

## **DIRECTOR'S REPORT**

April 15, 2010

### **Monthly Statistics**

Circulation for the month of March was 612,127. This is a 1% increase over last year's March circulation of 600,717. These numbers are again impressive when considering the fact that we were open to the public on four Sundays in March of 2009. The majority of the increase in circulation was due to the strong circulation numbers from the Ohio Library for the Blind and Physically Disabled.

Attendance for the month of March was 392,130. This is an increase of almost 1% from last year's March attendance of 380,676. Both the Main Library and Branches reported increases in attendance. It is important to note that this is the first increase in attendance for several months and comes despite the library being closed to the public for Sunday hours. Trustees will be happy to see that the new Rice Branch was the 8<sup>th</sup> busiest branch when considering circulation and the 3<sup>rd</sup> busiest branch when using attendance as the measure.

### **Program and Outreach Highlights**

Author, journalist and social critic, James Howard Kunstler was well received by a crowd of nearly 300 attendees at the March Writers and Readers event. Reading chapters from his upcoming follow-up to the best selling novel, *World Made By Hand*, Kunstler illustrated why he continues to be one of the most provocative speakers as he critiqued the economic and political state of the U.S. today.

This year's Lunar New Year program was a big success with over three hundred attendees for the newly fashioned program. Featuring local talents from throughout the Asian community, the program emphasized the education of the viewer to the meanings of the dances, music, and performances. Special thanks to staff members **Milos Markovic**, **John Skrtic**, and **Doris Yee**, for their hard work and coordination of the program.

History librarian **Michael Ruffing** has designed a wonderful exhibit entitled "Women's Work: Inspiring Stories of Women Who made History in Cuyahoga County." The exhibit celebrates the contributions of women to the county's 200-year history. The

exhibit is housed on the 2nd floor of the Main Library and will run through the end of August.

### **Automation**

Our virtual library and social media presence have been bright spots for us and continue to increase in popularity. Our followers through Twitter have nearly tripled over the past year and the number currently stands at 1,701. While we don't have any numbers from 2009, our fans on Facebook have increased monthly and are currently 2,122. Finally, the number of OverDrive eMedia downloads for the month of March was up by nearly 60% from last year.

### **CLEVNET**

Due to financial constraints East Cleveland Public Library closed the North and Caledonia Branches. Items in the catalog were shadowed to prevent their display in the database.

### **Buildings Update**

The Woodland renovation is moving along and everything looks good for an April 24<sup>th</sup> re-opening. Asbestos remediation has been completed and work on the roof has also been completed. The final touches are being made to the interior of the building as the Woodland staff return to the building and start putting the materials back on their shelves.

### **Meetings and Activities**

- I met with State representative Sandra Williams to discuss the CPL's goals within her district.
- I attended the Mayor's State of the City Address.
- I attended a presentation from Pari Sabety, OBM Director along with Board President **Tom Corrigan** and **Sandy Kuban**.
- I attended the Ohio Library Council's Legislative Day along with a contingent from CPL.
- I walked beside CPL's entry in the St. Patrick's Day Parade, along with the Board president.
- I served as a judge on the Maltz Museum of Jewish Heritage's "Stop the Hate Youth Speak Out" essay contest.
- I attended the 13<sup>th</sup> National Public Library Association conference.

## **Staff Highlights**

Cleveland Public Library's Work of Wonder award winner for March was **Nathaniel Blair**, Buildings Services Custodian for the Martin Luther King, Jr. Branch.

A special note of thanks must be given to the Chairs of the Harvest for Hunger campaign, **Ann Marie Wieland** and **Lynne Roderick**. While many of the staff volunteered their time, effort, and money, it was their coordination that made the campaign successful.

## **PUBLIC SERVICES**

Programs and Exhibits:

AV Technicians provided sound and technical support for the James Kunstler program as part of the Writers & Readers Author Series.

Special Collections staff continues to work on curating the Thomas Jefferson Exhibit. Kent Intern, Charity Thomas curated and installed an exhibit in the Reading Room about the Rowfant Club. Music at Main featured cellist Sara Wolfe and her collaborative pianist on March 20 for an audience of 48 people. Department Manager Eyerdam coordinated Kent Career Night representing CPL and met with Cleveland Public Art and Tena Wilson to discuss 2010 Spectrum program.

Foreign Literature Librarian Victoria Kabo created four new displays to highlight award winning Russian language fiction. On March 6, the department opened an exhibit of calligraphic works by artist Jingjing Luo. On March 6, Foreign Literature hosted the annual Lunar New Year celebration in the LSW auditorium for 541 patrons featuring nearly 100 performers.

General Reference Librarian Kelly Ross gave a presentation at the Branch Managers meeting on March 3 about the Employment Resources Display.

Michael Ruffing, History Librarian, designed the exhibit "Women's Work: Inspiring Stories of Women Who Made History in Cuyahoga County" celebrating the contributions of women to the county's 200-year history opened the first of March and will run through the end of August 2010.

PAL Librarian Elaine Herroon continues to work on the Senior Day committee on behalf of CPL.

Displays prepared during the month in Popular included New March releases, St. Patrick's Day, and March Madness. The Main Library Book Discussion Group, led by Richard Fox, discussed *The Film Club* by David Gilmour on March 3. On March 31 Richard Fox led a book discussion for the Friends of at the Cleveland State University Library on *Dreamers of the Day* by Mary Doria Russell.

Soc Science Librarians Helena Travka and Harriette Parks worked with Linda Jaeckel to present the Eastman Book Club on March 10.

Youth Services provided several craft activities for the Lunar New Year program. Jennifer Wihebrink also conducted a Saturday tour for students from Macedonia High School.

Outreach:

Carlos Latimer attended and coordinated the library's participation with Legislative Day, in Columbus, Ohio

Business Librarian Aaron Mason provided an introduction and training on CPL's business databases to a group from SCORE in their offices.

Michael Jacobs welcomed 25 students and staff associated with Lakewood High School's French and German language program to the Foreign Literature department for a tour.

On March 8 Pam Benjamin and Melanie McCarter (General Reference) attended a consumer awareness event at the Tower Shopping Center.

History Manager Ron Burdick served as a judge at the District 3 Ohio National History Day competition at Case Western Reserve University on March 13.

Volunteers from Northeast Ohio Voters Advocates came in on March 22, 23, 29, and 30 to register people to vote for the upcoming election in May.

Soc Sciences Librarian Helena Travka attended KSU Library Career Night on March 4.

Donna Willingham (Youth Services) visited Old Stone Church and Kidztown twice during the month to conduct Story Time.

#### Collections/Reference:

A weeding plan was developed in preparation for the consolidation of the AV Department into the new AV/Lending Department

The Computer Learning Connection received the money from State Library for the tech toolbox.

Special Collections Kent Intern Charity Thomas completed her Practicum study in FASC.

An Electronic Resources Committee meeting was held on March 4 and several databases were cut due to low usage stats and high cost.

Michael Ruffing (History) completed the uploading of the digital files and the metadata for the Jasper Wood collection of photographs and produced a blog announcing the collection.

#### Staff/Professional Development:

Daniel Oreskovic began his tenure as the new Public Service Manager, AV/Lending Department. Previous manager Carlos Latimer is now the Acting Public Service Manager, General Reference Department.

Andrea Wallace (BEL) retired after 30 years of service.

Aaron Mason (BEL) received the WOW Award for helping Special Collections with some Arabic manuscripts.

March 28, 2010 was last day for Ernest Edwards in Foreign Literature Department. After nine years in the department Ernest was transferred to Youth Services Department as part of organization's continuing restructuring efforts.

Pam Benjamin, Manager of General Reference, became the Acting Manager of the Public Administration Library and the Social Sciences Department on March 31. Eddie Johnson, Library Assistant, was transferred to the Public Administration Library on March 28 to take the position of retiring Library Assistant, Vilray Russell who retired after 35 years of service.

John Skrtic transferred positions from Public Administration and Social Sciences manager to Assistant Public Services Administrator.

#### CENTRAL TEAM SUMMARY

- Staff representatives from Automation and Facilities visited the Broadway Branch to assess the wiring and network requirements for the 12 new computers that the branch will receive from the Gates Grant.
- The quilt project that began at the Garden Valley Branch in October came to a joyous conclusion. This beautifully designed quilt will hang in the meeting room of the branch. This project was done under the instruction and direction of community volunteers.
- The staff at the Jefferson Branch Library celebrated Women's History Month with a computer-based program. The after school students who participated in the program were asked to answer specific questions about Women from the past and present by going to a certain website listed on the entry form.
- The staff at the Rice Branch have identified and asked several professional and recognizable men in the neighborhood to form a Young Men's Discussion Group. The group will meet twice a month on Wednesdays.
- South Branch has two excellent displays for the public. One is "Le Jazz Hot" which is a display of musical instruments. The other display, "Star Wars" is a favorite among the children in the community.
- Sterling Branch hosted the Sisters of Charity Board meeting which included a visit by Director Felton Thomas and the CEO of the Cleveland Metropolitan School District, Dr. Eugene Sanders.
- "Friday Flicks" is a popular children's program at the Union Branch. Thirty-eight children participated in the March movies.
- Construction and renovation are reaching the final phase at the Woodland Branch Library. Under the direction of Warren Reid, Shelf Manager, Woodland staff and Shelf staff are preparing to place the library materials back on the shelves. On Monday, April 5<sup>th</sup>, staff will begin placing the materials on library shelves.

#### EAST TEAM SUMMARY

- Cleveland Public Library's Living Room Series kicked off at the Glenville Branch on March 25. The session hosted 13 participants and the program was titled: "Healthy Relationships."
- East Team Branch Clerks received training on uncataloged magazines.
- East Team Branches and staff supported the Harvest for Hunger Campaign by placing food barrels in the public areas of East Team Branches. Addison Branch reported that it was successful in filling more than one container and E. 131 Street Branch held a bake sale that raised \$100 for the campaign.
- Branches continue to support the 2010 Census by offering branch meeting rooms for testing and training. Additionally, meeting rooms at East Branches have been reported as being heavily utilized by the public, i.e. community groups and agencies, etc.
- East 131 Street Branch held a used book sale on March 26<sup>th</sup> and 27<sup>th</sup> in conjunction with the Friends of the Cleveland Public Library. The event yielded \$600 in sales.
- Branch Managers held their monthly meeting on March 4; however the East Team Monthly Managers meeting was cancelled.
- East Team Youth Services employees completed the Winter Reading Club on March 20. YS staff continued to conduct story times and play and learn activities. YS continued to support local schools through outreach and collection development activities.
- Students at Glenville were treated to a Women's Month History Scavenger Hunt. The event was carried out by Kristen Schmitt-Harris, Children's Librarian and Kelly Cunningham, Library Assistant - Youth Emphasis.
- Youth Services employees held their monthly meeting on March 17.

#### WEST TEAM SUMMARY

- Winter Reading Club was a prominent Library activity with a system high at Rockport for total number of books read. Children's Librarian Diana DeVore was instrumental in promoting 723 registrations and the reading of over 36,088 books.
- Eastman Branch, stimulated by strengthened relationships with neighborhood schools through the hard work of

Children's Librarian Tracey Allen, also posted high numbers. Carnegie West did as well, where Helen Zaluckyj promoted the registration of 905 readers, the most of all branches.

- The U.S. Census continued to perform testing and disseminate information in branches.
- Tutoring took place at Fulton, South Brooklyn and Brooklyn. MyCom activities were held.
- Harvest for Hunger received considerable support from the public and staff; many branches reported the need to have filled barrels emptied during the month so that more donations could be accommodated. West Park, Lorain and South Brooklyn held bake sales that made profits for this annual campaign.
- The popularity of computer instruction continued unabated. Patrons' use of WiFi capabilities in our buildings and meeting rooms was also in high demand. In the monthly West Team Neighborhood Team meeting, Tim Diamond described methods for compiling computer use statistics, as well as other library measures.

OHIO LIBRARY FOR THE BLIND  
AND PHYSICALLY DISABLED (OLBPD)

- Digital machines continue to rollout at 1,000 machines per month. According to the State Library of Ohio (SLO), National Library Service (NLS) will continue sending 1,000 machines per month until "all readers who would like a digital player have one." NLS has recognized SLO and OLBPD for our efforts toward getting the new digital players out so quickly and efficiently, and making sure patrons have digital books to listen to on their new players. NLS is shipping retroactive titles on digital cartridges. Previously, OLBPD was only receiving new titles produced on cartridges. But NLS is shipping previously produced titles on cassette now available on cartridge. OLBPD has seen considerably larger quantities of new digital books, along with our new cassette and Braille books waiting to be inventoried.
- In March, OLBPD circulated 62,634 items. The number of NLS-BARD downloads continues to increase steadily as new digital players are delivered to patrons. At the time of this report, the NLS-BARD statistics for March were not yet available.



- OLBPD has completed training from NLS to transfer responsibility to OLBPD for BARD administration and support for all patrons in the State of Ohio. NLS has sent letters of acknowledgement to CPL and SLO confirming OLBPD will assume administrative and support control of BARD starting on April 1, 2010. After, April 1<sup>st</sup>, the service will now be re-branded to OHIO-BARD, to reflect the transfer of responsibility to OLBPD.
- OverDrive announced the availability of Project LEAP in their latest edition of Digital Dispatch. OLBPD will continue to work with OverDrive on promoting this service as needed.
- OLBPD Cyber-Dialogue book discussion met on March 10, 2010 to discuss Ann Rule's *"The Stranger beside Me."* The discussion will continue for the April meeting.
- Reader advisor Michael Pride accompanied a group from CPL to Columbus for Legislative Day on March 16, 2010.
- OLBPD filled the vacated OLBPD Clerk II position following the retirement of Marlene Iverson. Carol Dixon was the successful candidate, and will start as the new Clerk II on April 12, 2010.

#### COMMUNITY OUTREACH SERVICES

- The Winter Reading Club A+ for Reading involved 7,590 participants who read a total of 121,241 books.
- The Age Level Specialists participated in the delivery of system-wide youth programs, the planning process for Progress with Chess, the Spelling Bee, Summer Reading and Winter Reading Clubs, Girl Scouts of Northeast Ohio's Financial Literacy after school programs, Career Fairs at several area schools, Teen Tech Week observances, and the Picturing America exhibition at the MLK branch. Other activities involved planning for the upcoming Sugarman Biography Award events, participation on the planning team for the Teen Web Site, participation in the P.A.S.S. Partners Parent Orientation events at Sterling School, and, participation in several outreach community fairs.
- The Ohio Center for the Book "Letters about Literature" contest award ceremony is scheduled for May 1<sup>st</sup>. Award notices and invitations have been sent to winners and their families.
- Chrystal, Cindy Lombardo, Linda Sperry and Jan Ridgeway met and toured the new Mobile Services Facility to assess progress and to discuss plans for the dedication planned for mid-June, 2010.

- Cleveland Public Library, Chrystal Carr Jeter and the Children's Book Week exhibition Our Children Can Soar at the MLK branch was featured in the March issue of *Kaleidoscope* magazine.
- Programming Requests for May-June 2010 were received and reviewed.

#### MOBILE SERVICES DEPARTMENT

- The On the Road to Reading van visited 12 pediatric and WIC sites plus Laura's House in addition to 84 daycare classes. The van circulated 954 items in 43 deposit kits.
- A Graphics Requisition was submitted for copies of the certificate that teachers receive at the end of their year of participation in the On the Road to Reading program.
- Rhonda Fulton is weeding the Bookmobile's children's collection in preparation for the move to the new building.
- The activities of the Mobile Services department remain split between the COPA office at Main and Woodland Garage.
- As the increased stops to the Woodland Branch area continue, the bookmobile was on the road almost constantly. This decreased the travel of staff from Main to the garage, but continues to create challenges in keeping up with holds, route-ins and the timely movement of materials from Main to the garage.
- The Kirby Manor and Cleveland Central Weed and Seed stops will be dropped at the end of May due to lack of attendance.
- Two new sites will be added to replace the two dropped. The new sites are St. Martin de Porres Family Center and Cornerstone Senior Apartment Homes.
- Linda met with the City regarding service to Recreation Centers this summer. The City suggested the bookmobile serve Impett Park on the West side this summer. We are experimenting with a weekly stop at the Park to see if this proves more successful than our previous summers' stops at various other Recreation Center sites that were generally poorly attended.
- Graphics Requisitions were submitted for flyers and schedules for these summer stops.
- The 13 stops that were added in March at three locations (1<sup>st</sup> Beulah Baptist Church, Arbor Park, and Friendly Inn) provided service to 91 patrons.
- About 70 children have been registered for Winter Reading Club at the following sites—Friendly Inn, Murtis Taylor, and Asian Services in Action.

- Flooring, desks, and other furnishings have been installed in the new building; however the city will not grant an occupancy permit until the sewer work is complete. This work has started and is nearing completion. Hopefully by the beginning of April, we will know when we can move in.

### **TECHNICAL SERVICES**

Harvest for Hunger fundraising activities were the significant events for the month in Technical Services. Staff organized and conducted two bake sales, two craft sales, a silent auction, a pizza sale, and a soup lunch. A coin jar for spare change and small bills was provided in the Lake Shore lunch area. All Technical Services managers and most of the staff contributed to the efforts.

Patricia Lowrey, Technical Services Administrator, attended two meetings to provide suggestions for the design of the Library's new website. Ms. Lowrey attended meetings with Better World Books and Findaway. She and Ann Olszewski met with the Digital Projects Committee. She attended the Writer's and Readers program with James Howard Kunstler and the Retirement Celebration for Jan Ridgeway.

Staff shortages in the Shelf/Shipping department necessitated the reassignment of mail sorting, delivery, and pickup responsibilities. Staff from the Acquisitions, Book Preparation, Collection Management and Preservation departments have volunteered to help out on a trial basis.

Collection Management: Laura Mommers volunteered to assist the short-handed Acquisitions department occasionally during the month. She has been cross-trained in processing DVD orders. Ms. Mommers attended a meeting of the Library's Corporate Challenge Committee. Bonnie Bolton served as a member of the Ohioana juvenile book selection committee which recognizes authors who are either native Ohioans or have lived in Ohio for a minimum of five years.

Mr. Welch published two book reviews appear in the *Cleveland Plain Dealer* and he is the co-author of Man Up! a column emphasizing library services to teen males. The column appears in *Voice of Youth Advocates* (VOYA) a bi-monthly national review journal.

High Demand: The High Demand staff ordered 3,328 titles and 22,662 items; added 812 titles and 19,903 items; and paid 571 invoices for a total of \$264,568 in materials. The Manager spent significant time troubleshooting vendor errors such as lack of processing, problematic paper invoices, problematic EDI invoices, and getting a new account set up.

Book Preparation: Staff completed work on 32,113 items in March. Volunteer Materials Processing Technicians are now responsible for handling the outgoing mail. Three teams have been formed to be responsible on a weekly rotation to take the outgoing mail to Shelf/Shipping, placing mail for Main, the branches, or the U.S. mail in the appropriate locations for delivery.

Two staff members contributed to fundraisers for Harvest for Hunger. Theresa Stack contributed items for the craft sales and Marisol Adorno Rodriguez assisted with the Pizza sale and the Soup luncheon.

Acquisitions: Alicia Naab setup EDI ordering with two more vendors. Ms. Naab participated in the Kent State Library Careers Night on behalf of the Ohio Library Council (OLC) and attended an OLC Membership Committee Meeting in Columbus.

The following Acquisition staff participated in or contributed to the Harvest for Hunger fundraisers at Lake Shore: Sandy Jelar Elwell, Ms. Naab, Gloria Guzi, Leslie Pulturak, Nathaniel Infante, and Angelina Bueno.

Acquisitions staff ordered a total of 10,898 titles and 16,406 items, received 12,055 items, and processed a total of 1,853 invoices. Serials staff added 298 items, processed 213 periodical and serial claims, and modified 745 serial controls.

Catalog: Andrea Johnson enjoyed working with Nathaniel Infante, Acquisitions, to present Add Item training at Brooklyn Branch. Dawn Grattino returned to work after a leave of absence. Elizabeth Hegstrom wrote and presented guidelines to the Catalog staff clarifying how the new item categories for non-book materials should be applied. Enerel Dambiinyam created original cataloging for *Audacity of Hope* in Marathi. A total of 11,808 items were added and 6,668 titles were cataloged.

Catalog staff were active in fundraising for Harvest for Hunger. Enerel Dambiinyam, Elizabeth Hegstrom, Rodney Lewallen, and Larisa Povitsky all donated items for the craft sale. Ms.

Dambiinyam, Jeninne Delfs, Ms. Hegstrom, Andrea Johnson, Mr. Lewallen, and Ms. Povitsky contributed to the soup luncheon. Ms. Dambiinyam also helped coordinate a bake sale.

Preservation: Conservation treatment of the Glenville branch sculpture Black Family of Man was completed and reinstalled at the branch. Three more volumes of the Glenville High School annual, 1908, 1909, and 1911 were formatted and loaded. Hough neighborhood photos scanned by Photograph collection were also loaded. Gloria Massey performed image enhancement editing for the Cleveland Town topics (1888), scanned chess player photos, and digitally edited page images from the 1931 Cleveland City directory scanned from microfilm.

Preservation staff members were active in the Harvest for Hunger fundraising campaign. Ann Olszewski and Elizabeth Bardossy each coordinated a bake sale. Ms Olszewski organized a soup kitchen lunch, held March 8, Ms Bardossy as one of eight soup makers. Lyla Chilkcutt and Ann Olszewski contributed hand made items to the craft sale.

Staff cleaned a truck of books affected by a water leak in the Lakeshore storage area. Elizabeth Bardossy and Laura Wallencheck assumed responsibility for mail delivery within Lakeshore.

Shelf/Shipping: Shelf/Shipping staff retrieved 516 items from storage during the month of March. The department shipped 595 telescopes and boxes to Main and 776 telescopes to Branches. Receiving & Distribution Technicians stamped, bar coded, and slipped 31,848 new items.

Shelf/Shipping staff supported the Soup Sale, both Bake/Craft Sales and the Pizza Sale for Harvest for Hunger. Manuela Workman transferred to a Shipping Clerk position in the Ohio Library for the Blind and Physically Disabled department. Several staff members attended the Paperless Pay Enrollment session at the Lake Shore facility. Shelf/Shipping page staff received Employee Self Service and email training. Juanita Turner served three days on jury duty.

## **MARKETING & COMMUNICATIONS**

March was an exciting month of planning and special projects, as well as well-attended programs. Priority time was spent with the restructuring team, planning internal and external communications regarding the reorganization of the Library.

## Public Relations:

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:

- Featured February and March events on online community calendars, the Library website, the CPL Facebook page, Twitter and Flickr accounts. In some cases, wrote copy and forwarded with graphics to Webware staff.
- Wrote and edited copy for the staff newsletters.
- Wrote, distributed and followed up on the following press releases:
  - CPL Board of Trustees Meeting March 18, 2010
  - Hear urban planning expert James Howard Kunstler at Cleveland Public Library's Writers and Readers - March 18, 2010
  - George Washington Carver Winner of the 2010 Norman A. Sugarman Children's Biography Award - April 22, 2010
  - Poet Laureate Kay Ryan to Visit Cleveland Public Library "Sunday Afternoons for Writers and Readers" - April 18, 2010
- Promoted library events in University Circle's "Inner Circle," *Call and Post* newspaper, *CP2* newspaper, WZAK Cleveland 93.1, RealNeo, Ohio.com, Plugged In Cleveland, Singles Events Guide, Cleveland.com, WKYC TV 3, *The Plain Dealer* Newspaper, Ohio Library Council's Access Newsletter, Cleveland.com and National Public Radio.

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

- Attended or held regular weekly meetings with Director and Special Assistant to the Director, Administrators, Graphics Manager and Administrative Assistant.
- Attended regular monthly meetings of the Board of Trustees.
- Met with RGI Exhibits and the Cleveland Indians to plan the new Sports Research Center.
- Met with Carlos Latimer and Ghostlight Productions regarding the sound design of the LSW auditorium.
- Worked with Chrystal Carr-Jeter, Programming Coordinator, on numerous occasions throughout the month on procedures associated with programming and marketing programs.
- Met with Ron Antonucci, Public Services Manager, Literature Department, on numerous occasions regarding the Writers and Readers author series event planning.

- Met with Fine Arts and Graphics staff to plan the Mark Dimunation program, a joint project with the Cuyahoga County Public Library and CPL.
- Met with programming staff and A Cultural Exchange following the Writers and Readers program with Kareem Abdul-Jabbar to debrief and improve future programs.
- Met with DigiKnow to discuss social media and marketing strategies.
- Met with Falls Communications to plan media releases for the Rice Branch new Learning Center and pending LEED certification.
- Met with various staff members and outside vendors for library program and event planning.
- Attended a presentation by Better World Books.
- Met with local newspapers to determine advertising for several upcoming events.
- Attended the Lunar New Year program; coordinated the Writers and Readers with James Howard Kunstler;
- Attended Legislative Day in Columbus and met with various legislators.
- Secured "Women of a New Tribe" exhibit for African American History Month 2011.
- Met with RGI Exhibits to plan the design of the new Sports Research Center.
- Met with staff to plan library exhibits for 2010-2012.
- Met with Business, Computer Learning Connection and General Reference staff members to plan the implementation of a new Employment Resources kiosk at all CPL facilities.
- Met with Cleveland Public Art and Pamela Eyerdam, Fine Arts and Special Collections Manager, to discuss the 2010 Spectrum programming.
- Met with library staff and external vendors regarding improving the sound system in the LSW Auditorium.
- Met with staff from the Community Outreach and Public Affairs office who will become part of the Marketing and Communications Department's Programming and Scheduling Services.
- Worked with Deb Hermann of Ghostlight Productions to build a strategy for improving library programming.
- Worked with David Fitz of Strategy Design Partners to build a foundation for a strong year in communications and marketing that is directly tied to the organizational strategy.

#### Graphics:

- Cathy Poilpré, Graphics Manager, and staff designed, printed and/or produced 143 printed pieces, including slides for the lobby message display, banners, signs, postcards, fliers, invitations, award certificates, forms, programs, routing slips, book lists, book marks and calendars.
- Designed and printed pieces for internal and external communications include: four (4) staff newsletters; Book Bee collateral; Friends envelopes, letterhead, and *Join Now* brochures; Sugarman Awards; CLEVNET fliers and bookmarks for Legislative Day; Playhouse Square and Cleveland Playhouse bookmarks and posters; Writers and Readers.
- Ads were designed for the Sugarman Awards and Writers and Readers program for the *Plain Dealer* and *Living Today* (Senior publication).
- Cathy Poilpré hung 40 "Picturing America" posters at Martin Luther King, Jr. Branch.
- Photos were taken of WOW award candidates and posters produced.
- Cathy Poilpré attended the Branch Manager's on March 3, Main Manager's meeting March 10, and Board of Trustees meeting.

#### Web: (relating to Marketing and Public Relations)

- 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.
- During the month of March, the following events and programs were either edited or added to promote on the website:
  - March/April 2010 Programs for All Ages and Adults, Annual Book Bee, and the "Picturing America" project; Writers and Readers; Retirement Announcements.

#### Other:

- The Library received coverage or references on over 40 occasions in March with an ad value exceeding \$11,327 to an audience exceeding 2,275,318 people. A complete listing and printout of all publications 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 Woodland to insure that the construction is proceeding according to plans and moving in a timely manner.

Maintenance mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. Time clocks for all equipment and exterior lighting were reset. A new domestic hot water tank was installed at Addison. Service was scheduled to repair the elevator at Carnegie West. Repairs were made to A/C unit for the stack area at Lake Shore. The filters in fan coil units on the north side of JGW were changed. The children's room A/C unit was serviced and repaired at South.

The Carpenters and Painters concentrated their efforts on helping to get Woodland ready for the reopening. The foyer of West Park was repaired taped and painted.

The Garage serviced vehicles #4, #5, #7, #9, #11 and #20. A road call was needed to replace the battery on #3.

## **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 closed circuit television cameras in the Main Library complex and the branches are fully operational except for the 26-inch monitor in the Security Operations Command Center which is currently malfunctioning. The access systems in the Main Library Complex, Lakeshore, Memorial-Nottingham, and Garden Valley are installed and operational. The burglar alarm system at the Rice Branch is installed and the services contractor continues to work on a few minor problems with two glass-break sensors. The access system is in the process of being installed.

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 Logbook and followed-up on by Security Operations Supervisors 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.

During the month of March, the Cuyahoga Valley Patrol responded to three alarms caused by staff members.

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

Identification Cards: Security Operations continues to issue photo identification cards to new staff members and replace lost ID cards. New and replacement access cards are issued to staff members at facilities requiring their usage.

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

3M Book Detector Alarm Systems: 3M Book detector alarms are checked daily in the Main Library and Louis Stokes Wing. The Branch Patrol Supervisors inspect the book detector systems at the branches each time they visit.

Lost and Found: During the month of March, eleven items were returned to their owners by Security Operations.

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

Branch Patrol: The three units of the Security Operations Branch Patrol made a total of 558 visits to branch libraries.

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

Branch Patrol Security Operations Supervisors investigate all Security Irregularity Reports submitted by staff members from the branches. During the month of March, the Supervisors investigated forty-two Security Irregularity Reports. 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. All remaining investigations and security reports were completed by security officers working in the Main Library Complex.

#### SUMMARY OF IRREGULARITY REPORTS RECEIVED

<b>Month</b>	<b>2000</b>	<b>2010</b>	<b>Change</b>
January	63	50	-13
February	52	40	-12
March	76	63	-13
April	55		
May	50		
June	63		
July	60		
August	59		
September	53		
October	70		
November	51		
December	53		
<b>Total</b>	<b>705</b>	<b>153</b>	<b>-38</b>

## AUTOMATION SERVICES

### CPL Projects:

To include Main Library materials in the floating collections the Software team added 8 new item types, globally edited 492,815 items to reflect the new item types, added 804 lines to the circulation map; and edited 369 holding codes used by Acquisitions.

Planning activities for the new CPL web site included the use of Social Media; collecting user information to support future email marketing; and arranging initial usability testing. Some testing will be done at Main Library, and some at Collinwood. Elizabeth Saxton and Annisha Jeffries are also providing ideas for teens and children. Preliminary work is also underway to upgrade the OneSearch feature of the web site. The Webfeat product has been acquired by Serials Solution and integrated with other products used by CPL (such as JournalFinder). Upgraded features will be included as part of the new [www.cpl.org](http://www.cpl.org).

During the month of March the following changes were made to the CPL web site: March/April 2010 Programs for All Ages and Adults, New NetNotice Pick-Up Notifications by Text, 5<sup>th</sup> Annual Book Bee, the Picturing America project; Writers and Readers speakers James Howard Kunstler (Sunday, March 14) and Kay Ryan (Sunday, April 18); the Press Room; Genealogy; the Literature Department's Playhouse Square and Cleveland Play House book lists; our Database Listings (to reflect name changes, URL changes, and database descriptions);

The CPL Staff Center was updated with: Retiree Announcements, Harvest for Hunger campaign; Human Resources information, and the new Paperless Pay program.

The Blog Committee met on Thursday, March 18, and established an editorial calendar through June 2010.

An additional 165 CPL Staff PCs were upgraded to Workflows 3.3.1, completing the upgrade of the SirsiDynix software.

The Hardware team visited Walz, Carnegie-West, Fulton, Broadway, Fleet, Woodland, Langston Hughes, Hough and East 131 to review Gates Grant computer placement wiring needs.

A number of programming changes were made to the phone system to reflect moves of managerial staff in the Main Library.

Additional programming changes were made for Acquisitions; Lorain; Youth Services; and Science & Technology.

A problem on the alarm phone line at Fleet was referred to at&t.

The payphone and emergency phone were temporarily removed from Woodland during construction.

Email accounts for all pages were added to support the Paperless Payroll project.

### CLEVNET Projects

Pull Lists: With the upgrade to 3.3.1 of Symphony on February 27, the number of items on pull lists either increased or decreased greatly depending on agency. After several days of testing, a regional sorting aspect was implemented which moderated the quantities while still distributing the load more fairly by size of collection. Jim Benson scripted a report to provide detailed daily counts of pull lists so that Software can continue to monitor the situation.

Text Messaging was added as a choice to NetNotice on March 1. There are 408 users that have signed up for SMS text messaging for hold notification. The Software team has created scripts to monitor user data to ensure user categories and address information are complete. The Hardware team involved in this project also made minor changes to refine the programming. A change was made to page 3 of the Lost and Paid quarterly reports so that recipients can see the math that calculates the balance owed or balance due. The word "Invoice" is being added to the name of the report to clarify the purpose.

Documentation was sent out to all CLEVNET libraries regarding debt collection. The first debt collection runs will start in early April.

Barberton Library wanted to make sure that patrons received bills for items lost before they migrated to CLEVNET in May of 2009. Software ran a special set of bill notices for items and patrons meeting this criteria.

Policy file changes were made for: Medina County District Library; Barberton Public Library; Sandusky Library; Shaker Heights Public Library; and Peninsula Library & Historical Society.

Due to financial constraints East Cleveland Public Library closed the North and Caledonia branches. Items were shadowed to prevent display in the public catalog

Logos for all CLEVNET libraries have been added for the iPhone app, BookMyne.

Outdated CLEVNET database entries were removed and new database subscriptions through OPLIN were added to the CLEVNET public web site.

On Thursday, March 11, Amy Pawlowski and David Reynolds did a presentation on the CLEVNET eMedia collection for Madison Public Library's Staff Development day.

Ms. Pawlowski and Ann Palomo wrote copy for the CLEVNET Public Relations SIG's Legislative Day Flyer. The flyer was produced by CPL's Graphics Department and distributed electronically to all CLEVNET Directors by the PR SIG's chair, Nancy Levin.

The Hardware team assisted Medina Public Library with an Active Directory issue.

OPLIN upgraded CLEVNET library lines from 10 to 20 mbs for Euclid Public Library and Shaker Heights Public Library.

The Network team helped optimize the Orrville Public Library's bandwidth use.

Mr. Finnegan attended the Ritter Public Library grand opening.

Network infrastructure was upgraded in: the Willowick branch of Willoughby-Eastlake Public Library; the Woodville branch of Birchard Public Library; and Orrville Public Library.

#### KnowItNow

Chancellor University staff was trained and a local queue was established. They are the first for-profit educational institution to provide KnowItNow service.

Don Boozer, Brian Leszcz, Caleb Tucker-Raymond, and Noah Himes discussed the contract for AfterDark services for the 2010-11 fiscal year. Mr. Himes also noted that OPERS is looking into the status of AfterDark librarians with regards to NEO-RLS.

This month, Don Boozer compiled a report with graphs illustrating Cleveland Public Library's vital contribution to KnowItNow24x7. The information was shared with Tim Diamond, Cindy Lombardo, and Bob Carterette on March 12. The report was also shared with John Skrtic as incoming Assistant Public Services Administrator.

The Quality Assurance Committee for KIN24x7 compiled a booklet of Quality Reference Transactions to distribute to selected stakeholders including the members of the State Library Board.

The Public Library of Cincinnati and Hamilton County requested a package of KIN24x7 publicity materials.

A KIN24x7 promotional slide was added to the promotions displayed on the video monitors at the entrances to the Main Library and the Louis Stokes Wing.

New IM accounts (MSN, Yahoo!, and AIM) were created for the Ohio Library for the Blind and Physically Disabled (OLBPD) for use with SparkRef, reflecting their recent name change.

Dr. Jodi Kearns, a faculty member at KSU SLIS, was provided 200 transcripts for use in her reference class. Personal identifying information was removed from the transcripts.

Monthly statistical reports, previously generated by hand, have been automated.

#### Meetings and Professional Development

Mr. Finnegan attended the Gigabit Breakfast Club at the Cleveland Botanical Garden.

Mr. Boozer was part of a panel discussing job hunting at Library Careers Night sponsored by Kent State University's School of Library and Information Science (KSU SLIS). After the panel discussion, Mr. Boozer staffed an exhibit table highlighting KnowItNow24x7.

Mr. Boozer, Mr. Leszcz, and Caleb Tucker-Raymond submitted a program proposal to the Reference Renaissance Conference (Denver, August 2010) describing the virtual reference collaboration and software platform used by Ohio and Oregon.

Mr. Boozer participated in an online meeting of the CollaborativeVR (Virtual Reference) listserv members with the

topic of discussion being financial sustainability of virtual reference services.

Statistics

	<b>March 2009</b>	<b>March 2010</b>
<b>OverDrive Downloads</b>	12,516	18,464
<b>Twitter Followers</b>	609	1,701
<b>Facebook Fans</b>	Not yet implemented	2,122



<b>Automation Services Statistics, 03/2010</b>				
	<b># Cases Opened</b>	<b># Cases Closed</b>	<b>Site Visits</b>	<b>TOTAL</b>
<b>HARDWARE</b>				
CPL Main	94	86	51	<b>231</b>
CPL Branch	115	108	73	<b>296</b>
CPL Lake Shore	72	37	19	<b>128</b>
CLEVNET	76	65	25	<b>166</b>
PUBLIC				<b>0</b>
<b>HARDWARE TOTAL</b>	<b>357</b>	<b>296</b>	<b>168</b>	<b>821</b>
<b>SOFTWARE</b>				
CPL Main	16	8		<b>24</b>
CPL Branch	11	11		<b>22</b>
CPL Lake Shore	10	10		<b>20</b>
CLEVNET	49	48		<b>97</b>
PUBLIC	3	3		<b>6</b>
<b>SOFTWARE TOTAL</b>	<b>89</b>	<b>80</b>	<b>0</b>	<b>169</b>
<b>WEBWARE</b>				
CPL Main	13	13	3	<b>29</b>
CPL Branch	9	9		<b>18</b>
CPL Lake Shore			1	<b>1</b>
CLEVNET	4	4	1	<b>9</b>
PUBLIC	48	48		<b>96</b>
<b>WEBWARE TOTAL</b>	<b>74</b>	<b>74</b>	<b>5</b>	<b>153</b>
<b>KIN</b>				
CPL Main	2	2		<b>4</b>
CPL Branch				<b>0</b>
CLEVNET				<b>0</b>
PUBLIC	3	3		<b>6</b>
KIN Library	8	8		<b>16</b>
OHIOLink Library				<b>0</b>
After Dark	2	2		<b>4</b>
<b>KIN TOTAL</b>	<b>15</b>	<b>15</b>	<b>0</b>	<b>30</b>
<b>GRAND TOTAL</b>				
	<b>535</b>	<b>465</b>	<b>173</b>	<b>1,173</b>