



Director's Office

Monroe County Library System

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TO: MCLS Board of Trustees
FROM: Patricia Uttaro, Director
DATE: November 20, 2017
SUBJECT: Monthly Report – November, 2017

Action Items

MCLS Nominating Committee Recommendations (Agenda Item II.3)

New York State Education Law (Section 225.4) authorizes library boards to "...fill any vacancy occurring in the office of any trustee by electing another for the unexpired term..." Therefore, the MCLS Board Nominating Committee recommends the appointment of William Yust to fulfill the unexpired term of Adrienne Cavallaro, who resigned from the Board in 2015 prior to the expiration of her term in June, 2020. The Nominating Committee also recommends Christopher Corcoran as a candidate to fill the remaining open seat on the MCLS Board. Both Mr. Yust's and Mr. Corcoran's resumes are included with the packet, and the MCLS Board Nominating Committee believes that their respective expertise and enthusiasm will serve MCLS well. Members of the Nominating Committee will be available to provide further information and respond to any questions at the Board meeting.

BOARD ACTION REQUESTED: Approval of the appointment of William Yust to fulfill the unexpired term of Adrienne Cavallaro, in accordance with New York State Education Law and the MCLS Board's bylaws; and approval to forward the candidacy of Mr. Corcoran to the Monroe County Executive's Office for consideration of recommending to the Monroe County Legislature his appointment to the MCLS Board for a full five-year term.

Professional Services Agreement for 2018-20 Town Library Liaison (Agenda Item II.4)

Per the MCLS Member Agreement, the Directors' Council selects a town library director to represent them on the MCLS/RPL Management Team. The liaison has historically served as the chair of the System Services Operations Committee prior to serving as MCLS liaison. Penfield Library Director Bernadette Brinkman has been selected by the Directors' Council to serve from January 2018 through December 2020. The liaison is required to do the following:

- Participate in the MCLS Strategic Planning Process and annual work plan development.
- Attend meetings of the MCLS and Rochester Public Library (RPL) Management Team and other appropriate management meetings as scheduled by the RPL/MCLS.
- Facilitate all meetings of the Town Library Directors Council, solicit input on issues either under consideration or recommend for consideration by the RPL\MCLS Management team, and consult with the Council on System management issues under discussion.
- Represent the concerns of the MCLS member libraries at scheduled MCLS/RPL Management Team meetings and function as an equal partner in decisions and discussions on matters pertaining to the MCLS.
- Develop written reports concerning Management Team meetings for distribution to the Directors' Council.
- Attend MCLS Board meetings and make reports as necessary.
- Attend System Services and Operations Committee meetings and produce and distribute the Directors' Council agenda.
- Facilitate all meetings of the MCLS Directors' Council.
- Occasionally supervise and direct the activities of ad hoc system teams as designated by the MCLS Strategic Plan of Service.
- Work an average of 6 hours per week on MCLS Liaison activities.

Ms. Brinkman will receive a sum not to exceed \$48,000 in thirty six (36) equal monthly installments of \$1,333.33. The Penfield Public Library Board of Trustees shall authorize the activities of Ms. Brinkman as liaison at its December Board meeting.

BOARD ACTION REQUESTED: Authorization to enter into a contract with Bernadette Brinkman for work as MCLS Town Liaison from 2018 through 2020, at a cost not to exceed \$48,000.

2018 MCLS Board Meeting Schedule (Agenda Item II.5)

The proposed MCLS Board of Trustee meeting dates for 2018 are:

- January 22 (one week later due to MLK Holiday)
- February 26 (joint meeting with RPL Board for budget purposes; this year on the MCLS schedule, so Monday at 12:15)
- March 19
- April 16
- May 21
- June 18
- August 20
- September 17
- October 15
- November 19

BOARD ACTION REQUESTED: Approval of 2018 Board of Trustee meetings.

MCLS Document of Understanding Three-Year Agreement, 2018-2020 (Agenda Item II.6)

The revised MCLS Document of Understanding was developed by the RPL/MCLS Management Team in consultation with MCLS member library directors over the last year. The agreement was endorsed by the Directors Council, and all member library boards have approved the document and its appendices. MCLS trustees were provided with a packet including the DOU and all appendices at the October meeting. This agreement will govern the relationship between the Monroe County Library System and its member libraries, setting forth expectations for both the system and its members in areas of resource sharing, technology, and governance.

BOARD ACTION REQUESTED: Approval of the 2018-2020 MCLS Document of Understanding and appendices.

Report Items

Patricia Uttaro, MCLS Director

Recommended Reading

- *Library Ranking Europe* - Maija Berndtson and Mats Öström are two experienced but retired library directors from Finland and Sweden. In 2014, Maija and Mats founded Library Ranking Europe, an independent institution with the aim to create a tool to aid the development of quality in public libraries. I thought this was an interesting approach to providing library directors with independent feedback on their libraries. <http://libraryranking.com/>
- *Kids & Family Reading Report* - <http://www.scholastic.com/readingreport/key-findings.htm>
- *Creating a Culture of Reading in Rochester* – Mayor Warren asked me to write an essay in response to Erica Bryant’s article in the *Democrat & Chronicle* about the “reading crisis” in Rochester. The *D&C* declined to publish the piece that was submitted, so I published it on my blog. <https://itsallaboutthebook.org/2017/11/13/creating-a-culture-of-reading-in-rochester/>

- *NYC Libraries Forgive All Childrens' Fines* - https://www.nytimes.com/2017/10/18/nyregion/new-york-city-libraries-amnesty-childrens-fines.html?_r=0
- *Ask A Lawyer Service* - The Rochester Regional Library Council provides free access to an “Ask a Lawyer” service hosted by the Western NY Resources Council. Recently, Laura Osterhout of RRLC shared that a page of questions that has been asked and answered is available for review. I thought some of our MCLS Trustees might be interested in the types of questions being asked. <https://wnylrc.org/ask-a-lawyer#RAQ>

Upcoming Events

- November 20, 5:30 pm – International Sister Cities of Rochester Annual Reception at City Hall, second floor atrium.
- November 30, 4:00 pm – A Conversation with David Osborne - The Progressive Policy Institute, E3 Rochester and the Max and Marian Farash Charitable Foundation host the release of David Osborne's new book, Reinventing America's Schools: Creating a 21st Century Education System. RSVP to prosbroom-schlierf@farashfoundation.org or 585-218-9855 x1804.
- December 12, 6:00 pm – County Legislature Budget Hearing. Would any trustees like to speak prior to the full Legislature meeting?

Communication

Literacy Volunteers Brain Games – MCLS was represented this year in the LVR “Brain Games” by the intrepid team of Patty Uttaro, Bob Scheffel (Reynolds Media Center), Cynthia Dana (Central Circulation), and Brie Harrison. The MCLS Team managed to squeak into the semi-finals, where we were defeated by this question:

Which of these parks was NOT designed by Frederick Law Olmstead? Highland Park, Brown's Square, Cobbs Hill Park, or Seneca Park?



Collaboration

LROC Update – Librarian Sarah Bishopp Velez shares this news from Library Resource Outreach Center: With the holidays fast approaching, let's take a moment and remember that many in our community are unable to meet their most basic needs. The Library Resource Outreach Center, aka LROC, could use a helping hand as they try to assist the homeless with finding resources and housing. They have expressed a need for:

- energy/granola bars
- water bottles
- women's hygiene products
- new socks

If you would like to help out, please bring donated items to the 3rd floor Science & History Division, in the Bausch & Lomb Public Library Building of the Central Library. We will store these items for LROC in our staff area, since they are tight on space in their own office. Unfortunately, we cannot take donations of coats or hats at this time.

Overdrive Advantage Plus – MCLS Member Directors voted in October to implement a new buying and sharing model for Overdrive, the system's primary vendor for e-content. Members may now set up Advantage Plus accounts, which will allow them to buy content that is shared first with residents of their own service areas. Once demand for the content is satisfied within the service area, it will then be shared system-wide. AD Snow and MCLS Assistant Suzanne Macaulay continued to work on evaluating the Overdrive reports and how best to minimize wait times for holds. Macaulay will spend the remaining system standing order plan money to fill outstanding holds list at a 10-1 ratio. The MCLS office will continue to evaluate how Advantage Plus affects item availability and how to purchase going forward to best serve the needs of the system libraries not using Advantage Plus.

Staff Development

October was a busy month for staff and trustee development. On October 14, NYLA Sustainability Initiative members Rebekkah Smith Aldrich and Matthew Bollerman delivered a Sustainability Workshop for 28 MCLS trustees and directors. Aldrich and Bollerman led a lively discussion about the future path for libraries and how trustees, staff and community members can prepare to address changes in what we do.

On October 20, the MCLS Emerging Technology Committee hosted a full-day symposium on The Future of Reading. Speakers included Eric Hellman, founder of UnGlueIt, an independent e-publisher; James English, co-developer of the New York Public Library Simply-E e-book platform and reader, and several other experts on reading in all its forms. More than 50 people attended the thought-provoking symposium, which was held at The Strong. The speakers and MCLS staff Greg Benoit (Gates) and Bob Scheffel (Central) appeared on Evan Dawson's "Connections" radio show the day prior and fielded some very interesting questions from Evan and his audience regarding the process of reading.

Technology

Library Automation Services, Brenda LaCrosse reporting

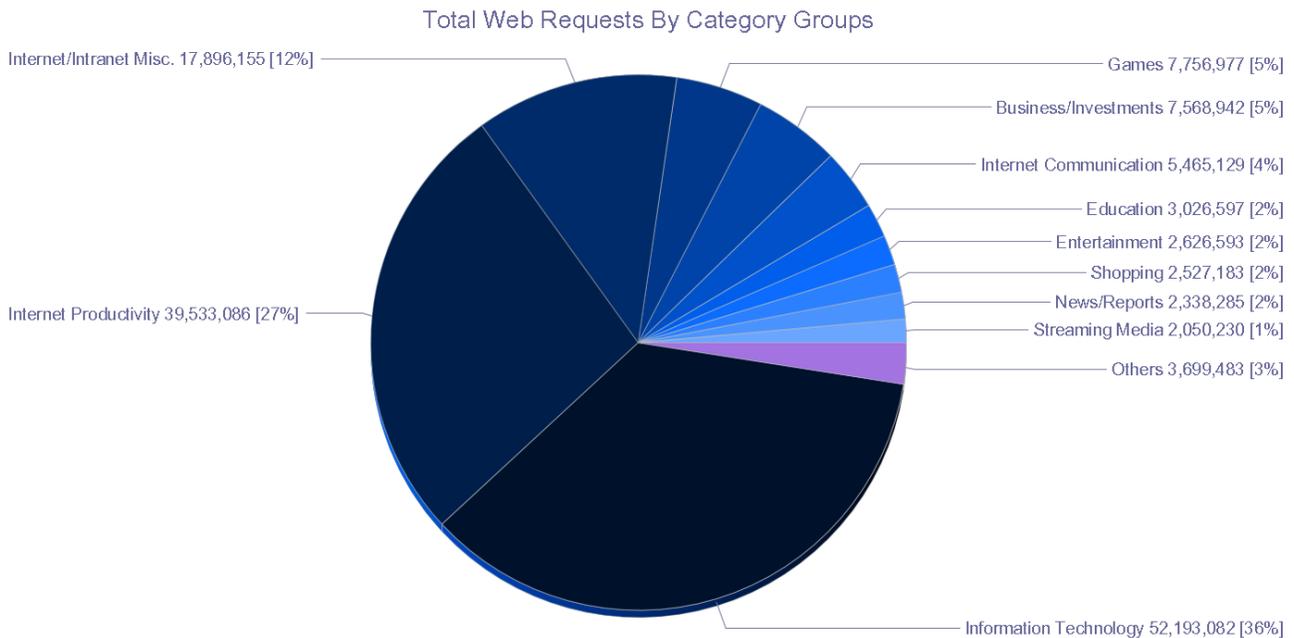
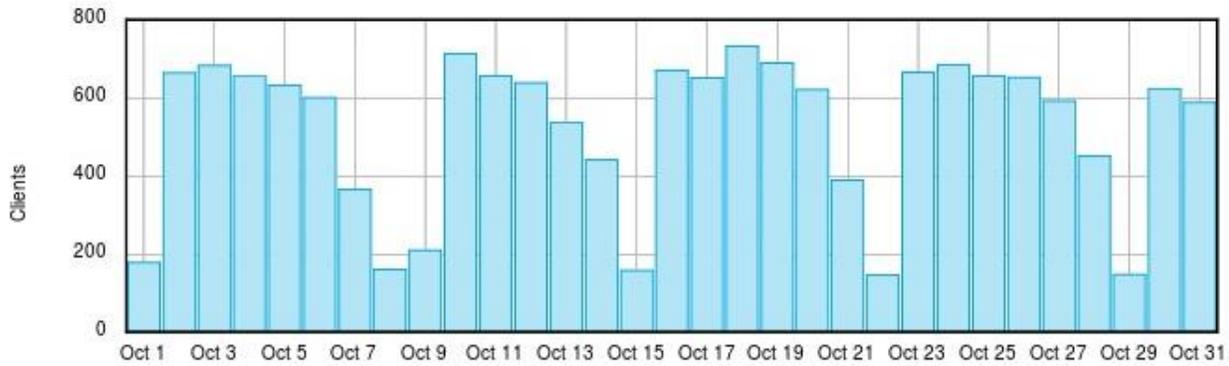
LAS had a busy month managing the cut-over to the hosted environment for CARL. All staff turned in stellar performances this month, turning around system issues quickly and efficiently. One member library shared this:

On a Saturday afternoon at around 3.10pm, CARL collapsed and a lot of services were inaccessible. I submitted a Help Desk ticket and within minutes, Brenda responded and was on it. Within 45 minutes, it was back up and running. It's pretty remarkable and thought you should know that she took care of something so unexpected and consequential and had our services restored so quickly. This isn't the first time she's come through like this.

Miscellaneous Activities

- Closed 665 Helpdesk tickets this period; 62 tickets currently open
- Took action on 123 emails from Patron Inquiries account
- Assisted 21 patrons through the overdrive.inquiries email account
- Assisted 21 patrons and staff members through the webmaster account
- Created 8 new email accounts. Deleted 8
- Approved 15 reviews in CatalogPlus
- Ran and distributed 65 CARL Report Requests. (11 custom)
- Prepared 26 Monthly reports
- Moved *Rochester Images* to the main catalog

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



MCLS Office

Assistant Director Snow reporting

- At the October Directors' Council meeting Snow gave a presentation to the MCLS Directors' Council on crisis communications planning, what it is and why it is important. Snow had recently participated in a webinar with Urban Libraries Council that featured the Columbus Metropolitan Library System's crisis plan and how they used it to effectively manage a shooting incident at their main branch. While many of our libraries are prepared to manage their physical assets with a disaster plan, it is just as important to have a communication plan to restore confidence and normalcy as quickly as possible after a crisis.
- The Public Library System Directors' Organization (PULISDO) of New York State has been tasked with crafting language for a new minimum standard for trustee training. Snow volunteered to work with the Trustee Education Regulation Committee assigned to this. The group met via web chat and began to discuss how to build the requirements for training, how many hours would be feasible, who would deliver the training, and how it would be tracked. The group is doing some homework now, studying other trustee training requirements for school systems and libraries in other states.

- The Penfield Public Library Board of Trustees requested that Snow visit their meeting and discuss strategic planning. The board is in the midst of their planning process and Snow gave them some tips for gathering community input to discover what needs the library can fill. One of the trustees had been to the “Sustainable Libraries” presentation at the Trustee Symposium the week before and was very excited to include that knowledge in the planning process.
- The new Parma Public Library Director, Leslie Boedicker, came for a tour of Central and a basic orientation to MCLS. Since Boedicker is new to MCLS and a first time director, Snow will be meeting with her monthly for at least a year, to answer any questions she might have about budget, personnel, advocacy, etc.

MCLS Administration Statistics

Mobile Learning Lab Requests: 1

Library on the Go requests: 2

Overdrive

- eBook Circulation: 26,394
- Audiobook Circulation: 14,596
- Video Circulation: 262
- Total: 41,252

Suggestions, Feedback and Comments: 3

Interlibrary Loan:

- Lending
 - Requests Received = 901
 - Requests Filled = 385
- Borrowing
 - Requests Received = 59
 - Requests Filled = 50

Meeting Room Totals for September:

- Total Number of calls: 25
- Outside inquiries: 17
- City/County: 3
- Staff: 5
- Total Emails: 33
- Outside inquiries: 8
- City/County: 1
- Staff: 8
- Number of rooms/events booked for the months of September: 115

Social Media (Alicia Gunther Reporting)

Facebook

- Page views – 5,637
- New page likes – 39
- Page Reach – 49,064 people
- Post engagements – 3,448
- Checked in and mentions – 26 People
- Facebook Events Calendar - Individual events reached our visitors through the events calendar 1,325 times. Visitors went to our full events calendar 886 times, and 126 people engaged with the event on Facebook or linked to our MCLS page through the event
- Video Views – 4,642
- Responded to 7 messages on Facebook
- Actions on Page- 12 people clicked on this button.

Twitter

Profile Visits

- Rochester Public Library - 690
- Monroe County Library System – 903

New Followers

- Rochester Public Library – 17
- Monroe County Library System – 17

Engagements

- Rochester Public Library - 195
- Monroe County Library System - 18

Favorites

- Rochester Public Library - 87
- Monroe County Library System - 7

Mentions

- Rochester Public Library - 48
- Monroe County Library System - 18

Instagram

- New Followers – 20
- Likes – 186
- Comments on a post - 7
- Mentions – 5
- Saves - 6
- Engagements - 199

Tumblr

- New Followers - 0
- Notes - 1

Constant Contact Newsletter

- Subscribers who opened newsletter – 1152
- Click throughs – 79
- New subscribers – 15

Google+

- Profile Followers - 0
- Collection Followers - 2
- Post Shares - 4
- Views - 154
- Likes - 0
- Comments - 0

YouTube Channel

- Video views – 415
- Videos added to playlists – 36
- New subscribers – 2
- Shares - 7
- Likes - 2
- Comments - 0

Web Stories

- 2 Created

Outreach Services (Melanie Lewis Reporting)

General Services and Programs

- The Outreach Station Team selected, pulled, charged and packed 978 materials for 14 circulating stations, fulfilled 31 special requests, and selected 35 titles for one donation-based station.
- Outreach Librarians selected and delivered 475 library titles and digital downloads for 29 patrons, including 2 mailed digital cassettes with 66 titles.
- Outreach distributed 17 “Making Moves” reentry resource packets to currently incarcerated individuals, Transitional Coordinators and parolees.
- Librarians made one tech support visit, providing one-on-one assistance (OverDrive for Kindle).
- Completed distribution of Summer Reading prizes to participants.
- Mailed 2 reference packets to one in home patron.

Station Support Visits

- Brentland Woods, located in Henrietta, is part of the Episcopal Senior Living Franchise. The assisted living facility is home to 50-55 residents, about ¾ of whom have dementia. They expressed interest in our Bifolkal and Experience Kits and made minor adjustments to their station profile.
- Crest Manor Living & Rehabilitation Center is a Skilled Nursing Facility in Fairport. It is home to 78 long-term residents and up to 68 short-term rehab patients. The majority of residents are female, Caucasian, and at least 80 years old. Many of them have memory issues. According to the Activities Director, about 25% percent of Crest Manor residents are readers.

Outreach

Outreach Librarians and Central Computer Lab Librarian Magdy Carillo conducted the first open computer lab hours at Rochester Housing Authority's Hudson Housing for Seniors/Disabled. We assisted residents with general computer, smartphone and iPad issues. One patron, concerned with the safety and welfare of family and friends, spent over an hour with Magdy gathering information and details on Hurricane Maria.

In Home Spotlight: Maddie G.

We first met Maddie in 2015 when she attended Monroe County “Salute to Seniors” at Ontario Beach Park with friends from a YMCA group. She shared with us that she loved the library and reading but had some barriers to getting to the library for thrillers she loves to devour. After working through some issues and logistics (one being what she calls “bad dogs”), Maddie is now in a routine where we meet her during her day program at Penfield YMCA. She receives transportation to and from the program and we are able to trade books. Maddie, an only child, says reading has been her “best friend” since the beginning. Now a widow, she says once again reading is her constant companion. She states “reading doesn’t argue, doesn’t talk back, and is there for my pleasure.” Maddie is very social, has an upbeat personality and we enjoy her company each time we see her.



Central Library Updates

Assistant Directors Snow and Reeves reporting

Children's Services Consultant, Tonia Burton reporting

Raising a Reader

With over 30 storytimes out in the community and eight family events at different centers, this has been a busy month. We have also added two new Raising a Reader sites: the Volunteers of America Children's Center (Lake Avenue) and Early Childhood School #57 (Costar Street; near Lyell Ave). A mother and her son decorated pumpkins at the "Fall into Books" Raising a Reader Kick-off at Early Headstart on North Street.



Author Visit

This year, the Greater Rochester Teen Read Week featured author Paul Griffin. Central Library hosted an afterschool event that attracted teens and literacy professionals. Griffin's presentation was intense and at times gut-wrenching. He encouraged teens to "find their story," linking it to concrete examples like getting a job, getting into college, or pursuing a grant or financial backing for a project. This resonated strongly with the audience. He generously shared personal stories and photos, and teens reciprocated with personal confidences of their own. After his presentation, Griffin signed prize books from the Friends and Foundation of Rochester Public Library. Central Library also hosted Griffin for two class visits from area schools. Wilson Foundation Academy brought a class of students who are on the Autism spectrum. They enjoyed Griffin's presentation and had great questions for him. The other class was from West Irondequoit's Dade Middle School. They spoke about the process of writing, where Griffin got his inspiration from, and how they could be future published authors. The students got to eat lunch with Griffin, and really had fun!



During Griffin's visit to Fairport High School, a teen girl gave him a note, which revealed that she had been contemplating suicide. Griffin has communicated with school staff to get that teen the help she needs. He has had a lot of practice saving lives.

In addition, Griffin visited the Monroe County Detention Center in Rush, where he spent almost 3 hours. Teens were completely engaged and responsive. While Griffin was signing a book for a 14 year old, they had a quiet and intense conversation. When I looked over, the young man was weeping silently. He had only known Griffin for about 35 minutes. When we went into the room to present to the young women, one of them asked "How long will we have to pay attention to this guy?" Griffin signed their books and we got up to leave...sure enough, that girl asked him to "Stay a little longer, please."

I promoted the library as a resource for teens, and urged teens to come to Teen Central when they were back in Rochester. Griffin thought the teens were great, and was very impressed by the dedication of the Monroe County Children's Center staff. It was clear that they had a lot compassion and support for the teens there, and that encouragement came from their hearts. Griffin visited the incarcerated youth pro bono; helping at risk teens is his passion and he has a big heart.

Outreach/Community Contacts

- Burton joined Rosa Diaz (Lincoln) for the Pumpkin Farm event at Ibero Early Childhood. Children made their own scarecrows, played fall games, and each child was given their own pumpkin.
- Burton joined Director Uttaro, Cynthia Dana, and Dennis Williams at the Southern Tier Library System Staff Day to present on the RPL Fine Elimination program.

ImagineYOU, Digital Media Associate, John Hylton Reporting

Programs

Compilation CD Project - imagineYOU began its youth CD project in October and has seen a surge in attendance and dedication to learning music production. The project-based system has youth interested in their music and using it as an outlet for an array of emotions and personal stories. The imagineYOU Media Lab has been busy helping youth create songs and creating a comfortable and creative environment for our young artists. We have youth like Sam who has written a song and worked with Josh Pettinger to create a wonderful piece of music called "Depression Boy."

Josh Pettinger has been a vital component to the CD project. He has a real rapport with the youth. The skills and techniques that they take away from having one-on-one recording sessions are invaluable to their understanding of what is expected from a music professional. The youth are eager to learn and feel a certain level of ownership and joy when they hear a song they wrote coming out of the studio speakers. The youth who are recording are often given homework that allows them to take what they've learned and continue to their work on their music on days when Pettinger is not scheduled to come in.



Ezekiel Wadell "Love Letter"

Ezekiel has come to the imagineYOU lab every day since it opened in March, 2017. He relentlessly works on our music production program called Studio One and has become proficient in its uses. With Pettinger's help, Ezekiel has created his own beat for his song "Love Letter" which he recorded last week.



Weekly Video Series "The ROC Five" - Volunteer Justin Jackson and I will be working with the youth to create a weekly video series called "The ROC Five." This series will be released every week and will poll people on five

things distinctly original to Rochester. Contestants will be asked to name five Rochester celebrities or five Rochester historical figures, etc. If answered correctly, the contestant can win a small prize. The pilot for this new video series will be shot in the second week of November.

Business and Social Science, Darlene Richards reporting

Programs

- Linda Halliburton hosted the College at Brockport Small Business Development Center's small business program "Get Started Building Your Social Media Presence!" with guest speaker Laurie Enos of Blue Lilac Marketing Group. Thirty-three individuals learned valuable tips on how to promote their businesses using various social media.
- Linda Halliburton was the guest speaker for the fall class of the Urban League's Entrepreneurial Assistance Program. She presented "Market and Industry Research at the Central Library" for sixteen participants, who are exploring starting and running a business. Analyzing the market for a product or service is part of the process for each participant to develop their business plan.

Outreach

Darlene was asked to present at a workshop given by Margit Brazda Poirer of Grants 4Good on the topic of "How to Find Grants and Approach Funders: Everything You Need To Get Started." Darlene showed participants information about the Foundation Directory Online and resources available in the Grants Resource Center. Participants included people from Trillium, Harley School, George Eastman Museum, CDS, Al Siegel Center, just to name a few.

Consulting

Linda Halliburton had a number of one-on-one sessions with individuals referred to the Central Library by SCORE and the Urban League for information for their business plans. Business ideas included life coaching, vocational consulting, commercial kitchen consulting, ServSafe food handling classes, family and crisis intervention counseling service, public relations consultant, restaurant, digital marketing consultant, tax compliance service, and consultant for business training and coaching. One small business customer said to Linda, "You are a lifesaver. Thank you so much for providing a variety of resources for my contact information. All the provided lists will help me a great deal to starting my new business."

Anecdotes

A couple approached Linda as they were leaving the October 4 small business program on social media. The gentleman mentioned to Linda that she helped him get information required for his business plan by a distributor. As they chatted, Linda remembered the details of this unique business, which was a bulk food store with an Amish theme near Canandaigua. The couple shared with Linda that the business opened and is known as Black Buggy Bulk Foods. Linda thanked them for letting her know "the rest of the story," as we often don't know the outcome after assisting our library customers obtain the information they need. <http://www.blackbuggybulkfoods.com/>



Darlene Richards' hair stylist owns a dance studio. During her appointment, Alicia was venting to her about needing someone to assist her with coaching employees on some basic concepts such as customer service and communication. As she was talking, Darlene thought of someone who could help. Alicia had no idea the library could help with this; Darlene had taken a leadership course at Rochester Regional Library Council with Lauren Burnett. Lauren has more than 25 years of extensive experience in helping leaders, organizations, teams and individuals achieve professional and personal success and fulfillment. She is principal of the [Center for Inner](#)

Quality, a Cleveland-based training, coaching and consulting organization with national presence. Lauren Burnett came from out of town for a daylong workshop at Alicia's dance studio. The content was service-related and covered how to maximize the customer touch points to exceed expectations.

Arts/Literature, Nanci Rosenberg-Nugent reporting

Programs

Sand Painting and Destruction – Katie Jo Suddaby

In September, Sand Artist, Katie Jo Suddaby created a sand painting to commemorate the Women's Right to Vote. Sand Mandala or Sand Painting is a Tibetan Buddhist tradition involving the creation and destruction of a work. This creation was done alongside the Local History exhibit, "Because of Women Like Her," that celebrated the 100th anniversary of women winning the right to vote in New York State. Many patrons came and watched Suddaby create the work with special tools and with a lot of patience. Each sand painting is unique, and in Tibetan Buddhist tradition, is impermanent and undergoes a ceremony where it is destroyed. Patrons learned about Tibetan Buddhism and watched as Suddaby destroyed the creation.

Air Plants with Prismatic Gardens

Sigriet Ferrer, who has done many programs for Central, showed patrons how to create a terrarium using Air Plants. Their true name is Tillandsia. The reason they are nicknamed "Air Plants" is because they get the majority of their nutrients from the air. Students learned how to care for air plants and how different their care is from a plant rooted in soil. All took home a plant that was individually designed.

Printmaking: Collagraphy

Art Librarian Nanci Nugent taught Collagraphy, which is a printmaking technique where materials are glued to a rigid substrate. The word is from the Greek "kola" meaning glue, and "graph" meaning drawing. Nugent showed students the process of Collagraphy whereby they cut pieces of cardboard, string, lace and other textures to create a printing plate. These items were glued down and when dry, they were inked with various colors. The piece is then rolled through a press, whereby a print is made. Students created an edition that was signed and numbered.

Decorating Sugar Skulls

Nugent led a class on creating Mexican Sugar Skulls to celebrate the Mexican holiday, *Day of the Dead* or *Día de los Muertos*. It is a multi-day celebration, where a gathering of family and friends pray for and remember friends and family members who have died, and help support their spiritual journey. The holiday's celebration often includes families going to the cemetery to decorate the graves and tombs of their relatives. The three-day fiesta is filled with marigolds, the flowers of the dead; *muertos* (the bread of the dead); sugar skulls; cardboard skeletons; tissue paper decorations; fruit and nuts; incense, and other traditional foods and decorations. Patrons decorated papier mache skulls with brightly colored beads, flowers, and items cut from the Cricut machine.



Sewing 101 with SewGreenRochester

Library patrons attended a beginning sewing class led by Georgia Carney from *Sew Green Rochester*. Carney demonstrated the basics of machine operation and safety, how to thread the machine, how to wind a bobbin, and guided students through a sewing project. We used four of the Art Division's machines and additional machines were brought by Sew Green Rochester. Students learned how to make a simple pillow. Carney will be back in November for a second advanced Sewing 102 session.

Art History Lecture: Romanticism

We don't often hear about the Romantic period in art history lectures. This lecture series discusses some periods that are not as well known. Hilary Toothe, a lecturer from Nazareth, did the first lecture on the Romantic period. She showed images from this period and discussed artists who worked in the Romantic style. Students learned the Romantic period was a dark one and not as frilly and feminine as they first thought it was. All the evaluations for Toothe said she was well versed in the subject and was glad to answer questions. She will do another lecture for this series, ending with Realism, and more in 2018.

Artist at Work

Painter Shon Davis demonstrated acrylic painting technique for an appreciative and inquisitive audience as part of the "Artist at Work" series. Ms. Davis's work was on display in the Eileen Riedman display cases during October.



Ukulele Instruction

The first meeting of the beginner ukulele "Sing and Strum" group took place in the Rundel Arts Room, led by librarian Mary Fraser. This will be a monthly event for both ukulele players and those who want to sing along, with the library providing some extra ukuleles and music books.

Poetry Oasis in Literature Division

This poetry discussion group continues to meet on a weekly basis with local poet and teacher, Kitty Jospe, at the helm. This small, but passionate, group of poetry lovers has been meeting for a number of years, continually attracting new participants. Kitty's warm, engaging and inclusive style is a true gift to our library's poetry lovers.

Brownbag Book Discussion

October's book discussion group met to discuss bestselling author Jodi Piccolt's novel *Small Great Things*. This ambitious novel addresses issues of racism, justice and white privilege from the point of view of three characters, an African American nurse accused of murder, an affluent defense attorney, and a white supremacist. The group was extremely lively as participants discussed these issues in relationship to their own personal experiences.

Polishing Your Written Work

Polishing Your Written Work is the last of the four-part writing series of the 2017 Rochester Writes year of programming. This particular series of workshops, taught by Lisa Kleman, explored methods for evaluating and revising a piece of writing, so that the author is ready to share it with others with confidence and pride.

Science and History, Jennifer Byrnes reporting

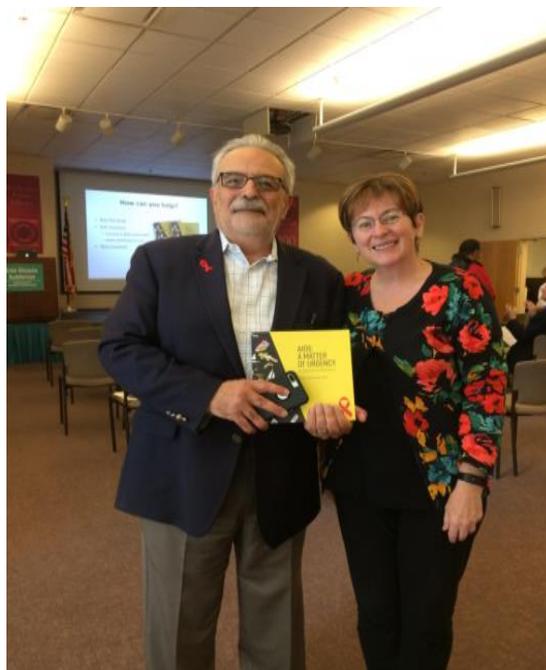
Training

- Jennifer Byrnes participated in the first phone conference for the NYLA Sustainability Initiative's Community Change Agent Program. Chad Rieflin of Consumer Credit Counseling Service of Rochester (CCCSR) is her community partner. They start intensive training at the NYLA conference.
- Alla Levi, Kate Meddaugh and Lily Anthony attended an IQ database training. The IQ database is used for patent searching.
- Sarah Bishopp Velez participated in the *Making Sense of Numbers: Understanding Risks and Benefits* webinar hosted by the National Library of Medicine. It focused on communicating health statistics (risk ratios) to library patrons. The presenter gave many examples of how re-phrasing the numbers can help people with low health literacy to better understand the information provided. She also continued her Leadership Skills for Supervisors training through the City. Topics covered were giving and receiving feedback, problem solving skills, time management, conflict management, discipline and grievance procedures, employee assistance programs, and coaching. Besides picking up new skills and tips to improve her performance, Sarah is enjoying meeting and learning from City staff from different departments.

Programs

- Jennifer Byrnes worked with the City's Department of Communications to host Mayor Warren's press conference on open enrollment for the Affordable Care Act. The article from the *Democrat & Chronicle* can be found here: <http://www.democratandchronicle.com/story/news/2017/10/26/rochester-libraries-enrollment-new-york-state-of-health/802610001/>
- University of Rochester (UR) medical student Deborah Paul worked tirelessly to finally get Rochester Regional Health's mobile dental unit to come to the Central Library. The division had been trying to get them to add Central to their rotation since August. We will add the medical mobile unit in 2018. Deborah also requested funding from Wegmans so that we can purchase travel size toiletries for homeless patrons. Wegmans agreed and is sending a \$200 gift certificate for this purpose.
- LROC (Library Resource Outreach Center) assisted 52 patrons this month: 46 for housing/shelter, 3 for case management, and 3 for legal assistance. As stated previously, the number of people they serve is underreported, as some volunteers do not document their interactions.

- Alla Levi hosted an HIV/AIDS program with Dr. Bill Valenti, who has been active in HIV-related activities since the early 1980s and is chair of the Infectious Diseases Subcommittee of the Medical Society of the State of New York. The program, titled *The Beginning and the End of AIDS*, was very well received. She also hosted *Got Health: Keep Your Feet Healthy*. Dr. Faith Adams, a podiatrist from Jordan Health, discussed common foot problems such as bunions, corns, and athlete's foot.
- The division experimented with passive programming this month. Michelle Weiler, an Eat Smart Nutrition educator from the Cornell Cooperative Extension of Monroe County, put up a table display with the theme *Lose the Sugar* about sugar in common foods. She engaged patrons in meaningful conversations about their nutritional health. Lastly, radiologist Dr. Peter Rosella gave a very interesting presentation on different forms of medical imaging, such as MRI's, CAT scans, and X – rays, and the different levels of radiation for each.
- Kate Meddaugh hosted the Rochester Inventors Group. The group meets once a month in the Science Division.



Outreach

- Jennifer Byrnes was asked to present at the Pittsford Community Library's annual staff day. She discussed the Chester Carlson Patent & Trademark Center and other business resources; Jennifer also participated in the annual thank you breakfast for legislators. Jennifer and Andy Carey from LROC presented to the Mayor's senior management team on new Health Central initiatives and provided an overview of LROC. Jennifer and medical student Deborah Paul attended the MVP Health Fair. Many who attended were surprised that the library offered such information and services.
- We also made many new contacts for programming options, including the New York Chiropractic College, whose students need to do community outreach similar to UR students. Jennifer presented at ROC Growth Coffee about the Carlson Patent & Trademark Center, resulting in many referrals to Kate Meddaugh for patent assistance.
- Steve Nash attended the October meeting of the Vietnam Veterans of America, Chapter 20. He spoke to a number of veterans on their reactions to the recent Ken Burns Vietnam War series shown on WXXI.

Consulting

Kate Meddaugh, of the Carlson Patent & Trademark Center, consulted 22 people with intellectual property needs this month: 12 in person, 7 by phone, 1 by email, and 2 by letter. This does not represent the total number of questions answered; these are individual patron interactions.

Anecdotes

- Jennifer Byrnes was kept busy as two of the high tech companies she has done research for over the past years were selected as semifinalists for High Tech Rochester's Luminare Lightning Awards. Molecular Glass and Positive Science needed significant amounts of information to prepare their pitches. At the

awards, 26 teams pitch their optics, photonics, and imaging startups for \$100K each and a chance at \$1M in Luminare's first ever Lightning Day.

- Steve Nash was contacted by a local WWII veteran. In April of 1945, the veteran took German medals from a soldier and he would now like to return them to the soldier or his family. Steve called the German Embassy in Washington, DC, and spoke to a representative about the request and protocol, and filed a research request on behalf of the patron. We are hopeful that the German soldier or his family can be located.
- When a patron called the Science and History Division to ask questions about the Mayflower Compact, Steve Nash was able, using authoritative historical online resources, to answer the patron's questions, verify information the patron had, and to provide additional information for the patron's research on the Mayflower Compact and its signers.

Collections

The division's non-book circulating materials have finally started to arrive and should be on the shelves in the near future. These include microscopes with slides, telescopes, forensic anthropology kits, and a CPR training dummy. The collection will be called "Hands on Science." We are also purchasing tools, such as a soldering gun, and will call that collection "DIY it!"

Circulation/Information (Cynthia Dana reporting)

- Cards updated: 411
- Replacement cards issued: 160
- RRLC Cards Issued: 2
- Computer classes Held: 14 (19 attendees)
- Notarial Acts: 65 (one in Spanish)

September was National Library Card Signup Month. To celebrate, we entered all new borrowers into a drawing for a free Kindle (thanks, FFRPL). We gave away two of them; the recipients Wendy and Michael were extremely excited.

Anecdotes

Here are some examples of the ways our Information staff go above and beyond to assist patrons on a daily basis.

- An older gentleman came into the library one day and needed help renewing his barber's license. He told Ron Freitag (Computer Aide) that he'd been a barber for over 30 years and he always had received a renewal form from the state that he returned with a check, and that there were never any issues renewing his license that way. Now, however, the State told him he could no longer renew by mail and had to go online to renew his license. He had no Internet experience whatsoever and was very nervous because he felt he wouldn't be able to accomplish what he needed. Ron sat down with him and helped him create an email account (which was required by NYS) and a NYS.gov ID. Once done, they searched the State's database to locate his license so it could be renewed. Renewing a license is a complex procedure for anyone to go through, and would probably be almost impossible for someone with no Internet experience. They found his name and license title and followed a link so he could pay online for the renewal. The patron, of course, had never purchased anything online, so this was another new experience for him. The whole procedure took some time, but in the end, everything he needed was accomplished and he left with his receipts and a sense of satisfaction knowing he could return to the comfort zone of his work and not worry about using a computer again for a while.
- Not long ago, Ron had a patron who was trying to locate a relative's home in rural South Carolina. He had visited it as a child and had vivid memories of the home and roughly where it was. Ron took him to Google Maps and, using street view, they were able to head down different roads near the small town he

remembered. It took a few attempts, and then all of a sudden, he started seeing things he recognized - the highway was near the fire station, and just a little bit down the road, they actually found the house. It was still there, and the man was beside himself that we were not only able to pull up the address, but he could see the house from his childhood. It was a great experience for both of them and certainly one of the reasons we all get into this line of work.

- This month, we helped two ladies in their 80s who came in with their own purple laptop and needed help with creating an account on a dating site. Staff helped them with formatting a profile picture, uploading the image, and navigating the initial questions to set up the account. The ladies were excited to try out the account on their own.

Local History, Christine Ridarsky reporting

Programs

- Genealogy Specialist Barb Koehler presented one public genealogy program at Central Library (her monthly TGIS: Think Genealogy It's Saturday series) and four programs at town libraries—three for the public (Irondequoit, Greece (as part of its "How To" Festival), and Fairport) and one for staff only (Pittsford).
- As a result of a conflict in our planned November speaker's schedule, our October *Rochester's Rich History* lecture series session turned into a double feature. Jane Oakes spoke on "The Ladies of Central Medical College," followed by Susan Goodier's talk on "Centering Black Women: Race in the Woman Suffrage Movement." The synergy between the talks was fantastic, and the small audience who attended (on a rare 75 degree, sunny October day) was highly engaged, resulting in a lively discussion between attendees and the presenters. The November *Rich History* talk has been canceled, and none was planned for December due to the holidays, so the next lecture in the series will be in January.
- Division Supervisor Jay Osborne hosted a workshop for 17 University of Rochester students and their professor. He introduced them to the variety of tools and resources in our division, including nineteenth-century newspaper indexes, city and suburban directories, and a wide array of maps and atlases, and discussed how they could best use them for their assignment.
- Ridarsky gave two talks about lesser known women of the women's rights movement, one for the Honeoye Falls-Mendon Historical Society and one to Wellness on Wednesdays senior citizens group at the Immanuel Lutheran Church of Webster.

Community Outreach/Meetings

- The *Rochester History* journal editorial board met once this month to review article submissions and develop plans for getting the journal back on a regular publication schedule. Two articles are currently in the revision stage; we expect to advance them both to publication in early 2018.
- Brandon Fess continued to represent the library on the planning committee for the Rainbow Dialogues, a collaboration between the library, the Out Alliance (formerly the Gay Alliance of the Genesee Valley), and several other community partners. The dialogues, to be held at the library in March, 2018, will highlight the manuscript and archive collections held by the library and other local institutions that record the history of the LGBTQ community in Greater Rochester.
- Fess also represented the library at the annual Rochester Archives Fair, sponsored by the Rochester Regional Library Council, where he displayed a selection of materials related to Frederick Douglass in honor of his impending bicentennial. The number of stunned reactions from people who did not expect to see nineteenth-century materials in person (much less a book signed by Susan B. Anthony) made for a memorable evening.

- Koehler was featured in an article in 55 PLUS magazine:
<http://www.roc55.com/wordpress/features/delving-into-the-world-of-genealogy/>

“Because of Women Like Her...” Woman Suffrage Centennial Celebration

Staff from the library and partner organizations led three tours of the Woman Suffrage Centennial exhibition in Harold Hacker Hall this month, including two public tours during Genesee River Romance and a private tour for a group of Wellesley College Alumnae. Unfortunately, all good things must come to an end, and the exhibition, which had been open since June 2, closed on October 14. Ridarsky, Finn, and staff from partner organizations dismantled it on October 16. They are now coordinating efforts to install traveling version of the exhibit in local libraries and other community centers. In October, this included:

- A set of timeline panels, an introductory retractable banner, and several items loaned from the Local History & Genealogy Division (including the 1873 portrait of Frederick Douglass discovered at the library a few years ago) were installed in the lobby at Geva Theatre for the duration of the play, *The Agitators: The Story of Susan B. Anthony and Frederick Douglass* (October 17 – November 12).
- A set of 11 retractable banners and the “Foremothers” interactive kiosk with the video telling the story of the Haudenosaunee influence on the American women’s rights movement were installed at St. John’s Home and will be displayed in conjunction with programs they are hosting during Election Week (October 30-November 9).
- A set of retractable banners and items from the Local History & Genealogy Division’s Special Collections were installed in the Wallace Library at RIT (October 30-December 1).

Anyone interested in hosting traveling components of the exhibit should contact Finn at 428-8368.

Collections

- Consulting Archivist Stephanie Ball continued work this month on the 2017–18 NYS Archives Documentary Heritage Program grant project. This included completion of finding aids for the eight collections transferred from the Out Alliance in 2016. She has now begun processing the Hugh Mitchell collection.
- The division also accepted two small donations this month:
 - The Harry Cohen collection of material about the Workers’ Circle has already been accessioned and described. Much of the material is in Yiddish; Fess will be seeking an intern or volunteer to translate it.
 - A collection of Geva Theatre programs from the 1990s to the present has been incorporated into the existing theater program collection; we now have a complete run of programs all Geva mainstage from 1979 to 2016.
- The division received nine gifted books in October, the highlight of which was a transcription of *The Diary of Frank and Rosa Rowley, 1885-1891, Hilton, NY*. The diary documents daily life, as well as business accounts related to the sale of fruit and other farm produce on the family’s Burritt Road farm.

Office of the City Historian

High Falls Interpretive Center & Museum

- The Center had a total of 566 visitors in October, including 53 people who visited during extended hours on October 6, when Center staff supported Genesee River Romance activities by staying open late. In addition, Amy Pepe led two tours, one was for a group from the Rochester City School District (October 12, 20 people) and one was for a group of second- and third-graders from the John Neuman School (October 20, 30 people).

- Special thanks are due to Brian DiNitto, who volunteered to repair the longstanding technological problems that prevented use of the “Taxi Cab” video; it is now working smoothly. He has suggested he may be willing to work on other malfunctioning equipment in the future.

Anecdotes /Other

- Barb Koehler’s genealogy services continue to be appreciated by patrons. One person who attended Koehler’s presentation in Fairport this month requested a follow-up personal consultation in the Local History & Genealogy Division for her and her brother. Koehler used the Collaboration Station in the Walter F. Becker Digital History Center to tutor the researchers on use of digitized newspapers, including those on Fulton History, and they were able to locate articles that confirmed their relationship to earlier generations. Koehler received a thank you email: “My brother and I can’t thank you enough for the time you spent with us. We indeed have the correct family...thank you, thank you for your time and tips!! You’re a gem.” Subsequent follow up resulted in two additional comments: “I value your expertise and your thoughtfulness,” and “Barb, you are a genius and a God-send. I did as you instructed and it worked. Thank you, thank you!” Another patron arrived an hour after Koehler had finished teaching her monthly genealogy workshop. Koehler was able to help her to locate several newspaper articles that delighted her and further showed her how to use City Directories to follow a clue from those articles. The patron’s next stop was to the Circulation Desk to get her MCLS library card!
- Ridarsky and Osborne were acknowledged in the program for Geva Theatre’s new play *The Agitators*, a two-person play focused on the relationship between Susan B. Anthony and Frederick Douglass. They had assisted play writer Mat Smart with his research last summer.

Social Media

Staff from the Local History & Genealogy Division contributed content for 17 social media posts this month: six on Twitter, eight on Facebook, and two blog entries on www.rochistory.wordpress.com. The total reach of these posts was 7,867. This includes 3,631 on Facebook, 1,449 on Twitter, and 2,787 on our blog; 64 people engaged with Local History posts on Facebook and 76 on Twitter. October blog posts garnered 22 “Likes” and 23 clicks. Our blog entries this month were “Lost Settlements: Fort Schuyler and the Town of Tryon” (by substitute Librarian Christopher Brennan) and “The Strange Case of Dr. Tumblety and Mr. Hyde” (by Morry).

Volunteers/Interns

Docents from the Rochester Genealogical Society volunteered 12 hours this month and assisted 5 patrons. The Genealogy Round Table of Monroe County met once this month to inventory the club files that are in the division’s collections; 7 members worked a total of 14 hours on the project. In addition, we were assisted by two volunteers (Susan Potera – 6 hours; Nancy Martin – 18 hours), two college interns (Karen “Kaye” Knoll, RIT – 8 hours; Naun Umanzor, SUNY Brockport – 45 hours), and interns from Lifetime Assistance (Ben Mitchell – 10 hours) and Project Search (Treshawn Wilson, ARC of Monroe County – 58 hours). In all, volunteers and interns contributed 171 hours of service to the division.

MCLS Member Libraries

Betsy Gilbert reporting

Brighton Memorial Library – Jennifer Ries-Taggart, Director

The library held a staff training day. The focus of the day was the balance of personal and work life. The Brighton Police Department did a presentation on Narcan.

Brockport – Seymour Library – Carl Gouveia, Director

Foundation’s Chair Auction was very successful with \$,2600 raised. Staff Training was held on Columbus Day and included Office Yoga, Narcan Training, and a visit from the Monroe County Sheriff’s Office. The popular

Date Night program is coming up and will feature tapas-making for couples attending, along with a program for their children to attend. The annual After Hours fundraiser will be held on November 18.

Fairport Public Library – Betsy Gilbert, Director

The library's website had a facelift. The library is focusing on offering more senior/older adult programming based on long-range plan survey results and changing demographics in Fairport.

Hamlin Public Library – Kay Hughes-Dennett, Director

Kay will be retiring from the library on December 4th. Kay has been an active member of MCLS for many years working in the Greece, Ogden, and Hamlin libraries. We will miss having her as a colleague and her contributions to MCLS.

Henrietta Public Library - Adrienne Furness, Director

The vote on the bond for the new library is election day, Tuesday November 7th.

Irondequoit Public Library - Terry Buford, Director

Staff training will be held November 10. The staff will be challenged to rewrite the employee handbook. United Stories of America: Story time With Center for Disability Rights stories and a craft project focused on disability pride. They are also doing Story time With Ballet Afrikana focused on African heritage pride.

Parma Public Library - Leslie Boedicker, Director

More staff will be involved in programming and/or passive programming. Leslie will be teaching 3 yoga classes at the library (babies, kids, and teens) as well as some stitching classes. The roof still has leaks so the library will be submitting a construction grant for a new roof next September.

Penfield Public Library – Bernadette Brinkman, Director

Staff training will be held on November 10; sessions will include Mindfulness and a review of how to handle things/occurrences that don't happen often.

Pittsford Community Library – Rhonda Rossman, Director

The Friends Book Sale went well. Library staff has created small binders/flip books to keep at work stations that serve as quick reference guides in case of emergency. The new people counter showed a door count increase of 3,000 compared to the same month last year. Staff Training day featured a discussion on race facilitated by Rebecca Johnson. The library presented a program on the **Need for Civility in Contentious Times**.

Scottsville Free Library – Laurie Leo, Director

Each month the library selects a list of titles and invites community members to "Adopt a Book" and make a donation to purchase that book. That person that adopts a book gets to borrow it first. NYS Homeland Security and Emergency Services presented a program on preparing your family for disasters.

A new manager has been hired for the Mumford branch and is being trained.

Selected Meetings & Outputs

Director Uttaro (October 7 – November 11, 2017)

Brie Harrison; Sally Snow; Ana Suro – one-to-one meetings (monthly)

Tolley Reeves - one-to-one meetings (bi-weekly)

FFRPL Executive Director Ned Davis (monthly)

City Senior Management Team (weekly)

Monroe County Assistant County Executive, Michael Molinari (monthly)

Central Library All-Staff Meeting (monthly)

MCLS Board (monthly)

MCLS Director’s Report – November, 2017 (Continued)

MCLS Directors’ Council (monthly – October meeting at Hamlin Public Library)
MCLS System Services and Operations Committee (monthly)
New York State Library – Department of Library Development conference call (monthly)
Public Library System Directors’ Organization (PULISDO) conference call (monthly)
RPL-MCLS Management Team (weekly)
RPL Board (monthly) – October meeting held at Arnett Branch Library

African American Leadership Development Program; Tolley Reeves, Ed.D.
Annual Legislative Thank-you Breakfast – at Henrietta Public Library
Art of the Book Exhibit Opening Reception
Brooks Landing Project Architect, Trevor Harrison; Jen Lenio; South West Common Council members
City Department of Environmental Services Commissioner, Norman Jones
Freed Maxick’s Laura Landers – Phone Call re RPL Financial Audit
Literacy Volunteers of Rochester’s Brain Game
Mary Ann Mavrinac - Andrew H. and Janet Dayton Neilly Dean, River Campus Libraries - University of Rochester
MCLS Staff Roundtable at Penfield Public Library (Bed Bug Presentation)
MCLS Trustee Symposium – Sustainability
New York Library Association Annual Conference in Saratoga Springs
New York State Library – Public Library Systems Conference Call
Pioneer Library System Outreach & Training Coordinator, Andrea Snyder
Press Conference – Affordable Care Act – Central Library’s Health Central
PULISDO (Public Library System Directors’ Organization) Conference Call
Roc the Future Conveners at The Strong
Roc the Future – Outcomes Framework Task Force at The Children’s Agenda
Rochester City School District Conference Call re Data Sharing
RPL Staff Day
Rochester Regional Library Council Advisory Council – virtual meeting
Southern Tier Library System Annual Conference – Speaker
Summer Parent Engagement Collaborative Action Network (CAN) at United Way of Greater Rochester

Email Activity – October, 2017

Name	Send Actions	Receive Actions	Read Actions
Uttaro, Patricia	1,343	3,864	2,503
Snow, Sally	413	1,951	1,078
Reeves, Tolley	714	1,487	1,298
Harrison, Brie	622	1,529	1,505