

## **DIRECTOR'S REPORT**

November 18, 2010

### **Monthly Statistics**

Circulation for the month of October was 581,748. This is a decrease of 7% from last year's October circulation of 627,389. A closer analysis of the numbers uncovers that the average hourly circulation per hour is up at the branches and the Main Library. The circulation activity for October was affected by not only a reduction in hours open to the public, but also by the Columbus Day holiday. While closed for Columbus Day in 2010 as furlough day, we were open to the public on Columbus Day in 2009.

The number of computer sessions was down by 23%, from 97,129 in 2009 to 74,513 in 2010. Additionally, the number of hours in use for our computers decreased from 53,672 in 2009 to 50,996 in 2010. This was a decrease of 5%. As mentioned above, the additional closed day to the public affected these numbers, but changes to our circulation policy may also be reflected in the decrease.

Attendance for the month of October was 316,693. This is a decrease of almost 14% from last year's October's attendance of 369,362. Both the Main Library and Branches reported decreases in attendance. Similar to our analysis of the circulation statistics, the reduction of hours and Columbus Day holiday negatively affected the numbers.

### **Program and Outreach Highlights**

October was another great month for CPL programming. Working in collaboration with Cleveland State University, The Intermuseum Conservation Association, The Morgan Art of Papermaking Conservatory and others, CPL co-sponsored Octavofest. A month-long celebration of the book and paper arts, Octavofest promoted over twenty programs in cultural institutions throughout the Greater Cleveland area. CPL hosted six of these programs, including the kickoff and reception funded by the Rowfant Club.

CPL was proud to host author Sapphire for the second installment of Writers and Readers. Author of the bestselling book *Push* - which was later transformed into the award-winning motion picture "Precious" - Sapphire spoke to a crowd of nearly 300. Introduced by radio host Basheer Jones, Sapphire weaved her

writing process into a lecture that discussed the chain of events that led to the book and, later, the movie.

### **Marketing and Communications**

"Designing A Better Cleveland" was the product of the fifth publication of Spectrum: The Lockwood Thompson series. A collection of mini essays by Cleveland's *The Plain Dealer* Art and Architecture Critic, Steven Litt, the small booklet was designed to engage the Cleveland community in a conversation on the development of the city. Free copies of the publication were provided at a release party in early October. Hosted by Cleveland Public Art, the book designers from Rina Uva Lee Design and Steven Litt were in attendance for a lively event.

In the October 1 edition of *Library Journal* magazine, CPL joined the Cuyahoga County Public Library, Denver Public Library, Seattle Public Library and Columbus Public Library as a designated five star library. This ranking evaluated library systems with budgets above \$30 million dollars on four criteria: circulation, visits, program attendance and public internet terminal uses.

### **Meetings and Activities**

- I attended, with Board President **Tom Corrigan**, a meeting with Congresswoman Marcia Fudge at the Glidden House to discuss the state of affairs at University Circle.
- I met with the Mayor's Chief of Sustainability, Andrew Watterson, to discuss the City of Cleveland and CPL being featured in the Urban Library Council's publication *Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities*.
- I introduced Arnold Hirshon, the new Associate Provost and University Librarian at Case Western Reserve University, to our Main Library.
- I attended a welcome reception for the new Director of the Cleveland Museum of Art, David Franklin.
- I welcomed the audience to a private reception and the kickoff of Octavofest.

### **CLEVNET**

September's total OverDrive CLEVNET eMedia collection circulation was 31,576, sizably up from last year's total of

20,433. CPL has 2,134 total followers on Twitter and 2,621 Facebook fans.

### **Staff Highlights**

The CPL's Work of Wonder (WOW!) award winners for October were **Anastasia Diamond-Ortiz Justin Holt**, and **April Lancaster**.

### **PUBLIC SERVICES**

CPL began its partnership with Unique Management, a materials recovery service, on October 1<sup>st</sup>. Staff at both Main Library and branches assisted in informing patrons about this new initiative and answered questions about overdue fines and fees as well as the Library's new policy regarding the need for a patron's library card to be in good standing in order to access CPL computers.

Other major initiatives included the implementation of structured weekly weeding reports provided by Technical Services to Branch Managers, as well as the use of branch and Main Library department checklists that assist managers in targeting areas of their branch or department that need attention.

Thanks to the initiative and creativity of a small group of CPL employees the Library held a system wide "Staff Appreciation Day" on October 27. This event featured the opportunity for staff to show their appreciation for one another by sending pre-packaged candy grams of goodies along with a personal message of thanks as well as various celebratory events throughout the Library system.

### **MAIN LIBRARY**

#### **Programs/Exhibits:**

Audio-Video Technicians provided technical support for the Sapphire, Writers and Readers program, the Director's Public Participation and Community Engagement Work Group, Webinar meetings, and other programs scheduled throughout the branches.

Michael Ruffing and Aaron Mason met with John Kirn from Business Advisors of Cleveland on October 15 to plan a series of programs for early 2011. One program will be presented each month from January through April on the topics of Entrepreneurship/Small Business, Business Plans, Business Finance, and Marketing.

Amy Dawson coordinated the *Octavofest* events and kickoff reception at CPL. Events featured book artists, and other various exhibits in Special Collections. The 5<sup>th</sup> volume of the *Spectrum: Lockwood Thompson* series was released in October 2010. Entitled *Designing a Better Cleveland*, it is a series of short essays written by Plain Dealer Art and Architecture Critic, Steven Litt.

With help from History and Geography Department Manager Ron Burdick and Librarian Amy Pease, PAL displayed Italian American books during the Heritage Celebration month of October. David Furies from Social Sciences sent Italian American books for display along with a selection of Halloween books.

On October 6, Richard Fox led the Main Library Book Discussion on *The Corrections* by Jonathan Franzen.

Mark Moore accompanied Tena Wilson on a visit to the Pro Football Hall of Fame in Canton. Jason Aikens, the collections curator, gave a brief tour and discussed the archives, outreach program, and traveling exhibits. A possible relationship between the CPL Sports Research Center and the Pro Football Hall of Fame was considered.

The "Grantseeking Basics for Individuals in the Arts" program conducted in cooperation with the Fine Arts Department was held during the month. The Social Sciences book club discussed *When Ghosts Speak* by Mary Ann Winkowski on October 14.

More than sixty 8<sup>th</sup> graders from E-Prep school visited the Youth Services Department. Youth Services Manager, Sandy Nosse and Woodland Manager Kathryn Feeley provided bibliographic instruction sessions for the group. Youth Services hosted a Fall Family Fun Day on October 16.

#### Outreach:

Michael Ruffing worked with Melanie Shakarian of the Legal Aid Society of Cleveland to obtain information about credit reports/credit counseling, and brochures (in English and Spanish) describing the services of the Legal Aid Society.

Olivia Hoge attended the Eliza Jennings Home Wellness Fair October 14. Ms. Hoge brought a digital camera and Flip Video Camera from the Tech Toolbox to demonstrate for participants. Preservation Librarian Ann Olszewski spent a day in the Business Department on October 26. She toured all Main Library storage

areas, in addition to learning about the work of Main Library and reviewing the projects underway in BEL.

Steve Campanella filmed a documentary about Anisfield Wolf on October 4 in the Treasure Room. The documentary aired on WVIZ on October 14. Fine Arts staff members, Michael Dalby and Bill Anderson met with Andy Leach, Head Librarian at the Rock Hall Library and Archives and were able to tour the facilities. Dalby noted that it would be an interesting concept to consider having a "CPL @ the Rock Hall Library".

Map Librarian, Tom Edwards, Cuyahoga County GIS Manager, Dan Meaney, Cuyahoga County ISC, GIS Analyst, Joe Hamels, and Engineer, Soren Hansen met in the Map Collection to continue their conversation concerning cloud storage of historical GIS material for Cuyahoga County.

Harriette Parks, Pam Benjamin, and Merce Robinson, met with Gloria Mobley, and Belinda Richardson of Cuyahoga Community College to discuss the transition of GED preparation classes to a consortia arrangement with Adult Basic and Literacy Education (ABLE) partners.

#### Collections/Reference:

The Business Department professional staff continues to weed extensively in the circulating main floor collection, with three or more full trucks withdrawn each week. Anastasia Diamond-Ortiz weeded the department's extensive and out-dated collection of computer program manuals. At Mr. Ruffing's request, Automation Services generated several reports showing circulation and collection information for specific categories of books. While these reports will be used as weeding tools it is important to note that they are not "weeding lists."

In Foreign Literature departmental weeding proceeded with staff deselecting 1,591 items from the collection. In addition to weeding, staff directed 23 items to Preservation and 72 items to Book Prep for treatment.

Ann Olszewski, Ann Wieland, Tom Edwards, Elaine Herroon, and Don Petit from the Cleveland Landmarks Commission met for a discussion and review of the Cleveland Parks map on October 13. Multiple Carnegie Library planting plans, playgrounds, cemeteries, East 9<sup>th</sup> Pier, and Public Buildings Union Station and the Mall were all interesting discoveries. Many drawings of the

Garfield Park Bridge by Charles F. Schweinfurth were discovered and will be confirmed by Don Petit.

Mark Moore has been locating and transferring materials, including the baseball fiction collection, into the Sports Research Center collection. He is also preparing a display of sports instruction materials for one of the Center's exhibit cases.

#### Staff/Professional Development:

Anastasia Diamond-Ortiz, Dan Oreskovic, Paula Logan-Reid, Sandy Jelar Elwell, and Stephanie Tyus attended a Managerial Leadership program sponsored by the Ohio Library Council on October 6-7 at Avon Public Library.

Anastasia Diamond-Ortiz, Justin Holt, and April Lancaster helped to lead a very successful Staff Appreciation Day on October 27. Joe Parnell and Olivia Hoge attended the NEO RLS program on violent intruders on October 28.

Fine Arts/Special Collection staff attended various Octavofest events: the kickoff was held in LSW Auditorium. Subject Department Kelly Ross became a professional member of the Society of Ohio Archivists and CAR - Cleveland Archival Roundtable. Ms. Ross received the WOW Award for her work done preparing the Interlibrary Loan department consolidation.

Melanie McCarter was selected as one of a trio of WOW award winners for the month of October. Carlos Latimer was selected to attend the Leadership Academy at Cleveland State University's Maxine Goodman Levin College of Urban Affairs.

Librarian Robert Murnan and Library Assistant Mona Brown attended a half-day Patent and Trademark training session held at the Akron/Summit Public Library. Robin Speigner, Government Documents Department manager, met with Lexis/Nexis representative Melissa Loy-Oakes on October 19. A proposal was discussed concerning Lexis/Nexis absorbing shipping cost of CPL's Serial Set Collection (over 13,000 volumes) to the State Library of Ohio.

Map Librarian Tom Edwards attended an Environmental Systems Research Institute (ESRI) workshop in Columbus, where presenters talked about enhancements on the ArcGIS 10 software.

Debbie Hajzak attended multiple union meetings including a district-wide executive board meeting in Columbus.

Youth Services Manager Sandy Nosse attended an EASE management workshop. Sandy attended the Manager's Quarterly Meeting and helped lead the Youth Services Meeting. Christine Feczkanin attended New Book Look at Cleveland Heights and also visited the Children's Room.

#### OHIO LIBRARY FOR THE BLIND AND PHYSICALLY DISABLED

OLBPD circulated 58,162 items directly to patrons for October. Approximately 36% of the monthly circulation came from digital talking books.

The OLBPD Manager attended the State Library of Ohio Talking Book Program Consumer Advisory Meeting on October 6. OLBPD consumers from across the State met to discuss the progress of the digital book collection and machine distribution, as well as report needs from consumers.

The OLBPD Manager met with the State Library of Ohio Talking Book Program Coordinator and Marketing and Communications Director about the idea of co-promoting OLBPD services throughout the State of Ohio. OLBPD will be working with State Library to design a new cooperative media kit and promotional items to tie in with the 80<sup>th</sup> anniversary celebration of the National Library Service program in 2011.

OLBPD submitted its final fiscal and narrative reports on time to the State Library of Ohio for LSTA VIII-12-09. The money will be used to supplement the shortage of digital talking books anticipated from the National Library Service.

OLBPD submitted its FY 2011 First Quarter report to the State Library of Ohio on time.

OLBPD participated on a BARD user's panel for the National Library Service (NLS) teleconference call meeting on October 26<sup>th</sup>. OLBPD help answer questions from network libraries on handling BARD administrative duties from NLS as well as frequently asked questions from patrons regarding technical support for BARD.

In our continuing efforts to increase public awareness about the OLBPD program and service, OLBPD staff member Ken Redd participated in informational programs at Eliza Bryant on

October 2, the East/West Eye Conference on October 7-9 at the Cleveland Convention Center and Willoughby Senior Center's Healthwise Connection on October 29.

OLBPD's Cyber-Dialogue book club met on Thursday, October 14 to discuss *The Friday Night Knitting Club* by Kate Jacobs.

OLBPD is working with Human Resources to post a PT Duplication Technician position and to hire a Page.

#### MOBILE SERVICES DEPARTMENT

##### Statistics

53 Stops plus Literacy Fest 10/23  
26 New library card applications  
790 Persons on board  
887 Reference, 721 Directional in person  
125 Reference, 47 Directional via phone  
Holds count is incomplete at this time.

##### On the Road to Reading

On the Road to Reading visited 12 Pediatric and WIC sites interacting with 63 people contacts at these sites. Sixty-two daycare classes were visited with a total of 707 in attendance and 851 items were circulated in 37 deposit kits.

The economy has affected the OTRR service in a unique way. The low enrollment at daycares has resulted in some sites having only one class and some home cares have had to cancel service due to loss of children. This affects the ability to provide the service and ultimately will affect usage statistics as well.

Rhonda has worked with Mercier Robinson and the Friend of the Library to purchase giveaway books for pediatric and WIC site stops. Books will be ordered by the Borders store at Tower City. Rhonda is devising a way to increase the amount of Board books loaned to Toddler classes receiving OTTR services.

##### Mobile Services Activities

Linda Sperry weeded Black World duplicates and transferred the items to MLK Branch along with some CDs and DVDs. Linda completed discretionary book ordering for adults, Doris Yee completed children's ordering for the year, and Kelli Newsom completed the DVD and cd orders.

The weeding report of 10/19 was cleared (677 items).

Linda worked extensively on compiling individual stop statistics for one year of use for each stop. Next she will meet with coordinators at each stop to discuss attendance and activity at stops. In addition, she compiled statistics for the summer Recreation (Park) stop and will discuss this with City representative Jill Lemmerman on November 3.

Delta Sigma Theta Sorority's Literacy Fest took place at Daniel Morgan School on October 23. The bookmobile hosted 47 patrons, registered two children for library cards, and answered four reference and 27 directional questions. Vicki Beggiani was the literacy speaker for the event and also worked on the bookmobile to assist patrons.

#### EAST TEAM BRANCHES

- Story time programs at the Addison Branch have been well attended with an average of 20-30 children and teachers.
- Staff from Radio One participated in the Teen Read Week program at the Collinwood Branch.
- East 131<sup>st</sup> Branch Manager Paula Logan-Reid represented the Library at the Mt. Pleasant Arts, Culture, and Entertainment District Advisory Board Meeting and at the Mt. Pleasant Community Zone Meeting.
- Glenville Branch Manager Carol Johnson attended the Cleveland Police and Citizen Recognition Ceremony at the Lakeshore Facility.
- A Staff Appreciation potluck lunch was held at the Langston Hughes Branch.
- The Citizenship and Youth Opportunity Unlimited classes began in October at the MLK Branch.
- Discussions have begun at the Memorial/Nottingham Branch with members of the ABLE Program to provide GED classes at the branch.
- On October 13, Ginaya Willoughby, Children's Librarian at the Mt. Pleasant Branch, visited Andrew J. Rickoff Elementary School.
- Interviews for the full-time Library Assistant I (Youth Emphasis) were conducted at the Rice Branch Library and Eric Eubanks was the successful candidate. He will transfer from the Union Branch on November 7.
- Project Learn is using the meeting room at the Union Branch Library for tutoring.

- Kristen Schmidt, Children's Librarian at the Woodland Branch, created several displays on the table near the lobby in the Woodland Branch. She also created the voting display for the branch.

#### WEST TEAM BRANCHES

- Dyad Managers met with Public Services on October 18 to address ongoing issues, concerns, and accomplishments.
- West Team Branches celebrated staff appreciation day on October 27. Staff took the time to express gratitude for each other.
- West Team Branches participated in the distribution of information to voters during the 2010 midterm election.
- The Youth Services meeting was held on October 20, 2010 and the lead worker role was discussed in detail by West Team Manager, Sheba Marcus Bey.
- Tutoring began for students in MyCom neighborhoods. Tutors from Cleveland State University's College of Education were assigned to West Park, Walz, Fleet, and Sterling. The MyCom tutoring initiative is focused on improving the reading skill of third grade students as they transition to fourth grade.
- During the month of October, Children's Librarian Tracey Allen welcomed the Celebration of Hispanic Culture with D'Amaris Abreau.
- The "Cleveland Goes to College" scholarship program was held at Rockport and Eastman.
- One-on-one computer classes continued to expand at West Team Branches.

#### TECHNICAL SERVICES

Patricia Lowrey provided a Weeding Workshop for Branch Managers on October 7. She and Ann Olszewski attended the Digital Projects Committee Meeting to review progress reports of ongoing projects. Ms Lowrey attended the "Sapphire" Writers & Readers program.

Ms. Lowrey and all the Technical Services Managers provided a pizza lunch and organized a potluck dessert celebration for Staff Appreciation Day on October 25. Prizes were awarded for the best Healthy Desserts.

Preservation: Digital versions of four Central High school yearbooks were added to the Digital Gallery, completing all

volumes for this school. There are 5 photos of Langston Hughes in the 1919 volume. Two groups of Hough Neighborhood photographs were added to the Digital gallery as compound objects, grouping houses from the same street together in order by address.

Ann Olszewski and the Cleveland Park Plans task force met to assess materials. Gloria Massey completed digital editing of the files for Volume 1 of the Ohio Architect and Builder, 1903. Ms Olszewski prepared status and usage reports for the Digital Projects committee meeting.

Ms Olszewski led a discussion at the Ohio Alliance for Response program on emergency preparedness for digital collections. Ms Olszewski and Elizabeth Bardossy attended a class at the Intermuseum Conservation Association on making book exhibition mounts. The book cradle design developed by Michael Ruffing for the CPL History of Women in Cleveland exhibit was shared with the class and praised by the instructor.

Ms Olszewski spent a day at the Business and Economics department. Preservation staff continued to assist in other departments. Laura Wallencheck volunteered in the Acquisitions department receiving Main Library books. Elizabeth Bardossy, Laura Wallencheck, and Gloria Massey shared mail delivery duty.

Collection Management: Bonnie Bolton was trained on receiving new materials in Acquisitions. She also spent a day this October working in Shelf/Shipping. Ms. Bolton attending a new book showing held at Cleveland Heights Public Library on October 18. Laura Mommers and Pam Pressly continue to volunteer a day each week working in Shelf/Shipping. Ms. Mommers continues to help out in the Acquisitions Department.

Rollie Welch spent a day working in Youth Services at the Main Library. He assisted in pulling titles for the Young Adult send list and also worked at the help desk. Mr. Welch also conducted a tour of the Technical Services facility for five alumnae of Villa Angela Academy who reminisced about their high school days.

Mr. Welch had his October column on street lit published by Library Journal in its online newsletter on October 21 and a review published in the Cleveland Plain Dealer on October 24.

Book Preparation: Staff completed work on 31,596 items in October. The entire Materials Processing staff continues to help out with mail handling.

Shelf/Shipping: A total of 1,593 telescopes of finished new materials were shipped out to Main and the Branches. The staff retrieved 321 items from storage for Main Library. Bonnie Bolton, Dale Dickerson, Vivian Grayson, Laura Mommers, and Pam Pressley volunteered to assist the Shelf/Shipping department in unpacking, stamping and slipping materials; 41,293 items were sent to the Acquisitions and High Demand Departments.

Juanita Turner attended the Writers and Readers Series program featuring Sapphire.

High Demand: The High Demand Department had one of the most productive months ever, adding 1,143 titles and 26,051 items. They also ordered 5,344 titles and 25,099 items, much of it music and movies. They paid 622 invoices, for a total value of \$302,062.49.

On top of all of this, staff still found time to help in other departments. Anarie Lanton worked in Acquisitions for about ½ day for a week. Dale Dickerson helped in Shelf/Shipping for a few hours.

Catalog: Catalog Senior Clerks took over responsibility from Acquisitions volunteers for applying barcodes to Main Library books. Andrea Johnson wrote and distributed new procedures which should eliminate manual adding of items as much as possible. In addition to increasing the percentage of orders loaded using the Add Ordered Items to Catalog wizard, the procedures will allow faster clean up of the order status displayed in the public catalog when an order is not loaded. A total of 11,466 items were added and 6,353 titles were cataloged.

Theresa Mallette assisted with the fixed asset audit. Regina Houseman, Jeni Delfs, Cathy Jo Graves, YoLanda Lawler, Rodney Lewallen and Karima Ward volunteered to help Acquisitions by receiving books. Shirley Jones and Paula Stout began helping apply property stamps and barcodes to branch books in Acquisitions. Vivian Grayson helped out in Shelf/Shipping by doing distribution lists for trucks going to High Demand.

Ms. Johnson attended a CLEVNET Technical Services SIG meeting. Michael Monaco attended the Ohio Library Council's Leadership Conference to participate in OLC Technical Services Action Council planning of future conference events.

Acquisitions: Acquisitions staff ordered a total of 6,917 titles and 10,768 items, received 13,721 items, and processed a total of 2,483 invoices. Serials staff received 2,654 periodicals and 264 serials, added 269 items and 2,779 paperbacks, processed 107 periodical and serial claims, and modified 63 serial controls.

The use of volunteers from other Technical Service Departments has provided Acquisitions with a means for managing the workloads for positions that are currently vacant in the Acquisitions Department and Serials Section. The list of volunteers is as follows:

- Laura Mommers, Collection Management Librarian, and Laura Wallencheck, Preservation Assistant, continued to volunteer in the Acquisitions Department receiving library materials. Bonnie Bolton, Collection Management Librarian, Jeni Delfs, Catalog Librarian, and Technical Service Associates Cathy Jo Graves, Rodney Lewallen, and Karima Ward volunteered to cross-train on receiving library materials and have been helping the Acquisitions Department to receive materials.
- Anarie Lanton, Technical Services Associate in the High Demand Department, continued to volunteer in the Acquisitions Department placing orders.
- Technical Services Senior Clerks Paula Stout and Shirley Jones volunteered to help stamp and barcode materials for the Acquisitions Department.
- Regina Houseman, Catalog Librarian, continued to volunteer in the Serials Section.

Sandy Jelar Elwell attended the Ohio Library Council (OLC) Managerial Leadership workshop and met with Felton Thomas, Cindy Lombardo, and other CPL attendees to discuss the workshop. Ms. Elwell spent a day in the Business, Economics & Labor Department with Michael Ruffing, the Acting Manager, and in the Computer Learning Connection with Olivia Hoge, Computer Learning Connection Librarian. Alicia Naab attended the Ohio Library Council (OLC) Leadership Conference.

Gloria Guzi, Acquisitions Librarian - Serials, retired on October 29th after 17 years of service with CPL.

## **MARKETING & COMMUNICATIONS**

Cleveland Public Library is ranked one of the top five libraries in the country, receiving the highest possible rating of five stars in the America's Star Libraries 2010 in *Library Journal*.

Marketing efforts in October centered around spreading this good report, as well as promoting the upcoming authors for Writers and Readers.

Planning during October included Celebrate With Books 2010, the 26<sup>th</sup> Annual Martin L. King, Jr. Commemorative program, the African American History Month exhibit "Women of a New Tribe," African American History Month and Women's History Month programs, Writers and Readers authors for 2011, and the Friends annual fundraiser "A Night at the Library: Mysteries Alive!"

Meetings held and attended included regular weekly meetings with the Marketing and Communications Department managers of Graphics and Programming and Scheduling Services; weekly Administrative and Executive Council meetings; David Fitz, Strategy Design Partners; Trapper Jack of WDOK radio; Archivist at Pro Football Hall of Fame; Urban Libraries Council webinar on foundation planning; Cleveland Public Art; Ryan Gerber of RGI Exhibits; photographer Jerry Taliaferro and the 25 women of the "Women of a New Tribe" exhibit; Barbara Danforth of YWCA; Robert Sultzman of Positively Cleveland; Jason Hutchinson of DigiKnow; Downtown Cleveland Alliance for Winterfest 2010; Ruth Radner Awards Luncheon; Bostwick Design for Main Library reorganization financing and fundraising; Digitization committee; David Shimp of Ghostlight Productions; Signage Task Force; and the MLK Day program planning committee.

Special projects underway include:

- Exploring Library mascot by accepting quotes from three companies and obtaining permission from artist Tom Otterness for use of the Eastman garden figures
- Continuing signage project at Rice Branch
- Implementing e-marketing via an eNewsletter tool; building categorized distribution list
- Branding programming initiatives (Technology, Economic Development, Education)
- Exploring design app for iPad to promote library special collections
- Launching Sports Research Center
- Implementing communication plan for Main Library Reorganization
- Finding displays for staff elevators to match existing library elevator displays
- Exploring Lake Shore Facility sound and stage design by soliciting proposal
- Planning 2011 programs and special events

- Drafting all marketing and communications procedures for Staff Center
- "Libraries Work" marketing campaign with the nine libraries in Cuyahoga County
- Ordering promotional items for 2011
- Planning and launching exhibits

News releases distributed and posted at [www.cpl.org](http://www.cpl.org) included: Cleveland Public Library Ranked One of the Top Five Libraries in the Country, Acclaimed Novelist Jonathan Franzen featured at Cleveland Public Library's Writers & Readers Series, "Designing A Better Cleveland" Timely Publication by Cleveland Public Library, and Cleveland Public Library Board of Trustees Meeting. Library events were posted electronically on community calendars.

Graphics Department staff, under the direction of Manager Cathy Poilpre, designed, printed and distributed 128 pieces. Ads were produced for Writers and Readers and for the "My Place to Dream, Create, Grow" campaign. Four staff newsletters were produced, as well as Celebrate With Books 2010.

Programming and Scheduling Services staff, under the direction of Acting Manager Aaron Mason, planned and implemented special programs throughout the Library, and continued to perform outreach duties.

Special programming and outreach initiatives during October included:

- Writers and Readers with Sapphire
- CMSD Special Needs Fair and Cleveland Botanical Gardens "Botanical Bash"
- Community Events at Lake Shore: 5<sup>th</sup> District Award Ceremony and WENZ "First Things First" health summit
- Eight Cleveland Goes to College sessions in neighborhood branches
- Meeting room reservations for 26 non-profit or partner agencies
- Youth Services librarian training for 11 staff
- Class tours of Main Library

During October, the Webware team, Amy Pawlowski and David Reynolds, created promotions on [www.cpl.org](http://www.cpl.org) for the 2009 Annual Report, Music at Main, Proud Member of CLEVNET, Banned Books

Week, Octavofest, Exhibits at Main, Writers and Readers and the Friends fundraiser.

The Library was featured in print and electronic media during the October for an ad value that exceeded \$100,966 to an audience of 93,855,512. A complete clipping file and monthly ad value reports are available in the Marketing and Communications Department.

### **BUILDINGS SERVICES**

The Buildings Office completed numerous branch inspections and continues to monitor utility bills. We have attended meetings with Bostwick Design to discuss the potential changes in Main and LSW.

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. New LED lights were installed on existing poles in the Eastman garden. The boiler at South branch was serviced. The lights on the front of the building at Sterling were removed, because of damage and new lights have been ordered. The boiler at West Park was serviced. The controller board on the furnace at Woodland was replaced.

The Carpenters and Painters completed repairs, removed wall paper, repaired the benches, lowered the fence by the entrance to the driveway for safety and painted at Sterling. The gate was reinstalled in the Eastman Garden after repairs. Painting was completed at Garden Valley and Collinwood.

The Garage serviced vehicles #23, #24 and the tractor at Main. They have also started to pick up lawn mowers and deliver snow blowers.

### **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, Lake Shore Facility 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. Cuyahoga Valley Patrol responded to 3 alarms. Only 1 alarm was caused by staff.

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. Security learned that the duress button system is obsolete and unable to replace broken parts.

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.

All CCTV cameras are operational with the exception of the following cameras at this time Main Complex cameras 41,21,27,25 and 10. Lakeshore cameras 13, Rockport camera 11. The DVR box for Memorial Branch is malfunctioning.

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 September a total of 5 items were returned to their owners; 4 bag of miscellaneous items were donated to Goodwill Industries.

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

Security Operations Assistant Chief Abrams met with branch Managers and Department Managers to discuss any security concerns

Branch Patrol: Security Operations currently operate two Branch Patrol Units. 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.

Branch Patrol supervisors are continuing to investigate Security Irregularity reports from the branches. Security Operations produces reports each month summarizing branch location, type of incident, and time of the incident to ensure coverage at the branches is adequate. Branch Patrol Supervisors conducted 35 branch investigations.

SUMMARY OF IRREGULARITY REPORTS RECEIVED

Month	2009	2010	Change
January	63	50	-13
February	52	40	-12
March	76	63	-13
April	55	52	-03
May	50	37	-13
June	63	42	-21
July	60	26	-34
August	59	50	-19
September	53	58	+05
October	70	35	-35
<b>Year to Date</b>	<b>601</b>	<b>453</b>	<b>-148</b>

**AUTOMATION SERVICES**

CPL Projects:

SAM PC management sign-up stations were installed at Hough, Walz, Lorain and Brooklyn branches.

240 XP work stations were upgraded to service pack 3 and 500 work stations had MS Office patched to service pack 3.

The Hardware team is working with Facilities and Public Services to review computer placement and wiring, and electrical needs for safer and more convenient public use. This month the teams visited Collinwood and Glenville.

The Access Points at PAL, Memorial-Nottingham, Lakeshore, South and the Louis Stokes wing were converted to running over the Wireless LAN Controllers.

Phone repairs were made in CLC, General Reference, Langston Hughes and Business.

The Software team began running regular debt collection reports for Cleveland Public on October 1.

Ann. Palomo and Tish Lowrey worked out a schedule to address the weeding backlog in branches. Jim Benson began programming weekly weeding reports for all branches, the first report delivered on October 8.

The browsing book collection was eliminated with the exception of POP, MOB and university satellite collections. The Software team produced shelf list reports of browsing book collections at all branches for the purposes of removing book labels. On October 14 item type on approximately 13,200 items was changed to remove them from browsing and allow them to fill holds.

Software produced special reports for Business Department, Fulton, Mt. Pleasant, PAL and Rockport.

During the month of October, the following events, programs, and information were either edited or added to promote on [www.cpl.org](http://www.cpl.org): 2009 Annual Report, Music at Main, Proud Member of CLEVNET, Banned Books Week, Octovofest, Exhibits at Main, Writers & Readers - Sapphire, Writers & Readers - Franzen, and the Friends Fundraiser.

Library News on the [www.cpl.org](http://www.cpl.org) homepage featured the following items for October: Celebrate the Book and Paper Arts at Octavofest, Acclaimed Novelist Jonathan Franzen featured at Cleveland Public Library's Writers & Readers Series, Cleveland Public Library Board of Trustees Meeting, Cleveland Public Library Ranked One of the Top Five Libraries in the Country, "Designing A Better Cleveland" Timely Publication by Cleveland Public Library - Published in partnership with Cleveland Public Art Written by Steven Litt.

19 Popular Topic pages on the website were updated with new content.

The changes to the "Internet & Computer Use" and "Fines & Fees" policies were posted under "Using the Library."

Serials Solutions new federated search tool, 360 Search (formally Webfeat), was implemented on the "Research Databases" page allowing patrons to search all CPL databases at once.

Amy Pawlowski and Tena Wilson met with Jason Hutchison and Scott Chapin from DigiKnow to discuss their recommendation for an

eNewsletter tool. DigiKnow completed a through comparison of tools and strongly recommended we use Constant Contact.

Webware met with the Programming and Scheduling office to create a content plan for the website for African American History month.

The following pages where edited, added, or promoted on the CPL Staff Center: FSA Open Enrollment, New Policies (Internet & Computer Use, Fines and Fees).

#### CLEVNET Projects:

George Lenzer completed remaining work on Zimbra migration to VMWare recovered 400 gigs of disk space as a result.

Mr. Lenzer work with Barracuda Network Support to reduce the amount of spam.

Mr. Finnegan visited Twinsburg Library to review wireless A/P placement for their new patio.

Mr. Novak worked with the telephone vendor installing the new phone system at Milan/Berlin Heights and upgraded the A/P at Willoughby Hills.

Madison Public began online debt collection on October 8.

Policy changes were made for Willoughby-Eastlake, Perry, Wayne, Shaker and Sandusky.

Cleveland Heights: Assisted with closing of Noble Branch for renovations by marking the collection non-hold, removing branch from public catalog pickup list, initiating script to change any staff-entered holds for this branch to CH-MAIN, shadowing collection from public catalog.

Reports were produced for Barberton, Euclid, Hudson, Lorain, Medina, Ritter and Twinsburg libraries.

Barcode sheets for 2011 uncataloged materials for all CPL and CLEVNET agencies were created and posted on the CLEVNET Members' site.

Webware worked with Ebsco to create a url that would allow Hudson Public Library a direct link to the GreenFile database.

David Reynolds worked with OPLIN to rectify access issues to Worldbook content at Kirtland Public Library.

#### KnowItNow:

On October 1, Don Boozer taught the second half of Dr. Miriam Matteson's reference class in the training room of the Kent State School of Library and Information Science branch inside the State Library of Ohio. The students will be staffing two one-hour shifts on KnowItNow24x7 (KIN24x7) during this Fall semester.

This month, it was decided to proceed with Mosio's Text-A-Librarian platform to provide statewide texting for KnowItNow24x7 in the statewide texting project. An official proposal was submitted for the creation of a requisition.

On October 7, Mary Lou of Wright State University and Don participated in the regular SparkRef Forum. On Oct. 21, three OhioLINK librarians plus Don and Brian participated in the regular SparkRef Forum.

Don created a KIN24x7 poster, now available as a download on the Provider site after being asked about available materials by a school librarian.

Serving as 2010 Coordinator and Past Coordinator in 2011, Don attended the Ohio Library Leadership Conference in Columbus on Oct. 14.

Don participated in the Quality Assurance Committee for KIN24x7 meeting on Oct. 20.

A summary is available at <http://provider.knowitnow.org/content/sparkref-forum-summary-october-21>. Afterwards, Brian wrote a script to alternate colors for participants' screennames in the transcripts before they are posted online.

This month, Brian updated two modules on the Provider site.

Brian finished the hand-held mobile stylesheet for <http://www.knowitnow.org> embedded within the main site.

Brian set-up transfer rules to allow AfterDark librarians in the AfterDark workgroup to transfer to a queue in the KnowItNow workgroup at the end of the shift.

At the request of Jennifer Hrusch, Brian provided custom statistics for specific days in October to Columbus Metro Library.

Meetings and Professional Development:

Mr. Finnegan attended the Connect Ohio meeting at Strongsville Library.

Ann Palomo met with John Parker of Flowan to begin development of a special transit slip program that would be widely usable and supportable throughout CPL and CLEVNET.

Ann attended the quarterly public services meeting.

Ann, Hilary Prisbylla and Jim Benson attended the CLEVNET Technical Services SIG meeting at Perry Public Library.

Amy Pawlowski attended OLC's Leadership Conference on Thursday, October 14<sup>th</sup>. Beginning January 1, 2011, Amy will be the new Coordinator for the IT Division.

Statistics

	October 2009	October 2010
OverDrive Downloads	12,474	22,109
Twitter Followers	1,439	2,134
Facebook Fans	1,816	2,621

<b>Automation Services Statistics, 10/2010</b>				
	<b># Cases Opened</b>	<b># Cases Closed</b>	<b>Site Visits</b>	<b>TOTAL</b>
<b>HARDWARE</b>				
CPL Main	118	104	48	270
CPL Branch	174	156	70	400
CPL Lake Shore	53	35	17	105
CLEVNET	59	32	12	103
PUBLIC	1	1		2
<b>HARDWARE TOTAL</b>	<b>405</b>	<b>328</b>	<b>147</b>	<b>880</b>
<b>SOFTWARE</b>				
CPL Main	15	15		30
CPL Branch	8	8		16
CPL Lake Shore	9	9		18
CLEVNET	79	78		157
PUBLIC	2	2		4
<b>SOFTWARE TOTAL</b>	<b>113</b>	<b>112</b>	<b>0</b>	<b>225</b>
<b>WEBWARE</b>				
CPL Main	6	6	2	14
CPL Branch	4	4		8
CPL Lake Shore	2	2		4
CLEVNET	5	5		10
PUBLIC	30	30		60
<b>WEBWARE TOTAL</b>	<b>47</b>	<b>47</b>	<b>2</b>	<b>96</b>
<b>KIN</b>				
CPL Main	1	1		2
CPL Branch				0
CLEVNET				0
PUBLIC	1	1		2
KIN Library	32	32		64
OHIOLink Library	3	3		6
After Dark	2			2
<b>KIN TOTAL</b>	<b>39</b>	<b>37</b>		<b>76</b>
<b>GRAND TOTAL</b>				
	<b>696</b>	<b>620</b>	<b>153</b>	<b>1,469</b>