

DIRECTOR'S REPORT

February 16, 2012

Monthly Statistics

Circulation for the month of January was 574,883. This is an increase of 1% from last year's January circulation of 568,709. A closer analysis of the numbers uncovers that the average hourly circulation was down at the Main building, but up significantly in the branches. The circulation activity for eMedia has increased tremendously from last year and provides us with an ongoing opportunity to reach our community users virtually. eMedia circulation increased by 45% over January 2011 numbers.

The number of computer sessions increased by 3%, from 73,864 in 2011 to 76,002 in 2012. Additionally, the number of hours in use for our computers increased from 51,293 in 2011 to 52,141 in 2012. This was an increase of 2%. In 2010, we saw significant decreases in computer usage due to changes to in our circulation policy. However, the community has adjusted to these policy changes and computer usage continues to climb.

Attendance for the month of January was 285,720. This is a very small increase from last year's attendance number of 283,898. Both the Main Library and branches reported relatively small increases in attendance. However, this increase is encouraging, considering that attendance dropped by 5% in 2011.

Programming / Outreach

The Cleveland Public Library began commemorating Dr. King's legacy soon after his death in 1968. The Martin Luther King, Jr. Branch opened in 1970, and the commemorative program for his holiday started in 1986. This year's program, "From Concept to Construction: Making the Dream Our Reality" featured a discussion about the statue "Stone of Hope", inspired by Dr. King's "I Have a Dream" speech. Located on the National Mall in Washington D.C., the new Martin Luther King, Jr. monument has attracted both acclaim and criticism because of its style and imagery as well as its creator, Chinese sculptor Lei Yixin. The Library hosted a discussion on the topic of how Dr. King's legacy and image were portrayed in the monument. Guest speakers included Reverend Hilton O. Smith, from the Design-Build Team and current senior vice-president of Turner Construction; David Deming, sculptor and former president of Cleveland Institute of Art; and

Connie Harper, Associate Publisher and Executive Editor of the Call & Post newspaper. Spoken word artist, Basheer Jones, gave the introduction and vocalist, Bertha Picket, performed. I want to commend MLK manager **Toni Parker** and **Aaron Mason** (Public Services) for their hard work on the planning and execution of the program.

On Saturday, January 14th, CPL welcomed an enthusiastic crowd to the Main Library to celebrate the Cleveland Photographic Society's 125th Anniversary. The event featured an exhibit and lecture by Rick Wetterau, president of the CPS. He spoke on the history of the organization, from their founding in 1887 to the present. Throughout its distinguished history, CPS has focused on promoting the art of photography through fellowship, education, and giving back to the community.

Strategic Plan

I would like to acknowledge **Tim Diamond** (Knowledge Office), as the winner of this year's Innovator of the Year Award. Our Strategic Plan is very different than our similar offerings of the past, and this innovation is directly tied to Tim's hard work and efforts. This Strategic Plan begins the revolution, and allows the organization to be more flexible and adaptive to the ever-changing environments that we serve. Our current plan will allow us to focus our efforts around five priorities. They are:

1. Form communities of learning
2. Fight community deficits
3. Ready for the future: CPL 150
4. Cultivate a global perspective
5. Innovate for efficient and sustainable operations

Meetings and Activities

- As a committee chair of the Group Plan Commission, I attended a briefing on the future of the Group Plan and the Lake Front, from Mayor Frank G. Jackson.
- I was joined by **Tim Diamond** (Planning and Research), as we attended the City of Cleveland's kick-off event for 2012, *The Year of Local Food* at City Hall.
- I joined Deputy Director, **Cindy Lombardo**, **Michael Young** (Marketing and Communications) and **Bianca Jackson** (Page) to deliver Warm-Up Cleveland items to the West Side Catholic Center, Providence House and Women's Recovery Center.

- I was invited by the Mayor to attend a listening session with United States Department of Transportation Deputy Secretary John D. Porcari.

CLEVNET

September's total OverDrive CLEVNET eMedia collection circulation was 64,347, almost doubling last year's total of 34,628. CPL has 3,382 total followers on Twitter and the Facebook page currently has 3,716 fans.

PUBLIC SERVICES

The flood of retirements at the end of 2011 was felt sharply as 2012 began and the staff who remained adopted an "all hands on deck" approach to keeping the Library functioning while simultaneously reconfiguring work flows and duties so that no critical public service fell short. January was a challenging month and the results were not always satisfactory, yet the staff soldiered on even when wearied from the perpetual change and increased workload brought about by the Library's continuous adjustment to precipitous economic decline.

Delivery of Library Materials to the Public

Mr. Ruffing worked closely with Daniel Oreskovic, Acting Main Library Shelf/Shipping Manager, and Kenyatta Abrams, Acting Customer Service Manager, to redistribute and streamline the work of their agencies. The Main Library Shelf Division and Shipping departments handle approximately 10-15,000 items each day from CPL branches and CLEVNET. At the beginning of the month the turnaround time for materials waiting to be sorted and processed was nine days, resulting in unacceptable delays (of three weeks or more) in getting library materials into the hands of patrons.

Although the backlog issues were not erased by month's end, several concrete steps were taken to improve transit time. Mr. Oreskovic designated an auxiliary work area in Shelf Department to unpack and rough sort the backlog of Shipping Department telescopes and Cargo Express containers. Working closely with

Mr. Oreskovic, a crew of volunteers from subject departments pitched in and sorted and scanned a huge volume of material, eliminating the initial backlog and maintaining a much improved flow of materials. Volunteers included Deborah Hajzak, president of the SEIU District 1199 Employee Union, Ernest Edwards, David Furies, and Bill Chase. Turnaround time was reduced from nine to two days by the end of the month, although it will be difficult to maintain this pace without additional staffing. Ms. Hajzak suggested an idea that was implemented immediately: sorting of "holds" books in subject departments by destination. Receipt printers were ordered for both Shelf Division and Lending Department to expedite the processing of holds. These devices automatically print the names of patrons on "available holds" slips and the destination on "transit" slips, eliminating the need for forms to be filled out manually.

In the Lending Department, Ms. Abrams worked with her staff and a steady stream of substitutes to process a backlog of "holds" items and to more fully integrate the staff and functions of the Audio Video and Lending departments. Significant changes were made. All holds are now being filed in a single alphabetic sequence, where formerly each format was filed in its own sequence. All holds that are to be picked up at Main Library are now sent to Lending by 3:00 P.M. each day, with a goal of having them available to waiting patrons by the next morning.

In late January, a proposal for analyzing the Library's materials handling operation was prepared by Ellen Burts-Cooper, MBA, PhD, MBB, at the direction of Cindy Lombardo. This will be the first Six Sigma project that the Library undertakes since adopting this quality business management model. Making materials handling Priority One was based on the real need to reduce the costs and improve the efficiency of the unrelenting flow of tens of thousands of materials through the doors of Main Library, the Branches, and CLEVNET.

PROGRAMS/EXHIBITS:

During the month of January the Library hosted 25 programs for adults, 22 for teens, and 27 for children. Total disbursements for programming related services totaled \$2353.00. The 27th Annual Martin L. King, Jr. Commemorative Day Program which had approximately 400 attendees and featured the speakers: Basheer

Jones, Reverend Hilton Smith, David Deming, Connie Harper and vocalist Bertha Pickett. On January 7 the Library in partnership with Dr. Regennia Williams of Cleveland State University hosted a celebration in honor of author Zora Neale Hurston. Other programs of note were the Cleveland Photographic Society's exhibit opening reception and lecture on January 14 and Music @ Main's, Almeda Trio on Jan. 21.

MEETING ROOMS and SCHEDULING

A total of 21 reservations for CPL meeting room space were processed in the month of January. CMSD used the Lakeshore facility to host an event that had approximately 250 attendees. On January 29, for a fee of \$640.00 (total reimbursement for overtime costs), the Library hosted the swearing in ceremony for Cleveland Municipal Court Judge Angela Stokes. The Library also hosted wedding photography at Main library was scheduled for 2 parties.

Johnny Kilbane Centennial Celebration

The Social Sciences, Graphics, and Programming departments devoted much time during the month planning for the CPL Sports Research Center's exhibit and program commemorating the centennial of the fight in which Irish-American Clevelander Johnny Kilbane won the featherweight boxing championship of the world. The opening event will take place at 6:30 p.m. on March 15 in the Louis Stokes Wing Auditorium. The highlight of the evening will be a showing of actual film footage of the famous fight, long thought by film experts to be lost. The exhibit features dozens of images loaned to the Library by Kilbane's great-grandson, Kevin O'Toole, and is titled *The Fighting Heart of Johnny Kilbane: Remembering Cleveland's Featherweight Champion 100 Years Later*.

Cleveland Photographic Society

The Literature Department sponsored a lecture, exhibit and reception for the 125 Anniversary of the Cleveland Photographic Society on January 14, 2012. The successful program was well received by CPL members and the public. Maureen Mullin welcomed the guests to the program and provided a selection of books from the Science & Technology Collection. The exhibit is currently on display on the second floor of the Main Building.

OUTREACH:

In January, Glenville Branch manager Carol Johnson, assumed responsibility for facilitating the J. Glenn Health Center monthly book club; 2012 titles for this club have been ordered. On January 19, Aaron Mason represented the Library at the Higher Education Compact Scholarship Task Force Meeting at the Cleveland Foundation Center. January 23, at the request of the OPS department, Christopher Busta-Peck of the Langston-Hughes Branch, attended City Year's "My Soul is Solid" event at Glenville High School. Aaron Mason also met with representatives from Lincoln-West High School and The Golden Ciphers to discuss future programming and outreach activities.

Computer Learning Connection Classes

The CLC taught twenty-six classes at Main Library and twenty-nine classes in seven branches. Forrest Lykins and Olivia Hoge taught two Computer Basics to a group from the International Service Center. Olivia Hoge conducted an eReader & eMedia training for the staff at Collinwood and at the January West Team Meeting.

Global Cleveland

Sheba Marcus-Bey, Tim Diamond, and Michael Ruffing met with Jim Kuhn for Global Cleveland in order to develop an effective strategic partnership with this new organization. Global Cleveland anticipates sending patrons over to CPL to assist them with job seeking and entrepreneur activities. BEL and Foreign Literature will be the first points of entry for their clients and the CPL will work meet their intellectual interest.

Ohio Center for the Book Website

Literature Department staff members Aja Russo and Steve Capuozzo put the finishing touches in the updated Ohio Center for the Book website. The new site, at <http://www.ohiocenterforthebook.org/> features revised and edited author biographies, a link to the Ohio Center for the Book Facebook page, and a detailed *More Resources* section.

County Executive Press Conference

On Thursday, January 26 County Executive Ed Fitzgerald held a press conference in Brett Hall to announce that the county would work with seven of the area's largest banks to make \$100 million in small business loans. A photograph in the Plain Dealer the next day showed Fitzgerald standing in front of William Sommer's powerful mural, *The City in 1833*, which loomed symbolically in the background.

Library Cards for Ex-Convicts

Lending is working with Aaron Mason to partner with the Ohio Department of Rehabilitation and Corrections to provide library cards to former inmates within six months of their release. This program is aimed at helping ease the re-entry of this population into society.

KSU Practicum Students: Training the next generation of librarians

Kent Practicum student Yeshe Dugarova-Montgomery started her practicum in Special Collections January 25. She will work on making a finding aid for a small tobacco clipping file, learn KIN, assist with exhibits, assist with reference/research in Special Collections, and with other projects.

Junior Achievement

On January 27, Maureen Mullin volunteered for a Junior Achievement "Blitz Day" at Monticello Junior High in Cleveland Heights. She spent the day with 8th graders, teaching about the history of immigration and innovation in the United States. Students learned how small innovations over time created many of the products that we still use today, including iPods and cell phones. Students discovered the history behind the rivets on their blue jeans, and put themselves in the shoes of immigrants, contemplating the decision to immigrate to China.

March Madness at CPL

Popular Department staff narrowed down the most popular book titles of 2011 to sixty-four titles to be posted on the web site in the March Madness Book Tournament bracket. Karen Long, of the Plain Dealer, and CPL's Rollie Welch will make their predictions and patrons can vote for their favorite books in each round.

COLLECTIONS/REFERENCE:

Cleveland Museum of Art Partnership

Patty Edmondson and Seema Rao of the Cleveland Museum of Art did extensive research at Main Library in preparation for an interactive educational space at the museum, marking the first research mission in what will be an ongoing effort. Ms. Edmondson and Rao worked in Fine Arts, Special Collections, History, Science & Technology, Government Documents and Photograph Collection. Mr. Ruffing gave them a tour of the Library's periodical storage area at Off-site Storage and they spent two-hours exploring the riches of that collection. Ms.

Edmondson remarked that the Library's collection of *Vogue* magazine was more complete than that of the Costume Institute at the Metropolitan Museum of Art.

Gale Virtual Reference Library

An orientation meeting was held on January 24 for key library staff who will be involved in the roll-out of the Gale Virtual Reference Library and related Gale eReference resources. Key benefits of the GVRL platform is that every title can be downloaded to nearly any eReader device, translated into 34 languages, and read out loud to the user. It is expected that the Library will take delivery of this content as soon in February once the Library's contract with Gale is signed by the Director.

Cleveland Park Plans

Plans for Edgewater Park, Public Comfort Stations and Wade Park were transferred from Public Administration Library to Preservation for treatment. This transfer was made as part of an ongoing project to preserve and catalog the Library's extensive collection of Cleveland Park Plans. The treated plans will be housed permanently in the Map Collection.

Cleveland News Index

The Library ceased indexing newspaper death notices and obituaries at the end of 2011, ending a decades-old project of first the General Reference and later the History & Geography department staff. This decision was made due to the ready availability of obituary information in sources such as the Plain Dealer website and the Social Security Death Index, both of which can be used to determine dates of death. Patrons can obtain death notices directly from the Plain Dealer website for a fee or continue to obtain this information for free from the Library's microfilm of the Plain Dealer.

Examples of Research that's Possible only at CPL

- Sandy Witmer, Business, Economics and Labor Department, assisted a patron by pulling sources to help with her Master's thesis on unionizing clerical workers from the 1950s to the present. The patron checked out several of BEL's books and she was also directed to the Periodical

Department in order to view some of CPL's union periodicals on microfilm.

- BP's Toledo Refinery contacted the Library to set up at time to review copies of the Sohioian.
- Special Collections Department responded to numerous research requests. A restoration architect was looking for blue prints for Mather Mansion. Drawings were found using the Perry thesis on Schweinfurth, in which she referenced *Brickbuilder Journal* (Nov 1909 issue). A landscape architect researched images of the old Drury Mansion, which is now Gilmore Academy, in a book entitled *Selection of photographs illustrating the work of C.S. Schneider*, which includes images of the Drury mansion.
- Two researchers are conducting independent research on the Library's 1450 manuscript edition of *Le Songe du Vieil Perelin*. This is the most important work by French soldier and author Philippe de Mezieres (1327-1405) and he used it to urge Christian rulers to attempt a final crusade to liberate the Holy Land and eastern Christian empires.

Government Documents Weeding Project

The weeding project is progressing slowly, but steadily. The recent loss of staffing at Lake Shore Facility-Offsite Storage brought the project to a halt during January. Robert Murnan and Erick Walker agreed to go to Lake Shore in February to pull material from the shelves and pack the telescopes for delivery downtown. The items being pulled are Dewey-classified government documents that correspond with the range of SuDoc (Superintendent of Documents classification system) that is currently being weeded. Federal regulations require the Library to offer any discarded material to the State Library and a national "offers list" for two months before material can be legally discarded. All discarded material is being recycled.

OTHER:

Magazine Signage Installed

Bold, large new magazine signage, designed by Karen Skunta & Associates, was installed in the Periodical Center. Patrons can now see magazine subjects from a great distance. More improvements are planned for this room, including end panels for

the music CD bins. The panels will be modeled after the ones used in Brett Hall.

BRANCHES

- Neighborhood Team Leader, East Stephanie Tyus was moved from acting to permanent status in her position as Team Leader by Board Resolution
- Addison Branch custodian Dakarai Johnson promoted to Painter and replaced by Cornel Williams
- Paula Logan-Reid became the new manager of Memorial-Nottingham Branch effective January 2
- Branch Manager Toni Parker offered greetings at the annual Martin Luther King Jr. program held at the MLK branch on January 16
- Mt. Pleasant/East 131 Branch Manager Joyce Bowers attended the Mt. Pleasant Community Zone Meeting
- Langston Hughes Children's Librarian, Christopher Busta-Peck, was a participant in Glenville's "City Year" that took place on January 23
- Memorial Nottingham Library Assistant Youth Emphasis Alfonzo Daniels hosted the KING ME program to 30 seventh and eighth grades from Charles Elliott Elementary School
- The After School Snack program sponsored by the Children's Hunger Alliance commenced again in January at the Rice Branch with 25 snacks being served per day
- The American Heart Association met in the Carnegie West foyer on January 18 to survey patrons about their desire to have a Jamie Oliver inspired healthy teaching kitchen located in Ohio City
- Carnegie West manager attended the neighborhood Bridge John Jay Block Club meeting
- Turner Book Club met to discuss The Language of Threads by Gail Tsukiyama
- Fulton Branch Manager Cheryl Diamond and Rockport Children's Librarian Diana Devore participated as reader reviewers for the Maltz Museum's "Stop the Hate" contest
- Jefferson/South Dyad Manager Jaime Declet attended the Sugarman Award jury meeting where the balloting to select the winner and the honor books for this year's award took place. He also attended the Ohio Library Council's Diversity Committee Meeting
- The Sisters of Charity Foundation (SOCF) was informed by the Department of Education that the Central Neighborhood

was not awarded a national "Promise Grant." Sterling Branch Manager Cal Zunt represented the Library at the meeting

- Sterling Branch Manager Cal Zunt was appointed to the American Library Association's Notable Books for Adults Committee of the Reference & Users Services Association
- Acting West Team Manager Tena Wilson and Acting Lorain Branch Manager Chrystal Carr Jeter attended the American Library Association Midwinter meeting to serve on professional committees
- New Branch Manager Ron Antonucci transferred from Technical Services, effective January 2
- Effective January 15, Rekiat Olayiwola's appointment as the Acting Dyad Manager-Large of Fleet/Broadway was made permanent
- Acting Jefferson/South Dyad Manager Jaime Declet was appointed to the position permanently
- Chrystal Carr-Jeter transferred from Acting Outreach Services Manager to Acting Branch Manager at Lorain, effective January 2
- Raymond Cruz transferred as Branch Clerk to South Brooklyn, effective January 29. He replaces Dolores Sheffield who continues a medical leave
- On Monday January 9, Chief Legal Officer Joyce Dodrill and Jefferson/South Dyad Manager Jaime Declet met with representatives from Tremont West Development Corporation and All Star Valet to address patron complaints regarding parking

MOBILE SERVICES DEPARTMENT

49 Stops

8 New library card applications

718 Persons on board

800 Reference, 694 Directional in person

172 Reference, 23 Directional via phone

"On the Road to Reading":

STATISTICS:

- 12 Pediatric and WIC sites were visited with 76 people contacts at these sites. 80 daycare classes were visited with a total of 821 in attendance. 1061 items were circulated in 42 deposit kits

- The PNC Grow up Great grant was started in 25 early childcare centers. An assessment of the children's financial literacy was conducted
- 500 tickets to the Children's Museum were received as a result of the Children's Museum's PNC grant project. They will be distributed by On the Road to Reading and through branch activities which are part of the PNC grant during the summer

OHIO LIBRARY FOR THE BLIND AND PHYSICALLY DISABLED

In January, OLBDP circulated 59,876 books directly to patrons. Magazine and BARD statistics were not available at the time this report was being written.

OLBDP is in the process of visiting adaptive PC locations throughout the system to evaluate the working condition and performance of each workstation. Additionally, OLBDP will be preparing to upgrade the JAWS screen reader and ZoomText screen magnification programs on all the adaptive PC workstations.

OLBDP is continuing to work 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 OLBDP service. On January 10, OLBDP Manager Will Reed and CPL Acting Assistant Marketing & Communications Administrator Cathy Poilpre met with North Water Partners to review three potential concepts for a PSA. The PSA will be used both on radio and television to promote OLBDP service throughout the State of Ohio in an effort to help increase public awareness about the program.

OLBDP Manager Will Reed attended the State Library of Ohio Consumer Advisory Council (CAC) Meeting on January 26 to provide an update about OLBDP to representatives of our consumer advisory agencies. OLBDP will resume production of audio books with local interest by working with VoiceCorps, a member of our CAC, on the "Choose to Read Ohio" initiative and digitally record selected titles and make them available as audio books for OLBDP patrons. OLBDP plans to resume producing five to six books per year. Also, OLBDP and State Library will be working with the CAC to plan similar "Family Fun Day" type events in Columbus and Cincinnati as early as 2012 or for 2013. Additionally, OLBDP, SLO, and the CAC are continuing to explore ways to start a Friends Group for the Ohio Braille and Talking Book Program.

OLBPD staff Ken Redd and Michelle Makkos presented information about OLBPD services at the Youth Services meeting on January 18. Michelle Makkos also spoke to students and teachers about OLBPD services at the Memorial School on January 20.

The OLBPD Cyber-Dialogue Book Discussion was held on January 12 where the group discussed "The Soloist" by Steven Lopez.

TECHNICAL SERVICES

Technical Services staff members and managers adapted to new work assignments as the result of unfilled vacancies. Sandy Jelar Elwell, Acquisitions Manager, took over supervision of the Receiving & Distribution Technicians in the Lake Shore Shelf Shipping Department. Juanita Turner, the department's Acting Supervisor, retired in December and two of the four Technician positions have been vacant for over a year. A third Technician vacancy developed when Marsha Draeger transferred to the Materials Processing Department. Ann Olszewski, Preservation Manager, took over supervision of the Shelf Shipping Department's four pages and the Lake Shore Storage collection. There are currently four long-vacant page positions in that department.

Patricia Lowrey, Technical Services Administrator and Rollie Welch, Collection Manager interviewed candidates for the Technical Services Assistant position vacated when Pam Pressly retired. Michael Fisher from the Director's Office and Dawntae Jackson from Human Resources also served on the interview panel.

Ms. Lowrey and Mr. Welch met with both the East Team and the West Team to discuss changes in discretionary ordering, floating collections, and the new 48-hr Holds initiative.

Ms. Lowrey and Mr. Welch also met with Angela Guinther, Carnegie West Manager to discuss displays. Ms. Lowrey met with Sandy Jelar Elwell, Acquisitions Manager, and Carole Brachna, High Demand Manger to begin work on a project to streamline invoice processing.

Collection Management: Collection Management staff began submitting selections for 2012 on January 12. Budgets were examined and each format's weekly ordering amount was calculated to allow steady flow of materials through Technical Services for the year. Bonnie Bolton began selecting Accelerated Reader titles and perennial children's favorites every week.

Ms. Bolton and Laura Mommers relocated floating materials that have pooled in Popular Library and several Branches. Ms. Mommers is to be complimented on the brochure "100 Great Movies at Cleveland Public Library" that was distributed in January; she selected the titles and wrote descriptions of each movie. The colorful document was designed by Christine Colnar of the Graphics Department and has been a big hit with patrons.

Ms. Mommers also collaborated with Midwest Tapes vendor to produce an attractive brochure highlighting non-print materials dealing with February's African-American History Month. The handouts were distributed in mid-January.

Rollie Welch's reviews appeared in the *Cleveland Plain Dealer* on January 7 and 29. Mr. Welch's column of street lit titles appeared in *Library Journal's* online review component on January 30.

Materials Processing: The Book Preparation staff completed work on 28,925 items. The clerical staff from Catalog added 5,522 items and cataloged 1,534 titles.

In order to improve customer service by getting materials with holds to the patrons within 48 hours, Book Preparation started scanning books that were flagged as having a hold or were ordered through High Demand. Books are put into transit to the pickup location of the hold and a transit slip is inserted to replace the original routing slip. Eventually, all materials leaving Book Preparation, both book and non-book, will be scanned to check for holds.

Elizabeth Hegstrom, Materials Processing Manager, helped clear a backlog of materials in Catalog. Marsha Draeger joined the Book Preparation staff as a Materials Processing Technician.

Preservation: Sharpened blades for the two board shears were delivered and reinstalled by Bindery Tools on January 5. The shears are used to cut phase box board and binder's board, and must be sharpened every other year. Elizabeth Bardossy treated 20 plans from PAL that will be added to the Cleveland Parks Collection.

Five East Tech High School yearbook volumes, three Lincoln High School volumes, and one East High yearbook were added to the Digital Gallery. All Lincoln High School yearbooks have been added. The total number of yearbook pages available digitally is now 16,367, up from 15,081 pages at the end of December. The

top three Digital Gallery Collections for January items viewed were the Gallery of Cleveland Photographs--11,787 item views, Atlases and Maps of Cleveland--9,355 item views, and Cleveland High School yearbooks--7,661 item views.

Photos of the Tremont neighborhood and 27 historic Cleveland buildings were added to the Digital Gallery. Other items added to the Digital Gallery were Volume 6 of the Ohio Architect and Builder (July-December 1905) and the illuminated chess manuscript, *Diletteuole e giudizioso giuoco de scacchi*, along with the modern critical edition which includes an English translation. Preservation Manager Ann Olszewski attended a special Digital Projects committee meeting with Bill Barrow and David Lodwick of Cleveland State University to discuss future collaboration and an upgrade of its CONTENTdm multi-site server.

High Demand: Staff added 472 titles and 12,064 items. They ordered 1,145 titles and 12,064 items, and paid 452 invoices, for a total value of \$ 152,334.45.

The High Demand staff also processed 254 items for the Acquisitions Department and a created many packets of distribution slips for the Shelf/Shipping Department. They helped out the Catalog Department by pulling items with holds to receive priority processing. The Manager checked three trucks for Catalog, and recorded the statistics.

The staff did a good job of getting items from the rollover period received, loaded and paid in Sirsi and managing the start of the ordering year.

Carole Brachna met with the new Ingram Sales Representative, Jeff Meskill, Sandy Jelar Elwell, and Alicia Naab on January 18th. She met with Sandy Jelar Elwell to draft flowcharts for the paperless invoicing project on January 25th and initiated contact with other libraries who may be working toward the same goal.

Acquisitions: Acquisitions staff began placing orders, processing invoices, and receiving materials on January 13th after the editing and entering of the 2012 fiscal year budget numbers in Sirsi was completed. Staff also continued to work on closing out old purchase orders, re-entering order information that had to be manually deleted prior to the rollover, and receiving items and paying invoices in Sirsi for orders that had only been received on paper prior to the 2012 fiscal cycle being setup.

Sandy Jelar Elwell, Acquisitions Manager, attended Director Thomas's discussion about the Strategic Plan at the Main and Branch Managers Meeting. Ms. Alicia Naab worked with Ms. Brachna to express their concerns to Midwest Tapes about an impending change to the delivery of Midwest Tapes invoices. The invoices will now be delivered via e-mail instead of print copies being included with the shipments of materials. Tonya Jenkins and Lisa Kowalczyk, Technical Services Librarians, assisted in receiving and updating the order information for Chinese DVDs ordered for the Lunar New Year Program in March.

Glennis Blair and Anarie Lanton, Technical Services Associates, were cross-trained to perform add item for periodicals. Acquisitions staff also volunteered to work in the Lake Shore Shipping Department when needed. The staffing levels in the Lake Shore Shipping Department are currently lower than normal because of vacant positions that need to be filled. Staff from other Technical Service Departments continued to volunteer in the Acquisitions Department and Serials Section.

Acquisitions staff ordered a total of 4,697 titles, ordered 7,479 items, received 12,708 items, and processed a total of 1,332 invoices. They received 1,660 periodicals and 580 serials, added 878 periodical items, 350 serial items and 65 paperbacks, processed 100 periodical and serial claims, and modified 41 serial controls.

Shelf/Shipping: The staff of the Shelf/Shipping department sent 93 items to the Main Library for requests and shipped out a total of 2,090 telescopes of new materials to public service agencies. The technicians unpacked and sent 14,109 items to the Acquisitions and High Demand departments.

Catalog: Michael Monaco, Catalog Senior Librarian, has been loading records from OCLC that are provided as part of the "Bibliographic Notification" program. When records which have been used by CPL are upgraded in OCLC a copy of the updated record is made available for download on OCLC's web site. Upgrades may include contents notes being added or brief records being edited to full-level cataloging. Mr. Monaco downloads these daily files, edits them with MARCEdit to conform to CPL local practices, and then loads them into Sirsi. This month, 1,103 upgraded records were loaded.

Regina Houseman, Catalog Librarian, created original cataloging for a volume of The Union Credit Co. of Cleveland, Ohio from

1893 that listed the credit ratings of numerous residents and businesses in the Cleveland area. Dawn Grattino, Catalog Senior Librarian, started training Vivian Grayson, Technical Services Associate, on copy cataloging music CDs. Ms. Grattino also updated the OCLC record (ocm42196424) for a Hippodrome Theatre tour set to reflect the entire contents.

Librarians cataloged 4,526 titles and added 4,660 items for CPL material.

MARKETING & COMMUNICATIONS

News by Media Chart



Color Name	Value	Pct.
Online, consumer	18	31.58 %
Online, news and business	16	28.07 %
Newspaper	9	15.79 %
Television program	6	10.53 %
Online, trade/industry	1	1.75 %
(None)	5	8.77 %
(International)	2	3.51 %

Media coverage for the month of January included 58 print and online publications as well as TV and radio. The full report, available in the Marketing department, shows ad values of \$43,871.45 with a news circulation audience of 1,878,653 people. In January, the online media outlets that featured CPL events and programs received 4,525,572 unique visitors. Ads to promote My Place to Dream, Create, Grow appeared in the *Campus Observer*, *African-American Lifestyle* and

Kaleidoscope magazines. Eugene Robinson was advertised in the *Plain Dealer* and WCPN radio. A Sports Research Center ad was placed in *The Cleveland Indians Yearbook*. The Martin Luther King program was advertised on 107.9 FM and 93.1 FM radio and a print ad ran in the *Call & Post*.

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

- Quarterly Managers' meeting
- Meeting with videographer to discuss PSA for OLBDP

GRAPHICS

Graphics staff designed, printed and distributed 76 printed pieces in December, including graphics for the library website and 4 staff newsletters.

Promotional pieces included: Black History month brochures and postcards; Cleveland Photographic Society exhibit, Statler Arms window display to promote Photograph Collection, Homebound Services book list; Music at Main; Strategic Plan graphics; Playhouse Square Bookmarks for *Adams Family* and *Radio Golf*; Writers and Readers-Eugene Robinson; 500,000 Clevnet routing slips; print ads for various publications; 4 staff newsletters.

WEBWARE www.cpl.org and other CPL sites

Twitter followers are up from 2,347 in 2011 to 3,382 currently. Facebook fans are up from 2,882 in 2011 to 3,716 currently. Downloads of books in an electronic format (ebooks) were up from 34,628 in 2011 to 64,347 currently.

Library News on the www.cpl.org homepage featured the following item for January: Cleveland Photographic Society 125th Anniversary Exhibit & Lecture; The Cleveland Public Library Board of Trustees Meeting; and Cleveland Public Library Strategic Plan 2012-2014.

During the month of January, the following events, programs, and information were promoted on www.cpl.org: My Place 2 Dream, Create, Grow: Ingrid Nolan; My Tunes: 2012 Rock Hall Nominees; African American History Month: Programs, Recommended Reading and more; Digital Gallery; Writers & Readers Series: Eugene Robinson; Did you get an eReader over the holidays? Check out our collection of free eBooks; A Day to Remember, Celebrate, and Reflect (27th Annual Commemorative Martin Luther King, Jr. Program); Master File: Consumer Reports; Literary Criticism Online; Live eMedia Chat Support; CPL150: How can we serve you in 2019; Celebrate with Books; Letters about Literature: 2012 Writing Challenge; When animal assignments attack: Grzimek's Animal Life; Muzzy Online: Language Courses for Children; TumbleBook Library: eBooks for eKids; Homework Help; For Students Online; BRRRR! Winter Reads (for Teens); Stop the Hate: Youth Speak Out - Maltz Museum of Jewish Heritage Essay Contest;

Curl up with a good book; and Connecting to the community (Seniors site: Find Services).

23 Popular Topic pages were updated with new content in January.

The sixth "Off the Shelf" was sent out on January 12th to a distribution list of 2,202. The issue featured: A Day to Remember, Celebrate, and Reflect (27th Annual Commemorative Martin Luther King, Jr. Program); Writers & Readers: Eugene Robinson; New Arrivals; a Caption Contest; the Cleveland Public Library Board of Trustees January Meeting; and Warm-Up Cleveland.

The newly redesigned Ohio Center for the Book site (www.ohiocenterforthebook.org) was launched on January 11. The new site features newly revised Ohio author content and lists of useful online resources pertaining to literature in Ohio.

The webware team created a page for African American History Month. The page features upcoming programs, recommended reading, and a slideshow of images from our Photograph Collection of Dr. Martin Luther King, Jr. in Cleveland. Sarah Flinn and Darlene Rooney assisted with the creation of the recommended reading lists.

David Reynolds held a session on using our eMedia collection for the Computer Learning Connection staff. He covered the basics of downloading, gave them tips so they could better troubleshoot patrons who visit the CLC with questions, and reviewed online help resources.

PROPERTY MANAGEMENT

The Property Management office completed numerous branch inspections and continues to monitor utility bills. Work has started in Tech Central and we are attending weekly construction meetings.

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. Batteries were replaced in the emergency lights at Collinwood, Glenville, Hough and Langston Hughes. A new boiler was installed at Eastman to replace the one that was leaking. A new 3 way heating valve, boiler flow switch, room sensor and a powered fan for the flue was installed at Fulton. The hot water pump on the heating system was replaced at Hough. The light bulbs and ballast were

replaced in the Security office in LSW. Three light fixtures were removed from the exterior wall of the Main building for repair. A new motor contactor for the hot water pumps was installed at Union. A new hot water tank was installed for the garage sink and rest room.

The Carpenters and Painters concentrated their efforts in patching, painting and making repairs to offices in LSW.

The Garage, repaired snow blowers and salt spreaders and continues to deliver salt and plow snow as needed.

SAFETY & SECURITY OPERATIONS

SAFETY

- Performed a safety assessment for the Martin Luther King Day presentation at the MLK Branch that occurred on January 16 where we provided Safety & Protective Services staffing for the event. One domestic situation with an irate male was mitigated after staff confronted the individual and did not permit entry into the branch during the event.
- The name change of the department was approved, appropriate agencies notified, and title change requested completed for the group.

PROTECTIVE SERVICES

Security Systems

- On January 3, 2012, discovered the access control system did not allow any additional changes, additions, or deletions to the access control system at both Main and Lake Shore facilities. As a result, no further action can be taken until the system is replaced.
- Obtained quotations for replacement of access control systems for Main, LSW, Lakeshore, Rice and Garden Valley. Obtained approval from Chief Executive Officer and provided quotations to Finance. As directed by Legal and Finance, we are obtaining three quotations for similar replacement of both the access control system, security systems, and closed-circuit television system. We will begin developing specifications for the project.

- Researched Vocera personal communication devices for the downtown campus facilities and found the cost minimally set at \$50,000 for 50 users is cost prohibitive.
- Assisted Cleveland Police Department in obtaining a positive identification on a murder victim that frequented one of our library branches.
- Met with Technical Services Director to discuss access control replacement and achieved concurrence with recommendations.
- Conducted walkthrough of Downtown campus to provide information on CAT6 line placement for cameras in support of Automation request.

Branch Patrol

- Staffing of Branch Patrol is at an elevated priority due the recent increase in branch security incidents. Safety & Protective Services has been consistently staffing Branch Patrol at two vehicles whenever possible.
- Supervisors and Officers continue to investigate Security Irregularity reports generated system-wide. The staff investigated 35 incidents during the month.
- Met with Public Services team concerning new security initiatives at the branches.

Communications Center

- We have been evaluating the cameras in the CCTV system and found deficiencies that have to be addressed. Requested emergency PO be generated for the system. The Communications Center has not been consistently staffed in January due to vacations, sick time, and FMLA events.

Contract Security

- Safety & Protective Services is investigating two requests for additional staffing for G4S Security guards and will advise staff and public services accordingly.

INCIDENTS

- During the month, 11 alarms were received with no illegal entry being made nor any smoke or fire being detected.

SAFETY & SECURITY EVENTS SUPPORT

- A Safety & Protective Services review was prepared for the MLK event at University Circle.

RECORDS AND EQUIPMENT MANAGEMENT

- Requested laptops for branch patrol and set up of personal directories for branch patrol to store records currently stored on external media. This is still in process.
- An equipment inventory was 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 will be provided to the Property Management Administrator for proper disposition.
- Requested computer workstations personal directories for officers to produce incident reports and have them stored on network drives.

ADMINISTRATION

- Developed Mission and Vision statements for Agency and for individual parts of the Agency including Safety, Protective Services, Emergency Preparedness and Operations Continuity.
- Prepared for interviews for Supervisor and Officer which will take place in February.
- Met with Human Resources about contract changes and schedule changes for Safety & Protective Services staff. Conducted staff meeting to propose schedule changes, new Library organization, strategic plan, and legal overview of our department with respect to handling incidents.

INFORMATION TECHNOLOGY & CLEVNET

CPL Projects

Larry Finnegan, George Lenzer, Myron Scruggs and Timothy Murdock met with IPS security to develop a plan for updating and extending the security cameras at Main library, Stokes Wing and all branches.

The Sustainability Committee chaired by George Lenzer met with Brent Bringardner, an Ohio entrepreneur who has handled book and paper recycling for the Cleveland Public Library for the past

three years via his Corvus recycling endeavor. The committee visited Corvus' newly opened facility in Parma, Ohio.

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The webware team created a page for African American History Month. The page features upcoming programs, recommended reading, and a slideshow of photographs of Dr. Martin Luther King, Jr. Sarah Flinn and Darlene Rooney assisted with the creation of the recommended reading lists.

David Reynolds held a session on using the eMedia collection for the Computer Learning Connection staff. He covered downloading, troubleshooting, and online help resources.

The workstations in the Lake Shore facility training lab have been replaced with 64 bit Windows 7 units.

Policy files were updated to support new circulation policies, including allowing children to checkout DVDs.

The LC Call Number field was added to the Holds Reorder Report to streamline the ordering process for the subject departments.

Michael Ruffing asked for data to help determine appropriate staffing levels for Lending Department. A one-day snapshot was produced with the number of items trapped for holds or put into transit at Lending department workstations.

The Library began the process of moving from Blackberry smartphones to Android phones. In the first wave Public Services managers received new Androids and training from Verizon representatives.

Representatives from Public Services, Property Management, Planning and Research, Information Technology, and Safety and

Protective Services met to assess electrical and network wiring needs for three major projects: replacing photocopiers with multifunction devices; increasing the number of public workstations in branches; and directly connecting security cameras to the network.

Bob Carterette and Carrie Krenicky attended a webinar on the Local Government Innovation Fund established by the budget for the current state biennium.

Mr. Finnegan evaluated wireless options for the Cleveland Public Art Book Box project.

CLEVNET Projects

The CLEVNET Director's Panel met on January 20 and the quarterly Director's meeting was held on January 27. Major topics covered include: CPL's strategic plan and reorganization; Freegal; integration of eMedia with the Bibliocommons catalog; the cumulative 2011 eMedia report; and a follow-up on the Technical Services Summit held in September of last year.

While we had expected the integration of eMedia with the Bibliocommons catalog on January 30, the upgrade was delayed due to performance issues. When complete patrons will be able to see a unified list of checkouts, place holds on eMedia titles, and download directly from the catalog.

Following up on the Technical Services Summit in September 2011, changes were made to call number conventions to improve the efficiency of filling holds on DVD sets. Call numbers were edited for Barberton, Birchard, Burton, Cleveland, Cleveland Heights, Euclid, Hubbard, Kirtland, Lorain, Madison, Medina, Milan-Berlin, McKinley, Orrville, Perry, Ritter, Sandusky, Shaker, Twinsburg, Wayne County, Wickliffe and Willoughby-Eastlake. A few libraries break sets up into individual DVDs and volume level holds were accumulating on these, instead of the more readily available complete set.

Mr. Carterette and Ms. Krenicky worked with the Library's bank and with Bibliocommons to obtain an Internet Merchant account.

Mr. Carterette, Ann Palomo, and Hilary Prisbylla held a conference call with the product manager of the SirsiDynix Directors Station software. A number of performance and reliability issues were discussed. The underlying software is scheduled to be replaced later this year.

Mr. Carterette and Ms. Palomo met at the Henderson Memorial Public Library with members of the ICAN library consortium and other Ashtabula County libraries to discuss CLEVNET membership.

Huron Public Library migrated from Microsoft Outlook to the Zimbra Collaboration Suite at the request of director Daniel Slife in early January.

The Network Team held meetings with Cleveland Heights, Hudson, and Shaker Heights to prepare for implementing Voice over IP; reconfigured network equipment in Shaker Heights for telephony and to establish a security VLAN; established a security VLAN for Hudson; and helped Medina County District Library set up the latest version of Active Directory.

The Hardware Team met with Shaker Heights to review the ongoing cleanup and reorganization of the network.

David Reynolds has been working with Medina County District Library to implement EZproxy for the authentication of remote users.

Mr. Finnegan and Tim Flick, an environmental engineer with Hewlett Packard, visited the Kinsman Free Public Library to collect data for power problems. There is a history of power surges and brownouts that can burn out electronic equipment. Mr. Flick's involvement was *pro bono*.

Fund rollovers were completed for all libraries using Acquisitions.

The Flowan Helpdesk software was configured for use by Shaker Heights Public Library. The PC technician at Shaker and the deputy director were trained in using it. This will help the technician track local problem reports. He can also escalate problems to Automation Services through the software.

Ms. Palomo presented an informational session on the Bibliocommons catalog to staff of Shaker Heights Public Library.

New item types and circulation map entries were created for Hudson Library.

A special report of circulation on Sundays in 2011 was compiled for the director at Twinsburg Public Library.

Weeding reports were produced for Lorain, Hudson, Medina, Fulton branch of CPL, and the Fine Arts Department of CPL Main Library.

On January 14, Amy Pawlowski held a public program on using library books with eReaders at Burton Public Library.

Ms. Pawlowski attended the CLEVNET Public Relations Committee meeting at Euclid Public Library on January 18. The group is working on organizing a celebration of CLEVNET's 30th Anniversary taking place in September.

KnowItNow

KnowItNow24x7's first practicum student began her work in January: Ashlee Clark is a student from Kent State University's School of Library & Information Science as well as Executive Secretary to the State Librarian of Ohio.

Don Boozer held a training day on January 18 at Cleveland Public Library's Lake Shore Facility. The day included both a morning session focused on basic hands-on training; an afternoon session focused on customer service, searching techniques, and other advanced topics.

Mr. Boozer spoke to a meeting of directors of medium sized public libraries on January 27 at the Minerva Public Library.

Statistics

	Jan-11	Jan-12
OverDrive Downloads	34,628	64,347
Twitter Followers	2,347	3,382
Facebook Fans	2,882	3,716

Automation Services Statistics, 01/2012				
	# Cases Opened	# Cases Closed	Site Visits	TOTAL
HARDWARE				
CPL Main	122	111	47	280
CPL Branch	101	198	33	332
CPL Lake Shore	28	20	4	52
CLEVNET	22	16	18	56
PUBLIC				0
HARDWARE TOTAL	273	345	102	720
SOFTWARE				
CPL Main	22	25		47
CPL Branch	13	13		26
CPL Lake Shore	15	15		30
CLEVNET	83	80		163
PUBLIC	156	156		312
SOFTWARE TOTAL	289	289	0	578
WEBWARE				
CPL Main	3	3	1	7
CPL Branch	3	3		6
CPL Lake Shore	4	4		8
CLEVNET	7	7		14
PUBLIC	116	116		232
WEBWARE TOTAL	133	133	1	267
KIN				
CPL Main	20	15		35
CPL Branch	23	10		33
CLEVNET	30	14		44
PUBLIC	1	1		2
KIN Library	13	13		26
OHIOlink Library	7	7		14
After Dark				0
KIN TOTAL	94	60	0	154
GRAND TOTAL				
	789	827	103	1,719