 477 /day during the week with Mondays still being the busiest. Door counts on the Monday and Wednesday nights between 6pm and 8:30pm averaged 53 and the door count on Fridays between 5pm and 6pm has averaged 40.
- **Reynolds Media Center** recorded and helped edit, for uploading on the web, 4 BSI (Books Sandwiched- In) programs.

Programs

- **Life Hack-a-Thon**
Judy Schewe led a team of several staff members and organized a 3-hour program where patrons could learn 25 different "life skills" in various rooms of the Central Library on Saturday April 22nd.
- **Media in Focus**
"Celebrate International Jazz Month" Derrick Lucas from Jazz 90.1 was in the Reynolds Media Center streaming jazz music and answering questions about Jazz and its history.
- **Generation Listen**
"Predicting the Effects of Climate Change" with moderators, Mona Seghatoleslami from WXXI and Lawrence Torcello from RIT.

- **Short Films Sandwiched In**

Brian DiNitto presented 2 programs featuring short films entered into the “Movies on a Shoestring” festival.

- **See It First**

This film series continued with the showing of “Fantastic Beasts and Where They Come From”.

MCLS Town Library Highlights

Betsy Gilbert Reporting

Brighton Memorial Library – Jennifer Ries-Taggart, Director

The next building project for the library will be the foyer. The library did a 1980s theme with contests and displays, which staff and patrons enjoyed. The Volunteer and Staff recognition event is on May 18th at Pomodoro's.

Chili Public Library – Jeff Baker, Director

The library will receive a Cultural Arts Award from the Gates Chili Chamber of Commerce. The Friends purchased a 3D printer for the library. They are working with Causewave to help establish a library foundation.

Fairport Public Library – Betsy Gilbert, Director

The library's budget hearing was on May 2. The Teen Book Festival is on May 20th at Nazareth College. The Fairport Library was named the Rochester Regional Library Council's Public Library of the Year.

Gates Public Library – Greg Benoit, Director

The library's wine tasting event was very successful with 118 people attending. They made \$8,600 on the event and spent \$1,000. They hope to hold this event again in the future.

Greece Public Library – Cassie Guthrie, Director

The library is getting a new service desk that will be a mixed circulation and information desk. They are holding sensory sensitive story times which have been very successful.

Henrietta Public Library - Adrienne Furness, Director

The building planning committee is holding biweekly meetings. They are doing many pop up libraries, and have added an additional dinosaur costume to meet demand. Adrienne was on Connections with Evan Dawson, along Laura Linz from Henrietta and Amy Holland from Irondequoit, to talk about Children's Book Week. The library earned an honorable mention in the Rochester Regional Library Council Library of the Year contest.

Irondequoit Public Library - Terry Buford, Director

The library had 154,000 wifi logins last year.

Newman Riga Library – Lynn Brown, Director

The library is having a book sale on June 1, 2, and 3.

Ogden Farmers' Library - John Cohen, Director

The library is working on the purchase of a 3D printer. The income on their annual auction with the Kiwanis increased 25% this year. They are adding overhead projection system to the meeting room. The library has been doing a series of gardening programs for adults and children this Spring.

Parma Public Library - Becky Tantillo, Director

Becky has given her resignation and will be leaving the library on June 30th. The job will be posted soon. The library needs a new roof. They are sending a bus to the Teen Book Festival. The Friends are having a book sale.

Penfield Public Library – Bernadette Brinkman, Director

The Library is partnering with Lincoln Center Local to bring free screenings of Lincoln Center's performances to the community. On May 7th they had a screening of "SINATRA: Voice for a Century" that was originally broadcast on December 18, 2015.

Pittsford Community Library – Rhonda Rossman, Director

The library is having a book sale. They are starting the 1,000 books before kindergarten program. An additional study room has been added.

Rush Public Library - Kirsten Flass, Director

The Friends of the Rush Library invite you to their annual High Tea Fundraiser, to benefit summer reading, on Saturday May 13th. This year, to honor the 100th anniversary of women's right to vote, they invited Jeanne Gehret to portray Susan B. Anthony in period costume.

Webster Public Library - Terri Bennett, Director

The library recently had a book sale which raised \$7,000. The library now provides a permanent location in the library where Webster artists of all types can display their original creations on a monthly basis free of charge.

Selected Meetings & Outputs

Director Uttaro (April 18 – May 10, 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)
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)

Central Library Tech Center Programs and Services Team
City Council Capital Improvement Program (CIP) Hearing
City Council Committee
City Council Finance Committee Chair and Liaison to RPL Board, Carolee Conklin; Brie Harrison
FFRPL Donor Meeting – Eileen Riedman; Ned Davis
Genesee Country Village and Museum President, Becky Wehle
International Sister Cities of Rochester (ISCOR) Board at City Hall
Long Island University Advanced Certification in Public Library Administration Professional Development Program – Jerry Nichols – in Kate Gleason Auditorium
Microsoft Outlook 365 day-long training
Vivian Pallodoro, *Growing Downtown Rochester*
RPL-MCLS Staff Association Retirement Coffee Hour for Donna Silverman
RRLC Data Dashboard Workshop
RRLC Silo Busting Bonanza at The Brainery
Roc the Future Conveners at United Way
State of the County Address at MCC Downtown Campus, Morrie Silver Way
University of Rochester's Vice Provost and Andrew H. and Janet Dayton Neilly Dean of River Campus Libraries, Mary Ann Mavrinnac

Email Activity

User Principal Name	Send Actions	Receive Actions
Patricia Uttaro	728	3,759
Brie Harrison	271	1,528
Sally Snow	329	1,978
Tolley Reeves	493	1,557