

**Director's Office  
Rochester Public Library**

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TO: RPL Board of Trustees  
FROM: Patricia Uttaro, Director  
DATE: April 26, 2017  
SUBJECT: Monthly Report – April, 2017

*Action Items*

**ATM Rochester LLC Agreement (Agenda Item II.4)**

ATM Rochester LLC was retained in April, 2013 for ATM services at the Central Library, based on similar terms as a City contract (40% of gross machine receipts, \$2.50 single user fee transaction charges). The prior extensions have ended with the original contract expiring April 30, 2017. ATM Rochester has agreed to a new three-year contract with the same terms as the current contract.

**Board Action Requested:** Approval of an agreement with ATM Rochester LLC, for the terms described for the period of May 1, 2017 to April 30, 2020.

**Symantec Server Upgrade Agreement (Agenda Item II.5)**

The RPL has purchased a virtual server to host various servers that provide multiple functions to the library. NetX Information Systems, Inc. will support the library by building out a new anti-virus server to replace the old server at its end of useful life. NetX will install the latest software, transferring data from the existing server, and connect all RPL client devices to the new server. In addition, NetX will provide a best practice analysis of potential threats to the library network. This firm, while not local, is dedicated to the Symantec product used by the library and was recommended by current library IT vendors. The cost for services is not to exceed \$7,000, will be funded from the operating budget for Library Automation, and will be completed by June 30, 2017.

**Board Action Requested:** Approval of an agreement with NetX Information Systems, Inc., for the terms described for the period of May 1, 2017 to June 30, 2017.

**Mobile Device Management Agreement (Agenda Item II.6)**

The RPL has many tablets and other mobile devices supporting staff and public service activities. It is recommended that a device management solution be implemented for device tracking and management. MAC Source Communications, Inc. will furnish and install a Meraki Systems Manager and configure a web-based dashboard to be used by Library Automation staff. This device will be configured for all device operating systems (OS) used by the Library, including iOS/macOS, Android/Chrome and Windows. MAC Source is utilizing NYS Contract pricing for all licenses and equipment. The cost for services is not to exceed \$4,000, will be funded from the operating budget for Library Automation, and will be completed by June 30, 2017.

**Board Action Requested:** Approval of an agreement with MAC Source Communications, Inc., for the terms described for the period of May 1, 2017 to June 30, 2017.

**Election of RRLC Representative (Agenda Item II.7)**

In light of Ms. Hall's planned relocation to Washington, the RPL Board will need to recommend to the Rochester Regional Library Council's Board a new official representative to its board as soon as possible. The RRLC Board meetings are held on a bi-monthly basis (every other month) at the RRLC offices in Fairport. Please consider serving in this capacity; in addition to learning about other libraries' programs and offerings, it's a terrific opportunity to meet other library colleagues from throughout the region.

**Board Action Requested:** Election of new RPL Board representative to the RRLC Board.

## Report Items

Patricia Uttaro, RPL Director

### RPL Strategic Priority Highlights

#### Education & Engagement

- Arnett - During the 14 days leading up to and including St Patrick's Day, 2017, Arnett patrons were asked to jot down on paper shamrocks what they would like to see the branch do in the future (as a patron survey). The shamrocks were then taped to a library wall making a nice St. Patrick's Day display. Site Supervisor, Bruce Tehan said that Arnett's patrons seem to like the programs they do there because many of the comments were requests for more programming for families, teens, adults and especially for children. Arts and crafts programs and programs that include food seem to be especially desired. More library hours and scanner services were also requested multiple times by the patrons.
- A big highlight for March for both the Toy Library and Lincoln was the visit from three Rochester City School District Universal Pre-Kindergarten classes. The total of 88 in the field trip were divided by class to enjoy physical activities in the Community Room, play in the Toy Library, and a craft activity in the children's area. Of the 88 visitors, 39 were adults, many of whom had never heard of the Toy Library or been to Lincoln.
- In the month of March, I had a patron named Sophie and her parents set up an appointment for a 3D printer tutorial. Sophie has an extreme interest in technology and medicine and the ability of the 3D printer to be used to produce medical and biological components such as prosthetics now and in the future. I had previously told Sophie about a few websites where she can download stl. files. Sophie came into Sully with her parents who were just as interested in the 3D printer and its vast applications. Sophie had brought in stl. files that combined together would create a prosthetic hand. I gave her the tutorial of how to setup the 3D printer and how to use the software. Sophie then tried it and printed off several files that day as she stayed at Sully with her parents from the time we opened until almost closing. They were mesmerized by the 3D printer and just watched as it printed each file Sophie wanted. They were extremely grateful for the tutorial and my time and they are coming back in April to learn how to use the software SketchUp so that Sophie can design her own 3D printable creations.
- The Central Children's Center worked with Teen Central to bring James Kennedy, author of the teen book *The Order of Odd-Fish* and founder of the Ninety-Second Newbery Film Festival to the library. This film festival is an annual video contest in which young filmmakers create movies that tell the entire stories of Newbery-winning books in about 90 seconds. The Friends and Foundation generously gave money to offset the cost of his trip to Rochester to present the best Newbery films of the year as well as those films that were produced by Rochester kids. Kennedy gave a presentation about what makes a great film, and gave some ideas of how kids might produce their own films for next year.
- As part of Roc the Future, Uttaro is working with a collaborative action network that is developing a summer learning system for the City that will better align all the programs and services currently offered, identify gaps, and recommend solutions. The advantage for the library could be the development of a set of standards that will help us better create and implement quality, drop-in style programs that provide rich learning experiences for students.

#### Sustainability & Resources

- Several RPL staff traveled to Albany early in the month to participate in the New York Library Association's annual Library Advocacy Day. Kim Whittemore (Charlotte), Lori Frankunas (Wheatley), Shamika Fusco (SW Outreach), Jennifer Byrnes (Central), Lily Anthony (Central), and Amy Discenza (MCLS Outreach) joined Uttaro and Snow for continuing education activities and spent the day at the Empire State Plaza and the Legislative Office Building meeting with members of our local delegation. All participants shared stories of how libraries impact the people they serve. Everyone reported that they learned a great deal about NYS government and its relationship to libraries.

- In March, the Arts Division opened in the North Wing of the Rundel Memorial Building. The staff began reviewing finish and fabric choices from Creative Library Concepts for the tables and chairs. The staff also looked at designs for a moveable lectern for presentations. The new programming space is currently doubling as a quiet study room. Work still remains to be done on the reference area and the gallery space.

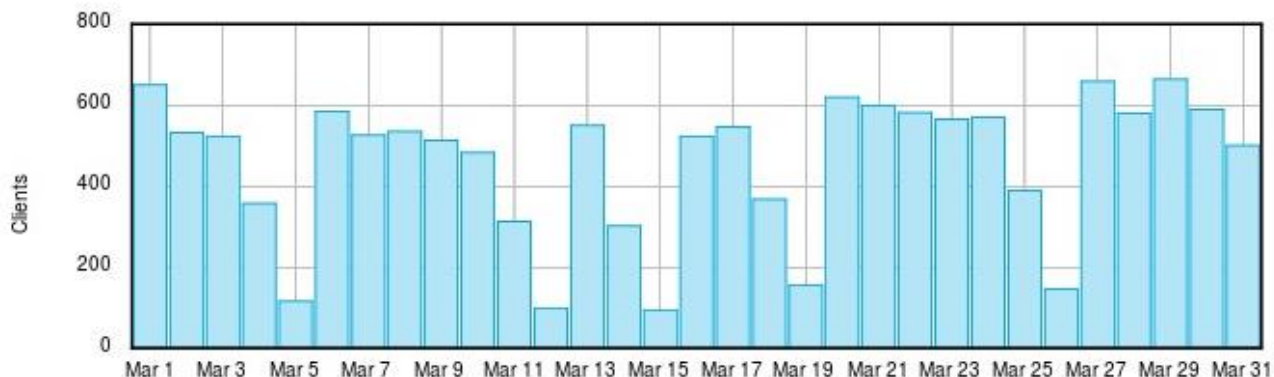
### Stewardship & Curation

- Darlene Richards, Central Business Division, presented to the staff of the Gates Public Library information about the library's partnership with the Foundation Center, Darlene's role at the library as grants research instructor, and other helpful grants websites to use. Paula Blackburn, the adult services librarian stated: "Thank you very much for coming this morning. Many members of the staff told me afterwards they had no idea Central offered the grant services it did and they were glad to learn about it."
- Several Central staff joined Uttaro in a meeting called by Heidi Zimmer Meyer of the Rochester Downtown Development Corporation where the concept of Rochester becoming a hub in the video game development industry was discussed. The library's potential role in this idea is as a game testing site, possibly using the Teen Central and imagineYou locations at the Central Library. The group, which includes representation from RIT's MAGIC Center, The Strong, Eastman School of Music, and multiple video game development firms, will continue to meet to refine the idea.
- On April 3, Uttaro joined State Librarian Bernie Margolis and Division of Library Development Specialist Karen Balsen in presenting information to the New York State Board of Regents on *Ready to Read at New York Libraries* and on early learning activities in MCLS libraries. While initially allotted 15 minutes, we spoke with the Regents for close to an hour, with a good amount of time spent answering questions regarding the specific programs and services offered by libraries to families. There is a deep understanding among the Regents of the importance of early learning activities for children ages 0 - 5. The Regents acknowledged the critical role libraries play in reaching families before their children go to school. All acknowledged that libraries, along with health care and social services agencies, are among the first social and cultural institutions to come in contact with young families, and the trust relationship between those families and libraries is critical in helping provide rich learning experiences for children to help them get ready for school. I shared information on the local implementations of the *1000 Books Before Kindergarten* program which debuted in MCLS at the Greece Library and is now available in several MCLS libraries. I also shared information on the Rochester Public Library's Raising a Reader program and the Rochester City School District Literacy Aide program developed by RPL in 2009. Photos of early learning programs offered throughout MCLS were also shared.

**Central Library Highlights**

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

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



**MCLS Mobile Statistics – March 2017**

**Unique Users & Queries by Device**

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

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

- Snow and Assistant Director, Dr. Tolley Reeves; Circulation Manager, Cynthia Dana; and Graphic Artist, Corinne Clar met to develop a marketing campaign for “Free to Read,” the Rochester Public Library pilot program for eliminating fines for children’s and teen materials in an effort to promote kids increasing their literacy skills and remove barriers to library use. The group came up with a design and materials have been printed and distributed to Central and Branches. Further distribution will be done via the Rochester City School District, the Blue Book Shelf program and other community partners.
- Two incidents of severe weather necessitating library closings occurred in a very short span of time. This prompted Snow to create an easy-to-follow procedure to alert staff and the media, once the okay to close is given. The procedure was given to the Management Team so that no matter who is on vacation or away from the library, the manager on duty has the necessary contacts. Contacts include City Communications, FFRPL, Starry Nites, and the Department of Recreation and Youth Services. It also includes all logins and passwords to post closings on our local TV and radio stations.
- Snow participated in “Read Across America Day,” filling in for Director Uttaro and Mayor Warren at two events. The first stop was Westfall Academy at the Islamic Center, where the theme was cats; Snow read *Kitten’s First Full Moon* to the assembled students. The second stop was a 5<sup>th</sup> grade class at School 52 where the title of choice was *Salt in His Shoes*, a book about basketball hero, Michael Jordan.
- Snow attended the site supervisors’ meeting for the North Branch libraries. She discussed the coming RPL web page and asked the supervisors for ideas on what a branch web page might look like. The RFP for the web page was sent out by Harrison, and the firms of Mason Digital and Archer Communications have responded. The team is reviewing the proposals and hopes to have a vendor chosen soon.
- Snow assisted Personnel Manager, Ana Suro, and Security Supervisor, Erice Cotton, with a review of the evacuation procedures for the Central Library.

- Snow attended the Greater Rochester Chamber of Commerce professional development event, “Getting Results with or Without Authority.”

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

#### Facebook

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

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

#### Twitter

##### Profile Visits

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

##### New Followers

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

##### Engagements

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

#### Favorites

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

#### Mentions

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

#### Instagram

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

#### Tumblr

- New Followers - 2
- Notes - 1

#### Constant Contact Newsletter

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

#### YouTube Channel

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

#### Web Stories

- 5 Created

### **Children's & Teen Services, Tonia Burton reporting**

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

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

In addition to the great new teen space, the youth services staffs have been planning the addition of a space for patrons in 5<sup>th</sup> – 8<sup>th</sup> grade called The Middle Ground. This space will evolve based on patron request, and we will

use this opportunity to develop it bit by bit by observing use and documenting requests. Our speculation is that this age group will want video games, comic books, and popular books in addition to a space they feel comfortable in.

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

### **Programs**

- We held a March Madness Program, where kids (and grownups) voted on their favorite book(s). We pitted eight classic books against eight newer titles. The two finals were The Very Hungry Caterpillar and The Snowy Day. It was a very tight race, but The Snowy Day was the final winner.

### **Anecdote**

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

### **Raising a Reader**

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

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

- It’s been a busy month assisting customers prepare with study materials for upcoming City, County, and State Civil Service tests. Additional test prep materials have been purchased for the Job Information Center (JIC) in the areas of civil service, SAT/ACT pre-college, professional exams and more. In many cases, JIC is the only public library source in the county for many test prep materials.
- Volunteers from the New York State Department of Taxation and Finance took a break due to budget cuts on February 18<sup>th</sup>, but they were back with us in March. During the gap of service, the Business & Social Science staff have been busy taking appointments and, when all appointments filled up, staff have been providing patrons with information about the CASH (Creating Assets, Savings and Hope) free tax preparation program, and when appropriate, providing people with AARP free tax preparation site information. We are paying attention to any cancellations and are filling those cancellations up with last minute phone calls.
- The Division has also been very busy answering complicated historical stock questions. Many of these questions can only be answered using our print sources, *The Daily Stock Price Record* and *The Wall Street Journal*. We have had many calls from brokerage firms and tax preparation companies and we continue to be a primary source for these quotes.

### Community Outreach/Meetings

- Jennifer Byrnes attended New York Library Association's Advocacy Day and joined many other supporters of libraries in Albany. Jennifer met with Denny DeLeo of Venture Fund to learn about businesses they will be working with and how the Business Division can support them. She also visited Excell Partners in Eastman Business Park to discuss business case studies, identifying fake news, the new database, Profound, and a review of the Business Division's database, Venture Source, for their new analysts. Jennifer also taped a "Citywise" episode where she discussed the financial literacy family kits. She met with the Alice Carli, a volunteer from the New York Health Campaign to discuss information sessions about the New York Health act.
- Darlene Richards held a follow-up meeting with a student looking for grants for a playground for his internship with the Friends of Longpoint. They narrowed down his search to possibly applying to the Rochester Area Community Foundation as well as Lowes Corporate Foundation. Darlene really enjoyed working with this student because he was an English Literature major and so was she. He told her it was encouraging to see an English Literature major with a career in his field.
- Darlene gave a brief overview of the Foundation Directory and the resources that the library has available to a woman from St. Luke's Church. She is retired and looking for grants for her church and said she would follow up when another board member could join her.
- Christine Ridarsky contacted Darlene for assistance researching federal grants for the Joseph Avenue Arts and Cultural Alliance. She included the president of the Alliance in her e-mail and Christine is an advisory board member. She e-mailed an article from the Foundation Center on quick tips for locating federal funding as well as information about the databases that the library has that focus on federal funding. The Foundation Center is now including federal grants as well as private foundations. Darlene also included information about the top private foundations that give toward arts and culture.
- A patron that used to work for Catholic Family Center and contacted her for help with grants reached out to Darlene Richards and he now is the Associate Director of Prospect Development at the University of Rochester. He is looking for funding for the Susan B. Anthony Center and the Laboratory of Interpersonal Violence. Both are nonprofits that focus on domestic violence with women; social justice issues; violence prevention and intervention; and research, education, and advocacy. Darlene began by sending him approximately 30 foundations that might be a good match for both.

### Workshops, Programs, Tours

- Linda Halliburton hosted the First Wednesday program, *Selling to the Government: the Procurement Experience*, which discussed the processes by which local and state government agencies put out bids to purchase products and services from businesses. Businesses must understand these processes in order to successfully win a bid. The Monroe County Finger Lakes Procurement Technical Assistance Center provides free workshops on selling to government agencies as well as assistance to find bid opportunities.
- The Division hosted a program called *Department of Human Services 101*. Many people from the branches and towns attended. It was a program designed to help case managers and social workers of area nonprofit organizations to understand the types of services that DHS provides. The Monroe County Department of Human Services is a complex system not easily understood by those working outside the system. The program was designed to increase the understanding of the system by Case Managers which will result in improved services to the clients served by various community agencies in Monroe County.
- Jennifer Byrnes presented to the attendees of a Civil Service Job fair sponsored by City Council President, Loretta Scott, and WKDX radio here at the Central Library's Job Information Center. She showed them the various study guides we have to assist test takers, local Civil Service Employee Association guides and the National Learning Corporation guides.

### **Small Business Consulting**

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

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

#### **Programs**

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

#### **Community Outreach**

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

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

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

#### **Meetings**

Sarah Bishopp-Velez attended LROC’s (Library Resource Outreach Center) monthly meeting with Marty Steinhauer. Since LROC has moved into the new space in the Science & History Division, it has been very helpful having a Science/History staff member sit in on the meetings so we know what is happening with LROC and how to help them if we can. This month, among other things, they discussed how their average statistics at Central have gone down, but this is likely due to LROC going mobile and visiting the branch libraries. The Monroe Avenue branch has been a particularly busy location for them. They are looking at which other branch libraries can benefit from their help.

#### **Anecdotes**

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



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

### **Programming**

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

### **Meetings and Outreach**

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

### **Exhibits**

#### **Suffrage Commemoration**

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

- Curating content for the community-wide suffrage exhibition that will be installed in Hacker Hall this summer.
- Working with Juilee Decker (Rochester Institute of Technology) to select and edit excerpts from suffrage speeches for a recording project that will be incorporated into a listening station within the exhibition.
- Coordinating with Ned Davis (Friends & Foundation of the Rochester Public Library) on exhibition expenses and funding (with Christine Ridarsky).
- Coordinating with RPL and FFRPL staff to produce an informational/fundraising brochure.
- Working with the City Communications team on an educational/promotional installation on Rochester suffragists at the Public Market.
- Working with Exhibits and More (EAM) team to discuss logistics on exhibition design and implementation (with Ned Davis (FFRPL)), Jessica Lacher-Feldman and Travis Johansen (UR Rare Books).

### **Digital Projects**

- This month, Deanna Crane and Cheryl Sampson, two student interns from SUNY Brockport, made steady progress preparing materials from the Raymond Rohner collection for inclusion on RochesterVoices.org. Crane finished digitizing the collection and has begun summarizing content. FT Historical Researcher/Deputy City Historian, Michelle Finn, is overseeing the work on this project.

- The digital copies of the 1940 to 1946 City Directories were initially made available on the New York History website in February. In March, Betty Spring in Catalog Department completed the inclusion of digital water marks and Mary Royce in Library Automation Services divided the volumes into smaller segments for easier browsing. These volumes are now available on our website at <http://www3.libraryweb.org/lh.aspx?id=1105> . This milestone completes the terms of the Regional Bibliographic Databases and Interlibrary Resources Sharing Program grant.

### Social Media

- Local History and Genealogy had 21 total posts on social media for the month of March: 7 on Twitter, 10 on Facebook, and 4 blog entries. The reach of these posts was 15,814: 7,866 on Facebook, 1,348 on Twitter, and 6,600 on our blog. 278 people engaged with LH posts on Facebook and Twitter. Our blog posts garnered 183 Likes and generated 262 Post Clicks. Social media has been up for the month of March. Jay Osborne will be meeting with Alicia Gunther in the MCLS office in April to begin assessing what our best options are to repeat this success.
- Our new substitute librarian, Christopher Brennan, contributed two blog posts this month: *Dublin, Rochester's Irish Neighborhood* (3/14/17) and *"So Best to Call It Rochester: How a Community Came to Be"* (3/21/17).
- Library Assistant, Dr. Emily Morry wrote 2 blog posts for LocalHistoryROCs, *They Made You a Moron: A Curious Rochester Club* (3/7/17) and *Four Female Firsts: Trailblazing Women in Rochester's History* (3/28/17).

### Art and Literature, Martin Steinhauser Reporting

#### Programs

- **Poetry Oasis: Kitty Jospe, moderator** – Kitty Jospe, local teacher and poet, leads this group of individuals in reading out loud and discussing poems that she carefully selects. The weekly group is small, intimate and very engaged, and Kitty's willingness to volunteer her time to facilitate this group is much appreciated. Her expertise and passion are a great gift to those that attend the group. Poems by Emily Dickinson, Lucille Clifton, Selima Hill, Kenneth Patchen, Billy Collins, Denise Levertov, Howard Nemerov, and several others were read and discussed this past month.
- **Artist at Work: Mia Sohn - Psyanky Eggs** - Mia Sohn, master of the traditional Ukrainian egg decorating art called "pysanky," demonstrated her craft in Harold Hacker Hall. She talked about her methods, as well as the symbols that are commonly used on pysanka, and the modern symbols and images that she incorporates into her work. Hundreds of Mia's unique and intricately decorated eggs were on display in the Rundel Memorial Building during March and April.
- **A Morning of Writing Prompts with Gail Hosking** - This well-attended writing workshop with instructor Gail Hosking, was part of the Harold Hacker grant-funded Rochester Writes series. Gail led participants through a series of guided writing exercises that are designed to help people kick start their writing or break through a writing block. One of the workshop participants shared the following comment on the evaluation form: *"All of the writing workshops I've taken have been interesting, fun, and informative. I want to extend my thanks to Central for providing such wonderful programs, and for free no less! You're all fantastic!"*
- **African-American Literature Discussion Series – Final Session** - This group, facilitated by David Sanders, Professor Emeritus of English at St. John Fisher College, read and discussed a selection of important African-American texts from the 1920s to the present. Langston Hughes, James Baldwin, Ta-Nehisi Coates, and Jamaica Kincaid were featured authors. The diverse group included about a dozen individuals of different racial and religious backgrounds, ages, and gender. People were extremely engaged and candid in the discussions, and because of the importance of the interactions and conversations, we'd like to offer this series again in the fall.
- **Craft-It-Forward** – This was the kick-off to our Spring Craft-It-Forward programs. Completed items will be given to the Mary Cariola Children's Center. We will be collecting sock buddies, shirt savers and weighted lap pads for students with special needs until the end of May. So far, we have collected 22 items to be donated.

- **ROC the ARTS - Drawing Class – Proportions – Gina Zanolli** - Local artist and art professor, Gina Zanolli again brought her extensive drawing expertise to library patrons. Gina is an art instructor at the Memorial Art Gallery and at Monroe Community College. This was the second class in the series called *Learn to Draw: Proportions to Composition*. In this class, *Contour and Value: Build Up of a Drawing*, Gina showed students how to do an outline sketch of an object. Contour drawing is essential as it is a foundation for a drawing or a painting. Students copied art from various artists to understand the character and value in a line. They also did quick studies of Rembrandt to learn how value is built up and used. Students remarked that Gina is patient, personable, and knowledgeable, making them feel comfortable asking questions. The second class will be in April, *Modeled Drawing: How to Describe Shape*.
- **ROC the ARTS-Moss Ball Terrariums** – Sigriet Ferrer presented another Prismatic Garden program in which patrons created an aquatic ecosystem with moss balls. Japanese Moss Balls, also known as Marimo, are a rare and unique species of algae native to Lake Akan in Hokkaido, Japan. These moss balls have a brilliant green color and require minimal care. They thrive on indirect sunlight with a monthly water change. All supplies needed to create a personal moss garden were provided to the participants. Most of those attending had never heard of a moss ball terrarium, and said the bright green color will provide a decorative accent to their homes.
- **Brownbag Book Discussion Group** - March's book discussion, led by Literature librarian, Carol Moldt, featured *To the Bright Edge of the World*, a 19<sup>th</sup> century historical novel set in the Northwest and Alaska. The discussion group, which is in its ninth year, is a wonderful mix including some of the original members and newer participants that have joined over the years. While the group consisted of all women for the first few years, we now have five men attending regularly which has helped to create a more balanced and interesting group.
- **Fairy Houses - Shannon Halligan**, local artist and art therapist, delighted patrons as she showed how to make whimsical fairy houses for spring. Fairy houses are a way to bring nature into your house and a way to personalize a garden. These houses for fairies and woodland creatures can range from elaborate fairy mansions to small houses hidden in a garden. Shannon brought natural materials to create the houses: moss, twigs, pine cones, flowers, feathers, fairies. These houses can be placed in gardens or used inside to brighten a home. One patron said she will be putting it in her home, and another in her city garden to attract visitors.
- **Writing Your Family History** - Lisa Kleman leads a very engaged group of writers who are participating in our latest Rochester Writes four-part series. This group includes people with varying levels of writing experience who are interested in exploring and recording their family history.



## Meetings/Other

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

## **Reynolds Media Center, Joseph Born reporting**

### **Programs**

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

### **Anecdote**

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

## **Branch Library Highlights**

*Tolley Reeves, Ed.D., Assistant Director*

### **Safe To Be Smart Program Highlights – Derrick Coley, Youth Services Coordinator reporting**

- **The Arnett site:** Shetora Banks has been facilitating Wii gaming Fridays for the teens with snacks. Banks chaperoned teens to the movies to see “Get Out.” Afterwards, Banks had a discussion with the teens sharing their hypothesis on the disturbing racial stereotypes of the movie. March was Woman’s History Month and Shetora promoted an Internet scavenger hunt for the teens with prizes.
- **The Phillis Wheatley site:** Lynnisha Bostick chaperoned a field-trip to the movies to see “Beauty and the Beast.” Afterwards, Bostick had a group discussion about the differences between the book and the movie. Bostick is currently providing resume assistance to teens every Tuesday between 4pm-5pm. Bostick has been hosting “Game-Day” for the teens. The boys picked Uno and Connect-4 and the girls picked the Discussion and Question game. Bostick facilitated the Mix and Mingle program for March. The youth were treated to Shepherd’s Pie, which many had never eaten, and they loved it.
- **The Maplewood site:** Mark Dixon hosted an Uno tournament with snacks and prizes for youth. Dixon provides homework assistance to youth that ask for help. Dixon assists teens with online drivers’ test practice and terminology for New York State Department of Motor Vehicles (NYSDMV). Dixon facilitated a STEM (Science, Technology, Engineering, and Math) program for youth. The youth made bubble gum scientifically with kits. After the windstorm, Maplewood’s front steps were covered in leaves and debris. Dixon assembled a group of teen volunteers that were willing to help do community service. They helped Dixon rake all the leaves and bag them for pick up. Dixon conducted an intervention for two homeless youth by contacting the Center for Youth services. The siblings were abandoned by their parent and the CFY sent Danny, a counselor, to pick them up from the Maplewood branch. Dixon thanks the RPL staff for their support in his time of bereavement.
- **The Lincoln site:** Vera Haygood facilitated a geography game called, “Around the World.” The youth viewed a world map and located the places they want to visit (bucket list), while Haygood and Jacob Bigelow assisted youth with colored markers for locations. Bigelow, YA librarian, has been continuing to teach chess and the beginners’ group is gradually growing. Haygood conducted gaming with Wii for many of the boys and the girls played Uno. Haygood facilitated a *Woman in History Trivia contest* for teens with food and prizes. Haygood continues employment assistance with the teens that are looking for work.

- The Sully site: George Carter celebrated Woman's History Month by providing the teens with a reading session. The readings for the teens were chosen from "The Book of Women's Firsts." The youth read excerpts of the book out loud to each other. George facilitated a STEM program showing how static electricity works using Styrofoam cups and plates.
- Teen Central site: Lydia Williams has been outstanding in recruiting teens into the new Teen Central space on the second floor of the Central Library. Lydia has started an all-girls discussion group called "Girl Talk." Lydia has been using digital gaming (X-Box & Playstation-4) to keep teens busy in the space. Lydia will be facilitating reading and comprehending skills once per week for teens. Lydia has created a daily schedule of activities she will be pursuing with teenagers.

### **Southside Branches, Jennifer Lenio reporting**

#### **Arnett - Bruce Tehan reporting** **Programs**

University of Rochester Student Volunteer Jiahui (Jenny) Sun has been helping children create graphic novel stories the last few weeks during her *Creative Minds* program which occurs on most Thursdays this semester. Jenny has been volunteering at Arnett as part of the University's Kauffman Entrepreneurial Year (KEY) project.

To celebrate St. Patrick's Day, Tehan provided a pot of gold (actually chocolate) and a bag of gold to restock the pot. The pot was placed prominently on the main circulation desk where it could be seen. Tehan announced on Facebook that anyone coming in that day and borrowing a green book would get a "coin." He also instructed his staff to give out the coins to non-green book borrowers "for whatever silly St Patrick's Day reason" they could think of.

Adult Librarian, Anne Brown reports that the March Music Series Concert was performed by students from the Eastman Community School. They had a string quartet of middle schoolers, a flute choir of high schoolers, and a flute soloist. Even though it was another rainy Saturday, they still had almost 60 attendees who greatly enjoyed the talent of the kids and afterwards the performers told Brown that they really enjoyed playing at Arnett. It was also one of their most liked Instagram posts to date. They have one more concert left in the series, which will be a string quartet of RPO (Rochester Philharmonic Orchestra) members.

Young Adult Librarian, Katie Swingly hosted two recruiters from Wegmans for a presentation on teen job opportunities. The program was advertised on Facebook and through local organizations like RochesterWorks and the City School District. Over one hundred people attended and most of them were teens. A representative from Catholic Family Center and a couple of other organizations that work with youth also attended. One person even brought a sign language interpreter. Swingly said it turned out to be a great event!



Two representatives from RochesterWorks came to the library to talk to teens about signing up for the Summer of Opportunity program. They helped teens with their applications, and checked the status of applications for teens that had already completed them.



### **Community Outreach/Meetings**

Outreach requests are starting to pick up. This month, Outreach Librarian Shamika Fusco and I spoke to a Monroe Community College children's literature class about multicultural children's books. I also attended a John Walton Spencer School No. 16 Project Fair and played a "Guess the Arnett Activity" game. The kids and their parents were shown pictures of some of the nice things the library does. By guessing what the activity was, participants won small prizes. Requests for librarian visits and Books By Bike outings are being scheduled for April - October. Places we will be visiting include Farmers' Markets, parades, festivals, schools, and block club events.

### **Anecdotes/Other**

The mother of one of the Eastman students who played in this month's music performance wrote this to the head of the Eastman program: "I just wanted to let you know how much my son Peter Foley loved performing two weekends ago at the Arnett Library. He felt that the audience really wanted to hear them play. There was a little boy there who had never seen a double bass before and was talking to him about it. Peter loved seeing all the little kids moving around and enjoying the music. He said that he would rather play there than in the formal recital halls at Eastman. He was so moved that everyone there was trying to do the right thing through music and reading, at the library. He would really like to play there again (and maybe stick around for story time too—to share his favorite books along with his favorite music.) At any rate, I wanted to pass along his sentiment."

### **Douglass - Erin Clarke reporting**

#### **Programs**

Youth Services Librarian, Sarah Ngo, reports that Thursday morning story times were so much fun this month. She has a wonderful small group of boys that are 2, 3, and 4 years old. They love listening to all the goofy stories she reads to them. They play a lot of games now with the library's felt board. Ngo has added a lot of new felt shapes and the boys and parents responded with giggles and "MORE." The Dragonfly class from RCN (Rochester Childfirst Network) came for a bird-themed story time with Ngo. They read three fun stories and sang and danced to a lot of songs. The kids enjoyed pretending to be birds for one of the dances. Ngo gave the teacher stickers to pass out after they walked back. The RMSC (Rochester Museum and Science Center) came to do a "What is an Experiment?" program. The kids had to smell or "waft" different liquids and see how stinky it was and guess if it was a base or an acid. The kids all had turns going up and participating. They got to mix liquids and looked at colors to determine basic or acidic.



A *Make Your Own Succulent Terrarium* workshop was offered. Adult Librarian, Nancy Cowan noted that due to space issues, she usually limit these types of programs to ten participants, but they exceeded it by one this time.

### **Monroe - Mary Clare reporting**

#### **Programs**

Babies & Books: Below is a photograph of Children's Librarian, Margaret Paige's youngest participant and her mother at infant story time. At her first session, this baby was just 2 weeks old and slept the entire time. Here she is alert and excited about books at 7 weeks old!



#### **Community Outreach/Meetings**

Paige visited St. Paul's Day Care Center and led a story time in the "Octos" (3 and 4-year-olds) and "Dolphins" (1 and 2-year-olds) classrooms. The theme was "hair" and she showed up with her hair in a doughnut bun on the top of her head on a paper plate. Staff reported that both classrooms enjoyed the visit and that the children demonstrated excellent listening and participation skills. While she led the second story time in the "Dolphins" room, the "Octos" took turns playing "Stick the Hair on the Troll" which Paige brought for them to play with on a magnet board.

#### **Anecdotes/Other**

One of our pages, who recently left Monroe, just learned some terrific news. Zoje Stage has been writing screenplays for years. She has also started to write novels. She stopped by the library the other day to tell us that her first novel, called "Baby Teeth" will be published by St. Martin's Press. They will be publishing it in a hardcover edition. In the acknowledgement section of the book, Zoje will list the Monroe Branch Library in Rochester, New York. In the summer, she will be moving back to Pittsburgh, but will come back to do a book signing here at Monroe. We are very proud of Zoje for her persistence and hard work.

A patron told us today that she is "thrilled" that we are selling postage stamps. We are noticing more people buying them. It is a very helpful service for our patrons. It's very popular here! The same patron that decorated the front of the library with garland and bows gave our window boxes a spring look. He volunteered his time to put in small branches, adorned with plastic eggs, in our window boxes. It certainly brightens up the library.

### **Wheatley - Lori Frankunas reporting**

#### **Programs**

The Garden Community meeting was a little different than we expected. Although no adults came to the meeting, we did have 15+ children, tweens and teens attend. We fed them homemade vegetable soup and bread and showed them examples of the vegetables that we can grow in the garden. They got to decide what grows in the garden this year. On March 29, we started the seedlings for the garden. We are hoping for more community buy-in as the weather gets warmer and people start thinking about being outside.



For the mix and mingle this month, Lynnechia Bostick made Shepherd's Pie. It was delicious! The Story Walk writing program started on March 22 after being cancelled the two prior Wednesdays for the bad weather and wind. The children from the Southwest Area Neighborhood Center were very enthusiastic and happy to be participating. They're off to a great start on the story that will be the first story placed in the Story Walk. During the second week of the Story Walk writing program, the children started the process of writing down their thoughts and beginning to make it into a story. They learned about Phillis Wheatley and Frederick Douglass and how they are important to the Wheatley community.

The 2017 Black Women's Book Festival was a great success! The event was well-received by the authors and community members, and is on track to be held at Wheatley in March 2018. Adult Librarian, Sean Greif is proud that they can host such an event that draws both library users and non-users, and new community members! He said the authors, poets and artists were fantastic, and were kind enough to have a panel discussion at the end of the event that covered publishing.

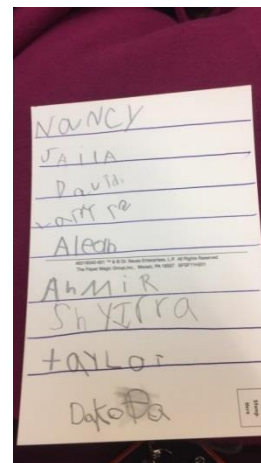


## Community Outreach

### Community Contacts (Shamika Fusco)

- Veronica: Champion University: Garden Volunteers
- Allie Moynihan: Strong Museum: Children's Film Festival
- Jamone Alexander: SWAN: Story Walk Project
- Rebecca Fuss: Reading to End Racism Project
- Matt Singleton: Skate Luvers: Programming
- Ruth Cowan-Creek: Children's Film Festival
- Connie Valk: Children's Film Festival
- Sabra Hickam: Monroe County Correctional Facility: ECRR
- Rawson Duckett: Flower City Roots Edible Landscaping: Gardening @ Wheatley
- Chris Macdonald: Motivate now: Teen Service Programming
- Karen Strawder: Poster Session Presentation: How Libraries Partner w/ Therapist
- Mary Louise Musler: NAEYC: Month of the Young Child Art Exhibit
- Stephanie Gallant: NAEYC: Month of the Young Child Art Exhibit
- Mark Shelton: Kiwanis President: Terrific Kids
- Jen Beideman: Common Ground: Story Walk Project & Play Rocs
- Barbara Grosh: MUSAARHOOD

On Read Across America Day, Fusco had the opportunity to visit #19 School and visit 4 classrooms. The experience was exhausting but quite rewarding. Here is a thank you card and an example of art work that was created after reading *My Many Colored Days*!



### Anecdotes/Other

Sean Greif reported that there were some new faces that joined their TASC (Test Assessing Secondary Completion) and Tech Help classes, which have been fun and engaging. One of his regulars, Lilly, got a job with the resume she generated at the Resume Roundtable he holds on Wednesdays. He says it's great to see some return on the hard work some of these folks are putting in.

### Winton - Interim Jeanne Slocombe reporting Programs

Winton hosted a presentation by Ian Cramer entitled "Overfed and Undernourished: The Relationship between Food, Disease and Health." Mr. Cramer is an Athletic Trainer at the University of Rochester, as well as a certified Plant-Based Nutrition Trainer. The program was well attended and the audience was very engaged. The focus of the talk was on wellness, and how many diseases are caused or exacerbated by bad diets.

Adult Services Librarian, Diane Premo, hosted a book discussion of George Orwell's *1984*. The 1948 novel has been in the news lately and many people are reading it for the first time. It seemed a good choice for their first Pop-Up Book Club. The conversation was lively and respectful. One gentleman had taught Philosophy at St. John Fisher College and used *1984* as one of his texts. He was able to contribute a lot of interesting information



about Orwell and the genesis of this dystopian classic. Many of the participants expressed an interest in other book discussions of timely books, or books in the news. Premo has decided to start the Pop-Up Book Club. These meetings will take place occasionally perhaps every 6 to 8 weeks depending on what books seem to be grabbing the public imagination.

#### **Anecdotes/Other**

Johnny Ezell, a patron, phoned to ask about getting help downloading security software to his laptop. The patron later came to the library and his request was brought to my attention. I discussed the situation with Mr. Ezell and understood that he needed support, not someone to do the download for him. Mr. Ezell used his phone to contact tech support of the company that produces the security program. He reached tech support and put the phone on speaker with the volume as low as possible. The support Mr. Ezell needed was basic. He needed someone to explain jargon the technician was using, finding some of the function keys on the computer keyboard, and help in understanding the necessary functions as were requested by tech support. The process took about 35 minutes but in the end, Mr. Ezell was visibly relieved that the software had been downloaded to his laptop. Mr. Ezell took the time to fill out a Customer Service Card before leaving the library.

#### **Northside Branches, Joan Lee reporting**

##### **Charlotte - Paul Tantillo reporting**

##### **Programs**

Charlotte and Greece were particularly hard-hit by the March windstorm. The library didn't sustain any major damage except that a good portion of a spruce tree on an adjoining property fell into our parking lot. It trapped a patron's car in the lot without seriously damaging it, and knocked out a window in Paul's car. City Security was very attentive throughout the day and called City Forestry to move the fallen tree. Security and Forestry were both impressive. We were prepared to offer hospitality in the days following the windstorm to patrons seeking a place to warm up, but in fact we didn't see many people coming to the library for shelter. Instead we saw quite a few people coming in for DVDs and books to compensate for cable outages, and people seeking Internet access. Children's Room was unusually busy with the kids being out of school for a couple of days. Staff brought out the Wii, made a lot of popcorn, and had lots of crafting going on.

Kim Whittemore and library page Maureen Rockey participated in "Read Across America" day at School 42 on Lake Avenue. Whittemore read stories to several classes and Rockey distributed lots of free books to the kids. Whittemore also handed out children's library card applications, along with a note to parents inviting them to have their children get borrowers' cards. At the end of the day, Whittemore was presented with a collection of thank-you notes from the kids. She said one of the highlights of the day was to see the excitement children showed when they saw their neighborhood librarian in their school.

#### **Anecdotes/Other**

A teenage girl came into the library seeking assistance from the Safe Space program. Librarian, Karen Duff, was in charge, assisted by clerk Ann Marie. They made the youth comfortable in the staff work room, reviewed proper procedure, and contacted Center for Youth personnel. While they waited for youth workers to arrive, staff periodically checked in with the girl to chat and see if there was anything she needed. Before long, the workers arrived, talked with the teen, and took her off premises to get her the services she requested. We rarely get Safe Space service requests, but we'd had refresher training just a few months ago to ensure that staff were up to speed and handled the situation smoothly and appropriately.

### **Lincoln-Jason Gogniat reporting**

#### **Programs**

As part of the Barnes and Noble award Children's Librarian, Rosa Diaz won earlier in 2016, Corduroy the Bear stopped by Lincoln one Saturday afternoon. Corduroy took photos with families, participated in story time and helped the kids make crafts. Corduroy also stopped back to the Toy Library to participate in the Teddy Bear Picnic which was held in conjunction with his visit.

AmeriCorps member, Antoinette, held a Job Searching class for adults to show people how to save time and quickly submit job applications. Many of our patrons must complete a certain number of job applications per week which can be a daunting task.

At our monthly staff meeting, the Friends and Foundation of the Rochester Public Library met with staff to ask questions, learn about Lincoln, and educate staff on the role of the Friends and Foundation. Staff was very pleased to learn more about the FFRPL. After the meeting, we helped FFRPL translate their donation form into Spanish for Spanish-speaking patrons.



Teen Librarian, Jacob Bigelow, and Safe to be Smart Counselor, Vera Haygood, set up a giant map of the world and offered teens push-pins to point out where in the world they want to go. They got some great results with Brazil in the lead and Australia and Japan close behind. On Wednesday, March 28<sup>th</sup>, Bigelow and Haygood held a Rochester Women's History Month Trivia Night. Teens were able to win prizes for answering questions on a Rochester Women's History Trivia scavenger hunt.

### **Toy Library - Sarah Fitts-Romig reporting**

It was a happy month for the Toy Library because Corduroy the Bear stopped by. The Toy Library coordinated with the children's librarian by offering a Teddy Bear Picnic to go along with Corduroy's visit. The Toy Library served animal cookies to the many children who visited that day.

We sent 24 toys to the Mendon Library at the end of the month where Kelly P. plans to promote the Toy Library during the month of April. She has brochures and posters to use in her display and patrons will be able to borrow the toys on display. The Toy Library began work on a grant proposal through the Wish You Well Foundation to replace old toys and packaging.

### **Lyell - Pat Connor reporting**

#### **Programs**

AmeriCorps member, Shaquavia Williams, facilitated a "Let's Talk Money" session on Social Services assistance with several people in attendance. Elise Burmeier, Youth Services Librarian, continues to offer a variety of programs for children and teens. This month's offerings included: a birthday party for Dr. Seuss, pizza making, family bingo, spring wreath making, a visit from the ever-popular Tail Waggin' Tutors, and a Saturday morning of Wii games. She also held two sessions of a pop-up story time for parents and children who were in the library.

#### **Anecdotes/Other**

The wind storm that blew in at the beginning of March resulted in a power outage in the area around the library and in the homes of some of our staff members. To help alleviate the loss of electricity (and the loss of charging power for devices), we brought in more power strips and opened up the meeting room so that more outlets were available. We met several of our neighbors who hadn't visited the library in recent years and made sure that they knew they were welcome to return anytime. Library cards and program information was offered up. We also realized that these buildings weren't constructed for today's electronic needs and hope that somewhere down the line we can bring more power to the main areas of the building and not just hidden in the walls behind the bookshelves. Coffee, sandwiches and donut holes (partially donated by Dunkin' Donuts) were available for

patrons who had a need. We brought out our collection of board games, put some new movies in the DVD player and offered up some drop-in programming for those looking to get out of the cold.

The wind (of change) also blew into the library itself. For several months, staff members have been discussing how to re-configure the adult area in order to open up floor space and begin moving to a teen area. With the assistance of Bill Hough from Central Maintenance, computers and Media shelving were rearranged and we are pleasantly surprised by the more open feel of that area. We plan to continue making that section of the library more attractive to teens and eventually dedicating computers for teen use during afterschool and vacation times. Patron response to our "new look" has been positive.

### **Maplewood - Johanna Buran reporting**

#### **Programs**

Homework Help attendance has continued to be strong despite the weather in March! One of our former literacy aides returned to give the children a STEM program involving engineering and constructing using LEGOs. Children enjoyed the films when the school was closed due to weather. Again, Tail Waggin' Tutors came and children enjoyed reading to the dogs. The Math Club Plus continues to be popular and has a large number of children and teens participating. March was another great month for coloring. The popular choices for girls were Shopkins and Hello Kitty. Boys mostly asked for DragonBallZ or sports. Kids even had fun coloring shamrocks for St. Patrick's Day!

For the month of March, we took some inspiration from the media and the idea of "fake news." A display was put up in the Teen Section called "Spring into Non-Fiction." The books on the display were some of our New Teen Non-Fiction. The idea was to display books that talk about the truth since Non-Fiction can contain real events. Teens also showed their understanding of facts and opinions. The teens were given worksheets with statements that were either fact or opinion. Teens would need to choose if it was a fact or an opinion. As a result, the teens were given a prize of Twizzlers. Candy is always a favorite.

New Americans Librarian, Evanna DiSalvo, presented at Gates Public Library Staff Training Day. She gave an overview of our programs and answered questions. They are very interested in creating programs of their own to serve the immigrant population in their area. One of the attendees shared that she was an immigrant as a young child and wanted to emphasize how important what we are doing can be to those we serve. In addition, DiSalvo presented at the MCLS Directors' Council meeting about our ESL (English as a Second Language) and Citizenship programs. The presentation included an overview of our programs and statistics from February 1st evaluation. Also, DiSalvo attended the citizenship ceremony for May Kham Oupasensack, originally from Laos. Now that she has her citizenship, her husband is attending classes! View her taking the Oath of Allegiance here: <https://youtube/ULwQYekv3h4>.

### **Sully - Dennis Williams reporting**

#### **Programs**

We assisted several teen patrons with registering for the City's Summer of Opportunity employment program. We had to complete the items online and ensure they had their work permits completed as well as their physicals. All 5 teens were excited about the possibility of obtaining employment for the summer either here at Sully or elsewhere (although they all want to be at Sully because who doesn't?) Hopefully, we are able to get a few of them, if not all, for the summer.

#### **Anecdotes/Other**

Juan, one of Sully's literacy aides, is also one of the East High students selected to cook food at the new RYCE restaurant at Village Gate. His passion is to become a chef. He brings this passion to the library and reaches out to staff and children with techniques on how to cook, and supplies taste tests.

### **Selected Meetings & Outputs**

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

Alex Yudelson, City Chief of Staff (monthly)

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

**RPL Director's Report – April 2017 (Continued)**

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

ACT Rochester Report Card Release  
Amorette Shaw, City of Rochester Labor Relations Manager  
Arts & Literature Space Walk-Through with staff  
Budget Meeting with County and City Budget Directors, Robert Franklin and Chris Wagner  
Budget Meeting with Mayor Warren  
Carolyn Lee Davis, the Children's Agenda  
City of Rochester Revenue Committee  
Cold Can't Stop Us Steering Committee Meeting, Causewave Community Partners  
Deputy Mayor, Dr. Cedric Alexander  
Friends & Foundation of RPL Board Meeting  
International Sister Cities of Rochester Sale  
Master Space Plan Phase 4 Kick Off  
MCLS Policy Team  
Michigan Library Network Staff Site Visit, TLC/Carl  
National League of Cities conference call with Tonja Rucker  
New York State Board of Regents Presentation with Karen Balsen, Division of Library Development  
New York State Division of Library Development conference call  
Outlook 365 training  
Public Advisory Committee meeting on Rundel Terrace Renovation  
Public Library System Directors conference call  
Retirement Coffee Hour for Deb Nevin and Kaara Reitzel  
ROC GAMES kick-off meeting at Rochester Downtown Development Corporation  
Rochester Monroe Anti-Poverty Initiative Collective Impact Workshop  
Roc the Future Expanded Learning Opportunities Collaborative Action Network  
Roc the Future meeting with SUNY Chancellor  
Rochester Area Chamber of Commerce Dale Carnegie Breakfast (table purchased for MCLS member staff)  
*Rochester Reads* Author Visit with Rene Denfeld  
RPL Middle Managers  
Summer Learning Collaborative Action Network, Roc the Future  
Tech Center Programs & Services Sub-Team meeting (now meeting weekly)

**Email Activity**

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