

## **DIRECTOR'S REPORT**

**April 17, 2014**

### **Monthly Statistics**

Circulation for the month of March was 562,792. This is a decrease of 1% from last year's March circulation of 569,987. The bad news is that circulation activity was down because of a record breaking cold winter that has tremendously affected our attendance and thus our circulation. The good news is that we did experience an increase in eMedia numbers, and our circulation, attendance and computer sessions have bounced back from some pretty bad numbers in January and February.

The number of computer sessions for March was down from March of 2013 as well. A decline also in line with the weather issues we faced. There were 98,797 sessions this year in comparison to last year's total of 91,064. The number of hours in use for our computers actually increased slightly from 69,529 in March of 2013 to 69,551 in 2014. The addition of TechCentral and other technologies throughout the branches at the end of 2012, will lead to stable computer usage numbers in 2014.

Attendance for the month of March was 290,163. This is less than a 1% decrease from last year's attendance number of 292,420. Programs such as Writers and Readers and the Mini Maker Faire helped mitigate the activity loss due to weather.

### **Celebrating Cultural Diversity**

For a second year in a row the Cleveland Public Library was a community sponsor for a film shown in the Cleveland International Film Festival. The year's film, *Zip & Zap and the Marble Gang* is a Spanish language film that chronicles the story of a group of preteen troublemakers who uncover a mystery deep inside the catacombs of a reformatory called the Hope Re-Education Center. Trustee **Maritza Rodriguez** gave opening remarks at the March 27<sup>th</sup> screening of the film.

The Library began the month with its annual Lunar New Year Celebration. In the event various community groups and Chinese schools performed before an audience of 453 patrons.

On March 15, National Book Award winner Jesmyn Ward visited the Library as a part of the Writers & Readers Series. A group of approximately thirty 11<sup>th</sup> and 12<sup>th</sup> graders from Glenville High School met privately with the author for a Q&A prior to the

event. The private meeting was a result of their participation in a book discussion on the *Salvage the Bones* that was coordinated by Youth Outreach & Programming Coordinator, **Nichole Shabazz**. Each Glenville student attended the program was given a free signed copy of the book.

Foreign Literature Manager **Milos Markovic** hosted the official opening of CPL's Chinese Corner on March 28<sup>th</sup>. Director Thomas, the visiting Director of the Confucius Institute at Cleveland State University, and guests participated in the official opening ceremony of this language and cultural learning center.

## **MAJOR PROGRAMS**

On Saturday, March 29 the Cleveland Public Library (CPL) and Ingenuity Cleveland hosted the 2014 Cleveland Mini Maker Faire (CMMF). This year's fair focused on the Cleveland areas rich culture of innovation, invention, creativity, and making things. One hundred makers participated in the event (up from 50 in 2013), and approximately 4,000 people attended the event over an 8 hour period. This year's fair was made possible by generous support from Cuyahoga Arts & Culture.

Fine Arts and Special Collections Manager, **Pam Eyerdam** hosted the 13<sup>th</sup> Annual *Progress with Chess Tournament* in coordination with the Cleveland Municipal School District. Over 500 students in grades three through eight attended the tournament on March 26<sup>th</sup> and 27<sup>th</sup>. Participating students competed for scholarship money for their schools while at the same time learning good sportsmanship and developing critical thinking skills. Ms. Eyerdam was assisted by the Fine Arts and Special Collections staff, other main library staff, branch staff, and CPL retirees who volunteered to help with the program.

## **EXHIBITS**

### ***Cleveland Play House/Playhouse Square Exhibits***

Literature Department Senior Subject Librarian **Jean Collins** selected and displayed materials on *Clybourne Park* (Cleveland Playhouse, March 21<sup>st</sup> -April 13<sup>th</sup>) and *As You Like It* (Great Lakes Theatre, April 2014)

### ***Great Lakes Theatre & Shakespeare Program & Exhibit***

Getting a head start in March and running throughout the "Shakespeare Month" of April, the Literature Department & Ohio Center for the Book is hosting an exhibit of costumes and

artifacts from Great Lakes Theater productions, as well as Shakespeare materials from CPL's collections. Senior Subject Librarian Jean Collins helped coordinate the exhibit with assistance from Chris Fornadel of Great Lakes Theatre and the CPL Graphics Department.

### ***William Shakespeare's 450<sup>th</sup> Birthday Celebration***

The opening reception for the William Shakespeare's 450<sup>th</sup> Birthday Celebration and exhibit featured Shakespeare scholar and author Diana Price. Price is the author of *Shakespeare's Unorthodox Biography: New Evidence of an Authorship Problem*. The Reception which was held on Saturday, March 22<sup>nd</sup> was sponsored by the Literature Department who coordinated the event and also provided refreshments for the thirty-five attendees.

### **Research That's Possible Only at Main Library**

- A professor of English from the University of North Carolina at Greensboro inquired about sixteenth and seventeenth-century English attitudes toward Romania (what would then have been known as Dacia or Wallachia) and the Turks - Special Collections has an extensive collection on the Romani.
- A research request for the song by Cole Porter from the Eyman Dance Collection entitled "Old Fashioned Garden" was received. CPL is one of 3 public libraries to own this music score.

### **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 provided remarks for CPL's Lunar New Year program.
- I attended the Mayor's State of the City.
- I provided remarks at the Friend's Legislative Breakfast.
- I attended the Public Library Association's conference in Indianapolis.

## **CLEVNET**

March's total OverDrive CLEVNET eMedia collection circulation was 113,470, significantly up from last year's total of 88,528. CPL has 8064 total followers on Twitter and the Facebook page currently has 6,347 fans.

## **GRANTS & DEVELOPMENT**

### Awarded Grants

Received notice of \$228,500 award from The Cleveland Foundation in support of the Learning Centers at CPL Branches.

### Submitted Grants

American Library Association (ALA) Libraries Transforming Communities Public Innovators Cohort - submitted application to receive an \$8,000 grant and 18 months of team-based professional development in community engagement.

### Projects in Development

- CPL and The Friends of CPL hosted elected officials and other invited outside guests for a breakfast event to discuss current events at CPL.
- Submitted Year End Report for Cleveland Foundation Lockwood Thompson Fund and Judd Fund.
- Developed Funding Plan for 2014 Literary Lots, began work on application to Better World Books Literacy and Education in Action Program (LEAP).
- Developed Funding Plan for Digital Hub.
- Worked with Friends of CPL to discuss opportunities for capacity-building grants and began work on an application to the William J. and Dorothy K. O'Neill Foundation.

## Other

### Letters of Support:

- For UpStage Players 20<sup>th</sup> Anniversary celebration and performance of Godspell.
- For Confucius Institute at Cleveland State University in support of their request for the Hanban performance troupe to participate in local festivities to celebrate the 2015 Chinese New Year in Cleveland

## **PUBLIC SERVICES**

### Programs, Services & Exhibits

During the month of March the Library hosted a total of 118 programs. Educational programming and services, not included in the above totals, accounted for approximately 129 adult education classes, and 882 hours of after-school tutoring; 252 hours of intensive reading instruction for grades K-3 and 630 hours of homework help for grades K-8. After-school snacks were served M-Th. at 14 branch locations.

On March 15 the Hough Branch hosted Legal Aid @ Your Library workshop where 54 patrons received legal consultations from a team of volunteer attorneys and Legal Aid staff.

Centers for Medicare & Medicaid Services (CMS) offered enrollment assistance sessions at 6 locations for 21 days in March. During the month of March the offered benefit clinics in neighborhood branches, as of March 31, benefit clinics have completed 36+ applications for food assistance and other social services. Cuyahoga County Board of Elections conducted outreach in the Louis Stokes Wing; 30 poll worker applications, 11 voter registration cards complete, 17 absentee ballots were complete during their visit. On March 18 the American Red Cross held a blood drive in the LSW Auditorium in which they exceed their goal by 1 pint.

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met privately with the author for a Q&A prior to the event. The private meeting was a result of their participation in a book discussion on the *Salvage the Bones* that was coordinated by Youth Outreach & Programming Coordinator, Nichole Shabazz. Each Glenville student attended the program was given a free signed copy of the book.

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Total programming/educational services related expenditures for March totaled \$ 11,602.30. As of March 31 the Library has generated \$9,975.00 in income from the rental of the LSW auditorium, Lakeshore auditorium and other meeting room spaces throughout the system.

#### *Lunar New Year*

On March 1<sup>st</sup> Foreign Literature Department Manger Milos Markovic and LBPH Library Assistant Doris Yee co-hosted CPL's annual Lunar New Year Celebration in coordination with Outreach and Programming Services.

#### *GED Classes & Learning Express Library*

Business, Economic and Labor Librarian, Susan Mullee taught GED classes on March 3<sup>rd</sup>, 17<sup>th</sup> and 31<sup>st</sup> to CPL patrons. Using the research database Learning Express Library, she instructed students how to use the new High School Equivalency Center. This database features an interactive element which allows students to experience a GED test simulation.

### *Mini Maker Faire*

Staff members from many areas of main library participated in the Mini Maker Faire coordinated by Outreach and Programming Services. Main staff members assisted with logistics, helping the vendors and program participants, and also by providing coordinating materials and displays in public areas. The Youth Services Department hosted the Maker Kids portion of the workshops which included: Replay for KidsWorkshop, Camp Toyland, STEmpowerkids, MakerGrlz, and Make a connection with the Great Lakes Science Center featuring the world famous Banana Piano.

### *Progress with Chess Tournament*

Fine Arts and Special Collections Manager, Pam Eyerdam hosted the 13<sup>th</sup> Annual *Progress with Chess Tournament* in coordination with the Cleveland Municipal School District. Over 500 students in grades three through eight attended the tournament on March 26<sup>th</sup> and 27<sup>th</sup>. Participating students competed for scholarship money for their schools while at the same time learning good sportsmanship and developing critical thinking skills. Ms. Eyerdam was assisted by the Fine Arts and Special Collections staff, other main library staff, branch staff, and CPL retirees who volunteered to help with the program.

### *Music at Main*

CIM Strings Quartet members Erik Theodor-Danciu, David Laikrovich, Ignacio Cuello, and Eric Graff performed selections by Robert Schumann, Tchaikovsky, Beethoven, and Gershwin on March 1<sup>st</sup> for nearly two dozen CPL patrons. Julian Muller delighted the crowd with a special performance of his own composition entitled "*Temperaments*."

### *Chinese Corner*

Foreign Literature Manager Milos Markovic hosted the official opening of CPL's Chinese Corner on March 28<sup>th</sup>. Director Thomas, the visiting Director of the Confucius Institute at Cleveland State University, and guests participated in the official opening ceremony of this language and cultural learning center.

### *Genealogy and Family History Clinic*

The History and Geography Department hosted a Genealogy Clinic on March 8<sup>th</sup>. These ongoing monthly clinics continue to be well attended drawing both beginner and advanced researchers.

### *Rewriting the Masquerade*

Comic book scholar Valentino Zullo led a discussion of women's history, feminism, and the emergence of the female superhero in

the 20<sup>th</sup> century in the Literature Department on March 19<sup>th</sup> as part of Nation Women's History Month.

*Cleveland Play House/Playhouse Square Exhibits*

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*Great Lakes Theatre & Shakespeare Program & Exhibit*

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*Cleveland Boxing Memories: A Conversation with Jerry Fitch*

Senior Subject Librarian Mark Moore coordinated this well attended author visit to the Sports Research Center on March 27<sup>th</sup>.

MEETING ROOMS and SCHEDULING

In March a total of 349 meeting room requests were processed by the OPS department, with a total of 9,843 estimated attendees. This number includes reservations placed for meeting room space in each of the 27 branches, Main Library and Technical Services. Forty-three AV requested were filled for both Branches and Main Library.

BOOKMOBILE/ON THE ROAD TO READING

Meetings with the United States Postal Service (USPS) were held with Chief Financial Officer, Carrie Krenicky, Accounting/Purchasing Manager, Dave Swinerton, and Mobile



Services Manager, Rhonda Pai to discuss new delivery options for the Homebound Program.

## Outreach

### *March Class Visits*

Youth Services staff members Maria Estrella and Kristen Schmidt coordinated the visits and tours of students from Hersey Middle School and Miles Elementary schools. Students from New Tech West High School and Cleveland Montessori also visited main library in March and Youth Services Manager, Annisha Jeffries talked with students from various Cleveland Metropolitan Schools who were participating in the City Year spelling Bee that was held in the Louis Stokes Wing on Thursday, March 6<sup>th</sup>.

### *Poetry out Loud State Finals*

The Ohio Center for the Book became an acknowledged partner in the statewide Poetry Out Loud Competition this year. Literature Department Manager Amy Dawson attended the competition on March 8<sup>th</sup> at the Ohio Dominican University.

### *Islamic Calligraphy at Cleveland Clinic*

Fine Arts & Special Collections Manager Pam Eyerdam and Special Collections Librarian Stacie Brisker presented a program on CPL's collection of Islamic Calligraphy on March 5<sup>th</sup> at the Cleveland Clinic. The presentation was in conjunction with an exhibit at the Cleveland Clinic called *Three Generations* that focused on contemporary Islamic artwork.

### *Foreign Literature Outreach Programs*

The partnership between CPL and the International Services Center resulted in four ESOL class with forty-two student attendees during the month of March.

## Research That's Possible Only at Main Library

- A professor of English from the University of North Carolina at Greensboro inquired about sixteenth- and seventeenth-century English attitudes toward Romania (what would then have been known as Dacia or Wallachia) and the Turks - Special Collections has an extensive collection on the Romani.
- A research request for the song by Cole Porter from the Eyman Dance Collection entitled "*Old Fashioned garden*" was received. CPL is one of 3 public libraries to own this music score.

- A request was made for information from *Modern Opening Chess Theory as Surveyed in Bussum 1969*.
- Graduate students from Kent State University along with their professor, Dr. Miriam Kahn's visited Special Collections to research the 1695 book *An Essay on the Memory of the Late Queen* (by Gilbert Burnet) and the 1698 book *A New Discovery of a Vast Country in America* (by Louis Hennipin). The class assignment was to study the physical aspects of these rare books. Special Collections works with Dr. Kahn to supplement her courses taught at Kent State.
- Retrieved articles concerning the 1928 presidential election results for the Cleveland area as requested by a professor at South Texas College..
- A patron emailed the Microform Center asking about rum running on the Great Lakes during Prohibition.

### Staff Development

Government Documents Senior Clerk Erick Walker attended the "Violent Intruder Response Strategies" class held at the Lakeshore facility.

AV/Lending Manager Kenyatta Abrams worked with several other staff members to develop and present Branch Clerk training during the weeks of March 24<sup>th</sup>-27<sup>th</sup> at CPL Carnegie West, CPL-Rice, CPL Eastman, and CPL-MLK branches

Literature Department Staff Members Jean Collins, Steve Capuozzo and Amy Dawson and Fine Arts & Special Collections Staff Members, Pam Eyerdam and Stacie Briskar attended a March 20<sup>th</sup> Webinar on Identification of 19<sup>th</sup> Century book bindings hosted by the Ohio Library Council.

Materials Handling Manager, Daniel Oreskovic, attended NEO-RLS workshop *A Day for Page Supervisors* on March 20<sup>th</sup>.

Social Science Subject Librarian Helena Travka attended Ohio Library Council Chapter Conference, in Kent, Ohio on March 26<sup>th</sup>.

Children's Librarian, Maria Estrella attended a panel discussion at the City Club on March 25th about how organizations PRE4CLE and Universal pre-k (UPK) are working to make high quality, universal preschool a reality in Cleveland and across Cuyahoga County.

## Other Main Library News

The Schweinfurth exhibit catalog *Uncompromising Architect of Cleveland's Valiant Age* won the Ohio Museum Association's Visual Communication Award!

Science & Technology Senior Subject Department Librarian James Bettinger attended Patent and Trademark Annual Training in Alexandria, Virginia. It was from March 24th-27th, and was required by the U.S. Patent and Trademark Office because the library is a Federal Depository.

Under the direction of Manager Dan Oreskovic and Supervisor Ron Hill, the Shipping Department had another excellent month of no backlogged materials. They shipped out 2,672 boxes, bags and totes to CLEVNET libraries and 4,748 totes to CPL Branches.

### BRANCHES

Addison Branch manager Magnolia Peters attended the Ward 7 Community meeting at Fatima Family Center. Information was shared regarding Free Computer Classes, Writers and Readers Series, Zinio, Kids Café and Youth Tutoring.

Collinwood Branch manager Caroline Peak hosted the Ohio Alliance of Black School Educators at the branch on March 8. Peak attended regular monthly meetings of the East Cleveland/Collinwood Collaborative 3/18; Block Club 3/19 and District Safety Meeting 3/19.

East 131<sup>st</sup> street Branch Manager Ginaya Willoughby attended the Case Western Reserve Speaker's series on March 27, "Public Libraries in the Digital Age." Cleveland Food Bank representative Nicole Niehoff visited the branch on March 20 to discuss healthy eating habits with the children

Garden Valley Branch Manager Rena Hunter reports that two book clubs have been launched with the support of branch staff: Sistuhs in Motion to Read Book Club began with *Baggage Claim* by David E. Talbert. The Rainbow Terrace Book Club began with *PHD to Ph. D* by Elaine Richardson.

Glenville Branch hosted local author Bessie Davis on March 22. Davis led a discussion on her book *"I'm Not Trying to Save all the Children, Just Yours and Mine."*

Harvard-Lee's Learning Center, Rockin the 2-1-6 held their final program session on March 6. Thirty-six people were in

attendance. Branch manager Harriette Parks presented and fielded questions during the March 11 Leadership Team meeting held at the branch.

Hough Branch hosted local author Bessie Davis to kick off Women's History Month. Tech Central staff taught youth how to make "virtual music" on hand-held computer systems as well as conducted weekly computer classes for adults. Branch manager Donna Willingham attended the community Ward 7 meeting

Martin Luther King Jr. Branch has on display (March 8 through April 26, 2014) the MLK Women's Exhibition entitled "Life Cycles of Women

Memorial Nottingham Branch hosted a meeting of the Vital Neighborhood Statistics Department on March 5. Youth Services Library Assistant Alfonzo Daniels attended a workshop given by the Lakeshore Development Corporation on how to better serve the community on March 15.

Rice Branch Manager Ali Boyd continues to represent the library at neighborhood meetings this month. The United Black Fund meeting is being held at the Rice Branch on March 26.

Union Branch manager Marcie Williams attended the Branch Manager's and East Team meeting. Ms. Williams attended the Public Library Association conference in Indianapolis, Indiana this month.

Woodland Branch staff welcomed Adela Garcia as the new Children's Librarian. Ms. Garcia has made contact with Alfred Benesch, East Tech and some local daycares.

At the Eastman Branch many patrons are taking advantage of the tax preparation for low/moderate income individuals/families that is provided by the VITA organization. This service is provided on Thursdays and Saturdays and every day there are people lined up waiting for the library to open so they can have their taxes done free of charge.

At the Fleet Branch a celebration of was conducted for Dr. Seuss's birthday, PBS presented a live character of the author on March 8 at the Branch. Seventy parents and children attended the program.

The Green Machine Science experiments continue to go extremely well at the Fulton Branch. The children were totally engaged; they planted seeds and then watched their plants grow.

The adults were able to receive information from several information tables held through the month: TRI-C Educational Opportunity Centers, Stockyard, Brooklyn Centre, Fulton CDC and the Cleveland Foodbank

The Jefferson Branch will unveil a Little Free Library thanks to the Ohio Center for the Book. The Little Free Library has been on display at the Jefferson Branch with information about the Little Free Library movement.

In addition to the usual youth services activities held at the Rockport Branch, staff hosted 2 scavenger hunts which were enthusiastically and well attended. Youth Services Librarian Cassandra Feliciano attended Literacy Night at Artemus Ward Elementary School where she read and sang to about 63 students. March was branch manager Katie Ringenbach's first full month at CPL during which time she has worked with branch staff to familiarize herself with current branch practices.

The South Branch had the first of a series of a new program called Smart Art. This particular session dealt with artist Vincent Van Gogh. The participants learned about the artist and his artwork. Following this they had the opportunity to paint in the manner of the artist. The program was quite successful and enjoyed by a mixed age audience.

March began with the continuation of weeding at South Brooklyn through the juvenile fiction but more focus was shifted to the weeding of the DVDs & Blu-rays, both being done by the Branch Manager, Luigi Russo, with help of Pages Nelson Morales & Maria Medina. Also being weeded are the adult paperbacks by Adult Library Assistant Anna Kaufman Ford, and the adult Books on CD by Library Assistant Computer Emphasis (LACE) Cheryl Williamson.

The young artists at Sterling created a mural in the meeting room to celebrate the first day of Spring. March was a busy month for the 1st and 2nd graders from Marion-Sterling. The children celebrated Dr. Seuss's Birthday, St. Patrick's Day, First Day of Spring, an early April Fools Day and Marvin Benton's birthday during their weekly reading visits. Tech Central held a Making Video Slideshows Maker Lab. Thanks to our America Reads/CSU tutors for continuing to provide tutoring during their Spring Break.

Walz Branch was very much a community deficit fighter during March. The branch furnished after school meals on a Monday through Friday basis, provided 2 types of tutoring on a Monday-

Thursday schedule. Walz also provided GED instruction twice a week. Walz had assistants for the Affordable health care act and representatives from the Ohio Benefits bank and the Cleveland Foodbank all offering assistance to patrons.

The parking lot at West Park was beyond capacity throughout March due to Monday tax dates with the AARP tax professionals, Saturday CCA tax prep, the concluding days of our regular story time before the Summer Reading Program starts, as well as other various activities and meetings happening at the branch. Circulation continues to be steady. A major weeding project concluded recently, making the branch appear lighter and more browse-able. Branch Manager Michael Dalby led a book discussion with 15 seniors at Gunning Recreation Center.

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

In March, OLBDP circulated 54,075 books and magazines directly to patrons. OLBDP registered 137 new readers to the service. The BARD circulation statistics were not available at the time this report was being written.

OLBDP will be part of the first group of NLS network libraries to upload locally produced audio books to the BARD service. NLS is prepared to begin receiving network-produced audio books for posting on the Braille and Audio Reading Download (BARD) website through a pilot evaluation process. Libraries who wish to submit audio books for BARD must participate in the pilot. The pilot process will be conducted in three phases: evaluation, upload, and verification. OLBDP will send "Joe Tait: It's been a Real Ball" by Terry Pluto since this book has been produced according to the most recent NLS requirements for locally produced digital talking books. Once the book has been uploaded to BARD, it will be available to all NLS network libraries and readers across the U.S. who access BARD.

OLBDP has been working with the State Library of Ohio Talking Book Program to revise our Ohio braille and talking book service loan policy. The current loan policy is dated. Each network library is required to have a written policy regarding loan of books and playback equipment that is approved by the library's administering agency and NLS and is provided in appropriate formats to every registered borrower. The loan policy will also be included in the revised OLBDP reader's handbook scheduled for release later this year.

OLBPD will have a service advertisement featured in the Golden Age Centers 2014 Cleveland guide. OLBPD Library Assistant Ken Redd worked with the Golden Age Centers of America who offered OLBPD a free advertisement in their annual magazine that reaches over 100,000 seniors in Cleveland and the Greater Bedford area.

OLBPD Librarian Michelle Makkos, OLBPD Senior Clerk Mark McCarter, and OLBPD Library Assistant Ken Redd provided information and talks about the service at the Murtis Taylor Low Vision Group on February 6<sup>th</sup>; Westlake Low Vision Group on February 7<sup>th</sup>; Ohio Chapter of Paralyzed Vets on February 21<sup>st</sup>; and the Medina Vets Resource Fair on February 24<sup>th</sup>.

TechCentral

### MC<sup>2</sup>STEM School Internship Partnership Update

CJ Lynce and Sam Tripodis held interviews for two student interns as part of the partnership with the MC<sup>2</sup>STEM School and Youth Opportunities Unlimited program. Catherine Bautista and Marques Ortiz were selected as the successful candidates, and will begin their Internship on April 1. They will be interning in the MakerSpace and TechCentral between 12-20 hours per week, for 8-10 weeks.

### Cleveland Mini Maker Faire 2014

The 2<sup>nd</sup> ever Cleveland Mini MakerFaire was held on April 26. As part of the event, TechCentral had a number of events throughout the day including:

- Live Green Screen Photos
- Laser Engraved Commemorative Name Plates
- Refreshed TechToyBox display, including a Gesture Based Computing display
- Making Duct-Tape Wallets MakerLab (2)
- Making 3D PaperCraft MakerLab (2)

Approximately 2000 people visited TechCentral during the Mini Maker Faire; five times that of a 'normal' Saturday door-count. Additionally, TechCentral provided equipment and resources for OPS and other Maker Faire participants that day.

### Visits and Community Engagement

TechCentral offered a Microsoft Excel class series for 10 students from Max Hayes High School on Thursdays in March. The

class was originally scheduled for the Lorain Branch, but due to a conflict in meeting rooms, the location was changed to the Carnegie West Branch.

CJ Lynce provided a tour of TechCentral and the MakerSpace for a group of local legislators and other guests on March 7.

Suzi Perez participated in CPL's "Book Cart Drill Team" for the St. Patrick's Day Parade on March 17.

Sam Tripodis visited Collinwood High School on March 19 and gave a presentation on TechCentral and the various services offered throughout the CPL system.

CJ Lynce attended the John Carroll University Science Olympiad on March 22, and demonstrated TechCentral's 3D printing service for students and families participating in the event.

CJ Lynce met with Felton Thomas, Executive Director/CEO, John Skrtic, Director of Public Services, and Tara Strum, Cleveland Startup Weekend, on March 27 to discuss ways that Cleveland Public Library and TechCentral can help to support the Cleveland Startup Weekend event on April 11-13.

#### Meetings, Professional Development, and Outreach

CJ Lynce met with Rekiat Olayiwola, Fleet Branch Manager, and Don Shepka, Ohio Desk on March 3, to discuss possible furniture options for the TechCentral Satellite location at Fleet Branch.

CJ Lynce met with Cathy Poilpre, Assistant Marketing & Communications Administrator, and Erika McLaughlin, Strategy Design Partners, on March 3 to discuss options for supplementing the main Cleveland Public Library twitter account with additional information from TechCentral. TechCentral staff will be maintaining a separate twitter handle, @techcentral\_cpl, to tweeting information and news specific to TechCentral.

CJ Lynce met with Beth Hatch, Virtual Services Manager, and George Lenzer, IT/CLEVNET, on March 10 to discuss the timeline for Office365 rollout, as well as perceived training needs.

Sam Tripodis and Denise Williams-Riseng met with Annisha Jefferies, Manager, Youth Services, and Nichole Shabazz, Outreach and Programming, on March 18 to discuss ways of utilizing the *Internet Safety for Families* presentation developed by TechCentral. Denise Williams-Riseng will be



presenting the information as part of the next Youth Services meeting.

CJ Lynce met with a number of IT/CLEVNET staff members on March 20 to discuss the requirements for an online, self-service version of the myCloud orientation.

CJ Lynce and Terry Metter presented at the Ohio Library Counsel's Northeast Chapter Conference on March 26 as panelists for a session on *Creation Spaces in Libraries*.

### TechCentral Staff Changes

Traci Hlafka, former Library Assistant, Computer Emphasis, Walz Branch, transferred laterally to the position of Library Assistant, Computer Emphasis, PTR, TechCentral and began in the TechCentral department on March 10.

### **TECHNICAL SERVICES**

Patricia Lowrey, Director of Technical Services along with Dawn Grattino, Senior Catalog Librarian and Lisa Kowalczyk, Technical Services Librarian, spent many days in contract negotiations during March. Ms. Lowrey met with Beth Hatch, the new Virtual Services Manager on March 12 and gave her a tour of the facility.

Sandy Jelar Elwell and the Acquisitions staff organized a Pizza Sale to benefit Harvest for Hunger on March 14. The pizzas were donated by Technical Services Managers and the sale raised \$184. Technical Services Managers met individually with Kristy Frieden for leadership development coaching.

High Demand: Staff cataloged 550 titles, and added 8,823 items; they ordered 984 titles and 9,994 items. Staff members were also able to process 944 items for the Acquisitions Department.

Several staff took the NEO-RLS webinar "Co-workers are Customers, Too." All staff participated in one-hour civility training on March 19, given by the Human Resources Department. Summer Salem, Technical Services Associate, was trained to work on the college bestsellers, in order to help the Collection Management Department. Carole Brachna, Manager, began to work with Holds Reorder List, to get popular items to patrons more quickly.

Shelf/Shipping: Darryl Pless volunteered to assist the Preservation department in making phase boxes. Stephen Wohl

joined the Staff Development Day Committee and attended two meetings. Mr. Wohl attended a NEO-RLS workshop titled "A Day for Page Supervisors" which was held in Hudson. It was an opportunity for Page Supervisors across numerous library systems to get together and discuss strategies for interviewing, hiring, training and the challenges and importance of the Page role with the library.

The staff of the Lake Shore Shelf/Shipping Department sent 75 items to the Main Library for requests and 145 items to fill holds. Main Library received 594 telescopes, the Branches received 913 telescopes, CLEVENET received 142 telescopes, CASE received 20 telescopes CSU received 10 telescopes and Tri-C received 7 telescopes. A total of 1,686 telescopes were shipped out. The Technicians sent 15,903 new items to the Acquisitions and High Demand Departments.

Preservation: Preservation staff met with Corey Kern, SEIU representative to discuss the department's move to the Main Library. Elizabeth Bardossy represented the Preservation staff at a later meeting with SEIU, Human Resources and Cleveland Public Library (CPL) administrators. Alicia Naab volunteered to act as secretary to the Staff Development Day committee and will help organize this year's event on June 6th. Preliminary planning revolves around the theme of Diversity. Ms. Naab also worked with the committee responsible for Harvest for Hunger and donated gift baskets to be raffled off. Ms. Massey made donations to these prize baskets as well.

Gloria Massey trained Darryl Pless from Lakeshore Shipping to make protective boxes in Preservation. Mr. Pless is now helping alleviate the backlog of materials to be boxed when his work in Shipping permits. Renee Pride prepared four Works Progress Administration (WPA) prints for an exhibit to be held at The Union Club this summer.

Howard Agriesti photographed a large map of West Boulevard Brookside Park circa 1900. While on site, Mr. Agriesti also digitized several other important art pieces, including a large and colorful print of an Audubon blue jay. The items were added to the Digital Gallery and the blue jay print is already the most viewed item in the digital art collection. A total of 354 items were added to the Digital Gallery in March bringing the collection to 46,858 items.

Catalog: Librarians began adding call numbers to more WorldCat records, rather than modifying the records only in the local

database. This will reduce the number of records missing call numbers if they are replaced by the OCLC WorldShare Metadata Collection Manager MARC record delivery. Librarians cataloged 3,529 titles and added 3,495 items for Cleveland Public Library. Dawn Grattino viewed an Ohio Library Council webinar, "There ain't anything in this world that sells a book like a pretty cover: identifying 19th-century publishers' bookbinding's." Amei Hu attended two workshops held in conjunction with the Council on East Asian Libraries (CEAL) annual meeting, one about Chinese, Japanese, and Korean (CJK) name authority headings, and one about electronic resources standards and best practices for CJK content. Staff enjoyed a Salad Lunch planned by Diana Olivares as part of the CPL FIT committee Biggest Mover East vs. West Challenge.

Collection Management: Ms. Mocsiran distributed discretionary ordering procedures to 4 newly hired or promoted Branch Managers and follow-up was conducted over the phone to answer any questions they had.

During March, Ms. Mommers ordered 262 DVD titles for the Branches and the AV Department. Ms. Mommers ordered 2,916 DVDs totaling \$65,999 for the Branch collections and 606 DVDs totaling \$14,585 for the Audio-Visual Department. Ms. Mommers ordered 205 CD titles for the Branches and the Popular Library. Ms. Mommers ordered 1,344 CDs totaling \$16,508 for the Branch collections and 135 CDs totaling \$1,780 for the Popular Library. Bonnie Bolton selected a total of 210 titles for Main Library and Branch juvenile collections this month. Ms. Bolton ordered 1,889 juvenile books totaling \$22,297 for the Branch collections and 210 juvenile books totaling \$2,744 for the Main Library's children's collection. Ms. Bolton also processed 72 Branch discretionary lists for young adult and juvenile titles and submitted them to Acquisitions or High Demand.

Collection Management staff processed 61 telescopes by relocating the floating materials to the branches and college collections at Case Western Reserve University (CWRU), Cleveland State University (CSU), and Cuyahoga Community College Metro Campus (CCC).

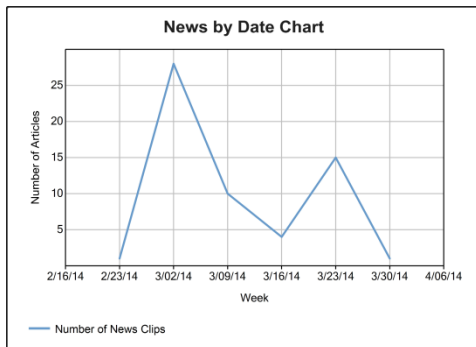
Materials Processing: The Associates cataloged 1,470 new titles for the Cleveland Public Library and added 1,710 records for the CLEVNET libraries. The Associates and Sr. Clerks added 4,914 items. The Technicians worked on 23,423 items.

Christon Hicks trained YoLanda Lawler in cataloging Books on CD and DVDs. Elizabeth Hegstrom with Andrea Johnson from the Catalog Department and Dawntae Jackson from HR interviewed candidates for the Technical Services Senior Clerk position.

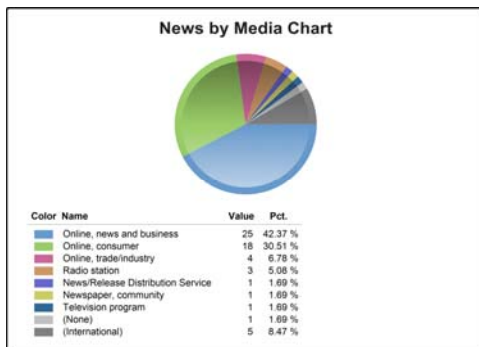
Acquisitions: Acquisitions staff met several times throughout the month to plan and coordinate Harvest for Hunger fundraisers at Lake Shore. Leslie Pultorak, Acquisitions Librarian, located a new vendor for Romanian language materials and placed a test order.

The Acquisitions Department ordered a total of 6,678 titles and 9,285 items (including periodical subscriptions and serial standing orders); received 14,114 items, 1,596 periodicals, and 325 serials; added 731 periodical items, 130 serial items, 611 paperbacks, and 1,747 comics; and processed a total of 1,790 invoices.

**MARKETING & COMMUNICATIONS**



Media coverage for the month of March included 60 print and online publications as well as TV and radio. The full report, available in the Marketing Department, shows ad values of \$24,816.14 with a news circulation audience of 89,864 people. In March, the online print media outlets that featured CPL events and programs received 16,076,648 unique visitors.



The Library began online advertising with *Belt Magazine* linking to the CPL website and Face Book for Writers & Readers. Online ads for Jesmyn Ward and Rabbi Telushkin ran on cleveland.com and mobile site; Print ads for Jesmyn Ward appeared in *Phenomenal Women*, *Campus Observer*, *Ohio Life News* and *La Prensa*; TechCentral was promoted in the TedX

Program Guide; Mini Maker Faire was promoted in *Campus Observer* and *Scene Magazine* and cleveland.com mobile; Sports Research Center in the *Indians Baseball Yearbook*; CPL ad reproduced in pocket spring sports calendars for East Tech, Collinwood, and Glenville high schools; radio spots ran on WZAK 93.1 and 90.3

WCPN for Jesmyn Ward and 90.3 WCPN and WKSU Kent for Maker Faire; Online News and Business was the media category that most featured Cleveland Public Library in March.

Cathy Poilpre worked with Falls Communications to complete 2013 Report to the Community.

Search Engine Marketing with cleveland.com resulted in the CPL ad being viewed 7,113 times on average per week, which resulted in an average of 654 clicks to website per week. *Public library* was the most clicked-through phrase.

#### March-SOCIAL MEDIA

The top 5 most clicked on links from BOTH Facebook & Twitter:

1. March 8th: Meet Beth, our new staff member that is sharing with you what she is reading (Read in the CLE page)
2. March 25th: "Seed Library at Cleveland Public Library branches is source of free heirloom seeds" (Link to [cleveland.com](http://cleveland.com) article about seed library)
3. March 10th: Join us on March 19th for: "Rewriting the Masquerade: Batwoman, Feminism, and the Female Superhero" (link to event page)
4. March 18th: Congratulations to our writer-in-residence, @chefsawyer, a finalist for the 2014 James Beard Award for Best Chef: (Link to Scene Magazine article about Chef Sawyer)
5. March 15th: Do you want to learn computer skills (Link to TechCentral classes page)

Top 5 most engaging posts on Facebook (includes likes, comments, etc.):

1. March 25th: Link to [cleveland.com](http://cleveland.com) article about the Seed Library
2. March 9th: Promotion of Spelman College Jazz Ensemble
3. March 10th: Join us on March 19th for: "Rewriting the Masquerade: Batwoman, Feminism, and the Female Superhero"
4. March 4th: In honor of Women's History Month, who are your favorite female authors?
5. March 28th: Last minute reminder for Mini Maker Faire

#### GRAPHICS

Graphics staff designed, printed, and distributed 184 items in March in addition to graphics for the library website, and 4

staff newsletters, UpNext monthly program guide and MyBranch fliers.

Promotional and printed pieces included: Mini Maker Fair, promotion for Rabbi Telushkin, I Feel Exhibit; Cleveland Play House bookmarks for *As You Like It*, and *Informed Consent*; branding for Summer Reading Club; wrap designs for mobile charging stations; Graphics put up an exhibit at the MLK Branch for Women's History Month, printed the OLBDP Handbook and *Dimensions* newsletter, and wrapped 30 barrels for Harvest for Hunger, assembled packets for Legislative Day, designed Board presentation for Enlightenment Consulting Group.

WEBWARE [www.cpl.org](http://www.cpl.org) and other CPL sites

Twitter followers are up from 5,414 in 2013 to 8,064 currently. Facebook fans are up from 5,081 in 2013 to 6,347 currently. Downloads of books in an electronic format (eBooks) were up from 88,528 in 2013 to 113,470 currently.

Library News on the cpl.org homepage featured pages built for the following news item: National Book Award Winning-Author Jesmyn Ward Coming to Cleveland Public Library; Cleveland Public Library Board of Trustees Meeting; Cleveland Public Library Welcomes Acclaimed Speaker & Author Rabbi Joseph Telushkin; and Ohio Poem in Your Pocket Day.

During the month of March, the following new events, programs, and information were promoted on pages of cpl.org: Writers & Readers--Rabbi Telushkin; Mini-Maker Faire; Ohio Poem in Your Pocket Day; Shakespeare's 450th Birthday Celebration Events; I Feel exhibit; Brown Bag Book Club kick-off: House of Horrors; and Zinio; ArtLab.

6 Popular Topic pages were updated with new book lists in March.

The 31st "Off the Shelf" (March 2014 issue) was sent out on March 7, 2014, to a distribution list of 3934. This issue featured: Exciting Authors Coming to Cleveland Public Library: Jesmyn Ward and Rabbi Joseph Telushkin; A Musical Evening at Martin Luther King, Jr. Branch: Spelman College Jazz Ensemble Performance; Cleveland Mini Maker Faire Returns to Cleveland Public Library; Rewriting the Masquerade: Batwoman, Feminism, and the Female Superhero. The following new releases were promoted: Uganda Be Kidding Me by Chelsea Handler; The Walking Dead: the Fall of the Governor: Part Two by Robert Kirkman, Jay Bonansinga; and Success Through Stillness: Meditation Made

Simple by Russell Simmons, with Chris Morrow. The following events were promoted: I Feel: Understanding Emotions Together; Celebrating William Shakespeare's 450th Birthday; Brown Bag Book Club; Seed Library: Basic Vegetable Gardening; and Cleveland Boxing Memories: A Conversation with Jerry Fitch.

On March 4<sup>th</sup> a page was built for Read in the CLE Feature Reader Rabbi Telushkin.

On March 5<sup>th</sup> the Statistical Insight and Kompass databases' new URLs were added to the Research Databases page and also added to Squid and EZproxy.

On March 7<sup>th</sup> the Off the Shelf e-newsletter was built and sent out.

On March 7<sup>th</sup> the news story Cuyahoga County: Library Mecca - Community Discussion (C. Ellen Connelly, Felton Thomas, and Nancy Levin) was posted.

On March 17<sup>th</sup> the Marquis Whose Who database was removed from the Research Databases page.

On March 18<sup>th</sup> the Board of Trustees page was updated with new pictures.

On March 18<sup>th</sup> Flashdance: The Musical, April 1-13, 2014 was added to the Theater Popular Topic PlayhouseSquare page and Clybourne Park, March 21 - April 13, 2014 was added to the Cleveland Play House page.

On March 20<sup>th</sup> the Harvest for Hunger donation link and story were posted to Staff Center homepage.

On March 25<sup>th</sup> the OLBPD Dimensions Newsletter issue #34 was posted to the OLBPD section.

On March 27<sup>th</sup> working with the Literature Department Ohio Poem in Your Pocket Day was promoted and [cpl.org/poem](http://cpl.org/poem) was set up to download this year's poems (PDF).

On March 31<sup>st</sup> the 2013 Annual Report (Interactive Version and PDF) were uploaded and linked from the Annual Reports & Strategic Plan page.

## **PROPERTY MANAGEMENT**

The Property Management office completed numerous branch inspections and continues to monitor utility bills. We continue to meet with and monitor the work of the contractors working on the gas conversation project for LSW and Main. We are attending weekly meetings with Bostwick Design Partnership to develop a Digital Hub at Main.

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. New pneumatic damper actuators were installed on all ceiling mounted (HVAC) vav boxes and the existing thermostats were all recalibrated at Glenville. A bad bearing assembly on the hot water pump was replaced at Jefferson. Several units' damper actuators were replaced, checked operation of vav boxes #19 and #20 that supply the meeting room and worked with contractor to replace a bad 6" isolation valve on the boiler at Lakeshore. A water filter was installed on the geo thermal water system at Langston Hughes. Data lines were run for two new people counters and access control at the entrance to LSW. Installed four new VFD's for the return fans for the HVAC system, replaced lamps and track lighting fixtures in the auditorium, and installed new LED recessed lights in old incandescent recessed lights fixtures at LSW. Replaced fan motor for fan cool unit, and installed temporary electric heating unit to keep the room warm during single digit weather in shelving department at Main. The roof drain was snaked out; filters and fan belts were replaced on the main HVAC unit at MLK. A new electric hand dryer was installed, all lamps and ballasts were upgraded to be more energy efficient and LED lighting was installed to replace incandescent at Rockport and Sterling.

The Carpenters and Painters installed a Little Free Library at Jefferson. Doors were repaired at Fleet, South, Woodland, Rockport, and Union. Painting continues at LSW and Main.

The Garage serviced vehicles, #4, #9, #10, #11, #17, #20, #24, and #25. Snow removal and repair of snow blowers was completed as needed.



## SAFETY & PROTECTIVE SERVICES

### Protective Services

#### Activity

Month	Total Dispatch Activities	Ave per day	Total Alarms	Branch Emergencies	Branch Visits	Downtown Campus Incidents	Incident Reports Generated	CPL access activities
Mar 2014	5,531	213	179	36	284	201	47	70
Feb 2014	5,524	240	177	35	278	158	41	69
Jan 2014	5,426	226	199	21	260	209	45	76
Dec 2013	6,250	272	239	34	224	254	58	86
Nov 2013	6,407	267	257	44	211	229	84	425
Oct 2013	5,648	226	301	42	262	144	63	61
Sep 2013	6,371	265	270	20	251	140	36	204
Aug 2013	7,134	264	263	23	265	216	37	242
Jul 2013	6,264	241	149	21	239	167	67	198
Jun 2013	5,671	236	38	49	224	180	52	340
May 2013	5,474	211	42	25	377	257	59	N/A
Apr 2013	4,525	185	36	30	466	297	71	N/A
Mar 2013	3,791	145	25	40	564	188	52	N/A

#### Special Attention, Special Events, and Significant Incidents

- 03/24-27/2014 SPS De-escalation training for branch clerks
- 03/2014 Lake Shore Upstage Players
- 03/26-27/2014 Main Chess Tournament
- 03/28/2014 Rice Branch College Open House
- 03/29/2014 Main Maker Faire

#### Protective and Fire Systems

- The Library Board of Trustees Approved replacement of the Fire System at the Lake Shore Facility. The plans have been submitted to and approved by the city and installation is complete. Fire system was inspected and is now in service.
- The Access Control Systems at Lake Shore, Downtown, Rice and Garden Valley Branches have been completed and verified by SPS.

#### Contract Security

- There has been some staffing issues at the branches and continues to be addressed by G4S.

## Administration

- Interviews will be conducted for Safety & Protective Services Officer positions if there are qualified candidates.

## INFORMATION TECHNOLOGY & CLEVNET

### Accomplishments This Period:

#### KnowItNow24x7 (KIN24x7):

The Statewide Coordinator presented two programs with 60+ people attending altogether at the Ohio Library Council Northeast Chapter Conference. KnowItNow24x7 promotional materials were also distributed and questions answered about the service.

#### Virtual Services and Web:

(See Web statistics)

#### Software:

(No updates related to strategic initiatives to report at this time)

### Key Items in Progress This Period:

#### Converged Technologies and Software:

Ann Palomo will retire at the end of April 2014. Hilary Prisyblla will serve as the interim Manager while a search is conducted.

#### Website Stats:

CPL.ORG

Visits

236,727



Unique Visitors

181,434



Pageviews

426,350



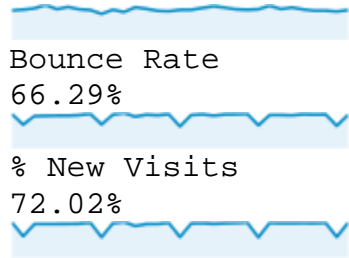
Pages / Visit

1.80



Avg. Visit Duration

00:02:13



Cleveland Public Library 300,903 - <a href="http://www.cpl.org">www.cpl.org</a>				70.58%
2.	Home	16,216	3.80%	
3.	Research Databases - Cleveland Public Library	10,560	2.48%	
4.	Branch Locations - Branches - Cleveland Public Library	4,583	1.07%	
5.	MyTunes	4,100	0.96%	
6.	Books, Movies & More - Cleveland Public Library	3,993	0.94%	
7.	Locations & Hours - Cleveland Public Library	3,977	0.93%	
8.	header include	3,696	0.87%	
9.	My Account - Cleveland Public Library	3,507	0.82%	
10.	Research & Learning - Cleveland Public Library	3,373	0.79%	

CPL.BIBLIOCOMMONS.COM - this data is very relevant considering is it not just the catalog but a discovery tool. Since 60% of our traffic goes to this site.

Visits

90,367



Unique Visitors

35,974



Pageviews

808,630



Pages / Visit

8.95



Avg. Visit Duration

00:05:48



Bounce Rate

12.54%



% New Visits

30.62%



1.	(not set)	250,956	31.03%
2.	Search   Cleveland Public Library   BiblioCommons	167,388	20.70%
3.	CLEVNET	91,587	11.33%
4.	Log In   Cleveland Public Library   BiblioCommons	67,864	8.39%
5.	Active Holds   Cleveland Public Library   BiblioCommons	42,137	5.21%
6.	Checked Out   Cleveland Public Library   BiblioCommons	38,494	4.76%
7.	My CLEVNET   Cleveland Public Library   BiblioCommons	35,965	4.45%
8.	Recent Activity   Cleveland Public Library   BiblioCommons	30,592	3.78%

9.	Movies   Cleveland Public Library   BiblioCommons	3,166	0.39%
10.	Recently Returned   Cleveland Public Library   BiblioCommons	2,591	0.32%