

DIRECTOR'S REPORT

October 18 2011

Monthly Statistics

Circulation for the month of September was 561,880. This is a relatively small increase of 5,000 circs from last year's September circulation of 556,414. A closer analysis of the numbers uncovers that the average hourly circulation per hour is up at the branches and down at the Main Library. It seems that the reduction in hours during the summer of 2010 by almost 11% and our continued closures on Sundays have to this point not negatively affected the ability of most patrons to check out items from the CPL.

Despite the reduction in hours, the addition of nearly 90 Gates computers has provided the community with unprecedented computer access for CPL. The number of computer sessions, however were down by 12%, from 86,053 in 2010 to 75,327 in 2011. The computers used by hours also decreased by 9% from 56,564 in 2010 to 50,551 in 2011. After analysis by the Planning and Research department, we believe that the decrease in both categories can be attributed to a computer policy change in early 2011. The policy change barred users whom owed more than \$25 in fines from using our public computers for internet access.

Attendance for the month of September was 311,172. This is a decrease of almost 7% from last year's September attendance of 334,208. Both the main library and branches reported decreases in attendance. Similar to our analysis of the computer usage statistics, our average visitor number per hour has decreased which we attribute to a change in our computer use policy and the ease with which our customers can use us virtually.

Program and Outreach Highlights

September was a great month for CPL programming and CPL milestones. On September 24th, CPL celebrated the 100th Anniversary of the South Branch. Branch Manager, **Jaime Declet** and his staff hosted a program that featured activities for children, exhibited historic photos, and provided food and cake for a very appreciative community.

CPL was proud to host Olga Gonzalez-Sanabria from NASA Glenn and our own Trustee member **Maritza Rodriguez** as special guests to "Hispanic Heritage - A Celebration of Food and Music" at Carnegie West on September 17th. The celebration featured culinary

delights from North America, the Caribbean, Central and South America. It also spotlighted the music of Latin America. MyTunes demonstrations, library card sign-ups, and activities for children were also a part of the festivities.

The Writers and Readers series celebrated Hispanic Heritage month, as CPL hosted award winning poet and author Jimmy Santiago-Baca. Baca received a very warm reception for the second installment of the Writers and Readers series. Santiago-Baca, learned to read and write while incarcerated in the Arizona prison system on drug charges from 1973-1978. The audience was enthralled by Santiago-Baca's anecdotes and his poetry.

Buildings Update

The Main Library Reorganization as a part of the Downtown Destination made major strides during the month of September. All Main Library magazines were centralized in the periodical Center on the first floor of the Main building. Led by **Michael Ruffing**, Public Services Research Collections & Services Coordinator, the Audio Visual and Popular departments were closed for parts of the days from September 6-9th.

Meetings and Activities

- I met with Sharon Gronowski, Vice President of Convention and Visitor Services from Positively Cleveland to discuss how CPL could become a bigger part of their promotions.
- I attended Connecting Cleveland's Communities and Classrooms Forum, which featured conversations between Secretary of Education, Arne Duncan and CMSD CEO Eric Gordon.
- I served as a judge for the Defending Childhood - Youth Arts competition, "I Have the Power to Stop the Violence".
- I assisted Asian Services in Action, Inc. with their Strategic Planning visioning retreat.
- I attended the Annual Library Budget meeting with the director and financial leaders from the other Cuyahoga County libraries.

CLEVNET

September's total OverDrive CLEVNET eMedia collection circulation was 39,961 sizably up from last year's total of 21,118. CPL has 2,990 total followers on Twitter and the Facebook page currently has 3,487 fans.

On September 21st, CLEVNET was able to make the announcement that many were waiting for in regard to emedia. Ebooks offered at the

CLEVNET media site became compatible with Kindle eReader devices and Kindle reading apps. This is a welcome development for our friends at OverDrive and a welcome development for many of our patrons that have asked us for more accessibility of our Ebook collections.

Staff Highlights

The CPL's Work of Wonder award winner for September was **Caroline Han** from the Foreign Literature department.

GRANTS & DEVELOPMENT

MyCom Lead Agency Responsibilities

- Coordinated MyCom resolutions for Board
- Attended MyCom Monthly meeting
- Attended Starting Point Workshop on Recruiting African American Males to Programming

Grants & Development

- Completed Gates Grant Final report
- Prepared Friends Monthly Request, planned for fall programming support from the Friends
- Discussed plans for Mini-grant for Tech Center
- Telephone Conference with PNC staff for upcoming grant

Literacy

- Coordinated ABLE/GED classes for fall
- Met with RGI and Director to plan for Rice Branch Kiosk
- Met with CSU College of Education and America Reads staff to plan for fall tutoring at branches

Meetings (Community, Training)

- Attended Arne Duncan, Secretary of Education Conference at East Tech High School

PUBLIC SERVICES

Programs/Exhibits:

In the month of September Computer Learning Connection (CLC) taught twenty-six classes in the CLC lab and forty-seven classes in twelve branches.

CLC staff member Karmar Clifton taught a computer class to a group of children from Halloran Park at Eastman branch.

Fine Arts staff member, Stacie Brisker, William Chase and Pam Eyerdam hosted the Opening Reception and talk for the *Kokoon Arts Klub* Exhibit on September 17. Fine Arts Librarian Michael Dalby sent out contracts and paperwork for Almeda Trio in January 2012 and Passport Project in February 2012.

On September 10, the first fall Genealogy Clinic was held in the History Department.

The Literature Department and the Ohio Center for the Book have been engulfed in planning for Octavofest programming and searching for the best ways to promote the multiple programs sponsored by the Cleveland Public Library and the Octavofest partners.

The Popular Department sponsored an anime event on September 24 with the Urban Otaku club. 75 patrons attended this event that was promoted prominently in the *Cleveland Plain Dealer*.

As part of the E4S Sustainability Implementation (SI) Program, Science and Technology Manager, Maureen Mullin helped prepare and present the final document at the program's graduation ceremony on September 29.

The Sports Research Center staff honored boxer Jimmy Bivins with a program held September 22. The event welcomed Mr. Bivins and renowned author of pugilism Jerry Fitch.

Social Sciences Department Librarian, Harriette Parks coordinated the College Fair with the Cleveland Area College Consortium. The College Fair was held in the Social Sciences Department.

Outreach:

CLC staff member, Olivia Hoge demonstrated eBooks and other digital devices at the Hispanic Heritage Festival at the Carnegie West Branch.

Fine Arts staff member, William Chase guided a group from Bowling Green University on a scavenger hunt locating various pieces of art in the library. Librarian Michael Dalby has been in contact with the Cleveland Institute of Music about a possible collaboration.

Pamela Eyerdam attended the World Chess Hall of Fame opening in St. Louis, Sept 8 (paying for her own time and expenses). Special Collections lent a few vintage chess documents related to St. Louis tournaments for their opening exhibition. The trip was taken to gather information on how the Hall of Fame was staffed, administered, funded and operated.

Michael Negele of the Ken Whyld Association(KWA) wrote a letter to the Director thanking Special Collections staff for hosting the KWA meeting in August and asking that CPL will continue to support the efforts of the Association to document chess material worldwide.

Public Administration staff member, Brenda Robinson attended the Clerk Training session on September 1 and shared what she learned with the staff.

Manager Richard Fox was assigned to assist at PAL for two weeks. With his aid, all of PAL's wall lights were replaced.

On September 10, Manager Ron Burdick met with and gave a tour of the Library to five students in the Historic Preservation and Local History programs at Ursuline College.

On September 17, Manager Ron Burdick presented an overview of the local history resources available at the Library to nine participants in the Teach Cleveland Institute's 2011 fall sessions. On Wednesday, September 21, Don Petit, City Planner with the City of Cleveland Landmarks Commission, visited Map Collection to assist with the ongoing Cleveland Parks Plan project. Mr. Petit helped Map Librarian Tom Edwards recognize the locations of specific bridge plans.

Monday, September 26 the Archival Spatial Data Infrastructure Committee (ASDI) met in Map Collections to continue research about housing historical GIS/Architectural data for the public to

access freely. Map Librarian Tom Edwards, Cleveland Metroparks GIS Manager Stephen Manager and Civil Engineer, Soren Hansen attended the meeting.

Literature Manager, Amy Dawson participated in the Pavilion of the States at the National Book Festival and handed out material from the Choose to Read Ohio titles and the Ohioana Book Awards.

Darlene Ronney spoke with Kim Novak, Sports Coordinator for Cleveland State University. A partnership has been developed and future program will follow.

Youth Services Manager, Sandy Nosse visited Cleveland International School and met with Media Specialist, Julie Wheeler to promote library services, library card sign-up, fine forgiveness and the Learn Chinese Program.

Collections/Reference:

An exhibit featuring items from the CPL Digital Gallery opened in the lobby of Main Building on September 23, right outside the new location of Popular Library. The subject of the exhibit is the photography of George Ketteringham, whose photographs of Cleveland from the early 1900s provide a unique historical view of the city.

Microform Reader/Printers

The Library's collection of nearly half a million microfilm reels, which represents a substantial investment of \$40-50 million dollars, is closer to being available in CPL branches and beyond.

Mr. Ruffing prepared a comprehensive survey of all microfilm reader/printers currently in use at Cleveland Public Library.

MAIN LIBRARY REORGANIZATION

All Main Library circulating magazines were centralized in the Periodical Center on September 1, 2011. The project involved the consolidation of about 540 individual titles into one location. Prior to the move, Mr. Ruffing worked with the Acquisitions Department to cancel duplicate subscriptions, change the mailing address of the magazines, work out tentative procedures for processing the magazines at Main Library and change the location codes of all titles.

On the day before the move, Main Library departments did their part by organizing and bundling each individual title. Popular Library staff, under the direction of Sarah Flinn, worked tirelessly on September 1 to organize all of the titles into their new categories. The work was finished by the end of the day and the collection opened to the public the following morning.

Move of Audio Video and Popular

Mr. Ruffing planned, coordinated and supervised all details related to the move of the Popular Library and Audio-Video departments and Fine Arts' music CD collection, with the cooperation and assistance of the managers and staff of those agencies. The move took place September 6 through 9 and was completed by Carney McNicholas movers of Lorain, Ohio.

Clean-up and Reorganization of Storage Areas

Carney McNicholas movers returned to the Library from September 12 to 16 to complete the removal of shelving and service desk from Audio-Video, to move the Library's microfilm printmasters from Main Library to Lake Shore Facility/Preservation, and to scrap unneeded surplus shelving that had been stored on the LSW 7th floor since the building was opened.

Facts and figures relating to the Move

- Mover hours for move and clean-up: 396
- Mover hours specifically for move of Popular and AV collections: 280
- Total cost of move: \$18,430
- Pounds of metal recycled: 10,920
- Money received from metal scrap: \$1,311
- Number of re-used metal shelves added to LSW 7th floor storage: 606
(18 tall shelves per section; 96 small sections @ 5 shelves per section)
- Growth capacity added to LSW 7th floor storage: 16,000-18,000 volumes
- Shelving capacity in Brett Hall:
 - o 96 sections reused metal shelving for books @ 5 shelves = 480 shelves
 - o 32 sections reused metal shelving for audio books @ 6 shelves = 192 shelves
 - o 48 sections existing tall wooden shelves for books @ 5 shelves = 240 shelves
 - o 5 sections existing low wooden shelves for Playaways @ 3 shelves = 15 shelves

- o TOTAL NUMBER OF SHELVES = 907 (About 23,000 volumes @ 25/shelf)
- Shelving capacity in CD room:
 - o Number of metal CD bins moved from Fine Arts to first floor: 324
 - o Number of metal CD bins reclaimed from LSW - 7th floor storage: 60
 - o TOTAL NUMBER OF CD BINS = 384 (16% increased capacity)

Fine Arts staff member Bruce Biddle continues to review the Art Vertical Files with Kent Intern Travis Leonard. Travis is assisting with re-organizing the categories, creating a DACS Finding Aid, and posting an OhioLINK EAD document.

Three sets of Historical Aerial Photographs of Cuyahoga County covering the years 1977, 1979, and 1998 which had been on loan to the Cleveland Public Library have been digitized in a collaborative effort with Cleveland State University.

Youth Services Senior Subject Department Librarian, Elizabeth Saxton worked on the reorganization of the YRead? Collection and weeded Young Adult Fiction.

Staff/Professional Development

Fine Arts and Special Collections Manager, Pam Eyerdam attended a *Disaster Preparedness & Recovery: Lessons Learned in Libraries (UAs Sciences & Technology Library Flood)* presentation hosted by the University of Akron.

Foreign Literature Librarian, Caroline Han was awarded CPL Staff "WOW" award by Public Services Office for helping to host visiting Chinese delegation this past spring.

Part Time Regular Library Assistant, Doug Westerbeke (formerly of the Literature Department) was transferred to the Popular Department. General Reference Librarian Michelle Skrovan was transferred to the Literature Department on September 12.

Debbie Hajzak participated in the contract negotiations for the yearly re-opener which was completed and ratified on September 15.

Darlene Ronney helped at the OLBPD Family Day. The Social Sciences Department staff meeting was held, and Larry Notvony from Human Resources attended. Mr. Notvony gave an update on

questions the staff had concerning benefits. John Skrtic, Acting Public Services Administrator was also in attendance to answer staff questions about Main Library and Branch operations.

Sandy Nosse, along with other library staff met with former basketball star Jim Chones to discuss future programming. Sandy Nosse attended a Youth Services Metro Manager's Meeting in Columbus.

BRANCHES

- Former Marketing Administrator, Tena Wilson became the Acting Neighborhood Team Manager-West. Former West Team Manager, Sheba Marcus-Bey accepted the Acting Business, Economics, and Labor Manager position.
- East Team Manager Stephanie Tyus participated in the clerk training sessions conducted by AV/Lending Manager, Daniel Oreskovic
- Monthly East Team meeting was held on September 20 at MLK. Tim Diamond and Sonya Pryor-Jones (Consultant) attended the meeting
- Stephanie Tyus facilitated the September 28 Joint Branch Manager and Branch Custodian Meeting at the Lakeshore Facility
- Addison Branch Manager, Magnolia Peters attended the Anisfield Book Awards
- Collinwood Branch Manager, Annisha Jeffries is a participant in the Readers' Advisory training committee that is being hosted by Cynthia Orr
- East 131/Mt. Pleasant Manager Paula Logan-Reid attended the Mount Pleasant Now Corporation Luncheon at the Doubletree Hotel
- Glenville Branch Manager Carol Johnson attended the Ward 9 Council Meeting
- Hough/Langston Hughes Dyad Branch manager, William Bradford, will be a part of the CPL Dublin Book Club Committee
- East 131 Youth Services Librarian, Yvette Hamilton has created a One Voice Book Club and game series for the teens in the community
- Garden Valley youth services staff Pasha Moncrief and Leonard Burks met with the school media specialist from Anton Grdina to promote the Start Fresh campaign
- Motivational speaker Kent Wise offered his workshop on teen empowerment at the Hough Branch on September 26

- MLK Library assistant, Ron Roberts promoted the Kadir Nelson exhibit and other library services as part of his visits to Bolton Elementary School and the Citizens Leadership Academy
- Woodland Youth Services Librarian Kristen Schmidt visited Cleveland School of the Arts to drop off book marks and library card applications and visited with Media Specialist Connie Waggoner
- Memorial-Nottingham part-time clerk Bianca Allen was the successful candidate for the full time clerk position at the Hough Branch
- Cleveland Public Library celebrated Hispanic Heritage Festival at Carnegie West Branch on September 17
- South Branch Library celebrated 100 years of public service on Saturday, September 24. Patrons were treated to refreshments and music; additionally Director Felton Thomas visited for the occasion
- West Park Manager, Linda Jaeckel, attended the Kamm's Corners Development Corporation's non-profit group's luncheon

OHIO LIBRARY FOR THE BLIND AND PHYSICALLY DISABLED

OLBPD circulated 58,520 Braille and talking books directly to patrons in September. The number of digital books circulated this month was 30,474 and the number of cassette titles circulated was 27,214. The digital books are gradually overtaking the circulation of cassette books, and this is commonly shared throughout the network.

OLBPD patron registrations continue to surge during the month. There were a higher number of patrons discontinuing service. But this was a result of OLBPD reconciling its KLAS and CMLS patron databases.

OLBPD celebrated its annual Family Fun and Learning Day event on Wednesday, September 14. OLBPD welcomed Trapper Jack from SoftRock 102.1 WDOK as the keynote speaker who shared his moving experiences about coming to understand his visual impairment. OLBPD also welcomed patron and jazz recording musician Joe McBride who played a concert for those in attendance. State Librarian Beverly Cain and the Head of the Talking Books Program Tracy Grimm also spoke to provide patrons with updates from the State Library.

Michelle Makkos from General Reference began as OLBDP Librarian on September 12, 2011. Michelle filled the vacant OLBDP Librarian position.

MOBILE SERVICES DEPARTMENT

STATISTICS

52 Stops
17 New library card applications
743 Persons on board
835 Reference, 699 Directional in person
78 Reference, 14 Directional via phone
959 Holds filled

On the Road to Reading:

12 Pediatric and WIC sites were visited with 65 people contacted at these sites. 65 daycare classes were visited with a total of 722 in attendance. 759 items were circulated in 33 deposit kits.

September is a busy month for "On the Road to Reading" as staff is visiting all new daycares for the first time.

Librarian Rhonda Fulton met with John Skrtic regarding the management of the upcoming PNC early financial literacy grant awarded (\$96,000) to Cleveland Public Library.

Reba Elder reported that six new Homebound customers were signed up in September. Ms. Elder worked at the annual OLBDP Family Fun Day on September 14.

Planning is taking place for the upcoming Association of Bookmobile and Outreach Services annual conference which will be held in Cleveland October 13-15. Visiting bookmobiles will be parked around CPL Main. The visitors will be offered a tour of the new Mobile Services building on October 14. Linda Sperry and Rhonda Fulton will both be speaking at the conference.

COMMUNITY OUTREACH SERVICES

The winners of the Family and Faith Summer Reading Club and Essay Competition held from July 15 through August 15 were acknowledged and congratulated at the citywide Praisefest5 celebration at the Q arena on September 11.

The *Sharing the Dream: the Art of Kadir Nelson* exhibit invited school tour classes and community groups during the 6-week exhibit of popular picture book artist. The opening reception

brought over 125 to see the art and hear the award-winning artist speak.

CPL participated in several outreach events in September, including Praisefest5 Celebration, Wade Park Bazaar, J Glen Center Book Group-Off site event, Tremont Arts & Cultural Festival, Cleveland Dept of Health - Momsfirst 20th Anniversary Festival and workshops, I Can School Parent Night, McCafferty Center Health Fair, Showcase in the Circle - Judson Manor, Cleveland Chautauqua Teen Writing Workshop, Sugarman Jury monthly meeting.

TECHNICAL SERVICES

Patricia Lowrey participated in the Economic Re-opener negotiations with SEIU 1199 and the interviews for the new head of Safety and Security. She attended the Anisfeld-Wolf Book Award Ceremony, the Hispanic Heritage Celebration and the Jimmy Santiago Baca Writers & Readers Program. She also attended the CLEVNET Technical Services Summit and the AED Demonstration.

Book Preparation: Book Preparation worked on 31,939 items in September.

On September 28, Elizabeth Hegstrom presented to the Clevnet member libraries a proposal to add a subfield Z to the DVD-SET item records to facilitate patron holds in Bibliocommons.

High Demand: Staff added 895 titles and 17,000 items. They ordered 2,791 titles and 16,370 items, and paid 690 invoices, for a total value of \$ 192,538.91

The High Demand staff also processed 149 items for the Acquisitions Dept.

The loading of brief selection records for nonbook materials began. This will expedite the selection and ordering processes for CPL and for the other Clevnet libraries. Carole Brachna attended the Technical Services Summit and announced the Midwest selection records and OCLC records that will be coming. With the minor upgrade to Sirsi, some new ordering procedures needed to be put into place and tested before placing EDI orders. Between the Acquisitions Department and the High Demand Department, the new procedures were tested with each vendor.

Performance evaluations for all staff were completed.

Anarie Lanton transferred to the Acquisitions Department starting September 11. Dale Dickerson, along with his usual work of original cataloging, did a clean-up of some mass market paperback records that came in with the author in a field other than the 100 field.

Shelf/Shipping: Shelf/Shipping staff processed 693 request items during the month of September and sent 1,586 telescopes of new materials to Main and Branches. A total of 30,683 new items placed on trucks for the Acquisitions and High Demand Departments.

Juanita Turner attended the Writers & Readers program featuring Jimmy Santiago Baca.

Collection Management: Collection Management received approximately 30 telescopes of floating materials for evaluation. Pam Pressly and Ron Antonucci are steadily working through the buildup. Laura Mommers made a concentrated effort to clean up items lingering on the weekly holds-reorder report.

Collection Management staff continued to submit lists for the weekly staff newsletter on current titles that are of interest to patrons. Ms. Mommers submitted CD and DVD lists. Bonnie Bolton submitted movie tie-in titles and Rollie Welch submitted several lists of books.

Mr. Welch attended both the Anisfield-Wolf awards presentation and the Writers and Readers session featuring Jimmy Santiago Baca. Mr. Welch's most recent street lit column for *Library Journal's Booksmack!* was published online September 15. Ms. Bolton attended "Sharing the Dream: The African American Experience in Children's Books" program offered in conjunction with the Kadir Nelson Exhibit, at Martin Luther King Jr. Branch.

Annual evaluations of Collection Management staff were completed during September along with face-to-face meetings with each individual.

Acquisitions: Anarie Lanton, Technical Services Associate, began working in the Acquisitions Department on September 12th. Leslie Pultorak, Acquisitions Librarian, began a leave of absence on September 26th.

Alicia Naab, Acquisitions Coordinator, worked with Carole Brachna, High Demand Manager, to make changes to the existing

Sirsi EDI reports so that the appropriate order information would be transmitted to all of the X12 vendors used for placing orders. These changes were necessary as a result of the Sirsi upgrade. The Acquisitions Department also setup and began using EDI ordering with the vendor Baker & Taylor for non-book materials and was finally able to get order confirmations setup correctly with the vendor Ingram.

Acquisitions staff ordered a total of 7,740 titles and 14,279 items, received 13,375 items, and processed a total of 2,253 invoices. Serials staff received 2,024 periodicals and 581 serials, added 615 periodical items, 210 serial items and 1,432 paperbacks, processed 150 periodical and serial claims, and modified 180 serial controls.

Catalog: Amei Hu joined the department as a Technical Services Librarian. Michael Monaco and John Parsons began training Ms. Hu on local practices and procedures. Dawn Grattino began loading electronic resource records for Gale's Literature Criticism Online. Andrea Johnson prepared and delivered a short presentation about print material at the CLEVNET Technical Services Summit on volume information.

A total of 15,907 items and 9,051 titles were added for CPL material.

Preservation: William Minter delivered the overhauled and upgraded ultrasonic welder September 7, and made a follow-up trip September 26 to readjust and perfect all the settings. Mr. Minter also created a lever extension for the Preservation riveting machine making it much easier to install the rivets and washers used in phasebox closures.

Seventy-eight early photographs of Superior Avenue were digitized. A total of eighty-six Cleveland photographs were added to the Digital Gallery, including 51 photographs from the Detroit Shoreway project and 19 photos of Cleveland buildings. For the month of September, Cleveland photographs were viewed more than any other collection in the Digital Gallery. Eight yearbooks from John Ford Rhodes High School were added. The total number of yearbook pages available digitally is now 10,595.

Lyla Chilkcutt and Rene Pride attended the automated external defibrillator presentation on September 29.

Special Projects: Ron Antonucci assisted Collection Management with the ongoing redistribution of floating materials. He evaluated returned Books, DVDs, CDs, and Books on CD to relocate

to public services agencies or to discard materials and prepare them for the Book Sale.

Mr. Antonucci also prepared selection suggestions for the Collection Manager and Head of Technical Services. He took on quality control responsibilities for new music CDs-- verifying locations in the Main Library and, in the process, trapping and distributing the items for Holds.

He attended the first two sessions of Readers Advisory Training with Cindy Orr. He Picked up Writers & Readers speaker Jimmy Santiago Baca at the airport on Friday, September 23rd.

MARKETING & COMMUNICATIONS

Media coverage for the month of September included 47 print and online publications. The full report, available in the department, shows ad value of \$58,099.60 with a news circulation audience of 2,854,903 people. In September, the online media outlets that featured CPL events and programs received 11,366,096 unique visitors. Ads to promote Writers and Readers authors Jimmy Baca, Ruth Reichl and Octavofest author Audrey Niffenegger were placed in *The Plain Dealer* and *Call & Post*, and radio spots aired on WCPN 90.3 for Jimmy Baca. Radio spots promoting OLBPD Family Fun and Learning Day aired on WDOK 102.1. Ads promoting "My Place to Dream, Create, Grow" ran in *Kaleidoscope Magazine* and *African American Lifestyle*.

An overview of meetings conducted or attended by Acting Assistant Marketing and Communications Administrator Cathy Poilpre will indicate marketing and programming activities:

- Regular meetings with director and marketing team consisting of public relations consultants David Fitz, Michael Graham and Erika McLaughlin; PSS assistant administrator; and Web Applications manager
- Branch Managers meeting
- Main Managers meeting
- Karen Skunta & Company and Michael Ruffing regarding graphics and scheduling for Popular and A/V move
- Downtown Cleveland Alliance to discuss Winterfest events and promotion
- Youth Services Department Manager, and Web Applications manager, regarding Celebrate with Books
- Deputy Director, Automation Services, Planning and Research, Karen Skunta and Rick Ortmeier to discuss marketing of Tech Central

- Friends to discuss promotion of Night at the Library event

Administrative Assistant Michael Young wrote a Meet the Staff article on Caroline Han and upcoming Library events for the staff newsletter. Programs were submitted to Downtown Cleveland Alliance, University Circle Inc., and Cool Cleveland to be published in their monthly newsletters; arranged for appearance of mascots in the Eastman Reading Garden; hung door hangers promoting Hispanic Heritage Month in the Carnegie West neighborhood.

GRAPHICS

Graphics staff designed, printed and distributed 184 printed pieces in September, including graphics for the library website and 4 staff newsletters. Wayfinding signage and bookshelf graphics were also printed for Popular and A/V.

Promotional pieces included: Program Guides for Adults, Teens and Children; promotional material for Sports Research Center and special events Art by Carp and Jimmy Bivens; WiFi decals to be distributed to branches and Main Library; Hispanic Heritage Month promotional material; Octovofest promotional material; September/October systemwide computer class schedule; booklists for Homebound Services; Playhouse Square poster and bookmarks for *Million Dollar Quartet* and *Daddy Long Legs*; 7,000 routing slips; Friends fundraiser invitation and collateral for Night at the Library;.

WEBWARE www.cpl.org

The Marketing and Communications Department (MCD) maintains an editorial calendar that is utilized by Webware staff as a timeline for posting library promotions. Areas of the website that are provided for MCD are the rotating and stationery ads on the Home page, as well as the rotating ads on the Kids, Teens and Seniors webpages. Other areas directed by MCD include Library News, Library events and classes, FAQ - Public Distribution of Literature, Exhibits, and Writers and Readers. Webware solicits content for various webpages from MCD on a regular basis.

Twitter followers are up from 2,098 in 2010 to 2,990 currently. Facebook fans are up from 2,385 in 2010 to 3,487 currently. Downloads of books in an electronic format (ebooks) were up from 21,118 in 2010 to 39,961 currently.

Library News on the www.cpl.org homepage featured the following item for September: Learn Chinese!

During the month of August, the following events, programs, and information were either edited or added to promote on www.cpl.org: My Place 2 Dream, Create, Grow: Dr. Deborah Abbott; Writers & Readers Series: Jimmy Santiago Baca; My Tunes: Carlos Santana; Library eBooks for Kindle Now Available; Downtown Destination: We're on the Move; Learn Chinese!; 100th Anniversary of the Cleveland Kokoon Arts Klub Exhibit; Octavofest 2011; MyTunes; Download eMedia; Stop the Hate Essay Contest; Kids and Teens Read It! sections; Kids and Teens Homework Help; and KnowItNow: Your Librarian Never Sleeps.

15 Popular Topic pages were updated with new content in September.

In the Kids "Teacher Resources" section, the four YRead? Book Set Title Lists were updated: Kindergarten - 3rd Grade; 3rd - 6th Grade; 6th - 8th Grade; and 9th - 12th Grade.

The second "Off the Shelf" was sent out on September 7th to a distribution list of 2,075. The eNewsletter boosted a successful "open rate" of 61% and featured the Writers & Readers 2011-2012 Season and Library Card Sign-up Month.

Carlos Santana was added as the new featured artist for the MyTunes page, in recognition of Hispanic Heritage Month. The page now features a link to Carlos Santana's biography on the Rock and Roll Hall of Fame and Museum's website as well as a selection of books, CD's, and sheet music by and about the artist.

Main Library Subject Department web pages and coordinating collection floor-plan maps were updated site-wide to reflect the changes in collection and completion of the first phase of "Downtown Destination".

The following booklists were added for the Literature Department's Theater Popular Topic: "La Cage Aux Folles" to Playhouse Square page; and "Daddy Long Legs" to Cleveland Play House page.

The OLBDP Dimensions Newsletter, Volume 12, Issue 22, was added to the OLBDP section of the public website.

CLEVNET

On Wednesday, September 21, eBooks offered at the CLEVNET eMedia site (<http://emedia.clevnet.org>) became compatible with Kindle eReader devices and Kindle reading apps. The expansion of compatible devices, more specifically the popular Kindle reader family and apps, increases the accessibility of our eBook collection. As a result, circulation of our eBook collection is expected to increase at an even greater rate than we have experienced in the past few years.

Amy Pawlowski presented a "tech talk" at the Cleveland Heights-University Heights Library staff day on Friday, September 16. The presentation covered different devices on which staff may find their patrons reading, such as eReaders, tablets, smart phones and computers.

BUILDINGS SERVICES

The Buildings office completed numerous branch inspections and continues to monitor utility bills. We are also working closely with Westlake Reed Leskosky with the assessment of our branches.

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. The door insulation on main A/C unit was repaired and also the thermostat for main area was replaced at Addison. Repairs were completed on the hot water coil and reinstalled back in the air handling unit at Collinwood. Power and data wiring for new computers were installed at East 131, Fleet, Fulton, and Glenville. The belts on air handling unit #10 which covers the stacks area were replaced at Lake Shore. The sink drain in the 10th floor cafe area was snaked out and the hot water Insinkerator was replaced at LSW. At Main all burnt out lights and ballasts on 1st, 4th and 5th floors were replaced, a leaking pump was removed and replaced after the pump was repaired. The domestic hot water tank was replaced and worked has started to replace the compressor for the multipurpose room at Mt Pleasant. Several bad breakers were replaced and the electrical panel was reworked, also power and control wiring was run for new boilers at West Park. The boiler burners and heating coils were cleaned and the boiler operations were tested at Woodland. The Carpenters and Painters made and installed new end panels for the book shelf units located in the new popular department and worked with outside contractors to install new signage in LSW and Main. A play house was constructed for the children area at West Park. Painting is ongoing at South Brooklyn, West Park, and several offices on the 10th floor of LSW have been completed.

The Garage did routine service on vehicles #4, #7, and removed the generator from the Bookmobile to service it and installed the spare. The driver side window was replaced on truck # 21.

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, and Garden Valley is fully operational. During the month of September the access system for Lake Shore and Memorial-Nottingham is operational.

Alarm Systems: Burglar and fire alarm systems at all branches are fully operational and being monitored daily. 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.

During the month of September 13 alarms was recorded in the alarm log and 5 alarms was caused by staff that CVP had to respond to.

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. Due to extreme shortages in the security department, not all branch duress buttons were able to be tested.

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.

Not all CCTV cameras are operational with the exception of the following cameras at this time 1-Broadway,2-Lakeshore,1-Rice,2 Main Complex,1-Carnegie West and 1-Brooklyn.

Identification Cards: Security Operations continues to issue photo identification cards to new staff members and to replace lost cards. Additional access cards were ordered for Security Operations and will be arriving soon.

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 Security Officers 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 7 items were returned to their owners; 2 bags of miscellaneous items were donated to Goodwill Industries.

Branch Security: To temporarily provide a higher level of security, two G4S guards are assigned to Hough and Carnegie West. Security Operations meets with G4S Security Solutions whenever it is necessary to review and update guard issues.

Branch Patrol: Due to shortages in the Security Operations Department; Security Operations currently operate one Branch Patrol Unit with a Supervisor. If enough Officers are available two branch patrols are utilized. Branch Patrol Units respond to all branches when called upon by staff members.

Branch Patrol Supervisors and Officers 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 44 branch investigations.

During the month of September the Branch Patrol Units continue to pickup bank deposits at all branches.

SUMMARY OF IRREGULARITY REPORTS RECEIVED

Month	2010	2011	Change
January	50	77	+27
February	40	57	+17
March	63	73	+10
April	52	61	+9
May	37	43	+6
June	42	44	+2
July	26	46	+20
August	50	45	-5
September	58	56	-2
Year to Date	418	502	+84

AUTOMATION SERVICES

CPL Projects:

In September General Reference became part of Business, Economics and Labor; the Popular Library moved to Brett Hall; and the Audio-Video Department moved to the first floor of the Louis Stokes Wing. Computer equipment and phones were relocated and a call center established in Business. As Audio-Video (AV) was incorporated in Lending, all holds for pickup in AV were modified; pickup notices (emailed, automated phone calls, and mailed) were reconfigured; the locations of audio books and music CDs were changed to Popular Library; Acquisitions codes were reconfigured; and Subject Department web pages were changed to reflect the move.

Automation, Finance, and Planning continued to research printing solutions to accommodate multi-function devices for printing, photo-copying, and scanning; reducing staff involvement in money handling; and accommodating networked computers, wireless and mobile devices.

The second "Off the Shelf" was sent out on September 7th to a distribution list of 2,075. The eNewsletter boasted a successful "open rate" of 61% and featured the Writers & Readers 2011-2012 Season and Library Card Sign-up Month.

Carlos Santana was added as the new featured artist for the MyTunes page, in recognition of Hispanic Heritage Month. The page now features a link to Carlos Santana's biography on the Rock and Roll Hall of Fame and Museum's web site as well as a selection of books, CD's, and sheet music by and about the artist.

The following booklists were added for the Literature Department's Theater Popular Topic: "La Cage Aux Folles" to Playhouse Square page; and "Daddy Long Legs" to Cleveland Play House page.

The Ohio Library for the Blind and Physically Disabled "Dimensions" Newsletter, Volume 12, Issue 22, was added to the OLBPD section of the public web site.

The Ethernet connection to Lake Shore was saturated for about a week. After troubleshooting the problem, the core switch and two other switches in the main closet were upgraded.

Adobe Flash, Shockwave and Sun Java updated to the latest corporate versions on Altiris Deployment and System Center Configuration Manager (SCCM) servers. Adobe Flash was installed on 780 workstations and Shockwave on 830 workstations. About 500 staff workstations were updated with the newest version of the SirsiDynix client software.

Phones and other equipment were also moved to room 38 in the Main Library for Programming staff. Phones were installed for the new Chief Legal Counsel.

CLEVNET Projects:

Six libraries in Trumbull County were added to the CLEVNET system: Bristol Public Library, Girard Free Library, Hubbard Public Library, Kinsman Free Public Library, McKinley Memorial Library, and Newton Falls Public Library. The Network team worked with OPLIN, AT&T and Time Warner to connect the libraries to the CLEVNET network; assign new IP addresses; and reconfigure each local area network.

Six training sessions were held at NEO-RLS headquarters in Warren for library staff. Beginning Friday, September 23, title and item data was processed to map data from their TLC system to the CLEVNET system, and over the course of the week 435,584 item records were added, affecting 270,416 title records. Policy files were updated for circulation rules; holds management;

notification; locations; item types; and default prices for materials. Between the evening of Friday, September 23, and Monday, October 3, 71,846 new borrower records, 28,844 checkouts, and 61,063 bills were merged into the CLEVNET database. The patron database was rebuilt, and the keyword index for the library catalog regenerated. The Trumbull county data was also copied over to the Bibliocommons system and indexed; new instances were created for each library; and other modifications made to reflect their presence. The CLEVNET public and staff web sites were modified to reflect the new members and they were welcomed across CLEVNET.

On Wednesday, September 21, Kindle users were able to checkout eBooks offered at the CLEVNET eMedia site. The expansion of compatible devices, more specifically the popular Kindle reader family and apps, increases the accessibility of our eBook collection. As a result, circulation of our eBook collection is expected to increase at an even greater rate than we have experienced in the past few years.

A CLEVNET Technical Services Summit was held on September 28. Since the Bibliocommons catalog allows volume specific holds it is critical that volume information - especially for multi-part DVD/Blu-Ray sets - be consistent. The Summit was designed to show Technical Services how important the data they enter is, how it affects statistics and searching, and what standards need to be applied.

The new director of Orrville Public Library started. Kathleen Jozwiak comes to Orrville from Henderson Memorial Public Library in Ashtabula County, and previously worked at Ritter Public Library. Vicki Balemian, director of Clyde Public Library, retired.

A CLEVNET Directors panel meeting was held on September 16. Major topics included: receipt printers and improved transit slips; lost and paid management and refunds; the Library's strategic planning; an appreciative inquiry project with selected CLEVNET representatives to help with overall planning.

The SirsiDynix system was upgraded to version 3.4. Workflows 3.4.0J was repackaged as an MSI for CPL and CLEVNET so it could be installed over the network.

A revised pull list began on September 1. This revision includes a subset of the list that represents items on the shelf in the local building that are for pickup in that same building and scannable barcodes. Items being picked up in their owning

location are committed to the hold, reducing the number of items in shipment and reducing the time it takes to fill holds with items on-shelf in the pickup location.

Automation staff implemented a new, more secure method (SSH) of transferring debt collection data to Unique Management.

Special reports were prepared for Medina, Hudson, and Lorain Public Libraries, and for Collection Management and the Mobile Unit at Cleveland Public Library.

Policy file changes were done for Milan-Berlin, Medina, Birchard and Orrville libraries.

Meetings and Professional Development:

George Lenzer and the sustainability committee completed E4S (Entrepreneurs for Sustainability) training for CPL. Training was completed with a presentation at the graduation ceremony held at CPL on September 29th, 2011. The work of this team will provide a springboard for sustainability in the CPL strategic plan.

Bob Carterette led the Management Negotiations Team for the 2011 economic reopener with SEIU 1199.

Amy Pawlowski presented a "tech talk" on eReading at the Cleveland Heights-University Heights Library staff day. The presentation covered different devices on which staff may find their patrons reading, such as eReaders, tablets, smart phones and computers.

KnowItNow:

During September, the KnowItNow24x7 Coordinator conducted training sessions at Shaker Heights Public Library and Twinsburg Public Library for librarians staffing the collaborative statewide service.

The KnowItNow24x7 Coordinator taught two groups of students from Dr. Miriam Matteson's reference services class from Kent State University's School of Library and Information Science in Kent and Columbus. The students were trained on KnowItNow24x7 procedures and policies (including advanced virtual reference skills) and will be staffing two one-hour shifts on the service as part of a practical application of what they learn in Dr. Matteson's class.

This month, the KnowItNow24x7 Website Coordinator completed a major update of the KnowItNow24x7 Provider site to Drupal version 7 to keep the software up-to-date and ready for future planned enhancements.

Statistics:

	Aug-10	Aug-11
OverDrive Downloads	21,118	39,961
Twitter Followers	2,098	2,990
Facebook Fans	2,385	3,487

Automation Services Statistics, 09/2011				
	# Cases Opened	# Cases Closed	Site Visits	TOTAL
HARDWARE				
CPL Main	75	68	30	173
CPL Branch	76	62	29	167
CPL Lake Shore	23	15	3	41
CLEVNET	16	6	14	36
PUBLIC				0
HARDWARE TOTAL	190	151	76	417
SOFTWARE				
CPL Main	24	24		48
CPL Branch	20	20		40
CPL Lake Shore	7	7		14
CLEVNET	60	60		120
PUBLIC	166	165		331
SOFTWARE TOTAL	277	276	0	553
WEBWARE				
CPL Main	8	8		16
CPL Branch	6	6		12
CPL Lake Shore	3	3		6
CLEVNET	11	11		22
PUBLIC	81	81		162
WEBWARE TOTAL	109	109	0	218
KIN				
CPL Main	2	2		4
CPL Branch				0
CLEVNET				0
PUBLIC				0
KIN Library	37	36		73
OHIOlink Library	2	2		4
After Dark				0
KIN TOTAL	41	40	0	81
GRAND TOTAL	617	576	76	1,269