

DIRECTOR'S REPORT

June 19, 2012

Monthly Statistics

Circulation for the month of May was 564,159. This was an increase of 4% from last year's May circulation of 539,914. The increase may be in response to the clearing of a backlog in the shipping department which caused delays for our patrons. The circulation activity for eMedia has increased tremendously from last year and provides us with an ongoing opportunity to reach our community users virtually. eMedia circulation continues to be a bright spot and is up over 34% for 2012.

The number of computer sessions for May was down from May, 2011 levels. There were 72,096 sessions this year in comparison to last year's 76,968. Not surprisingly, the number of hours in use for our computers decreased from 51,408 in 2011 to 47,167 in 2012. This was a decrease of 9%. In 2011, we limited the use of computers for users with library cards that were blocked. With nearly a doubling of the computers in CPL, we have rescinded this policy, and will see if this increases usage.

Attendance for the month of May was 297,221. This is a decrease of less than 1% from last year's attendance number of 299,284. The Main Library reported a 5% increase in attendance, and a larger walk in count per hour. The branch attendance decreased by 2%.

Programming / Outreach

May was another great month for CPL programming and outreach. Multicultural programs were spotlighted in the month and our patrons were entertained and educated as well. It started with a celebration of Hispanic culture through Eastman Branch's Cinco de Mayo program. Before a near capacity crowd, the community listened and learned about the origins of the holiday, and discussed the traditional Mexican costumes, folk dances, and food.

May is also Asian Pacific Heritage Month and CPL's Fine Arts Department hosted the Cleveland Chinese Music Ensemble. Over 100 people attended the concert entitled "A Celebration on Spring". Traditional Chinese music was played and an exhibit was held displaying the artwork of Guansheng Wang throughout the Louis Stokes lower lobby. The outreach and the mobile staff

participated in the 2012 Cleveland Asian Festival. Over 42,000 people attended the festival and CPL's Bookmobile and table were very busy.

Lastly, CPL partnered with the African American Genealogical Society on a day long conference at the Main Library. I want to thank **Ron Burdick** (Public Services) for all his work on the conference and a special thank you to **Trustee Anthony Parker** for providing a welcome to the conference attendees.

Public Services

CPL introduced a new Xerox multifunction device (MFD) to our customers at the Main Library, and then later at the branches. The MFDs enable us to provide services that we have been consistently asked to provide: faxing; scanning; double-sided printing, and color copying. All of the functions are accessible through one machine and will not only provide a better product, but save funds through efficiency.

The system is a fairly complex system and there were challenges in the implementation and training for staff. However, staff has given a wonderful effort to make sure that the challenges minimally affected our customers. I want to commend our Computer Learning Connection staff who served as tech support on the MFDs. Also, I would like to commend **Michael Ruffing** (Public Services) and **George Lenzer** (IT/CLEVNET) for their leadership.

Strategic Plan

Our Mission:

We are "The People's University," the center of learning for a diverse and inclusive community.

Our Strategic Priorities:

1. Form communities of learning
2. Fight community deficits
3. Ready for the future: CPL 150
4. Cultivate a global perspective
5. Innovate for efficient and sustainable operations

Meetings and Activities

- I participated in the "Promise of Libraries Transforming Communities Round Table Discussion" meeting at the National Endowment for the Humanities.
- I provided the welcome to Congresswoman Marcia Fudge's Annual Congressional Art Competition.
- I was joined by the directors of all the Cuyahoga County Library systems in a discussion on PLF funding.
- I was joined by Trustees Corrigan and Parker along with leadership from the Friends of CPL board at the City Club's Business leader series.

GRANTS & DEVELOPMENT

Library Foundation

Peter Pearson will be coming to CPL on Friday, August 10th to interview select staff and board members of both CPL and the Friends. Based on the interviews, he will make a recommendation for moving forward with the creation of a CPL Foundation. I worked with the Sears-Swetland Family Foundation to secure a \$2,500 grant to cover part of Peter's fees; the check was sent directly to the Friends.

Mandel Foundation

Met with the Director and Michael White at the Rice branch to visit the learning center and continue discussing a possible partnership with the Mandel Foundation.

IMLS

Began preparing to submit a request for the *Learning Labs in Libraries* program, due June 15.

PNC Grow Up Great/On the Road to Reading Grant

Attended mid-year update meeting at PNC offices. Began working with marketing department to secure media coverage for the program.

America Reads

Worked with Cleveland State University's College of Education to prepare a new contract for 2012/2013 tutoring.

Cleveland Foundation Learning Labs Grant

Submitted midterm report.

NPI/St. Lukes Rice Branch Learning Center Grant

Worked with Ali and Gwenda at Rice branch to determine use of leftover 2011 funds and to prepare the midterm report on tutoring activities.

Other

- Helped prepare ppt presentations for Board Retreat
- Attended meeting(s) to discuss funding options for an energy audit/energy conservation project
- Attended Smartboard training at Fleet branch to learn more about the PBS *Ready to Learn* grant

PUBLIC SERVICES

Programs, Services & Exhibits

During the month of May the Library hosted 22 programs for adults, 18 for teens, and 27 for children. Total disbursements for programming related services during this month totaled \$4147.26. Notable programs for the month were: Community in Conversation: Interfaith Study and Discussion Group at the Walz Branch, Music @ Main Cleveland Chinese Music Ensemble which also featured the artwork of painter Guangsheng Wang and homemade Chinese jiozi dumplings.

In May the Library finalized the contracts, release forms, and camp schedule for the intensive reading summer camp at the Sterling Branch. The OPS department also finalized all planning for the 2012 summer reading club, Feed Your Mind ... Read! The Club, to focus on healthy eating and sustainable food production, will include roughly 215 programs developed by OPS over two months, 38 of which will be facilitated by outside providers such as: Art on Wheels, Reading R.A.M.M., CityFresh, Cleveland Clinic, NASA, OSU Extension, Lake Metroparks and Bark with Books.

Xerox Multifunction Devices

The Library's new Xerox multifunction devices (MFDs) were installed at Main Library during the week of May 7. The devices represent a generational shift for the staff and public as they offer from a single unit the functions of multiple machines. The devices enable the Library to provide services that the public has long requested: faxing; scanning; double-sided impressions; color copying and printing. Although the installation was not lacking in frustrating moments, the staff rallied and made every effort to assist the public and each other with learning the

finer points of the machines and the payment system. Many functional issues were resolved within the first three weeks of installation. Work continued at month's end in fine-tuning the operation of the entire system, establishing protocols for the operation of the payment system, and preparing informational placards for the public.

The staff of the Computer Learning Connection served as the tech support team for the entire staff and fielded an array of questions regarding every aspect of the MFD system. CLC staff worked diligently to assist everyone in an environment where absolute answers were not always immediately available. The staff kept logs of questions and problems that will be incorporated into new versions of the MFD Frequently Asked Questions and instructions, both of which will be posted on the staff intranet when completed.

"The Right Fit: How to Determine the Insurance Needs of Your Business or Non-Profit"

Organized by the Business, Economics and Labor Department, this program was held on May 16. The program's presenter was Darwin Rutledge, a local licensed insurance professional and founder of the Rutledge Group. The discussion focused on the utility of insurance for businesses and non-profits and it was attended by 12 people.

Music at Main: Cleveland Chinese Music Ensemble

The Fine Arts Department hosted the Cleveland Chinese Music Ensemble in a concert entitled "A Celebration on Spring" on May 12, with about 110 people in attendance. Besides featuring performances of authentic traditional Chinese music in honor of Asian Pacific Heritage Month, the program also featured artwork on display by Guansheng Wang as well as dumplings and noodles made by his wife. This program furthered the Library's strategic priority of "Cultivating a Global Perspective."

Grand Masters of Chess Exhibit

An exhibit highlighting the *Grand Masters of Chess* was installed in the 5 cases in the Special Collections Reading Room. This exhibit was to compliment the article that will be featured in *Chess Life* later in 2012.

Classroom Instruction at Main and Branches

The Computer Learning Connection taught 28 computer classes at Main Library and 29 classes in seven branches.

Cinco de Mayo Program

Mary Torres hosted a Cinco de Mayo program with branch staff at Eastman Branch Library on May 4. Sixty-five people attended the program, which featured a discussion about the origins of holiday, new book highlights, discussion of traditional Mexican costumes and folk dancing, bilingual story-time and piñata game for children.

Public Square Display

Librarian Beverly Austin installed a photographic display in the History & Geography Department chronicling the changes to Public Square between 1830 and the present.

Multiple Chemical Sensitivity Awareness Month

May was Multiple Chemical Sensitivity Awareness Month. An exhibit of books and handouts was presented in the Science & Technology Department. Proclamations from the City of Cleveland Mayor's Office and Cleveland City Council were part of the display. The department also sent materials to each of the branches.

Non-Fiction Book Club

The Social Sciences Department Non-Fiction Book Club discussion was facilitated by librarian Helena Travka. This month's book was *Who Moved My Cheese?* by Spencer Johnson. Madeline Corchado was guest book discussion leader.

Sports Research Center: Baseball Display

Senior Subject Department Librarian Mark Moore prepared an exhibit featuring instructional baseball books and materials for the display in the Sports Research Center.

Meeting Rooms and Scheduling

A total of 53 requests for meeting rooms, and 27 requests for AV resources and support were processed by OPS staff in the month of May. Meeting rooms were used by governmental groups on 3 occasions. On May 31 representatives from the Obama administration held an all day African-American Policy forum. Wedding photography at Main library was scheduled for 12 parties.

Outreach

Asian Festival

OPS and Mobile staff both staffed the May 19th Asian Festival at Asia Plaza on Payne Avenue. Library Assistant, Melanie McCarter staffed a table at the City of Cleveland Re-Entry Expo.

Senior Day

On May 16, Eddie Johnson and Elaine Herroon distributed Cleveland Public Library information at the City of Cleveland's annual Senior Day event. Elaine Herroon was on the planning committee for the event and had attended several meetings in the months leading up to the program. The public was very generous with positive comments about the Library throughout the daylong event. The Library was a sponsor of the event and provided funding for Lolly-the-Trolley bus rides for seniors in exchange for a prominent advertisement in the official program booklet.

Art Classes in Branches

Bruce Biddle visited the Sterling & Collinwood Branches on May 3 and May 10 to share his drawing talents with patrons. He taught a class on caricatures and drew quick portraits of about 15 patrons and staff at each location. The program at Collinwood was part of a Mother's Day program for children to make gifts for Moms & others. He also brought related books from the Fine Arts Department to display to and to share with patrons. He encouraged those who attended to visit the Main Library and get familiar with and check out art books that are not available in the branches.

Spanish Chess Film Documentary

Staff prepared rare research chess materials for a documentary film crew from Spain. Unfortunately, the film crew had to cancel at the last minute when its funding was canceled by the Spanish government in the midst of the economic crisis in that country. The crew had planned to visit the JGW Collection and learn more about his personal collection and his involvement with the Library.

African American Genealogical Society of Cleveland Conference

On May 5, 2012, The African American Genealogical Society of Cleveland held a day-long genealogical conference here at the Cleveland Public Library. Approximately 80 people participated in the conference. In the afternoon at one of the concurrent sessions Ronald Burdick presented a program on the resources available at the Library to 12 people.

Teaching Cleveland Institute

On May 19, 2012 R. Burdick attended the graduation program for the 2011-2012 teachers who participated in the Teaching Cleveland Institute. The participating teachers presented brief overviews of the curriculum programs they created based on

aspects of Cleveland's history. The programs included The WPA in Cleveland, Innovators and Inventors in Cleveland History, John D. Rockefeller and the Founding of Standard Oil, a History of the 1960's (Hough Riots), the 7th OVI Civil War Unit formed in Cleveland. Mr. Burdick presented a program to the class in September 2011 and is scheduled to repeat the program for the next class on September 15, 2012.

Cookbook Collection Tour

Noelle Celeste and Jon Benedict, from *Edible Cleveland*, a new publication focusing on the Cleveland food scene, toured the cookbook collection on May 3. They were accompanied by Robert Pincus, a Friend of the Cleveland Public Library Board member, and his wife, Bobbie, who have a strong interest in cookbooks.

Shaw High School Visit

Shaw High School students toured the Sports Research Center and conducted research at Main Library for their year-end research papers. The majority of the students had never visited Main Library.

"Local Food Challenge" Display

Foreign Literature Department unveiled a "Local Food Challenge" display in conjunction with City of Cleveland's local food theme for Sustainability 2019. Posters encourage patrons to consider tending their own gardens and offer tips and suggestions on how to promote local food production and consumption.

BEL Research Helps Local Youth Place 3rd at City Wide Business Plan Competition

BEL Manager Sheba Marcus-Bey visited Shaw High School on May 18 to assist Shaw High School Junior Lakeisha Henderson in the preparation of her presentation at the E-City - City Wide Business Plan Competition. Ms. Marcus-Bey was invited to meet with her one on one by Youth Opportunities Unlimited (Y.O.U.). During the meeting she assisted her with the overall presentation and she supplied her with in-depth market research data in order to support her presentation.

The semi-final competition for the E-City - City Wide Business Plan Competition was held on May 24 and the students that participating in the event were invited to compete for \$1,000 and a trip to New York City to compete for \$10,000. Lakeisha Henderson placed 3rd and won \$250 for the implementation of her business - Besties for Life (a pet care business). Representatives from Cleveland Public Library included Carlos Latimer, Madeline Corchado, and Sheba Marcus-Bey.

Asian Pacific Heritage Month

On May 17, 2012, Caroline Han represented CPL at Cleveland City Hall during an Asian Pacific Heritage Month Celebration. Gifts and CPL promotional materials were distributed to the 200+ guests in attendance.

Foreign Literature Long Loans

During the month, Tatiana Shneyder managed the following Long Loan requests: CH-COV (243); CH-NOB (555); CH-UNHTS (200); CPL-MOB (454); TW-MAIN (195) and WE-E (170). These deposit loans help to encourage communities of learning at CLEVNET locations by providing easy access to foreign language reading materials. Staff selected and shipped 1,817 items to meet CLEVNET demand.

Brecksville Travelers Tour

Joseph Parnell, BEL Library Assistant, gave a guided tour of Main Library on May 22 to a group of 25 senior citizens - the *Brecksville Travelers* from the Brecksville. The group was very grateful for the tour and they followed up with a thank you note to Mr. Parnell.

Ohioana Book Festival

Amy Dawson attended the Ohioana Book Festival and moderated a panel, *Food: The Seduction of Flavor* featuring panelists Jeni Britton Bauer, Marilou Suszko, Catherine St. John, Lisa Abraham, David Powers, and Mary Ann Winkowski

Ohio Center for the Book Social Media and Website Promotion

The Center for the Book posted 31 entries and had 129 LIKE on our Facebook page, with Twitter posts equaling 514 TOTAL tweets with 24 followers.

Siegel and Schuster Society

Amy Dawson and Sarah Flinn met with members of the Siegel and Schuster Society to discuss ideas for the 75th anniversary of the creation of Superman in 2013. Mike Olszewski, a member of the group, wrote: "Siegel and Shuster were avid readers and found great inspiration in the halls of the downtown library. In fact, on the 50th anniversary in 1988 Siegel wrote then Mayor George Voinovich to say he and Shuster considered the library the cultural center of Cleveland."

S.T.E.P.S. (Security, Touch, Eyes, Play, Sound) through Beech Brook

Youth and Families Services Manager Sandy Nosse met with staff from Beech Brook to discuss details of the grant and upcoming staff training. Ms. Nosse discussed program with branch

managers from Brooklyn, Garden Valley and Sterling and Youth Librarians Laura McShane, Pasha Moncrief and Monica Rudzinski will be attending the two day training along with Nosse.

Collection Development

Inventory of Cleveland and Ohio Maps, 1796-1920

Library Assistant Danilo Milich compiled an inventory of Cleveland and Ohio maps dating from 1796 to 1920. The inventory was prepared as part of a Digital Projects Committee proposal for 2012/2013. The inventory includes 151 maps of Cleveland dating between 1796 and 1920. All maps that are not currently in the Digital Gallery will be included in the proposal

Quarterly Schweinfurth Committee Meeting

The Schweinfurth Committee met in May to review revised collection guidelines drafted by Committee Chair, Anthony Hiti. Once the committee approves a final draft, the document will be presented to Director Felton Thomas for consideration and approval. The Committee also reviewed and selected trade catalogs and other historical architectural books. The Library's new Schweinfurth Collection brochure, prepared by Kelly Ross and designed by Christine Colnar, was well-received by the Committee.

Preservation Workshops

Preservation Manager Ann Olszewski presented a series of workshops for Main Library Managers and staff on May 25. The purpose of the training was to renew the Library's efforts to preserve important works within the collection, as well to demonstrate best practices.

Research That's Possible Only at Main Library

- A music and voice teacher from Lakewood reported that the Main Library collection is usually the only library that can fill her requests for obscure pre-1923 music.
- A Professor of Vedic Phonology requested citations from an index of the Government Oriental Manuscripts Library in Madras that only CPL owns. These are citations for Sanskrit manuscripts that he needed to provide to the Madras Library; without them, they were unable to locate the items for him.
- Milos Markovic assisted a patron who was interested in English language classics translated into Chinese. CPL was one of a few institutions which had holdings of many of the requested titles.

- A patron was researching the subject of bulk conveying. He used two books on this subject: *Pneumatic Conveying of Bulk Materials*, by Milton N. Kraus, and *Pneumatic and Hydraulic Conveying of Solids*, by O. A. Williams.
- A patron was looking for the manufacturers shop guide for a 1984 Lincoln Continental. The Cleveland Public Library has a five-volume reference set, for this time period. Other patron's requests included: a 1992 Lincoln Continental car manual, a 1995 Chevy Lumina car manual, a Haynes 1990 Toyota Corolla manual, and a GM1963 Pontiac shop manual.
- A patron was preparing for an internship in Milwaukee and was thrilled to use two books on x-ray spectrometry: *Handbook of X-Ray Spectrometry*, edited by Rene Van Grieken, and *X-Ray Fluorescence Spectrometry*, by Ron Jenkins.
- A material scientist from the world's leading diversified manufacturer of motion and control technologies used four of Science & Technology's book on thermoplastic elastomers.
- A woman from outside of Ohio came in to use *Colour Index International*, 3rd edition, published by The Society of Dyers & Colourists, and the American Association of Textile Chemists and Colorists. The Cleveland Public Library is one of a handful of libraries in the United States with this item. The index gives technical data on colors, including the chemical formulas for dyes for colors. The woman dyes wool for yarn and other projects.

Staff Development

BEL Staff Participate in Film for Staff Development Day 2012
Joseph Parnell and Doris Yee, BEL Library Assistants, participated in the production of the Wellness Film for 2012 Staff Development Day. The film is titled *Wellness Trek*. The script for the film was written and directed by Parnell. Yee was one of the actors in the short film, playing the role of Ms. Direction.

- Stacie Brisker joined CAS: The Cleveland Archaeological Society (CAS), local chapter of the Archaeological Institute of America (AIA). She attended their final meeting of the year at the Natural History Museum.
- Kelly Brown was selected to be on the Library Advisory Committee for the Cleveland Botanical Garden's Eleanor Squire Library and Rare Book Collection. Our first meeting is Thursday, May 31, 2012 at the Gardens.
- Pam Eyerdam attended the presentation "*Outta Space: Best Practices in Storage & Space Planning*" sponsored by the State Library of Ohio, Ohio Museums Association, Ohio Historical

Society, Ohio Preservation Council and hosted by Akron Public Library.

- Maureen Mullin attended a meeting of the CPL Sustainability Committee on May 23rd. She clarified the procedures for recycling toner cartridges and later submitted a selection of "green tips" for the staff newsletter.
- On May 5, BEL Manager, Sheba Marcus Bey and Director of Public Services interviewed candidates to fill Branch Library Assistant Substitute positions.

Other Main Library News

Shelf/Shipping Updates

On May 21, Daniel Oreskovic was named Materials Handling Manager, a position that includes oversight of both Shipping and Shelf Division. Mr. Oreskovic had been the acting manager of Shelf Division since the beginning of the year.

The next step of the new Shipping process, the Control Phase, was undertaken during the month. This phase involves monitoring the daily work production to see if the improvements that have been implemented are working and sustainable. Monitoring during May showed that the improvements are working and that the new process is sustainable. This is a major achievement in that the Library's previous turnaround time of ten days has been transformed into same-day turnaround. Department performance evaluation is based on a daily productivity number rather than on hallway observation. The number of materials (boxes, bags, totes) sent out for month of May 2012 was 8,863, a 52% increase over May 2011 (5,839).

MOBILE SERVICES DEPARTMENT

STATISTICS

58 Stops plus Asian Fest
11 New library card applications
1310 Persons on board
984 Reference, 2112 Directional in person
53 Reference, 6 directional via phone to the office

"On the Road to Reading":

STATISTICS:

- 12 Pediatric and WIC sites were visited with 52 people contacts at these sites. 81 daycare classes were visited with a total of 819 in attendance. 1061 items were circulated in 42 deposit kits.

- The PNC Grow up Great grant is in its 5th month at 25 early childcare centers. Storytimes worked on the concepts of spending. Pop-up stores for the children to spend their "Grow up Great Bucks" were set up for 13 classrooms.

The new bookmobile schedule will begin June 18. Prior to that we need to visit the new sites and market the bookmobile's services to these potential new patrons. The library's website still needs to be updated with new times/dates for the old sites, and the new sites need to be added.

Linda Sperry is working with David Reynolds to accomplish this task.

Prior to the regular schedule commencing on June 18, the bookmobile will be cleared of library materials and will be used as a mobile store for the PNC grant. Eleven classrooms will be visited this way during the week of June 4. After this, the vehicle will be serviced during the week of June 11.

BRANCHES

In preparation for the 2012 summer programs and the library's strategic initiatives, all Branch Manager's received training from the City of Cleveland for the Summer Lunch Program and the Youth Opportunities Unlimited volunteer program. Children's Librarians and Library Assistants were given training for the upcoming Summer Reading Club.

New Xerox Multifunction Devices were installed at all the branches offering color printing, computer copying, faxing and scanning. Although there is a learning curve for the staff and public, this new state of the art technology offers the community new opportunities for their projects and school work needs.

There was a year end reading celebration through A Cultural Exchange where Guest speaker Basheer Jones spoke about his book "I'll Speak for Change" and shared some poetry and words of wisdom to children in participated through the city.

Adult and children's book readings, crafts, GED, ESOL, computer classes, school visits, movies, family nights, knitting/crocheting class, music workshops, book sales, etiquette programs, and preparation for Parade the Circle, are the activities that took place in the branches.

Quintina Barrett, P/T Regular Substitute Clerk from Public Services became the Full-time Branch Clerk at Addison Branch.

Branch Manager, Annisha Jeffries was promoted to the Youth Services Manager at Main Library.

Shanell Jones, former Library Assistant at East 131st Street Branch has been promoted to the Children's Librarian at Eat 131st Street Branch.

Marla McConnell started in the position of Branch Clerk at The Garden Valley Branch.

Carla Bennett was promoted from LA at Rockpork Branch to Children's Librarian at the Glenville Branch. Carol Johnson, Branch Manager of the Glenville Branch submitted her resignation, effective, June 16th, 2012.

Alexandria Staskiew's started as the Library Assistant, Computer emphasis at the Sterling Branch.

OHIO LIBRARY FOR THE BLIND AND PHYSICALLY DISABLED

In May, OLBPD circulated 64,387 items directly to patrons. BARD users downloaded 9,613 items among 515 active users for May. OLBPD registered 170 new readers to the service.

OLBPD Manager Will Reed attended the National Library Service Biennial Conference from May 19 - 24th in Newport, RI. Important network updates included the anticipated release of compatible headphones to the digital talking book player, the development of an I-Phone and Android app for browsing, downloading, and listening to talking books, the transition from magazines on cassette to digital cartridges both nationally and locally by the end of the year featuring customized cartridges for individual patrons with unique, multiple subscriptions. Other updates included the merging of Web Braille into the BARD system, plans to initiate the first phase of recalling cartridges to be recycled and reused, improving NLS services to children and young adults, and a national public relations campaign to promote our service which will include a PSA, press releases, and print advertisements in newspapers.

OLBPD and North Water Partners have finished production of the PSA, and we are currently working to develop a statewide distribution strategy for radio and television advertisements.

OLBPD Manager Will Reed attended the State Library of Ohio Talking Book Program Consumer Advisory Council (CAC) meeting on Thursday, May 3rd. The CAC members were very pleased with news about the OLBPD PSA. Plans are being made to host two additional Family Fun and Learning Day events in 2013. Plans are to host events in Columbus at the State Library and in Cincinnati, and these would be in addition to the annual event held at OLBPD in hopes of better outreach to our patrons throughout the state.

OLBPD staff Ken Redd presented information about OLBPD services to the Ward 5 Health Fair on May 5, Mt. Pleasant United Methodist Church Health Fair on May 12, Cleveland Department of Aging Senior Day on May 16, two Avon Lake low vision groups on May 24, and Mt. Alverna Village Health Fair on May 30.

The OLBPD Cyber-Dialogue Book Discussion was held on May 10 where the group discussed "Catching Fire: Hunger Games Book 2" by Suzanne Collins.

TECHNICAL SERVICES

Patricia Lowrey, Director of Technical Services, and Stephen Wohl, the new Supervisor in the Lake Shore Shelf/Shipping Department, attended the Orientation for newly hired pages. Ms Lowrey and Carole Brachna, High Demand Manager, attended the IdeaScale meeting on May 11.

Ms Lowrey and most Technical Services Managers met with John Skrtic, Carlos Latimer, and Michael Ruffing to discuss several Public Services projects and issues. Ms. Lowrey and several Technical Services Managers and staff met with Bob Carterette, Ann Palomo, Jim Benson and Hilary Prisbylla of the Information Technology Department. Ms. Lowrey attended the Board of Trustees work session on Saturday, May 12.

Catalog: Catalog implemented new procedures for Main library books to make the priority given to all material more consistent, and to better integrate foreign language materials into the workflow. Andrea Johnson developed a table clarifying which catalogers are responsible for foreign language materials, and a new method of gathering statistics to help evaluate the new procedures. A total of 4,066 items were added and 4,297 titles were cataloged.

Michael Monaco, Regina Houseman, and Dawn Grattino revised and clarified the departmental guidelines on the cataloging and

classification of juvenile and young adult books. John Parsons reviewed serials cataloging with Barbara Satow. Jintao Huang became part of the Interoffice Mail delivery team for Technical Services. Muzhgan Nazarova, the only cataloger able to read Turkic languages, cataloged material in Turkish. Larisa Povitsky copy catalogued some books in Arabic. Mr. Huang, Ms. Nazarova, and Ms. Satow attended the IdeaScale Town Hall meeting at the Lake Shore Facility.

Shelf/Shipping: A Pitney Bowes representative came in on May 3 to give training on the Ascent and Arrival systems. Darryl Pless, William Parsons and Stephen Wohl spent about an hour working with the rep to learn more about using the shipping and receiving equipment more effectively. A new Multi-Function Device was delivered on May 10, and a Xerox associate provided training to the staff ten days later. The device allows staff to copy, fax, scan a document directly to an e-mail address and print all on the same machine.

Two new pages, Kiera McKissic and Aaron Gordon, began work on May 7. They have been working hard to learn all about the department and procedures.

The staff of the Lake Shore Shelf/Shipping Department sent 68 items to the Main Library for requests and 103 items to fill holds. A total of 1,841 telescopes of new materials were shipped out to the Main Library and Branches. The Technicians unpacked, sorted, checked in and sent 32,672 new items to the Acquisitions and High Demand Departments.

Materials Processing: The Associates cataloged 1,634 titles for CPL and 2,033 titles for CLEVNET. The Associates and Senior Clerks added 6,746 items. The Technicians processed 28,133 items.

The Materials Processing Technicians are now scanning all materials that go through the department, both book and non-book. From April 9th through May 4th, a statistics were kept on how many books were going to fill holds. During that time approximately 22% of books were going to fill holds either for Cleveland Public Library patrons or CLEVNET patrons. A similar study was conducted for the non-book materials and approximately 58% of non-book materials were sent to fill holds from May 7 through May 31.

Elizabeth Hegstrom, Stephen Wohl from Shelf/Shipping, Andrea Johnson from Catalog, and Dawntae Jackson from HR, interviewed

candidates for a Technical Services Associate vacancy. Ms. Hegstrom worked with Patricia Lowrey, Rollie Welch and Carole Brachna with a vendor to split Blu-Ray/DVD combo packs into two containers for circulation.

Shirley Jones and Paula Stout helped to receive items in Acquisitions when one of the Acquisitions staff was off for 2 weeks.

Collection Management: Collection Management staff began preparing for magazine renewals for 2013 by evaluating and checking the 50 core titles and revising the 200+ titles on the recommended list. Collection Manager Rollie Welch and Patricia Lowrey, Head of Technical Services visited four Branches (Addison, Eastman, Memorial Nottingham and South Brooklyn) to determine use on current magazine subscriptions.

Bonnie Bolton submitted weekly orders to Acquisitions totaling \$55,806 for 4,415 books. The breakdown was \$51,040 for 4,083 books for branches and \$4,766 for 332 books for Youth Services.

Nancy Mocsiran developed new recordkeeping reports for both the monthly branch discretionary spending and the weekly central ordering statistics. Ms. Mocsiran also created reports detailing magazine circulation statistics and free balance reports for branch funds. In addition, eighty-four telescopes of print and non-print materials were relocated to branches, college collections (CSU/CWRU/Tri-C) and Cleveland Public Library's book sale.

Ms. Mommers ordered a specific order of Bollywood DVDs for the Audio-Visual Department to meet patron requests. Ms. Mommers ordered 6,022 DVD's totaling \$27,118 for the Branch collections and 500 DVD's totaling 6250 for the AV Department. Ms. Mommers ordered 1,148 CD's totaling \$11,283 for the Branch collections and 129 CD's totaling \$1,375 for the Popular Library.

On May 2, Mr. Welch, along with High Demand Manager Carole Brachna, presented an instructional workshop for Branch managers about discretionary ordering. On May 10 Mr. Welch presented a young adult literature update to 47 librarians attending the NEO-RLS Teen Symposium. Mr. Welch also had his monthly street lit column published online by *Library Journal* on May 18. A review written by Mr. Welch appeared in the Plain Dealer Sunday book page on May 27.

High Demand: The High Demand Department had a busy month, adding 948 titles and 20,150 copies.

Carole Brachna, the High Demand Manager, assisted Rollie Welch in presenting an Ingram iPage website refresher at the Branch Managers meeting on May 2. She attended the May 11 Town Hall meeting focusing on the ideaScale discussion.

Summer Salem, Technical Services Associate, continued to volunteer time to help deliver interdepartmental mail. Dale Dickerson, High Demand Librarian, updated cataloging documentation related to fiction/genre headings and generic subject headings. He also worked to train Ms. Salem on DVD copy cataloging.

Preservation: Thirteen East High Yearbooks from the period 1920-1940 were added to the Digital Gallery. Other items added were Cleveland City Directories for 1911, 1932, 1936; 1979 Aerial photographs of Cuyahoga County, and historic photos of Cleveland industrial scenes (92), Euclid Beach Park (26), and Johnny Kilbane (7). High Resolution files were copied to the digital storage archive.

Preservation Manager Ann Olszewski attended the Midwest CONTENTdm Users Group meeting at OCLC in Columbus May 3-4 where she led a panel presentation. The meeting included site visits to current digital initiatives at the State Library of Ohio and the Ohio Historical Society. She also attended "Outta Space," at the Akron Public Library May 15, a program presented by the State Library's Connecting to Collections, and by the Ohio Preservation Council.

Senior Preservation Technician Elizabeth Bardossy attended the Northeastern Ohio Alliance for Response Annual Meeting at the College of Wooster on May 1. She treated 19 plans of the Clark Avenue Bath House from the Cleveland Parks Collection. Gloria Massey, Preservation Technician processed 15 East High School Yearbook files, inspected City Directory files scanned from microfilm, checked files for Ohio Architect volumes 15-16, and prepared 11 high resolution scans of Coming Attraction lantern slides for projection at the San Francisco Silent Film Festival. Preservation Assistant Laura Wallencheck completed the inventory of 8 cube record boxes of microfilm master negatives, which were sent to Iron Mountain Underground Storage on May 21. She began preparation of ten years of the CPL Board of Trustees minutes for scanning.

Ms Olszewski met with groups of subject department staff at Main Library on May 25, reviewing preservation options for the collections, types of deterioration, the revised Preservation Request form, as well as the forms and procedures for transmitting materials to Technical Services.

Acquisitions: Sandy Jelar Elwell, Acquisitions Manager, met with Alicia Naab, Acquisitions Coordinator, Leslie Pultorak, Acquisitions Librarian, and Lisa Kowalczyk, Technical Services Librarian, to discuss the annual Main Library periodical subscription renewals and provide an overview of the entire renewal process. Each Librarian was assigned to a particular vendor and then individually met with Ms. Jelar Elwell for a cross-training session on how to locate the expected costs for the 2013 subscription year and to integrate this information into the comprehensive spreadsheet of current periodical subscriptions. The updated spreadsheet will be used by Main Library Subject Department Managers to make subscription renewal decisions.

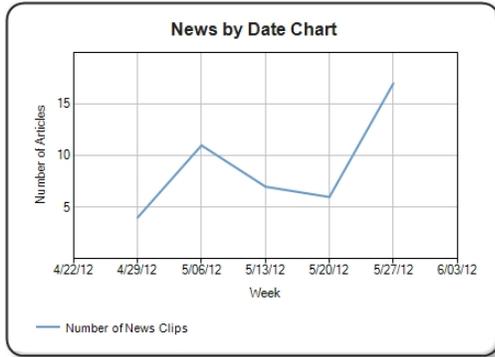
Acquisitions worked with Automation to get holding codes created for the materials being ordered for the new Cuyahoga Community College (Tri-C/CCC) collection. Acquisitions began placing orders for the Tri-C/CCC collection as soon as the new holding codes became available for use.

Nathaniel Infante, Technical Services Associate, attended a training session for members of the CPL Health and Safety Committee. Ms. Naab attended meetings of the Staff Development Day Committee on a weekly basis to plan and prepare for the 2012 Staff Development Day. Ms. Naab, Ms. Pultorak, and Ms. Kowalczyk attended the IdeaScale Staff Town Hall meeting at the Lake Shore Facility.

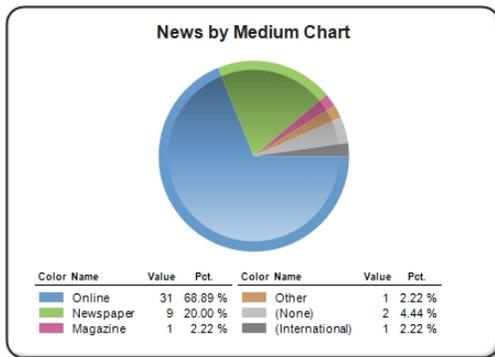
Shirley Jones and Paula Stout, Senior Catalog Clerks, volunteered to assist the Acquisitions Department with the receiving of library materials.

Acquisitions staff ordered a total of 6,105 titles, ordered 10,050 items, received 13,933 items, and processed a total of 2,276 invoices. Serials staff received 1,753 periodicals and 542 serials, added 579 periodical items, 294 serial items and 628 paperbacks, processed 104 periodical and serial claims, and modified 107 serial controls.

MARKETING & COMMUNICATIONS



Media coverage for the month of May included 45 print and online publications as well as TV and radio. The full report, available in the Marketing department, shows ad values of \$51,293.76 with a news circulation audience of 1,954,343 people. In May, the online media outlets that featured CPL events and programs received 9,219,975 unique visitors. Full report in the Marketing Department.



Ads to promote Summer Reading Club appeared in *Family Magazine* and the *Call & Post*. Dream, Create, Grow ads promoting library card sign-up for teens and children appeared in *Family Magazine* and *Campus Observer*. Ad appeared in program for City of Cleveland Senior Day promoting

services for seniors. TechCentral ad appeared in the *Universe Bulletin*. Sports Research Center continues to be promoted in the *Cleveland Indians Yearbook*. Search Engine Marketing with cleveland.com resulted in CPL ad being viewed 141,000 on average per week, which resulted in an average of 345 clicks to website per week. eBlasts promoting the TechCentral opening were distributed through CPL and +Cleveland members. PSA for OLBDP was completed and distribution for radio and TV is being planned.

An overview of meetings conducted or attended by Assistant Marketing and Communications Administrator/Graphics Manager Cathy Poilpre will indicate marketing and graphics activities:

- Board meeting
- Regular Leadership Team meetings
- Regular meetings with director and marketing team consisting of public relations consultants David Fitz, Michael Graham and Erika McLaughlin; OPS manager; and Web Applications manager
- TechCentral planning meetings
- Youth Services monthly meeting
- New Library card/application planning

GRAPHICS

Graphics staff designed, printed and distributed 151 printed pieces in May, including graphics for the library website and 5 staff newsletters.

Promotional pieces included: Letters about Literature; Summer Reading Club collateral; Promotional brochure for the Schweinfurth Architecture Collection; 68,000 routing slips and 500,000 Clevnet slips; Promotional materials, invitations, and specialty items for the opening of TechCentral; *Upnext* June-August programming.

WEBWARE www.cpl.org and other CPL sites

Twitter followers are up from 2,660 in 2011 to 3,881 currently. Facebook fans are up from 3,204 in 2011 to 4,044 currently. Downloads of books in an electronic format (eBooks) were up from 35,666 in 2011 to 61,355 currently.

Library News on the www.cpl.org homepage featured the following items for May: Cleveland Public Library Board of Trustees Meeting.

During the month of May, the following events, programs, and information were promoted on www.cpl.org: My Place 2 Dream, Create, Grow: Milena Streen; Eastman Reading Garden; Featured Resource: Gale Legal Forms; Brown Bag Book Clubs; My Tunes: Featured Artist Kelly Clarkson; Celebrating 90 Years at PlayhouseSquare!; Feed Your Mind - Read! CPL 2012 Summer Reading Club; Downloadable eMedia; Storytime; Celebrate with Books; When animal assignments attack: Grzimek's Animal Life; Muzzy Online: Language Courses for Children; TumbleBook Library: eBooks for eKids; Homework Help; Hot Summer Reads for Teens; Hungry for more Hunger Games?; For Students Online; Curl up with a good book; and Connecting to the community (Seniors site: Find Services).

29 Popular Topic pages and 8 Kid's Read It lists were updated with new content in May.

A Hot Summer Reads booklist was built and added to the Teens section.

A booklist was built for the PlayhouseSquare play "Come Fly Away" and was added to the Theater Popular Topic's PlayhouseSquare page.

The tenth "Off the Shelf" was sent out on May 11th to a distribution list of 2,282. The issue featured: Celebrating 90 Years of PlayhouseSquare!; Cleveland Chinese Music Ensemble; New Arrivals; Featured class: Career Assistance; and Featured Library News: Cleveland Public Library Board of Trustees Meetings; and 11th District 2011 Congressional Art Competition Awards Ceremony.

Webware worked with the Programming and Outreach Services department and the Graphics department to design and configure the 2012 Summer Reading website. The site was set live and linked on the Library's homepage on Tuesday, May 22 and encourages participants to register early for the program which begins on Monday, June 11.

PROPERTY MANAGEMENT

The Property Management office completed numerous branch inspections and continues to monitor utility bills. Work has been completed on the final details to prepare for the opening of Tech Central.

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. The condenser coils for the AC unit at Addison were cleaned again due to the buildup of cotton wood. The motor and fan sheaves were replaced on the rooftop air handling unit at Carnegie West. The rooftop A/C unit at East 131 was checked for leaks and refrigerant was added as needed. A new condenser coil assembly was installed in the drinking fountain at Eastman. The A/C unit at Hough was serviced. New filter, solenoid, and TXV were installed on the stack chiller and preparations were completed for staff development day at Lakeshore. Numerous bad light ballasts were replaced on the 2nd and 3rd floors of LSW. A new data line was installed at P.A.L. for the new MFD (muti function device). Work was completed to rewire the garage thermostats and repair a leak in A/C unit #4 at Woodland.

The Carpenters and Painters completed work to reconfigure the Safety & Protective Services offices. A platform was constructed and installed in the ceiling of the work room behind Tech Central to be able to work on the Translogic system. End panels were made painted and install on the CD shelving in Main.

The Garage serviced vehicles 5, 12, 15, 16 and 20.

SAFETY & PROTECTIVE SERVICES

PROTECTIVE SERVICES

Security Systems

- Continuing to develop specifications for upgrading access control and CCTV systems in order to obtain two additional quotations as directed by Legal and Finance.

Branch Patrol

- Supervisors and Officers continue to investigate Security Irregularity reports generated system-wide. .
- Special attention was provided to two branches during the month.

Communications Center

- Repairs continue to be made to the communications center due to fire safety concerns. Repairs were made eliminating the fire safety issue as well as a premature DVR equipment failure.

Contract Security

- Safety & Protective Services met with G4S security to discuss service expectations. We are awaiting response from G4S concerning requested services.

INCIDENTS

- During the month, 9 alarms were received with no illegal entry being made nor any smoke or fire being detected.

SPECIAL EVENTS SUPPORT

- Safety & Protective Services provided support for the photo and video shooting project by Peter Lawson Jones.
- SPS also provided support to a Legal Aid Society program.

RECORDS AND EQUIPMENT MANAGEMENT

- Branch Patrol has received its laptops and has begun implementing use at the branches.
- Personal directories for officers to store records currently stored on external media have been completed. We are working with Automation to resolve login issues.

ADMINISTRATION

- We have extended employment offers to two Officers and one Supervisor, all of whom accepted. One Officer and one Supervisor began in May and one Officer will begin in June.
- One Officer will be retiring in June and the posting for that position will occur in May.

INFORMATION TECHNOLOGY & CLEVNET

Cleveland Public Library Projects:

IT has been continually working with Xerox and their partners to address the remaining concerns of the MFD installation. Synchronization with the SirsiDynix system is now in place and occurring every 15 minutes.

78 PCs, 5 Macs and 2 Linux PCs, along with 4 Staff PCs have been installed in Tech Central to prepare for the grand opening. Phones have been configured and installed for staff.

Bandwidth for each Branch was upgraded from 10mb to 20mb in anticipation of increasing the number of public computers available and the planned reconfiguration of security cameras.

All branches received a productivity boost when a custom print program was installed on all circulation workstations. Instead of staff needing to handwrite a transit slip for every book they handle, the program automatically prints a slip with the destination library in large type, eliminating handwriting time and improves legibility and accuracy.

Accounts and configuration were set up on the Flowan Helpdesk test server for Safety & Protective Services to test the applicability of the software for incidence tracking.

Submission programs to Unique Management were revised to assess a \$15.00 referral fee per Board of Trustees decision.

At the request of Safety and Protective Services, a report was produced to help identify the extent of an incident of DVD theft at Fulton branch.

Statistics on the hourly activity at the Main Library drive-up window were prepared for Improve Consulting.

In preparation for the new cooperative with Tri-C in the fall, Software staff created a new library code so Technical Services could begin preparing materials for the collection.

New circulation configuration was created for the Criterion Collection in the Audio-Video Department. This new configuration allows patrons to place holds on items in this particular collection, but nothing in the collection will float to other branches.

A Hot Summer Reads booklist was added to the Teens section and a booklist for the play "Come Flay Away" was added to the Playhouse Square page.

The tenth "Off the Shelf" was sent out on May 11th to a distribution list of 2,282.

Webware worked with the Programming and Outreach Services department and the Graphics department to design and configure the 2012 Summer Reading website. The site was set live and linked on the library's homepage on Tuesday, May 22 and encourages participants to register early for the program which begins on Monday, June 11. Amy Pawlowski held a training session on the software at on May 16th Youth Services meeting.

Linda Sperry was trained on how to maintain the Bookmobile Schedule page on www.cpl.org.

Webware worked with Ronelle Miller-Hood and Larry Novotny to create event entries in the online calendar for staff registration to Staff Development Day breakout sessions. Ms. Miller-Hood was provided with registration numbers after the first week of registration was complete.

The System Center Configuration Manager was upgraded from 2007 to 2012. This will enable more efficient software application management to Windows Servers and Desktop PCs.

CLEVNET Projects:

The initial deployment of new PC maintenance software has occurred at the Main library. LabTech software promises to provide more and usable information about the health of our public and staff machines, servers and the new systems in TechCentral and provide for improved remote management of PC workstations throughout CLEVNET.

The Cleveland Heights-University Heights Public Library engaged the Northern Ohio Data and Information Service (NODIS) to analyze data for them as part of their strategic planning process. Software staff worked with both agencies to determine the data needed and then extracted several different sets of data for the project.

The wireless access points at Hudson were upgraded as part of their implementation of VoIP. Initial programming of the Call Manager was added for Shaker Heights Public Library which will migrate to VoIP in the near future. A faulty router was replaced at the Seville branch of the Wayne County Public Library.

The cataloging webforms for CLEVNET required an SQL upgrade. Designed several years ago, these are a productivity and accuracy boosting tool for all technical services departments throughout CLEVNET including CPL's Catalog Department. Data entered by users is written to a SQL database, uploaded overnight to the Symphony server, with subsequent reporting to CPL Catalog the next morning regarding duplicate records, merges, and other bibliographic maintenance needed. When the Microsoft SQL server needed to be upgraded to SQL 2008, it was found that the software used to transfer the records overnight was not supported in that version. The entire process had to be migrated to SQL Server Integration Services (SSIS). This was a great collaborative effort between Software, Network and Web Services teams.

SirsiDynix Symphony configuration changes were done for Cleveland Heights, Hubbard, Lorain, Madison, Medina and Wickliffe libraries. Madison and Lorain were both changing their policies to allow children to check out DVDs.

Special reports were created for Barberton, Bristol, CPL Collection Management, Euclid, Hubbard, Hudson, Huron, Lorain, Madison, Medina, Milan-Berlin, Newton Falls, Ritter, and Wickliffe libraries.

2011 and 2012 CLEVNET database statistics to-date were added to the CLEVNET Members Site.

KnowItNow:

On May 31 the LSTA grant application for statewide virtual reference service was approved, and KnowItNow24x7 is looking forward to the new grant year beginning on July 1, 2012.

Ashlee Clark, KnowItNow24x7's first practicum student, visited Cleveland Public Library on May 18. Ashlee's practicum provided her with valuable experience in virtual reference and provided KnowItNow24x7 with helpful resources and recommendations.

Preparations were made throughout the month in anticipation of the re-allocation of coverage hours. Beginning on July 1, 2012, live chat coverage will no longer be available from 1:00 am to 7:00 am. An analysis of usage data over the life of the project shows that there are few transactions after midnight and the State Library requested this change. Patrons will continue to be provided the opportunity to leave an email or text message for follow-up during those hours. During the 2012-2013 school year, NEO-RLS will be contracted to re-allocate those early morning hours to noon to 3:00 pm during the school year with two librarians each hour. In anticipation of these changes, the text was changed on the public KnowItNow24x7 webpages, notices were posted to the KnowItNow24x7 Provider Site, and code was updated to reflect the change in routing.

The KnowItNow24x7 Website Coordinator has applied for an iOS Developer License from Apple to facilitate the process of submitting the upcoming KnowItNow24x7 iPhone app to iTunes.

This month, the KnowItNow24x7 Statewide Coordinator and Website Coordinator collaborated with Missy Lodge (Associate State Librarian for Library Development, State Library of Ohio) on measures for KnowItNow24x7 to be included in the pending LSTA Five Year Plan 2013-2017.

MEETINGS

All members of the Software team attended the CLEVNET Circulation SIG meeting at the Hudson library. Some of the topics of discussion were the use of transit and hold slips, delivery labels and the changes in statewide delivery, and self-pickup of holds.

Jim Benson participated on the CPL Staff Development day committee.

Ann Palomo participated on the CPL Innovation Grants committee.

Brian Leszcz attended a workshop on ArcGIS (a system for managing geographic data) at Cleveland State University. The knowledge acquired can be directly applied to provide graphic visualizations of statistical data collected by KnowItNow24x7.

STATISTICS

	May-11	May-12
OverDrive Downloads	35,666	61,355
Twitter Followers	2,660	3,881
Facebook Fans	3,204	4,044

Automation Services Statistics, 05/2012				
	# Cases Opened	# Cases Closed	Site Visits	TOTAL
HARDWARE				
CPL Main	68	54	25	147
CPL Branch	102	81	41	224
CPL Lake Shore	27	20	9	56
CLEVNET	20	14	4	38
PUBLIC				0
HARDWARE TOTAL	217	169	79	465
SOFTWARE				
CPL Main	27	27		54
CPL Branch	18		8	26
CPL Lake Shore	9	9		18
CLEVNET	55	55		110
PUBLIC	96	96		192
SOFTWARE TOTAL	205	187	8	400
WEBWARE				
CPL Main	4	4	2	10
CPL Branch	3	3		6
CPL Lake Shore	2	2		4
CLEVNET	3	3		6
PUBLIC	179	179		358
WEBWARE TOTAL	191	191	2	384
KIN				
CPL Main	4	4		8
CPL Branch				0
CLEVNET				0
PUBLIC				0
KIN Library	9	9		18
OHIOLink Library				0
After Dark				0
KIN TOTAL	13	13	0	26
GRAND TOTAL				
	626	560	89	1,275