

DIRECTOR'S REPORT
February 20, 2014

Monthly Statistics

Circulation for the month of January was 532,932. This is a decrease of 8% from last year's January circulation of 581,299. The circulation activity was down because we were closed for two days and a portion of another due to the weather. Despite the very cold weather that we experienced in the month of January, our circulation per hour was actually up a little bit. We also did experience an increase in eMedia numbers. Circulation on eMedia was up by nearly 28% in the month of January.

The number of computer sessions for January was down from January of 2013. A decline also in line with the weather issues we faced. There were 87,985 sessions this year in comparison to last year's total of 103,838. Not surprisingly, the number of hours in use for our computers decreased from 72,059 in January of 2013 to 60,657 in 2014. This was a decrease of nearly 16%. The addition of TechCentral and other technologies throughout the branches at the end of 2012, will lead to stable computer usage numbers in 2014.

Attendance for the month of January was 236,944. This is nearly a 19% decrease from last year's attendance number of 291,529. While bigger than the actual 9% reduction in hours for January, the 19% decrease in attendance is in line with decreases seen by other library systems throughout Ohio.

Programming / Outreach

On January 20 the Library in partnership with the Alpha Phi Alpha Fraternity, Inc., Delta Alpha Lambda Chapter hosted the 29th Annual Martin Luther King, Jr. Commemorative Program at the Martin Luther King Branch. Rev. Dr. Blanton Harper, Jr. of the New Cornerstone Missionary Baptist Church delivered a keynote address to an audience of 400 community members. Also a part of this program was the awarding of the Library's first Drum Major for Change Award. The Award recipient, Kenneth Hale, Executive Director of Early College and Outreach Programs, Cuyahoga Community College, shared his thoughts on early childhood education and expressed his steadfast support of the Library's commitment to the community.

Branches

Addison Branch manager Magnolia Peters attend the Ward 7 community meeting at Fatima. Youth Librarian, Heidi Landskroener attended the MyCom Core Committee Meeting at the Ohio State Extension at Standard Farm.

Collinwood Branch manager, Caroline Peak attended a special town hall meeting on Wednesday, January 15th regarding youth violence and safety issues in the community.

Ginaya Willoughby began as the new manager of the East 131st Street Branch effective January 26.

Garden Valley manager Rena Hunter met with Rainbow Terrace staff at their request to discuss beginning a book club for adults and establishing a deposit collection.

Harvard Lee Branch Manager Harriette Parks and Youth Services Librarian Lori Scurka met with Circle Foundation Executive Director, Maura Shipley. This foundation strives to integrate literacy, personal development, and health and fitness to develop children who live in at risk communities. The foundation is partnering with CMSD and has identified Robert H. Jamison and Miles Park as schools needing assistance.

Memorial Nottingham Branch manager Paula Logan Reid continues to work with new staff additions to address ongoing needs of the branch.

Union Branch manager Marcie Williams is working with new Youth Services Librarian Lawrence Clinkscale he began in his new position on January 15.

Brooklyn was busy with activity in spite of the inclement weather. In addition to regular story time visits from local daycare centers, the branch hosted tutors from Horizon Dennison,

Thanks to money provided by Friends of CPL, Children's Librarian Helen Zaluckyj from Carnegie West Branch was able to purchase a felt, magnetic, and dry erase story board and props to go with it to add additional educational value and fun to her story times. She used it for the first time at Providence House, a crisis nursery for children 0 to 10, at the monthly story time she conducts here.

Green Machine Experiments resumed! at the Fulton Branch, Professor from The Ohio State University taught about why soil is important, the components that make up soil, had the students perform a ribbon test to determine different types of soil, and conduct an experiment with soil samples. All who attended were fully engaged. .

Crystal Tancak from the Lorain Branch went to the Parent Meeting at Willard Head Start to speak with parents about obtaining library cards for their children as well as the different programs and services Lorain branch offers.

The cold weather and snow did not deter Marion-Sterling's combined 1st/2nd grade class from their weekly Sterling library visits. January's visits focused on the life and legacy of Dr. Martin Luther King, Jr. and included a showing of *Our Friend, Martin*. During these weekly visits the children learned how to get to know a person through his words and works.

Westpark Branch Manager Michael Dalby, LA Jeanna Sauls and Computer Aide Hannah Franklin (who started at West Park in January 2014) represented the branch and CPL at a community gathering at Artemis Ward school. About 350 parents and children attended the gathering and we passed out crafts, library materials, and free books.

Affordable Care Act

Centers for Medicare & Medicaid Services offered enrollment assistance sessions at 6 locations for 20 days in January. Additional Affordable Care Act assistance was provided at 7 locations by enrollment specialists from the Free Clinic and Enroll America.

Research That's Possible Only at Main Library

A reporter from *The Washington Post* contacted the Microform Department to obtain scans of articles from the *Cleveland Plain Dealer* which covered the conviction of George Steinbrenner in 1974 for conspiracy to make illegal campaign contributions to the 1972 Richard Nixon Presidential campaign.

A chess historian in Singapore contacted CPL for images of Adolf Albin between the years 1893-1895 to publish in his upcoming book.

The Fine Arts Department Staff assisted with research about Silent movie scores and cues by Erno Rapee and Gaston Borsch.

Strategic Plan

Our Mission:

We are "The People's University," the center of learning for a diverse and inclusive community.

Our Strategic Priorities:

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 spoke at the ribbon cutting of the MakerSpace.
- As the new chair of the United Black Fund Board of Directors, I began my leadership with a meeting of the organization at the Rice Branch.
- I provided the welcome at the MLK, Jr. Commemorative Program.
- I attended the American Library Association's Midwinter Meeting.

CLEVNET

January's total OverDrive CLEVNET eMedia collection circulation was 117,395, significantly up from last year's total of 91,099. CPL has 7,538 total followers on Twitter and the Facebook page currently has 6,131 fans.

GRANTS & DEVELOPMENT

Gifts Received

- Carol Rivchun will leave CPL \$1,000 in her life insurance policy.
- Richard Szarody left CPL in his will. We will receive an estate gift of \$5,000.
- Margaret Wong sent check for \$3,333 representing the second of three checks toward her \$10,000 pledge to host a business speaker series at CPL.

- Mr. and Mrs. Charles D. Waller gave a \$1,000 gift from the Pysht Fund.
- Alpha Phi Alpha Fraternity Delta Alpha Lambda Chapter gave \$500 in support of CPL's MLK Day program.
- 5 individual gifts totaling \$195 in memory of Lloyd Karcher.

Projects in Development

Cleveland Foundation - Had a meeting to discuss our Learning Centers proposal. Their board will vote on this at their March 29 meeting.

Coach Sam's Inner Circle Foundation - In cooperation with Aaron Mason, we are working with this group to find ways we can partner on a summer reading camp. This Foundation was started by Sam Rutigliano, former coach of the Cleveland Browns.

Legislator's Breakfast - Began planning for this event, to occur March 7, by compiling the guest list and composing the letter of invitation to state legislators and the Cuyahoga County Council.

Lunch w Margaret Manzo - Margaret is interested in leaving CPL in her will. I met with her to make her aware of what CPL is currently doing and ways she can get involved with the Friends.

Pat Losinski Visit - helped to coordinate the agenda and logistics for Mr. Losinski's visit to CPL.

Career Online High School -Spoke with the Deaconess Foundation about submitting a grant to help cover the costs (like scholarships). Continued work on funding plan.

Digital Hub - Began to develop a funding plan around the programming that will occur in 2015.

Other

Letters of Support

- Pennrose Properties, LLC - in partnership with the Cuyahoga Metropolitan Housing Authority of Cleveland, to the Ohio Housing and Finance Agency (OHFA) to further the next housing redevelopment phase of the Cedar Extension Estate in Cleveland's Central neighborhood.

- Legal Aid Society - grant application to the McGregor Foundation in support of 12 *Legal Aid at the Library* programs.
- International Association of Blacks in Dance (IABID) - in support of the 2015 Conference in Cleveland.

PUBLIC SERVICES

PROGRAMS

During the month of January the Library hosted a total of 91 programs. Educational programming and services, not included in the above totals, accounted for approximately 84 adult education classes, and 672 hours of after-school tutoring; 186 hours of intensive reading instruction for grades K-3 and 486 hours of homework help for grades K-8. After-school snacks were served M-Th. at 14 branch locations.

On January 11 the Rice Branch hosted Legal Aid @ Your Library workshop where 53 patrons received legal consultations from a team of volunteer attorneys and Legal Aid staff.

Centers for Medicare & Medicaid Services offered enrollment assistance sessions at 6 locations for 20 days in January. Additional Affordable Care Act assistance was provided at 7 locations by enrollment specialists from the Free Clinic and Enroll America.

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Total programming/educational services related expenditures for January totaled \$4,774.98. An additional \$91,311.00 was encumbered for after-school tutoring services in 11 branches.

Cleveland Play House/Playhouse Square Exhibits

Literature Department Senior Subject Librarian Jean Collins selected and displayed books on Playhouse Square's production of *Intergalactic Nemesis* and the Cleveland Playhouse's production of *Yentl*. Promotional materials on *Intergalactic Nemesis* were also displayed along with Cleveland Public Library Bookmarks featuring the production.

Youth Services Art Labs and Programs

Youth Services Library Assistant Eanas Salem conducted two Art Lab programs during the month of January. Penguins and Princess Palooza was conducted on Saturday, January 11, and on Saturday, January 25. Children's Librarians Maria Estrella and Kristen Schmidt conducted a story time with 15 children from a local daycare. On January 22nd and 23rd, 42 students from St. Edwards High School visited the Library to conduct research for class projects over the two day period. The students visited the Youth Services Department as well as several other departments at Main Library.

Outreach

Foreign Literacy and Language Learning Programs

Foreign Literature Librarian Caroline Han hosted regular ESOL and computer literacy programs at Goodrich-Gannett Senior Center throughout the month of January. A total of 35 patrons participated in these programs which yielded 53 reference requests and 12 requests for holds. In addition, Ms. Han also hosted on-demand Chinese story time and language learning program for children and adults throughout the month.

Community Outreach

Foreign Literature Librarian Victoria Kabo attended a meeting of the Russian Cultural Garden Committee on January 9th and visited the Polish-American Cultural Center on January 18th. Both visits were made to promote CPL's relationship with these community organizations and local community members.

Mayer Perk Centennial Celebration

Public Administration Librarian Elaine Herron attended the Mayor Perk Centennial Celebration at CSU Library on January 17th representing Cleveland Public Library.

Story Time and School Visits

Youth Service Children's Librarians conducted school visits to the Walton School on Friday January 31st and facilitated weekly

story times at the YMCA Daycare at the Old Stone Church every other Monday.

Collection Development

Tarot Card Collection

Special Collections Librarian Stacie Brisker identified a collection of tarot cards not cataloged in Sirsi. This tarot card collection that includes 12 binders of 41 sets of cards was donated in the 1940's by a former Cleveland Public Library employee. Ms. Brisker is working with Technical Services to have this collection cataloged for further study.

Ken Whyld Association Donation

The Fine Arts and Special Collections Department received a donation from the Ken Whyld Association of books published by members of the Ken Whyld Association. Mr. Whyld was a British chess author and researcher.

YRead Book Sets

Youth Services Children's Librarians Maria Estrella and Kristen Schmidt processed 200 Yread YRead Book Sets. YRead is a program that provides educators or community group leaders with multiple copies of quality titles for use in the classroom or as an activity. The titles selected are for Kindergarten through High School students.

Research That's Possible Only at Main Library

A patron from New Jersey contacted the Business, Economics and Labor Department looking for old stock quotes; he was referred to Cleveland Public Library from a friend who works for Wells Fargo.

A patron was looking for a book titled, *Getting there: the epic struggle between road & rail in the American century*, by Stephen Goddard. It was found on Sirsi only at the Cleveland Public Library in the Business Economic & Labor dept. (Call # HE 5623 .G63 1994/1996)

Library Assistant Joseph Parnell researched and photocopied information for an educator seeking material for a series of classes on Middle East and North American migratory patterns. A reporter from The Washington Post contacted the Microform Department to obtain scans of articles from the Cleveland Plain Dealer which covered the conviction of George Steinbrenner in

1974 for conspiracy to make illegal campaign contributions to the 1972 Richard Nixon Presidential campaign.

A patron requested a photograph from when Mike Wallace from CBS News' "60 Minutes" visited The City Club in 1996.

A professional book binder examined the bindings of thirteen 17th century books pulled for her through the Fine Arts and Special Collections Department.

A Medievalist from France inquired about the CPL copy of Philip Meziere's *Songe du Vieil Pelerin*. He is publishing a new edition of this manuscript in 2015 and wants to know the provenance of the CPL copy.

A chess historian in Singapore contacted CPL for images of Adolf Albin between the years 1893-1895 to publish in his upcoming book.

The Fine Arts Department Staff assisted with research about Silent movie scores and cues by Erno Rapee and Gaston Borsch.

A copy of the *proposed public school educational center for the Board of education of the city school district of the city of Cleveland, located on the Mall, August 1927* was located for a professor.

Patron requests for music scores including: "Non ti scordar by de curtis and Come Back to Sorrento; Abduction from the Seraglio (score and libretto) ; *La Traviata* (libretto) ; *Battle Hymn of the Republic* (words) ; Joe Cocker songbook; Ukelele songbooks; Sesame Street Theme; Scaramouche: (sax piano (reduction) for Cleveland Music Settlement; *Strauss waltzes full-orchestral scores* (possibly part-sets); Beethoven Symphony No.7 (patron interested in notation; Carlos Salzedo transcriptions for harp; *Yankee Doodle*; *Old MacDonald*; *My Wild Irish Rose*; *Let Me Be There* (Olivia Newton John) ; Theme from the movie *Picnic*.

Other Main Library News

Sugarman Committee News

Youth Services Manager Annisha Jeffries and the Sugarman committee selected one winner and two honor books for the 2014 Sugarman Biography Award for Children.

Kenneth Hale Radio Show

Youth Services Manager, Annisha Jeffries was a guest on the Kenneth Hale Show Radio Show, W.E.R.E Radio 1490, on Wednesday, January 22nd. Ms. Jeffries spoke about the many programs and services offered at CPL to families and children. Mr. Hale, who is the Executive Director of Early College and Outreach Programs at Cuyahoga Community College, recently received the Drum Major of Change Award at the Martin Luther King Program from Director Felton Thomas.

Dress for Success

Popular Department Manager Sarah Flinn represented CPL as a mentor for the Dress for Success organization in January. Sarah will continue her participation in February and will be joined by Materials Handling Manager Daniel Oreskovic. The Dress for Success program provides tools for women re-entering and entering the workforce.

MEETING ROOMS and SCHEDULING

In January a total of 195 meeting room requests were processed by the OPS department, with a total of 1869 estimated number of attendees. This number includes reservations placed for meeting room space in each of the 27 branches, Main Library and Technical Services. Thirty-eight AV requested were filled for both Branches and Main Library. A total of 25 AV requisitions were filled in the month of January.

BOOKMOBILE/ON THE ROAD TO READING

January was the official launch of the Bookmobile's new bi-monthly schedule. The Bookmobile now currently offers two stops per month at each location and is on the road 4 days a week. Three Mondays a month Mobile Service staff conducts at engagement days at assisted living facilities in Cleveland.

Mobile Services added a new stop to its rotation, University Towers; 14 patrons were served on its first visit in January and four first-time library cards were issued.

As a part of Mobile Services engagement days, two book clubs were started in at the Corner Stone Senior Apartments and the Ivy Plaza.

BRANCHES

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Martin Luther King Jr. Branch hosted the annual Martin Luther King Jr. program with over 500 in attendance. The keynote speaker for the event was the Rev. Dr. Blanton Harper.

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TechCentral

The TechCentral MakerSpace officially opened to the public on Saturday, January 11 at 1:00pm, upon cutting of a ribbon by the laser engraver. The afternoon was filled with demonstrations of the various equipment available in the MakerSpace, as well as short tours of the space. While exact attendance numbers are unknown for the day, attendance for the MakerSpace opening increased by two-and-a-quarter times the number of visitors to TechCentral on a normal Saturday.

Staff Preview Tours

Prior to the grand opening of the MakerSpace on January 11, three tours were held for CPL staff to preview the space. Nearly 40 staff attended these tours, held on January 8, 9 and 10.

On January 27, Maranda Saling, Grant Writer/Fundraising Specialist, from the Louisville Public Library in Stark County Ohio visited the TechCentral MakerSpace. Louisville Public Library is in the process of applying for a grant to create a mobile makerspace trailer.

On January 30 Troy Sympson, Marketing Communications Specialist, and Craig Coffey, Manager, U.S. Marketing Communications, Lincoln Electric, visited the TechCentral MakerSpace to tour the new space, and talk about ways that Lincoln Electric can help to promote and improve the 'maker' services we currently offer at the library.

Meetings, Professional Development, and Outreach

On January 16, Sam Tripodis offered a Computer Basics class to a group from the Northcoast Behavioral Healthcare Center.

CJ Lynce presented a webinar on *Incorporating Creative Spaces on Any Budget* for the Nicolet Federated Library System's *Wild Wisconsin Winter Web Conference* on January 16.

Sam Tripodis and Karmar Clifton attended Zinio Database Training on January 22 at the Twinsburg Public Library.

Sam Tripodis and Cortney Gatewood received training on using the new Embroidery Machine on January 29. The Embroidery Machine will be added to the catalog of equipment available in the MakerSpace, and should be available in the coming weeks.

On January 29, CJ Lynce attended the Grief in the Workplace training at the Lake Shore Facility.

On January 30, CJ Lynce assisted Dress for Success Cleveland with Mock Interviews for women attending the *Going Places Network* series.

Computer Classes, MakerLabs, and One-on-One Sessions

The following are the statistics for Computer Class and MakerLab programs for December:

	Branches	Main	Total
Number of Computer Classes	33	16	49
Attendance in Computer Classes	87	53	140
Cancelled Computer Classes (in-advance, no registrations)	9	2	11
No-Show Computer Classes	2	3	5
Computer Classes Canceled due to weather	2	1	3

	Branches	Main	Total
Number of MakerLabs	3	1	4
Attendance at MakerLabs	32	5	37
Cancelled MakerLabs (in-advance, no registrations)	1	1	2
No-Show MakerLabs	0	0	0
MakerLabs Canceled due to weather	1	1	2

As shown above, there was a sharp decrease in attendance for computer classes in January. Additionally, the number of cancelled classes was significantly higher than in previous months. While weather likely played a role in the decreased attendance, the majority of classes were cancelled due to no registrations. This reflects very similar numbers from last January, 2013, and appears to signify all-around lack of interest by patrons for classes after the holidays, and the possibility of potential inclement weather. If trends continue to follow last year, attendance, as well as registrations, will increase in February and March, and return to 'normal' as we enter springtime.

OHIO LIBRARY FOR THE BLIND AND PHYSICALLY DISABLED

In January, OLBDP circulated 50,538 books and magazines directly to patrons. OLBDP registered 124 new readers to the service. The BARD circulation statistics were not available at the time this report was being written.

OLBDP will be working with the Ohio State School for the Blind on a sign up campaign to register students for the OLBDP Kids and Teens Reading Club before the end of the 2013-2014 school

year. This campaign will also be developed and introduced to other teachers and media specialists registered with OLBPD to recruit students to join the reading club. The OLBPD Kids and Teens Reading Club is an exclusive OLBPD reading program for patrons ages birth to eighteen years old. The mission of the reading club is to encourage and foster a lifelong interest in reading to new generations of OLBPD readers. OLBPD is working with parents, teachers, and school media specialist to encourage younger readers to join.

OLBPD is currently working to increase the number of locally produced books of Ohio interest added to our library collection. Currently, OLBPD has no in-house recording studio and all of our local recordings are performed by one narrator who reads six magazines (five monthly serials and one quarterly) for OLBPD. OLBPD will look to expand the number of volunteer narrators and evaluate the quality of recordings in compliance with the National Library Service (NLS) quality assurance standards. OLBPD plans to offer a minimum of five locally produced titles per year. If these titles pass NLS quality assurance, they will also be available on cartridge to the NLS network libraries as well as available for download through the NLS-BARD download service as well. Books selected for recording have not been produced by NLS. Some titles selected come from the "Choose to Read Ohio" booklists.

A major revision to the OLBPD Readers Handbook is currently underway. In 2015, NLS plans to stop cassette service to patrons and complete its transition to digital talking book service. The readers handbook is sent to new readers and readers on request that orient them to all of the service features provided by OLBPD. NLS requires network libraries to offer handbooks to readers in accessible formats, including large print, braille, and audio, as well as accessible electronically through network web sites.

TECHNICAL SERVICES

Director of Technical Services Patricia Lowrey spent several days in January in Contract Negotiations along with Senior Catalog Librarian Dawn Grattino and Technical Services Librarian Lisa Kowalczyk. Ms. Lowrey spent much of the month working on Annual Reports and Operational Plans. She attended the "Grief in the Workplace" training on January 29 along with all the Technical Services Managers.

Preservation: Alicia Naab worked with architects from Bostwick Design and Chatham Ewing, Digital Initiatives & Services Strategist, on planning for the new Digital Hub. Ms. Naab assisted Irene Martin from Toledo Public Library with disaster management advice.

The Preservation Department received an incunabulum volume that had been rebound in pigskin by Jan Sobota, a world renowned bookbinder. The item had been accidentally marked with ink on the cover when in use by a patron in Special Collections. Elizabeth Bardossy was able to lighten the mark to almost invisibility without any damage to the binding material.

High Demand: Staff cataloged 597 titles, and added 11,212 items. They ordered 799 titles and 9,632 items. Staff processed 1,217 items for the Acquisitions Department.

Dale Dickerson, High Demand Librarian, added descriptive metadata for 10 History of Cleveland photographs for the Preservation Department's digital photo collection project. Steven Best, Technical Services Senior Clerk, spent about 10 hours in the Preservation Department, creating phase boxes.

Collection Management: On January 20, Laura Mommers distributed multiple copies of a brochure promoting Cleveland Public Library's non-print collection for Black History Month to Branches and Main Library departments. She worked with the Graphics Department to create "Fifty Classic Romance Films," a brochure for Valentine's Day that was distributed on January 31. During January, Ms. Mommers ordered 2,597 DVDs for the Branch collections and 578 DVDs for the Audio-Visual Department. She ordered 1,380 CDs for the Branch collections and 163 CDs for the Popular Library. During January, Bonnie Bolton selected a total of 198 titles for Main Library and Branch juvenile collections for a total of 1,778 copies. Ms. Bolton also processed Branch discretionary lists and submitted them to Acquisitions. Rollie Welch's online review column of African American books for Library Journal again appeared this month at lj.libraryjournal.com.

Materials Processing: The Associates cataloged 648 new titles for the Cleveland Public Library and added 1,742 records for the CLEVNET libraries. The Associates and Sr. Clerks added 2,148 items. The Technicians worked on 13,596 items.

Paula Stout left Materials Processing for a position in Acquisitions. Elizabeth Hegstrom met with the Senior Clerks and Associates to discuss the changes in workflows to improve the turnaround time for books with reserves and the departure of Ms. Stout. Vivian Grayson, Christon Hicks, and Karima Ward were

trained to format the CLEVNET webforms and will take on that daily responsibility.

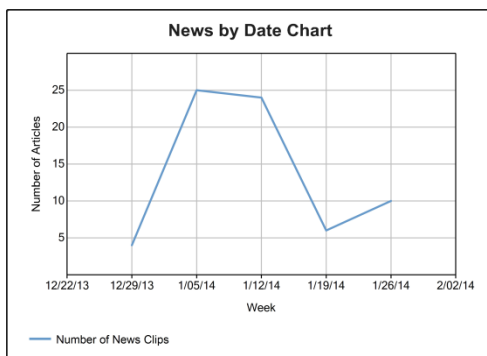
Acquisitions: Paula Stout, Technical Services Senior Clerk, was selected for the Technical Services Senior Clerk position and began working in the Acquisitions Department on January 13th. The Acquisitions Department ordered a total of 2,867 titles and 6,416 items (including periodical subscriptions and serial standing orders); received 9,966 items, 1,284 periodicals, and 633 serials; added 799 periodical items, 360 serial items, 114 paperbacks, and 1,254 comics; and processed a total of 913 invoices.

Catalog: Librarians cataloged 3,925 titles and added 2,107 items for Cleveland Public Library. Catalog Manager Andrea Johnson revised the Catalog Librarians statistics spreadsheets, primarily to simplify recording the number of titles upgraded in OCLC.

Senior Librarian Michael Monaco began his term as Assistant Coordinator of the Ohio Library Council (OLC) Technical Services Division Action Council. He attended a meeting of the Action Council and a meeting of the CPL150 Team, to continue planning the February 28 Unconference. Senior Librarian John Parsons attended the Northeast Ohio Regional Library System 2014 Winter Emerging Technologies Symposium.

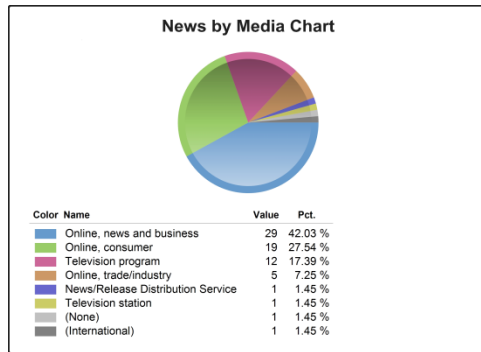
Shelf/Shipping: The staff of the Lake Shore Shelf/Shipping Department sent 23 items to the Main Library for requests and 123 items to fill holds. Main Library received 233 telescopes, the Branches received 683 telescopes, CLEVNET received 95 telescopes, CASE received 8 telescopes CSU received 10 telescopes and Tri-C received 6 telescopes. A total of 1,035 telescopes were shipped out. The Technicians unpacked and sent 7,014 new items to the Acquisitions and High Demand Departments.

MARKETING & COMMUNICATIONS



Media coverage for the month of January included 69 print and online publications as well as TV and radio. The full report, available in the Marketing Department, shows ad values of \$99,453.71 with a news circulation audience of 3,145,702 people. In January, the online print media

outlets that featured CPL events and programs received 59,903,296 unique visitors. Media mentioning CPL was the heaviest the week of January 5, due to an online article in *examiner.com* entitled *Do Miracles Happen Today? A Look at John MacArthur's "Strange Fire"* in which it was mentioned that the book was available at Cleveland Public Library.



Print ads for the MakerSpace appeared in *Campus Observer*, *La Prensa*, and *Scene* magazine, radio spots ran on 90.3 WCPN radio, online advertising on *cleveland.com* and the mobile version; Ta-Nehisi Coates was promoted in *Phenomenal Woman* magazine; RTA bus boards continued to promote the new kids eMedia page; the 29th Annual MLK Day program was promoted in print in

the *Call & Post*, radio spots ran on WZAK 93.1 and 90.3 WCPN; Online News and Business was the media category that most featured Cleveland Public Library in January.

Search Engine Marketing with *cleveland.com* resulted in the CPL ad being viewed 8,370 times on average per week, which resulted in an average of 650 clicks to website per week. *Public library* was the most clicked-through phrase.

DECEMBER-SOCIAL MEDIA

The top 5 most clicked on links from BOTH Facebook & Twitter:

1. Jan 10th: RT @BizdomCleveland: Tomorrow: Check out the GRAND OPENING of @Cleveland_PL'sMakerSpace! 1pm at main branch. (Retweet from Bizdom about the opening of MakerSpace)
2. Jan 2nd: It's a new year-why not try all the great things in CLE? And check out #149! (Great job@LauraDeMarcoCle) (Link to Laura DeMarco's article about things to do in Cleveland)
3. Jan 11th: "Cleveland Public Library introduces new tech toys and tools for creativity's sake" (via@EwingerJ) (Link to PD article about MakerSpace)
4. Jan 11th We are cutting the ribbon at 1. Join us for an afternoon of making, creating & fun!<http://ow.ly/sfDmx> (Link to MakerSpace opening page)
5. Jan 12th: Many thanks to @Kristel_CLE for sharing a sneak peek into the new #MakerSpace (Link to Kristel Hartshorn's video about MakerSpace)

Top 5 most engaging posts on Facebook (includes likes, comments, etc.):

1. Jan 7th: Notification of closing of CPL for weather (this type of post tends to be shared frequently, hence the amount of engagement)
2. Jan 16th: What are you reading? (19 comments)
3. Jan 4th: Legal Aid at Rice Branch information: (5 shares & 7 likes)
4. Jan 11th: Cutting the ribbon at MakerSpace: (1 share & 15 likes)
5. Jan 11th: Link to article in PD about MakerSpace (1 share & 19 likes)

MakerSpace related posts and links were the most engaging on Facebook

GRAPHICS

Graphics staff designed, printed, and distributed 96 items in January in addition to graphics for the library website, and 5 staff newsletters, UpNext monthly program guide and MyBranch fliers.

Promotional and printed pieces included: Promotion for MakerSpace opening, Zinio online magazines; collateral and promotion for African American History Month; business cards for children's librarians; *Love is All We Need* romantic films brochure; Cleveland Play House bookmarks for *Breath and Imagination* and *Too True to be Good*; PlayHouseSquare bookmarks for *Porgy and Bess*.

WEBWARE www.cpl.org and other CPL sites

Twitter followers are up from 5,035 in 2013 to 7,538 currently. Facebook fans are up from 4,865 in 2013 to 6,131 currently. Downloads of books in an electronic format (eBooks) were up from 91,099 in 2013 to 117,395 currently.

Library News on the www.cpl.org homepage featured pages built for the following news item: Join Us for the 29th Annual Dr. Martin Luther King, Jr. Commemorative Program: Drum Majors for Change.

During the month of January, the following events, programs, and information were promoted on cpl.org: 29th Annual Martin Luther King, Jr. Day Commemorative Celebration; African American History Month; Genealogy Clinics; Learn4Life; Now Open:

TechCentral MakerSpace; ArtLabs; Read in the CLE Featured Reader: Russ Mitchel, WKYC News Anchor; eMedia for Kids; Warm-up Cleveland; Free Tutoring; Celebrate with Books; Tutor.com; Learning Express Library; Testing and Education Resource Center; MyPlace, MyCard, My Music is Free; Curl up with a Good Book; Sorenson Video Relay Service.

3 Popular Topic pages were updated with new book lists in January.

The 29th "Off the Shelf" (January 2014 issue) was sent out on January 6, 2014, to a distribution list of 3875. This issue featured: Grand Opening of MakerSpace in TechCentral; 29th Annual Martin Luther King, Jr. Day Commemorative Celebration: Drum Majors for Change; and Learn for FREE with your Cleveland Public Library Card. The following new releases were featured: The Invention of Wings: A Novel by Sue Monk Kidd; Dark Bites: A Short Story Collection by Sherrilyn Kenyon; and Dead in their Vaulted Arches: A Flavia De Luce Novel by Alan Bradley. The following programs were featured: Knit Groups at Rice Branch; Crochet and Knitting Circle at South Branch; Yarn Around at Union Branch; Knit and Crochet at Main Library; Knit-Ins at Martin Luther King Branch; Knit and Crochet Social Circle at Fulton Branch; Crochet Club at Collinwood Branch; Crochet Circle at Memorial-Nottingham Branch; and Genealogy Clinics at Main Library History Department.

On January 2, the Staff Newsletter page of the Staff Center was updated for issues of Volume 41, 2014.

On January 2, the Using the Library page was updated with our new Patron Conduct Policy.

On January 2, the Theater Popular Topic was updated and a new page was built for Yentl at Cleveland Play House, January 10 - February 2, 2014.

On January 2, the Theater Popular Topic was updated and a new page was built for The Gershwins' Porgy and Bess at PlayhouseSquare, February 4 - 16, 2014.

On January 3, TechCentral MakerSpace Grand Opening was promoted on the desktop site and a mobile page was built for the cleveland.com mobile ad.

On January 6, a page was built and configured for Read in the CLE, to promote Russ Mitchell, WKYC Anchor, as Featured Reader. His review is of Undisputed Truth by Mike Tyson.

On January 6, a page was built to promote Martin Luther King, Jr. Day at the MLK Branch. The page included information about events, exhibits, keynote speaker Rev. Dr. Blanton Harper, Jr., and a link to our slideshow of MLK images from the CPL Photograph Collection.

On January 7, Angela Guinther's Read in the CLE page was configured and updated with her review of The End of the Suburbs: Where the American Dream is Moving by Fortune.

On January 9, a new MakerSpace page was built, featuring information about the new services offered, such as laser engraving, 3D printing and scanning, vinyl cutting, photography, videography, graphic design, music recording and production, computer access and meeting space.

On January 13, the TechCentral page was updated with new service descriptions, an updated MakerSpace description, and a link to the new MakerSpace page.

On January 14, the 2014 Library Closures were added to the Using the Library and FAQ pages.

On January 15, a Zinio Information page was created on the Staff Site.

On January 16, an African American History Month page was created to promote featured programs, events, and the Martin Luther King, Jr. image slide show from our CPL Photograph Collection.

On January 21, the public Zinio page, titled Digital Magazines, was completed and can be accessed by the easy URL of cpl.org/magazines

On January 22, the Tax Preparation Assistance page was updated with new books and OPS was asked to enter session locations, times, and dates into the events calendar with the keyword "Tax." Upcoming sessions were then pulled into the webpage.

On January 25, a graphic was created and posted for the library closure on that day due to severe weather.

On January 27, Rod Houpe and David Reynolds met with Aaron Mason, Annisha Jefferies, and Nichole Shabazz to discuss the logistics and success goals of the 2014 Summer Reading program. On January 27, a graphic was created and posted for the library closure on January 28 due to severe weather.

On January 29, Rollie Welch's Read in the CLE page was updated with his review of The Deepest Secret by Clara Buckley.

On January 29, Anisha Jeffrie's Read in the CLE page was updated with his review Just My Type: A Book about Fonts by Simon Garfield.

On January 31, the Learn4Life Page was updated to remove the text "Formerly Ed2Go." The link and URL, re-directs, menu items, and entry on the Research Databases page were updated to reflect the change.

PROPERTY MANAGEMENT

The Property Management office completed numerous branch inspections and continues to monitor utility bills. We continue to meet with and monitor the work of the contractors working on the gas conversation project for LSW and Main.

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. The heat exchanger on both boilers was cleaned and a frozen water line was repaired at Carnegie West. The boilers were serviced and inspected at Collinwood. Filters and belts were replaced on all four air handling units and a broken water line in the multipurpose room was shut off to be repaired later at Fleet. A leak was repaired in the wall of the men's public restroom at Glenville. The boiler controls were adjusted for better operation during very cold weather at Hough. A new three phase monitor was installed for the A/C unit in the stacks at Lakeshore. The heat pumps were serviced at Langston Hughes. A new PRV valve was installed on the water line supplying the new humidifiers in LSW. A temporary heater was installed in Shelf to supplement during this very cold winter. Directional louvers were installed to redirect air from over the heads of the librarian and assistant librarian desk at Memorial Nottingham. The heat exchanger on both boilers was cleaned at Rockport. The hot water pump motor was replaced at West Park. The heating coil was removed from the air handling unit so that the leaks could be repaired and reinstalled at Union.

The Carpenters and Painters completed work to prepare for the MLK program. Patching and painting was completed and shelving was moved and the carpet replaced in Foreign Literature. A 55" smart television was installed in the Teen center at Main. Due to limited staff and bad weather their assistants was needed for snow removal at the branches.

The Garage replaced two batteries on the Book Mobile. And serviced vehicles #7, #8, #10, #19, and #25. Snow blowers were repaired and sent back out to the branches. Salt was delivered to branches as needed. All parking lots were plowed during snow fall.

SAFETY & PROTECTIVE SERVICES

Protective Services

Activity

Month	Total Dispatch Activities	Average per day	Total Alarms	Branch Emergencies	Branch Visits	Downtown Campus Incidents	Incident Reports Generated	CPL access activities
January 2014	5426	226	199	21	260	209	45	76
December 2013	6250	272	239	34	224	254	58	86
November 2013	6407	267	257	44	211	229	84	425
October 2013	5648	226	301	42	262	144	63	61
September 2013	6371	265	270	20	251	140	36	204
August 2013	7,134	264	263	23	265	216	37	242
July 2013	6,264	241	149	21	239	167	67	198
June 2013	5,671	236	38	49	224	180	52	340
May 2013	5,474	211	42	25	377	257	59	N/A
April 2013	4,525	185	36	30	466	297	71	N/A
March 2013	3,791	145	25	40	564	188	52	N/A
Feb 2013	3,090	134	35	35	472	140	59	N/A
January 2013	2,732	109	13	18	303	102	39	N/A

Special Attention, Special Events, and Significant Incidents

- 01/15/2014 Sterling Branch Focus Group
- 01/16/2014 LSW Army Corp of Engineers
- 01/20/2014 MLK Day

Protective and Fire Systems

- The Library Board of Trustees Approved replacement of the Fire System at the Lake Shore Facility. The plans have been submitted to and approved by the and installation has begun. The installation is scheduled for completion by the end of February.

Contract Security

- There has been some staffing issues at the branches and continues to be addressed by G4S.

Administration

- Interviews were conducted for Safety & Protective Services Officer positions. Two people were offered positions and will start in January 2014.

INFORMATION TECHNOLOGY & CLEVNET

Accomplishments This Period:

KnowItNow24x7 (KIN24x7):

- Statewide Coordinator had program accepted at Michigan Virtual Reference Conference through a double-blind review process. Presenting at conference in April at Eastern Michigan University, Ypsilanti, MI.
- Request for Proposal (RFP) posted in December for new software virtual reference software platform. Received three (3) responses to RFP and began scoring and contacting vendors for demos and answers to questions. Convening committee of KnowItNow24x7 stakeholders to provide feedback

Webware

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	Jan-13	Jan-14
OverDrive Downloads	91,099	117,395
Twitter Followers	5,035	7,538
Facebook Fans	4,865	6,131

Key Items in Progress This Period:

Converged Technologies:

George Lenzer has worked diligently to identify and evaluate proposals for the planned email migration to the Microsoft Office365 product. Migration is planned for late spring 2014.