

## **DIRECTOR'S REPORT**

April 21, 2011

### **Monthly Statistics**

Circulation for the month of March remained stable at 595,296. This is more than a 2% decrease from last year's March circulation of 612,297. Preliminary analysis of the statistics seems to point to a correlation between our drop in circulation and the abnormal drop in temperature for the 2010/2011 winter.

The number of computer sessions was down by 17%, from 94,883 in 2010 to 78,426 in 2011. However, the number of hours in use for our computers remained steady from 54,300 in 2010 to 53,772 in 2011. This was a slight decrease of 1%. There may be some correlation between the weather in the reduction of computer sessions, but it is more likely that the reduction is due to a change in computer policy. The policy change has not reduced the hours in use, but rather the number of sessions.

Attendance for the month of March was 318,998. This is a decrease of almost 19% from last year's March attendance of 392,130. Both the Main Library and branches reported decreases in attendance.

### **Program and Outreach Highlights**

March was a tremendous month for a diverse group of CPL programming. The month began with an author visit from Cleveland's own Paula McLain. Ms. McLain is the author of the recent *New York Times* bestseller, *The Paris Wife*. Supported by the Literature department and the Ohio Center for the Book, the program was attended by over one hundred attendees. Ms. McLain offered a very insightful look into the world of Hadley Richardson, Ernest Hemingway's first of four wives, through an engaging media presentation.

The following weekend also found the Main Library campus abuzz with community members. A diverse crowd from Cleveland and surrounding communities joined us for the Year of the Rabbit: Lunar New Year program. The presentation featured the talents of numerous performers and seventeen separate performances. The final audience count was 347 and special guests Chris and Natalie Ronayne were thrilled with the level of performance that was given.

The Main Library campus turned green during the month of March and it had nothing to do with our efforts on sustainability this time. Staff from CPL and our Board President, **Thomas Corrigan**, participated in this year's St. Patrick's Day Parade. Young people seemed to love our Book Cart Drill Team, and our On the Road to Reading literacy van backed us up as we took our important message to thousands of onlookers. On our campus, we welcomed representatives from Mango, a language-learning software company to our Main Library lobby. The representatives handed out Mango smoothies while introducing the community members to the Mango database.

While the crowds for author Robert Olmstead were not as large as the preceding events, they were equally enthusiastic. Thanks to the support of the Cuyahoga Arts and Culture grant, CPL was able to present Mr. Olmstead on March 20 for the Writers and Readers series. Mr. Olmstead presented a very interesting reading of parts from *Coal Black Horse*, *Far Bright Star*, and his yet-to-be-released new novel.

On the third floor of the Main Library, the exhibit honoring the professional work and private life of Robert A. Little is on display. Mr. Little was a local architect and visionary, who created many private residences and public structures in the city of Cleveland. The exhibit will be on display through June of 2011.

### **Marketing and Communications**

CPL used the hype surrounding the NCAA's March Madness to introduce our own March Madness. March Book Madness used the 64 team competition model to pit 64 of the best novels written against each other. A panel of literature experts created four different brackets: Classics, African-American, Young Adult and Award Winners. After a month of competition, the final vote for Champion Novel was *by To Kill a Mockingbird*.

CPL has 2,520 total followers on Twitter and 3,031 Facebook fans.

### **Buildings Update**

There was one automobile accident of note in March. The director was involved in a two-car accident on March 4. While neither of the parties was injured, both cars did sustain a fair amount of damage. Attempts are underway to amend an inaccurate police report. CPL is self insured on collision losses. According to

our insurers Westfield and under ORC 2744 (collateral source), should the other party have collision insurance then that company will pay the claim for damages to their insured vehicle, with no right of subrogation against CPL or its insurer. Uncovered portions of the coverage (deductible) can be considered for payment.

Contractors are continuing to complete punch lists items on the Rice and Woodland branches.

### **Meetings and Activities**

- I met with Matt Carroll, Chief of Staff to the County Executive to introduce the County Executive to the history and strategic priorities of CPL.
- I attended a meeting of the eight Ohio Metropolitan Library directors with the president of Overdrive, Steve Potash. The topic of discussion was the recent decision by Harper Collins Publishing to limit the number of electronic book circulations.
- I attended the Ohio Library Council's Legislative Day in Columbus on March 24. A contingent from CPL joined library workers from across the state to discuss a number of difficult issues that we are facing in our communities.
- I spoke at the Old Stone Church's Hope for the City Lunchtime Leadership Series. Approximately 50 people were in attendance to hear me offer why CPL offers hope to the community.

### **CLEVNET**

March's total OverDrive CLEVNET eMedia collection circulation was 34,774, sizably up from last year's total of 18,464.

### **Staff Highlights**

The CPL's Work of Wonder (WOW!) award winners for 2010, **Lisa Kowalczyk, Jeanna Sauls and Susan Martin**, were in attendance as we marked their award with a celebration. President **Corrigan** joined me and other administrative staff for pizza and beverages with the West Park staff to honor the three recipients for their "work of wonder."

## **GRANTS & DEVELOPMENT**

### MyCom Lead Agency Responsibilities:

I met with David Fitz of Strategy Design Partners and Cathy Poilpre of the Graphics Department to discuss a comprehensive plan to showcase CPL as a partner in the MyCom Initiative. There will be a print and media campaign to accomplish this goal, scheduled for the rest of this year. I attended the monthly meeting with the MyCom Program Manager, Nicole DeBose. I attended the MyCom Neighborhood Team meeting to promote the Kindergarten Transition program with Family Connections.

### Grants & Development:

I wrote and submitted the Better World Books LEAP literacy grant. I met with representatives from the Third Federal Savings and Loan Foundation and the Slavic Village Development Corporation to plan a meeting with the CPL Director. This meeting will take place next month and will involve a discussion about possible projects for the Slavic Village neighborhood. I represented the Library at the Central Promise Neighborhood High School committee meeting for a grant sponsored by Sisters of Charity Foundation. I attended the Writers and Readers program to support the Cuyahoga Arts and Culture grant that funded the Robert Olmstead program. I presented the NPI/St. Lukes grant resolution at the monthly CPL Board Meeting.

### Friends:

I met with the Friends staff to discuss the budget request for 2011. I helped to coordinate the Branch Book Sale schedule for 2011.

### Literacy:

I continued coordination of Rice Branch Learning Center activities. I coordinated training for peer math tutors for the Saturday morning program. I met with the GED instructor, Mt. Huff to discuss the Main Library class.

### Meetings (Community, Training):

I met with Robin Sullivan, Program Manager at the Literacy Cooperative to discuss early childhood programs in the community. I prepared materials for the Ohio Legislative Day. I attended the Branch Managers, Youth Services, and Main Library Managers meetings.

## PUBLIC SERVICES

### Programs/Exhibits:

Business, Economics, and Labor had a topical book display in recognition of Women's History Month. Business Advisors of Cleveland held their third in a series of four workshops. The Computer Learning Connection (CLC) taught 28 classes during the month.

Special Collections Librarian, Kelly Ross is curating the "Experience Audubon" program series. Stacie Brisker and Bill Chase are working with Dr. Larry Waldman to curate the Kokoon Club exhibit for July (Dr. Waldman is funding an exhibition catalog featuring text by Henry Adams, curator at the Cleveland Museum of Art).

Foreign Literature department with assistance from Doris Yee, hosted the annual CPL "Year of the Rabbit" Lunar New Year Program. The event included seventeen varied performances and was attended by over 347 guests.

On March 30, General Reference Manager Richard Fox hosted a book discussion for the Friends of the Cleveland State University Library.

History and Geography Manager Ron Burdick presented a program to the Southwest Cuyahoga County Chapter of the Ohio Genealogical Society on March 10. The reception and program opening was titled: *Picturing Cleveland Then and Now*. The event was held on March 31. Dr. Daniel Klein and the participating students in attendance presented an interesting and informative summary of the projects.

The Literature Department and the The Ohio Center for the Book at the Cleveland Public Library hosted Paula McLain, author of *The Paris Wife*. Also, on Sunday, March 20, the Writers and Readers series hosted award winning author Robert Olmstead. The Literature Department did tabletop displays on Paula McLain, Robert Olmstead, *March Madness* titles, Jane Russell, and Jane Austen.

Public Administration Library featured a selection of books from the Social Sciences department to celebrate Women's History Month. A new display of classic urban planning books and "titles you might have missed" was created at the entrance to the department opposite the new book display.

Popular Department displayed war fiction and non-fiction titles during the month. A March display highlighting new titles was created with a mock up of a tabloid newspaper style that included splashy headlines taken from the book plots.

Science and Technology had a large display at the Lunar New Year celebration. Books on Asian food and Asian Gardens provided beautiful colors to patrons.

The Fathead Company donated three wall items for the Sports Research Center. The items are the Cleveland Browns Helmet, Cleveland Cavaliers emblem, and a life size poster of ex-Cleveland Cavs star Campy Russell. The Social Sciences Book Club held its monthly book discussion. The title of the book discussed was *To Kill an Irishman* by Rick Porello.

Ernest Edwards of the Youth Services Department conducted a tour for 28 ninth graders from Carl F. Shuler High School. Jennifer Wihebrink conducted a tour for 10 girls and their mothers from a Girl Scout Troup from Westlake. A multicultural program titled, Learn Chinese was held through a partnership between Youth Services and Foreign Literature.

Outreach:

CLC had Tech Toolbox demonstrations at Rockport, Carnegie West, and South branch on March 12. The iPad, iPod, Flip video camera, and the Sony eReader were demonstrated.

Fine Arts and Special Collections Manager, Pamela Eyerdam coordinated the CPL representation at Kent Career Night at KSU. Librarian, Stacie Brisker attended a lecture by Dr. Cornell West, an American philosopher, author, critic, actor, civil rights activist and professor of Religion and African American Studies at Princeton.

The History and Geography department has agreed to participate as a workshop site for John Adams High School teachers participating in a grant funded program designed to improve a cohort of teachers' knowledge of Cleveland history from 1877 to the present. Maps Librarian, Tom Edwards hosted a Northeast Ohio Archival Spatial Data Infrastructure Committee (NEO-ASDI) meeting which met in the Map Collection on Monday, March 28.

Science and Technology staff member, Debbie Hajzak had an article published in the March edition of the "Northcoast

Knitting Guild Newsletter," highlighting CPL's knitting collection (print and e-book).

Acting Public Services Administrator, John Skrtic, Mark Moore, and Darlene Ronney met with Bob Dibiasio, Vice President of the Cleveland Indians. The Pride and Passion program was discussed as well as future partnerships between Cleveland Public Library and the Cleveland Indians.

Youth Services Librarian, Jen Wihebrink was a member of the inaugural Book Cart Drill Team in the St. Patrick's Day Parade.

#### Collections/Reference:

Pam Eyerdam and Michael Dalby submitted a proposal to have the Grand Piano in Fine Arts rebuilt over the summer by piano technician, George Knotek who offered to donate his services. Librarian Michael Dalby submitted his report about the national Music Librarian's Association (MLA) conference for which he presented.

Tom Edwards concluded a count of the rare and valuable maps in Map Collection on Tuesday, March 8. The count was conducted to help the Collection Development Administrator determine where the best location would be to house these rare and valuable maps; either Map Collection or Special Collections. .

PAL's important collection of Tom L. Johnson Papers (Ref. F 496.J69 A4 1908x) was sent to Preservation for treatment and digitization at the Northeast Document Conservation Center. The originals will be placed in Special Collections when work is completed

Collections Coordinator, Michael Ruffing worked with John Skrtic and Don Boozer to create a new provider schedule for Know-it-Now. The new schedule reflects a reduction from nine to four in the number of librarians and library assistants devoted to KIN coverage at any given time.

Mr. Ruffing met with Amy Pawlowski and Ann Olszewski to map a path for the implementation of the new version of CONTENTdm, which will feature a dramatically improved landing page with images and descriptions.

Ann Olszewski, Michael Ruffing, and Buildings staff convened to hang four art reproductions of items in the CPL Digital Gallery in South and Carnegie West Branches. Each work of art is

accompanied by a label that identifies it as an item from the Digital Gallery.

Friends of CPL and Michael Ruffing met to discuss each group's expectations and responsibilities. Following the meeting, Mr. Ruffing worked extensively with Friends executive director Mary Scelsi to begin cleaning up the book sale sorting and storage areas on the fifth floor of Main Library.

Mr. Ruffing met with John Skrtic and Brett Bringardner, Corvus Recycling, on March 1 to discuss proposed terms for a contractual relationship.

#### Staff/Professional Development:

Stamatis Tripodis, Forrest Lykins, and Karmar Clifton all Library Assistants, Computer Emphasis began full-time work on March 28. The three new-hires have begun training and developing new coursework for upcoming branch computer classes.

Pamela Eyerdam, Kelly Ross, and Stacie Brisker attended Cleveland Archival Roundtable meeting on March 23 at the Cleveland Museum of Art. Eyerdam and Brisker attended the opening reception of the Don Hisaka exhibit. Pam Eyerdam was made an honorary member of the Cleveland Artist Foundation. Michael Jacobs was hired as the new Subject Dept Clerk in Special Collections (replacing Maggaly Lannum).

The Ohio Center for the Book hosted the 2<sup>nd</sup> Octavofest Planning Committee Meeting on March 21, at the Martin Luther King Branch. Added to this follow up meeting were Carter Edman of the Rowfant Club and Toni Parker of the MLK Branch. Programs planned include: October 1, NOBS Antiquarian Book Fair at the Cleveland Skate Club; October 1, 6:00p.m. to midnight, Morgan Auction and Benefit; October 2, ABC Watch Art @ The Beck Center; October 8, Book Artists Show & Tell, CPL Treasure Room; October 12, CMA Ingall's Library Exhibit & Talk; October 13, Jeffery John's Caxton Club Talk, sponsored by Rowfant, at CPL; October 14, Audrey Niffenegger, CPL; October 15t, 1:00p.m. to 4:00p.m., Rowfant Club Collector's Forum at Rowfant Club. Homebound services moved from Popular library to Mobile Services on Monday, March 28. Popular staff member, Reba Elder moved with the service to continue to provide consistency in Homebound operations.



## OHIO LIBRARY FOR THE BLIND AND PHYSICALLY DISABLED

OLBPD circulated 68,066 items directly to patrons in March. The quantity of patron downloads continues to rise in 2011. Digital talking books are edging closer to books on tape in circulation. This month, 35,000 cassette books to 30,000 digital books were circulated.

OLBPD has been working with Tena Wilson on the development of promotional items for the service. OLBPD received new jar openers featuring the new OLBPD logo as well as updated information printed on the jar opener, such as both OLBPD and State Library of Ohio (SLO) phone numbers, and the OHIO-BARD web site address.

OLBPD has also been working with Tena Wilson and Graphics Manager Cathy Poilpre on a new 7-foot tall OLBPD floor stand banner. This banner features the new OLBPD logo, and it will be used when OLBPD participates in informational fairs and events. The banner is on display in OLBPD.

OLBPD patron and WDOK radio personality Trapper Jack has agreed to be part of this year's Family Fun and Learning Day. Also, OLBPD patron and contemporary jazz musician Joe McBride will play at Family Fun and Learning Day.

OLBPD has added new Playaways, described DVD and Blu-ray titles to the collection as part of the discretionary grant received from SLO. The new titles will be announced to patrons in the next issue of the OLBPD Dimensions Newsletter.

Staff member Michael Pride represented OLBPD as part of a CPL team that traveled to Columbus on March 24 for Legislative Day.

OLBPD Manager Will Reed attended the SLO Talking Book Program Consumer Advisory Meeting in Columbus on April 24. Consumers were pleased with the progress of the digital talking book program, and the addition of new Playaways and DVD titles.

The OLBPD Cyber-Dialogue book discussion met on March 17 to discuss "All the King's Men" by Robert Penn Warren.

## MOBILE SERVICES DEPARTMENT

### STATISTICS:

63 Stops  
10 New library card applications  
828 Persons on board  
871 Reference, 525 Directional in person  
150 Reference, 46 Directional via phone  
Holds counts - Mar 1159 filled

### SUMMARY OF ACTIVITIES

#### "On the Road to Reading":

##### STATISTICS:

- 12 Pediatric and WIC sites were visited with 71 people contacts at these sites. 49 daycare classes were visited with a total of 539 in attendance. 913 items were circulated in 39 deposit kits.

Linda Sperry has been scheduling meetings with each existing bookmobile site coordinator to discuss attendance and participation at the sites. She concluded these meetings this month. Again, some of these meetings have yielded upticks in attendance at some of the sites. At others she met new coordinators who could be introduced to what the bookmobile has to offer and hopefully help to promote it. In addition, Sperry visited a couple sites which had asked for service.

Drivers' Trainer Carol Thomas finished training Julian Khan, new clerk, to drive the bookmobile.

The bookmobile missed 2 stops due to snow on March 11. Norma Smith had an accident on March 10, with the On the Road to Reading van in which she hit a tree. Damage was minimal and Buildings swiftly repaired it. The van and staff members Rhonda Fulton, Norma Smith and Linda Sperry participated in the St. Patrick's Day parade on March 17.

### COMMUNITY OUTREACH SERVICES

- Chrystal Carr Jeter serves on the OLC Awards and Honors Committee and spoke at the Opening Session in Kent at the NE Conference. Jeter also participated in an OLC Awards teleconference earlier in the month to facilitate the statewide project.

- Lending Manager, Daniel Oreskovic , Public Services Administrator John Skrtic, and Chrystal Carr Jeter met to review policy regarding the reestablishment of the Teacher Card. CPL intends to launch this new service in September.
- Jeter met with Gayle Philpot (Renaissance Learning) in a second follow-up meeting to discuss the summer Accelerated Reading(AR) partnership with CPL. All agreements have been approved. The summer licensing will begin June 13
- The Fairfax Community Heritage Celebration Planning meeting was held at the Karamu Theatre in March. CPL has been invited to serve on the planning team for the 2012 event. Plans to expand the celebration and conduct fundraising activities were discussed. A follow-up meeting to discuss the scope of CPL's involvement was held with the Director, Robert Render, and Carlos Latimer.

#### BRANCHES

- Mr. Latimer, coordinated a presentation by Robert Fisher from Affiliated FM the library's property insurance provider for an overview and assessment of the branches at the March Branch Manager's meeting
- Mr. Latimer, participated and coordinated the Ohio Library Council Legislative Day 2011 for CPL
- Stephanie Tyus, Sheba Marcus-Bey, and Carlos Latimer, met with the Security Department to ensure Emergency Cabinets at the branches were equipped with appropriate items (e.g. flashlights, first aid kits.)
- Computer aide Marianela Serrano visited El Barrio on March 4, to teach a computer class on online job searching in general and, more specifically, creating accounts on job websites, narrowing job searches to up-to-date listings, and attaching job related documents.
- New programs, a "2010 Best of the WOW Award celebration, and staff changes marked the month of March at West Park Branch. Director, Felton Thomas, Board President, Thomas D. Corrigan, Cindy Lombardo, John Skrtic, and Sheba Marcus-Bey met with staff for pizza and beverages in recognition of Jeanna Saul's professional handling of a phone call for help from a library patron.

- Branches celebrated Women's History Month, St. Patrick's Day with displays and programs. These themes were supported at each branch. Furthermore, GED, tutoring and ESOL classes continued at designated branches.
- E131 and Mt. Pleasant, Dyad Branch Manager, Paula Logan-Reid attended the Mount Pleasant Community Zone Meeting, a meeting lead by Councilman Zack Reed. This meeting provided the community leaders with information about the community and the changes that will be occurring.
- Women's History Month tribute to Helen Keller included a display of Braille books, magazines and coins. Children ages 10 - 14 learned the Braille alphabet, how to write their names in Braille and played Braille Bingo.

### **TECHNICAL SERVICES**

Patricia Lowrey, Technical Services Administrator, was interviewed for an article for the Plain Dealer on the changes in eBook licensing for HarperCollins titles. The article was published in the March 28 issue.

A Pizza Lunch fundraiser for Harvest for Hunger was held on March 4. Pizzas, salads, fruit, side dishes, punch, and other delectable items were donated by managers and staff. Several hundred dollars were raised for the cause.

Ms. Lowrey and Rollie Welch, Collection Manager, attended both the Paula McLain and Robert Olmstead Writers & Readers programs. They also met with Sarah Flinn, Popular Library Manager and Dan Oreskovic, Audio Visual and Lending Supervisor, to discuss expanding the library's floating collections. Ms Lowrey and Ann Olszewski, Preservation Manager, attended the Digital Projects committee.

Collection Management: Laura Mommers and Collection Management staff redistributed an estimated 600 music CDs that floated into Popular Library. Bonnie Bolton acquired a list of the winners of the Norman A. Sugarman Award. The list was forwarded to the Catalog Department so the honor could be indicated in the MARC records for each title. This makes it possible for patrons and staff to search the catalog by that phrase and find the winning titles.

Mr. Welch continued to represent the library by having a review published in the Cleveland Plain Dealer on March 6. His online street lit column for Library Journal appeared on March 17. Mr. Welch's column in VOYA (Voice of Youth Advocates) about library services to teenage boys appeared on March 31 for VOYA's April issue.

High Demand: High Demand added 1,060 (a 31% increase over last March), and 23,320 items (a 22% increase.) Invoices paid totaled over \$429,000.

The Manager, Carole Brachna, worked with Erin Horne of Midwest Tape, to present a program at OLC's Northeast Chapter Conference. The topic was *AV Ordering Tips and Tools*, and focused on ways to use the Midwest website and 9xx/EDI ordering to streamline workflows in Technical Services departments. Fifteen library staff attended the session.

Book Preparation: Book Preparation worked on 30,986 items in March. To speed up the processing of non-book material, Book Preparation began putting the labels on the case for DVDs rather than on the paper insert.

Rosalyn Easley from High Demand again volunteered to help with processing non-book materials.

Preservation: Scanning of the East Tech High School yearbooks was completed. The Cleveland Medical History project of hospital and other health work histories was completed. The first five volumes of the East High School yearbook, 1901-1905, were added to the Digital Gallery.

Preservation staff worked collaboratively with Ron Burdick, History Department Manager and staff on Civil War related materials. Digital images of Cleveland artist Charles Ballou's *Pencil drawings of Civil War views and site*, were added to the Digital Gallery and Senior Preservation Technician Elizabeth Bardossy transcribed three Civil War era letters for digital imaging.

Preservation Manager Ann Olszewski met with Amy Pawlowski and Michael Ruffing on March 18 to plan for the reorganization of the Digital Gallery under CONTENTdm version 6 coming in May. Ms Olszewski attended the March 31 meeting of the Digital Projects committee.

Mounted prints were installed at South and Carnegie West branches on March 9. The images were reproduced from the Digital

Gallery, including neighborhood photos, and paintings from the Biehle Collection. Renee Pride framed 16 of the new branch posters, and an enlargement of an historic baseball photo for the Social Sciences Sports Research Center.

The San Francisco silent film festival sent a program from its Winter Event acknowledging Ann Olszewski and Michael Ruffing for help with the Coming Attraction lantern slides which were projected in the Castro Theatre. Elizabeth Bardossy treated five park plans, five photographs of early Cleveland aviatrix Blanche Noyes, and four photos of Sterling Branch.

Shelf/Shipping: Shelf/Shipping staff retrieved 687 items from storage during the month of March. The department shipped 1,819 telescopes of new materials to Branches and Main Library. Shelf/Shipping Technicians unboxed, placed on trucks, stamped, and bar coded 38,269 new material items.

Shelf/Shipping staff supported the Pizza Sale for Harvest for Hunger. Michael Ruffing, Research Collection & Services Coordinator, came out to inspect the off-site storage area. Staff from Photograph Collection came out to place materials in the off-site storage area. Juanita Turner attended the Writers & Readers March program featuring author Robert Olmstead.

Acquisitions: Sandy Jelar Elwell worked with Nathaniel Infante, Technical Services Associate, to create a spreadsheet that would allow staff to record their daily departmental statistics electronically. Alicia Naab, Acquisitions Coordinator, and Leslie Pultorak, Acquisitions Librarian, assisted with the training of Tonya Jenkins and Lisa Kowalczyk, Technical Services Librarians in the Acquisitions Department.

Ms. Jelar Elwell participated in the Ohio Library Council's Legislative Day along with Director Thomas and several other staff members. Ms. Naab participated in the Kent State Library Careers Night on behalf of the Ohio Library Council (OLC).

Staff from other Technical Service Departments continued to volunteer in the Acquisitions Department and Serials Section.

Acquisitions staff ordered a total of 11,434 titles and 19,016 items, received 15,946 items, and processed a total of 2,962 invoices. Serials staff received 3,680 periodicals and 1,212 serials, added 368 items and 1,003 paperbacks, processed 153 periodical and serial claims, and modified 166 serial controls.

Catalog: Regina Houseman began checking item and label quality. She took over responsibility for non-book material, while Jeninne Delfs continued to review books. Andrea Johnson updated the procedures for review of original non-roman bibliographic records by Foreign Literature Department staff. Ms. Johnson reminded Catalog staff to add the local material designation "text (large print)" to the title of large print books. Cathy Jo Graves corrected over 300 records missing the designation.

Michael Monaco created training documents to help Catalog staff use shortcuts in the OCLC cataloging software. He also provided training to Catalog's Technical Services Associates on using the MacroExpress software to create shortcuts in SirsiDynix WorkFlows. Mr. Monaco attended the Ohio Library Council's Northeast Chapter Conference at Kent State University.

Staff cataloged 7,627 titles and added 14,649 items for CPL, including 230 DVDs that Paula Stout added for the Lunar New Year program.

#### **MARKETING & COMMUNICATIONS**

The Library received good media coverage during March, appearing more than 66 times in print and online publications. The full report, available in the department, shows ad value of \$22,447 with a news circulation audience of 505,216 people. In March, the online media outlets that featured CPL events and programs received more than 2 billion page views. This is a relatively new statistic available from Vocus, the public relations software used by the Library.

An overview of meeting conducted or attended by Marketing and Communications Administrator **Tena Wilson** will indicate marketing and programming activities:

- Regular meetings with director; Graphics and PSS managers; Board of Library Trustees and committees; public relations consultants David Fitz, Michael Graham and Erika McLaughlin; administrators; Public Services managers; PSS staff; and the Webware communications team
- Taping annual report videos with Richard Dolesh, Dolesh Edit and Design
- Crisis media training with The Fairmount Group
- Legislative Day in Columbus, Ohio to meet with state representatives

- Columbus Metropolitan Library to meet with Kerry Bierman, Director, Community Relations and Development
- Jo Clemens, Marketing Director, Cleveland Metroparks Zoo
- Tiffany Graham, Cleveland Public Art; Donald Black, artist, regarding Spectrum Dialogue series and *See Also* garden art installation
- Radio host Basheer Jones and producer Kimberly Hill regarding "Real Men Read" campaign proposal.
- Hope for the City lunchtime leadership series at Old Stone Church
- Library programs attended: Soul Soldiers, Three Men and a Book, and "Before you go...Mango!"

Administrative Assistant **Michael Young** wrote or facilitated Meet the Staff articles to introduce the following staff: Derrick Malone, Harriette Parks and David Furies. He submitted events to City Council, Cool Cleveland, Downtown Cleveland Alliance and University Circle, Inc. to be published in their newsletters. He also completed formatting for [June-August](#) program guides for adults and all ages.

#### PROGRAMMING & SCHEDULING SERVICES (PSS)

March was a busy month for library programming and centered on Women's History Month, Lunar New Year, St. Patrick's Day, book discussions and classes.

As part of the Real Men Read initiative, a series of three book discussions entitled Three Men and a Book was facilitated by three Cleveland City Councilmen: TJ Dow, Ward 7; Kevin Conwell, Ward 9; and Eugene Miller, Ward 10. The first session in March covered the topic of leadership, while a session in June will discuss networking, and a session in September will discuss relationships. A poster series is being created to showcase men with books or reading. This campaign will target young men to encourage and promote reading as a tool for success.

The Writers and Readers author series continued with a visit from Robert Olmstead. Multicultural programming included the annual Lunar New Year program, which was again well received by the community. The History and Geography department staff continued a series of genealogy classes. The Business, Economics and Labor department staff began a full career development series for March through May that includes workshops for accounting for small businesses, marketing strategies, and grant writing. The business series leverages partnerships with



Chancellor University, Business Advisors of Cleveland, and Cuyahoga Community College.

March Book Madness kicked off as a campaign to engage virtual users. March Book Madness pitted novels against each other in NCAA tournament style, ran on [www.cpl.org](http://www.cpl.org) beginning February 28 and continues through April 5. Sixty-four novels were selected by panels of local experts and library staff and were laid out in bracket style. A drawing will be held after April 5 to award a Nook electronic reader to the virtual user who selected the winning Champion Novel.

#### EXHIBITS

Exhibits at Main Library during March included: *Women of a New Tribe: An Exhibition of Souls*; Robert A. Little, *Architect and Visionary*; *Women of Chess*; and *Re-Photographic Survey: Picturing Cleveland Then and Now*.

#### GRAPHICS

Graphics staff designed, printed and distributed 121 printed pieces in March, including graphics for the library website. Graphics manager **Cathy Poilpre** attended regular meetings for Public Services managers and the CLEVNET Public Relations Special Interest Group (PR SIG) meeting. Graphics staff members attended demonstrations of copy equipment at Océ Printing Systems and Toshiba.

Promotional pieces included: Friends Used Book sale printed collateral; Lunar New Year print and web graphics; Spring 2011 Homeschooling book list; Mango Languages promotional materials; Youth Services shelf signage; Promotional materials for exhibits *Pride & Passion* and *Re-Photographic Survey: Picturing Cleveland Then and Now*; Ad designs placed in the *Plain Dealer*, *Call & Post*, and *Diversity Magazine*; Promotional materials for new CLEVNET web catalog; 5 staff newsletters.

WEBWARE [www.cpl.org](http://www.cpl.org)

Twitter Followers increased to 2,520, up from 1,701 in March of 2010. Facebook fans increased to 3,031, up from 2,122 in March of 2010. Downloads of books in an electronic format (ebooks) increased to 34,774, up from 18,464 in March of 2010.

The web team designed and launched the website for the Libraries Work campaign (<http://www.librarieswork.org>). The site is hosted on a CPL web server.

The Webware team created a page for Women's History Month. The page listed Women's History Month programs and suggested reading lists.

The Evanced Summer Reading software was upgraded on Wednesday, March 9 in preparation for the 2011 Summer Reading program.

During the month of March, the following events, programs, and information were either edited or added to promote on [www.cpl.org](http://www.cpl.org): Exhibits at Main Library, Women's History Month, March Book Madness, and the Lunar New Year program.

Library News on the [www.cpl.org](http://www.cpl.org) homepage featured the following items for March: Cleveland Public Library Presents "Three Men and a Book" to Launch the Real Men Read Initiative; Cleveland Public Library Board of Trustees Meeting; Cleveland Public Library Welcomes Ohio's Own Robert Olmstead; Novelist Anchee Min Featured at Cleveland Public Library's Writers & Readers Series; Bird Lovers Flock to Cleveland Public Library, Rare 1860 "Birds of America" Revealed Every Saturday in April.

13 Popular Topic pages were updated with new content in March and the four seasonal/monthly reading lists were updated on the Kid's site in the Read it! section.

The following pages were edited, added, or promoted on the CPL Staff Center: A "Weekly Updates" page was added to the Public Services section; information about Harvest for Hunger was posted.

### **BUILDINGS SERVICES**

The Buildings Office completed numerous branch inspections and continues to monitor utility bills.

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. A new rest room exhaust fan was installed on the roof of Brooklyn. The hot water pump and rest room exhaust fan motor was replaced at Harvard-Lee. Servicing of the cooling system at Lakeshore has started. Several sewage pits were cleaned and one jammed pump assembly was taken out and repaired, also all filters have been replaced

in air handling units in LSW. We have started to change the filters for the air handling units in Main. Numerous steam leaks have been repaired on the heating system at South. A new hot water tank was installed at South Brooklyn. A new pump motor that supplies hot water to the perimeter radiation heaters was installed at West Park.

The Carpenters and Painters made and installed a gate for the main service desk at Langston Hughes. Roof leaks were repaired at Addison, Hough, Glenville, Langston Hughes, Lakeshore and Woodland.

The Garage serviced and repaired vehicles 4, 5, 6, 11, 12 and 15.

### **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, Rice 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 10 alarms. Only 6 alarms were 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.

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. CCTV cameras at some of the facility are malfunctioning; Security Operations is in the process of having those issues repaired.

Identification Cards: Security Operations continues to issue photo identification cards to new staff members and to replace lost cards. Security Operations had printed up retired and thirty plus badge for the employee ceremony conducted by Human Resource Department.

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 March a total of 6 items were returned to their owners; 2 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 has temporary posted a CPL Officer at the Carnegie West and Garden Valley branch

Security Operations Assistant Chief Abrams and Security Supervisor Floyd Garrett met with the East branch Managers to discuss security concerns.

Branch Patrol: Security Operations currently operate three 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.

The Branch Patrol Units has replaced the braches emergency draw sticker with a large emergency drawer placard.

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 47 branch investigations.

#### SUMMARY OF IRREGULARITY REPORTS RECEIVED

MONTH	2010	2011	+ / -
JANUARY	50	77	+27
FEBRUARY	40	57	+17
MARCH	63	59	-04
APRIL	52		
MAY	37		
JUNE	42		
JULY	26		
AUGUST	50		
SEPTEMBER	58		
OCTOBER	35		
NOVEMBER	36		
DECEMBER	27		
Total	516	193	+40

## AUTOMATION SERVICES

### New Web Catalog

Testing and configuration continued on the Bibliocommons public catalog. A staff preview began on March 21. Release notes for staff were prepared, along with a FAQ sheet and Known Issues sheet. The latter two continue to be updated. A new section special for Bibliocommons documents was created on the CLEVNET Members' Site and all documents have been posted there. The feedback from staff has been positive and useful. A few new problems were found and reported to Bibliocommons. At the end of the month, web graphics and print ready materials were created and posted on the CLEVNET Members' site for CLEVNET libraries to use on their web sites to help promote the public soft launch of the new web catalog on April 4.

### Cleveland Public Library Projects

Thirty-five notebook computers have been imaged with requested application software for the Computer Learning Connection's "traveling trainers".

As a member of the Cleveland Public Library's E4S Sustainability Implementation Program, George Lenzer participated with the team in a "dumpster dive" to see what is thrown away and to gauge how we can improve our reuse and recycling efforts.

Special reports and data changes included: items owned by FORLIT in transit to CPL-CSU for more than 30 days; discarding Government Documents items within specified call number ranges; DVDs and CDs added August 2010 to February 15, 2011, that have never circulated, with transit in information; Blocked User Overrides; and, loan periods and renewal limits for the item types used by CPL.

The Web Team designed and launched a web site for the Libraries Work campaign (<http://www.librarieswork.org>), hosted on a CPL web server.

March Book Madness pitted novels against each other in NCAA tournament style from February 28 - April 5. Sixty-four novels were selected by panels of local experts and library staff and

were laid out in bracket style. From February 28 - March 13, site visitors were able to view the bracket and submit their "Final Four" and "Championship" novels. Those that predicted correctly entered into a drawing for a Nook eReader. During the month of March, the following events, programs, and information were either edited or added to promote on [www.cpl.org](http://www.cpl.org): Exhibits at Main Library, Women's History Month, March Book Madness, and the Lunar New Year program.

Library News on the [www.cpl.org](http://www.cpl.org) homepage featured the following items for March: Cleveland Public Library Presents "Three Men and a Book" to Launch the Real Men Read Initiative; Cleveland Public Library Board of Trustees Meeting; Cleveland Public Library Welcomes Ohio's Own Robert Olmstead; Novelist Anchee Min Featured at Cleveland Public Library's Writers & Readers Series; Bird Lovers Flock to Cleveland Public Library, Rare 1860 "Birds of America" Revealed Every Saturday in April.

Thirteen Popular Topic pages were updated with new content in March and the four seasonal/monthly reading lists were updated on the Kid's site in the Read it! section.

The following pages were edited, added, or promoted on the CPL Staff Center: A "Weekly Updates" page was added to the Public Services section; information about Harvest for Hunger was posted.

A DSL connection for the new Cleveland Public Library Security radio system was installed in Shaker Heights.

Phone extensions at Addison, Collinwood, Jefferson, Youth Services and General Reference were repaired. The security alarm lines at Union and East 131 branches were tested. The Union branch line was referred to at&t for repair. Payphones at Rockport, Carnegie West and Mt. Pleasant branches were repaired. Additional changes were made for Mobile Services, Rice Branch, Home Bound Services and Security.

#### CLEVNET

On March 9 3M self-check stations across CLEVNET began displaying messages to users about an \$18 million fee. No such fees existed in the SirsiDyNix database, but the SirsiDyNix server was sending the message out. We worked closely with SirsiDyNix client care to find the bug. SirsiDyNix was able to determine the cause and to provide new versions of the software.

Following the retirement of Ray Zapp, Hardware staff has been working with Shaker Heights Public Library to improve and maintain the staff and public computing infrastructure. Automation staff also met with Shaker Heights Public Library staff to prepare for their construction completion and verify network needs.

New item types and the associated circulation map entries were configured for Cleveland Public Library, Wayne County Public Library and Wickliffe Public Library.

During the month special reports were produced to help investigate specific issues of inappropriate system use. Requests came from Barberton Public Library, Cleveland Public Library, Elyria Public Library and Ritter Public Library. Other custom reports included: the Milan branch building assessment study for the Milan-Berlin Public Library; fifteen weeding lists for CLEVNET libraries; a list of children fewer than 5, including items checked out, fines and bills for Orrville Public Library; and a patron list for Lorain Public Library.

The Central Site uninterruptible power supply was inspected and tested.

Elyria Public Library's OPLIN connection was upgraded to 50mb.

The router operating system at Barberton Public Library was upgraded to fix a problem with videos freezing, and the VPN connections for Case Western Reserve University and John Carroll University were upgraded.

A new Windows server was installed by Burton Public Library and web filtering stopped working a few days later for unknown reasons. NEO-RLS, which provides the web filtering solution, and Automation Services worked together to resolve the problem.

### KnowItNow

The new text reference initiative continued to play a major role in KnowItNow24x7 activities during March. Local texting services were set up for Greene County Public Library, Medina County District Library, Cleveland State University, and Bowling Green State University.

The CLEVNET network was reconfigured to use a backup server when the KnowItNow24x7 server failed. The Twitter account was used to get timely information out to librarians and the public.



KnowItNow24x7 welcomed a new volunteer intern this month, and several others have expressed interest in volunteering for the service.

Meetings and Professional Development

Amy Pawlowski presented a program on eReaders and downloadable eBooks to a Lake Erie Educational Computer Association (LEECA) meeting; presented a program with Sue Polanka on e-books in libraries and the changing e-book landscape at "The Future of Academic Reading: E-books and E-readers" at Bowling Green State University; and was a panel member for "eBooks and Their Growing Value" at the Computers in Libraries Conference in Washington D.C.

Network staff attended a seminar on wireless security and data room best practices.

Don Boozer, the KnowItNow24x7 Coordinator, co-presented "Reinvigorating Reference: Enhancing Customer Service Skills through Transcript Evaluation" with a librarian from Greene County Public Library at the Ohio Library Council's Southwest Chapter Conference.

Statistics

	<b>Mar-10</b>	<b>Mar-11</b>
<b>OverDrive Downloads</b>	18,464	34,774
<b>Twitter Followers</b>	1,701	2,520
<b>Facebook Fans</b>	2,122	3,031

<b>Automation Services Statistics, 03/2011</b>				
	<b># Cases Opened</b>	<b># Cases Closed</b>	<b>Site Visits</b>	<b>TOTAL</b>
<b>HARDWARE</b>				
CPL Main	114	101	51	266
CPL Branch	181	153	33	367
CPL Lake Shore	39	25	10	74
CLEVNET	27	22	4	53
PUBLIC				0
<b>HARDWARE TOTAL</b>	<b>361</b>	<b>301</b>	<b>98</b>	<b>760</b>
<b>SOFTWARE</b>				
CPL Main	38	38		<b>76</b>
CPL Branch	14	14		<b>28</b>
CPL Lake Shore	7	7		<b>14</b>
CLEVNET	50	50		<b>100</b>
PUBLIC	9	9		<b>18</b>
<b>SOFTWARE TOTAL</b>	<b>118</b>	<b>118</b>	<b>0</b>	<b>236</b>
<b>WEBWARE</b>				
CPL Main	17	17		<b>34</b>
CPL Branch	10	10		<b>20</b>
CPL Lake Shore	2	2		<b>4</b>
CLEVNET	8	8		<b>16</b>
PUBLIC	52	52		<b>104</b>
<b>WEBWARE TOTAL</b>	<b>89</b>	<b>89</b>	<b>0</b>	<b>178</b>
<b>KIN</b>				
CPL Main	14	13		<b>27</b>
CPL Branch	12	8		<b>20</b>
CLEVNET	16	6		<b>22</b>
PUBLIC				<b>0</b>
KIN Library	8	8		<b>16</b>
OHIOLink Library	5	5		<b>10</b>
After Dark	3	3		<b>6</b>
<b>KIN TOTAL</b>	<b>58</b>	<b>43</b>	<b>0</b>	<b>101</b>
<b>GRAND TOTAL</b>	<b>626</b>	<b>551</b>	<b>98</b>	<b>1275</b>