



Director's Office

Monroe County Library System

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TO: MCLS Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: September 18, 2017  
SUBJECT: Monthly Report – September, 2017

### *Action Items*

#### **Monroe County Capital Improvement Program (CIP) 2019-2024 Request (Agenda Item III.3)**

The Monroe County Library System's CIP request continues to focus on the system-wide automated services for the 2019-2024 cycle. The 2018 approved budget includes \$180,000 to replace Central Library staff and public computers, with the latter being centralized in the new Technology Center during 2018.

The proposed cycle includes \$100,000 for ongoing support in 2019, 2020 and 2021, \$190,000 to replace computers in 2022, \$150,000 for projected telecommunications infrastructure and Automation System upgrades in 2023, and \$180,000 to replace Central computers in 2024.

There is no change in overall allocations from the 2018-23 submission. Monroe County has requested a reduction in allocation for the five-year cycle; based on the reduction of \$100,000 in the 2018-23 cycle, and the increasing dependence on a robust network for delivery of system services, the MCLS cannot reduce costs at this time.

BOARD ACTION REQUESTED: Approval of the 2019-2024 County CIP Request.

### *Report Items*

*Patricia Uttaro, MCLS Director*

#### **Recommended Reading**

Rochester's Reading Crisis by Erica Bryant -

<http://www.democratandchronicle.com/story/news/2017/09/08/rochester-reading-erica-bryant-frederick-douglass/646017001/>

IFLA Global Vision Voting – have your say on what libraries should be in the future.

<https://globalvision.ifla.org/>

#### **Upcoming Events**

*An Equal Right to Act, September 30 at 2:30 in the Rundel Auditorium* - Michelle Finn and Mary Fraser are working with Ira Srole (First Light Players, Unitarian Universalist Church) on a program at the Central Library on September 30. The Players will perform their play *An Equal Right to Act* which retells the story of the women's rights convention that was held in Rochester in 1848.

*Activating Sustainable Libraries, MCLS Fall Trustee Symposium, October 14 at 9:00 am in the Kate Gleason Auditorium* – Join trustees from around the system in learning about making our libraries sustainable into the future. With Rebekkah Smith Aldrich and Matt Bollerman. Register here:

<https://www.surveymonkey.com/r/ZGQMK9Y>

### Communication

- The MCLS Marketing and Advocacy Team convened and began discussing what the system can do to enhance advocacy for libraries. The team has settled on three objectives for the year. The first will be to develop the *Real People, Real Dollars* campaign for MCLS that was used to great success by the Mid Hudson and Pioneer Systems. The campaign features social media postings of patrons showing how much money they saved using the library as opposed to commercial sources. The second objective will be to recruit volunteers to travel to Albany for Lobby Day. The third will be to develop a marketing campaign to reach out to our lapsed users and see if we can get them to use the library again.
- The Urban Libraries Council presented a webinar on “Crisis Communications Planning,” which Assistant Director Snow attended. Ben Zenitsky, the Communications Manager for the Columbus Metropolitan Library used the shooting incident between two patrons at their library in June as an example of a crisis that they managed using their plan. He shared Columbus’ very detailed plan. Snow has been reading the plan and will be adapting it for RPL and presenting to the MCLS Directors’ Council on why and how to develop such a plan.
- Proposal for Better Communication Among MCLS Trustees and Member Libraries & Boards – At the recent PULISDO conference, I learned that other systems have had an excellent response to having system trustees “adopt” member libraries. In this relationship, the system trustee visits with the member director and boards a couple times a year to listen and learn about what is important to that member library. I discussed this process with Trustee Brandt, who thought it would be a good thing to discuss with the full board. Please be prepared to discuss on September 18.

### Staff & Trustee Development

Planning & Design of Libraries – Brie Harrison attended this Harvard University Executive Education seminar July 31 through August 2. Seminar topics included the practice of public design charrettes, building design strategies, trends in furnishings, future projections for technology use in public space, and tours of academic, public branch and central libraries through the Boston area. Harrison left with several example documents that will be useful in the RPL Branch Library Facilities and Operations Plan, and with specific concepts that will benefit Central Master Space Plan Phase 4, Technology Center. She was joined by a very diverse group of library directors, architects and interior designers that have continued discussions over the last several weeks. Harrison will share what she learned with MCLS Directors in the coming months.

United States Government Publishing Office - GPO Outreach Librarian Jaime Hays paid a visit to the Central Library in August. Ms. Hays showed many of the offerings of the GPO and provided training on navigating through the website. Although she is an inspector, Ms. Hays was here only to provide guidance and training. The training modules covered were: 1) *What's in the Box*; 2) *Legal Requirements and Regulations*; 3) *Weeding a Depository Collection*; 4) *WebTech Notes*, as well as a question and answer session. Ms. Hays gave us information on the history of the Federal Depository Library Program; our relationship to the Regional Depository Library (New York State Library), using online searching with Documents Data Miner, a non-GPO tool which successfully lists which items we should have received based on our selection criteria and related shipping lists, and practical advice on receiving cataloging records, processing claims, government document listservs, and training videos available through the GPO website, as well as the possibility of requesting personalized training. RPL has been a depository library for 54 years. Ms. Hays also took a group photograph with us, which was posted on GPO's Facebook page. In attendance for the trainings: Tech Services Manager, Gabe Pellegrino; Acquisitions staff Donna Widera, Liliana Arango, and Katie Groth; and Business & Government Head, Darlene Richards.



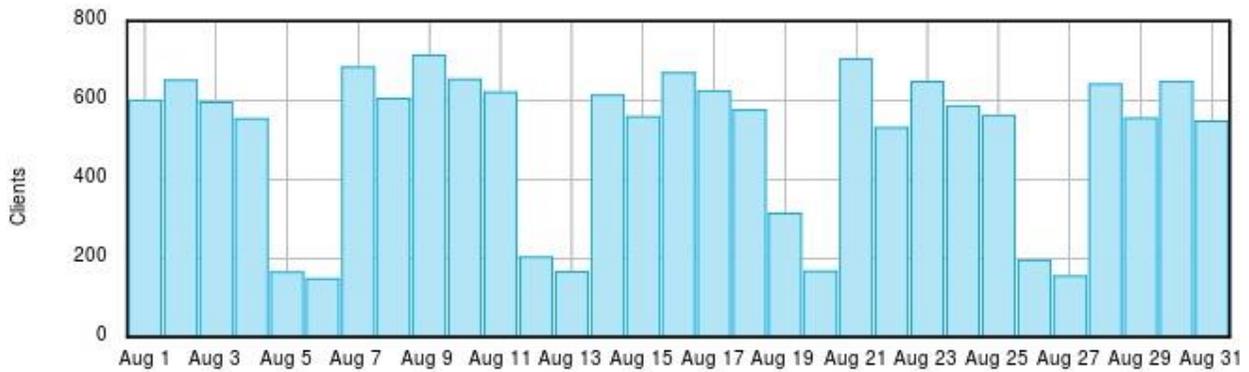
Rochester Regional Library Council Tech Camp – This conference is held annually by RRLC in partnership with Monroe BOCES 1 and 2 and RCSD (Rochester City School District), and is geared toward school and youth services librarians. MCLS was represented by staff from Brighton, Central, Greece, Irondequoit, Pittsford, Webster, and Wheatley. Tonia Burton and Cara Rager (WXXI Education Department) presented a workshop called *The Power of Positive Collaborations*, which showcased some best practices from the mutually beneficial collaborative partnership between WXXI Education and Monroe County Library System.

**Technology**

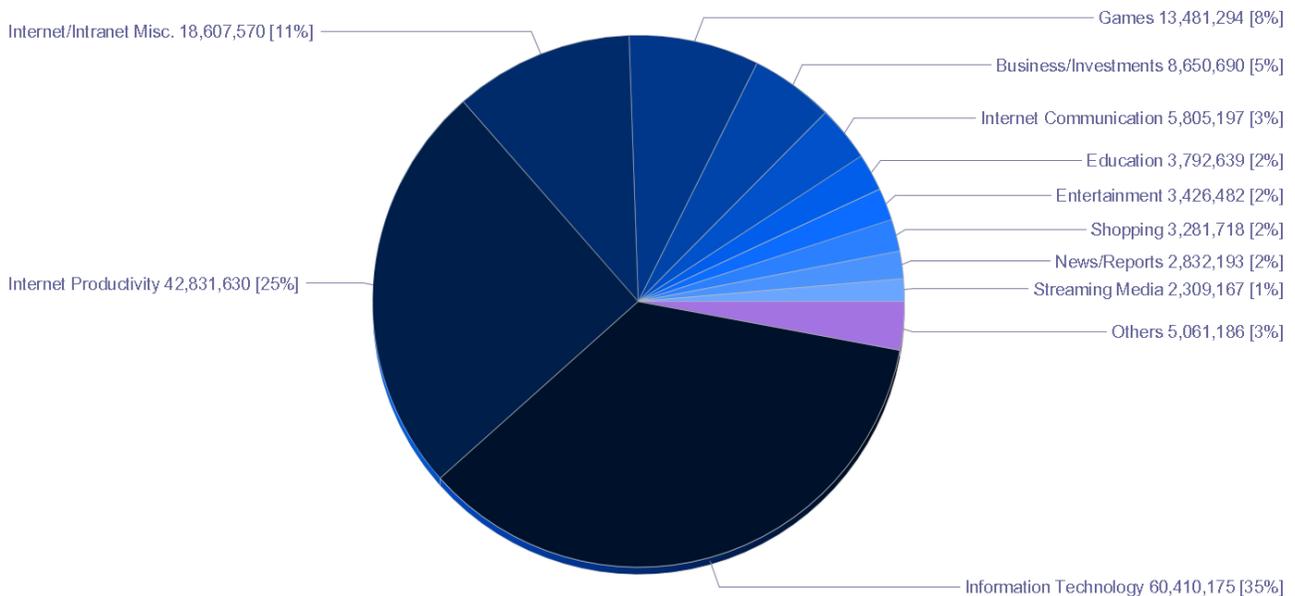
Library Automation Services, Brenda LaCrosse reporting

- Closed 619 Helpdesk tickets this period; 47 tickets currently open
- Took action on 94 emails from Patron Inquiries account
- Assisted 31 patrons through the overdrive.inquiries email account
- Assisted 19 patrons and staff members through the webmaster account
- Created 7 new email accounts. Deleted 9
- Approved 30 reviews in CatalogPlus
- Distributed the MCLS weekly events newsletter via Constant Contact to 2,180 subscribers

Central Library Wi-Fi usage – Clients per day– August 2017



Total Web Requests By Category Groups



## MCLS Office

### Sally Snow, Assistant Director

Mary Hadley, our Causewave volunteer, met with Snow, FFRPL Director, Ned Davis and Finance Director, Brie Harrison to wrap our draft business plan for event rentals at the Central Library. Hadley studied the market in the surrounding area for demand, costs, and comparable venues as well as consulted with other libraries (Indianapolis Public) that have had success renting their library for events and provided a detailed plan for us to follow. Coincidentally, the Rochester Community Foundation has approached Director Patricia Uttaro about using Hacker Hall as a location for their “Night Out” fundraiser. The team is very excited to have the Community Foundation act as a test case to see how events of this type work in the space and what is required for the library to manage them.

## MCLS Office Statistics

**Mobile Learning Lab Requests: 2**

**Library on the Go requests: 2**

### **Overdrive**

- eBook Circulation: 28,140
- Audiobook Circulation: 15,946
- Video Circulation: 252
- Total: 44,338

**Suggestions, Feedback and Comments: 8**

**Email** received 231 email; sent 83; total 314

### **Central Meeting Room Totals for August:**

Total Number of calls: 34

Total Emails: 36

Rooms/events booked: 93

## Social Media (Alicia Gunther Reporting)

### Facebook

- Page views - 573
- New page likes - 74
- Page Reach – 48,176 people
- Post engagements – 5,315
- Checked-in and mentions – 16 people
- Facebook Events Calendar - Individual events reached our visitors through the events calendar 29,708 times. Visitors went to our full events calendar 2,534 times, and 552 people engaged with the event on Facebook or linked to our MCLS page through the event
- Video Views – 578
- Responded to 12 messages on Facebook
- Actions on Page - 8 people clicked on this button.

### Twitter

#### Profile Visits

- Rochester Public Library - 821
- Monroe County Library System – 803

#### New Followers

- Rochester Public Library – 22
- Monroe County Library System – 13

#### Engagements

- Rochester Public Library - 247
- Monroe County Library System - 14

Favorites

- Rochester Public Library - 112
- Monroe County Library System - 7

Mentions

- Rochester Public Library - 5
- Monroe County Library System - 0

Instagram

- New Followers - 25
- Likes – 222
- Comments on a post - 0
- Mentions – 6
- Saves - 1

Constant Contact Newsletter

- Subscribers who opened newsletter – 1,201
- Click-throughs – 109
- New subscribers – 13

YouTube Channel

- Video views – 426
- Videos added to playlists – 9
- New subscribers – 3
- Shares - 9
- Likes - 4
- Comments - 1

Web Stories

- 3 Created

Other Activity

Live Stream from 2 eclipse programs

**Outreach Services, Melanie Lewis reporting**

- Outreach Librarians selected and delivered 441 library titles and digital downloads to 28 homebound patrons, answered 37 phone reference questions from 2 in-home patrons, mailed 2 reference packets to 1 in-home patron, and added 1 in-home patron.
- The Outreach Station Team selected, pulled, and charged 971 materials for 14 circulating library stations, and 57 materials for 2 donation stations, plus fulfilled 40 library station special requests.
- Outreach Distributed 21 "Making Moves" reentry resource packets to currently incarcerated individuals, Transitional Coordinators and parolees.
- The Outreach Librarian made 2 patron support visits, and provided 1 in-home client with technology assistance (OverDrive and Hoopla for Ipad).
- The Outreach Coordinator held 1 small group session in the Job Information Center for the Volunteers of America re-entry program, and distributed 2 job search packets.

Station Support: Rochester Psychiatric Forensic Unit

The Rochester Psychiatric Forensic Unit provides inpatient psychiatric treatment to mentally ill individuals who are involved with the Criminal Justice System. The Forensic Unit, located within the Rochester Psychiatric Center, houses 84 patients—mostly male. Outreach Librarians met with long-time employee Don Lewthwaite to

learn more about how our library station is used in their facility and to introduce Rochester Psychiatric staff to additional services the Outreach Department can provide. Staff was particularly interested in learning more about book discussion kits and digital library services.

*Community Outreach Activities*

MCLS Outreach Librarians, along with the RPL Children's Outreach Librarian, met with Rochester Housing Authority's Human Service Coordinators to continue discussing plans to facilitate literacy programs in RHA complexes.

Outreach Librarians attended the 2017 Monroe County Salute to Seniors event at Ontario Beach Park. We distributed brochures about senior health concerns (provided by Sarah Bishopp Velez), information about library services - including digital platforms such as OverDrive and Hoopla - and materials from the NYS Talking Book and Braille Library. We distributed 275 books, including many large print and puzzle books. The seniors enjoyed the "Books by Bike" for the second year in a row. Attendees remembered us from years past and many of them made us their first stop.



*Central Library Updates*

**Children's & Youth Services, Tonia Burton reporting Programs**

*Solar Eclipse* - The 2017 Solar Eclipse program was an event bigger than anything we anticipated. The Central Library gave out 4,000 pairs of the sought-after eclipse glasses. We were part of over 7,000 libraries around the United States that participated in this project made possible by STAR \_NET; Science Technology Activities and Resources for Libraries. STAR\_Net is a production of the Space Science Institute's National Center for Interactive Learning (NCIL) in collaboration with the American Library Association, the Lunar and Planetary Institute, and the Afterschool Alliance. Major funding is provided by the National Science Foundation, NASA, and the National Institutes of Health (SEPA). The Children's Center and Science & History Department collaborated to host a viewing party for over 500 patrons on the terrace of the Rundel Building. Thanks to the assistance of the Maintenance staff for putting up tents and chairs, many patrons were able to stay out of the heat and sun. The County Executive dropped by and helped distribute the glasses, which was fun.

*Summer Snackin' – Re-Think Your Drink* - Teens were HORRIFIED to discover that two sodas per day for a month was equal to 5 pounds of sugar, and that organic lemonade from Wegmans has MORE sugar than soda. Read labels and flavor your water! The presenter pointed out that our new vending machine has healthier snacks than usually offered and discussed an appalling calorie difference between fried and baked snacks.

Hula Hooping – Rosalind Walker from Victory Fitness gave teens and kids an opportunity to have fun and hit their target heart rate by EXTREME hula hooping! We had ages 4 – 20 years swaying and giggling to great music, and had to migrate to a larger space outside of Teen Central. My favorite scene was an 8 year-old looking at a 20 year-old Teen Central Alumni like he was the coolest guy to be doing the hula.

We celebrated the end of our Summer Reading program with a party where the teens were rewarded with new books and other prizes for their participation. The Biz Kids program brought in a new wave of teens and mentors who were seeing the new Teen Central for the first time...minds were blown, and kids came back later for books and comics.

Raising a Reader, Library Assistant, Amy McLean reporting

We received 104 surveys from Raising a Reader families asking about their reading habits before and after participating in the program. We saw positive increases in all categories. The areas that families reported the most significant change in behavior were:

- Children asking to look at books at home (up 9%)
- Families having more children's books in their home (up 10%)
- Average number of minutes spent reading (up from 11 minutes on average to 17 minutes)
- Number of times visiting the library each month (up 6%)



**Community Outreach /Meetings**

Toy Library Conference – Tonia Burton had several phone meetings with Judy Iacuzzi, Executive Director of the USA Toy Library Association which is located in Illinois. Burton has been working with TLA to host the TLA Conference in Rochester. The *Play to Learn, Learn to Play* Conference will take place on September 23, 2017 at the Central Library. Sarah Fitts-Romig, from the Toy Library at the Lincoln Branch Library will also be presenting. Some of the sessions are:

- **Importance of Play, Practically Speaking – Do You Play?**  
Is play important for only children or is it important for everyone, young and old alike? Examine how play affects all aspects of our lives and how our playfulness benefits our children. Particular focus will be on the emotional/social benefits of play. *Nina Hillery, Educational Consultant, former Toy Librarian, Akron, OH; Anne Friederichs, Children's Librarian, Dakota County Westcott Library, Eagan, MN.*
- **Thinking Outside the Toy Box**  
Learn how to organize a successful toy library within the public library or other setting with creative thinking, planning and development. See how a toy lending program will excite the community and patrons. Learn how to use social media as a leading promotional tool to build community awareness and involvement. *Sue Kirschener, Youth Literacy and Outreach Manager, Cuyahoga County Public Library, Cleveland, OH; Sarah Fitts-Romig, Library Assistant, Rochester Public Library; Liza Wilson, Director, Toybrary Austin, Austin, TX.*
- **Play & Its Relevance in the Lives of Families in Poverty**  
Discuss programs that work to bring play, toys and other learning tools to families in poverty and the effects on the children and adults in those communities. Additional discussion of solutions that engage families who do not participate in early childhood educational programming for many reasons – multiple jobs, single parenthood, etc. *Tammy Byington, Parent Education Coordinator, First Chance for Children, Columbia, MO.*

- **Special Needs and Play Therapy: Focus on Autism**

Review the history of autism, related myths and truths, and enjoy an overview of educational programs and educational interventions that enhance learning. *Martin Stone, Educational Consultant with 40+ years of experience in the field.*

Once the conference was announced, Burton received calls and emails from possible collaborators, including Suzannah Iadarola, Ph.D., BCBA-D, Assistant Professor of Pediatrics, Director, Rochester Regional Center for Autism Spectrum Disorder at University of Rochester Medical Center. Burton will meet with a team from the Rochester Regional Center for Autism Spectrum Disorder at URM and discuss MCLS programming and services and how we can collaborate. The Center is currently developing a training and curriculum for organizations to provide more inclusive recreation opportunities for those with disabilities.

**imagineYOU, John Hylton reporting**

**Programs**

GIS Scholars – Project Awareness - Thomas Cuyler contacted imagineYOU regarding how GIS Scholars Inc. and Teen Central could collaborate on shooting a promo video for one of their GIS Scholars, Malik Jaff. Jaff has received funding for his project titled Project Awareness and wanted imagineYOU to help produce a video. Jaff's goal for this project is to bring awareness to the hate crimes that occur around Masjid As-Sunnah (Mosque). Masjid As-Sunnah is located on North Goodman Street on the east side of Rochester. The political climate of the United States currently has given a bad image of Muslims to the American public. This negative image has caused individuals to commit crimes against the Muslim community. These crimes include theft, assault, vandalism, etc. Jaff's hope is to bring awareness to the hate crimes that occur around Masjid As-Sunnah. Justin Jackson and I worked with GIS Scholars for three days shooting and editing video until we were all satisfied with a project that we all could be proud of.

Here is a link to the Project Awareness promo video created at imagineYOU.

<https://youtu.be/UQHplnDm6Sw>

New to imagineYOU- imagineYOU has seen an influx of new students who are looking for a more productive way to spend their time. Teens have visited the imagineYOU lab from recommendations from peers and outreach efforts by me and Teen Central staff. I was able to sit with this young man and listen to him talk about his struggles with being a teen in Rochester, NY, and offer him a way to express himself through music. This one-on-one interaction is pivotal in teaching the music, video and art programs we offer and gives the youth confidence and a sense of belief in themselves.



### **Community Outreach/Meetings**

Project-Based Learning and Creation - Josh Pettinger and I met in August to discuss our project-based music program and will begin working with the teens the 1<sup>st</sup> week in October to create the 10-track compilation digital download CD. It will incorporate all original music produced and written by imagineYOU youth. The CD will have an album cover designed by imagineYOU artists and behind-the-scenes pictures. The process will be documented by the youth. We believe this new project-based system will keep the youth engaged and returning to the imagineYOU lab to create and learn all aspects of digital literacy.

### **Local History, Jay Osborne reporting**

#### **Programs**

- Genealogy Specialist Barb Koehler gave a presentation at the Penfield Public Library titled “How to Build a Family Tree.” Koehler also gave an interview to Christine Green for 55+ Magazine on genealogy research.
- The Suffrage exhibit continues to provide opportunities to showcase our collections and facilities. The Rochester Area Suffrage Centennial Alliance (RASCA) partners continued to lead guided tours of the physical suffrage exhibit in Hacker Hall. Kathryn Murano of the Rochester Museum & Science Center led a group tour from the Flower City Looking Good program. Joanne French, an independent consultant, also led a group from Flower City Looking Good and on another occasion, a group from the Arc of Monroe group from MCC. Deputy City Historian, Michelle Finn, guided Deputy Mayor’s Office staff and Wellesley College Club on separate tours, as well. It is worth noting that a significant return on the investment in hosting this project is that our community partners have a clear interest in its success. Consequently, the ongoing support cost in staff time is being supplemented by volunteers from those partners.
- Finn continued to coordinate with Carol Moldt (Arts & Literature division) and Steve Nash (Science & History division) on putting together the program about the Vietnam War that the Central Library will host on September 13 in partnership with WXXI and the release of the new Ken Burns’ documentary on the war.

#### **Meetings and Outreach**

- Planning for the Rainbow Dialogues, our collaboration next March with the Gay Alliance, continued in earnest in August. Fess attended a monthly planning meeting on the evening of July 9 at the Gay Alliance, which continued to focus on the intellectual structuring of the event. He also spent a considerable amount of time working on the technical needs of the program, including meeting with project leader Evelyn Bailey of the Gay Alliance on July 24, and a follow-up meeting with Bailey, Mike Champlin of DeBergerac Productions and Chuck Aeckerle of Cheshire A/V on August 31.
- Finn is working with Laura Osterhout (Rochester Regional Library Council – RRLC), Jenn Siegel (RRLC intern, SUNY Brockport), and the RASCA Tier 1 partners to develop content for a digital exhibit that RRLC is hosting as a companion to the physical suffrage exhibit, *Because of Women Like Her...* The goal is to publicly launch this digital exhibition in early September and promote it among local schools with the idea of encouraging students and teachers to then visit the physical exhibit, on display in Hacker Hall until October 14.
- Finn met with Daniel DeMarle (President/Education Specialist, DeMarle Inc.) to discuss recent developments with the Rapids Cemetery project. Finn is serving as liaison between RPL/ Office of the City Historian and the Rapids Cemetery team while Ridarsky is away from the office.

- Finn met with Tom Grasso (Canal Society of New York State) to discuss ideas for commemorating the centennial of the opening of the NYS Barge Canal, 1918-2018.

### **Exhibits**

Morry, Pepe, and Finn installed a new exhibit in the Local History & Genealogy Division this month. Entitled “A Rochester Retrospective: Celebrating the Past 200 Years,” this exhibit features significant anniversaries pertaining to our city’s past: the bicentennials of breaking ground on the Erie Canal and the founding of Rochesterville (1817), and the centennials of US entry into WWI and the passage of a woman suffrage amendment in New York State (1917). In January, another case will be added to this exhibit to commemorate the bicentennial of Frederick Douglass’s birth (1818). The exhibit will stay up until at least fall 2018, at which time, the division is expecting to host an exhibit that will be co-curated by the University of Rochester, the Rochester Museum & Science Center, and other community partners in commemoration of the life and work of Lewis Henry Morgan.

### **Special Collections**

- The investment of Fess’s time in Buffalo earlier this year is paying dividends. The head librarian at the Buffalo History Museum forwarded two parcels in August. The first contained rare Rochester Royals programs, received as part of a donation of Buffalo-area basketball memorabilia, and the second, a typography manual from Cadmus Repro-Graphic Incorporated, a long-gone Rochester printing company.
- Fess began delving into the processing of the Day family papers, a large collection that is slated for use in creating new content for *Rochester Voices* as part of a class partnership in spring of 2018. The collection is progressing steadily, in no small part due to the aid of Camden Burd, the course’s professor, who volunteered to aid in processing. As it stands, processing is about 50 percent complete. Fess also rehoused and created proper storage locations for the 1858 Powers Building photograph and the *Rochester Freeman* newspaper in August.

### **Digital Projects**

This month, Historical Services Consultant, Christine Ridarsky, and Historical Researcher, Michelle Finn, worked with staff from the Friends & Foundation of RPL (FFRPL) to submit an application for a Spectrum Digital Education Grant. If funded, this grant money (\$23,210) will be used to enhance the *Rochester Voices* website according to feedback we have received from local teachers on the historical topics and educational resources that would be most valuable to them.

### **Social Media**

Christopher Brennan contributed three blog posts this month: “Carthage: Rochester’s Forgotten Rival” (8/1/17); “Fall Town: a brief Sketch of Hanford Landing” (8/15/17); and “The Rapids: a History of Castletown” (8/22/17). Library Assistant, Dr. Emily Morry, wrote 1 blog “A Rochester Retrospective: New Exhibit in Local History!” (8/31/17).

## **Science & History Division, Jennifer Byrnes reporting**

### **General News**

- August, 2017 will go down in history as the “eclipse glasses” month. Division staff answered hundreds of phone calls and in-person requests for glasses. Jennifer Byrnes hand-delivered ten pairs of glasses each to County Executive DiNolfo and Mayor Warren, and many members of RFD and RPD were exempt from the one pair per person rule. We can definitively say that the eclipse brought many new people into the library. For the 2024 eclipse, the Friends & Foundation may want to consider selling the glasses in the bookstore.

- Jennifer met with Mark Duheme of URMC so that the division, with assistance from our medical students, can start administering surveys for the DSRIP (Delivery System Reform Incentive Program) Patient Activation Measure (PAM) study. There is potential for the incoming group of AmeriCorps volunteers to assist with this effort, as well. URMC greatly appreciates Central's assistance, as they need to administer 40K surveys a year. Tina Wu, our first medical student, worked on connecting us with the medical students' street outreach group and will arrange for them to make Central a stop on their route. She also reached out to Kimberly Lawrence of Project Eyecare; this will establish a referral process for adult patrons who have poor vision and can't afford an eye exam or glasses. This is a much-needed service for Central, as we see many patrons with their eyes glued to their screens or books, in addition to frequent requests for magnifying glasses. Tina also put together a list of authoritative medical websites to distribute to all MCLS librarians.

### Meetings/Outreach

- Alla Levi and Steve Fentress, Director of the Strasenburgh Planetarium, were interviewed at the Planetarium by the *Democrat & Chronicle* about the Solar Eclipse. This interview appeared on the *D & C* website.  
<http://www.democratandchronicle.com/videos/news/2017/08/15/eclipse-glasses-programs-and-more/104627350>
- Sarah Bishopp Velez and Melissa Manczuk met with Jennifer Raynor, the librarian at the Golisano Children's Hospital, to discuss with her the potential for collaborating on the Craft-It-Forward program. Jennifer was very receptive to the idea of receiving donations from Craft-It-Forward that would go to the patients and families at Golisano. As a bonus, Jennifer was kind enough to give us a tour of the wonderful library as well as the information resource room at the Wilmot Cancer Center and the Miner Library.

### Programs

- Jennifer Byrnes hosted an eclipse program with Steve Fentress, Director of the Strasenburgh Planetarium, about how to get the most out of the eclipse on the 21st and preparing for the 2024 eclipse, for which Rochester will be in the path of totality. Eclipse glasses were passed out.
- Sarah Bishopp-Velez co-hosted "The Opioid Crisis: A Community Discussion" at the Sully branch. This was the last program in the opioid discussion series, with 37 people attending and an excellent line-up of panelists, including Jennifer Faringer, Director of the Rochester Area National Council on Alcoholism and Drug Dependence; Christy Post from ROCoverly Fitness; Captain John Corbelli of RPD; and Dr. Michael Mendoza, the Monroe County Public Health Commissioner. As with the previous two discussions, the Q&A time led to some great discussion on topics such as how to dispose of needles and unused prescriptions, health disparities in minority populations, and the use of Narcan. Currently, Anna Souannavong, Sarah Lydon, and Sarah Bishopp Velez are reviewing the program series and considering whether or not it will be continued at a later date.
- Jennifer Byrnes arranged for ROC Community Co-working to meet on the second floor of Rundel with the benefit of the high speed private wireless network. They loved the space; ten people participated.
- Solar eclipse event - Alla Levi and Steve Nash passed out eclipse glasses on the South Terrace of the Rundel Memorial Building from 1 to 4 p.m. At 1 p.m., 550+ people were waiting in a long line to receive their glasses and to watch the eclipse. By limiting to one pair of glasses per family, most people were accommodated. The Science/History Division and the Children's Center collaborated on this program.
- Luncheon for Community Partners - Jennifer Byrnes and Sarah Bishopp Velez attended a luncheon at Coordinated Care Services, Inc. of Rochester. This was held in appreciation for all of the community

partners that work with the healthcare navigators and aged, blind, and disabled programs. It was also a great networking opportunity, since so many other local health organizations were present.

### **Training**

- Kate Meddaugh participated in the webinar *Tips and Tricks for Trademark Searching* with the USPTO (United States Patent and Trademark Office). It was a very informative webinar on using the Trademark Search Databases search options, so we can help customers do more thorough searches.
- Sarah participated in the webinar from the National Network of Libraries of Medicine *Misperceptions and the Misused Language of Addiction: Words Matter*, presented by Dr. Richard Saitz. In this one-hour webinar Dr. Saitz addressed the different theories of addiction (behavior vs. disease), and suggested better terminology in an effort to reduce stigma. Anyone interested in viewing the webinar recording can do so here: <http://escholarship.umassmed.edu/ner/48/>

### **Carlson Patent & Trademark Center**

Kate Meddaugh provided one-on-one assistance for 14 people and answered 100 Intellectual Property queries this month.

### **Arts and Literature, Nanci Nugent & Carol Moldt reporting**

#### **Programs**

- *We Write Short Shorts: The Art of Writing Flash Fiction*  
This catchy writing series title was a crash course in writing very short fiction - a typical flash fiction story is less than 2,000 words. We were fortunate enough to have Sarah Freligh teach this series. Sarah is a well-known local poet who has published a number of books and whose work has appeared in numerous journals. Sarah is a sought-after teacher, teaching workshops and seminars at Writers & Books and around the country. Students were thrilled with this class, giving Sarah excellent ratings. We plan on having Sarah back in the future to teach more writing classes.
- *Crocheting Wire Bracelets - Taught by Carli Fournier from Let's Bead*  
Let's Bead was back again to teach a beading class. Students used a crochet hook, seed beads and fire polished crystals to create a unique crocheted bracelet. Students were surprised to find out that jewelry could be made using crochet techniques. This is the second class Carli has taught for the Arts Division. Students enjoy her approach to teaching, saying, "Fournier is a patient and friendly instructor and we want more classes with her." She will be back in November to teach a Native American Beading class to celebrate Native American Heritage Month.
- *Music in the Dorris Carlson Reading Garden*  
August was a music-filled month at Central, with seven concerts held in the Dorris Carlson Reading Garden. The weekly lunch hour concert series featured jazz combos Laura Dubin and Antonio Guerrero; the Doug Stone Quartet; the Bill Watson Trio; Spanish guitarist George Diaz Muniz; and pop singer/guitarist Eric Manzler. Bosnian-born pop singer Fatima was the performer for an evening garden concert. The Central Library was a venue for the Gateways Music Festival, hosting five outstanding brass musicians from across the United States. They received a well-deserved standing ovation from the appreciative audience. The Gateways Music Festival, currently in its 23<sup>rd</sup> year, celebrates classical musicians of African descent.

#### **Outreach**

On August 1, Alicia Gunther and Nanci Nugent went to the I Heart Radio station 95.1 and spoke with DJ Brother Wease. Brother Wease is a Vietnam Vet, and Gunther and Nugent went to take photographs of his military tattoos for an upcoming exhibit. Brother Wease spoke to them about his tattoos and how one of them is from the helicopter scene in the movie *Apocalypse Now*. He spoke a little about his experience there before having to return to the radio show.

## **Business & Social Sciences, Darlene Richards reporting**

### **Community Outreach/Meetings**

- Darlene Richards met with a representative from the Imani Theatre Ensemble. The nonprofit consist of very talented actors who are committed to presenting stage productions from an African American perspective. They are performing in the Fringe Festival in the play, *Collard Green Curves - the Nurse Bowick Story* premiering at Geva's Fielding Stage. Darlene introduced her to the Foundation Directory, other resources and followed up by sending her a free webinar from the Foundation Center, "Before you seek a grant: A checklist for new nonprofits."
- Darlene met with a patron who works for both Mendon and Sutherland High school in the District Career and Community Service Department. She was interested in information about service learning grants, for high school education and community needs. Darlene helped her locate some materials on grants for education in general and information about private foundations providing funding for public schools.
- Darlene also met individually with representatives from the following nonprofits: *Rochester Tai Chi Center, Autism Up and Warrior Salute*. She demonstrated the Foundation Directory Online and grant resources available to use both in and outside of the library.

### **Workshops, Programs, Tours**

- *Pathways to Justice Careers for Youth*  
Twelve youth and their adult counselors visited the Job Information Center, the Computer Lab, and Teen Central on August 2 as part of the Urban League's newly established program for at-risk youth, Pathways to Justice Careers for Youth. This mentoring program introduces youth to the world of work with guest speakers working in justice occupations, college tours and more. During their time at Central Library, youth spent half their time with Brian DiNitto working on their resumes and half their time in the Job Information Center with Linda Halliburton and Darlene Richards. The highlight was a tour of Teen Central with Xandi DiMatteo and Melora Miller. During their time in the Job Information Center, each youth was presented with a packet, which included information on the career they were exploring along with information on SUNY colleges and college scholarships. Youth received handouts on New York State's new Excelsior Scholarship for tuition at SUNY colleges and the Educational Opportunity Programs for disadvantaged youth at area colleges. Youth also took a mock and very short Civil Service test for police officer, during which there was a lot of concentration and effort to do well.
- *City of Rochester's BizKid\$ Camp*  
A group of 40 lively youth, adult counselors and counselors-in-training with the BizKid\$ camp program spent several hours working on their business plans and business cards in the Division and in Teen Central on Thursday, August 17. Darlene Richards and Linda Halliburton worked with youth to provide them with sample business plans pertinent to their business idea to spur their creativity as they worked on their own business plans. Teen Central staff assisted youth in producing their business cards. On Friday, each BizKid presented their business plan to a panel for review and recognition. The BizKid\$ camp introduces campers to concepts in business creation, planning, and public speaking.

### **Small Business Consulting**

It was a busy month for Linda Halliburton with small business consultations through appointments and walk-ins. Aspiring entrepreneurs seek us out to obtain information needed for the business plans they are writing. Linda worked with individuals writing business plans on Medicaid non-emergency medical transportation, commercial cleaning business, two craft beer brewpubs, two demolition businesses, training and employment service for ex-offenders, and a life coach consultant.

**Anecdotes:**

On August 16, teen librarians sponsored an event in Kate Gleason Auditorium for teens to expose them to trade, college, and public service (firefighter and police) options after high school. Linda Halliburton provided the teens with fairly current copies of police and firefighter Civil Service exam study guides, college guides, and scholarship guides, which were superseded by newer editions in the Job Information Center. Later, Teen Librarian Xandi DiMatteo mentioned that the firefighter reps were thrilled to receive the firefighter exam study guides and planned to give them to potential recruits to help them prepare for the firefighter Civil Service exam.

**MCLS Member Libraries, Betsy Gilbert reporting**

**Brighton Memorial Library – Jennifer Ries-Taggart, Director**

Eva Abrams: Memories of a Holocaust Survivor was a program held at the library that was made possible by the Jewish Federation's Center for Holocaust Awareness and Information (CHAI) and was sponsored by the library's Friends.

**Brockport – Seymour Library – Carl Gouveia, Director**

The Foundation of the Seymour Library is doing a fundraiser called "Sit Right Down and Read." This is an auction, to be held on October 8<sup>th</sup>, of chairs that have been creatively prepared by local artisans. The library received a SAMS grant for \$54,000 for lighting, parking lot repairs, and HVAC controls. Chris Daily, long time teen librarian, will be retiring early next year.

**Chili Public Library – Jeff Baker, Director**

The annual Gates Chili Golf Tournament earned \$7,200 each for the Gates and Chili Libraries. The *D&C* did a nice article on the library's eclipse program. The story time room renovation should be completed by the end of the month.

**Fairport Public Library – Betsy Gilbert, Director**

Teen Librarian, Stephanie Squicciarini, working with a team of MCLS teen librarians and FFRPL, was successful in convincing author Rick Riordan to come to Rochester on his promotional tour for his latest book. They secured a venue with 1,800 seats, and those seats were all claimed in the first hour that they became available.

**Gates Public Library – Greg Benoit, Director**

The library had 80 to 100 people for four eclipse classes. They are working through some insurance issues for the pre-k/programming space.

**Greece Public Library – Cassie Guthrie, Director**

The library was audited by the state comptroller's office for their Information Technology.

**Hamlin Public Library – Kay Hughes-Dennett, Director**

The library has had some electrical issues.

**Henrietta Public Library - Adrienne Furness, Director**

The Town Board will be voting on a referendum for a library bond at their next meeting. The vote will take place on November 7<sup>th</sup>. The square footage for the new library will be 33,000, increased from the current 18,000. The location for the new library is next to the recreation center. The library recently increased its hours. There was a very nice article in the *D&C* about Laura Lintz, a children's librarian at Henrietta.

**Irondequoit Public Library - Terry Buford, Director**

Ruth Otto, long time children's librarian, is retiring. The library is doing a bit of staff reorganization following this retirement. On September 30<sup>th</sup>, the library will be hosting a video game creators conference

in conjunction with the RIT Magic Center which will include workshops and food trucks; library Friends are hosting a Fashion Show fundraiser on September 16. MC of this event will be library director, Terry Buford.

**Newman Riga Library – Lynn Brown, Director**

The library is getting new carpeting.

**Pittsford Community Library – Rhonda Rossman, Director**

The Starbucks in their building will be opening in about two weeks. They are starting the 1,000 books before Kindergarten program. 1,000 people showed up for 200 pairs of eclipse glasses the day of the eclipse. Friends are having a book sale this weekend which coincides with the Town of Pittsford Food Truck & Musical Festival.

**Rush Public Library - Kirsten Flass, Director**

The Friends will be holding a silent auction as a fundraiser.

**Scottsville Free Library – Laurie Leo, Director**

The library had an interesting mystery. A painting was donated which was suspected to be a valuable work of art by Remington. After researching the painting, they discovered that it was a very old fake which is probably only valuable for decorative use.

**Selected Meetings & Outputs**

**Director Uttaro (August 9 – September 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 Directors' Council (monthly)  
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)

Central Library Tech Center Planning Team  
Greater Rochester After School Alliance (GRASA) Director, Christine Dandino  
Growing Downton Rochester's Vivian Pallodoro  
International Sister Cities of Rochester (ISCOR) Board  
New York Alliance of Library Systems (NYALS) and New York Library Association (NYLA) Advocacy Launch – Guilderland, NY  
Parent Leadership Training Institute (PLTI) Civic Design Team at Rochester Area Community Foundation  
Public Library System Directors' Organization (PULISDO) Conference – Vernon Downs, NY  
Public Library Section, NYLA Conference Call  
RPL Staff Day Planning Team  
RRLC Executive Director Candidate  
Sarah Lydon, RPL Librarian  
Tonia Burton, Dennis Williams, Cynthia Dana on Breaking Down Barriers presentation

Email Activity – August

<b>User display name</b>	<b>Send actions</b>	<b>Receive actions</b>	<b>Read actions</b>
Uttaro, Patricia	752	3,420	2,302
Snow, Sally	402	2,051	760
Reeves, Tolley	435	1,461	1,357
Harrison, Brie	234	1,450	1,456
Burton, Tonia	685	1,818	435