

DIRECTOR'S REPORT

October 21 2010

Monthly Statistics

Circulation for the month of September was 553,283. This is a decrease of 4% from last year's September circulation of 578,846. A closer analysis of the numbers uncovers that the average hourly circulation per hour is up at the branches and the Main Library. It seems that the reduction in hours during the summer by almost 11% and our continued closures on Sundays have affected the ability of some patrons to check out items from the Library.

Despite the reduction in hours, the additional 46 Gates computers that have been added are providing our residents with more computer access. The number of computer sessions was up by 5%, from 81,371 in 2009 to 85,629 in 2010. Additionally, the number of hours in use for our computers rose from 46,214 in 2009 to 56,440 in 2010. This was an increase of 22%.

Attendance for the month of September was 334,208. This is a decrease of almost 6% from last year's September attendance of 354,967. Both the Main Library and branches reported decreases in attendance. Similar to our analysis of the circulation statistics, our average visitor number per hour has increase both at the Main Library and the branches.

Program and Outreach Highlights

September was a great month for CPL programming. Working in collaboration with the Anisfield-Wolf Book Awards, CPL hosted bestselling author Walter Mosley. Mosley served as the kickoff to the Anisfield Wolf Book Awards programming as well as the first chapter in our 2010-2011 Writers and Readers series. An audience of approximately 275 attendees were thrilled by Mosley's anecdotes and their ability to discuss with Mosley the many famed characters from his books.

CPL was proud to host a visit from the new state librarian, Beverly Cain. Ms. Cain was in town to attend the Ohio library for the Blind and Physically Disabled (OLBPD) 11th Annual Family Fun and Learning Day. The event was well attended and honored the former manager Barbara Mates with an award. **Will Reed (OLBPD Manager)** and his staff did a wonderful job, honoring for the first time 29 users of OLBPD who were 100 years or older.

In partnership with Fifth Third Bank, CPL presented its first "Saluting the Dreamers" Award to Margaret Wong for her commitment and dedication. The award ceremony was held on September 2^h and included remarks from Albert Ratner, co-chairman of Forest City and Sister Judith Ann Karam, President and CEO of Sisters of Charity Health System.

Marketing and Communications

September's "Start Fresh" campaign, while challenging for our staff and our patrons, ultimately proved to be very successful overall for CPL. A complete statistical review of the numbers will be available next month; however, early reports show a sizable increase in the amount of fine revenue. A great deal of the success of the program must be given to Tena Wilson (Marketing and Communications), Cathy Poilpre (Graphics), Cindy Lombardo and John Skrtic (Public Services), Michael Ruffing (Main - Business), Anastasia Diamond-Ortiz (Main - Computer Learning Connection), Carlos Latimer (Main - Reference), Dan Oreskovic (Main - Lending), and our Lending staff throughout the system.

Buildings Update

The Rice Branch was featured in a number of magazine and newspaper articles recently due to the hard work of our marketing staff. CPL has just earned Silver L.E.E.D. certification for the Rice Branch and the announcement of this worthy project was published in the Plain Dealer's Business Section, as well as American Libraries Direct Online Newsletter. A more extensive presentation of the announcement was provided in *Properties Magazine*, written by Jennifer Wahl of Bostwick Design Partnership.

Meetings and Activities

- I attended a welcome reception for Evelyn Gates, the new Executive Director of the Cleveland Museum of Natural History.
- I served as a presenter at The Lit's First Biennial Lantern Awards celebrating Northeastern Ohio authors.
- Sadly, I attended the funeral of staff member Robert Allen.
- I attended with staff member Mark Moore the two-day Sustainable Cleveland Summit 2010.
- I attended a meet and greet with Michael S. Barr, Undersecretary for Domestic Finance and Assistant Secretary

for Financial Institutions, U.S. Department of the Treasury at the Buckley King office.

- I spoke before the Community Safety meeting held on September 30 by Councilmen Kevin Conwell, Jeff Johnson and T.J. Dow to discuss the possible movement of the 3rd District police department.

CLEVNET

September's total OverDrive CLEVNET eMedia collection circulation was 27,989, sizably up from last year's total of 18,153. CPL has 2098 total followers on Twitter and the Facebook page currently has 2,385 fans.

Staff Highlights

The CPL's Work of Wonder award winners for September were **Melanie Guzman-McCarter** of General Reference Department, **Marilyn Nichols** of Science Department and **Kelly Ross** of Fine Arts, Special Collections Department.

PUBLIC SERVICES

Much of the public services focus during the month of September dealt with preparing staff for the implementation of the Start Fresh campaign. AV/Lending Supervisor Dan Oreskovic and Acting Public Services Manager of General Reference Carlos Latimer prepared a training module and related materials on the campaign that was rolled out to via group meetings with branch staff at all locations. A second training session was held at all locations to prepare staff for the implementation of the Library's collaboration with Unique Management, a materials recovery service, as well as new procedures for public printing and use of computers that began October 1st. Thanks go out to the many Library agencies, departments, and individuals who worked so hard to make the Start Fresh campaign successful and to prepare the way for a smooth transition on October 1st!

MAIN LIBRARY

Programs/Exhibits:

Audio Video Lending Department Supervisor, Daniel Oreskovic, Lending Supervisor, attended various Managers Meetings throughout the month. Mr. Oreskovic also accompanied Cindy Lombardo and John Skrtic and toured all 28 Branches to speak

about Unique Management. The AV techs set up for various events including the Library Board Retreat, Writers and Readers Presentation, County Transition Public Forum, Board Meeting, the Margaret Wong presentation, and the Treasure of State Program. Four Main Library subject departments (BEL, FA, SCI, and SOC) contributed research for the reference scavenger hunt that took a great deal of time to prepare.

Business, Economics, and Labor librarian Evelyn Lichtenberg prepared a relevant display of circulating books for participants in the "Women and Money 2010" conference held at Main Library on September 30. Susan Mullee worked to keep the "Career and Employment" literature carousels stocked and properly displayed at all 28 branches and in the department.

Fine Arts hosted *Music at Main* with J. Blues on Sept. 18 (30 people in attendance). Eyerdam coordinated the exhibit *Portraits of Homelessness*, sponsored by the Lutheran Homeless Ministry in the lower level of LSW. Amy Dawson installed two exhibits in celebration of *Octavofest*. Eyerdam installed the *Words & Winds of War Poster Collection* (from NEA and San Antonio Public Library).

Foreign Literature Librarian Victoria Kabo installed two new displays of Russian bestsellers in the department. On September 24, 2010, Mary Torres participated in UVA Partnership meeting at Eastman Branch.

A group of 30 students from Lutheran East High School participated in a reference scavenger hunt throughout the Main Library. Michelle Makkos, Melanie McCarter, and Olivia Hoge organized and coordinated the day ahead of time, presenting information and working with the students. The Literature Department assisted with the Anisfield-Wolf program, hosting author Walter Mosley, on [Sunday](#), September 12.

Popular Department staff members April Lancaster and Sarah Moore included Cookbooks and True Crime in the lobby outside the department.

Several meetings were held with RGI and Marketing staff regarding the progress of the Sports Research Center (SRC) in Social Sciences.

Outreach:

Acting Business Department Manager Michael Ruffing spoke with Tom Woodworth, representative of SCORE (Service Corps of Retired Executives, "Counselors to America's Small Business") to plan a workshop featuring CPL resources. Susan Mullee, BEL Librarian, and Bob Murnan, Government Documents Librarian, will collaborate on the presentation, which will take place November 18. Fine Arts Librarian Michael Dalby posted new book titles on the music popular topics page; edited and posted a podcast of the J. Blues program; and sent in requisitions for November Music at Main program.

Eyerdam coordinated bibliographic outreach with Cleveland State University (two Art History classes for Dr. Thomas, one Art History Seminar class for Dr. Baskin, and one Urban Studies class for Ann Marie Weiland focusing on Cleveland City Planning) and an outreach session for the Orientation at the Virginia Marti College of Fashion & Design located in Lakewood, OH.

Foreign Literature Department staff focused their efforts on promoting library's "Start Fresh" campaign. Flyers and emails were targeted to Chinese, Russian, and Spanish speaking patrons. On September 25, 2010, Caroline Han attended the International Community Council annual meeting at Western Reserve Historical Society and distributed "Start Fresh" flyers to attendees.

On September 11, Manager Burdick presented the program "Cleveland Public Library Electronic Genealogy Resources," to the Northeast Ohio Computer Aided Genealogy Group's monthly meeting.

Acting Public Administration Library Manager Pam Benjamin met with Audrey Hall from the State Library of Ohio regarding Federal Library Depositories and various training webinars on 9/3.

Social Sciences Librarian Tonya Jenkins coordinated Medicare talks at the Fleet Branch on 9/21 and South Branch on 9/14.

Collections/Reference:

The pace of weeding picked up during the month in the Business Department. Numerous out-of-date directories (foreign telephone books, outdated contemporary criss-cross directories for U.S. cities, etc.) were withdrawn, freeing up a substantial amount of

shelving. On many days, two or more full trucks of withdrawn material were sent to Shelf Division or to the recycling bin.

Fine Arts staff attended the monthly department staff meeting reviewing items such as the Start Fresh program and new duty assignments with new staff (Primm & Ross). Ms. Dawson corresponded with researcher George Barry about a possible donation; consulted with preservationist Ann Olszewski and Michael Ruffing about the *Perry Cragg Scrapbook material*.

Map Collection staff are finishing the weeding project of superseded USGS maps of other states. The maps will be offered to other libraries as directed.

Literature Department Librarian Timothy Phillips and former Center for the Book staff member Dianne Russell attended the National Book Festival on September 25th. Literature Department Manager Ron Antonucci met with Director Felton Thomas regarding his request to have Ohio Center for the Book initiate a "[March \(Book\) Madness](#)" program.

Staff/Professional Development:

Audio Visual staff member Angela Harris-Scott, Subject Department Clerk AV, transferred to the position of Technical Services Senior Technician on September 28.

Know-It-Now software was installed on all librarian and library assistant PCs in BEL and CLC, and the CLC staff was trained in KIN. This arrangement allows maximum scheduling flexibility in the department.

Fine Arts staff members Michael Dalby and Kelly Ross attended NEO-RLS workshop on speaking skills. Michael Dalby attended NEO-RLS workshop on performance metrics. Bruce Biddle made a visit to Columbus Metropolitan Public Library / Main. Eyerdam attended the EASE workshop on *Boundary Management*. Subject Department Librarian Oksana Kraus retired from Special Collections on September 30, 2010.

Acting General Reference Manger Carlos Latimer attended the monthly manager's training, EASE workshop on conflict resolution that included an overview of the Union contract. On 9/7, PAL Librarian Elaine Herroon attended the webinar class "Federal Depository Libraries - the Basics."

Popular Department Manager, Richard Fox attended a meeting to discuss the pull-list and the potential for the Main Library

Subject Departments to bring consistency to the way their lists are tallied and filled.

Pam Benjamin is offering staff librarians the opportunity to lead the monthly departmental meeting to enhance their resume and professional development. The offer is optional. The Social Sciences Department September meeting was led by Mark Moore.

Tonya Jenkins attended the NVN Voter Engagement Training on 9/14. She also created voter information displays in Social Sciences and the Main and Louis Stokes Wing for the upcoming election.

Pam Benjamin participated in a ½ day management training session on team building on 9/2, an Overdrive webinar on 9/23, and an all-day management training re: boundaries on 9/29.

Youth Services Manager Sandy Nosse attended the Main manager's meeting and along with Ellen Leavitt, conducted the Youth Services Meeting. A department meeting was also held, with all staff in attendance. Sandy also attended the Teambuilding Workshop and EASE Boundary Management Workshop. She visited Hough Branch for one of the two required yearly visits.

WEST TEAM

- The West and East Team Managers continued to meet with Public Services Administrators throughout the month of September to address on-going branch issues and develop strategies to implement system-wide initiatives and programs.
- All West Team Branch staff worked diligently at communicating the "Start Fresh Campaign". Youth Service staff visited area schools and distributed information related to the campaign and adult patrons were informed of the new program.
- Youth Services met for their monthly meeting on September 15.
- New West Team Children's Librarians met with Sandra Nosse, Youth Services Head for of ongoing training modules.
- West Team branches continued to adapt to SAM changes. Several branches are still anticipating the arrival of the sign up stations. The stations will bring homogenization to patrons' access to computers at the branches.
- Branch Computer aides met on September 16, 2010.

- West Team Managers reported an increase in computer training.
- The West Team manager was given the status of branch managers and youth services personnel orders for the month of September.
- Clerk staff attended training provided by Public Services' staff regarding the fine, fee, and policy changes taking place on October 1st, 2010.
- Branch circulation was robust during the month and branches processed large quantities of telescopes. Due to the Start Fresh Campaign, branches reported a surge in returned items.
- West Team Branches were supported by Public Services substitutes who assisted in alphabetizing the DVD collections.
- All West Team Managers attended *Organizational Change: Managing Boundaries, Resistance and Conflict*.
- Human Resources, Automation, and East and West Team Public Service Managers worked jointly to interview Library Assistants - Computer Emphasis candidates on September 1. The West Team Public Service Manager assisted in the coordinating of interviews and informing candidates of their new appointments.
- Public Services substitute, Rosa Simone was hired as the Library Assistant, Computer Emphasis at the Sterling Branch. She started in the position on September 26, 2010.
- The West Team Public Service Manager worked with Branch Managers at Rockport, West Park, Walz, and Fulton to interview and hire pages for existing vacancies. The interviews occurred during the week of September 19.
- Audrey Snowden, South Branch Children's Librarian resigned from her position.

EAST TEAM

- The staff at the Collinwood Branch was busy reorganized, weeded, and cleaned up the branch. There were approximately 55 new library cards issued.
- The East 131st Branch Library now has a SAM Sign-Up station.
- The Garden Valley Branch placed a display on voting in the branch to encourage patrons to vote.
- Glenville Branch Manager Carol Johnson conducted a very successful Adult book discussion. The group has as many as fourteen participants.

- Manisha Spivey, Children's Librarian at the Hough Branch, was involved in additional training for Children's Librarians throughout the month of September.
- Christopher Busta-Peck, Children's Librarian at the Langston Hughes Branch, visited area schools in order to promote branch children's programs.
- A major community meeting was held at the Martin Luther King, Jr. Branch on September 30th to discuss the changes that may occur in the University Circle.
- The Memorial-Nottingham Branch Library joined in the Family Fun and Learning Day that was held for the Ohio Library for the Blind and Physically Disabled.
- The Mt. Pleasant Branch Library is in the process of weeding their collection and reorganized the library.
- The Rice Branch Library served as a summer distribution site for City Fresh.
- The Youth Services staff at the Union Branch was busy throughout the month of September visiting the schools in their service area. Staff passed out literature and had an opportunity to meet with teachers.
- The Youth Services staff at the Woodland Branch library created several book displays in the branch to enhance the appearance of the library.

OHIO LIBRARY FOR THE BLIND AND PHYSICALLY DISABLED

OLBPD circulation has continued to increase since the introduction of the digital talking book service and the OHIO-BARD digital talking books download service. OLBPD circulated 64,255 items directly to patrons in September, with an additional 6,093 books downloaded by patrons using OHIO-BARD. Over 60% of OLBPD readers have a digital player, and OLBPD is circulating close to 20,000 digital talking books per month as the collection continues to grow.

OLBPD hosted its annual Family Fun and Learning Day on September 15, 2010. Patrons enjoyed the new venue outside under the white tent, and the weather cooperated with a beautiful late summer sunny day. Beverly Cain, the new State Librarian, was the keynote speaker.

OLBPD hosted Marybeth Wise, the Library's National Library Service (NLS) consultant on September 8-9th. Ms. Wise met with staff and with the Public Services Administrator to evaluate how well OLBPD is meeting the standards and guidelines set forth by NLS and the American Library Association/Association of

Specialized and Cooperative Library Agencies (ASCLA). She will supply an evaluation and report within ninety days of her visit.

OLBPD has launched its digital talking book duplication workstation and is now in the process of repairing and replacing damaged digital books and identifying high demand titles to supplement copies in our collection.

OLBPD introduced its new logo to be used on marketing and promotional materials about the service. Special thanks to Tena Wilson, Cathy Poilpre and Monica Morabito for working with OLBPD on this design! Director Thomas introduced the new logo in the September 30th staff newsletter along with a nice article on Family Fun and Learning Day.

NLS has announced that the final production of new titles on cassette will be October 1, 2010. The announcement comes as part of the NLS initiative to transition patrons to the new digital talking book machine. Beginning in October, OLBPD will only be ordering Braille and digital talking books from our copy allotment requests.

Will Reed met with Kelly Davis from Greater Cleveland Volunteers on September 30th in an effort to find ways to recruit more volunteers to help with inspections of returned books.

OLBPD submitted staff requisitions to Human Resources to post a PT Duplication Technician position, and to hire a Page.

MOBILE SERVICES

Bookmobile Statistics:

- 47 Stops (Bookmobile was off road Sept 1-3 for repairs)
- 97 New library card applications
- 630 Persons on board
- 822 Reference, 673 Directional in person
- 93 Reference, 57 Directional via phone
- Holds count is incomplete at this time.

Linda Sperry weeded Black World duplicates and transferred the items to Langston-Hughes. She is working on weeding CDs via a non-circ report from Collection Management. Weeded CDs are being transferred to MLK. Extra Large Print was also transferred to MLK. Linda completed discretionary orders for juvenile paperbacks and replacements (September and October), adult

paperbacks and replacements (September), and Adult Bonus Books. Kelli Newsom completed discretionary CD and DVD orders including the bonus 50 DVD order.

Delta Sigma Theta Sorority's Literacy Festival will take place at Daniel Morgan School on Oct. 23. The bookmobile will participate and Vicki Beggiani will be the literacy speaker. The department looks forward to participating in the event, which was a highlight of last year.

Doris Yee registered 60 children for library cards at the Asian Services in Action after school stop. Linda has been coordinating a large number of applications for Sunbeam School stop during library card sign-up month.

On September 23, Linda and Ken Redd (OLBPD) spoke at Eliza Jennings Nursing Home to 14 residents. Eliza Jennings is an existing bookmobile stop, but one with small attendance. The talk, which included a version of "Bookmobile Bingo" was meant to encourage more use of the bookmobile by residents, and to make them aware of OLBPD services they might wish to use.

One candidate was interviewed for the open Mobile Services clerk (20 hours) position. She withdrew after the interview, so more interviews will take place in the near future.

"On the Road to Reading" Statistics & Activities:

- 12 Pediatric and WIC sites were visited with 139 people contacts at these sites
- 69 daycare classes were visited with a total of 711 in attendance
- 814 items were circulated in 37 deposit kits.

September was an extra busy month for "On the Road to Reading" as staff members were visiting new daycares for the first time. Twenty-eight sites are being served including four CMSD preschool classrooms

Rhonda worked with Merce Robinson and the Friends to purchase giveaway books for the pediatric and WIC site stops. The books will be ordered by the Borders store at Tower City.

Deposit collections for OTRR were reorganized, the bags were cleaned, and kits are currently circulating.

Rhonda met with the new education coordinator at the Children's Museum. She will be working on swapping out the deposit collection OTRR has at the museum.

Over the summer, story time sheets, which are given to the staff at daycares served by OTRR, were enhanced by including an explanation of how the books being demonstrated best demonstrate the six skills of early literacy.

TECHNICAL SERVICES

Patricia Lowrey attended the United Way Kickoff Pancake Breakfast, the Retirement Party for Mike Herman, the Board Retreat, the Walter Mosley Writers & Readers Program and the Anisfield-Wolf Book Award presentation. She also attended the financial update session for the upcoming contract negotiations with SEIU 1199.

All Technical Services Managers attended a Management Training sessions.

Collection Management: Bonnie Bolton volunteered to visit three Branches, Hough, Glenville and Sterling to assist and instruct new staff members selecting materials. Ms. Bolton continues to assist in the Shipping department and also helps deliver department mail throughout Technical Services. Laura Mommers continues to volunteer to help in short-handed Technical Services departments by assisting staff in both Acquisitions and Shipping. Ms. Mommers continues to represent Technical Services as the lead figure for Cleveland Public Library's teams competing in the Corporate Challenge and will do so through 2011. Pam Pressly continues to process Branch adult discretionary ordering and also volunteers to help in the Technical Services Shipping department one day a week.

Rollie Welch's street lit column appearing in Library Journal's Booksmack! online newsletter on September 16. Mr. Welch co-authored a column in the September VOYA journal concerning teenage boys and their tastes in music. Mr. Welch also wrote a 27 page chapter called "Everything Street Literature" which was published in *Integrated Advisory Service. Breaking Through the Book Boundary to Better Serve Library Users*, edited by Jessica Moyer. The book was published in early September.

High Demand: The High Demand staff ordered 3,082 titles and 26,600 items. The number of items ordered was an increase of 21% from last month. Staff added 820 titles and 18,361 items, up 40% and 25%, respectively, from the previous month. They paid 773 invoices for a total of \$ 272,208.19 in materials.

In addition to the increased flow of materials, the High Demand staff continued to help cope with the staffing shortage in the Shelf/Shipping Department by adding the routing slip to items. Dale Dickerson and Mya Warner continued to offer their services in Shelf/Shipping, opening boxes. Anarie Lanton and Rosalyn Easley each worked in the Acquisitions Department for four days, helping to get the department caught up with placing orders.

Shelf/Shipping: Shelf/Shipping staff sent 199 items to Main for requests. Staff sent a total of 1,591 telescopes of new materials to public service agencies. A total of 30,804 new items were received and transported to the Acquisitions and High Demand Departments.

Judy Waid, a page, left the Library for another position. Angela Harris-Scott, took the position of Technical Services Senior Technician.

Book Processing: Materials Processing completed work on 28,737 items in September.

DVD processing changed to include the first word of the DVD title along with the 7 digit number in response to requests from Public Service. Elizabeth Hegstrom attended the September Library Board meeting, a meeting with Automation and Technical Services, and met with a representative from BFC.

Catalog: Staff cataloged 7,144 titles and added 13,251 items. Elizabeth Hegstrom presented the changes that Materials Processing is making to the labels on DVDs. Catalog staff will write the first word of DVD titles that are in foreign languages on the routing slip to assist the Material Processing Technicians working on DVDs. Michael Monaco and Andrea Johnson met with OCLC representatives to discuss CPL's cataloging subscription.

Cathy Jo Graves, Vivian Grayson, Shirley Jones, Theresa Mallette, Rodney Lewallen and YoLanda Lawler continue to volunteer to help out in Shelf/Shipping.

Acquisitions: Laura Wallencheck, Preservation Assistant, and Regina Houseman, Catalog Librarian, continued to volunteer in the Acquisitions and Serials Section respectively. Anarie Lanton and Rosalyn Easley, Technical Services Associates in the High Demand Department, volunteered to help place orders and receive library materials in the Acquisitions Department.

Acquisitions staff ordered a total of 7,203 titles and 10,993 items, received 14,359 items, and processed a total of 1,915 invoices. Serials staff received 2,826 periodicals and 491 serials, added 231 items and 3,344 paperbacks, processed 249 periodical and serial claims, and modified 226 serial controls.

Preservation: The digital files for the Rhodes High yearbooks were received. Fifteen East Tech high school yearbooks and 26 John Hay yearbooks were prepared for scanning and shipped to the vendor. David Furies in Social Sciences obtained (from the school) copies of pages missing from the CPL copy of the 1913 East Tech volume, in order to make a complete digital edition. Patron Paul Klein's copy of the 1919 East Tech yearbook was scanned and a facsimile printed for the Library. A Glenville yearbook from 1951 was loaned by a patron for scanning. Digital versions of nine Central High school yearbooks, 1905-1915, were added to the Digital Gallery.

Ann Olszewski and the Cleveland Park Plans task force met to assess materials on September 15. Elizabeth Bardossy completed treatment of the early mall plan and three West Side market blue prints. Gloria Massey produced enlarged copies of three official resolutions in honor of the Carnegie West 100th Anniversary. Renee Pride mounted these for display at the branch. Gloria Massey completed digital editing of the files for the first of the Mears Baseball Scrapbooks, and began editing files for the Ohio Architect and Builder.

Laura Wallencheck volunteered in the Acquisitions department receiving Main Library books. Elizabeth Bardossy, Laura Wallencheck, and Gloria Massey shared mail delivery duty.

MARKETING & COMMUNICATIONS

Communications to staff and patrons were centered on the "Start Fresh" campaign during September. Although efforts focused on notifying the public of the Library's new focus on *accountability*, programs and services highlighting free and equal access continued.

Major promotions for the month included "Start Fresh," Writers and Readers with Walter Mosley, Saluting the Dreamers with Margaret Wong, and the Ohio Library for the Blind Family Fun and Learning Day.

Planning during September included Octavofest, the Women of a New Tribe exhibit, the Sports Research Center, Hispanic Heritage Month 2011, the Spectrum dialogues, and the November-December program guides.

Meetings held and attended included regular weekly meetings with the Marketing and Communications Department managers of Graphics and Programming and Scheduling Services; weekly Administrative and Executive Council meetings; David Fitz, Strategy Design Partners; and multiple meetings with representatives from local media outlets.

Special projects underway include:

- Parking (arrangement made with BP parking for Writers and Readers program on November 7 for 100 parking spaces)
- Library mascot research
- Sports Research Center
- Communication plan for Main Library Reorganization
- Case Western Reserve University Mandel Center's Earned Income workshop with Cindy Lombardo and Debbie Hajzak
- Louis Stokes Wing Auditorium sound and stage design
- 2011 program planning
- Drafting all marketing and communications procedures
- "Libraries Work" marketing campaign with the nine libraries in Cuyahoga County
- Annual fundraiser of The Friends of the Cleveland Public Library

News releases distributed and posted at www.cpl.org included: Saluting the Dreamers Tribute Honors Margaret Wong, Cleveland Public Library Welcomes Award-Winning Author Walter Mosley, Celebrate the Book and Paper Arts at Octavofest, Author and Poet Sapphire Featured at Cleveland Public Library's Writers & Readers Series.

Graphics Department staff, under the direction of Manager Cathy Poilpre, designed, printed and distributed 149 pieces. A new logo was designed for the Ohio Library for the Blind and Physically Disabled. The "Libraries Work" campaign group also unanimously chose the logo designed by CPL to represent all of

the libraries in Cuyahoga County. Five staff newsletters were designed, as well as ads to promote the "Start Fresh" campaign and the Writers and Readers author series.

Programming and Scheduling Services staff, under the direction of Acting Manager Aaron Mason, planned and implemented special programs throughout the Library, and assumed outreach duties during the leave of absence of Outreach Manager, Chrystal Carr Jeter.

Special programming initiatives during September included:

- Cleveland Goes to College initiative
- 2010-2011 Youth Opportunities Unlimited Prime Time program at Martin L. King, Jr. Branch
- Center for Community Solutions/Kaiser Foundation 2011 health series in select branches
- Learning Centers project
- Celebrate with Books publication and website presence
- Hispanic Heritage focus group
- Maltz Museum Nazi Olympics Committee participation
- Help Resources, Inc. Scholarship Award program
- Women in Business program of the Ohio Treasurer of State
- Soul Soldiers fundraiser and panel discussion at the Case Western Historical Society
- Meeting room scheduling project
- Winter Reading program planning and Target Corporation grant; website presence
- Training newly hired Children's Librarians in branches

The Webware team, Amy Pawlowski and David Reynolds, created a special section celebrating "Banned Books Week" for the Library website. Weekly meetings were held with Marketing staff to coordinate efforts and maintain the editorial calendar for use by the Webware team for the purpose of the timely addition and removal of graphics from website pages.

During the month of September, the following events, programs, and information were either edited or added to promote on www.cpl.org: Friend's Fundraiser, Saluting the Dreamers, Banned Books Week, Octavofest, the Winds of War Exhibit, Computer Classes, Writers & Readers Walter Mosley, and Writers & Readers Sapphire.

The Library was featured in print and electronic media during the September for an ad value that exceeded \$55,100. A complete

clipping file and monthly ad value reports are available in the Marketing and Communications Department.

SUMMARY: September 2010 "Start Fresh" Campaign

- Plain Dealer Newspaper - ad running September 8, 10 and 12
- Call and Post Newspaper - ad running twice in September
- Community News Network newspaper - ad running in September issue (distribution: churches throughout Cleveland)
- Cleveland Cultural Gardens program September 19, 2010 - program ad
- Mayor Jackson's Weekly E-Newsletter - eblast August 27
- WKYC TV-3 - interview with director running between 5-7am September 6
- WKYC TV-3 - live interview with director on noon show September 13
- Bookmarks to all CMSD schools for distribution to every student
- Bookmarks and flyers available by request to all staff for use in churches or community groups
- University Circle's enewsletter innerCircle - listing in "Around the Circle"
- CPL Facebook posting
- 102.1 FM WDOK radio - spots running throughout month of September (endorsement by Trapper Jack of "Trapper Jack and the Morning Show")
- 91.3 FM WZAK radio - spots running throughout month of September
- WERE 1490 AM radio - spots running throughout month of September
- "Basheer Jones and Company" WERE 1490 AM radio - interview director Thursday, September 9
- Jim McIntyre's "Cleveland Connection" on 98.5 FM WNCX radio - interview director (date TBD)
- Mark Krieger, General Manager, WJCU 88.7 (John Carroll University) - spots running in September
- Sara Corrigan, General Manager; Katie Wallace, Public Affairs Director, WCSB 90.3 (Cleveland State University) - spots running in September
- Adam Spektor, General Manager; Victoria Lovegren, Public Affairs Director, WRUW 91.1 (Case Western Reserve University) - spots running in September
- Victoria Lovegren, Public Affairs Director, WRUW 91.1 - spots running in September

- Spanish Start Fresh fliers - mailed 57 to patrons Foreign Literature's mailing list, emailed 133 Spanish patrons and 182 non-Spanish Speaking patrons for a total of 315 emails

BUILDINGS SERVICES

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

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. The boiler was inspected and serviced at Addison. Temporary repairs were made to the exhaust fan until the new one comes in at Brooklyn. Repairs were made to the second floor A/C unit at Eastman. The boiler is being reinsulated at Fleet. The filters were changed on the rooftop unit at Harvard-Lee. A multi power strip was installed in the multipurpose room at Lorain. The pre filters on air handling units 1, 2 and 3 were changed and all the lights bulbs on the high ceiling of the lower level of LSW were changed. The pre filters on air handling units 20, 21, 22, 23, 24 and 25 were changed and the fan assembly on the center fan coil on the 4th floor north side was replaced at Main. The condensing coil on the rooftop unit at Rice was cleaned. Several light fixtures were up graded from T12 to T8 bulbs and ballast at South Brooklyn. The header on the heating coil in the boiler was replaced and a bad motor on the hot water system was replaced at Woodland.

The Carpenters and Painters removed the benches in the reading garden at West Park for repair and painting. A new counter top was installed in LBPD. The walls were repaired and painted in the sport center on the 5th floor of LSW. Painting was completed at Carnegie West, Collinwood, Garden Valley, LSW and South Brooklyn.

The Garage serviced vehicles 3, 12, 15, 16 and the bookmobile.

SECURITY OPERATIONS

Director's Irregularity Report Summary: Security Operations submits a monthly report to the Director summarizing all Main

Library, Louis Stokes Wing, and all Branch Library Irregularities.

Security Systems: The access system in the Main Library complex, Lake Shore Facility and Garden Valley is fully operational.

Alarm Systems: Burglar and fire alarm systems at all branches are fully operational. Burglar and no close alarms are documented in the Security Operations Alarm Log book and followed-up on by a Security Operations Supervisor on a daily basis. Reports are also produced by Security Operations tallying the alarms and types for each branch for follow-up and training purposes. Cuyahoga Valley Patrol responded to 12 alarms 4 of the 12 were caused by staff.

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

Closed Circuit Television: Closed circuit television systems are monitored in the Security Operations Command Center office, and at the Louis Stokes Wing security desk, Rear Dock security office, Main Library building security desk, and the Lake Shore Facility security desk.

All CCTV cameras are operational with the exception of the following cameras at this time Main Complex cameras #2,3,6,12. Lakeshore cameras #4,13. Memorial camera #6. Rice camera #10 and Rockport camera #11.

Identification Cards: Security Operations continues to issue photo identification cards to new staff members and to replace lost cards.

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

3M Book Detector Alarm Systems: On a daily basis, the 3M Book detector alarms are checked in the Main and Louis Stokes Wing. The Branch Patrol Supervisors inspect the book detector systems at the branches each time they visit. All are operational at the time of this report with the exception of one faulty detector at the Union Branch and one faulty detector at the Fleet Branch.

The Branch Managers were made aware of these problems at both branches.

Lost and Found: An inventory of all lost and found items is conducted on a monthly basis at the Louis Stokes Wing Security Operations Desk. During the months of September a total of 7 items were returned to their owners; 1 bag of miscellaneous items were donated to Goodwill Industries.

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

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

Branch Patrol: Security Operations currently operate two Branch Patrol Units. Branch Patrol Units respond to all branches when called upon by staff members and regularly patrol and visit all branches several times a week.

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

Branch Patrol supervisors are continuing to investigate Security Irregularity reports from the branches. Security Operations produces reports each month summarizing branch location, type of incident, and time of the incident to ensure coverage at the branches is adequate. Branch Patrol Supervisors conducted 58 branch investigations.

SUMMARY OF IRREGULARITY REPORTS RECEIVED

Month	2009	2010	Change
January	63	50	-13
February	52	40	-12
March	76	63	-13
April	55	52	-03
May	50	37	-13
June	63	42	-21
July	60	26	-34
August	59	50	-19
September	53	58	+05
Year to Date	531	418	-113

AUTOMATION SERVICES

CPL Projects:

To prepare for debt collection reporting test runs of the debt collection software were done and the PAYPLAN status was removed from any user accounts with a CPL registration. Pay plan notes were removed from approximately 12,500 user accounts.

Mr. Carterette and Mr. Finnegan met with representatives of Hewlett Packard to discuss a Personal Computing Initiative. The purpose is to provide library users that have completed a training program to have a fuller computing experience, much like a home user enjoys, by using new remote desktop technology. Hewlett Packard is exploring funding a proof-of-concept project.

A special section celebrating "Banned Books Week" was posted on www.cpl.org. The section highlighted lists of banned and challenged books as well as staff reviews of selected titles.

A new "Ask Public Services" page was added to the Staff Intranet. The section allows staff to post questions which are then answered by Public Service Administrators.

Three new "Fall Celebrations" book lists were featured in the Kids' Read It! Section of www.cpl.org. These book lists replace the three Back to School book lists.

The Hardware team is working with Facilities and Public services to review computer placement and wiring, and electrical needs for safer and more convenient public use. This month teams visited Collinwood, East 131, Mt. Pleasant, Rice, and Harvard Lee.

A special report was created for the Literature Department listing the 200 most-circulated adult and young adult titles in 2010. A new weekly report was created for Interlibrary loan to list overdue materials.

Policy file changes were made to reflect new policies adopted by the Board in September:

The default price for ILL-BOOK was changed to \$100, bill threshold was changed to \$25.00, and provisions were made to create LOSTCARD bills.

SAM PC management sign-up stations were installed at Fulton, Union, Harvard-Lee, and Glenville branches. A new version of the sign-up station client has also been deploying the new version of the software to existing sign-up stations. The SAM database was also purged of invalid patron records.

Mr. Lenzer attended the Branch Computer Aide meeting as the Automation Services liaison. A number of technical issues were discussed and questions that could not be answered immediately were recorded and answered in an email message.

During the month of September, the following events, programs, and information were either edited or added to www.cpl.org: Friend's Fundraiser, Saluting the Dreamers, Banned Books Week, Octavofest, the Winds of War Exhibit, Computer Classes, Writers & Readers - Walter Mosley; Writers & Readers - Sapphire, and the Blue Man Group book list.

The following pages were edited, added, or promoted on the CPL Staff Center: Staff Hires, Internet and Computer Policies, Fines & Fees Schedules, and the Warm-up Cleveland! Project.

Library News on the www.cpl.org homepage featured the following items for August: Saluting the Dreamers Tribute Honors Margaret Wong, Cleveland Public Library Welcomes Award-Winning Author Walter Mosley, Celebrate the Book and Paper Arts at Octavofest,

Author and Poet Sapphire Featured at Cleveland Public Library's Writers & Readers Series.

Mr. Finnegan and Mr. McLemore working with Facilities, Security and Shelf Department explored using Push to Talk cell phones as replacements for radios, walkie-talkies, and pagers. Equipment was obtained for a three week trial. It was established that the Push to Talk phones do not adequately address Security's needs, but will be useful for Facilities staff currently using pagers. Shelf Dept staff will use wireless Cisco phones.

Several changes were made to the phones in the Business subject department. Phone repairs were made in General Reference, Union Branch, Audio-Video and Science and Technology. The payphone in Lorain was upgraded and put on the Voice over IP network.

CLEVNET Projects:

The CLEVNET Directors' Panel met on September 20. Discussion topics included adding the 538 field to hit lists in Workflows to facilitate identifying Blu-ray format movies; the opinion issued by OLC regarding ORC 1347 regulating personal information systems; the Lost and Paid reports and refund policy; and the Public Relations committee plans and budget for 2011.

Working with SirsiDynix, Automation identified a situation that resulted in some titles occasionally losing indexing. This first surfaced as staff reported current popular titles that could not be found in the catalog. Every once in a while there is a conflict accessing arbitrary records in the catalog when the indexing and other reports are running. The Software Team developed a way to identify records that did not get indexed and insure that the dynamic and permanent indexes are updated.

A workstation in a CPL branch was infected with malware that sent out over 50,000 spam email messages in a seven hour period. Email coming from the shared CLEVNET Zimbra server was temporarily blocked by Hotmail. Mr. Lenzer was able to resolve the problem.

Shaker Heights and Wayne County started using debt collection online. Retrospective records for Madison Public Library, which has been using Unique Management with manual procedures, were loaded into the system by the Software team and are being reviewed.

A number of policy changes were made for CLEVNET libraries including Barberton, Cleveland Hts-University Hts, Elyria, Madison, Medina, Ritter, Shaker Hts, Twinsburg, and Wayne County. 2011 closed days were entered for all buildings.

To support circulation of children's movies to juveniles, extensive changes were made to online policies for Hudson and global updates to user and item records.

The Noble Branch of the Cleveland Hts-University Hts Public Library was temporarily closed for extensive renovations. The Software Team marked that collection non-holdable and removed it as a pickup library from the Catalog. Existing holds were globally edited to be picked up at the Lee Road branch. The branch collection was shadowed from the public catalog.

The Software team created twenty-five weeding reports for various agencies; a monthly listing of new items added for Milan-Berlin; and began creating quarterly progress reports of Lost and Paid materials, leading up to the annual invoice.

The Flowan Helpdesk software was upgraded.

The Network Team met with Harbinger Consulting at Peninsula Library to review network updates; configured Quality of Service (QoS) for voice over IP (VoIP) on Twinsburg's network; configured Euclid's network for VoIP and QoS, and adjusted VLAN assignments; configured Milan and Berlin Heights branches for VoIP and QoS; installed a wireless access point at the Willowick branch of Willoughby-Eastlake; and configured switches for CHUH to support virtual desktops. DNS and firewall changes were made for Cleveland Hts-University Hts for a new Exchange server. Software was updated on all Linux based DNS servers.

The Hardware team assisted East Cleveland Public Library with the installation of Deep Freeze Enterprise including the console.

KnowItNow:

Arrangements with NEO-RLS for continuing AfterDark service were formalized for the 2010-2011 year.

Mr. Boozer taught the first section of Dr. Miriam Matteson's reference class at Kent State University's School of Library and Information Science (SLIS). The students were given a brief history of KIN24x7 and also were trained in the SparkRef

software. Students will work two one hour shifts as part of the requirements for completion of their class.

On September 10, an online forum for KnowItNow24x7 librarians was held using the conference feature of the SparkRef software.

Currently the KnowItNow service provides users the choice of web chat, email, and instant messaging. For some time the issue of including SMS text messaging has been investigated. Working with the Oregon service, L-NET, and considering solutions offered by SourceN and the in-house text notification system, a clear strategy was developed, with a company named Mosio providing the favored solution.

Mr. Boozer attended the Family Fun Day at the Ohio Library for the Blind and Physically Disabled on September 15 and gave a talk about the instant messaging features of the KnowItNow service.

The Pathfinder Editorial Committee met and decided to make Pathfinders available to any librarian, whether or not logged in to the KnowItNow Providers web site.

Jodie Lyons, Kirtland Public Library, and Mr. Boozer provided online demonstrations to the Paulding County School District.

Statistics

	September 2009	September 2010
OverDrive Downloads	12,389	21,118
Twitter Followers	1,399	2,098
Facebook Fans	Not yet implemented	2,385

Automation Services Statistics, 09/2010				
	# Cases Opened	# Cases Closed	Site Visits	TOTAL
HARDWARE				
CPL Main	141	114	46	301
CPL Branch	205	189	86	480
CPL Lake Shore	44	29	15	88
CLEVNET	29	24	6	59
PUBLIC	2	1		3
HARDWARE TOTAL	421	357	153	931
SOFTWARE				
CPL Main	32	32		64
CPL Branch	19	18		37
CPL Lake Shore	7	7		14
CLEVNET	101	100		201
PUBLIC	8	8		16
SOFTWARE TOTAL	167	165	0	332
WEBWARE				
CPL Main	14	14		28
CPL Branch	3	3		6
CPL Lake Shore				0
CLEVNET	7	7		14
PUBLIC	35	35		70
WEBWARE TOTAL	59	59	0	118
KIN				
CPL Main	14	12		26
CPL Branch	10	8		18
CLEVNET	9	4		13
PUBLIC	2	1		3
KIN Library	10	10		20
OHIOLink Library	2	2		4
After Dark	2	2		4
KIN TOTAL	49	39	0	88
GRAND TOTAL	696	620	153	1,469