

DIRECTOR'S REPORT

December 15, 2011

Monthly Statistics

Circulation for the month of November was 578,629. This is a decrease of 3% from last year's November circulation of 596,775. A closer analysis of the numbers uncovers that the average hourly circulation per hour was down at both the branches and 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 down slightly, from 73,772 in 2010 to 72,968 in 2011. Additionally, the number of hours in use for our computers decreased from 51,273 in 2010 to 49,400 in 2011. This was a decrease of 4%. Previously, we had seen significant decreases in computer usage due to changes to in our circulation policy. However, October provided the first increase in computer usage all year.

Attendance for the month of November was 293,358. This is a decrease of just over 2% from last year's November's attendance of 300,348. Both the Main library and branches reported decreases in attendance. However, the decreases 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.

November was another great month for CPL programming. **Breaking the Mold: The Birth of Modernism in Cleveland** opened the month with a panel discussion moderated by Marianne Berardi, Senior Fine Arts Expert, Heritage Auctions. Panelists included Dr. Henry Adams, Professor of American Art, Case Western Reserve; Dr. William Robinson, Curator of Modern European Art, Cleveland Museum of Art; Professor Frederick Biehle, Associate Professor, Pratt Institute; and Dr. Lawrence Waldman, Independent Scholar. The discussion was held in conjunction with the 100th Anniversary of the Kokoon Club exhibit which is on display in Fine Arts and Special Collections through the end of the year.

The final class of CPL's "Learn Chinese" program ended on November 19th. Nearly 60 students attended the programs that featured classes for children and adults. Feedback that I

received on the program was overwhelmingly positive and Youth Services is examining additional classes in other languages.

CPL ended the month with our participation in Winterfest Cleveland 2011. Music at Main featured a steel drum group from Akron University and staff provided crafts, entertainment and hot cider throughout the afternoon. Almost three hundred people entered our doors and shared in the festivities.

Friends of Cleveland Public Library

The Friends of Cleveland Public Library's Annual Fundraiser was a huge success this year. Entitled: Night at the Library: Backstage, over two hundred people attended and partied throughout the night. Each year the fundraiser features one of CPL's spectacular collections. This year it was our theater collection that was on display. Thanks to the hard work of the Friends staff and our staff, the night went off without a hitch and almost \$30,000 was raised for the Friends coffers. A special thank you must go out to **Myron Scruggs** (Property Management) and his staff for their hard work in transforming numerous floors in the Main building into a beautiful event space.

Meetings and Activities

- **Michael Ruffing** (Public Services) and Board President **Tom Corrigan** attended the Digital Public Library of America conference in Los Angeles.
- I attended the Grand Opening and ribbon cutting ceremony of Collinwood's new recreation center.
- I was selected as an entry into the Who's Who of Black Cleveland and attended a gala to promote the new edition.
- I attended the Destination Cleveland Travel and Tourism Summit, which attracted about two hundred interested parties to discuss how we can make Cleveland a better destination city.
- I spoke before the Cleveland Airport System as a part of their Leadership Speaker Series.

CLEVNET

September's total OverDrive CLEVNET eMedia collection circulation was 44,829 sizably up from last year's total of 23,307. CPL has 3,157 total followers on Twitter and the Facebook page currently has 3,603 fans.

Six new libraries from Trumbull County went online with CLEVNET in November.

PUBLIC SERVICES

Programs/Exhibits:

During the month of November the Cleveland Public Library hosted 96 programs. 34 programs were adult, 41 children's, and 21 teens. *Ingenuity Fest Performance of Cory Doctorow's Down & Out in the Magic Kingdom*, *Breaking the Mold: The Birth of Modernism in Cleveland*, and *Winterfest* were the most well attended programs.

Meeting rooms were used a total of 56 times during the month. Cuyahoga County government used the LSW Auditorium a total of 3 times during the month. Additional CPL staffing was required for 3 meeting room requests which required either AV support or additional security.

The Kokoon Arts Club exhibit (3rd floor Main) ran through the month of November and will conclude in the month of December. The Sisters of Charity Foundation exhibit was removed from the LSW lobby on November 29. Cleveland Public Art, on behalf of the Library, is exploring the possibility of CPL hosting an exhibit of the work of food photographer Penny De Los Santos, a panelist in the 2012 Lockwood Thompson program.

Music at Main welcomed a steel drum group from Akron University to play at Winterfest. Librarians Michael Dalby and Stacie Brisker assisted with the program.

Artist and CPL patron Tom Soddors requested that Pamela Eyerdam become a committee member for an exhibit he is curating pertaining to WPA art in Northeast Ohio.

Fine Arts librarian, Kelly Ross Brown is curating an exhibit titled, *Old World Holiday Season* to be featured at the December Friends Annual meeting.

On November 8, Andres Osborne Academy brought 40 students to the Library. The students are working on independent research projects and used resources in History and Geography, Social Sciences, and Literature.

Literature Department librarian, Jean Collins met with Ruth Flannery of Playhouse Square regarding the loan of exhibit material for the 90th Anniversary of Playhouse Square. Literature Manger, Amy Dawson assisted with a display of historical theater material for the Friends event on November 5.

Popular Department hosted seven book clubs during the month.

The Social Sciences Book Club held a discussion on the book *Framing Innocence* by Lynn Powell.

Youth Services Manager, Sandy Nosse and librarian Jennifer Rhodes conducted a story time for the State Building Daycare.

Three sessions of the Learn Chinese for adults and three for children were held with a total of 31 children and 28 adults attending. The final class for this eight week session was held on November 19, where all students received a certificate of completion.

Outreach:

CPL participated in several outreach events in November including Praisefest5 winner wrap-up, Senior Jamboree, J. Glen Center Book Group, Case Western Recruitment & Scholarship Fair, opening ceremony of the Collinwood Recreation Center, and the Case Western Reserve Step-up Tutor Training.

Bridget Chapman from Case Western Reserve presented a certificate of appreciation for participation in the Recruitment and Scholarship Fair.

Computer Learning Connection (CLC) taught twenty classes in the CLC lab and forty-four classes in twelve branches. CLC staff members Karmar Clifton, Forrest Lykins, and Sam Tripodis did a ReferenceUSA Search Essentials training session.

CLC staff conducted training for Computer Aides on various job related information. CLC collaborated with Team Managers to learn how to assist patrons with downloading e books for patrons.

Pamela Eyerdam did library instruction for a senior class from Notre Dame/Cathedral Latin class on artist David Hockney. Fine

Arts staff assisted high school students working on a music assignment from Osborn Academy.

On November 11, Foreign Literature Librarian, Caroline Han coordinated and provided a tour to Brecksville-Broadview Heights High School group. A total of 32 students and adults visited AV and the Foreign Literature Department to view Chinese language learning materials.

Maps Librarian, Tom Edwards attended an ASDI (Archival Spatial Data Infrastructure) meeting at the Café-Ah-Roma across from the campus of Cleveland State. Participants included, GIS Professor Gil Jang, Case Western Reserve GIS Specialist Ann Holstein, Retired Engineer Soren Hansen, and Cleveland State Special Collections Librarian Bill Barrow.

Ron Burdick and Beverly Austin wrote an article on the genealogy resources available in the Library. The 1500 word article will appear in the Winter Issue of the *Ohio Genealogy News*, published by the Ohio Genealogical Society and distributed to over 6,000 members of the Society.

Jean Collins proofread and received completed bookmarks for *The Game's Afoot* for the Cleveland Playhouse. She also completed a booklist for the upcoming show *Ten Chimneys*, showing Jan.13-Feb.5, 2012 at Cleveland Playhouse. Literature staff members, Steve Capouzzo and Aja Russo completed work updating the new Ohio Center for the Book website and are waiting for suggested changes to the site by Web Services before the site is made live.

Raford Odom from the Department of Aging contacted Collections Coordinator Michael Ruffing to arrange for a cell phone recycling box to be placed at Main Library for one month. Proceeds from cell phones collected will be used to support services to senior citizens.

Darlene Ronney, Mark Moore, Felton Thomas, John Skrtic, and Michael Ruffing attended a meeting with Bob Zimmer at the Baseball Heritage Museum. The meeting was held to investigate possible acquisition of the Museum collection.

Collections/Reference:

Mr. Ruffing and CPL Board President Thomas Corrigan attended a conference at the Los Angeles Public Library on public library participation in the Digital Public Library of America project

spearheaded by the Berkman Center for Internet and Society at Harvard University. The conference was held from November 15-17 and featured presentations on the work that has been done so far regarding the creation of a national digital public library infrastructure, as well as on best practices for library digitization programs. Cleveland Public Library currently has 20,000 digital objects in its Digital Gallery. According to "The State of Digitization in Public Libraries" (Los Angeles Public Library, November 2011), this places CPL among the top twelve percent of libraries ranked by amount of material digitized. Recommendations for streamlining and improving CPL's digitization efforts will be forthcoming in 2012.

Mr. Ruffing worked with Map Collection staff to plan the reorganization of the Library's collection of cataloged Cleveland park plans. A selection of the plans in this collection is available in the Digital Gallery, with more to be added in 2012.

Richard Fox continued work on the inventory of rare books in the Special Collections vault.

Mr. Fox is preparing a report based on his work so that the Library can benefit from his knowledge after he retires at the end of December. The goal of this project is to identify and isolate the rarest items in the Library's collections so that appropriate security procedures can be developed regarding these high-value items. Mr. Ruffing will be working with Security Operations and Special Collections to develop a plan in 2012 based on the recommendations in *Guide to Security Considerations & Practices for Rare Book, Manuscript and Special Collections Libraries* (Chicago, Association of College and Research Libraries, 2011).

Mr. Ruffing worked with Main Library department managers to review a proposal by Gale to convert a substantial amount of Gale's reference material currently on CPL's shelves to digital e-reference. The principal benefit of this conversion project would be that anyone with a CPL card could access these materials on any Internet-enabled device, whereas patrons now have to consult the physical volumes of these titles at Main Library.

Mr. Ruffing prepared a recommendation for the Library to purchase two ScanPro 2000 microfilm viewer/scanners. These machines were developed by Kodak and represent the most advanced microform viewing equipment available today

Poster reproductions of four high-interest items from CPL's collection went on sale in the Ohio Knitting Mills/Twist Creative pop-up store on November 18. The four items for sale include facsimiles of the 1909 Cleveland Industrial Exposition advertising poster, the cover of a pamphlet titled "Cleveland Offers Most" (Cleveland Association of Building Owners & Managers, 1924) and two historic bird's eye maps of Cleveland from the 1880s. The store is located at 1983 West 28th Street, across from the St. Ignatius playing field, and will remain open until January 8.

The weeding project continues in Government Documents. After a short hiatus the TRAIL project is back to collecting materials. The department is beginning to ship out material to be digitized from the Atomic Energy Commission reports.

The Photograph Collection was recognized for excellent customer service in a blog article titled; Cleveland's Marvelous Public Library. The article was posted by author historian by David E. Nye, and published in the blog, *After the American Century*. Dr. Nye is an Industry Education professor at Odense University, Denmark. His quest was for photographs to illustrate his forthcoming book on the history of the assembly line.

Frank Badalamenti, manager of the Internal Audit section of the Department of Finance, borrowed PAL's copy of the *Municipal Collection of Cleveland Art* for several months to conduct an internal audit of the city's art collection with the assistance of art interns from Case Western and Cleveland State University.

Staff/Professional Development:

Sandy Witmer, BEL Subject librarian attended Sigma Six Training on November 30.

Staff worked at inventorying local area company annual reports that came from preservation last month.

Pamela Eyerdam and librarian Bruce Biddle attended the CPR/ AED training from the American Heart Association on November 16. Bruce Biddle received a letter of commendation from a patron (Mr. Robert C. Whitney) for his customer service. Stacie Brisker and Pamela Eyerdam received a letter of commendation for their efforts in regards to a tour given to members of the Maltz Museum from Ms. Sabine Kretzschmar.

Langston Hughes children's librarian, Christopher Busta-Peck donated a copy of his book, *Hidden History of Cleveland* to Fine Arts and Special Collections.

Amy Dawson attended two Dublin Award Committee meetings and submitted votes for the 2013/2014 Choose to Read Ohio titles as part of the selection committee. Amy Dawson corresponded with the Ohioana Library regarding the 2012 Ohioana Book Festival. Amy Dawson and Pamela Eyerdam visited the Euclid Public Library and had a tour of the facilities and the Reader's Advisory Room they have created. Amy Dawson corresponded with Marjory Mogg about the Bouchercon Convention due in Cleveland in October 2012 with regard to a proposed display of mystery memorabilia owned by mystery writer Les Roberts. Amy Dawson completed paperwork for spending the balance of the George Gund Foundation grant funds for Octavofest.

Former West Park Adult Services librarian, Judy Daniels transferred from the West Park Branch to the Popular Department on November 21.

Sandy Nosse received a stipend from the Lunar and Planetary Institute and attended a two day workshop in Cocoa Beach, Florida and received a VIP tour of the Kennedy Space Center. Through the information received at the workshop, Ms. Nosse will create programming to be held at Main and branches.

BRANCHES

- Garden Valley/Woodland Manager Kathryn Feeley reports that the new holds initiative continues to go over well with patrons and is promoted from all service desks
- Glenville Branch Manager Carol Johnson met with Michael E. Taylor, Business & Community Liaison for Cleveland Job Corps Center
- Hough/Langston Hughes Branch manager, William Bradford attended a special talk on November 5, for the annual dinner sponsored by the Friends Council of the Oberlin College Library by Mark Dimunation. Mr. Dimunation is the Chief of the Rare Books and Special Collections of the Library of Congress
- Martin Luther King Jr. Branch Manager, Toni Parker attended an awards banquet at the Fatima Family Center for The Third District Police Community Relations for the City of Cleveland. Ms. Parker and G4S Officer Sords were

acknowledged for their attendance at the Third District Meetings

- Memorial Nottingham Branch Manager, Joyce Bowers visited Cleveland Heights University Heights Public Library to observe operations of a Clevnet library as part of a 2011 Public Services initiative
- 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 encouraged to place holds on items
- Under the leadership of Union Branch Manager, Gail Hanks the branch enjoyed the second meeting of their new Adult Book Club this month
- On November 8, motivational speaker Kent Wise presented his talk on positive self-image for youth at the Woodland Branch
- Collinwood Library Assistant Erika Marks presented a teen program on November 9, in conjunction with CRCC (Cleveland Rape Crisis Center) and City Year Group. There were forty-three teens in attendance
- Garden Valley youth services librarian, Pasha Moncrief attended The GREATEST Storytelling Workshop in Brunswick on November 14. The workshop was very informative and it encouraged her to do more during story time to enhance the learning and literature among children
- The Glenville Branch held the second in a series of joint programs with the Fine Arts Department featuring Bruce Biddle demonstrating caricature drawing
- Hough Branch Youth Services Library Assistant, Lawrence Clark-Bey attended the School Parent Organization meeting and gave an overview of what the Youth Services department offers at the branch
- Mt. Pleasant Youth Services Librarian Ginaya Willoughby volunteered to present a training session at Akron Public Library's staff development day. The topic was: The First 30 Seconds Dealing with Challenges on the Front Lines and was sponsored by the OLC Intellectual Freedom Committee
- Youth Services librarian, Sharon Jefferson assisted in helping 10 women from Nora's House, a shelter for women, find information on different types of substance abuse
- Union Youth Services librarian, Donna Willingham began a Manga Book Club
- Woodland Branch Youth Services Library Assistant, Lakeisha Winstead attended the Central Coordinating Council for Youth Development meeting on November 8

- A storage room was reclaimed for public space and converted into a study room at Carnegie West Branch
- GED classes continue at Walz, Fleet and West Park branches. During the month, 86 patrons participated in GED classes, possible only because of the extraordinary efforts by the branch staff to encourage attendance
- Jefferson Branch staff presented 21 story times in November to The Tremont Montessori, Merrick House Daycare and The Spanish American Committee Daycare
- America Reads tutors conducted 89 sessions during November at South Brooklyn Branch
- Brooklyn Branch Librarian Laura McShane was appointed to the CPL Health and Safety Committee
- Brooklyn Branch Library Assistant, Cathy Hankins and Carnegie West Branch librarian Helen Zaluckyj attended a storytelling workshop at Medina Public Library, co-sponsored by NEO-RLS
- Rockport manager Lydia Pryszlak made a presentation about CPL services, including those available at the Ohio Library for the Blind and Physically Disabled, to the Ward 18 Democrat Club
- Carnegie West Manager Angela Guinther met with Andy Thomas, the Safety Coordinator for Ohio City Incorporated, to discuss safety concerns related to the city's Novak Park, in which the branch is located

MOBILE SERVICES DEPARTMENT

54 Stops

20 New library card applications

714 Persons on board

694 Reference, 656 Directional in person

243 Reference, 18 Directional via phone

SUMMARY OF ACTIVITIES

"On the Road to Reading":

- 12 Pediatric and WIC sites were visited with 54 people contacts at these sites. 74 daycare classes were visited with a total of 1013 in attendance. 986 items were circulated in 42 deposit kits
- Rhonda Fulton attended a PNC grant meeting in Ann Arbor
- Rhonda Fulton has met with several different CPL staff regarding the PNC early financial literacy grant. She completed an outline of curriculum themes for the PNC grant

which she will be tweaking and sending to PNC, per their request

- On the Road to Reading was able to secure a short term loan of kits from the Children's Museum to circulate to educators in the CMSD preschool classrooms. The teachers' responses were very positive and they enjoyed the expansion of curriculum-enhancing kits.
- Marla McConnell joined the Department on November 6. She began drivers' training on November 19 with trainer Carol Thomas. Peter Mahoney (Page) retired as of November 29

OHIO LIBRARY FOR THE BLIND AND PHYSICALLY DISABLED

In November, OLBPD circulated 59,729 books directly to patrons. Digital book circulation is increasingly widening the gap between cassette circulation, where 34,277 digital books to 24,625 cassette books circulated this month. OLBPD registered 149 new patrons this month, and only 128 patrons discontinued service for this month which continues to be a very encouraging trend for new readership.

OLBPD is working with State Library of Ohio Talking Book Program and CPL Public Services and Marketing and Communications to develop and produce a thirty second public service announcement about the OLBPD service. The PSA will be used both on radio and television to promote OLBPD service throughout the State of Ohio in an effort to help increase public awareness about the program.

The National Federation of the Blind of Ohio held their annual conference November 3-5 in Dayton, and the American Council of the Blind of Ohio held their annual conference November 18-20 in Columbus. Information and updates about the OLBPD service were provided at each conference.

On November 14, the OLBPD Manager met with Sandy Turner, Executive Director of VOICEcorps reading service in Columbus, Ohio. Sandy serves on the State Library of Ohio Talking Book Program Consumer Advisory Committee. OLBPD is working on a partnership with VOICEcorps to resume local production of audio book with Ohio interest. VOICEcorps studios would produce digital talking books selected by OLBPD from titles as part of the "Choose to Read Ohio" initiative. These books would be added to the OLBPD collection and available to eligible members of VOICEcorps radio reading service, many of whom are OLBPD patrons. Plans to resume local production of audio books should begin in early 2012.

On November 14, the OLBPD Manager consulted with OverDrive on testing the accessibility of "OverDrive Test Drive" and about the accessibility and user trends for people with disabilities and portable devices.

OLBPD is working with CPL Graphics Department on designing a new adaptive technology sign to help patrons clearly identify adaptive technology workstations available at CPL libraries and public departments.

The OLBPD Cyber-Dialogue Book Discussion was held on November 10 where the group discussed "The Art of Racing in the Rain" by Garth Stein.

OLBPD's annual online Holiday Book Chat with students from the Ohio State School for the Blind will take place on Friday, December 9 with the older elementary students reading "A Season of Gifts" by Richard Peck. On December 16, the younger students will read "The Crunchy Munchy Christmas Tree" by Karen Gray Ruelle.

TECHNICAL SERVICES

About 20 staff members in three departments-- Acquisitions, Catalog, and High Demand, moved into different desks on November 2. Staff and computers were relocated quickly and efficiently with the able assistance of personnel from Automation and Facilities. Everybody was back at work, performing their regular duties by mid-afternoon.

Ann Olszewski, Preservation Manager, Lyla Chilkcutt and Renee Pride were featured on the WVIZ television program "Applause". The staff demonstrated techniques for extending the useful lives of books.

Patricia Lowrey, Technical Services Administrator, received AED & CPR training and she attended the Administrator's introduction to Lean Six Sigma. She attended the Digital Projects Committee meeting along with Ann Olszewski, Preservation Manager.

High Demand: Staff added 571 titles and 12,187 items. They ordered 758 titles and 10,594 items, and paid 604 invoices, for a total value of \$ 192,082.90.

The High Demand staff also processed 2,223 items for the Acquisitions Department. Mya Warner volunteered to be trained to pay invoices, and began by paying 24 invoices for the Acquisitions Department. Summer Salem also volunteered, and paid a number of invoices for them, as well.

Summer Salem completed her first full month in the department. Many thanks are due to the High Demand staff for helping Ms. Salem to acclimate. Rosalyn Easley helped her to learn the ordering and invoice approval processes; Dale Dickerson began to train her on copy cataloging; Mya Warner trained her on receiving and adding books; Steven Best gave her an overview of adding nonbook items and printing labels.

Carole Brachna, High Demand Manager was trained in CPR and the use of the AED on November 4th.

Book Preparation: The Book Preparation staff processed 24,759 items.

Materials Processing Manager Elizabeth Hegstrom attended the AED/CPR training at the Lake Shore facility. Theresa Stack retired after 33 years of service with the Cleveland Public Library.

Catalog: In November, the Catalog Clerical staff cataloged 2,568 titles and added 9,519 items. Librarians added 5,428 titles and 4,868 items for CPL.

Rodney Lewallen distributed the United Way/Community Shares information packets at the Lake Shore facility and assisted in distributing bag lunches in Technical Services as part of a fundraiser for United Way/Community Shares.

New guidelines eliminated the practice of using separate records for latest edition of serial titles when there are holds. With some Catalog staff editing of the volume information on order records, the hold capabilities of the Bibliocommons catalog will allow patrons to request a specific volume without staff assistance. Michael Monaco and Jeni Delfs held a refresher course on cataloging DVDs and Blu-rays for the Technical Service Associates, who now have the primary responsibility for copy cataloging AV material. Librarians added 5,428 titles and 4,868 items for CPL.

Dawn Grattino listened to an ALCTS webinar, RDA and Music Basics: Sound Recordings. Amei Hu participated in a Council on

East Asian Libraries (CEAL) webinar on name authority references. Mr. Monaco attended the Ohio Library Council's Leadership Conference in Columbus. This was an all-day meeting of office-holders in the OLC's divisions and chapters to discuss OLC business and plan programming. Andrea Johnson and John Parsons took CPR/AED training

Collection Management: Bonnie Bolton prepared juvenile and young adult shared Black History lists for Branch replacement selection. Ms. Bolton reviewed the top 100 bestselling children's books lists for future replacement ordering. Laura Mommers and Rollie Welch collaborated to produce a promotional brochure "100 Great Movies on DVD" that are available from Cleveland Public Library.

Ms. Mommers volunteered to help out in Acquisitions and Shipping, which are currently short-staffed. She unpacked over a thousand items.

Mr. Welch attended the Lean Six Sigma workshop. He published a review in the Cleveland Plain Dealer and his top street lit selections for 2011 appeared November 17 in Library Journal's online newsletter Booksmack!

Shelf/Shipping: The staff of the Shelf/Shipping department sent 254 items to the Main Library for requests. A total of 1,691 telescopes of new materials were shipped to Branches and the Main Library.

The technicians in Shelf/Shipping sent 21,612 items on trucks to the Acquisitions and High Demand departments. Darryl Pless took the American Heart Association CPR/AED training. We lost two pages, Marla McConnell left the department for a promotion as a clerk in Mobile Services, and Tiffany Storrs left to return to school.

Acquisitions: Alicia Naab, Acquisitions Coordinator, continued to work with Automation to resolve the issues associated with placing orders for non-book materials with the vendor Baker & Taylor. Ms. Naab also worked with the vendors BBC Audiobooks (AudioGo) to resolve shipping problems and with Book Wholesalers, Inc. (BWI) to resolve issues associated with sorting materials based on age level on their TitleTales website.

Laura Mommers, Collection Management Librarian, volunteered to assist the Acquisitions Department with placing end of the year

orders. Ms. Kowalczyk assisted with training Ms. Mommers on manually creating orders and placing orders for foreign literature materials. Ms. Mommers had previously been trained on placing orders, but only needed a minimal amount of re-training to perform this task again.

Sandy Jelar Elwell, Acquisitions Manager, and Glennis Blair, Technical Services Associate, attended the AED/CPR training at the Lake Shore Facility.

Acquisitions staff ordered a total of 6,434 titles and 9,762 items, received 19,319 items, and processed a total of 2,510 invoices. Serials staff received 1,226 periodicals and 360 serials, added 1,852 periodical items, 279 serial items and 958 paperbacks, processed 132 periodical and serial claims, and modified 52 serial controls.

Preservation: Senior Preservation Technicians Elizabeth Bardossy and Renee Pride wrote a review of a new edition of *Book Repair*, a *how-to-do-it* book by Kenneth Lavender for publication in the ALA journal *Public Libraries*. The invitation to review this book came from Deputy Director Cindy Lombardo.

Cleveland Orchestra archivist (and former CPL staff member) Deborah Hefling and two staff members visited the Preservation department November 10 for a tour of the Preservation lab. Two students from Lake Erie College visited November 16th to study prints from the Public Works of Art and WPA collection. Preservation Manager Ann Olszewski attended the Digital Projects Committee meeting November 30, and also on November 30, a four-hour Lean Six Sigma training session for managers.

One John Ford Rhodes High School and twenty-two John Hay High school yearbook volumes were added to the Digital Gallery, completing the collection for these two schools. The total number of yearbook pages available digitally is now 13,016 (up from 11,395 pages at the end of October) The top three Digital Gallery Collections for November items viewed were the Gallery of Cleveland Photographs (6,159 item views), Atlases and maps of Cleveland (5,833 item views) and Cleveland High School yearbooks (4,320 item views.)

Gloria Massey processed files for the John Hay high school yearbook and Lincoln High School yearbooks, renaming them to become the page-level title metadata, and rotating vertically-oriented pages for OCR processing. She processed 44 aerial photos of Cleveland from 1979, cropping and adjusting the images

prior to their being sent to Merrill David for printing. An image that Ms Massey previously edited for the Digital Gallery, "Cleveland Offers Most," was reproduced as a poster by Twist Creative in Ohio City and sold as a fund raiser for the Friends of CPL. Elizabeth Bardossy completed the treatment and encapsulation of 14 bridge drawings by CF Schweinfurth. The total collection of 64 plans will be sent to the Map Collection to be scanned for the Digital Gallery.

Special Projects: Ron Antonucci continued to assist Collection Management with the ongoing redistribution of floating materials. He evaluated returned books, dvds, compact discs, and audiobooks to determine relocation to a branch or Main department, or discarded the materials and prepared them for shipping to the Book Sale.

He relocated 287 cds, 470 books, 207 audiobooks and 185 dvds.

Since many floating items are sent to Collection Management even though there still are patrons waiting for them, Mr. Antonucci checks every item and sends many to fill patron holds. In November he sent 92 cds, 25 books, 170 audiobooks and 5 dvds to pickup locations in addition to the items he relocated.

On November 9, Mr. Antonucci accompanied Collection Manager to Popular Library at Main to weed part of the collection. They met with POP and Main personnel to discuss disposition and procedures involving the floating collections.

Mr. Antonucci developed and distributed a Floating Collections Needs Questionnaire which was sent to all branches and Mobile Services. The purpose of the survey is to obtain information about their needs for books in specific genres, dvds, audio books and compact discs. To goal is insure that Branches have plenty of the materials that their patrons want without becoming "overloaded" with specific types of materials that do not circulate well.

MARKETING & COMMUNICATIONS

News by Media Chart



Color Name	Value	Pct.
Online, consumer	15	39.47 %
Online, news and business	11	28.95 %
Newspaper	5	13.16 %
Online, trade/industry	3	7.89 %
Magazine, news and business	1	2.63 %
Television program	1	2.63 %
(None)	1	2.63 %
(International)	1	2.63 %

Media coverage for the month of November included 38 print and online publications. The full report, available in the Marketing department, shows ad values of \$63,377.67 with a news circulation audience of 26,794,102 people. In November, the online media outlets that featured CPL events and programs received 50,536,684 unique visitors. Ads to promote MyTunes and Winterfest appeared in the *The Plain Dealer* and *Cleveland.com*. A testimonial ad featuring patron, Stephen Talbot, ran in the *Campus Observer*. Manager, Ann Olszewski and Technician Lyla Chilkcutt appeared on *Applause* to promote the Book Preservation Department. Director Thomas appeared in an impromptu interview by Channel 19 News regarding Library services.

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

- Board meeting
- 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
- Monthly Branch Managers' meeting
- Monthly Main Managers' meeting

Cathy Poilpre attended CPR/AED certification training and 6-Sigma workshop.

GRAPHICS

Graphics staff designed, printed and distributed 77 printed pieces in November, including graphics for the library website and 4 staff newsletters.

Promotional pieces included: Program Guides for Adults, Children and Teens; OLBPD newsletter, CPL Christmas cards to sell in Friends gift shop, *Popular Music Resources* guide, *Celebrate With Books* branding, web graphics and bookmark, *Microform Collections* guide, 4 staff newsletters.

WEBWARE www.cpl.org and other CPL sites

Twitter followers are up from 2,196 in 2010 to 3,157 currently. Facebook fans are up from 2,722 in 2010 to 3,603 currently. Downloads of books in an electronic format (ebooks) were up from 23,307 in 2010 to 44,829 currently.

Library News on the www.cpl.org homepage featured the following item for November: Warm-Up Cleveland; Cleveland Public Library Board of Trustees Meeting; and Cleveland Public Library Ranked One of the Top Four Libraries in the Country.

During the month of October, the following events, programs, and information were promoted on www.cpl.org: My Place 2 Dream, Create, Grow: Frances Scott; Winterfest; My Tunes: Michael Jackson; My Tunes: 2012 Rock Hall Nominees; Cleveland Public Library Digital Gallery: Step into the Past; Celebrate with Books; Warm-Up Cleveland 2011; Literature Criticism Online; Rated a Five Star Library; MyTunes; Drive-up Window; For Students Online; When Animal Assignments Attack: Grzimek's Animal Life; Tumble Book Library: eBooks for eKids; Stop the Hate Essay Contest; Kids and Teens Homework Help; and KnowItNow: Your Librarian Never Sleeps.

25 Popular Topic pages were updated with new content in November.

4 Senior Topic Guides were updated with new content in November.

The web version of the 105th edition of "Celebrate With Books" was posted on www.cpl.org (<http://www.cpl.org/celebratewithbooks>) on November 21. Webware collaborated with the Graphics department on the graphics and

layout of the pages. Content was provided by the Youth Services Department.

The fourth *Off the Shelf* was sent out on November 4th to a distribution list of 2,158. The eNewsletter boosted a successful "open rate" of 51% and featured Five Star Library, Winterfest, and a Caption Contest that featured an image from our Digital Gallery.

Two new databases for children were subscribed to by CPL and were added to cpl.org's Research Databases page: Tumblebook Library and Grzimek's Animal Life. The database American Book Prices Current, an in-library only database, was also added to the cpl.org Research Databases page.

A new category of "For Children" was added to cpl.org to the Research Databases page under Research Categories. Working with Sandra Nosse, Youth and Family Services Manager (Acting), the following databases were added to this new category: Culture Grams, Grzimek's Animal Life, Kids Search, Tumblebook Library, World Book Kids, and World Book Student.

The Music at Main Podcast page on cpl.org was updated. These changes included the implementation of a new MP3-player add-on, as well as some aesthetic changes to page content.

The new "Policy on the Use of Cleveland Public Library's Social Media Sites" was posted to cpl.org, the CPL Facebook page for public access, and the Staff Center's Policies & Procedures page.

A booklist was created for Ken Ludwig's *The Game's Afoot* and was added to the Cleveland Play House page for the Literature Department.

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. All time clocks system wide were reset for the time change. The main thermostat for the branch was replaced at Addison. Preventative maintenance for the boilers were completed at Carnegie West, Collinwood, and East 131. The air compressor for the building controls were repaired

at Glenville. The heating hot water pump was replaced at Jefferson. The process of winterizing the chilled water coils has started at Lakeshore. Winterizing of air handling unit #5 and #25 were completed at LSW and Main. Duct work was installed to supply heat to the front entrance of Mt. Pleasant. Work was completed on the rooftop unit, heating valves in the ceiling, and valve linkage and actuator were replaced at West Park. The filters were replaced on the rooftop equipment at Woodland.

The Carpenters and Painters removed desk and partition from Mobile Services. Shelving was installed in the microfilm room at Main. Many work orders were completed and patching and painting continue throughout the system.

SAFETY & SECURITY OPERATIONS

SAFETY

- At the request of John Skrtic, performed ergonomics evaluation of his workstation.
- 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.
- Participated in FM Global Inspection of Public Administration Library at 601 Lakeside and South Brooklyn Branch. Awaiting report.

SECURITY

Security Systems

- Worked with Integrated Precision Systems (IPS) to review access control system and burglar alarm systems at Main, LSW, Lakeshore, Rice, and Garden Valley. The two-day process was to obtain information for an upgrade of the access system which is no longer supported, nor on a network drive. CPL has to address this issue as quickly as possible and Safety is drafting justification to address the issue. External media is being used to back up the system as an interim measure pending a long term solution.
- The access control system infrastructure has been reviewed for the feasibility of using current wiring to provide additional protective measures for the downtown campus

facilities. The existing infrastructure of wiring can be used which will result in a reduced cost to upgrade the system and develop a perimeter protection system for the Main/LSW campus.

- Currently, ten percent of the system's closed circuit television systems are not functioning and the parts to support the cameras are no longer manufactured. 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. We have begun repairing cameras and digital video recorders that are failing due to age.
- 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.
- Established interview room away from security center so as to utilize a room that is segregated within the facility.

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.
- Supervisors and Officers continue to investigate Security Irregularity reports generated system-wide. The staff investigated 43 incidents during the month.

Communications Center

- The communications center is being staffed by CPL officers. As a result, staff have supported the following events:
 - Woodland Branch: Security is reviewing observational capabilities at the Woodland Branch following a report of an incident involving a child on November 25, 2011. There were areas that were not capable of being observed and we are working on how to obtain better visibility in the areas.
 - South Branch: On November 13 and 25, 2011, two cars were broken into. We researched what could be seen in the area to assist law enforcement.

- Eastman Branch Parking Lot North Location Area: We observed EMS responding to two events, one involving a patron and one involving an employee, Tracey Allen, both of which were not reported to Safety & Security.
- Fulton Branch: reviewed exterior footage in conjunction with a USPS Letter Carrier that was assaulted and provided surveillance records to the USPS following the issuance of a subpoena.
- Westpark Branch: Discovered CCTV for branch was not functional and obtained replacement DVR, making the cameras operational.
- Main Branch: Special Attention monitoring conducted for the Literature stack area due to a stalking incident involving employee Ashia Benson.
- Ordered replacement monitors for the Communications Center due to the age and failing of monitors.
- New computer equipment has been ordered for communications center so that security logging can take place in the center.
- We have been rotating staff through area for training on the system as well and for developing procedures for capturing video and equipment operation.

Contract Security

- Contract Security hours have been restored at the Memorial-Nottingham branch and the contract secretary position was transferred from the LSW Security Communications Center to Memorial-Nottingham. The reassignment in contract staffing occurred due to a juvenile fight at the branch. After transferring the position from Security Communications, we found the contractor was obtaining security-sensitive information. She had also met with a former CPL Security Supervisor on at least two occasions following the supervisor leaving CPL. Negative postings about CPL and CPL employees have been posted by the former supervisor on social media websites.

INCIDENTS

- Performed security assessment of the DVD area at John Skrtic's request to address an elevated level of DVD thefts at LSW. Safety & Security suggested filling the Tech Central officer position earlier than was anticipated to staff the area as soon as possible and to prepare the officer for the new assignment.

- During the month, twelve alarms were received and no illegal entry was made into any facility.
- Provided escort for Literature Page Ashia L. Benson. We assisted her with filing a report with Cleveland Police Department. We assisted with identifying the patron who has been following Benson during her work hours within the Literature department and began to follow Benson outside of work. We further identified Patron's criminal history and propensity to stalk females.

SAFETY & SECURITY EVENTS SUPPORT

- A Safety & Security review was prepared for the following events:
 - Sisters of Charity Event
 - Circlefest Event in University Circle

EMERGENCY PREPAREDNESS

- Obtained drafts of emergency procedures over the years and began review to determine appropriate procedure development.

OPERATIONS CONTINUITY

- Continued to collect data on Operations Continuity for the Library.

RECORDS AND EQUIPMENT 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 proper disposition.

ADMINISTRATION

- Developed Vision statements for Agency and for individual parts of the Agency including Safety, Security, Emergency Preparedness and Operations Continuity.
- Developed justifications for positions and position descriptions needed to meet vision expectations.
- Drafted newsletter announcement mission for Agency.
- Achieved concurrence of administrators for implementing locked employee entrance door at LSW between the hours of 7:00 AM and 10:00 AM to increase perimeter security of Downtown campus Monday through Saturday. This will include requiring all employees who enter the downtown campus between 7:00 AM and 10:00 AM to not use the dock entrance, but to enter through the LSW employee entrance.
- Drafted communications to staff about access change.
- Performed lighting survey at Downtown Campus at Property Administrator's request to help determine where lighting can be reduced afterhours.
- Developed driver listing form for registering and tracking drivers for the Building's group.
- Met with Cintas about security uniforms to explore ways to reduce costs.
- Completed justification to fill two unfilled staffing positions in security and they were approved and posted on ESS.

AUTOMATION SERVICES

CLEVELAND PUBLIC LIBRARY

The web version of the 105th edition of "Celebrate with Books" was posted on www.cpl.org (<http://www.cpl.org/celebratewithbooks>) on November 21. Webware collaborated with the Graphics department on the graphics and layout of the pages. Content was provided by the Youth Services Department.

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There were 255 items discarded for Government Documents.

Gates Grant PCs were installed at East 131st and Langston Hughes branches to provide more PCs for the public and comply with grant guidelines.

Two new databases for children, Tumblebook Library and Grzimek's Animal Life, were added to the Research Databases page in a new category: "For Children". Other databases in the "For Children" category include: Culture Grams, Kids Search, World Book Kids, and World Book Student. Another new database, American Book Prices Current, was also added.

The Music at Main Podcasts page on cpl.org was updated to include a new MP3-player add-on and some aesthetic changes.

The new "Policy on the Use of Cleveland Public Library's Social Media Sites" was posted on the Library's web site and Facebook page, and on the Staff Center's Policies & Procedures page.

A booklist for Ken Ludwig's "The Game's Afoot" was added to the Cleveland Play House page.

Automation Staff attended the CPL Library Assistant - Computer Emphasis staff meeting.

Wireless access points in Collinwood, Martin Luther King, Harvard Lee, Brooklyn and South branches were added to the Access Point controllers, rerouting public traffic outside of the firewall and providing a splash page with the Library's internet access policy.

A network switch was upgraded for the Memorial Nottingham Branch.

New phone extensions were configured for Business, Book Processing and Security; phone, fax, and/or alarm lines were repaired in Accounting, and Glenville and Sterling branches; and phones were relocated in Catalog, Acquisitions, and High Demand.

A replacement Blackberry was ordered for Tena Wilson under warranty, and programmed; and the Blackberries used by managers at Union and Carnegie West were reprogrammed for email.

CLEVNET

A CLEVNET Directors meeting was held on November 4. Major topics included the 2012 cost report; the Technical Services summit and holds on multi-volume works; upgrades to Directors Station software; refunds for lost and paid materials; and changes in CLEVNET membership. Six new libraries from Trumbull County have joined; Norwalk Public Library in Huron County has expressed interest; and the Board of the East Cleveland Public Library voted to become part of the Cuyahoga County Public Library, pending approval by the East Cleveland Board of Education.

Hilary Prisbylla configured a new model of printer to work with the transit slip program for Medina County District Library.

Ann Palomo began working with Birchard, Hubbard and McKinley libraries to migrate their manual debt collection process with Unique Management to the automated system.

Jim Benson programmed and started running the script that looks at invalid barcodes handled during the day.

One of the member CLEVNET libraries changed several hundred holds to a pick up location of AUTOMATION. Software staff went back through transaction files to see what the original pickup location was and corrected them.

New Item types and circulation map entries were added for Hubbard, Lorain, McKinley, Perry, Madison and Ritter libraries. Processing fees for lost bills were configured for Hubbard.

Special reports were created for Lorain, Medina, Bellevue, Birchard, and Ritter.

Windows Active Directory Group Policies were copied over to Shaker Heights Public Library's new child domain to act as a baseline as they move forward with their user and computer migration from their old domain to the new one.

On November 12th, Automation staff upgraded the Zimbra suite to version 7, bringing with it a new set of collaborative features and a more polished interface.

Software staff attended the Circulation SIG meeting at Euclid Public Library on November 12.

Systems and Hardware staff attended the CLEVNET PC Tech SIG meeting at Lorain Public Library's Avon Branch.

Larry Finnegan met with administrative staff at Huron and Shaker Heights libraries to assess their PC and network strategies. A network switch was replaced at Sandusky Library. The CLEVNET remote authentication server failed and was moved to a new virtual server.

A mobile version of the CLEVNET eMedia Support Form was created for the CLEVNET eMedia Collection.

KnowItNow

A training day was held in Canton, Ohio, for staff members of Stark County District Library and Rodman Public Library, both of which are joining the statewide network.

The KnowItNow24x7 Provider site was updated to make it easier for librarians and managers to access virtual reference transcripts. Transcripts are automatically loaded and users can customize sorting and display. New Searching and filtering options make it easier to find specific transcripts.

An update to the virtual reference chat software was installed to fix a bug that removed commas from some web addresses.

Meetings and Professional Development

Ann Palomo went with Tim Diamond and Anastasia Diamond-Ortiz to the Northern Ohio Data Information Service and CSU to review reports for strategic planning generated from transaction data.

Bob Carterette, Ann Palomo, and Hilary Prisbylla held a phone conference with Lisa Witteman, SirsiDynix Library Relations Manager, regarding unresolved support cases adversely affecting CLEVNET.

Amy Pawlowski, Coordinator of OLC's IT Division, attended OLC's Leadership Planning session in Columbus on Thursday, November 17.

Mr. Carterette and Mr. Finnegan attended overview sessions for upper management on Lean Six Sigma.

Statistics

	Nov-10	Nov-11
OverDrive Downloads	23,307	44,829
Twitter Followers	2,196	3,157
Facebook Fans	2,722	3,603

Automation Services Statistics, 11/2011				
	# Cases Opened	# Cases Closed	Site Visits	TOTAL
HARDWARE				
CPL Main	176	146	94	416
CPL Branch	144	162	77	383
CPL Lake Shore	32	22	19	73
CLEVNET	31	17		48
PUBLIC				0
HARDWARE TOTAL	383	347	190	920
SOFTWARE				
CPL Main	16	16		32
CPL Branch	15	15		30
CPL Lake Shore	13	13		26
CLEVNET	61	61		122
PUBLIC	71	71		142
SOFTWARE TOTAL	176	176	0	352
WEBWARE				
CPL Main	6	6		12
CPL Branch	2	2		4
CPL Lake Shore	3	3		6
CLEVNET	2	2		4
PUBLIC	93	93		186
WEBWARE TOTAL	106	106	0	212
KIN				
CPL Main	10	8		18
CPL Branch	3	2		5
CLEVNET	21	19		40
PUBLIC				0
KIN Library	14	14		28
OHIOLink Library	4	3		7
After Dark				0
KIN TOTAL	52	46	0	98
GRAND TOTAL	717	675	190	1,582

