

DIRECTOR'S REPORT

November 17, 2011

Monthly Statistics

Circulation for the month of October was 585,809. This is an increase of less than 1% from last year's October circulation of 584,865. 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. The circulation activity year-to-date, has been consistent with the activity from 2010. Circulation at Cleveland Public Library has remained remarkably stable despite libraries around the country reporting significant drops in circulation activity.

The number of computer sessions was up by 5%, from 74,513 in 2010 to 78,199 in 2011. Additionally, the number of hours in use for our computers increased from 50,996 in 2010 to 53,050 in 2011. This was an increase of 4%. Previously, we had seen significant decreases in computer usage due to changes in our circulation policy. An increase in the number of available computers seems to have countered that effect.

Attendance for the month of October was 312,781. This is a decrease of just over 1% from last year's October attendance of 316,693. Both the Main Library and branches reported decreases in attendance. However, the decrease in attendance for both Main and the branches was significantly less than the previous months of the year. Attendance for the year is down 7% from 2010.

Program and Outreach Highlights

October was another great month for CPL programming. Working in collaboration with the Octavofest Collaborative and the Association for Bookmobiles and Outreach Services, CPL was proud to host author Audrey Niffenegger for a special Writers and Readers event. While Ms. Niffenegger was under the weather and stormy weather may have curtailed the crowd, she provided a very spirited and funny presentation. The author of the bestselling book, *The Time Traveler's Wife* provided a powerpoint slide show of her artwork and read from her unpublished new work.

CPL was proud to host author and food critic Ruth Reichl for our second installment of Writers and Readers. Nearly four hundred and fifty people attended the program and Ms. Reichl did not disappoint anyone. After receiving an introduction from famed local chef Jonathon Sawyer, Ms. Reichl captivated the audience

with stories and anecdotes from nearly forty years in the gourmet business. It was an overwhelmingly positive experience for the audience, many of whom had never been inside Cleveland Public Library.

On October 11th, staff introduced the Family Literacy Involvement Program to Cleveland Public Library patrons. The program is a partnership between CPL, the Childrens' Museum and Cuyahoga County Public Library. Funded by a grant from the Institute of Museums and Library Services, the grant provides families with multi-lingual literacy kits. The kits focus on literacy development and provide activities in the areas of math, science, and creative arts. Praise for the attainment of the grant and promotion must be provided to **Merce Robinson** (Public Services) and **Rhonda Fulton** (Public Services). Additional gratitude to the staff in Building Services for their extraordinary work on building a FLIP house for the Westpark branch that displays these kits.

CPL has become a member of the Higher Education Compact of Greater Cleveland. Committed to significantly increasing the number of Cleveland students who are prepared for, have access to, and complete college, the compact is composed of a diverse group of business, education, civic and philanthropic organizations. CPL will unveil several goals focused on assisting the Compact in reaching its goals within our new Strategic Plan.

Meetings and Activities

- Attended a meeting with Ward 6 Councilwoman Mamie Mitchell to discuss CPL's involvement in a Fairfax Arts and Heritage Celebration.
- Presented at the Nevada Library Association's Annual Conference in Carson City, Nevada. I partnered with Susan Hildreth, Director of IMLS to produce "Doing More with Less".
- Met with Karen Butler, Director of Public Health for the Cleveland Department of Public Health to discuss possible collaborations between our organizations.
- Served as a Participant Fellow at the conference "Libraries and Museums in an Era of Participatory Culture" sponsored by IMLS and the Salzburg Global Seminar in Salzburg, Austria.

- Attended the Ohio Library Council's Annual meeting and met with the Directors of Ohio's Metropolitan Libraries at the conference.

CLEVNET

September's total OverDrive CLEVNET eMedia collection circulation was 42,721 sizably up from last year's total of 22,109. CPL has 3,058 total followers on Twitter and the Facebook page currently has 3,542 fans.

Staff Highlights

Debbie Hajzak, John Skrtic, Cindy Lombardo, and Larry Novotny presented at the OLC conference. Entitled "Creative Collaboration in challenging Times: Management and Labor Working Together." The program examined our gains in creating a better management/labor relationship.

GRANTS & DEVELOPMENT

MyCom Lead Agency Responsibilities

- Attended MyCom Out of School Grant review panel meeting
- Coordinated monthly MyCom expense reports
- Wrote agreements for MyCom providers
- Prepared for MyCom November Symposium Panel

Grants & Development

- Prepared Friends Monthly Request
- Wrote and submitted LSTA Mini grant for E reader Lending Collection
- Wrote and submitted Cleveland Foundation Grant for Learning Centers
- Telephone Conference with PNC staff for upcoming grant
- Wrote resolutions to the Board for PNC grant and RGI International
- Met with RGI and Buckeye-Woodland community to plan for Rice Branch Kiosk

Literacy

- Coordinated ABLE/GED classes
- Attended the CCC Adult Literacy, ABLE/GED Advisory Meeting
- Met with CSU College of Education and America Reads

Meetings (Community, Training)

- Attended P-16 meeting in Slavic Village
- Attended Sister of Charity Promise Neighborhood update meeting at CCC

PUBLIC SERVICES

Programs/Exhibits:

Special Collections Librarian, Kelly Ross Brown is collaborating on an exhibit with Professor James Marino from Cleveland State University. Fine Arts Manager Pamela Eyerdam assisted the Friends of the Cleveland Public Library with a theatre exhibit for the fundraiser on November 5.

The Cleveland Public Library and the Ohio Center for the Book participated in several Octavofest programs during the month of October. Literature Manager Amy Dawson, with the help of Stacie Brisker and Pamela Eyerdam of the Fine Arts and Special Collections Department, prepared a display on pochoir for the John G. White Special Collections Corridor. The display titled, *Exquisite Expression* featured plates of illustrations that featured the stenciling process known as pochoir.

Public Administration Library displayed books from Fine Arts, History, Literature, and Science & Technology departments to commemorate Italian American month.

The Science & Technology Department helped with the Ruth Reichl program. The department ordered and displayed her books, prepared other cookbooks for the program, worked with the Graphics Department, Cuyahoga Community College's Culinary School and the Plain Dealer to create interest in the program.

Cleveland Sports Research Center presented the Art by Carp program. Three hundred people attended the reception, which ran during the month. The program highlighted drawings of Cleveland athletes by Michael Carpenter.

The Social Sciences Book Club held its monthly book discussion. The title of the book discussed was, *The Hillside Strangler* by Ted Schwarz. Local author Ted Schwarz facilitated the book discussion.

October was a busy month for class and group tours. Youth Services Librarian Jennifer Rhodes (formerly Wihebrink)

conducted tours for 25 eighth graders from Marion Seltzer School, 25 seventh graders from Warner Girls Academy, six students from Fatima Center, 45 fifth graders from Al Ihsan School and 15 Boys Scouts and their parents.

During the month of October the Cleveland Public Library hosted 132 programs, 60 of which were adult, 43 children's, and 29 teens. A total of \$24,400 was spent on adult programs, \$23,450 of which came out of funds other than the general program fund. Of the 43 children's programs \$400 was spent on professional services. \$300 dollars was spent on teen programming also from professional services.

The Program and Scheduling Services Department facilitated two author visits, Ruth Reichl on October 29 (attendance 435) and Audry Neffinegger on October 13 (attendance 50). These two programs cost a total of \$23,450.

On October 1, Fine Arts Department hosted the Music at Main: Marimba Masters of Cleveland at a cost of \$300 and on October 22 the Music at Main: FiveOne Experimental Orchestra at a cost of \$350.

A total of 27 patron and 13 staff requests for CPL meeting room space were processed in the month of October. Wedding photography at Main library was scheduled for 12 parties.

Outreach:

Mr. Ruffing provided ten high interest, public domain Cleveland images to Josh Taylor, Director of Development for Twist Creative, for use in merchandise to be sold at a "pop-up" store in Tower City during the coming holiday shopping season. Twist creative will reproduce the images in a variety of ways to help draw attention to the Library's rich collection of Cleveland history materials. It is hoped that this trial project will increase the visibility of CPL's collections and evolve into a new revenue stream for the Friends of the Cleveland Public Library, who will receive proceeds from the items that are sold.

On October 21, fifteen teachers from northeast Ohio visited the Library to participate in a National History Day Educator's Conference sponsored by the Ohio Historical Society. Mary Bezbatchesko, State Coordinator for National History Day in Ohio, presented the program.

On October 24, the ASDI (Archival Spatial Data Infrastructure) group met in Map Collection. Topics discussed included the prospects of possibly having Cleveland Public Library host a geo-referenced map of Northeast Ohio that patrons could access and be able to download into their own GIS (Geographical Information System) programs for research, and model building.

By the first week of October, Literature Librarian Tim Phillips sent a notice of the Ohio Center for the Book participation in the Letters About Literature contest to over 1200 educators and librarians around the state of Ohio.

Literature staff members Aja Russo and Steve Capouzzo attended the Octavofest Morgan Open House/Silent Auction. Steve Capouzzo and Jean Collins attended the Friends of the Cleveland Public Library and Octavofest sponsored documentary Proceed and Be Bold! at the Capitol Theater in Gordon Square.

Amy Dawson and Tiffany Graham, an administrator for Cleveland Public Art and Board Member for Ohio City Writers, met to discuss future collaborations between the Ohio Center for the Book and Cleveland Public Art.

Librarian Jean Collins met with Ruth Flannery to view her archival collection of Playhouse Square material which she intends to loan to the library for upcoming 90th anniversary exhibit. Playhouse Square will loan material including items of ephemera and other historical items.

Mr. Ruffing and Richard Fox, Special Projects Librarian, met with representative of Cuyahoga Community College (Tri-C) to discuss the possibility of depositing a CPL collection in the library at Tri-C's Metro campus, in the model of the libraries currently operating at Cleveland State and Case Western Reserve universities. Tri-C representatives included Dan Overfield and Mary Thompson, reference librarians, and Tonya Briggs, Interim Director, Library/Learning Resources Center/Technology Learning Center.

Outreach Services participated in the CMSD Vision to Victory 8th grade Recruitment Fair held October 11 - 15 at the Wolstein Center. At the same facility CMSD held the Special Needs Fair on Saturday, October 15.

CPL participated in several outreach events in October, including the Annual American Bookmobile and Outreach Services Conference, Open House @ MOB (ABOS conference), Vision to

Victory Recruitment Fair for Middle School Students, Monthly Senior book group discussion, Case Western Reserve Step-Up Tutor Training, Botanical Gardens Fall Festival (Imagine Puppet Troup held two puppet shows), CMSD Special Needs Fair, Fall Literacy Fair - Delta Sigma Theta & CMSD @ Daniel Morgan School, Sugarman Award monthly jury meeting, Fairfax Heritage Celebration Community Advisory Board meeting, and the CMSD Educator Day Speaker.

Collections/Reference:

Business, Economics, and Labor continued to work in conjunction with Public Services in transitioning the library's phone system into a direct location to answer general reference questions.

Elwood Smith, an elderly man from Fort Myers, FL came to Special Collections on October 14, to offer CPL a collection of Cleveland theater programs and brochures that his mother had collected as a young woman.

Michael Ruffing and Anastasia Diamond-Ortiz joined 290 other participants at the first plenary session of the Digital Public Library of America, held October 21 at the National Archives. An initiative spearheaded by Harvard University's Berkman Center for Internet and Society, the DPLA intends to provide free access to digital collections from libraries, museums, and archives in the United States.

Mr. Ruffing and Ms. Diamond-Ortiz were privileged to have lunch and speak at length with Dame Lynne Brindley, Director of the British Library, affording them a rare opportunity to gain insight from the leader of one of the world's great libraries.

Mr. Ruffing initiated an inventory of the most valuable items in Special Collections. Automation Services generated a comprehensive, detailed spreadsheet of every item currently inventoried for Special Collections and the White Collection. The spreadsheets were edited and sorted to identify items currently marked "star lock", which is a designation used by the Library to identify valuable materials. Approximately 9,000 "star lock" items were identified. On October 20, Special Projects Librarian Richard Fox began the process of looking for each item and then scanning companion printed barcode sheets.

Staff/Professional Development:

BEL welcomed a new staff member to the department, Doris Yee, Library Assistant. Ms. Yee voluntarily transferred to the department on October 17.

Kelly Ross Brown attended the *Matting and Framing Works on Paper*. The workshop was held at ICA and presented by paper conservationist Jayme Jamison. Pam Eyerdam and Stacie Brisker attended *Warhol Mania* at the Ingalls Library at the CMA.

History Department Subject Department Library Assistant Dan Smith and Subject Department Clerk Lorna Holness have announced their intent to retire at the end of the year. Mr. Smith's final day will be Friday, December 2, and Mrs. Holness final day will be Saturday, December 31.

On October 23, AV/Lending Clerk, Summer Salem was promoted to Technical Services Associate, High Demand Department.

Amy Dawson participated in the first meeting of the newly reformed Dublin Committee which met for the first time on October 27. Acting Assistant Planning and Research Administrator, Anastasia Diamond-Ortiz has taken over the chair of the Dublin Committee.

Popular Department staff members, Tammy Houghton, April Lancaster and Sarah Flinn attended the Train the Trainers workshop with Cynthia Orr on October 24. The Popular Department staff was presented with microfilm training from Margaret Dunst of Casnet.

Debbie Hajzak, John Skrtic, Cindy Lombardo, and Larry Novotny presented at the OLC Convention and Expo, on October 28. The workshop was titled, *Creative Collaboration in Challenging Times: Management and Labor Working Together*.

Daunte Bolden will transfer from the position of Subject Department Clerk, Popular Department (PFT) to Shipping Clerk, Ohio Library for the Blind and Physically Disabled (PFT) due to commence on November 20, 2011.

MOBILE SERVICES DEPARTMENT

STATISTICS

51 Stops were conducted during the month. 11 New library card applications were processed. 737 patrons visited the bus. 782 Reference questions were answered.

12 Pediatric and WIC sites were visited with 41 people contacted at these sites. 74 daycare classes were visited with a total of 759 in attendance. 966 items were circulated in 42 deposit kits.

The bookmobile participated in a Literacy Festival at Daniel Morgan School (CMSD) on 10/29.

The Mobile Services Department is changing how it handles holds for patrons. The new method will shift away from paper files and backup systems used in the past. This will simplify route-ins and holds. The goal is to keep providing a high level of service, but use less staff time.

Staff attended the Association of Bookmobile and Outreach Services annual conference held in Cleveland on October 13-15. Rhonda Fulton and Linda Sperry spoke about On the Road to Reading at the conference. According to the ABOS President, our two sessions were highly rated and some attendees ranked it their favorite session. Over 70 conference attendees came to the Mobile Services building for a reception on October 14.

OHIO LIBRARY FOR BLIND FOR THE PHYSICALLY DISABLED

OLBPD submitted its year end federal statistics to the National Library Service in October. OLBPD circulated 749,624 items to patrons in 2011. An additional 11,510 books were interlibrary loaned from Multi-State Center East for patrons, and BARD patrons downloaded 99,442 books and magazines, bringing OLBPD's total circulation to 860,576. OLBPD had 14,727 active readers in 2011, and added 1,843 patrons to the service. In October, OLBPD circulated 55,239 items directly to patrons. Digital book circulation is slowly widening the gap between cassette circulation, where 29,287 digital books to 24,061 cassette books circulated this month.

On October 4, the OLBPD Manager met with Kirsten Frei-Herrmann from Greater Cleveland Volunteers to renew our Memorandum of Understanding through 2014 and discuss how OLBPD will be promoted to prospective volunteers seeking work. OLBPD currently

enjoys a strong partnership with Greater Cleveland Volunteers who provides volunteers to work during Family Fun and Learning Day.

On October 17, the OLBPD Manager met with Ben Gulyas, Deaf Services Coordinator at Cleveland Heights-University Heights Public Library to discuss what CPL can do to better expand library services to the deaf and hard of hearing community. From this meeting, OLBPD will be working with CPL to improve promotion of American Sign Language (ASL) interpreters for library activities, such as computer classes, as well as special events and programming. OLBPD and CPL will also plan to install Sorenson Video Relay Service (VRS) phones at select locations to be determined, and serve as community VRS access points for deaf and hard of hearing patrons.

On October 18, the OLBPD Manager along with Carrie Krenicky and Laura Armstrong met with Carol Pelz, a consultant working with the State Library of Ohio to review the use of LSTA funds since 2008 to the end of the current year. This review was mandatory for the continuance of funding from the Institute of Museum and Library Services to the State of Ohio.

BRANCHES

- Carlos Latimer worked with the Lending Department to coordinate the delivery of Board of Election literature to branch polling sites for the November 8, general election
- Addison Branch Manager, Magnolia Peters attended the Ward 7 Community Meeting to promote the free tutoring programs
- East 131/Mt. Pleasant Manager Paula Logan-Reid attended the Mount Pleasant Community Zone. The topic discussed at the meeting was the Adopt-a-School initiative
- Glenville Branch Manager, Carol Johnson hosted the monthly Adult Book Club. The featured book of the month was Letters to a Young Brother by Hill Harper
- Hough/Langston Hughes Branch manager, William Bradford is a participant in the Reader's Advisory Group led by Cindy Orr
- Martin Luther King Jr. Branch Manager, Toni Parker attended the Ingenuity Festival performance of Down and Out in the Magic Kingdom
- Memorial Nottingham Branch Manager, Joyce Bowers attended the East 185th Block Club Meeting. Bowers also attended the Democratic Ward Club Meeting with Councilman Michael Polensek

- Rice Branch Manager Ali Boyd and staff have continued to promote the new monthly DVD and book lists among branch patrons and have received favorable responses as patrons are encourage to place holds on items
- Garden Valley/Woodland Manager Kathryn Feeley spoke at the Beta Phi Mu initiation ceremony at Kent State University on October 17. She is the immediate past president of the International Society of Library and Information Science Studies
- Garden Valley youth services staff Pasha Moncrief shadowed Woodland librarian Kristen Schmidt on October 20. During this visit, the two conducted a story time at Quincy Place
- Harvard Lee Branch hosted motivational speaker Kent Wise on October 18. His presentation, "Discover Your Purpose: Five Keys to Success"
- Growing Readers and Wee Reads sessions commenced at the Martin Luther King Jr. branch this month. Youth Services Library Assistant Ron Roberts conducted five Growing Readers sessions and two Wee Reads sessions
- Lakitha Tolbert transferred from Brooklyn Branch to Memorial Nottingham branch
- Branch Manager Cheryl Diamond hosted the Ward 14 Democratic Club meeting at the Fulton Branch, where the topic was the foreclosure crisis
- Parma Adult Education Center cancelled GED classes at Carnegie West and Jefferson due to low attendance. Consideration was given to offering GED and ESOL classes at South Branch
- West Park Branch unveiled the Family Literacy Involvement Program (FLIP) house. Learning kits designed by members of the Children's Museum of Houston and Houston Public Library will be dispensed at the branch
- Youth Services staff at Brooklyn Branch continued a tutoring assistance program in which area teens tutored students in language arts. Elton Lytel of College Now Greater Cleveland visited the branch and set up parent/teen meetings to assist with college and test preparation
- Art of Wheels programs were presented in several branches by Carolina Martin, author of the children's book *Red, Yellow and Blue*
- Walz Branch received a gift of three new rocking chairs, honoring patron Mrs. Craciun
- Branch Managers Angela Guinther and Jaime Declet attended the Ohio Library Council Conference in Toledo, Ohio. Topics included Reader's Advisory, Floating Collections, Being a

Great boss, Customer Expectations and program ideas for ALA-sponsored Money Smart Week

- Eastman Manager Ken Knape and South Brooklyn Manager Susan Martin attended the NEO-RLS workshop "Back to the Book XII" to broaden readers advisory skill

TECHNICAL SERVICES

Patricia Lowrey attended the Ohio Library Council Annual Conference & Expo in Toledo. Ann Olszewski, Preservation Manager presented a program on describing digital images to an appreciative audience and Rollie Welch, Collection Management Manager, spoke to a full house about young adult books that may stand the test of time. Ms. Lowrey attended programs by several other Cleveland Public Library presenters in addition to other programs on topics such as eBooks and Floating Collections.

Ms. Lowrey served on the interview panel for the Technical Services Associate vacancy in the High Demand Department. She submitted 2012 Budget Requests to Financial Services and a 2012 Operational Plan to the Acting Deputy Director. She attended the Administrator's Retreat on October 31.

Ms. Lowrey was pleased to provide tours of the Technical Services Departments and the Lake Shore Facility to Joyce Dodrill, the new Chief Legal Officer and Tim Goergen, the new Safety and Security Manager.

Preservation: A total of one hundred sixty six Cleveland photographs were added to the Digital Gallery, including 62 photos of Superior Avenue from the Cleveland Streets project, 63 photographs the Detroit Shoreway project, 11 photos of Cleveland buildings from the History department project, 29 Archives photos of former branches, and 1 panorama photo of an historic baseball game at the Brookside Stadium.. For the months of September and October, Cleveland photographs were viewed more than any other collection in the Digital Gallery.

Thirteen yearbooks from John Ford Rhodes High School were added. The total number of yearbook pages available digitally is now 11,395. A patron in Singapore requested 10 high resolution files of chess player portraits from the Digital Gallery. OCLC included a snapshot of a CPL Digital Gallery page with its e-mail announcement of a new version of CONTENTdm, version 6.1.

Ann Olszewski attended the sixth Midwest CONTENTdm users meeting at Ball State University in Muncie Indiana, November 14-15. She gave two presentations and moderated two panels devoted to yearbook and newspaper projects. Ms Olszewski gave another presentation, Making Digital collections accessible through metadata, at the Ohio Library Council annual meeting in Toledo, October 26.

Special Projects: Ron Antonucci continued to assist Collection Management with the ongoing redistribution of floating materials. He evaluated 177 DVDs, 465 compact discs, 1106 books on cd, and 728 books to determine relocation to a branch or Main department, or discarded the materials and prepared them for shipping to the Book Sale. On October 7, he assisted Collection Manager Rollie Welch with weeding of the collection of books, magazines and audiobooks on loan to the library at Case Western Reserve. He attended the Reader's Advisory Workshop on October 4.

Collection Management: Laura Mommers compiled extensive lists of DVDs in Chinese in preparation for Cleveland Public Library's Lunar New Year celebration. Ms. Mommers also organized approximately 1,000 DVDs and CDs appropriate for the upcoming holiday season for the Branches. Ms. Mommers ordered Criterion titles for the Audio-Visual department. Bonnie Bolton formed a booklist of appealing Black History Month titles to be shared with Branch accounts through the BWI website.

Rollie Welch presented a program at the Ohio Library Council annual convention held in Toledo, Ohio. Mr. Welch published a review in the book section of the Plain Dealer on October 23. Mr. Welch's monthly online column, The Word on Street Lit, appeared in the October 20 edition of Library Journal's online newsletter Booksmack!

High Demand: Staff added 792 titles and 15,845 items. They ordered 2,844 titles and 14,583 items, and paid 668 invoices, for a total value of \$ 156,210.23. The High Demand staff also processed 549 items for the Acquisitions Dept.

Summer Salem started work as a Technical Services Associate.

Shelf/Shipping: Shelf/Shipping department sent a total of 1,838 telescopes to Main Library and the Branches. The staff retrieved 165 items requested for Main. This agency sent a total new 28,159 items to the Acquisitions and High Demand departments. Darryl Pless attended the FSA meeting held at the

Lake Shore facility. Juanita Turner served on the committee interviewing applicants for page positions at Cleveland Public Library.

Mrs. Turner attended the Writers and Readers Series program featuring Ruth Reichl.

Book Preparation: Book Preparation worked on 26,024 items in October. Ms. Hegstrom completed 15 performance evaluations for Book Preparation and the Clerical staff in Catalog. The entire Book Preparation staff attended a meeting about the Technical Services reorganization.

Acquisitions: Tonya Jenkins and Lisa Kowalczyk assisted with the training of Anarie Lanton, Technical Services Associate, on manually creating orders and adding orderlines in Sirsi. Ms. Jenkins worked collaboratively with Melanie Guzman McCarter, Library Assistant in the Foreign Literature Department, to streamline the ordering process for Foreign Literature materials. Ms. Jenkins revised the existing Excel order spreadsheet template and incorporated the written instructions for the new procedures as part of the template.

Alicia Naab, Acquisitions Coordinator, worked with Automation to resolve some issues with EDI invoicing for non-book materials with the vendor Baker & Taylor. Ms. Naab has been working with Carole Brachna, High Demand Manager, and the vendor Midwest in anticipation of a future upgrade in Midwest's invoicing process.

Paula Stout, Technical Services Clerk in Catalog, volunteered to process the 500 paperbacks selected by Youth Services and ordered by Ms. Naab for the YREAD Program. Staff from other Technical Service Departments continued to volunteer in the Acquisitions Department and Serials Section on a regular basis.

Ms. Naab attended the Ohio Library Council (OLC) Annual Convention and Expo in Toledo.

Acquisitions staff ordered a total of 8,907 titles and 14,213 items, received 14,790 items, and processed a total of 2,209 invoices. Serials staff received 2,402 periodicals and 578 serials, added 695 periodical items, 270 serial items and 980 paperbacks, processed 84 periodical and serial claims, and modified 95 serial controls.

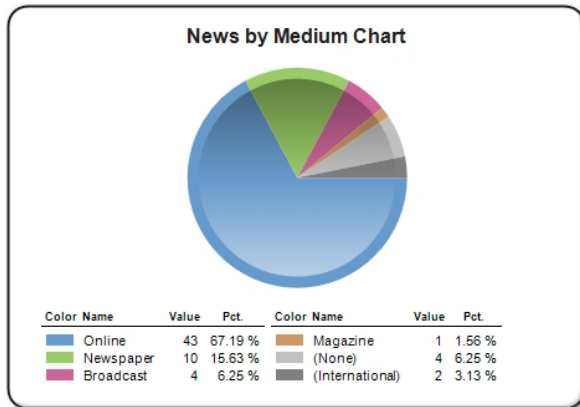
Catalog: New librarians Amei Hu and Muzhgan Nazarova have begun creating original bibliographic records. Mike Monaco earned independence as a contributor of personal name authority records

to NACO, a national cooperative program. He can now review and approve personal name authority records for other CPL catalogers. Larisa Povitsky started to create and export authority records for Slavic materials. Staff cataloged 7,678 titles and added 12,939 items for CPL.

Andrea Johnson attended an OCLC seminar called *Good Practices for Great Outcomes: Cataloging Efficiencies that Make a Difference*.

MARKETING & COMMUNICATIONS

Media coverage for the month of September included 65 print and online publications. The full report, available in the department, shows ad values of \$99,119.94 with a news circulation audience of 1,840,981 people. In September, the



online media outlets that featured CPL events and programs received 66,438,537 unique visitors. Ads to promote Writers and Readers author Ruth Reichl and Octavofest author Audrey Niffenegger were placed in *The Plain Dealer* and radio spots aired on WCPN 90.3 for Ruth Reichl. An eblast was sent out to promote Ruth Reichl through Positively Cleveland. TV spots appeared on *Golden Opportunities*

to promote Writers and Readers, Downtown Destination, and the Bookmobile; and *Applause* to promote the Kokoon exhibit.

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

- Board meeting and 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
- Quarterly managers meeting
- Administrative Retreat
- Safety and Security Manager, Tim Goergen to discuss ergonomic environment in Graphics department

- Meeting with Maureen Mullin and Nancy Farinacci, Special Events Coordinator for Tri-C Cooking School regarding future collaboration
- Meeting With Bridget Chapman from Case Western Reserve to donate Library bags and distribute literature regarding library resources for Scholarship Conference for high school juniors and seniors

Administrative Assistant Michael Young attended staff orientation. Budget for Marketing and Communications and Graphics for 2012 was completed. Operations Plan for both departments was also completed and discussed at Administrative Retreat.

GRAPHICS

Graphics staff designed, printed and distributed 122 printed pieces in October, including graphics for the library website and 4 staff newsletters. WiFi decals were placed on the doors of each branch and Main Library. Hours signage on doors was repaired or replaced at branches.

Promotional pieces included: Program, signage and other promotional material for *Friends Night at the Library* fundraiser; November/December computer class schedule; Friends book sale collateral; designed ads for various publications; Playhouse Square poster and bookmarks for *La Cage Aux Folles* and *Sherlock Holmes*; 500,000 Clevnet routing slips

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 2,134 in 2010 to 3,058 currently. Facebook fans are up from 2,621 in 2010 to 3,542 currently. Downloads of books in an electronic format (ebooks) were up from 21,109 in 2010 to 47,721 currently.

Library News on the www.cpl.org homepage featured the following item for October: CLEVNET Adds Six Libraries from Trumbull County to Vast Northeast Ohio Network; and Cleveland Public Library Recognized by State of Ohio for Focus on Fiscal Responsibility, Receives Auditor of State Award.

During the month of October, the following events, programs, and information were promoted on www.cpl.org: My Place 2 Dream, Create, Grow: Stephan Talbott; Welcome New CLEVNET Members; Writers & Readers Series: Ruth Reichl; Winterfest; My Tunes: Michael Jackson; Friends Fundraiser: Night at the Library - Backstage; Library eBooks for Kindle Now Available; Downtown Destination: We're on the Move; 100th Anniversary of the Cleveland Kokoon Arts Klub Exhibit; Octavofest 2011; MyTunes; Drive-up Window; Download eMedia; Stop the Hate Essay Contest; Kids and Teens Read It! sections; Kids and Teens Homework Help; and KnowItNow: Your Librarian Never Sleeps.

18 Popular Topic pages were updated with new content in October.

3 Senior Topic Guides were updated with new content in October.

A Twitter-feed widget was added to the Teens site, showcasing CPL's teen twitter feed (@CPLTeens), which is aimed specifically at teen patrons. During October Youth Services tweeted a book a day in celebration of Teen Read Week (#cpltrw11). They are also using twitter to promote programs such as the Kent Wise series, highlight content on the website including the Teen Read It section and MyTunes, and encourage teens to follow YA authors.

The third "Off the Shelf" was sent out on October 6 to a distribution list of 2,131. The eNewsletter boosted a successful "open rate" of 57% and featured Author visits Audrey Niffenegger and Ruth Reichl in addition to the Kindle compatibility for our eMedia collection.

The following exhibits were added to the Exhibits page on www.cpl.org: Travel Back in Time with the George Ketteringham Photograph Collection; and Progress & Promise: Sisters Serving Northeast Ohio.

The CPL Flickr Pro account was renewed for another two years and A Flickr set was created for "Downtown Destination" and a slideshow was generated with images of the new Audio-Video Department and the new Popular Library. The slideshow is highlighted on the Downtown Destination: We're on the Move page on www.cpl.org.

BUILDINGS SERVICES

The Buildings office completed numerous branch inspections and continues to monitor utility bills.

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. They worked with Ohio Desk and installed new computer tables at East 131, Fleet, Fulton, Glenville, and Woodland. Control updates for the HVAC system were completed at Jefferson and Lorain. A new hot water tank was installed at Langston Hughes. A new variable frequency drive for #2 north side return air fan was installed at LSW. A new expansion tank for the domestic hot water tank was installed at Main. The thermostats for the HVAC system were calibrated at MLK. The heat exchanger in the main rooftop unit was replaced and new programmable thermostats were installed at Mt. Pleasant. The power plug for the Book Mobile was repaired and control updates for the HVAC systems were updated at Woodland.

The Carpenters and Painters removed all workstations and shelving in the old A/V department and installed them in new locations in LSW. A play house was made and installed at West Park. Additional display racks were painted for the first floor of Main. The holes in the wall on the 10th floor were patched and painted after repairs were made to the piping.

The Garage replaced the rear steps and the generator on the Book Mobile. A new battery was installed on truck #8. They also are continuing to service and deliver snow blowers to the branches.

SECURITY OPERATIONS

SAFETY

- At the request of Cathy Poilpre in Graphics, performed ergonomics evaluation of graphics employees and safety review of printing area.
- Conducted equipment inspections at all Branches, Downtown Campuses, and Lake Shore Facility. Safety and medical equipment inspections were conducted that include fire extinguishers, fire suppression systems, and fire valve systems.
- Special collections vault protective measures reviewed and additional fire extinguishers were placed by Buildings. Following an inventory, additional protective measures will

be reviewed to determine appropriate measures to protect documents.

SECURITY

Security Systems

- The access systems in the Main Library complex and Garden Valley are operational. During the month of October the access system for Lake Shore and Memorial-Nottingham continues to be operational.
- A review of the access control system found the system is not supported and not backed-up, resulting in the potential of failure of the system. External media is being used to back up the system as an interim measure pending a long term solution.
- The access control system infrastructure is being reviewed for the feasibility of using current access system to provide additional protective measures for the downtown campus facilities.
- Burglar and fire alarm systems at branches are operational and are 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.
- Currently, ten percent of the system's closed circuit television systems are not functioning and the materials to support the cameras are no longer manufactured. Also, support for the software will be discontinued soon as well. Research is being conducted to check which cameras can be repaired in the interim, with the long-term plan being generated to address system-wide CCTV issue, including frequent malfunctions and lack of image resolution.
- Automation was able to link Security's identification card files for use by Payroll and Human Resources for image transfer to their respective files.
- Panic alerts were tested at System facilities and the book mobiles. The LSW first floor buttons have been found to be non functional. Vendor has been called for service.
- Research continues on individual pendant alerting systems for personnel.
- Forty (40) CCTV cameras are nonoperational at this time. Due to the age of the CCTV system, the hardware and software is being phased out and will no longer be

supported. The security vendor has been contacted to provide quote to upgrade the system.

- Established the following procedures:
 - Approval process by which employees who request additional security access are approved by their manager and the Safety & Security Manager.
 - Established contractor control by restricting contractor access and keys issuance while the contractor is onsite. A revised process will require check-in with and issuance of cards and keys by the security officer before being admitted to the facility.
 - As employees request photo identification card replacement, security is obtaining an updated photo of the employee before reissuing the card. This will facilitate updating the employee photo database.
- Reviewing and establishing key control system which currently doesn't exist to any appreciable degree. This will take some time as hundreds of keys are not labeled or matched to locks.
- The lost and found inventory of jewelry was documented and forwarded to Finance with recommendation for disposal consistent with System Policy. Seventy one items of jewelry were left in branches as far back as April 25, 1992.
- An inventory of all lost and found items is conducted on a monthly basis. In October, eleven (11) items were returned to their owners; four (4) bags of miscellaneous items were donated.
- Branch Patrol
 - Due to staffing issues, Branch Patrol is operating primarily with one (1) Branch Patrol Unit daily. When staffing permits, a second unit with a Supervisor has been in service. Three units will be in service when staffing vacancies are filled.
 - Branch Patrol Supervisors and Officers continue to investigate Security Irregularity reports generated system-wide. Branch Patrols conducted thirty seven (37) Branch investigations in the month of October.
 - During the last week of October, Branch Patrol began two visits per Branch daily. The first visit that begins after 11:00 am is being utilized for bank deposit collection and the second for additional saturation at all Branch locations.

- o Branch Patrol Units inspect the detector systems at the Branches during routine patrol. All detectors were found to be operational.
- Contract Security
 - o Contract Security hours have been restored at the West Park Branch due to an elevation in juvenile incidents.
 - o Contract Security hours have been restored at Memorial Nottingham.
 - o Both changes have resulted in reduced incidents involving juveniles.
 - o Conferenced with Cuyahoga Valley Patrol concerning incident at the South Branch. A G4S security guard in place to monitor the branch during heating system issues was found not to be performing to standard and was replaced.

INCIDENTS

- During the month of October, six (6) alarms were received. Three (3) alarms were caused by staff error that required Cuyahoga Valley Patrol response. One (1) alarm was false and one (1) alarm was caused by unknown subjects pulling on the front doors of the Glennville Branch. No entry was made.
- Broadway Branch had a breaking and entering event. Approximately forty (40) DVD's were stolen. CCTV provided substandard video of the event.

SAFETY & SECURITY PLANS

- A Safety & Security review was prepared for the following events:
 - o Friends of the Library Event
 - o Sisters of Charity Event
- Main and LSW Safety & Security Rapid Reviews were conducted which listed the most prominent risks for the facilities and recommendations to minimize the risks.

EMERGENCY PREPAREDNESS

- Currently reviewing Main and LSW fire systems and discovered one fire door non operational which was reported to Buildings and repaired.
- Obtained drafts of emergency procedures over the years and will begin review to determine appropriate procedure development.

DISASTER PREPAREDNESS

- Researching Disaster Preparedness resources available from the OCLC.org website.

RECORDS MANAGEMENT

- Paper documentation dating back as far as 1971 is being managed after review and per policy. Numerous forms of software media related to security systems were unsecured in various room locations in both Downtown Campuses.
- Automation established network directories for documents currently stored on external media.
- An equipment inventory is being conducted and transferred to Excel spreadsheet for continual management.
- During the records review, out-of-service equipment was discovered and is now being inventoried and provided to the Property Management Administrator for review.

SUMMARY OF IRREGULARITY REPORTS GENERATED

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
October	35	55	+20
Year to Date	453	557	+104

AUTOMATION SERVICES

On October 1 and 2 the process to add the six Trumbull county libraries to CLEVNET was completed. In total about 436,000 items were created, 45,000 new title records were added (and

another 246,000 had items connected with them), 72,000 new users were created, 73,000 bills added, and about 29,000 existing checkout records loaded. The first day of circulation was Monday, October 3, and Software Team members were on site to help with any problems. Two of the libraries, Newton Falls and Kinsman, were closed on Monday and started circulating online on Tuesday, October 4. Wherever necessary the new libraries were added to existing maintenance scripts and reports and the automated phone notification system was updated. As part of the process the termination of the OPLIN network connections were moved from Columbus to Cleveland Public Library. Bibliocommons prepared interfaces for each of the new libraries and loaded the data early Monday morning, October 3. The new libraries were also added to the CLEVNET public web site (<http://www.clevnet.org/>). During the rest of October, several post-migration policy file and circulation map issues were added or corrected to get these libraries operating optimally. After a full two weeks of circulation, overdue notices were begun and then bills for items long overdue.

CPL Projects

Special reports were produced for Special Collections for an inventory project. Collection Management requested a report for the CPL@CWRU collection and a weeding report for South Brooklyn branch. Foreign Literature also requested special reports.

Government Documents gave specifications for the mass discard of 1,378 items.

The Network Team investigated and located the cause of intermittent network outages at the Lake Shore facility affecting the Technical Services Department and two of the wiring closets were upgraded.

A MiFi router was ordered for testing. This new kind of router supports wireless connections to a 3G or 4G cellular connection. If it works well, the new router will replace 5 separate cellular modems on the Mobile Unit.

Four public workstations were installed at Glenville branch as a result of the 2012 Gates Grant.

Voice mail boxes were configured for Tena Wilson and Sheba Marcus-Bey; new phone extensions set up for the Programming staff and the new Asst. Financial Services Administrator; two

defective Blackberries were replaced; and the push-to-talk service for Facilities was updated.

CLEVNET Projects

As a follow up to the September 28 Technical Services Summit, several libraries asked to have their policies and circulation rules adjusted to accommodate DVD-SET in order to provide better public service in the Bibliocommons Catalog. Libraries configured for DVD-SET (and its variations) were Orrville, Kirtland, Madison, Birchard, Burton and Barberton. A couple of other libraries are still in the queue.

Youtu.be and Youtube.com have been temporarily added to the Squid Proxy allowed-list to allow users of Catalog Plus stations to view the Bibliocommons video presentation on new features recently implemented in the CLEVNET Catalog, including a "personal landing page" and improvements to navigation.

Amy Pawlowski attended a meeting of the CLEVNET Public Relations SIG on October 4. The group discussed current CLEVNET marketing efforts and started to craft a marketing plan for the 30th anniversary of CLEVNET in 2012.

Larry Finnegan met with Cleveland Heights and Shaker Heights to discuss branch connections which were previously provided for free by Time Warner as part of the city franchise. Due to changes in state law the libraries will now have to pay for branch connections.

The wireless network at Sandusky was upgraded; Kirtland Public Library had a new at&t Optiman fiber connection installed; and the central router was configured for packet shaping to improve performance at the Hudson Library & Historical Society.

Circulation and demographic information was extracted from SirsiDynix for Shaker Heights Public Library to assist in a demographic analysis project with a third-party vendor.

Hold wrapper printing was configured and set up for Sandusky Library.

The 2012 Uncataloged Barcode sheets were created and posted for all libraries.

Policies were updated at the request of Medina, Milan-Berlin, Orrville and Wayne County, and new user accounts were created for Cleveland Heights.

Special reports were requested by Barberton (3), Burton, Lorain (4), Medina (5), Madison, Milan-Berlin, Orrville, and Ritter.

The Hardware Team assisted Twinsburg Public Library with the installation of Microsoft Exchange 2007 Mail Server, and Shaker Heights Public Library with Windows XP Mandatory profiles in order to move forward with their Active Directory domain migration.

Hardware staff worked to resolve an unexpected hardware failure on one of our database authentication servers. The system is back up and running but scheduled for replacement.

KnowItNow

Don Boozer, the KnowItNow24x7 Coordinator; Brian Leszcz, Web Site Coordinator; Bob Carterette; and Noah Himes, the supervisor of the AfterDark Virtual Reference Service; met with the Pelz Library Group, which is evaluating projects funded by Library and Technology Service Act (LSTA) grants. KnowItNow24x7 is one of the primary statewide initiatives in Ohio which receives LSTA funds.

Meetings and Professional Development

Amy Pawlowski attended the Ohio Library Council's 2011 Convention and Expo where as the IT Division Coordinator, managed the staffing of the OLC Gadget Gallery on the exhibit floor, and presented a session "Google Analytics: A Statistical Tool for the Budget Conscious." Ms. Pawlowski also presented a session "The Growing Library eBook Culture" at the Association of Bookmobile and Outreach Services' 2011 Conference on October 13 and 14 at the Hyatt Regency in Cleveland, Ohio.

Mr. Boozer presented a program entitled "Why Not Wikipedia? Appropriate Uses of Online Resources" at the Ohio Educational Library Media Association Conference in Columbus. Mr. Boozer also participated in the Ohio Library Council Convention and Expo by staffing a table in the exhibits area to distribute publicity materials for KnowItNow24x7 and talking with attendees about the service and also co-presented a program with a staff member from Greene County Public Library and hosted an after-hours event attended by 170 conference attendees.

Statistics

	Oct-10	Oct-11
OverDrive Downloads	22,109	42,721
Twitter Followers	2,134	3,058
Facebook Fans	2,621	3,542

Automation Services Statistics, 10/2011				
	# Cases Opened	# Cases Closed	Site Visits	TOTAL
HARDWARE				
CPL Main	109	93	69	271
CPL Branch	160	158	88	406
CPL Lake Shore	49	38	19	106
CLEVNET	23	21	23	67
PUBLIC				0
HARDWARE TOTAL	341	310	199	850
SOFTWARE				
CPL Main	30	31		61
CPL Branch	20	20		40
CPL Lake Shore	10	10		20
CLEVNET	87	87		174
PUBLIC	142	142		284
SOFTWARE TOTAL	289	290	0	579
WEBWARE				
CPL Main	6	6		12
CPL Branch	5	5		10
CPL Lake Shore	2	2		4
CLEVNET	3	3		6
PUBLIC	105	105		210
WEBWARE TOTAL	121	121	0	242
KIN				
CPL Main	14	13		27
CPL Branch	2	1		3
CLEVNET	9	7		16
PUBLIC	1	1		2
KIN Library	6	6		12
OHIOLink Library	4	3		7
After Dark				0
KIN TOTAL	36	31	0	67
GRAND TOTAL	787	752	199	1,738