

DIRECTOR'S REPORT

March 13, 2012

Monthly Statistics

Circulation for the month of February was 534,938. This is an increase of 7% from last year's February circulation of 502,131. A closer analysis of the numbers uncovers that the average hourly circulation was down at the Main building, and down in the Branches as well. The uptick in circulation can be attributed to another day of being opened due to this year being a Leap Year. 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 39% over the February 2011 numbers.

The number of computer sessions for 2012 were virtually tied with the number of sessions in 2011. Surprisingly, the number of hours in use for our computers decreased from 45,153 in 2011 to 43,407 in 2012. This was a decrease of 4%. In 2011, the job market was considerably worse than it is now, and we'll have to continually monitor any correlation between a better job market and decreases in computer use.

Attendance for the month of February was 277,898. This is a considerable increase from last year's attendance number of 255,351. The Main Library reported a 3% increase in attendance, but a smaller walk-in count per hour. The Branches had a significant increase of 10% and had an increased walk-in count per hour. Once again the Leap Year must be taken into consideration when evaluating these numbers.

Programming / Outreach

February was another great month for CPL programming. Pulitzer Prize winning journalist Eugene Robinson served as the kickoff for CPL's African American History month programming. Mr. Robinson discussed a myriad of subjects during his conversation with an at capacity crowd. The topic that everyone wanted to discuss was the 2012 Presidential Election Campaign, but numerous audience members discussed the importance of his writings to them.

On February 25th, CPL concluded its African American History Month programming with "Natural Hair Care in the 21st Century". The program was wildly successful with over 300 community members in attendance. The program introduced the attendees to

the science, history, and beauty of natural hair. It was developed and executed by local hair experts and our own programming manager, **Aaron Mason**. Beyond the hair experts, the program also featured the business expertise of salon owners and the medical concerns of a dermatologist from the Cleveland Clinic.

MYCLOUD

I would like to thank the board for their allowance of staff to move forward with the MYCLOUD initiative. I would also like to commend **Bob Carterette** and the Information Technology/CLEVNET staff for all of their efforts to make this happen in a timely fashion. We see this initiative touching many of our Strategic Priorities and we have received quite a bit of interest from libraries across the country. We will provide this service to our community first at our Main library and then work in a deliberate manner to introduce it to our branch libraries. Our hope is that MyCloud will be an integral part of Phase I of our Downtown Destination plan.

Strategic Plan

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

- I attended the County Executive's State of the County Address.
- I was joined by **Tim Diamond** (Planning and Research), as we attended the Ribbon Cutting for Global Cleveland's Welcome Hub.
- CPL hosted a group of Hathaway Brown students to discuss the Group Plan and its history. The program was presented with the help of **Ron Burdick** (Public Services and **Kelly Brown** (Public Services)
- Board Trustee **Alan Seifullah** and I attended a meeting between law enforcement, Councilman Ken Johnson, and

Councilwoman Mamie Mitchell to discuss issues of violence around the Rice branch.

- I served as a reader for George Washington Carver School's Black History Month Read-a-Thon.

CLEVNET

February's total OverDrive CLEVNET eMedia collection circulation was 59,674, almost doubling last year's total of 31,903. CPL has 3,487 total followers on Twitter and the Facebook page currently has 3,779 fans.

GRANTS & DEVELOPMENT

Cleveland Foundation

Completed MyCom *Youth in Transitions* final report. Will submit report upon hearing back from the Foundation on the use of a \$291 account balance.

Friends of the Cleveland Public Library

- Met with Mary and Erica to discuss my role as the liaison to the Friends.
- Created a report and Powerpoint presentation of the expenditures of 2011 funds received from the Friends (to be presented by Director Thomas at the Friends March 9 Board of Directors (BOD) meeting).
- Worked with Director Thomas to draft the 2012 Directors Budget request to the Friends.
- Created reimbursement requests (invoices) for final 2011 expenses and for 2012 expenses to date (pending Friends BOD approval of 2012 budget).

George Gund Foundation

Drafted Octavofest 2012 proposal for submission to the Gund Foundation on March 15.

Timeline

Created a timeline based on ongoing research of foundations, corporations and government granting agencies, including their interests, funding capacity, deadlines, and contact information.

Other/Misc.

Met with various staff to acquaint myself with current programs, ongoing grants and future opportunities. This includes:

- Sandy and Rhonda in the Youth Services Department to discuss the PNC *On the Road to Reading* financial literacy grant.
- Wellness Committee to discuss submitting a workplace wellness grant through the Ohio Bureau of Workers Compensation.
- Pam Eyerdam to discuss the partnership with LAND Studios and learn about the programming funded through the Lockwood Thompson endowment.
- Met with staff on two occasions to discuss the Cleveland Foundation's Learning Centers grant, once at CPL and once at the Music School Settlement (to discuss the *Read to the Beat* portion of the grant).
- Aaron Mason multiple times to discuss programming funding needs (including 2 programming endowment meetings with Carrie and Director Thomas).
- Carrie, Director Thomas, and Bob Carterette to discuss possible future submission of a Local Government Innovation Fund grant.

PUBLIC SERVICES

The Assistant Director of Public Services, Main Library, spent the majority of the month of February working on the many unglamorous aspects of library work that translate into real change for the Library's patrons. Mr. Ruffing attended more than 60 scheduled meetings relating to subjects such as: Tech Central, implementation of the new Xerox Multifunction Devices, decreasing the backlogs and time lags in Lending and Shelf/Shipping, potential partnerships, potential gifts, upcoming programs, collection development, signage, product contracts and staffing issues.

Status of Shelf/Shipping and Lending Backlog Issues

Many meetings were held to find additional ways to minimize the backlog in the Shelf/Shipping departments as well as to improve the turnaround time for patron holds in the Lending Department. Every idea that could be easily implemented was implemented. Nevertheless, the backlog issues could not be resolved since the core issue is one of mathematics, which can only be successfully solved by automation of processes or additional staffing. Fortunately, Dr. Ellen Burts-Cooper initiated a comprehensive materials handling study in February and will soon have concrete recommendations regarding the movement of materials within Main Library's Shelf/Shipping operation.

As a stop-gap measure, a combination of overtime, substitutes and volunteer staff from other agencies pulled together to crank out backlogged materials. Overtime was used only in the Shipping Department, which was opened again on Saturdays (February 11, 18, and 25). A total of 97.5 hours of overtime was used. Ten pallet-loads of boxes and containers were processed on Saturday, February 11. A total of 332 totes, 81 bags and 141 boxes were unloaded, unpacked and sorted on February 18th and 25th. Managers were appreciative of the staff's willingness to work a sixth day, as well as of the Herculean amount of work accomplished on those days.

PROGRAMS/EXHIBITS:

During the month of February the Library hosted 32 programs for adults, 20 for teens, and 22 for children. Total disbursements for programming related services during this month totaled \$2075.00. Notable programs for the month were the *Writers & Readers* Eugene Robinson author visit, Reverend Jawanza Colvin of Olivet Institutional Baptist Church speech on the role of education in freedom's struggle, *Natural Hair in the 21st Century*, and the *Black History to the Beat* program at the Woodland and Memorial-Nottingham branches. Total combined attendance for these 5 programs is in excess of 700 library patrons.

Melanie McCarter, Library Assistant, OPS Department and Anastasia Diamond-Ortiz of the Planning and Research Department both coordinated CPL's participation in the 2012 TEDxCLE scavenger hunt and book discussions. Tuesday, February 28 was the official launch of the scavenger hunt.

Planning has begun for the opening of the 6 grant funded Library Learning Centers. Exploratory meetings were held with Cleveland State University, The Cleveland Music School Settlement, Greater Cleveland College Now, and the Cleveland Clinic. All of the aforementioned groups have agreed in principal to deliver services at the 6 Learning Center locations.

Sandy Nosse conducted storytime for a group of ten toddlers and parents from a downtown neighborhood homeless shelter. Jen Rhodes did preschool storytime and a mini tour for 12 children and teachers visiting from Archwood Preschool. Elizabeth Saxton conducted a tour and research visit for 22 fifth grade students at Menlo Park and 27 eleventh grade students from Andrews Osborne Academy. Saxton arranged a research and tour visits for 100 students from Shaw High School.

John Skrtic, Director of Public Services met twice with the Golden Age Centers of Greater Cleveland to ascertain how their Meals on Wheels program could work with CPLs Homebound Services program. Golden Age Center Director, Mike Biedenbach decided on a plan to speak to all of the participants of the Meals on Wheels program to let them know about Homebound Services. Mr. Skrtic will periodically check in with Mr. Biedenbach to examine how this collaboration is working.

Other February Programs

- A second *Music at Main* program featured the *Trio Abelia* from Utah playing bassoon, violin, and piano selections (22 people attended).
- Victoria Kabo, Foreign Literature, hosted regular meeting of Russian Book Club at Memorial-Nottingham Branch on February 25. Thirteen patrons attended and checked-out 31 titles following event.
- On Valentine's Day the Literature Department Staff hosted *Circulate Love: Poetry of Love Poetry Reading*. The event, which was hosted by Steve Capouzzo, featured several readers and included a bounty of Valentine's Day treats. Also featured was a display of books on love poetry, prose, and love letters.
- Dr. Jacquelyn Cuneen, Dr. Ray Schneider, and Dr. Nancy Spencer from Bowling Green State University presented a Sports Research Center program titled "The Meaning and Process of Collecting Sports Memorabilia". This program covered collecting historical and modern memorabilia.
- Mark Moore prepared a Baseball Fiction Firsts power-point presentation for the Sports Research Center. This presentation will be used for class visits, outreach, and library presentations.

Black History Month

- The *Music at Main* program hosted the *Passport Project* (of African music and dance) to celebrate Black History month (35 people attended).
- Literature Department and the Ohio Center for the Book created a display of fiction titles by African American Ohio authors.

- Aja Russo, Literature Department, participated in the Natural Hair program on February 25th by designing a bookmark, helping with a flyer, and by writing and presenting an introduction for panel guests which included over 300 guests in attendance. The Science & Technology Department helped with the natural hair program by preparing two display tables of interesting related books..
- Fine Arts Staff posted a blog on the *Collection Highlights* site about the African American artist Jean Basquiat and how he influenced hip hop artists today.

MEETING ROOMS and SCHEDULING

A total of 28 requests for meeting rooms, and 29 requests for AV resources and support were processed by OPS staff in the month of February. Meeting rooms were used by County government on 4 occasions, CMSD on 2 occasions, and the City of Cleveland on 1 occasion. Wedding photography at Main library was scheduled for 2 parties.

OUTREACH

Library Assistant, Melanie McCarter met with Dr. Chris Van Huisse of the International Students Academy at Lincoln West High School to discuss programming and exhibits in the month of May. Mrs. McCarter also attended the Fairfax/Woodland Hills Collaborative meeting at the Karamu House.

Library Assistant, Deborah Hajzak participated in Youth Opportunities Unlimited mock interview training at John Adam's High School. Ms. Hajzak also coordinated CPL participation in Greater University Circle Job and Resource Fair which will take place on March 16 and CPL participation in the Charles Eliot Elementary School Health Fair which will take place on March 28. Tristan Wheeler, was assigned the new job title Audiovisual and Event Planning Specialist.

Olivia Hoge, Computer Learning Connection, attended the East Team meeting to demonstrate eReaders and the eMedia collection. Managers got an overview of the CLEVNET eMedia collection and the difference in devices. Managers also downloaded the OverDrive Media Console to their Android phones.

Pamela Eyerdam, Fine Arts & Special Collections, coordinated CPL's representation at Kent Career Night, Tuesday, February 28. More than 100 students attended the event.

Maureen Mullin convened a meeting on February 7 with members of the Cleveland Public Library Friends and library staff to coordinate programming that relates to the "year of local food." She followed up by arranging a meeting with the treasurer of the board of the Friends, Anne Marie Warren, Friends director Mary Scelsi, and Kari Moore, of Farm Share and Slow Food Northern Ohio. The intention is to broaden the audience for the Friends events.

GED/Able classes were held on Mondays and Wednesdays from 10:00-12:00 PM. There were 56 students in attendance for the month of February. Mrs. Harriette Parks met with Mr. Huff, GED/ABLE Instructor, to discuss the progress of possible GED computer classes at CPL.

Stacie Brisker, Fine Arts & Special Collections, was noted in an article about Langston Hughes for which she described her family's interaction with the author. The article, titled *The Next Page/ Where Langston Hughes fueled his muse: Cleveland*, was published on the Pittsburgh Post-Gazette's website.

Amy Dawson and Aaron Mason met with Octavofest founding partners to plan for grant proposals for 2012. They met with Glenda Thornton, Director of the Michael Schwartz Library at CSU and Ellie Strong, the Art Books Cleveland representative on both February 10th and February 17th. A meeting with all the partners is planned for March 23rd. Amy Dawson reviewed the Octavofest grant proposal to be submitted to the George Gund Foundation.

Amy Dawson, Aaron Mason, and Michael Ruffing met to discuss the Cleveland Public Library and Ohio Center for the Book participation and support of the Bouchercon Convention due in Cleveland in October of 2012. It was decided that the Literature Department would create an exhibit of featured Bouchercon mystery writers and promote the OCFB Nancy Drew Scavenger Hunt to attendees who visit the Library. Guided tours would also be provided to conference attendees.

Youth and Families Services Manager, Sandy Nosse met with staff from the Chinese Professionals and Entrepreneurs Association to arrange Learn Chinese classes for the spring. Elizabeth Saxton was interviewed by a college student regarding her career as a librarian. Nosse attended a Readers' Advisory meeting and a "Read to the Beat" program planning meeting at The Cleveland Music Settlement, along with Mason and Director Thomas. Librarian Jennifer Rhodes and Christine Feczkanin attended a session about the strategic plan hosted by Director Thomas.

A Selection of Classes and Student Visits

- CLC
The Computer Learning Connection taught 23 classes at Main Library and 28 classes in 7 branches. Classes on computer basics and the Microsoft Office suite have been well attended.
- Hathaway Brown Visit
Friday, February 10, History and Geography Public Services Manager Ron Burdick and Special Collections Librarian Kelly Ross Brown participated in the Hathaway Brown Symposium on the Mall. Burdick and Brown mounted a small photographic exhibit chronicling the evolution of the Mall area for the visit of students from Hathaway Brown and showed the class a sampling of items (print and electronic) held by the Library documenting the history of the Mall. The students also received an overview of the current plans for improving the Mall from Mr. Anthony (Tony) Coyne, Chairman of the commission involved, and Director Felton Thomas.
- John Adams
Thursday, February 16, three CMSD Social Studies students from John Adams Campus along with their teacher, Gala Gates, received a tour of the Library and spent time doing research on the history of Motown for a History Day Project. The tour and visit was arranged by Public Services Manager Ron Burdick.

COLLECTIONS, REFERENCE, SERVICES

Examples of Research that's Possible only at CPL

- The creator of the *Afrocentric Voices Research Center* (an Internet broadcast station that features performances of African American vocalists & composers) inquired about the *H. Leslie Adams archive*.
- A patron researched the dialect of Papua New Guinea in Special Collections.
- A patron requested information about the Muurs of Amexum, an indigenous tribal group in the Americas dedicated to preserving their African based heritage.

- A chess researcher from San Francisco requested information from the chess collection by Fernschach and articles from *Chessman Quarterly*.
- A second chess researcher from San Francisco researched chess player Edmond Hoyle and his games from our 1752 editions of *The Polite Gamster*
- An Australian chess researcher needed scans of articles from *Chess Monthly Magazine (1887)* and *The Chess Column of the New Orleans Times-Democrat*"
- A chess researcher from Vienna, Austria, wanted scans and information about the Vapin chess tournament in the *Claude Bloodgood Chess Archive*
- A college student studied PAL's Cleveland Empowerment Zone books.
- Mark Moore, Social Sciences, completed an extended reference question search in the Cleveland voter registration rolls from the 1930's.
- Four board and staff members of the Old Brooklyn Community Development Corporation (OBCDC) visited the Map Collection to research the historical boundaries of the Old Brooklyn and Brooklyn Centre for their upcoming bicentennial.
- A patron serving as an expert witness in a trial used Science & Technology's book, *Landscape Architectural Graphic Standards*, as part of his work.
- A patron had spent three months abroad conducting research on an ingredient that, in the past, was commonly used in certain ethnic foods. Her unsuccessful search continued in the Science & Technology Department, where she looked at dozens of books. According to the patron, millions of dollars was at stake because of an issue with current food regulations.
- An engineer from Ford Motor Co. in Michigan made a destination visit to CPL. He needed all of the papers of the Society of Naval Architects and Marine Engineers, which were sent from off-site storage.
- A patron was interested in books on Kalman Filtering which is using an algorithm "for sequentially updating a linear projection for a dynamic system that is in state-space representation."
- An author needed to know about the geology, weather patterns, and soil in Eastern Europe on the eve of World War II.
- A patron very impressed by CPL's collection of books on old forms of knot-tying; he was looking for a specific old knot.

- A patron printed 177 pages from the technical standards workstation in Science & Technology. So far this year more than 600 technical standards have been accessed.
- Research on the Kant Krack Kids dolls (Parsons-Jacksons Company) Cleveland's "Buy American" answer to Germany's domination of the world doll market in the first decades of the 1900s, by Mary Ellen Mohn for an article in *Doll News*, Spring 2011.

Other Collection Notes

- Foreign Literature Department has added Russian-language e-books to collection.
- Patrons are very interested in the food title *Modernist Cuisine: The Art and Science of Cooking*, a six-volume, 2,438-page set "that is destined to reinvent cooking." Two volumes are currently checked out on reference loans from the Science & Technology Department.
- On February 9, two local engineers who are experts on local bridges visited the Map Collection to view bridge drawings in the Cleveland Park Plans collection. They offered to help identify where the bridges are (or were) located.
- In January, Popular was responsible for 20.5% of Main Library circulation. The average daily pull list is 30 pages, and contains around 600 items. The staff, especially the early shift, works hard every day to find and trap the requested items.
- Doug Westerbeke, Popular Library, spent time this month organizing the music CDs collection. He added the large box sets to each genre for easier browsing and expanded space for the most popular genres.
- With the addition of very competent pages to the Science & Technology department, shelving and weeding is moving along in a timely manner. The neatness of the department continues to improve.
- For approximately ten days two thirds of the Dewey collection housed on the 8th floor was not accessible due to a mechanical problem with the compact shelving units. Several patrons had to wait to receive items requested from the area. The problem was corrected and the patrons received the requested items.

BRANCHES

- Voting machines arrived at several branches in preparation of the upcoming primary vote on March 6.
- Brooklyn neighborhood organizations began discussions to plan events for the Old Brooklyn Bicentennial.
- City, State and Federal tax forms were made available in all locations.
- AARP Tax Preparation services were offered at Jefferson, Rockport, South Brooklyn, West Park and Carnegie West branches.
- The alliance for Self Governance, a non-profit organization for voter registration, used the meeting room at South Brooklyn Branch for several days to organize and train volunteers for door-to-door voter registration.
- Classes continue to be popular at these branches: GED and ESOL at Eastman, Fulton and Rockport; GED at Fleet, West Park and South Brooklyn.
- Carnegie West Computer Aide Marianela Serrano, a native of Venezuela, held the first Spanish speakers book club, Solo en Español.
- Carnegie West Branch Manager Angela Guinther met with Director Felton Thomas, Chief Knowledge Officer Timothy Diamond, and the Outreach and Special Projects Manager with Ohio City, Luis Hernandez, to discuss the use of Novak Park.
- Preschool children from Villa Montessori School, All Around Children's Daycare, and Academy Child Care Center visited the Broadway Branch for story time and to check out books.
- To celebrate the library's 143rd birthday, children were invited to show their creative expression by decorating a giant "143." Winners were drawn from everyone who participated in the coloring contest, and they received a CPL water bottle filled with candy.
- Walz Branch Manager Kathleen Lefkowitz and Lorain Branch Manager Chrystal Carr Jeter conducted a literacy and creative writing program for teens from the West Side Community House's Sisterhood program.
- Cleveland Metropolitan School District textbooks were withdrawn from branches due to lack of use.
- Fulton Branch Manager Cheryl Diamond attended a presentation sponsored by Hospice of the Western Reserve on "Life's Decisions as We Age," part of a 6-part series

entitled, "Living in Your future: Making the Best Choice for You."

- Jefferson/South Dyad Manager Jaime Declet attended the Virginia Hamilton Advisory Board meeting, where he was assigned the honor of introducing award recipient Alma Flo Ada.
- Sterling Branch Manager Cal Zunt attended the Central Family to Family Collaborative community meeting to represent the library.
- Cynthia Cocco transferred to Brooklyn Branch Supervisor from her former position as Branch Manager of Harvard-Lee, effective February 12.
- Hough/Langston Hughes Branch Manager William Bradford was a participant with the CPL Dublin Book Club committee.
- Martin Luther King Jr. Branch Manager Toni Parker hosted a closing reception for the African American Art Exhibit at MLK for local artist. The Cleveland Institute of Music students performed classical music for the patrons.
- The closing reception for the "Is the Dream Still Alive?" Showcase of Art took place on Feb. 25 at the Rice Branch.
- Woodland Branch Manager Kathryn Feeley presented and set-up a table at Library Career's Night in Kent on February 28, 2012 for Beta Phi Mu. Kathryn Feeley is the Secretary/Treasurer and immediate past president of Beta Phi Mu.
- Kevin Ray joined the Martin Luther King Jr. staff as the new Youth Services Librarian.
- Memorial Nottingham Children's Librarian, Ms. Maria Estrella is in the process of weeding the children's collection and creating room for the materials that are available and those that will be arriving soon.
- Mt. Pleasant Youth Services Librarian Ginaya Willoughby participated in a virtual meeting with the OLC Diversity Awareness committee.
- Union Branch Youth Services Librarian Donna Willingham provided stories for St. Johns school Black History month program. This was a partnership with the school and, Collinwood and Memorial Nottingham Branches. She also provided a Black History program for children at Memorial Nottingham Branch.
- Interviews were conducted for a Temporary Acting Manager of the Harvard Lee Branch. Sharon Jefferson, currently Youth Services Librarian at Rice is the successful candidate until the position is filled permanently.

- Juanita Sheppard, Branch Clerk Garden Valley resigned effective February 20, 2012.

OHIO LIBRARY FOR THE BLIND & PHYSICALLY DISABLED

In February, OLBDP circulated 59,100 books directly to patrons. Magazine and BARD statistics were not available at the time this report was being written.

OLBDP has finished evaluations of adaptive PCs located throughout the system. PCs will be upgraded to accommodate software updates to the JAWS and ZoomText software. The adjustable motorized tables located in Memorial-Nottingham and Eastman Branch will be repaired. Plans are also underway with Public Services to install ZoomText screen magnification software at additional locations throughout CPL.

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. As of February 28th, storyboards were submitted to State Library of Ohio for feedback. Production should begin in March.

Web Application Specialist David Reynolds is building two web pages on the OLBDP home page. One page will list additional resources that may be of interest to OLBDP patrons or those interested services related to blindness, low vision, and disabilities. The second page will feature photos from the OLBDP Sensory Garden.

OLBDP is testing the Sorenson nTouch as a replacement for TTY/TDD telephones used by deaf and hard of hearing patrons. Sorenson nTouch utilizes video relay sent through a high speed internet connection, and allows people who are deaf or hard of hearing to communicate using sign language. The nTouch software works on a desktop computer running Windows and a web cam. OLBDP is working with Public Services to integrate nTouch throughout CPL.

MOBILE SERVICES DEPARTMENT

STATISTICS

54 Stops

6 New library card applications

645 Persons on board

680 Reference, 746 Directional in person

106 Reference, 11 Directional via phone

SUMMARY OF ACTIVITIES

- 12 Pediatric and WIC sites were visited with 56 people contacts at these sites. 83 daycare classes were visited with a total of 1021 in attendance. 1061 items were circulated in 42 deposit kits.
- The PNC Grow up Great grant is in its 2nd month at 25 early childcare centers. Storytimes worked on the concept of decision making.
- Rhonda assisted in interviewing for the PNC assistant position. A candidate was hired, but later declined due to scheduling conflicts.
- Rhonda ordered books for the PNC grant. She also ordered coin boxes for the PNC classrooms. She also began ordering incentives for the Mobile store.

Linda Sperry spent time on trying to contact sites which had requested bookmobile service in the past. Also she worked on re-working the existing schedule, moving, and potentially dropping sites to make some space for new additions. She also started typing a summer schedule which will eventually go to Graphics. Linda met with Ms. Ford from Mt. Sinai stop regarding their attendance. She called Mr. Toczek of Linndale stop to discuss their attendance.

Mild weather was a blessing for the bookmobile this month. On 2/29 we celebrated Leap Day with giveaways and general fun on the bookmobile's stops for the day.

TECHNICAL SERVICES

Patricia Lowrey worked with Preservation Manager Ann Olszewski and Human Resources Recruiter Dawntae Jackson to interview candidates for two page vacancies in the Lake Shore Shelf Shipping Department. Ms. Olszewski has volunteered to temporarily supervise the pages in that department until a new supervisor is hired. Ms. Lowrey met with the Page Recruitment Task Force to help develop a plan to overhaul the page hiring process.

Ms. Lowrey met with Acquisitions Manager Sandy Jelar Elwell and High Demand Manager Carole Brachna to work on the project to streamline invoice processing. Ms. Jelar Elwell and Ms Brachna developed detailed flow charts for the current process and identified several steps for possible elimination or change. Laura Armstrong, Financial Services Manager and Lean Six Sigma

Green Belt, spent a day at the Lake Shore Facility working on the project with the Ms. Brachna, Ms. Jelar Elwell, and Ms. Lowrey.

Ms. Lowrey, Ms. Jelar Elwell, Ms. Olszewski and Ms. Jackson interviewed candidates for a Receiving & Distribution Technician vacancy. Ms. Jelar Elwell has volunteered to supervise the Technicians in that department until a new supervisor is hired.

Ms. Lowrey and Collection Manager Rollie Welch attended the Writers & Readers program with Eugene Robinson. Ms. Lowrey conducted all evaluations that were due in February and met with all managers to discuss the new Strategic Plan and the Operation Work Plan. She published a book review in the January/February issue of *Public_Libraries*.

High Demand: Staff added 532 titles and 13,287 items. They ordered 2,448 titles and 19,559 items, and paid 367 invoices, for a total value of \$163,230.28

Carole Brachna, High Demand Manager, worked on the project to lessen the amount of time spent on handling paper invoices. She took part in a phone conference with representatives from the Dallas Public Library to discuss how they have done so and she participated in several meetings. Another streamlining project will be to try producing fewer purchase orders. This experiment may save staff time on generating and managing purchase orders and invoices ; generate fewer packages to be opening in the Shelf/Shipping Department ; and also save paper and packaging materials.

Ms. Brachna worked with Midwest to set up the ordering of young adult spoken CDs. She worked with Midwest Tape to test the functionality of their new ERP in regard to EDI invoicing, by placing a test order and importing invoices. Ms. Brachna helped interview three candidates for a position in the Materials Processing Department. She met with Dale Dickerson, Steven Best and Summer Salem to answer any questions on the strategic plan and the operational work plan.

Mr. Dickerson, High Demand Librarian, updated procedures on the shared drive. The topics were assigning 090s, music CD call numbers. He also provided copy cataloging training on serials, children's books, and OCLC Connexion. Mya Warner and Mr. Best, Senior Clerks, assisted the Shelf/Shipping Department by sorting routing slips, creating routing slip packets, stamping boxes received from FedEx, and packing delivery boxes of materials for

the branches, in addition to their High Demand work. Ms. Salem and Rosalyn Easley, Senior Associates, geared up for the busy season of spring orders, paying invoices, and bibliographic work. They also helped with managing routing slips. They cleared up outdated order carts on the vendor websites, as well.

Collection Management: During February Laura Mommers selected 3619 new DVDs totaling \$81,531 for Branch collections. For Main Library's Audio Visual department Ms. Mommers selected 798 DVD's totaling \$19,708. Ms. Mommers also selected 2658 Music CDs for Branch collections totaling \$30,435 and also selected 271 items totaling \$3,430 for the Popular Library collection.

Ms. Mommers continued her diligent work of relocating both print and non-print items to new homes in Branches or Cleveland Public Library's browsing collections housed at Case Western Reserve University and Cleveland State University. Ms. Mommers also visited Fulton branch to train branch manager Cheryl Diamond on audiovisual discretionary ordering utilizing Midwest Tapes' website.

On February 15 Bonnie Bolton and Rollie Welch met with Sandra Nosse, Youth Services manager, and Chrystal Carr Jeter, Sugarman Jury Chair, to discuss adding Sugarman award winning titles to Branch collections. Ms. Bolton once again agreed to serve on the Ohioana Book Award selection committee and has begun reviewing eligible titles. During February Ms. Bolton submitted juvenile orders for 2,780 new titles which totaled \$31,270.

Mr. Welch submitted his "final four" selections for Cleveland Public Library's March Book Madness online contest. Mr. Welch hopes at least one of his selections proves accurate. Mr. Welch also ordered additional copies of titles being used for the TEDxCLE online book discussion sponsored by the Main Library. Mr. Welch also represented Cleveland Public Library in his bylines for a review appearing in the Plain Dealer on February 26. Mr. Welch's column of street lit titles appeared in Library Journal's online review component on February 15.

Materials Processing: The Technical Services Associates cataloged 965 titles for CPL and 2,962 titles for Clevnet. The Associates and Technical Services Senior Clerks added 4,284 items. The Materials Processing Technicians completed work on 23,082 items.

Books-on-CD were added to the 48-hour holds initiative, sending items to patron hold pick-up locations directly from Technical

Services. Two unused desks from the Catalog Department were moved to provide workstations for additional computers for scanning new materials.

Michael Reynolds and Brenda McIntyre spent time cleaning and straightening storage areas. Mr. Reynolds worked on the storage of audio-visual cases and Ms. McIntyre reorganized the storage area for book jackets, labels and other paper-based supplies. Outdated supplies were sent to Corvus Recycling.

Elizabeth Hegstrom with assistance from Carole Brachna, High Demand, and Dawntae Jackson, HR, conducted interviews for the part-time Materials Processing Technician. Ms. Hegstrom also attended a meeting with the representative from Multicultural Books and Videos. Jasrielle Blade started work as a part-time Materials Processing Technician.

Preservation: All East Tech yearbooks have been added to the Digital Gallery, and the first South High Yearbook from 1907 was loaded. The total number of yearbook pages available digitally is now 18,047. Digital Gallery use for the month of February increased for all collections. The top three collections were Cleveland High School yearbooks (18,328 item views--a new usage record for any collection, and more than double the 7,661 views in January), Main Library and CPL History (12,182 item views), and Gallery of Cleveland Photographs (10,443 item views.) Users accessed the Digital Gallery from Canada, Belgium, Switzerland, Hungary, France, Spain, Japan, Netherlands, Germany, Poland, Austria, Italy, Bulgaria, Mexico, Ghana, Czech Republic, Denmark, Brazil, Israel, India, and the Russian Federation.

Other items added to the Digital Gallery were the Cleveland Public Library Annual Reports for 1878 - 1900, City Directories for 1906 and 1914, and Volume 8 of the Mears Baseball Scrapbook. The scrapbook was loaded in response to a patron request for ILL of the microfilm. Two patron requests for chess scrapbook microfilm are being fulfilled as digital scans from the microfilm, instead of reel duplication. Three Archives scrapbooks on work with children received conservation treatment and were digitized at the Northeast Document Conservation Center.

Dedicated digital storage for the original files of Digital Gallery objects was installed by Bill Hood. It provides two terabytes of storage and is backed up by the Automation Department. This is an important preservation goal of the Digital Projects Committee. The master high resolution files and

individual tiff images for document pages accessed as a single PDF file are to be preserved with this device.

Corvus Recycling visited the Lakeshore Facility to assess recycling potential from materials routinely discarded at the site.

Laura Wallencheck worked from the Shelf Shipping office for the week of February 21. Two experienced pages, Otis Howell and Jasrielle Blade, left Shelf Shipping to take promotional positions. Two new pages, Imane Blaine and Devonte Brown, were hired.

Catalog: Regina Houseman and Larisa Povitsky took on the duty of loading records and fixing problems for the Cleveland Law Library. Ms. Povitsky did original cataloging of a Latvian language manuscript, Russian language chess columns, and a Hebrew Bible published in 1617. Michael Monaco showed Dawn Grattino how to create personal name authority records, and she created her first one.

Jeni Delfs attended an OCLC workshop entitled "Libraries at webscale." Ms. Grattino took an advanced searching in Connexion Client webinar. Jintao Huang attended webinar training about corporate authority work for CJK users. John Parsons listened to a webinar on RDA. Andrea Johnson and Mr. Monaco met with Daphne Kouretas, OCLC Member Services Consultant, to hear about some of OCLC's services. Muzhgan Nazarova completed her initial training.

Barbara Satow joined the Catalog Department joined the Department as a Technical Services Librarian. Mr. Monaco and John Parsons began training Ms. Satow on local practices and procedures.

A total of 4,669 items were added and 6,161 titles were cataloged.

Acquisitions: Acquisitions staff worked with Collection Management staff to streamline and expedite the processing of selection lists being sent to Acquisitions from Collection Management. This process has now become completely paperless. Collection Management sends email to notify Acquisitions staff when selection lists are ready to be ordered instead of sending paper copies of the selection lists.

Acquisitions Manager Sandy Jelar Elwell along with Alicia Naab, Tonya Jenkins, Lisa Kowalczyk, and Leslie Pultorak, and other Technical Services Managers met with a representative from the vendor Multicultural Books and Videos to learn about the different services that they offer. Ms. Jenkins worked with Technical Support at the vendor Brodart to improve order processing on their website.

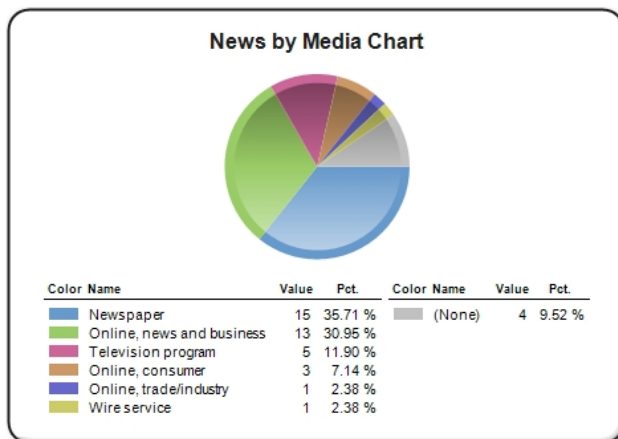
Acquisitions staff continued to volunteer to work in the Lake Shore Shelf/Shipping Department when needed. Ms. Pultorak has currently been handling the processing of all Foreign Literature materials for the Shipping Department. She has been unpacking shipments of foreign materials onto book trucks, verifying titles against the invoices or packing lists, and preparing them to be received in Sirsi.

Acquisitions staff ordered a total of 8,071 titles, ordered 31,583 items, received 14,535 items, and processed a total of 1,354 invoices. They received 1,834 periodicals and 496 serials, added 680 periodical items, 220 serial items and 596 paperbacks, processed 93 periodical and serial claims, and modified 174 serial controls.

William Parsons, Shipping Clerk in Main, was selected for the Receiving and Distribution Technician position and began working in the Lake Shore Shelf/Shipping Department on February 27th.

The staff of the Lake Shore Shelf/Shipping Department sent 110 items to the Main Library for requests. A total of 1,728 telescopes of new materials were shipped to the Main Library and the Branches. The Technicians unboxed and sent 24,203 items to the Acquisitions and High Demand Departments.

MARKETING & COMMUNICATIONS



Media coverage for the month of February included 43 print and online publications as well as TV and radio. The full report, available in the Marketing department, shows ad values of \$71,424.90 with a news circulation audience of 28,025,009 people. In February, the online media

outlets that featured CPL events and programs received 3,086,394 unique visitors. Ads to promote My Place to Dream, Create, and Grow appeared in the *Campus Observer*, ads to promote Writers and Readers appeared in *The Plain Dealer*, and *The Call and Post*; ads to promote African American History events appeared in *Ohio Life News* and *The Call and Post*; ad and editorial for *A Conversation about Food* appeared in *Ohio Life News*; color ad promoting Main Library was placed in +Cleveland's *2012 Visitor's Guide*. An Online advertising program was begun with the *Plain Dealer* which includes an online page with a 30 second video in the business pages, Search Engine Marketing using ad words appearing on Google, Bing and Yahoo, six online impression based ad campaigns beginning with an animated ad for March Book Madness. Radio advertising on 93.1 FM and NPR promoted African American History and Writers and Readers programs. Eblasts were sent out to promote Writers and Readers in partnership with +Cleveland.

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

- Board meeting
- Regular Leadership Team meetings
- 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
- TechCentral planning meetings
- Monthly Main Managers' meeting
- Monthly Branch Managers' meeting
- Meeting with videographer to discuss PSA for OLBDP

GRAPHICS

Graphics staff designed, printed and distributed 168 printed pieces in December, including graphics for the library website and 4 staff newsletters.

Promotional pieces included: Hair Care in the 21st Century; Johnny Kilbane exhibit and collateral, Lockwood Thompson *A Conversation about Food* print, web graphics, and Penny De Los Santos photo exhibit; Writers and Readers Rick Moody web, print and powerpoint presentation; March Book Madness web graphics; Premier issue of *UpNext* and accompanying Branch fliers; 28,000 routing slips; Playhouse Square Bookmarks for *Red* and *Memphis*; Brochure design for Ohio Center for the Book; March/April Computer Class Schedule; Friends Used Book Sale postcards and bookmarks, 5,000 business envelopes, 5,500 remittance envelopes,

3,000 small envelopes, 2,000 small return envelopes, letterhead, 5-flier self mailing piece ; 4 staff newsletters.

WEBWARE www.cpl.org and other CPL sites

Twitter followers are up from 2,423 in 2011 to 3,487 currently. Facebook fans are up from 2,945 in 2011 to 3,779 currently. Downloads of books in an electronic format (ebooks) were up from 31,903 in 2011 to 59,674 currently.

Library News on the www.cpl.org homepage featured the following items for February: MyCloud to Provide Patrons Their Own Personalized Computing Experience; and The Fighting Heart of Johnny Kilbane: Cleveland Public Library remembers Cleveland's Featherweight Champion 100 years later with special event.

During the month of February, the following events, programs, and information were promoted on www.cpl.org: My Place 2 Dream, Create, Grow: Ingrid Nolan; African American History Month: Programs, Recommended Reading and more; Writers & Readers Series: Rick Moody; TEDxCLE independently organized TED event: Book hunt; March Book Madness: Enter Your Final Four & Champion Novel for a chance to win a Kindle Fire; My Tunes: Featured Artist, Etta James; 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; MyTunes: The 2012 Nominees Featured Artist; For Students Online; BRRRR! Winter Reads (for Teens); Stop the Hate: Youth Speak Out - Maltz Museum of Jewish Heritage Essay Contest; Novelist K-8 Plus: Discover a New Book!; Curl up with a good book; Connecting to the community (Seniors site: Find Services); and Did you get an eReader over the holidays? Check out our collection of free eBooks.

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

A special edition of "Off the Shelf" featuring African American History Month events was sent out on February 3rd to a distribution list of 2220.

A new page listing system wide storytimes was added to both the Kid's section of the website and under "Events" on the website's main navigation. In addition to listing storytime locations/times, the page features descriptions of the 3 different storytime programs.

The 2011 March Book Madness program was posted on the website and promoted on Facebook and Twitter. Patrons and staff can submit their bracket predictions between February 23 and March 11. Any patrons who successfully enter the correct Final Four and the Champion Novels will be entered into a drawing for a Kindle Fire. Any staff members that enter the correct Final Four and Champion Novels will be entered into a drawing for a \$20 Starbucks gift card. Prizes for the program were provided by The Friends. Voting for each round begins on March 12.

PROPERTY MANAGEMENT

The Property Management office completed numerous branch inspections and continues to monitor utility bills. We are attending weekly construction meetings for Tech Central.

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. The batteries were replaced in the emergency lights at Carnegie West. The old boiler was removed and the batteries were replaced in the emergency lights at Eastman. The multipurpose room heater was repaired at Glenville. The motor and heating elements were replaced in the fan coil in the Graphic office. The high intensity ceiling lights in the chandeliers of John G. White were replaced and we worked with the Swiss logic service mechanic to repair the Translogic system at Main. The zone actuators for the HVAC system were repaired at South Brooklyn. New emergency lighting was installed upstairs, downstairs and in the public rest rooms at Walz.

The Carpenters and Painters completed the restoration and the installation of the outside lights on the Main building at East 3rd street. The old CD room was cleared out of furniture and shelves and the walls were patched and painted. Two donated show cases were painted and security locks were installed on them.

The Garage serviced vehicles 1, 2, 6, 24 and removed the generator from the Book Mobile to service it and install the spare. Snow plowing was done as needed and equipment at the branches was repaired and sent back out.

SAFETY & PROTECTIVE SERVICES

SAFETY

- CPL met with two Cleveland City Council representatives about issues in the areas surrounding the Rice branch. Ali Boyd will distribute a communication concerning recommendations to address neighborhood issues.

PROTECTIVE SERVICES

Security Systems

- We will begin developing specifications for upgrading access control and CCTV systems. As directed by Legal and Finance, we are obtaining two additional quotations.

Branch Patrol

- Supervisors and Officers continue to investigate Security Irregularity reports generated system-wide. The staff investigated 12 incidents during the month.
- Twenty eight visits to branches were provided for special attention.
- Branch Patrol visited branches 281 times.

Communications Center

- Repairs were made to CCTV system.

Contract Security

- Safety & Protective Services received two requests for additional staffing for G4S Security guards.

INCIDENTS

- During the month, 6 alarms were received with no illegal entry being made nor any smoke or fire being detected.

SPECIAL EVENTS SUPPORT

- Safety & Protective Services provided support for two specials events.

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 conducted and transferred to Excel spreadsheet and provided to accounting.
- Requested computer workstations personal directories for officers to produce incident reports and have them stored on network drives.

ADMINISTRATION

- Conducted interviews for Supervisor and Officer.

INFORMATION TECHNOLOGY & CLEVNET

Cleveland Public Library Projects:

The Library Board of Trustees approved a new initiative named MyCloud. The use of virtual desktop technologies will provide patrons a computing experience equivalent to that of the home user, with the ability to store data and preferences. The Library Cloud will be accessible from any location on the internal network.

A new file server, storage and tape backup solution was installed at the Lake Shore facility to support Preservation's high capacity "Dark Archiving" project. A new gigabit switch was also installed to insure good throughput.

A special edition of "Off the Shelf" featuring African American History Month events was sent out on February 3rd to a distribution list of 2,220.

A new page listing system wide story times was added to both the Kid's section of the website and under "Events" on the website's main navigation. In addition to listing story time locations and times, the page features descriptions of the 3 different story time programs.

The 2011 March Book Madness program was posted on the website and promoted on Facebook and Twitter. Patrons and staff can submit bracket predictions between February 23 and March 11, based on a list of the 2011 top circulating titles in Main Library. Any patrons who reach the Final Four and the Champion Novels will be entered into a drawing for a Kindle Fire. Prizes

for the program were provided by the Friends of the Cleveland Public Library. Voting for each round begins on March 12.

A location code for Ohio Center for the Book (OCB) was created to clarify the shelving location of the OCB items.

George McLemore arranged a training session on Android phones for the Leadership Team. The training was provided by Verizon.

A new 2012 weeding schedule for CPL Branches was received from Collection Management and put into production. Weeding lists will be automatically generated and emailed.

The phone system directory was updated for changes in agency names.

CLEVNET projects:

Configuration and deployment planning began for the new Labtech system, which will enhance the ability to remotely manage workstations and servers throughout Cleveland Public Library and CLEVNET.

Hubbard Public Library and McKinley Memorial Library were moved to automatic debt collection from their previous manual process. Customer account files sent by Unique Management were loaded into the database and then the automatic process scheduled. Staff at each library had a list of exception accounts to review before the automatic process could start.

Seven network monitoring servers were upgraded to the latest software version to help with more accurate and granular network device monitoring. One new server was added to accommodate the Trumbull County libraries added in October 2011.

A new code was set up for Twinsburg Public Library's drive up window, enabling their patrons to select the drive up window for hold pick up. New item types and the accompanying circulation rules and circulation map entries were set up for Hubbard, McKinley, Twinsburg, Bristol and Cleveland Main libraries. Calendar changes were made for Barberton and Kinsman.

The Zimbra web collaboration and mail suite was updated to resolve some problems users began experiencing after the upgrade to version 7. Newer web browsers are also now officially supported.

Weeding reports were done at the request of Birchard, East Cleveland, Girard, Hubbard, Hudson and Medina libraries, and other special reports were done for Medina and Shaker libraries.

A Deep Freeze server and console was set up for Shaker Heights Public Library in order to effectively lock down their Public PCs for consistency and reliability.

East Cleveland Public Library's Active Directory domain schema was extended in order to support Server 2008 R2 and a new Server 2008 R2 domain controller was brought online.

Hardware and Network staff worked with Shaker Heights to continue upgrades to their network architecture; assessed the Willoughby-Eastlake network for VoIP; created new VLANs at Willoughby-Eastlake to support filtering using OpenDNS; assisted Lorain County in replacing a DHCP server; resolved a network issue at the Cleveland Law Library that prevented mobile users from connecting to the Internet; and tracked down a device streaming SNMP requests to OPLIN from the Medina County District Library.

KnowItNow:

An all-day training session was held at the State Library of Ohio. Ten librarians from four different libraries participated in the training day.

Don Boozer participated in the Kent State University Library Careers Night in Kent on February 28. He distributed KnowItNow24x7 promotional items as well as information about getting involved in the collaborative service.

KnowItNow24x7's first practicum student continues to do exemplary work. The KnowItNow24x7 Website Coordinator worked with her this month to provide raw data and reports for her practicum project.

MEETINGS:

Bob Carterette and Ann Palomo met with Lyn Crouse, the new director of Elyria Public Library, and Frank Szuch at the Elyria Public Library.

Mr. Carterette, Ms. Palomo and Larry Finnegan met directors and key staff from the six Trumbull County libraries to follow up on the migration and address any issues that had come up.

Statistics

	Feb-11	Feb-12
OverDrive Downloads	31,903	59,674
Twitter Followers	2,423	3,487
Facebook Fans	2,945	3,779

Automation Services Statistics, 02/2012				
	# Cases Opened	# Cases Closed	Site Visits	TOTAL
HARDWARE				
CPL Main	74	52	19	145
CPL Branch	65	71	20	156
CPL Lake Shore	18	12	4	34
CLEVNET	32	22	19	73
PUBLIC				0
HARDWARE TOTAL	189	157	62	408
SOFTWARE				
CPL Main	22	23		45
CPL Branch	11	11		22
CPL Lake Shore	6	6		12
CLEVNET	70	70		140
PUBLIC	130	130		260
SOFTWARE TOTAL	239	240	0	479
WEBWARE				
CPL Main	17	23		40
CPL Branch	7	11		18
CPL Lake Shore	6	6		12
CLEVNET	6	6		12
PUBLIC	144	144		288
WEBWARE TOTAL	180	190	0	370
KIN				
CPL Main	4	4		8
CPL Branch	0	0		0
CLEVNET	0	0		0
PUBLIC	0	0		0
KIN Library	14	14		28
OHIOLink Library	4	4		8
After Dark	0	0		0
KIN TOTAL	22	22	0	44
GRAND TOTAL	630	609	62	1,301