

## **DIRECTOR'S REPORT**

November 19, 2009

### **Monthly Statistics**

Circulation for the month of October was 627,389. This is an increase of 11% from last year's October circulation of 563,954. These are again impressive numbers, considering that we were open to the public on four Sundays in October last year. All three units, the Main Library, Branches and the Ohio Library for the Blind and Physically Disabled showed significant circulation increases.

Reference transactions for the month of October were 97,230. This is a minimal increase from last year's October reference transactions of 96,956. Attendance for the month of September was 369,362. This is a decrease of 1% from last year's October attendance of 372,953. We will continue to monitor our attendance and reference transactions numbers to determine if Sunday closings are affecting these numbers.

### **Program and Outreach Highlights**

October was an unbelievably busy month for programming at CPL. The month began with what was perhaps our most popular Writers and Readers Author Series program to date. Neil Gaiman attracted over 1,000 passionate fans to the Lake Shore Facility Auditorium, and delivered a memorable afternoon of stories and readings from his works. Later in the month, author Ann Patchett provided a similar combination and entertained the crowd downtown with a myriad of anecdotes and stories from her life.

A more serious discussion stemming from the New York Times Bestselling Book was created by our partnership with the Federal Bar Association to present "Picking Cotton." Authors Jennifer Thompson-Cannino and Ronald Cotton offered their heartbreaking story of a miscarriage of justice that led to Mr. Cotton spending 11 years behind bars unjustly. CPL also partnered with the Mayor's office and the Italian Consulate of Detroit to present "Inside Buffalo". The award winning documentary had its Ohio debut in the Louis Stokes Wing Auditorium.

### **Marketing and Communications**

The Marketing and Communications department facilitated a successful Library card Sign-Up month campaign and over 4,600 new applications were received during the month. The department also arranged a number of media interviews for the Director. I participated in two television interviews on WEWS TV Channel 5

and WKYC TV Channel 3. I also was taped for a radio broadcast "Making the Case" with Case Western Reserve University's Dr. Yemi Akane.

### **Buildings Update**

The building project for the new Rice Branch is proceeding on time and on budget. The building project at our Woodland Branch has met a significant challenge. Construction at the Woodland Branch was temporarily suspended due to a finding of asbestos in the ceiling and flooring during the renovation. The construction will not resume and the staff will not be allowed back until the site is cleaned of whatever asbestos is found and abated. Unfortunately, this means that our original re-opening date for Woodland (November 13) will be delayed.

The renovations were designed to make the building ADA-compliant and more energy efficient. Administration is uncertain of a re-opening date but working diligently to provide services through a number of outreach efforts for the communities around the branch.

### **Meetings and Activities**

- Director presented the welcome at the 140<sup>th</sup> Birthday Celebration of Ghandi which was organized by the Federation of Indian Community Associations.
- Director spoke before the Eastside Welcome Club.
- Director attended the Ohio Libraries Council Awards ceremony for the Trustee of the Year, East Cleveland Public Library Trustee Gregory F. Clifford, ESQ.
- Director met with the Director of Kent State University's School of Library and Information Science Richard Rubin to discuss possible collaboration opportunities.
- Director met with new Lakewood Public Library Director, James Crawford.

### **CLEVNET**

October's total OverDrive CLEVNET eMedia collection circulation was 12, 474 slightly up from last year's total of 12,389. CPL has 1,439 total followers on Twitter and the Facebook page currently has 1,816 fans.

### **Staff Highlights**

The Work of Wonder (WOW!) award winner for October was **Glen Harris** from Buildings.

## COMMUNITY OUTREACH & PUBLIC AFFAIRS

COPA was at full throttle this month as we continued to define and redefine areas of responsibility. Change was the only constant as we worked to establish the new department and its physical space while also assisting with inherited events and planning and implementing new programs. We began with A Tribute to Michael Jackson: The Icon on October 1 at Martin Luther King, Jr. Branch (MLK), which attracted about 300 attendees. MLK Library Assistant, Robert Render, provided invaluable leadership shepherding this well-received event from concept to successful implementation. Other programs followed:

October 5,

Writers and Readers' Neil Gaiman (about 950 attended).

October 16 and 17,

Inside Buffalo - a partnership with the Mayor's Office of the City of Cleveland and the Italian Consulate of Cleveland and Detroit, Michigan.

October 3,

Ghandi-A 140<sup>th</sup> Celebration - a partnership with the Federation of Indian Community Associations, with featured speakers that included Congressman Dennis Kucinich, Congresswoman Marcia Fudge and Rev. Marvin McMickle among others.

October 18,

Writers and Readers' Ann Patchett

October 24,

Teen Summit and Teen Read Week with author, poet, and Howard University Educator Tony Medina.

October 26,

*Picking Cotton* authors' program in partnership with the Federal Bar Association.

October 29,

Spectrum Initiative on Civic Design and Inspired Infrastructure.

October 31,

Healthy Harvest - A "Fit for Life" partnership with Radio One (about 700 attended!).

Main Library's Ron Antonucci and Pam Eyerdam and Rice's Children's Librarian Sharon Jefferson are commended for the success of Writers and Readers, the Spectrum Initiative and Health Harvest, respectively. The Annual Library Card Sign-up Campaign ended in October with 4,636 applications processed, and the Hispanic Heritage Celebration ended October 15.

Meeting room scheduling and related coordination demanded their own focus; office staff scheduled nine meetings at the Lake Shore Facility and nineteen meetings in rooms 218 East and West in October, collecting \$1,000.00 in fees. Stall also fielded

questions from many others including several seeking wedding sites in late 2010.

Ohio Library for the Blind and Physically Disabled (OLBPD) continued to transition successfully to statewide service delivery. Manager Barbara Mates and Will Reed presented a thorough and engaging presentation to the administrative staff on October 20<sup>th</sup>, sharing the department's history, detailing its current programs and status as a statewide agency and outlining a vision for continued growth and relevance. The session also offered an opportunity to express gratitude to Ms. Mates for her leadership and national influence that garnered awards and recognition to the Library. Ms. Mates' retired at the end of the month.

The department also reported that digital players are being received slower than scheduled. Despite high demand and eager anticipation, users remain understanding. OLBPD is preparing to begin duplication of titles for the players, supported by the \$100,000.00 grant received from the State Library of Ohio last month. Staff presentations in October included:

- West Side Blind and Low Vision Blinded Veterans Group
- South Euclid Senior Citizen Low Vision Support Group
- National Disability Awareness Day at Cuyahoga Community College, Eastern Campus
- Ohio National Federation of the Blind Annual Conference in Columbus

Will Reed also met with the Cleveland Sight Center and Cuyahoga East Vocational Education Consortium to review the progress of a work practicum student.

Literacy Coordinator Merce Robinson continued to lay the groundwork for the MYCOM Lead Agency role, funded by Cuyahoga County Family and Children's Service First Council. A resolution to accept the project was approved by the Board in October. The Board also accepted a \$4,300.00 grant from the City of Cleveland's Health Department for the purchase of books to support the Senior Health Literacy Book Clubs at J. Glenn Smith Clinic.

America Reads programs (Cleveland State University and Cuyahoga Community College) have been finalized for this school year. Tutor training and orientation are completed and eight CPL branches identified:

- Brooklyn
- Fulton
- Garden Valley
- Memorial Nottingham
- Mount Pleasant
- Rockport

South Brooklyn  
West Park

The Help Me Grow partnership, with service points provided at Carnegie West and MLK, Jr. branches, received notification of continued funding for 2010 during the partnership meeting on October 29<sup>th</sup>.

The Literacy Coordinator hosted a Starting Point "Out of School Time Grant" awardees meeting at the Lake Shore Facility on October 23. CPL is a participant as a MYCOM Lead Agency for the Transitions Program. Ms. Robinson is also providing support for the Library's Annual Holiday Staff Concert in December. Rehearsals have begun under the direction this year of Garden Valley Library Assistant and accomplished musician Leonard Burkes.

Mobile Services and Woodland Children's Librarian Sandy Nosse represented the Library at the Delta Sigma Theta Sorority's Citywide Literacy Event at George Washington Carver School on Saturday, October 31. The bus made 54 other stops this month, filled 1250 holds, and welcomed 717 people on board. The "On the Road to Reading" van visited 14 pediatric and WIC sites and Laura's House and made 85 daycare class visits: 826 were in attendance, 1034 items circulated and 47 kits were deposited. Four Cleveland Metropolitan School District preschools began receiving service in October: Memorial, Newton D. Baker, Union and Waverly.

Construction continued on the new Mobile Services facility and the office furniture order was submitted in preparation for a projected mid-December completion date. Manager Linda Sperry relocated her offices to Woodland Branch basement as upgrades began for the branch.

COPA staff also met with the Girl Scouts of Northeast Ohio to finalize a partnership that includes after school programs. *Celebrate with Books*, an annual publication, was edited and submitted to Graphics Department. Jerry Pinkney's *The Lion and the Mouse* is this year's featured title. The publication is the Library's holiday gift to the community to encourage the reading of the best books published during the year. Plans for Winterfest (Main) and Children's Book Week were finalized; systemwide programming requests for January and February 2010 were received, reviewed, and approved programs forwarded to Marketing and Communications. Other meetings attended:

- Youth Opportunities Unlimited with the Director
- Lobbyist Tim Cosgrove with the Director
- Rice's Opening Celebration with Manager Ali Boyd and Neighborhood Team Manager Ellen Leavitt

- Web Manager Amy Powlowski and Marketing and Communication Administrator Tena Wilson
- Heights Parent Center
- Branch Managers' Meeting
- Sugarman Award deliberations
- A Cultural Exchange
- Administrative Staff Meetings
- Weekly OLBDP meetings
- Mobile Services construction meetings
- Sisters of Charity Partnership Committee
- Moody Nolan Architects
- Human Resources (disciplinary action)
- Ron Antonucci
- Sankofa Board Meeting
- Children's Hunger Alliance
- Library Board of Trustees Meeting
- Girl Scouts of Northeast Ohio Open House
- Museum Passport Project
- Human Resources and Finance Office regarding OLBDP's budget
- Kent State University's Virginia Hamilton Board Meeting

## PUBLIC SERVICES

### Main Library

#### Programs/Exhibits

Audio-Video staff participated in planning the film screening for the Inside Buffalo Documentary and the Michael Jackson Symposium program. Technicians provided production and technical support for the Neil Gaiman and Ann Patchett, *Writers & Readers Series* programs, *Spectrum*, Teen Summit, and many other programs, meetings, and lectures.

Fine Arts hosted *Spectrum: the Lockwood Thompson Dialogues: "Civic Design and Inspired Infrastructure"* on Oct 29 for an audience of approximately 125 people. The Oberlin Bassoon Quartet performed for an audience of 30 people on October 31.

Mary Torres installed "Flags of the Spanish Speaking World" in the Foreign Literature Department to mark Hispanic Heritage Month. Victoria Kabo organized the regular meeting of the Russian Book Club at the Memorial-Nottingham Branch and a Tchaikovsky recital with young musicians on the third floor lobby of Main Library. Several groups toured the Foreign Literature Department and received promotional materials.

History Manager Ron Burdick presented a genealogy program at Fleet Branch as part of the Fleet Family History program on Saturday, October 31.

Popular Department Manager Richard Fox led a book discussion featuring *Notes from Underground* by Fyodor Dostoevsky on October 7.

Public Administration assisted with the exhibit for the Italian American Heritage Month display in the great hall of City Hall.

Science and Technology Department Green Team members met to discuss ideas for the new Green Resource Center and also drafted graphics for displays and literature.

Mark Moore from Social Sciences convened the first meeting of the Black Baseball History Programming group at MLK Branch on October 13. Mr. Moore prepared a proposal and publicity flier for the *Writers & Readers* program featuring James Kunstler.

Annisha Jeffries from Youth Services hosted a class visit of 25 students from Light House Academy and a class visit of 25 students from Community School. Elizabeth Saxton hosted a tour of 15 students from the Lyceum. Vicki Beggiani made an outreach visit to the Berea Children's Home with 30 people in attendance. Donna Willingham conducted three story hours at Kidztown with a total attendance of 28 children and presented four story hours at Old Stone Church with a total attendance of 15 children. Ms. Willingham attended a Parent/Teacher meeting at Gilbert Head Start and spoke to 18 adults.

### **Outreach**

Attendance at the Computer Learning Connection classes continued to exceed the number of computers available. Classes were held for the Cuyahoga County Department of Justice Affairs and the Council for Economic Opportunities in Greater Cleveland. Anastasia Diamond-Ortiz ran a workshop for teens on online resources at the Teen Summit '09 on October 24.

Fine Arts and Special Collections staff accommodated a last minute library instruction session in Fine Arts for Garfield High School (Portage County) visual arts class. Special Collections staff gave a tour to Law Librarians visiting Cleveland.

Kelly Ross in General Reference is working with staff from the Business Department to create a core list of employment resources to be part of a display center for patrons of

Business, General Reference, and Branches.

Classes from Cleveland State, Horizon Science Academy, James A. Garfield High School, and Cleveland Institute of the Arts visited the Library for tours and instruction on resources located in the History, Maps, and Photographs areas.

The Library Card Sign-Up Campaign ended on October 7. As of October 26 we have collected 4,277 library applications from the Cleveland Metropolitan School District.

The Literature Department facilitated the donation to the Library of more than 700 books from the Great Lakes Booksellers Association.

Popular Department ordered materials for the CPL collections located at Cleveland State, Case Western Reserve, and Chancellor Universities.

Sequoia Brown from Social Sciences helped NID housing counselors begin scheduling classes at seven branches for winter 2009 and 2010. She also conducted a UN Workshop in the department. Harriette Parks created a *Guide to Administration Resource* brochure of materials at CPL. Helena Travka presented a Grants Workshop in CLC.

### **Collections/Reference**

Audio-Video staff has experienced an increased demand from patrons seeking information about the Library's downloadable media collection.

Fine Arts staff continues to weed the music & art collections. CDs are being shifted to accommodate new titles. Holiday CDs have been brought out of storage as requests are filled.

Special Collections transferred the Mears baseball scrapbooks to the Social Sciences Sports Research Center (other items are also being reviewed for transfer). Amy Dawson made arrangements with the Preservation Department to begin boxing the Robin Hood collection.

Italian author Alessssandro Sanvito published an article about the chess manuscript *Un Vecchio Codice Scacchistico Chiamato Archinto* (part of the JGW collection). Barbara Lovenheim signed Permission to Public forms to use the image from the Special Collections journal "Keramic Studio" (1899) for a 2010 book publication called *Breaking Ground: Craft Art in Western NY*.

Departmental weeding continued in Foreign Literature. Chinese



language AV materials were shifted to accommodate high demand DVD/VCD collections.

Tom Edwards from Map Department visited the Cleveland Museum of Natural History to finalize a cooperative project involving CPL scanning historical Sanborn Fire Insurance Maps of Cleveland, not in the Map Collection, and owned by the museum. The scans will be available to in-house users, and will be added to the Cleveland Public Library Image Collection at a future date.

One of our U.S. Congressmen contacted the Public Administration Department for in-depth historical information on the Mall area. A researcher from Manchester, England spent several days at PAL searching for and locating primary source material on the development of Cleveland's waterfront.

In Science and Technology all of the Rand notes have been discarded and progress has been made in discarding the Rand reports and memorandums. The notes and reports are now available online at the Rand website.

IFM (a fee management feature available at no cost through OCLC) was implemented in late September and has been a great time-saver for our ILL Lending staff, reducing the invoicing workload by more than half. IFM will cut down the need for collection of ILL fees and help cover the borrowing fees charged to CPL.

#### **Staff/Professional Development**

Olivia Hoge from the Business Department assisted the Social Sciences Department in a weeding day at the Eastman Branch.

Magaly Lannum from Fine Arts completed the NEO-RLS series for Career Development. Pam Eyerdam, Bruce Biddle, and Memorial-Nottingham Branch Manager Darlene Ronney attended NEO-RLS Night at the Cleveland Museum of Art, received a tour of the new library, saw some rare book bindings on display, and toured the new galleries. Ms. Eyerdam participated in the RTA Arts in Transit committee meeting to review potential artists for the new Lee Van Aken station.

Milos Markovic attended a web seminar on Global Reference on the Environment, Energy and Natural Resources (GREENR).

After 30 years of service, Library Assistant Michael Sparrow retired on October 10. A retirement party attended by over 65 people was held at the House of Blues.

General Reference staff toured the Cuyahoga County Archives on October 6 accompanied by John Skrtic and Aaron Mason. They

learned that an Archive volunteer is working on an index to the Cleveland Biographical Clipping File (a resource owned by both the Archive and the Library).

Multiple staff members participated in the CLEVNET Training Special Interest Group (SIG) sponsored Ohio LINK Reference Training webinar.

Lending Supervisor Daniel Oreskovic was appointed to serve as the Public Service contact for Comprise Technologies with respect to configuration changes to SAM.

Science and Technology Manager Carmen Harris attended the Town Hall of Cleveland Speaker Series, "Cowboys, Spacemen, Global Warming and Stemming Urban Sprawl," on Monday, October 26.

All Social Sciences librarians participated in a training session on the Adobe Captivate software in preparation for putting together web-based presentations about materials or programs in the Social Sciences Department collection. Helena Travka attended "Back to the Book" NEO-RLS Training in Twinsburg on October 7 as well as a two-day Foundation Center Conference in Cleveland, Ohio on October 8 & 9.

Elizabeth Saxton from Youth Services met with Jan Ridgeway and Chrystal Carr-Jeter regarding the Teen Summit. Tracey Allen and Tia Pearson worked on the Corporate Challenge Committee and fundraiser. Professional staff continues to meet with Cindy Lombardo weekly.

#### **EAST TEAM SUMMARY**

Throughout the month, East Team staff members assisted patrons with online applications for the Safelink Cell Phone program. This government-funded initiative provides low-income seniors with free cell phone service.

Glenville Branch hosted the Senior Health Forum on October 13 for 104 seniors who were treated to lunch and a seminar dedicated to senior health care issues.

The Federation of Indian Community Association celebrated the 140th birthday of India's Mahatma Gandhi on October 3 at the Martin Luther King, Jr. Branch. Dr. Gehani of the Federation donated two pictures to the Cleveland Public Library: one of Gandhi and another of Dr. Martin Luther King, Jr.

Glenville celebrated Halloween by hosting 80 children and young adults at festivities that included giveaways of books, bookmarks, pencils, candy, and more; three craft tables (mask

making, beadwork, and coloring/free art); and the performance of one song - on acoustic guitar with vocals by a neighborhood musician.

East 131 Street Branch celebrated Hispanic Heritage Month with a "Dia de los Muertos" craft. Twenty-eight 8th grade students from Hope Academy crafted reverse glass paintings to symbolize their ancestors.

The Ohio State University Extension Department initiated a series of nutrition classes with "Eating Smart: How to Stretch Your Food Dollars" on October 28 at the Martin Luther King, Jr. Branch. The workshop series will be conducted at the Branch over a period of six weeks and is geared toward families who care for children.

Mt. Pleasant's former Page, Nashyia Randall, a University of Toledo freshman majoring in pharmacy, was a featured speaker at the 2009 Teen Summit. She offered students tips on staying on track while in high school and advice on how they can beat the odds and be successful.

#### **CENTRAL TEAM SUMMARY**

The new Rice Branch Library is enclosed and work is continuing on the interior with the goal of completing the project by late December. Renovation of the Woodland Branch Library is continuing at a steady pace. The Woodland Branch closed to the public on Wednesday, October 28, and will reopen to the public on Friday, November 13. Renovation includes a new HVAC system, new lighting, and improved and updated public restrooms.

Branch Managers are becoming more diligent about completing staff performance evaluations in a timely manner. The process of performance management has been elevated to a much higher level.

Central Team Branch highlights include:

- Cindy Lombardo, Public Services Administrator, visited the Broadway Branch Library and recommended several changes to update the appearance of the branch.
- The staff at the Garden Valley Branch Library has been actively involved with members of the Antioch Quilting Bee Club to present a quilting bee at the Garden Valley Branch. The goal of this quilting bee workshop is to create a quilt for the Branch.
- The Jefferson Branch Library has had class visits/story times with students from Tremont Montessori, Hope Academy, Positive Education Program, Spanish American Committee Daycare and Merrick House Day Care. After school students

celebrated Hispanic Heritage Month with stories, crafts, and music. Staff also celebrated Halloween with crafts, Halloween Bingo for Books, and treats.

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- Ali Boyd, Manager of the Rice Branch, and Ellen Leavitt, Public Services Manager - Central Team, met with Janice Ridgeway, Community Outreach and Public Affairs Administrator, to begin planning the opening celebration and festivities for the branch.
- The South Branch is decorated with several displays from the Hispanic Heritage celebration. A group of six students from St. Edward's High School came to the Branch to take pictures of the various Hispanic Heritage displays.
- Sterling Branch staff welcomed two new Cleveland Metropolitan School District students to the Branch during October for community service projects. Both students attend area high schools and come to the Branch with unique perspectives on the community.
- Ms. Sharon Allen, Manager of the Union Branch, met with Laura Mommers from Collection Management to discuss the audio-video selections and placement at the Union Branch.

#### **WEST TEAM SUMMARY**

Open positions and staff shortages have impacted service on the West Team. South Brooklyn reports that Computer Aides have had to spend more time at the circulation and reference desks rather than engaged in computer instruction. Richard Homzy, who has managed Lorain Branch for twenty-six years, announced he will retire in December.

Branches on the West Team reported that the floating collection has increased the number of DVDs available for circulation. Walz reported a large circulation increase.

However there were also some reports of long lines because of more time being spent locating DVDs, an increase in unresolved snag problems, and lack of storage and shelving space. CDs and Books on CD have caused shifting, shelving and snag problems at three branches.

The Fit for Life Program drew to a close, and America Reads activities began at Brooklyn, Fulton, Rockport, South Brooklyn and West Park.

Rockport reported that more people are coming in to use their laptops. An effort has been undertaken by Public Services and Buildings to provide more electrical outlets to accommodate their use in all buildings.

## TECHNICAL SERVICES

The big excitement for the month was the presentation of the WOW award to Ann Olszewski and Anne Marie Wieland for their efforts on behalf of the Friends of the Library. Director Thomas, Rucker Garland, Preservation Department staff, and numerous Technical Services managers attended the presentation.

Patricia Lowrey, Rollie Welch, Cheryl Fedorcio and Bonnie Bolton from Collection Management attended the terrific Neil Gaiman "Writers & Readers" program. Mr. Welch introduced Mr. Gaiman and Ms. Lowrey enjoyed meeting the author. They both assisted with managing the gratifyingly large crowd. Ms Lowrey and Mr. Welch also enjoyed the Ann Patchett program.

Ms. Lowrey and Alicia Naab from Acquisitions attended the Cost Savings Team meeting. Technical Services Managers attended training on Performance Appraisal.

Collection Management: Weeding reports continue to be sent out Branches and several have shown strong appreciation for the concise reports compiled by Jim Benson and Hilary Prisbylla of the Automation department.

Bonnie Bolton finished her round of Branch visits on October 14. Ms. Bolton gained valuable insight in to what types of juvenile books are in demand from Branch patrons. Ms. Mommers also began her round of Branch visits and reported that Branch staff is adapting to the floating collection procedures.

Shelf/Shipping: Staff of Fine Arts and Special Collections Department visited and conducted maintenance in their storage area. A total of 256 items were sent to Main for requests. Receiving/Distribution Technicians received, sorted, and labeled 31,849 items.

Mrs. Phelan conducted a two day training session with Mr. Warren Reid of Main Shelf Division. Mrs. Phelan attended manager training session sponsored by Human Relations Department.

High Demand: Mya Warner began her FMLA leave October 26. Carole Brachna, High Demand Manager, is cross-training Alicia Naab, Acquisitions Coordinator. They successfully transmitted the Acquisition Department's first EDI order which has several advantages over ordering on the vendor website: it allows the invoice to be created by the vendor and imported into Sirsi, eliminating the need to add the price for each title, as well as invoice lines miscellaneous charges. The process of importing invoices alerts supervisory staff to the amount and type of

items coming in from that vendor in a day or two, which helps in planning workflow and also alerts staff to orders which may have gone missing in the shipping process from the vendor.

The Manager worked with Automation and several vendors to implement a further use of EDI. Some orders now have their order statuses added to each title in the PO, after the first transmission. This allows anyone who can display a purchase order in Sirsi to see if the title is on backorder, is being shipped immediately, or has been cancelled by the vendor. The process has a limited use right now because vendors only send the info once. But this is a start and may lead to more flexibility in the future.

Ms Brachna attended part of the CLEVNET Directors meeting for the discussion about the proposed Cooperative Acquisitions process. Several libraries expressed interest in participating in the pilot project. She also attended the management training session on Performance Appraisal.

Book Preparation: Book Preparation processed 32,978 items during the month of October. Marianne Monger attended a Cost Savings Committee meeting to discuss the shipping and packaging of processed non-book materials. In an effort for saving time and expenses a new procedure will be implemented in November.

Preservation: Glenville High School yearbooks from 1906 to 1936 were shipped out for scanning as part of a digital project. Other digital projects completed in October were the Jasper Wood collection of 132 Cleveland photographs and the 1898 Krause atlas of Cleveland.

A relief wall sculpture by Cleveland sculptor William McVey was removed from Rice branch on October 29. The removal was very difficult, and Rocky Stone and his staff successfully and safely removed the heavy piece, which was taken to the Intermuseum Conservation Association to be repaired and prepared for reinstallation.

#### MARKETING & COMMUNICATIONS

Author Neil Gaiman brought what could have been the largest audience ever for a Writers and Readers event. Crowds of over 1,000 Gaiman fans crowded the Lake Shore Facility Auditorium. Below is a listing of the Library's marketing activities for the month of October 2009.

### **Public Relations:**

Several campaigns were underway during the month of October. Marketing, Graphics and Webware staff wrote and distributed press releases, featured events on the Library website, arranged and prepared interviews, and designed and distributed print materials to promote the following major events:

- Facilitated a successful Library Card Sign-Up Month campaign and announced the winners via the Library website, Facebook and Twitter pages.
- Promoted the Writers and Readers author series via a telephone interview with Neil Gaiman on Dee Perry's "Around Noon" on WCPN 90.3 FM.
- Advertised the Michael Jackson Tribute program in the Call and Post Newspaper and other online community calendars.
- Advertised Writers and Readers authors Neil Gaiman and Ann Patchett via WCPN 90.3 FM and *The Plain Dealer* newspaper.
- Arranged and facilitated interview for Director on WEWS TV Channel 5's "Good Morning Cleveland" to promote the "Inside Buffalo" program.
- Arranged interview for Director with Dr. Yemi Akande on WJCU 88.7 "Making the Case."
- Advertised the Andrew Venable Celebration Library Chorus in *Muse Magazine*.
- Promoted major library events through print and/or various media outlets, events including:
  - *100 Sizzling Titles* for young adults
  - Children's Book Week
  - "Inside Buffalo" film premiere
  - Teen Summit
  - Writers & Readers
  - Woodland Branch closing notice
  - *The Voice* newsletter for young adults
  - Friends of the Library "A Night at the Library: Characters Alive!"

The activities of the month are reflected in the meetings that were held or attended by the Marketing & Communications Department Administrator:

- Met with Director and COPA staff to set up programming procedures.
- Met with *Kaleidoscope Magazine's* Richard Johnson to discuss advertising opportunities.
- Met with the Friends and Falls PR to discuss the planning and promotions of the Friends November 14 annual fundraiser, "A Night at the Library: Characters Alive!"
- Met with AV staff and ushers in preparation of the Writers and Readers event.
- Attended and acted as "point person" for the Neil Gaiman program.

- Met with Downtown Cleveland Alliance's Winterfest planning committee to discuss the November 28 event and the part Cleveland Public Library will contribute.
- Met virtually with the Association of Bookmobile and Outreach Services Board.
- Attended and presented marketing updates at the quarterly Public Services Managers meeting.
- Attended neighborhood community meeting to discuss how to impact positive change in the city of Cleveland.
- Held several staff meetings for Marketing and Communications staff.
- Met with John Skrtic to discuss the new CPL Sports Center in Social Sciences.
- Met with Carmen Harris to discuss the new CPL Green Resource Center.
- Met with Ron Antonucci to discuss programming of the Writers and Readers author series, including contracting, internal requisitioning, external requisitioning and advertising.
- Met with Amy Pawlowski to discuss the new Web site Request for Proposal.
- Held a virtual debriefing with staff following the Neil Gaiman program.
- Attended weekly Executive Council and Administrators meetings.
- Attended Press Club meeting at the American Red Cross regarding communications for the H1N1 flu virus. Purchased software for the development of an emergency plan.
- Met with Director and Programming staff for structural planning.
- Attended monthly Finance and Human Resources Committee and Library Board of Trustees meetings.
- Met with staff from the Mayor's office and the Italian Consulate's office of Detroit to plan and implement the "Inside Buffalo" program and film premiere.
- Arranged and conducted an interview on Cleveland State's WCSB 89.3 on "Give Back" to promote the "Inside Buffalo" program, along with Fred Kuwornu, the film's producer.
- Attended and participated in the facilitation of the "Inside Buffalo" program.
- Attended YWCA Changemakers meeting on Diversity in the Workplace.
- Visited the Teen Summit program.
- Attended a reception at the Frank Lloyd Wright House for the speakers and partners in the Spectrum Dialogues program, as well as the program the following evening.
- Attended a signage meeting for the new Rice Branch.



**Graphics:**

- Cathy Poilpré and staff designed, printed and/or produced 144 printed pieces, including slides for the lobby message board.
- Five staff newsletters were produced.
- Posters were designed and displayed of the monthly WOW award winner.
- Photos were taken of retirees at the monthly Board meeting.
- Six READ posters were designed and produced for the Collinwood Branch which highlighted their patrons.
- Cathy Poilpré attended the quarterly Public Services Managers meeting, a management training seminar, and an architectural symposium.

**Web:**

- Amy Pawkowski and David Reynolds performed routine updates and maintenance, featured events on the Library website, posted events on the Board website, and posted press releases upon request.
- Posted three online videos of the Neil Gaiman program on the CPL YouTube channel and the CPL website; also posted photographs on the CPL Flickr account.
- Created, posting and linked information regarding the temporary closing of the Woodland Branch.

**Other:**

- The Library received coverage in 56 publications. A complete listing is available in the Marketing and Communications office.

**BUILDINGS SERVICES**

The Buildings Office completed numerous branch inspections and continues to monitor utility bills. We have attended weekly construction meetings for Rice and Woodland to insure that the construction is proceeding according to plans and moving in a timely manner. Buildings Office was invited to be a speaker at one of the contracting/employment series, titled Public and Institutional Construction and Development. The objective was to share information on our organization's process for construction and renovation projects.

Maintenance mechanics continue to maintain our buildings for the safety and comfort of our patrons and staff. Work to upgrade boiler controls at Fleet has started. Several lighting ballast have been changed at Harvard-Lee, Jefferson and Union branches. The fan bearings on air handling unit #1 were replaced along with the V-belts on air handling units #1 through

#4 in the Louis Stokes Wing. We are working with contractor to gain better control through our automated system for Jefferson and Lorain's HVAC system. A new combustion air damper actuator for the boiler was installed at Martin L. King, Jr. Branch. Defective batteries for emergency back-up lights were replaced at Mt. Pleasant and Union. The refrigerant was removed from A/C units before the demo took place at the Woodland Branch, also we removed scrap copper that would have been removed and took it to the scrap yard and turned the money over to the Accounting Department.

Our garage has serviced all of the branch snow blowers and the tractors from Lake Shore have been sent to the garage for service and repair. Service was completed on vehicles #20, #23, and #24.

### SECURITY OPERATIONS

Director's Irregularity Report Summary: Security Operations submits a monthly report to the Director summarizing all Main Library, Louis Stokes Wing, and all Branch Library Irregularities.

Security Systems: The access system in the Main Library complex, and Garden Valley is fully operational.

Alarm Systems: Burglar and fire alarm systems at all branches are fully operational. Burglar and no close alarms are documented in the Security Operations Alarm Log book and followed-up on by a Security Operations Supervisor on a daily basis. Reports are also produced by Security Operations tallying the alarms and types for each branch for follow-up and training purposes. There were a total of 20 alarms. Cuyahoga Valley Patrol had to respond to 6 alarms. Library staff caused 1 alarm that Cuyahoga Valley had to respond to.

All duress buttons are tested on a monthly basis at all stations in the Main Library Building, The Louis Stokes Wing, Lake Shore Facility, the book mobiles and all branches

Closed Circuit Television: Closed circuit television systems are monitored in the Security Operations Command Center office, and at the Louis Stokes Wing security desk, Rear Dock security office, Main Library building security desk, and the Lake Shore Facility security desk.

The CCTV system is fully operational with the exception of camera #15 at Collinwood.

Identification Cards: Security Operations continues to issue photo identification cards to new staff members and to replace lost cards.

Monthly Equipment Inspections: On a monthly basis Security Operations conducts complete equipment inspections in all branches, the Main Library, The Louis Stokes Wing, and Lake Shore. Besides safety and medical equipment, complete inspections are conducted on fire extinguishers, fire suppression systems, and fire valve systems.

3M Book Detector Alarm Systems: On a daily basis, the 3M Book detector alarms are checked in the Main and Louis Stokes Wing. The Branch Patrol Supervisors inspect the book detector systems at the branches each time they visit. All are operational at the time of this report with the exception of one faulty detector at the Union Branch and one faulty detector at the Fleet Branch. The Branch Managers were made aware of these problems at both branches.

Lost and Found: An inventory of all lost and found items is conducted on a monthly basis at the Louis Stokes Wing Security Operations Desk. During the months of June, July and August a total of 6 items were returned to their owners.

Branch Security: To temporarily provide a higher level of security, two Tenable guards are assigned to Hough and Carnegie West. Security Operations meets with Tenable management on a regular basis to discuss issues at the branches.

Security Operations Assistant Chief Abrams and Branch Patrol Unit #1 met with West Team Leader and the west branch managers to discuss any security concerns

Security Operations Branch Patrol Unit #2 met with Central Team Leader and the central branch managers to discuss any security concerns

Branch Patrol: Security Operations currently operate three Branch Patrol Units. Each Branch Patrol Unit is assigned a Security Operations Supervisor and a Security Officer. Branch Patrol Units respond to all branches when called upon by staff members and regularly patrol and visit all branches several times a week.

In addition to their regular duties, Branch Patrol supervisors continuously conduct safety and security training with branch staff at all the branches.

The Branch Patrol Security Operations Supervisors investigate all Security Irregularity Reports submitted by staff members from the branches. During the month of October, the Supervisors investigated 51. Security Operations produces internal reports each month summarizing the branch locations of each report, the type of incident, and the time and day of the incident to ensure coverage at the branches is adequate.

Training: Continuous training is conducted by the Assistant Chief of Security Operations or a Security Operations Supervisor at Roll Call with all officers.

#### SUMMARY OF IRREGULARITY REPORTS RECEIVED

Month	2008	2009	Change
January	102	63	-39
February	90	52	-38
March	119	76	-43
April	79	55	-24
May	59	50	-9
June	56	63	+7
July	61	60	-1
August	56	50	-6
September	53	53	0
October	61	73	+12
Year to Date	736	595	-141

#### AUTOMATION SERVICES

##### CPL projects

Jim Benson, Hilary Prisbylla and Ann Palomo assisted with an additional Munis Dashboard lab for managers on October 12.

Supported the temporary closing of Woodland branch with changes to the Sirsi calendar, patron holds, and pull lists.

A graphic button was created, posted, and linked to information regarding the temporary closing of the Woodland Branch for remodeling, from October 28-November 12.

Special reports were run upon request for Literature department, South Brooklyn, South, Harvard-Lee, and West Park. An additional quarterly fund report was implemented for the Acquisitions department.

Administrative Install points of Office 2003 updated to Service Pack 3 on all servers including the branches.

Central power management server set up on ntmgmt6 and the client installed on 800 test machines. Baseline data without the software enforcement of power management rules (required by the vendor) is being collected as of 10-17-09.

Programmed new COPA dept. in Cisco Call Manager; moved Chrystal Jeter's phone to Room 38; installed new phone for Clerk in Room 38; moved Jan Ridgeway, Chrystal Jeter, and Clerk to new COPA dept. in Cisco Call Manager; installed new FAX line for COPA in Room 38. Disconnected Literature FAX line at the request of Ron Antonucci; purchased and delivered 8GB memory cards for Security Blackberrys; moved phone and FAX line for Mobile Services mgr.; and repaired Rockport payphone.

Mr. Finnegan and Mr. Hood met with the CPL West Branch Team at Carnegie West.

Amy Pawlowski and David Reynolds edited and uploaded three online videos of the Neil Gaiman Writers and Readers Series event for our You Tube channel and for display on the writersandreaders.cpl.org web site. A photo slide show, pulling in pictures of the event from our Flickr account, was also created.

Amy Pawlowski and David Reynolds installed and customized a New WordPress blog for use by the Cost Savings Committee.

Amy Pawlowski arranged a training session on Captivate for the Social Sciences Department. Captivate will be used to create quick and informative web-based presentations about our collection for [www.cpl.org](http://www.cpl.org).

Amy Pawlowski created and posted a graphic button to the CPL site linking to the Friends of the Library's "A Night at the Library" event. She also sent out messages about the event through Twitter and the CPL Facebook page.

### CLEVNET Projects

There was a service disruption on October 20 at 1:44 pm. This was a result of some testing being done by Comprise to prevent

the use of lost cards. A larger than usual number of processes was created. We have adjusted system parameters on the SirsiDynix server to address this issue.

Policy file changes were made: to fine rates for Shaker and Milan-Berlin; for a fine-free period for Sandusky; for a patron appreciation week at Orrville; and to add new items for Twinsburg.

Special reports were done for Barberton, Huron, Lorain, Milan-Berlin, Bellevue, Twinsburg, Huron and Ritter.

The first of the quarterly Lost & Paid reports for CLEVNET was sent out on October 1. Feedback to and evaluation by the Directors' Panel will help determine any changes needed to the report or the process.

A report to identify new items with a replacement cost over \$200 is being run daily. This is in preparation for debt collection, to make sure that patrons are not billed an unreasonable amount.

A revised process for handling uncataloged items was implemented throughout CLEVNET. The new process will facilitate faster response time when adding and circulating uncataloged items. It will also make the appropriate record easier to find and allow for better information on patron notices.

Mr. Finnegan and Mr. Novak met with Wayne County Public Library and Medina County District Library to review networks, and with Ritter Public Library to tour their new addition and prepare for their network needs.

Mr. Finnegan and Mr. Novak met with AT&T at Barberton Public Library to discuss their fiber installation. Cleveland Heights-University Heights Library connection was upgraded from 20mb to 50mb.

The authentication method on wireless access was changed to WPA2 at Medina.

Amy Pawlowski assisted Barberton Public Library with correcting the links to properly access CLEVNET databases.

Ms. Pawlowski assisted the Tech and Training SIG by collecting the devices for the "Tech Petting Zoo" porting of the "Know Your Gadgets" training sessions.

## KnowItNow

Promotional items were sent to Waynesville Public Library, and to two Cleveland Public Library staff members: CLC Coordinator Anastasia Diamond-Ortiz for the Teen Summit, and Garden Valley Branch Manager Leonard Burks for the Elementary School Fair.

In an effort to streamline operations, the PHP mailing list was discontinued in favor of a "newsletter" module on the KIN24x7 Provider site implemented by Brian Leszcz. This now allows posting of updates, monthly newsletters, and tech information to the Provider site as well as automatic sending of these items as emails.

October 6 was the final day of official testing with SourceN on the new versions of Spark/Openfire. The new client and server will go live on November 16.

On October 13, Don Boozer and Brian Leszcz participated in a conference call with Caleb Tucker-Raymond and Noah Himes to discuss topics relating to KIN24x7, L-net, and After Dark.

Also on October 13, Mr. Boozer met with Anastasia Diamond-Ortiz and Amy Pawlowski to discuss plans for the 2010 Distance Learning Conference to be held in Cleveland.

Due to changes in hours and staffing, Upper Arlington Public Library changed their KIN24x7 this month from Friday to Wednesday, 2-5pm. Additional After Dark coverage on Fridays made this change possible.

An internship and practicum for students of Kent State University's School of Library & Information Science is being prepared for the spring 2010 semester.

On October 20, the Quality Assurance Committee for KIN24x7 met. A number of issues were resolved (terms of office, posting and review procedures, etc.) and the next quarterly meeting is scheduled for January 2010.

Mr. Boozer submitted updated *Guidelines for Implementing and Maintaining Virtual Reference Services* for consideration by the RUSA Standards & Guidelines Committee at ALA Midwinter in January 2010.

AskColorado continues to consider joining the Oregon/Ohio collaboration as part of their software reconsideration process. A final decision should be forthcoming in early November.

Bill Hood created an installation package of the new version of Spark for IT departments around the state.

As of October 27, three submissions to the Logo Redesign Project had been received from Cuyahoga County Public Library, Cleveland Public Library, and Worthington Libraries. Deadline for entries is October 31.

### Statistics

October's total OverDrive/CLEVNET eMedia Collection circulation was 12,474 downloads, up from 12,389 reported in September. We currently have 1,439 total followers on Twitter, up from 1,399 reported in September. The CPL Facebook page currently has 1,816 fans.



Automation Services Statistics, 10/2009				
	# Cases Opened	# Cases Closed	Site Visits	TOTAL
<b>HARDWARE</b>				
CPL Main	68	66	39	173
CPL Branch	64	56	3	123
CPL Lake Shore	26	16	5	47
CLEVNET	15	7	17	39
PUBLIC	1	1		2
<b>HARDWARE TOTAL</b>	<b>174</b>	<b>146</b>	<b>64</b>	<b>384</b>
<b>SOFTWARE</b>				
CPL Main	17	17		34
CPL Branch	10	10		20
CPL Lake Shore	10	10		20
CLEVNET	46	45		91
PUBLIC	8	8		16
<b>SOFTWARE TOTAL</b>	<b>91</b>	<b>90</b>	<b>0</b>	<b>181</b>
<b>WEBWARE</b>				
CPL Main	15	15		30
CPL Branch	7	7		14
CPL Lake Shore				0
CLEVNET	4	4		8
PUBLIC	30	30		60
<b>WEBWARE TOTAL</b>	<b>56</b>	<b>56</b>	<b>0</b>	<b>112</b>
<b>KIN</b>				
CPL Main	14	12		26
CPL Branch	6	3		9
CLEVNET	11	9		20
PUBLIC				0
KIN Library	5	5		10
OHIOLink Library				0
After Dark	2	2		4
<b>KIN TOTAL</b>	<b>38</b>	<b>31</b>	<b>0</b>	<b>69</b>
<b>GRAND TOTAL</b>	<b>359</b>	<b>323</b>	<b>64</b>	<b>746</b>