

DIRECTOR'S REPORT

December 16, 2010

Monthly Statistics

Circulation for the month of November remained stable at 593,970, an increase of less than 2% increase over last year's November circulation of 583,054. These numbers are impressive, considering that the Library was open fewer hours to the public, and Veteran's Day was a staff furlough day. A factor in the increase was the Woodland closure during part of November last year.

The number of computer sessions was down by 15%, from 86,581 in 2009 to 73,772 in 2010. Additionally, the number of hours in use for our computers increased from 47,449 in 2009 to 51,273 in 2010. This was an increase of 8%. As mentioned above, the additional closed day to the public affected these numbers, but the mixed message of the numbers may relate to our new procedures for computer use.

Attendance for the month of November was 300,348. This is a decrease of almost 8% from last year's November attendance of 326,645. Both the Main Library and Branches reported decreases in attendance.

Program and Outreach Highlights

On November 7, CPL welcomed the author *Time Magazine* hailed as the "great American novelist." Mr. Franzen absolutely delighted a crowd of over 600 bibliophiles with captivating stories and some impromptu humor. When a student in the room asked Mr. Franzen to help him with a paper he was writing, Mr. Franzen responded, "Let me get this straight, you would like me to help you with a paper you are writing....ummm, no." The crowd found that as funny as Thomas Mulready of Cool Cleveland asking Mr. Franzen to sign his iPad. The CPL staff did an outstanding job of promoting and implementing the program.

On November 4, Board President **Thomas Corrigan** and I attended the Octavofest closing reception. The reception was held at the Intermuseum Conservation Association and was sponsored by Case Western Reserve University's Kelvin Smith Library.

The Friends of Cleveland Public Library hosted their annual fundraiser "Unlock the Mystery!" on November 6 in our Main

Library. The event was well attended and allowed the guests to interact with famous mystery book authors and characters, such as Nancy Drew, Sherlock Holmes, Edgar Allen Poe, and Agatha Christie.

In collaboration with the Soul Soldiers exhibit at the Western Reserve Historical Society, CPL presented two film and discussion programs at the Carnegie West and Martin Luther King, Jr. Branches. The program explored the plight of African American soldiers in the Vietnam War and their treatment during and after the war. Both programs were well received.

On Saturday, November 26, CPL partnered with the Downtown Cleveland Alliance, Huntington Bank, and other downtown entities to celebrate Winterfest 2010. The programs which promoted holiday activities throughout Downtown were very successful, as was the library program. Nearly 200 audience members enjoyed hot cocoa and cookies while being entertained by the Andrew Venable Celebration Library Chorus, Rainey Institute, and Karamu Theatre.

Marketing and Communications

Anastasia Diamond-Ortiz was interviewed on November 9 by Radio Disney host Jag as a part of their "Staying Safe While Online" campaign. Cyber-bullying has recently come to the forefront as an issue that is significantly affecting young people, and CPL offered tips for parents to keep their children safe online.

CPL has 2,196 total followers on Twitter and 2,722 Facebook fans.

Buildings Update

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

Meetings and Activities

- I met with Judith Mansour, Executive Director of the LIT, to discuss ways that our organizations could work together.
- I attended a program to honor Jesse Owens by designating East Roadway near Public Square as Jesse Owens Way.
- I attended a reception for the new editor of the Cleveland Plain Dealer, Debra Adams Simmons with Board President **Thomas Corrigan**.

- I met with the Metro Directors and State Librarian, Beverly Cain, to discuss legislative advocacy plans.
- Cleveland Public Library hosted a Turkey Bowl to support the United Way. Six of the nine library systems in Cuyahoga County were represented and five of the library directors were in attendance.

CLEVNET

November's total OverDrive CLEVNET eMedia collection circulation was 23,307, sizably up from last year's total of 13,140.

Staff Highlights

The CPL Work of Wonder (WOW!) award winner for November was **Amy Dawson**, Special Projects Librarian, Fine Arts and Special Collections Department.

PUBLIC SERVICES

MAIN LIBRARY

Programs/Exhibits:

- Audio-Video Technicians provided technical support for the Jonathan Franzen, *Writers and Readers* program, *Winterfest*, *Soul Soldiers* and many other meetings and programs scheduled throughout the system.
- Acting Business, Economics, and Labor Manager Michael Ruffing met with two representatives of the Legal Aid Society of Cleveland Ann McGowan Porath, Managing Attorney, Intake Unit and Volunteer Lawyers Program, and Melanie Shakarian, Director of Development on November 23 regarding future programs.
- Fine Arts Librarian Bruce Biddle and clerk Magaly Lannum participated in the CPL Choir for *Winterfest*. Special Collections Department was host for the Friends fund raiser
- "Unlock the Mystery" on November 6. Staff assisted in preparing the department for the event. Librarian Amy Dawson is preparing an exhibit for January 2011 titled *Women in Chess*. Fine Arts Manager Pamela Eyerdam is preparing 2011 exhibits *Women of a New Tribe* (2nd floor Main and at MLK) and the *Robert A. Little* architect exhibit in conjunction with the Cleveland Artists Foundation.

- Foreign Literature Librarian Victoria Kabo hosted Russian Book Club meeting at Memorial Nottingham Branch. Eleven patrons attended event and checked-out 14 items following the program.
- On November 10 Maps Librarian Tom Edwards held a workshop in the CPL Computer Lab instructing participants on basic research principals using Google Earth. History Department held a Genealogy Clinic on Saturday, November 13.
- With assistance from the Social Sciences and the Science and Technology Departments, Public Administration Library (PAL) created a Thanksgiving display. Money was approved and transferred to PAL so that a display rack could be ordered to hold the great variety of pamphlets and literature.
- Displays featured in the Popular Library during November included books and magazines on Thanksgiving, True Crime and Serial Killers, Horror Stories, and books to travel with. Richard Fox led the Main Library Book Discussion Group in a discussion of *A Day and a Night and a Day* by Glen Duncan on November 3.
- Also on November 3, Mr. Fox facilitated a discussion at Cleveland State University on *No Impact Man* by Colin Beavan, which was the Common Reading Book for freshman this year. Over 60 members of the students, faculty, and staff attended.
- Social Sciences Librarian Mark Moore secured permission to screen the documentary, *Only the Ball was White* for the "Pride and Passion" exhibit. On November 14, Social Sciences Book Club discussed *Fatal Vows* by Joseph Hosey. Librarian Tonya Jenkins conducted the November "Sneak Peek First Friday" event on November 5 for senior patrons.
- Youth Services hosted class visits from the E-prep school. The computer lab was reserved for this visit and staff provided bibliographic instruction. Sandy Nosse and Kathryn Feeley (Acting dyad manager of Garden Valley and Woodland) conducted the morning session and Jen Wihebrink and Christine Feczkanin presented the afternoon session.

Outreach:

- On November 9, Computer Learning Coordinator, Anastasia Diamond-Ortiz was interviewed by host Jag as part of Radio Disney's Backyard Show. She provided information to listeners of Radio Disney's on staying safe while online and recognizing cyber bullies.

- During the month of November, Anastasia Diamond-Ortiz visited 26 branches to demonstrate the tech toolbox and distribute memory card readers for branch staff to use with patrons. Items in the tech toolbox are now listed in the catalog under tech toolbox and may be checked out by Library staff by contacting CLC.
- Fine Arts Librarian, Kelly Ross is working on 2011 April program to highlight Audubon's *Birds of America*. Guest lecturers will present programs during Saturday hours. Talks by James McCarty, *Plain Dealer* bird watch columnist, Dr. Andrew James (Head of Ornithology at the Cleveland Museum of Natural History), the Art Curator from the Cleveland Museum of Natural History, and one other bird enthusiast are being arranged. Librarian Amy Dawson volunteered to be a judge for the *Society of Ohio Archivists Ohio History Day Project*. Ms. Dawson was a guest lecturer for a Kent State Library class on Saturday November 20 for Dr. Roland Baumann's course on Archival Cataloging and Description. Dawson attended the ICA Annual Meeting at the Tremont Pointe Community Center and heard a presentation of the restoration of two groups of WPA murals worked on by the group.
- History Manager Ron Burdick attended a recognition luncheon at the Cuyahoga Valley Career Center in Brecksville. The luncheon recognized the several organizations and businesses that sponsored teachers at their workplaces as part of the "Teacher's in the Workplace," program. On November 15, the Northeast Ohio Archival Spatial Data Infrastructure (NEO-ASDI) Committee met in the Map Collection to continue ongoing research into collaborative sustainable digital preservation and access within the northeast Ohio area.
- Popular Department Manager, Richard Fox and Assistant Public Services Administrator, John Skrtic met with representatives from Tri-C on November 29 to discuss the implementation of a browsing collection at the Metro campus in 2011.
- Social Sciences Department staff members Pam Benjamin and Harriette Parks met with John Skrtic, Merce Robinson, and Amy Pawlowski regarding Cuyahoga Community College and the GED/ABLE transition as well as pertinent information to be added to the CPL web site.
- Youth Services Manager Sandy Nosse was a judge for Cleveland Scores Poetry Competition. Sandy also attended a training session to be a judge for the Maltz Jewish Heritage Museum's "Stop the Hate" essay contest. Numerous

CPL staff members are serving as volunteer reviewers again this year for this contest.

Collections/Reference:

- Business Department staff continued to weed aggressively, with 2-3 trucks being withdrawn per week. Several boxes of new display materials (book cradles, book racks, and sign holders, etc.) were received on November 30 and will replace and augment existing holders to sharpen the look of the department.
- Mr. Ruffing guided the purchase of "Mergent/Moody's Manuals Historical Collection" through CPL's review and procurement process. The department will purchase the content to this historical collection for \$25,000 using all remaining book funds from 2010 and funds from 2011 and 2012 (if needed). This collection offers digital access to all of the information-rich manuals published by Moody's/Mergent since 1909.
- Fine Arts librarian William Anderson finished reviewing a sheet music gift and added selected items to the collection. Librarian Michael Dalby continues to work on his MLA 2011 session proposal on digital music delivery services for public libraries and has done numerous catalog corrections.
- Final wording on the contract between NewsBank and the Library for perpetual rights to the *Plain Dealer* online database between 1845 and 1991 was finalized. Patrons should have access to the new database early in December.
- Archival copies of the "State of the City Address" for Cleveland covering the years 1991-2005 were requested by Mayor Frank Jackson's office and converted to PDF documents, which in turn were shared with PAL.
- Social Sciences librarian Mark Moore proposed a way to focus the collection development aspect for baseball materials by breaking it into four areas targeting four time periods: baseball fiction (1860-1910), baseball instruction manuals and how-to's (1910-1960), Black baseball history (1960-present), and Jackie Robinson (1945-1975).

Staff/Professional Development:

- Cindy Lombardo was named Acting Deputy Director effective January 2, 2011. John Skrtic was named Acting Public Services Administrator effective the same date.

- Anastasia Diamond-Ortiz was promoted to the position of Acting Assistant Planning and Research Administrator. Her last day in the Computer Learning Connection will be Friday, December 3.
- Michael Ruffing was promoted to a new position titled "Assistant Acting Coordinator of Research Collections & Services" starting January 2, 2010. Program and Scheduling Services Manager, Aaron Mason will be moving to Acting Public Services Manager, Business, Economics, and Labor.
- Carlos Latimer was promoted to Acting Assistant Public Services Administrator - Popular Collections and Services beginning January 2.
- Popular Library Manager Richard Fox will be taking over Mr. Latimer's position as Acting Public Services Manager of General Reference. Sarah Moore, Popular Department librarian will become Acting Public Services Manager of the Popular Department on January 2.
- Ellen Leavitt, Neighborhood Team Manager East retires on December 17. Stephanie Tyus, currently Acting Dyad Manager of Hough and Langston Hughes will become Acting Public Services Neighborhood Team Manager, east team.
- Larry Hinton, OLBPD Clerk, was promoted to the position of Library Assistant - Computer Emphasis in the Computer Learning Connection, effective December 6, 2010. Seventeen people applied for the CLC position and eight were interviewed following a thorough screening process.
- AV/Lending Department Manager Daniel Oreskovic, visited the Shaker Heights Library, along with John Skrtic, to view a presentation about shelf check out machines.

WEST TEAM BRANCHES

- West Team Branches focused on meeting standards and objectives of the new branch checklist. Branches were visited on several occasions and managers were charged with engaging staff to meet the ideal standard of a functional branch. Completed checklists were given to managers and upper level administrators for review.
- South Branch hosted the program *Tell Me the Truth: Art Journals*. The teen art journals program is a four-session long program. Teens are encouraged to express themselves by contributing pages to blank journals. The blank journals will circulate between four different CPL branches so that the blank books will be filled by teens all over the city.
- The Adoption Network of Cleveland set up a display on adoption at the Broadway Branch.

- "Ohio & Erie Canal: a new kind of National Park" was warmly received by Broadway Branch patrons.
- The League of Women Voters met at Fulton Branch and had Case Western Reserve University, Professor Bromley, specialist in housing speak on "Foreclosures."
- Classical Music Appreciation Month was celebrated at the Carnegie West Branch. A violinist from the Oberlin College Conservatory of music and two oboe players from the Cleveland Institute of Music performed for two visiting classrooms.
- Several Vietnam veterans and individuals impacted by the Vietnam War were featured with the program *Soul Soldiers*. The event included a panel discussion with African American Vietnam Veterans who served and lived in Vietnam during the war. Following the panel discussion was a showing of the documentary *In the Land of Jim Crow: Vietnam - The Dream Shot Down*.
- Northeast Ohio College Preparatory School (I Can Schools) grades K-7 visited the Jefferson Branch.
- In recognition of Native American History Month, Rockport Branch held a Native American Dance program. An audience of 30 participated in the tribal *Round Dance* and the *Snake Dance*. Audience members also learned about the historical significance of native groups connected to Cleveland and Cuyahoga County and key events related to the settlement of Ohio.
- South Brooklyn's program "Connect Your Community" continued twice-weekly computer classes.
- Staffing level adjustments resulted in the following clerk transfers:
 - Crystal Hammond (Rockport) from Union
 - Justin Smith (Lorain) from Addison
 - Quentin Congress (Eastman) from Sterling
 - Daniel Nabb (Lorain) from Eastman

EAST TEAM BRANCHES

Throughout the month of November, branch staff has been very involved in the process of enhancing the appearance of each East Team branch. Emphasis has been placed on "de-cluttering" the facility and weeding the collection. A checklist has been given to each Branch Manager to ensure that all areas in the branch are better organized and more appealing to library patrons. Circulation workrooms have been reorganized, important staff information is now posted for all staff to see, and each staff member is now responsible for some aspect of the improved appearance of their branch. Individual tasks have been

delegated to staff members, and the staff member now has a stake in the overall appearance of their facility. The East Team Manager is very pleased with the progress and the overall improved appearance of the East Team branches.

- The Addison Branch was very busy on Tuesday, November 2. The branch served as a polling location and, as a result, many residents visited the branch that day.
- The "Page Turners" Book Club led by Branch Clerk Elizabeth Brown-Patterson at Collinwood Branch continues to be successful.
- East 131st Branch Manager Paula Logan-Reid was appointed to represent Cleveland Public Library Branches at the 2010 "Economic Re-Opener" that was a part of the SEIU 1199 Bargaining Unit Contract.
- The staff at the Garden Valley Branch created a book display on the Thanksgiving holiday.
- Glenville Branch Manager Carol Johnson conducted the Glenville Branch Adult Book Club. This book club was created three years ago and continues to be successful.
- Collection Manager Rollie Welch visited the Harvard-Lee Branch and assisted with weeding the Reference Collection.
- Staff has been working to create more attractive displays and refocus various areas of the collection at the Langston Hughes Branch in an effort to improve the marketing of library materials.
- Martin Luther King, Jr. Branch Manager Darlene Ronney has been very busy planning and preparing for the system-wide Martin Luther King, Jr. program in January.
- GED classes began in mid-November at the Memorial-Nottingham Branch Library.
- Mt. Pleasant Branch Manager, Paula Logan-Reid, attended the Mt. Pleasant Arts, Culture & Entertainment District Advisory Board Meeting on November 19.
- Library Assistant Eric Eubanks joined the staff at the Rice Branch. Mr. Eubanks previously served as the Library Assistant (Youth Emphasis) at the Union Branch.
- Union Branch Children's Librarian Donna Willingham conducted a Thanksgiving Literacy and Craft program.
- Kristen Schmidt, he Children's Librarian at the Woodland Branch, attended an orientation program at the Maltz Museum to become a volunteer reader for the "Stop the Hate" essay competition.

MOBILE SERVICES

Bookmobile Statistics

53 Stops

8 New library card applications

657 Persons on board

970 Reference, 539 Directional in person

152 Reference, 67 Directional via phone

Holds counts - Sept 968 filled, Oct 1172 filled, Nov 1139 filled

On the Road to Reading Information

- 12 Pediatric and WIC sites were visited with 60 people contacts at these sites. 43 daycare classes were visited with a total of 715 in attendance. 874 items were circulated in 38 deposit kits.
- Rhonda has worked with Merce and the Friends to purchase giveaway books for the pediatric and WIC site stops. The books have been ordered by the Borders store at Tower City.
- Rhonda attended the Cleveland Association for the Education of Young Children Fall meeting on November 10. She represented the library at the Starting Point Homecare Providers Breakfast on November 20.
- Rhonda has trained 2 new Branch Children's librarians in Every Child Ready to Read (ECRR) skills, had them observe and participate in her demonstration story time at a daycare site, and has given them a packet of suggestions for story times.

General Mobile Services Activities

- Weeding reports of 11/1 and 11/8 were cleared with items marked missing or weeded as needed.
- Linda is working on site visits to give feedback to coordinators at bookmobile sites. Some of these visits, which are intended to inspire more participation at low-performing sites, have already improved attendance.
- Linda met with Jill Lemmerman from the City regarding bookmobile service to the City's Recreation program in summer 2011.
- New Part-time Clerk Julian Khan began on November 21.
- Trainer Carol Thomas has submitted a proposal about time and costs of training Mr. Khan as well as observation and brush-up training for all staff.

OHIO LIBRARY FOR THE BLIND AND PHYSICALLY DISABLED (OLBPD)

- OLBPD circulated 63,246 items directly to patrons for November. OHIO-BARD circulated 54,191 digital books for Federal FY2010 and 1,131 total patrons are registered. State Library of Ohio (SLO) distributed 9,000 digital talking book players to patrons and expects all patrons to have players by summer 2011.
- The OLBPD Manager attended the National Federation of the Blind of Ohio annual conference in Columbus, Ohio on November 6. During a thirty minute presentation he provided news and updates about OLBPD, including progress of the digital talking book service and information about OHIO-BARD, an unveiling of CPL's new logo, information about an upcoming public relations campaign to increase awareness about the service, and announcements from NLS about the final new titles produced on cassette. NFB-Ohio is one of OLBPD's strongest consumer advocacy groups.
- The OLBPD Manager met with CPL Graphics Manager Cathy Poilpre to discuss items that will be printed to co-promote OLBPD and SLO services throughout Ohio. OLBPD will be working with The State Library to design a new cooperative media kit and promotional items to tie in with the 80th anniversary celebration of the National Library Service program in 2011.
- OLBPD submitted a request to SLO for additional monies to purchase new described DVD and Playaway titles, as well as titles of local interest to produce for OLBPD patrons. The State Librarian advised OLBPD to submit a letter requesting that 4,999.00 be released at her discretion to purchase DVD's and Playaways. Also, SLO will be requesting a 4.5% increase (roughly \$10,000) to OLBPD's LSTA funding starting in FY2012 to be used to purchase titles of local interest, and new described DVD's and Playaways.
- OLBPD scheduled its annual holiday online book chats with the Ohio State School for the Blind (OSSB). We will be discussing *Horrible Harry and the Holiday* by Suzy Kline on December 3 with the younger classes and *The True Story of Christmas* by Anne Fine on December 10 with the older classes. These book discussions will be led by OLBPD Children's Reader Advisor Stephanie Combs and OSSB Library Media Specialist Janell Brown.
- In our continuing efforts to increase public awareness about the OLBPD program and service OLBPD staff member Ken Redd participated in an informational program for senior citizens at Menorah Park on November 1.

- OLBPD's Cyber-Dialogue online book club met on Thursday, November 4 to discuss the *Feast of All Saints* by Anne Rice.

TECHNICAL SERVICES

Patricia Lowrey participated in the Economic Re-Opener Contract Negotiations with SEIU1199. She met with Michael Ruffing, Acting Manager, to discuss several projects for the Business, Economics and Labor collection. She served as the Administrator-in-Charge on Friday, November 26.

All Technical Services Managers attended the Management Training workshop on November 4.

Collection Management: Bonnie Bolton and Laura Mommers continued helping out in the Acquisitions Department by receiving new materials. Pam Pressly and Ms Mommers continued to volunteer in the Shelf/Shipping Department.

Ms. Bolton and Ms. Mommers readily pitched in to re-distribute approximately 150 music CDs from Langston Hughes and Hough by checking circulation statistics. Their efforts helped relieve the surplus of titles at both Branches. Rollie Welch visited the Harvard-Lee Branch and discussed weeding the print reference collection with Branch Manager Cynthia Coccaro. Mr. Welch also offered suggestions of adjusting shelf signage to accurately pinpoint types of materials.

Mr. Welch published a review in the *Cleveland Plain Dealer* on November 22.

High Demand: High Demand had another productive month, receiving and adding 22,236 items and paying for about \$496,000 worth of materials. The number of titles cataloged was over 1,000, showing the increasing range of titles handled by the department.

Carole Brachna met with the Ingram representative on November 17th to resolve some outstanding issues. She worked at the Harvard-Lee Branch on November 12th, helping to assign genres to the fiction collection.

Book Preparation: Materials Processing Technicians completed work on 29,454 items in November. Elizabeth Hegstrom volunteered one day in the Ohio Library for the Blind and Physically Disabled.

Catalog: Staff cataloged 7,821 titles and added 12,463 items for CPL.

Dawn Grattino cataloged Cyrillic books while Larisa Povitsky is on leave. Regina Houseman attended the Northeast Ohio Technical Services Librarians (NOTSL) Fall Meeting. Jeremy White-Zeager showed Michael Monaco the procedures for editing and loading OverDrive records. Andrea Johnson enjoyed working with the staff at Carnegie-West Branch on Nov. 30.

Shelf/Shipping: A total of 281 requested items were sent to the Main Library. Shelf/Shipping staff packed and sent a total of 1,607 telescopes to Main and to Branches. Receiving/Distribution Technicians received, checked in, and placed 36,010 items on trucks for the Acquisitions and High Demand departments. Juanita Turner spent a day working at the West Park Branch with Linda Jaeckel and her staff. Mrs. Turner met with the Pitney-Bowes representative concerning the department mailing system.

Acquisitions: Staff from other Technical Service Departments continued to volunteer in the Acquisitions Department and Serials Section. Tonya Jenkins, Subject Department Librarian in the Social Sciences Department, began cross-training in the Serial Section for one day a week. Ms. Jenkins will be assisting with some of the responsibilities related to the acquisition and renewal of electronic products and databases.

Acquisitions staff ordered a total of 9,303 titles and 13,614 items, received 17,531 items, and processed a total of 2,617 invoices. Serials staff received 2,767 periodicals and 594 serials, added 208 items and 1,474 paperbacks, processed 52 periodical and serial claims, and modified 45 serial controls.

Preservation: Four plans for the West Side Market were treated and cataloged as a separate collection. The images of the plans are being sent to the University of Akron Press for use in Laura Taxel's forthcoming book about the history of the Market.

Conservation treatment of a 1573 imprint from Special Collections, volume 1 of *Kriegssbuch* by Leonhard Fronsberger, was completed. This book is notable for wood-block print illustrations by the sixteenth century European engraver Jost Amman (1539-1591) and followers. Works by Amman are held by many important museums. Two foldout illustrations were restored and digitally photographed to create images of enhanced visual quality. Archival quality prints of the foldouts were also made.

Facsimile copies of the 1931 and 1932 Cleveland City directories were received. Microfilm of two volumes of Cleveland criss-cross directories (1984, 1985) were received and inspected.

Preservation staff continued to assist in other departments. Laura Wallencheck volunteered in the Acquisitions department receiving Main Library books. Elizabeth Bardossy, Laura Wallencheck, and Gloria Massey shared mail delivery duty.

MARKETING & COMMUNICATIONS

The Cleveland City Council recognized Cleveland Public Library as a Star Library after the Library received a Five Star rating by *Library Journal*. The Council presented Director Felton Thomas with a Resolution that highlighted the significant contributions of the Library in Cleveland and Northeast Ohio.

The Public Relations Society of America (PRSA) Cleveland Rocks 2010 Award was given to Cleveland Public Library for the 2009 Annual Report. On December 3, 2010, CPL and Falls Communications, the designer of the Library's winning report, will be receive top Gold Level honors at a PRSA community event.

Jonathan Franzen, hailed by some as "the greatest American novelist," took center stage this month for Writers and Readers. An overflow crowd packed the auditorium, lobby and meeting room to hear the best-selling literary celebrity. Free parking was offered at the event as part of a pilot project to increase attendance at the Main Library.

CPL teamed with Downtown Cleveland Alliance, Huntington Bank and neighboring downtown organizations for Winterfest 2010, a celebration that filled the afternoon and evening with numerous activities and ended with fireworks on Public Square. Hot cocoa and cookies were enjoyed by all who attended the afternoon concert at the Library, which featured the Andrew Venable Celebration Library Chorus, Rainey Institute and Karamu Theatre.

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

- Attended or held regular weekly meetings with Director, Administrators, Communications Team, Graphics Manager and Programming and Scheduling Services Manager.
- Attended regular monthly meetings of the Board of Trustees and Public Services Managers.

- Held regular meetings with marketing and communications consultants, David Fitz, Michael Graham and Erika McLaughlin, of Strategic Design Partnership.
- Met with the Signage Task Force to continue the development of an 18-month signage update plan for Branches, currently working on Rice Branch and an overall plan to expediate system plan.
- Met with Falls Communications to discuss and solicit proposals for three projects: Writers and Readers, Women of a New Tribe Exhibit, and the 2010 Annual Report.
- Met with media outlets: Call & Post Newspaper, Cool Cleveland.
- Met with four consultants to discuss copywriting, media training, strategic initiatives branding and marketing plan development.
- Met with library staff to plan and produce upcoming exhibits for Main Library and Martin Luther King, Jr. Branch.
- Attended City Council meeting to photograph presentation of Resolution to the Library.
- Presented at Medina County Library's Staff Development Day on November 11, a CPL furlough day.
- Met with Yvonne Pointer, local author and speaker, to plan "Conversations," a new series of programming to create dialogue about important issues in the Branch libraries.
- Attended meeting on library advocacy with library staff, Board of Trustees representatives and lobbyist Timothy Cosgrove.
- Planned and facilitated a program planning breakfast and video shoot of participants of the Women of a New Tribe exhibition with visiting photographer Jerry Taliaferro.

Public Relations:

Marketing, Graphics and Webware staff wrote and distributed press releases, featured events on the Library website, arranged and prepared interviews, and designed and distributed print materials to promote the following major events:

- Featured November and December events on online community calendars, the Library website, the Library Facebook page, Twitter and Flickr accounts.
- Wrote and edited copy for the staff newsletters.
- Wrote, distributed and followed up on the following press releases:
 - CPL Board of Trustees Meeting November 18, 2010
 - Illustrator David Diaz visits December 6, 2010 & Celebrate With Books
 - Winterfest 2010
- Promoted library events in University Circle's "Inner Circle," *Call and Post* newspaper, RealNeo, Ohio.com, Plugged In Cleveland, Singles Events Guide, Cleveland.com, *The Plain*

Dealer Newspaper, Ohio Library Council's Access Newsletter and website, NEO-RLS, Cleveland.com and National Public Radio WCPN 90.3.

Graphics:

Cathy Poilpré, Graphics Manager, and staff designed, printed and/or produced 75 printed pieces, including a full page ad for the Martin L. King, Jr. Holiday Scholarship fundraiser, Star Library graphic, OLBPD newsletter, slides for the lobby message display, banners, signs, ads, fliers, invitations, forms, programs, book lists, posters and book marks for Playhouse Square events, business cards, four staff newsletters, routing slips, and calendars.

Promotional pieces for Winter Reading Club and the Friends fundraiser took high priority in Graphics.

Web: (relating to Marketing and Public Relations)

Amy Pawlowski and David Reynolds performed routine updates and maintenance, featured events on the Library website, posted events on the Board website, and posted press releases upon request.

Webware staff updated the website as indicated on the Marketing and Communications Editorial Calendar, providing input and assistance at weekly planning meeting. Amy Pawlowski met with Becky Ranallo, Internet and Media Services Manager of the Cuyahoga County Public Library, to discuss the web presence for the Libraries Work campaign. The collection of webpage statistics for the marketing graphics began.

Programming & Scheduling Services:

Aaron Mason, PSS Manager, and staff scheduled 25 meeting rooms for public use, completed the first month of the "Bark About Books" series for 70 children, planned the Winter Reading Club "Cover to Cover" program, staffed numerous library programs, staffed the Louis Stokes Wing concierge desk 22 days for one hour a day, completed proof of January/February program guides, completed Celebrate with Books 2010, and began the "Cleveland Goes to College" program series. Additional security was required for three events in the month of November.

PSS staffing changes: Age Specialist Elizabeth Saxton transferred from PSS to South Branch on November 22 as Teen Librarian. Aaron Mason accepted a position as Acting Public Services Manager, Business, Economics and Labor, beginning

January, 2011. The position vacated by Elizabeth Saxton remains open.

Other:

The Library received coverage or references on over 100 occasions in November with a verified ad value exceeding \$71,800 to an audience exceeding 45,876,900 people. A complete listing and printout of all publications is available in the Marketing and Communications office.

BUILDINGS SERVICES

The Buildings Office completed numerous branch inspections and continues to monitor utility bills. We have attended meetings 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 fountain in the Eastman garden was drained and shut down for the season. The insulation in the boiler was replaced and a new inline draft inducer was installed for the boiler at Fulton. The hot water pump coupler was replaced at Jefferson. One of the hot water pumps was removed for repair at Langston Hughes. Work has started to install extra power outlets in the multipurpose room at Lorain. All clocks in LSW and Main were reset and new batteries were installed due to the time change. Exhaust fans #20 and #21 were repaired and two fan motors were replaced in the ceiling mounted heaters in Main. A new backflow preventer was installed in the boiler room of MLK. The hot water pump and motor was replaced at Rockport. The controller board for the furnace in the carpenter's area was replaced and the hot water tank was replaced at Woodland. Work continues with contractors to complete punch list items at Rice and Woodland.

The Carpenters and Painters started repairing the walls in the basement stairwell to prepare them for painting at Collinwood. File cabinets and shelving were removed and rearranged on the 5th floor of LSW. Patching and painting of the hallway walls on the 10th floor of LSW was started. Book drops were installed in the circulation desk at Jefferson and Lorain.

The Garage completed service to all snow blowers and tractors and took them out to the branches.

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 3 alarms. Only 1 alarm was 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. Security learned that the duress button system is obsolete and unable to replace broken parts.

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.

A service call was made to repair malfunctioning cameras

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 5 items were returned to their owners; 4 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 35 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
October	70	35	-35
November			
Year to Date	601	453	-148

AUTOMATION SERVICES

CPL:

Ann Palomo and Jim Benson worked with Richard Fox to develop a pull list "fill rate" report for Main Library, replacing a manual process and more accurately documenting productive work. The Last Copy Marked Missing report was modified to include titles with no copies available at either the Main Library or the branches. Five custom shelf lists for Science and Technology were done for weeding purposes as well as several weeding lists for branches.

Hilary Prisbylla provided retrospective statistics for Homebound Services. She was able to provide the number of active patrons and the circulation for the last five years.

Larry Finnegan and Carrie Krenicky attended a seminar covering extensive changes in the federal Erate program. The Library

receives substantial subsidies for telecommunication costs through this program.

Sign up stations for the Comprise SAM PC management software were installed at Jefferson, Rockport, South Brooklyn, and West Park branches.

Six hundred (600) staff and public PCs were updated to Internet Explorer 8.

A Share Point test server was installed and configured for Planning & Research. Potential applications include online forms processing; data mining and archiving; and an improved ability to present Library procedures online.

During the month of November, the following events, programs, and information were either edited or added to promote on www.cpl.org: 2009 Annual Report, Proud Member of CLEVNET, Exhibits at Main, the Friends Fundraiser, Music at Main, Eastman Reading Garden, Genealogy & Family History Clinics, Winterfest 2010, Friends Annual Meeting - Dianna Tittle, Cleveland Public Library Board of Trustee November meeting, and Celebrate with Books - David Diaz visit.

The following pages where edited, added, or promoted on the CPL Staff Center: SEIU Contract Re-Opener Ratification Meeting; ESS Help Documents (Vacation Request Instructions); and Staff Hires, Changes & Transfers.

The Web team developed a process to collect statistics on the number of times marketing graphics are clicked on.

CLEVNET:

Ms. Prisbylla trained Medina County District Library technical services staff in determining policy options for the Acquisitions module.

Ms. Palomo spoke at the Elyria Public Library's staff day to introduce and demonstrate the Bibliocommons public catalog.

Policy changes were made for several CLEVNET libraries: two new patron profiles for Milan-Berlin were added; item types and associated circulation map entries for Twinsburg, Barberton, Perry, Cleveland Heights, and Wayne County were added; and the item type BKONSPD-J was added for Medina.

Ms. Palomo configured a test Flowan help desk environment for Medina County District Library.

On Thursday, November 4, Amy Pawlowski and David Reynolds did a presentation on the CLEVNET eMedia collection for Sandusky Library employees.

KnowItNow:

L-Net, the Oregon virtual reference service, has experienced a significant number of automated spam attacks. This month, Brian Leszcz developed and implemented a strategy to identify and reject automated question entries.

This month, it was decided to reduce the number of simultaneous customers that each KnowItNow24x7 librarian can serve from four to three to reduce stress on those staffing the service.

Meetings held in November include: the OhioLINK WebRef committee; the monthly SparkRef Forum; and monthly online meeting of the Virtual Reference (VR) Collaborative listserv members.

Don Boozer wrote a Year in Review article for the State Library of Ohio's December newsletter and a review for the Ohio Library Council Access newsletter on Bit.ly's new "bundle" option for consolidating multiple URLs into one shortened URL.

Statistics

	November 2009	November 2010
OverDrive Downloads	13,140	23,307
Twitter Followers	1,491	2,196
Facebook Fans	1,875	2,722

Automation Services Statistics, 11/2010				
	# Cases Opened	# Cases Closed	Site Visits	TOTAL
HARDWARE				
CPL Main	91	58	35	184
CPL Branch	142	142	71	355
CPL Lake Shore	39	59	11	109
CLEVNET	35	29	41	105
PUBLIC	2			2
HARDWARE TOTAL	309	288	158	755
SOFTWARE				
CPL Main	18	18		36
CPL Branch	16	15		31
CPL Lake Shore	18	18		36
CLEVNET	80	80		160
PUBLIC	2	2		4
SOFTWARE TOTAL	134	133	0	267
WEBWARE				
CPL Main	7	7	2	16
CPL Branch	3	3		6
CPL Lake Shore	1	1		2
CLEVNET	7	7		14
PUBLIC	41	41		82
WEBWARE TOTAL	59	59	2	120
KIN				
CPL Main	16	13		29
CPL Branch	15	9		24
CLEVNET	15	11		26
PUBLIC	1	1		2
KIN Library	9	8		17
OHIOLink Library	3	3		6
After Dark	1	1		2
KIN TOTAL	60	46	0	106
GRAND TOTAL				
	562	526	160	1,248