

DIRECTOR'S REPORT

December 18, 2014

Director's Meetings and Activities

I joined Paul Clark, Regional President of PNC, and Margaret Bernstein from WKYC to inaugurate the first Little Free Library in the Fairfax community. The PNC Fairfax Community will serve as host to the first of five Little Free Libraries that will be introduced into the community. Attending the program was 8-year old Madison Reid, whose response to the LFL coming into her community has become an internet sensation. The video has over 100,000 views and Madison has been featured in the *Huffington Post* and numerous television shows. See Madison's enthusiastic interview here: <https://www.youtube.com/watch?v=GGHeh6OPhg4>

I served as moderator for a panel on connected learning at the National Summer Learning Association. The conference was held in San Antonio and the panel was crafted by the staff of the Aspen Institute. Nearly 300 people attended and I was able to introduce the attendees to the Aspen Institute's report "Learner at the Center of a Networked World".

Programming / Outreach

On Saturday, November 8 and Sunday, November 9, Land Studio presented Step Out Cleveland: A Community Dance Experience. The two-day program explored the culture of dance directly through movement, and brought topics of inclusivity and storytelling to light through interactive talks and workshops guided by experts from across the country.

Dance workshops were offered throughout the weekend, including hip hop, line dancing, African dance, and burlesque. Weekend activities also included yoga and a Saturday night dance party. Featured speakers were: DJ FreQ Nasty-groundbreaking electronic music producer dancer, Ana Rockafella Garcia, Ragen Chastain-writer, speaker and founder of danceswithfat.org, choreographer Sokeo Ros, international performer and arts advocate Leah Nelson, and moderator Jared Bendis of Case Western University. The program also held performances by DJ Red-I, The Fungineers, and The Dub Kirtan All Stars. Visiting musical group, the Fungineers visited the Cleveland School of the Arts on Monday, November 10th. The group performed and held a Q&A session with select students from the schools dance and visual arts programs.

On November 10, CPL, in partnership with Cleveland State University (CSU) hosted renowned author and illustrator Patricia Pollaco at the Rockport branch as a part of the University's 50 Book Challenge. Elementary schools students from the Cleveland Metropolitan School District (CMSD) participated in the event.

On November 19, Cleveland Public Library held their first Man-Up, Cleveland empowerment event for 146 male students from Shaw High School, Martin Luther King High School, Ginn Academy, Franklin D. Roosevelt, Paul Revere and Mary Bethune. There was a keynote address, breakout sessions and a concluding feature presentation of former Ohio State University football superstar Maurice Clarett who spoke to the young men about his life story, and inspired and encouraged the audience to make the best choices for their future. Breakout sessions were provided by the Cuyahoga County Fatherhood Initiative, Cuyahoga County Board of Health, MANSA Consulting, Reading RAMM Academy, Making a Difference Consulting, Cleveland Shambhala Meditation Group, and the Federal Reserve Bank of Cleveland.

During Winterfest 2014 on Saturday, November 29, hundreds of guests enjoyed family activities and events including performances by the River Valley Ringers Hand Bell Choir and a tuba and euphonium octet, a musical tour of December Holidays Around the World, interactive toy train displays, live reindeer, ice sculpting demonstrations and readings of Charles Dickens' *A Christmas Carol* by costumed characters from the 25th anniversary production of the holiday classic.

In partnership with the Northeast Ohio Media Group, the "Who Lives Downtown? What Do They Want?" event was held Wednesday, November 12, 2014 from 6:00-8:00 p.m. A discussion about the future of downtown was led by Cleveland City Councilman Joe Cimperman and attendees were interviewed by NEOMG staff.

Professional Development

On November 6-7, the Library brought in reading and literacy expert Phyllis C. Hunter to conduct professional development workshops for our Youth Services staff. Phyllis C. Hunter is the author of *Phyllis C. Hunter Classroom Libraries* and *It's Not Complicated: What I Know for Sure About Helping Our Students of Color Become Successful Readers*. Participants were asked to bring a book that they were excited about for children and a book they were currently reading. In addition, participants were instructed using Mrs. Hunter's *It's Not Complicated* book and

also participated in a close reading, Common Core State Standards (CCSS) passage.

Youth Outreach & Programming Coordinator, Nichole Shabazz and Youth Services Manager, Annisha Jeffries facilitated a professional development debriefing at the Youth Services meeting on November 19. During the meeting the Youth Services staff completed evaluations regarding the Phyllis C. Hunter professional development workshops and provided their book selections from the workshop held earlier in the month. These titles will be compiled into a reading list and shared with all YS staff. A group discussion was also held about what was learned during the professional development workshops and what will be implemented, at the branch level, as a result.

Outreach

I Love My Librarian Award

Kevin Ray was awarded the "I Love My Librarian" honors by *New York Times*, ALA and the Carnegie Foundation. This much sought after award showcases CPL in the best possible light and demonstrates the empowerment our organization offers its staff to reach nationwide recognition.

Legal Aid

On Saturday, November 8, the Langston Hughes Branch hosted the Legal Aid @ Your Library clinic. Forty-nine patrons signed up to receive a free consultation from a volunteer attorney. Student volunteers from Bryant & Stratton and local law schools conducted intake interviews. Twenty-nine lawyers from area law firms as well as several senior partners from Squire, Patton, Boggs (formerly Squire, Sanders) provided pro bono legal services.

Research That's Possible Only at Main Library

* A request from a producer in Ireland wanting images to use in a documentary that will be broadcast on TG4, Ireland's National Irish Language channel.

* An ESPN librarian contacted the Photograph Collection looking for images of the 1972 and 1976 US Olympic Women's Swim Team for a documentary.

* Special Collections is working on a request from Japan to provide scans from an 1859 hand written diary of Francis Hall that he kept while he was in Japan (one of a kind).

* A patron requested information about a woman Surrealist artist, Remedios Varo who worked with Diego Rivera and Frida Kahlo in Mexico during the early 1940s.

Celebrate a Cultural Perspective

In partnership with Julia De Burgos Cultural Arts Center, Cleveland Public Library presented the Hispanic Heritage Month Celebration on Saturday, November 1, 7 - 11 p.m. The evening event featured dance performances by students of the cultural arts center, sampling of Latin foods, a live band and DJ, in addition to a performance and demonstration of Bomba: the Legacy of Puerto Rico's Inherited African Identity by special guest, Dr. Pablo Luis Rivera Rivera of Puerto Rico and Grupo Restauración Cultural. Approximately 525 people of all ages attended this event.

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

CLEVNET

November's total OverDrive CLEVNET eMedia collection circulation was 98,361, significantly up from last year's total of 78,003. CPL has 9,601 total followers on Twitter and the Facebook page currently has 7,057 fans.

GRANTS & DEVELOPMENT

Awarded Grants

New York Community Bank (Ohio Savings Bank) - Friends of CPL awarded \$40,000 to create early literacy spaces at the Woodland and Carnegie West branches.

Starting Point/My Com - Contract renewed for \$95,000 to continue (Third Grade Reading Guarantee) tutoring at 4 CPL branches through September 2015.

Submitted Grants

Harry K. and Emma R. Fox Foundation - submitted (through Friends) a \$5,000 request in support of the 2015 Cleveland Mini Maker Faire

Moscow Open Challenge - The Moscow Library system put out a call for requests for "Re-imagining Public Libraries". CPL submitted an entry for the Literary Lots program for its ability to engage the community through literacy.

Projects

Little Free Libraries (LFL) -

- Hosted community celebration at PNC Fairfax Connection on November 6.
- Began process of having Friends of CPL be the official fiscal agent of the LFL Cleveland Movement.

Northeast Ohio Media Group (NEOMG) - Helped organize the event '*Downtown Who Lives Here and Why*', hosted at Main Library to showcase [digital literacy] partnership on November 12.

Chess Club at MLK Branch - closed this Friends-funded program which lasted for 10 weeks.

Letter of Support -

- Childrens Museum of Cleveland for their IMLS proposal to create STEM curriculum and teacher training
- Ohio Means Jobs for their federal proposal to implement Career Online High School
- Cleveland Seed Bank for their proposal to the George Gund Foundation

- Confucius Institute at Cleveland State University for their application for the 2014 Confucius Institute of the Year Award

PUBLIC SERVICES

PROGRAMS

During the month of November the Library hosted a total of 76 programs. Educational programming and services, not included in the above totals, accounted for approximately 95 adult education classes, and 585 hours of after-school homework help for grades K-8. After-school snacks were served at 18 branch locations. Impact 216, College Now's college readiness program, held 88 ACT sessions at 4 CPL locations: Eastman, South Brooklyn, Martin Luther King, Jr., and Harvard-Lee.

In November the Library hosted the final *Career Literacy & Education Workshops* at the Harvard-Lee Branch. The 3-part series workshop was presented by Career Transition Center. Approximately 18 students from John F. Kennedy High School attended the each of the three sessions.

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EXHIBITS

Artwork by Cleveland-area Latino artists, Kevin Fernandez and Bruno Casiano, was exhibited in Main Library in honor of Hispanic Heritage Month. The exhibit took place from October 3 - November 1.

In honor of Veterans Day, the Special Collections Department displayed the 4 volume set of the *Cleveland Roll of Honor* that was put together in 1942. The volumes contain the names of Clevelanders who served in World War II.

Fine Arts Music Librarian, Andy Kaplan created a display for *Native American Heritage Month* featuring Native American artists.

The exhibition catalog for *A Great Joy: The Women's Art Club of Cleveland 1912-2006* was published in November acknowledging the Library.

Photographs by documentary photographer, Beverly Conley, highlighting East 4th and Prospect Avenues were on display in the Photographs Department.

Social Science Librarian Helena Travka created a winter holiday display aided by Shelf Supervisor Cynthia Cocarro who created beautiful paper snowflakes.

Youth Services Librarians Maria Estrella and Kristen Schmidt created displays for the following subjects in the Youth Services Department: Native American Month and Thanksgiving.

EXPENDITURES & REVENUE

Total programming/educational services related encumbrances for November totaled \$ 36,599.19. As of November 31st the library has generated \$17,550.00 in rental fees for the use of the Main library's event space.

EVENTS

On Saturday, November 1, Julia De Burgos Cultural Arts Center celebrated its 25th anniversary with private banquet held on the first floor of Main Library in the North Reading Room. The banquet, a fundraiser, was attended by over 200 community members.

In partnership with the Northeast Ohio Media Group, the "*Who Lives Downtown? What Do They Want?*" event was held Wednesday, November 12, 2014 from 6:00-8:00pm. A discussion about the future of downtown was led by Cleveland City Councilman Joe Cimperman and attendees were interviewed by NEOMG staff.

On Thursday, November 6, American Red Cross held a blood drive in the LSW Auditorium. The blood drive saw 16 donors and we were able to collect 11 pints.

MEETING ROOMS and SCHEDULING

The total number of requests for Main Library in the month of November was 84. There was an estimated total attendance of 1,918. The Lake Shore Facility requested meeting rooms 18 times and 292 requests originated in branch libraries; there was an estimated total attendance of 5,102. There were a total of 67 AV requisitions for the month of November; 52 of them were for Main and 25 for Branches.

BOOKMOBILE/ON THE ROAD TO READING

The Mobile Services Department provided uninterrupted service in November. In November the Bookmobile made 70 stops and serviced 613 patrons.

Christmas Carol Display

A Christmas Carol exhibit featuring displays from the Library's collection along with images and posters from Great Lakes Theater's remarkable productions of the Christmas classic brought to life some of the Victorian world in which Dickens lived are on display from November 7th through December 31st in the Literature Department. An opening reception for the exhibit was held on Friday, November 7th and featured a Cleveland Dickens Fellowship slide show presented by Paul Siedel.

Cleveland Public Poetry

The open microphone poetry reading series hosted by the Literature Department and sponsored by Ohio Center for the Book concluded the 2014 season on November 1st with featured student poets from the Cleveland School of the Arts.

Detroit Patent Trial & Appeal Board Road Show

Senior Subject Librarian Jim Bettinger planned, coordinated and hosted the *Detroit Patent Trial & Appeal Board Road Show* November 14th in the LSW Auditorium. Five judges from the Patent Trial & Appeal Board presented material on the state of USPTO, PTAB board processes and procedures, and current topics in intellectual property law. The thirty two attorneys who attended the event were able to apply for continued legal education credits through the US Patent & Trademark Office.

Making Robots - a Youth Services and Tech Central Collaboration!

The Youth Services and Tech Central Departments collaborated on *Making Robots* in Studio 470. Every Friday between October 31st - November 21st, children, teens and families were invited to create their own Lego Robots.

Sports Icon Series Interviews

Social Science Library Assistant Pete Elwell coordinated a Sports Icon Interview with Maurice Clarett and Dan Coughlin on November 19th.

Main Library Book Clubs

The Popular Department hosted the African American Book club discussion of *Bring on the Blessings* by Beverly Jenkins.

Social Science Library Assistant Lakeisha Winstead and Librarian Helena Travka hosted the Social Sciences Non-Fiction Book Club on November 13th. Sr. Subject Librarian Mark Moore led a discussion of Joe Mackall's *Plain Secrets* about Amish life in Ohio.

Story Time and Class Visits

Students from Cleveland's John Hay High School visited Main Library on November 5th. During their visit they met with staff members from many of the Main Library public service departments.

Youth Services Manager Annisha Jefferies conducted two programs: *Let's Get Moving* and *Family Day* on November 8th and November 22nd.

Youth Services Manager, Annisha Jeffries and Librarians Maria Estrella and Kristen Schmidt conducted a school tour with students from Scranton Elementary School on November 13th.

Main Library Tours and Instructional Visits

Staff members throughout Main Library conducted tours and instructional visits to individuals and groups throughout the month of November. Groups included: a graduate music class from Case Western Reserve University and students from Bryant & Stratton Eastlake Division.

Music at Main

Cleveland Institute of Music students Katharina Kang, violin and Andrew Rosenblum, piano, played pieces by Beethoven, Bach, Manuel Ponce, Henryk Weiniawski, Jules Massenet, and Antonio Bazzini on Saturday, November 1st.

Business Chinese Program

Foreign Literature Librarian Caroline Han partnered with CSU's Confucius Institute to host sessions of "Business Chinese: Introduction to Business Culture" on November 3rd, November 5th, November 10th, and November 19th.

Main Library Outreach

Foreign Literature Librarian Mary Torres hosted a "Thanksgiving Celebration" at the Fulton Branch on November 21st which featured performances, crafts and refreshments.

Youth Services Librarian Maria Estrella visited 4 schools and 2 daycares during the month of November.

Foreign Literature staff collected and processed a total of 2,253 Long Loan items various branches and Ohio Libraries.

Special Collections Librarian, Kelly Brown worked with the Friends of the Cleveland Public Library to create bookmarks based from CPL's 40 volume set of Charles Dickens custom made leather bindings.

Foreign Literature Librarian Caroline Han hosted two ESOL and Information Literacy programs for seniors at Goodrich-Gannett Community Center on November 5th and November 19th.

Literature Department Manager Amy Dawson continues to add books to the Little Free Library the Ohio Center for the Book sponsors on a regular basis.

Popular Library Assistant April Lancaster attended the Youth Opportunities Unlimited Employability Skills Boot Camp held at the Federal Reserve. Volunteers from Cleveland Public Library and other local businesses helped students from area high schools develop winning interview skills and create successful resumes.

Collection Development

The Center for Local and Global History's Map Collection Librarian Tom Edwards worked with Public Service, Legal, and Technical Services to purchase two historical 1912 Sanborn Insurance Maps for the collection. Library Assistant Danilo Milich continued to expand space for the City of Cleveland Historical Park Plans. Librarian Patrice Hamiter continues to process images for the African American Families Collection and send patron scans to Preservation to be added to the digital gallery. Subject Department Clerk Nick Durda continues to work with page Lillie Korte processing portraits from the Plain Dealer.

Social Science Sr. Subject Librarian Mark Moore completed the survey of Cleveland high school newspapers on microfilm for Chatham Ewing's digitization project on November 5th.

Music Librarian Andy Kaplan completed combining the pieces to the *American Guild of Organists (AGO)* collection. In addition he continues to work on the "yet to be named" collection from of socialist and American music.

Kent Practicum student, Chad Statler completed his practicum hours on Nov. 24th along with the project of processing the *Howell & Thomas Architectural Drawings* and creating an OhioLINK EAD finding aid. This collection of over 650 different architectural design sets of homes, mostly in Cleveland Heights, Shaker Heights, and Bexley, Ohio were donated to the Cleveland Public Library in 2003.

The Schweinfurth Committee met on November 14th to review the last quarter of selections to approve.

The Government Documents staff reports a continued increase in the number of professionals using the PubEast computer access stations since the number of stations was increased.

Research that's Possible Only at Main Library

- A request from a producer in Ireland wanting images to use in a documentary that will be broadcast on TG4, Ireland's National Irish Language channel.
- An ESPN librarian contacted the Photograph Collection looking for images of the 1972 and 1976 US Olympic Women's Swim Team for a documentary.
- Special Collections is working on a request from Japan to provide scans from an 1859 hand written diary of Francis Hall kept while he was in Japan (one of a kind).
- A patron request for information about a woman Surrealist artist, Remedios Varo who worked with Diego Rivera and Frida Kahlo in Mexico during the early 1940s.
- A patron inquired about the brick from the Great Wall of China they saw on display in the Special Collections.

- A French researcher had a number of questions pertaining to the Library edition of the *Image du monde* by Gossoon de Metz (1520).
- A patron wanted information on an old Cleveland company, Cleveland Builders Supply and Brick Company.

Staff Development

Youth Services Manager Annisha Jeffries conducted the end of the year Youth Services system-wide meeting on Wednesday, November 19th and also collaborated with Nicole Shabazz on a professional development workshop with featured guest speaker and literacy expert, Phyllis C. Hunter on November 6th-7th.

Special Collections Librarian Kelly Ross Brown attended a workshop on November 18th at Akron Public Library called "*Environmental Basics: What to do if something goes wrong.*"

Popular Library Assistants Doug Westerbeke and April Lancaster attended a Readers' Advisory Program at Cuyahoga County's Parma-Snow Branch.

Assistant Shelf Supervisor Demba Diawara attended a seminar on November 17th on *How to Supervise People: Learn Effective Leadership Skills to Maximize Employee Performance.*

Other Main Library News

Literature Department Manager Amy Dawson attended the Ohio Library Council Leadership Conference on November 7th. This one-day format includes session to plan for the 2015 Convention and Expo. Ms. Dawson is in the Action Council for the Subject and Special Collections Division and will be **Assistant Coordinator in 2015.**

Fine Arts & Special Collections staff held a retirement party for Michael Jacobs and Marcia Evans (Science and Technology).

Lending staff members Sandra Smith and Veda Reid-Caliman retired from CPL each with over 30 years of service on November 29th.

Photographs Librarian Margaret Baughman retired on November 29th after fourteen years of service.

BRANCHES

Addison Branch Library Assistant Youth - Gail Green retired this month. Councilman T.J. Dow and Congresswoman Marcia Fudge provided resolutions acknowledging her community service. DC vs. Marvel Superhero Party held at the branch this month was a huge success

Collinwood Children's Librarian, Natasha Wells resigned her position to return to CMSD as a kindergarten teacher. Collinwood Branch is proud to be part of the "Little Free Library" initiative and is one of the sites that will be collecting donations to support providing books for them in collaboration with the Literature Department and other sponsors.

East 131st street Branch manager Ginaya Willoughby participated in the following activities this month: Mt. Pleasant Collaborative; Rice Think Tank; Rockport Teen Room Grand Opening; Library Community Talk; Union Miles Development Corporation.

Garden Valley Youth Services staff Pasha Moncrief and Leonard Burks hosted the First Annual College Fair. The participating colleges/organizations were: Baldwin Wallace College, Bryant Stratton College, Cleveland State University and College Now of Greater Cleveland. Rainbow Terrace Learning Center, Anton Gardena School, Willow School and Rainbow Terrace Day Care have agreed to put deposit collections in their libraries and learning centers.

Glenville Branch Manager Sharon Jefferson conducted interview for the vacant Library Assistant Youth Services Position this month.

Harvard-Lee manager Harriette Parks attended Module I and II of the Cleveland State Leadership Academy on November 6 and 7. The opening modules were a retreat which allowed participants to meet and greet their cohorts.

Hough Branch Manager Donna Willingham attended the "Man Up, Cleveland" program sponsored by Outreach and Programming Services. Hough Branch programming for the month of November included: Pueblo Storyteller Dolls - Participants were given play dough to create storyteller dolls that represented grandmothers holding their grandchildren in their arms. After

the dolls were created participants were given the opportunity to tell a story that they thought a grandmother might tell to her grandchildren.

Langston Hughes Branch offered the following programs this month: Growing Readers story hour; Kid's Café; America Reads tutoring; Legal Aid at the Library; Drawing the Fall Landscape; Turkey Trouble.

Martin Luther King hosted several successful programs this month: College Now which included the Kids Café, Youth Opportunities Unlimited and Chess for Life. Additionally, MLK hosted a two day Friends of the Library book sale. Cynthia Davis joined the MLK team and Ricardo Jackson transferred to Popular Library as a full time Library Assistant.

Memorial Nottingham Branch grieved the passing of Library Assistant Alfonzo Daniels Library Assistant Youth Services. Mr. Daniels was a strong contributor to both internal and external customer service at the branch. His presence will be missed.

Mt. Pleasant Manager Cal Zunt attended the following meetings: Mt. Pleasant NOW and the MyCom Boys and Girls Club. Library Assistant Computer Emphasis Katie Milan resigned as she and her husband prepare to relocate out of state.

Rice Branch Library Assistant Eric Eubanks participated in the "Man up Cleveland" conference at Main Library. Mr. Eubanks and Children's Librarian Brianna Daniels attended the Phyllis Hunter workshop on improving children's reading skill and started a Kid's Crochet club.

Union Branch Manager Marcie Williams attended the Branch Manager's meeting and presented information on the New Supervisor's Academy along with fellow Academy participants. Library Assistant Greg Parker attended the "Man-Up Cleveland" conference.

Woodland Branch Youth Services staff attended a workshop presented by Dr. Phyllis Hunter on November 6 and 7 at the Lakeshore Facility. The focus on the workshop was reading and literacy.

Brooklyn Branch staff made visits to pre-schools and day cares continued increased in November due to the colder weather.

Children's librarian co-hosted a field trip to Main Library with a group of 4th graders from Scranton Elementary School. The Cleveland Food Bank set up on two occasions during the month to advise patrons of available services.

Carnegie West held their cookie cutter MakerLab on. Thanks to the Friends of CPL, sugar cookies of various shapes and sizes from Michaels Bakery and hot apple tea from Tea Revival were served to the seven participants. Science and Technology department sent an assortment of cookie cookbooks from their collection for patrons to check out. Musicians from the Oberlin Conservatory, who specialize in non-traditional music, came to our branch November 21st to share their style with teens from Garrett Morgan School of Science.

Eastman Branch's Children's Librarian Diana DeVore visited 2 Head Start classrooms at St. Ignatius of Antioch Thursday November 13th. She told the classes how to get their own library card, the books they could borrow and she also read stories and sang songs with the children.

Fleet Branch's TechCentral delivered 3-D printer and a scanner and conducted two staff training sessions on how to use the machine. New carpet was installed in the Branch. The Branch Manager visited Alexia Manor, in North Broadway and made arrangement with the Director for monthly visit.

Fulton Branch during November 2014 Parma ABLE continued to offer GED and ESOL classes at Fulton Branch three times per week. Adult Emphasis Library Assistant, Rodney Lewallen created a list of companies hiring for seasonal help for the holidays.

Jefferson Branch had their book sale took place on November 6 & 7 and it was truly as successful as it has been in years past. The sale made the sum of \$786.00; most of the proceeds came from the first day of sales. The Jefferson Branch was a stop on the Library Crawl sponsored by the Near West Family Network. Ms. Kmiecik hosted a group of 16 that participated in a button activity.

Lorain Branch staff presented two Sew Lorain programs with 6 attendees, 2 MakerLabs with 26 participants, and a celebration of Dia de los Muertos (decorating sugar skulls and reading a story) with 9 children. Lorain served as a polling place for elections on November 4. At a nearby school and a daycare

center, staff presented story time to 187 children. Staff underwent youth services and Smart Board training. New Branch Manager Shayna Muckerheide began work at the Branch on November 24 after a week of training.

Rockport Branch hosted Children's picture book author Patricia Polacco and spoke to over 70 3rd and 4th grade Artemus Ward Elementary students. Students heard stories, asked a lot of questions, and touched Ms. Polacco's wishing stone before they left. The new teen center officially opened on 11/18. Approximately 200 people stopped by for the grand opening celebration. The ribbon cutting ceremony featured a presentation of the colors by the John Marshal High School JROTC, an unveiling of the center's name and brief speeches by Deputy Director Cindy Lombardo, Andrea Hutchinson a local teenager, and Youth Librarian Cassandra Feliciano. After the ceremony the party included Xbox and Wii gaming, a photo booth, food, Tech Central's 3D printer, iPads and gaming. The room has been open after school since the party with about 20 teens spending time in the center daily. In addition to other youth events, the branch hosted a Tech Central Excel class on Monday evenings and continued work on the non-fiction weeding project.

South Branch manager, Mr. Delet has attended many community meetings, most importantly the South Branch Advisory Committee meeting on November 20, 2014. Technology and literacy continue to drive programming at the branch. The recent addition of Library Assistant, Computer Emphasis Joel Lefkowitz has brought some new and exciting technology programming to the South Branch.

South Brooklyn Branch associated is activities with the theme Thanksgiving all month long, so there were numerous Thanksgiving book displays throughout South Brooklyn. South Brooklyn borrowed various Thanksgiving and Christmas books from the following departments: History, Social Science, and Science & Technology, and placed those books on a separate display on the adult side of the branch.

John Skrtic, Director of Public Services and Luigi Russo, Branch Manager attended a grant presentation by the director of Old Brooklyn Community Development Corp. at Neighborhood Progress, Inc., of which, OBCDC was eventually awarded \$30,000.00 that

will be used for a partnership between OBCDC and South Brooklyn. South Brooklyn also partnered with Cleveland Marketplace Enrollment Team to assist patrons with healthcare questions/sign-ups.

Sterling Branch's after-School Tuesdays continue to be well attended. 33 children celebrated King Tut Day by making wearable Egyptian collars. Thanksgiving festivities began early at the branch. 25 little pilgrims made 17th century replica hats and "thankful turkeys" with feathers inscribed with reasons to give thanks.

Walz Branch Innovation grant theater program wrapped up with a presentation of two short skits--the second one a musical THE TURKEYS GO ON STRIKE brought a smile of amusement to staff when a mediator was brought in.

West Park branch LA Jeanna Sauls visited the Rockport teen center and Librarian Vicki Beggiani held a book discussion at Gunning Golden Age Center. Branch manager Michael Dalby met with members of the West Park Historical Society and spoke about the new CPL Digital Library project

OHIO LIBRARY FOR THE BLIND AND PHYSICALLY DISABLED

For November 2014, OLBPD circulated 45,388 books and magazines directly to patrons. OLBPD registered 135 new readers to the service. BARD statistics were not available at the time this report was written.

On November 4th, the National Library Service initiated changes in the way BARD collects download statistics. The increased use of the BARD Mobile application is making it difficult for BARD to determine when an audiobook or audio magazine has been completely downloaded by a user and when it should be counted as a circulation in the statistical reports. For this reason NLS is changing the algorithm BARD uses to calculate audio downloads. When BARD was built it was not programmed to consider partial downloads. Since braille materials are often circulated in pieces (volumes or parts), BARD uses a different algorithm to calculate braille downloads. NLS is applying the algorithm used to calculate braille downloads to audio materials. The change will go into effect with the November monthly reports.

In celebration of Veterans Day, OLBDP, the State Library of Ohio (SLO) Talking Books Program, and Cleveland Veteran Administration teamed up for a new Ohio Reads poster as part of the series of Ohio Reads posters produced by the SLO. The poster features photos of seven OLBDP patrons who are veterans of the Army, Navy, Air Force, and Marines with their digital talking book players. These posters were distributed to public libraries across Ohio, including Cleveland Public Library and its Branches.

OLBDP Manager Will Reed and Library Assistant Ken Redd met with CPL's Cathy Poilpre and Beth Hatch on November 5th to discuss strategies to better promote OLBDP services through email and social media. From Cathy and Beth's recommendations, OLBDP will be registering for Twitter and using it to offer patrons more meaningful and timely communications and updates from OLBDP about our service. OLBDP will also be looking to employ Constant Contact to help with email marketing and promotions.

OLBDP Librarian Michelle Makkos and OLBDP Library Assistant Ken Redd provided information and talks about the service at the Solon Health Fair on October 1st; Parma Health Fair on October 2nd; Cuyahoga County Child and Family Services on October 7th; Cuyahoga County Arthritis Expo on October 8th; East/West Eye Clinic October 8-9th; Hilltop Village Presentation on October 28th; General Motors Health Fair on October 30th.

The OLBDP Book Club met on November 14th and discussed "The Ghost at the Table" by Suzanne Berne.

TECHNICAL SERVICES

Pam Mathews, Collection Manager, along with the enthusiastic United Way/Community Shares team of Elizabeth Bardossy, YoLanda Lawler, Nancy Mocsiran, Laura Mommers, Bonnie Bolton, and Lisa Kowalczyk held a well-attended soup sale on November 17 that raised \$262. The photo contests, which ended 11/28, raised additional funds for United Way and Community Shares. As Chair of the Lake Shore United Way/Community Shares committee, Ms. Matthews also attended a system-wide planning meeting downtown this month.

The Preservation Department and many Technical Services staff members wished Laura Wallencheck, Preservation Assistant, a wonderful retirement at a party on November 26. On November 5, Patricia Lowrey, Technical Services Director, met with Eckhard Kummrow, a librarian from Wiesbaden, Germany, to discuss eBooks. Ms. Lowrey and several Technical Services Managers met with Hilary Prysbylla and Marlene Pelyhes from the CLEVNET/IT Department to discuss ongoing issues and projects on November 7. Ms. Lowrey attended the Board Work Session on November 8. She travelled to Columbus on November 14, for the semi-annual meeting of the heads of Technical Services for the large public libraries in Ohio. All Technical Services Managers were pleased to give tours of their departments to Branch Managers Rekiat Olayiwola and Jaime Delet on November 19.

Collection Management: Staff processed a total of 63 telescopes by relocating the floating materials to the branches and college collections at Case Western Reserve University (CWRU), Cleveland State University (CSU), and Cuyahoga Community College Metro Campus (CCC).

am Matthews, Collection Manager, met with Cheryl Diamond manager of the Fulton Branch. Ms. Matthews also virtually "attended" a Library Leadership and Management Association webinar, the "LLAMA Thought Leaders webinar series: Sari Feldman". Nancy Mocsiran virtually "attended" the webinar "Library UX: Unique Programs and Services for an Engaged Community" sponsored by *Library Journal*.

Ms. Mommers helped out in the Acquisitions Department in both ordering and receiving materials.

Materials Processing: The Associates cataloged 1,304 new titles for the Cleveland Public Library and added 1,477 records for the CLEVNET libraries. The Associates and Sr. Clerks added 4,775 items. The Technicians worked on 20,215 items.

Sabrina Rosario-Laureano joined the department as a Technical Services Senior Clerk. Elizabeth Hegstrom presented "RDA for Non-catalogers" to the Main Managers. Ms. Hegstrom assisted Andrea Johnson, Catalog Manager, in interviewing for a Technical Services Librarian, Catalog, Slavic emphasis.

High Demand: Staff ordered 2,339 titles and 8,229 items. They added 714 titles and 10,959 items. They received 580 items for the Acquisitions Department. The department placed all orders for branch paperback classics and began to receive and add the items when they began to arrive.

The IT Department worked hard with SirsiDynix to discover the reason for the *coredump* error message that caused some orders to have to be manually created. There is simply too much data in one of the fields on some orders. High Demand will work with Collection Management and other Technical Services Departments to prevent the recurrence of this problem next year.

Mya Warner, Technical Services Senior Clerk, attended a training session on book repair, offered by the Preservation Department. Dale Dickerson, High Demand Librarian, attended a NOTLS meeting on FAST (Faceted Application of Subject Terminology), a simplified indexing scheme which could be used to further enhance access to information.

Catalog: Librarians cataloged 3,482 titles and added 2,919 items for Cleveland Public Library. Catalog Manager Andrea Johnson conducted an interview for a Technical Services Librarian (Slavic language required) position with assistance from Elizabeth Hegstrom, Materials Processing Manager, and Dawntae Jackson, Human Resources Assistant. Senior Cataloger Michael Monaco attended the Ohio Library Council's Leadership Conference. He began his term as Coordinator for the Technical Services Division action council. Librarians Yeshen Dugarova-Montgomery, Regina Houseman, Perry Huang and Barbara Satow attended the NOTSL (Northern Ohio Technical Services Librarians) Fall Meeting. Ms. Johnson attended an OCLC Member Forum.

Acquisitions: Acquisitions Manager Jelar Elwell attended the Benefits Update Meeting for Non-Union employees at the Lake Shore Facility. The Acquisitions Department ordered a total of 9,812 titles and 13,428 items (including periodical subscriptions and serial standing orders); received 12,838 items, 1,422 periodicals, and 316 serials; added 191 periodical items, 105 serial items, 665 paperbacks, and 1,390 comics; and processed a total of 1,440 invoices.

Shelf/Shipping: Stephen Wohl attended a benefits meeting on Thursday November 20th. The meeting discussed the upcoming changes to the non-union benefit packages. The staff of the Lake Shore Shelf/Shipping Department sent 118 items to the Main Library for requests and 85 items to fill holds. Main Library received 335 telescopes, the Branches received 824 telescopes, CLEVENET received 110 telescopes, CASE received 7 telescopes CSU received 7 telescopes and Tri-C received 4 telescopes. A total of 1,300 telescopes were shipped

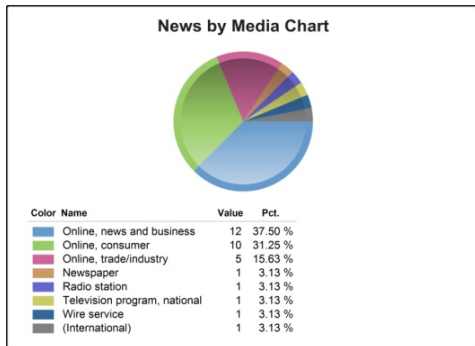
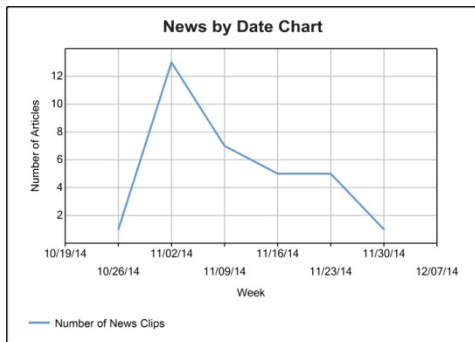
out. The Technicians sent 21,216 new items to the Acquisitions and High Demand Departments.

Preservation: Alicia Naab attended the NOTSL fall meeting as a member of the board; she and other NOTSL board members selected scholarship recipients for 2015. Elizabeth Bardossy attended the Ohio Preservation Council's fall meeting as a representative of CPL.

Ms. Naab, Gloria Massey, Renee Pride and Ms. Bardossy began to pack materials, tools and equipment in Preservation for the department's move to Main Library. Dozens of boxes were shipped and many more boxes and pallets packed and stored. Ms. Pride and Laura Wallencheck created documentation and examples of digicover procedures so that task can be completed by other staff in Technical Services. Ms. Wallencheck retired this month with her last work day on November 26th

There are now a total of 49,892 digital items in the Digital Gallery and 18,856 pages were viewed in November. The staff made 21 phase boxes and repaired 30 books. They treated 47 paper objects

MARKETING & COMMUNICATIONS



Media coverage for the month of November included 32 print and online publications as well as TV and radio. The full report, available in the Marketing Department, shows ad values of \$9,814.81 with outlet page views of 4,411,040 people. In November, the online print media outlets that featured CPL events and programs received 4,547,815 unique visitors. An online article in IBmag.com (Inside Business) entitled *2014 Cool Tech Awards/OneCommunity, Coolest Company Finalist* had the most media coverage discussing how Overdrive uses fiber connections from OneCommunity to transfer ebooks for CPL.

CPL was mentioned almost equally between online news and business and online consumer. Overall online news coverage has steadily increased and now accounts for over 84% of media coverage.

Ads to promote the new Cleveland Landmark Series library card featuring artist, Julia Kuo, appeared in the *La Prensa*; Free Classes ad ran in the Julia de Burgos fundraising program; Winterfest was promoted in *Campus Observer*, *Profile News*, the *Winterfest Guide* and *Lotus*; MakerSpace was promoted in the online magazine, *Belt*.

Over 10,000 postcards were mailed to those residents within a 1 mile radius of the South Branch to announce a meeting for the CPL150 Community Vision Plan. Final graphics were approved for Cleveland Digital Public Library.

Search Engine Marketing with cleveland.com resulted in the CPL ad being viewed 7,450 times on average per week, with an average of 581 clicks to website resulting in an 8% click-through rate for the month. *Library Cleveland* was the most clicked-through phrase. Curiously, the word "games" appeared in the top 10 clicked through for 3 out of 4 weeks.

November-SOCIAL MEDIA

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

1. Nov 28th: Coming downtown for #WinterfestCLE tomorrow? Check out the full schedule of music, activities, and fun: (Link to Winterfest schedule)
2. Nov 10th: Check out this great @wkyc story on Little Free Libraries in #CLE! (Link to WKYC video)
3. Nov 3rd: Do you live Downtown? Join @LeilaAtassi & @joecimperman on 11/12 to share your ideas, thoughts & feedback: (Link to community forum)
4. Nov 29th: Rumor has it that two of Santa's reindeer in training are at Main Library today (link to Winterfest schedule)
5. Nov 24th: Exciting news for our CPL branch in Old Brooklyn! (Link to story in Fresh Water)

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

- Nov 3rd: Check out our Rockport Branch staff dressed as their favorite book characters for Halloween
2. Nov 18th: Promotion of Scene Magazine's Holiday Hack-a-thon
 3. Nov 20th: Throwback Thursday: Sterling Branch 1915 Library garden
 4. Nov 21st: Sharing of photo from United Way featuring Felton Thomas
 5. Nov 24th: Exciting news for our CPL branch in Old Brooklyn! (Link to story in Fresh Water)

GRAPHICS

Graphics staff designed, printed, and distributed 87 items in November in addition to graphics for the library website, and 4 staff newsletters and UpNext monthly program guide and MyBranch branch activity fliers.

Highlights included: A Winterfest promotional materials.

WEBWARE www.cpl.org

Twitter followers are up from 7,162 in 2013 to 9,601 currently. Facebook fans are up from 5,892 in 2013 to 7,057 currently.

Library News on the cpl.org homepage featured pages built for the following news items during the month of November: Board of Trustees meetings, Winterfest, Records Commission Meeting, and Holiday Hack-a-Thon.

During the month of November, the following events, programs, and information were promoted on pages of cpl.org: Step Out Cleveland; Winterfest; Exhibits; New Library Card; Gale Courses; TechCentral; Brown Bag Book Clubs; Free Tutoring; Zinio; Veterans Day Closing; Thanksgiving Day Closing; Warm-Up Cleveland; and TechCentral Makerspace.

The 39th "Off the Shelf" (November 2014 edition) was sent out on November 4, 2014. Of the emails sent, an estimated 1,495 were read, giving us a 17% open rate. The November edition featured: Step Out, Cleveland...And Shake Off the Rust!; It's beginning to look a lot like Christmas: A Christmas Carol Exhibit Opens November 7; A Cleveland Holiday Tradition: Annual Winterfest Celebration; International Games Day; and ImpACT216! The following new arrivals were featured: *The Burning Room* by Michael Connelly; *The Ship of Brides* by Jojo Moyes; and *Us: A Novel* by David Nicholls. The following news and events were promoted: Genealogy and Family History Research Clinic; Who Lives Downtown? What Do They Want?; Maker Kit Mania!; Carnegie West Knitting Club; 3D Cookie Cutter Lab; Crafty Ladies Thursdays; and Legal Aid @ Your Library.

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 conversion project for LSW and Main. We are meeting weekly with contractors working on the Digital Hub. We were asked to participate in the Cedar Extension Estates Leed and Sustainability Evaluation. Interviews are ongoing to fill open positions due to transfers and retirements.

Maintenance Mechanics continue to maintain the buildings for the safety and comfort of patrons and staff. The heating coil was replaced in the main heating unit at Addison. All clocks and time clock throughout the system were reset for the yearly time change. The duct work on air handling unit #3 was repaired at Lakeshore. Staff worked with a contractor using a large snake and camera to locate blockage in lower level restrooms located in LSW. The batteries were replaced in the water sensors located in the electrical rooms in LSW. All of the humidity sensors were replaced with new ones and we worked with a contractor to set up the humidity for the buildings automation system. The filters in the fan coil units (40) on the fourth floor of Main have been changed and work has started to replace the filters in the third floor units. A new water pressure regulating valve was installed at MLK. Boilers repairs were completed and the gas valve and ignition igniter for the lower rooftop unit were replaced at Mt. Pleasant. A bad variable frequency drive (VFD) for the air handling unit at Rice was replaced. The rooftop air handling unit was serviced and the filters were changed at West Park. The hot water pump was removed for repair and reinstalled after pump was rebuild at Woodland.

The Carpenters and Painters were working on completing open work orders.

The Garage serviced and made minor repairs to vehicles as needed.

SAFETY & PROTECTIVE SERVICES

Safety Services

- LSW/Main evacuation procedures were drafted and sent for approval
- Lt. Duncan attended the job fair at Hispanic Community Center 11/10/2014
- 40 hour work week being scheduled for the first full pay week in January per ratified contract
- Effective immediately, "comp time" will be offered for all overtime.

Protective Services

Activity

Month	Total Dispatch Activities	Ave per day	Total Alarms	Branch Emergencies	Branch Visits	Downtown Campus Incidents	Incident Reports Generated	CPL access activities
Nov 2014	4442	193	170	17	237	189	40	48
Oct 2014	4939	198	196	25	307	182	54	48
Sept 2014	5222	208	193	23	333	157	28	77
Aug 2014	4997	192	90	29	313	153	34	83
Jul 2014*	3,137	224	71	22	206	69	52**	133**
Jun 2014	4,593	200	102	29	391	148	36	
May 2014	5,958	221	82	42	444	156	58	
Apr 2014	5,500	204	78	39	362	186	46	75
Mar 2014	5,531	213	179	36	284	201	47	70
Feb 2014	5,524	240	177	35	278	158	41	69
Jan 2014	5,426	226	199	21	260	209	45	76
Dec 2013	6,250	272	239	34	224	254	58	86
Nov 2013	6,407	267	257	44	211	229	84	425
Oct 2013	5,648	226	301	42	262	144	63	61
Sep 2013	6,371	265	270	20	251	140	36	204

*This month is only for 14 days due to a network drive issue and subsequent loss of data.

** This count is not impacted by loss of data.

Special Attention, Special Events, and Significant Incidents

- Hispanic Heritage Month Event in LSW and Main 11/1/2014
- Man Up Event LSW and Main 11/19/2014
- SPS staffed Winterfest 11/29/2014
- Officer Joseph Stephanos retired 11/28/2014

Protective and Fire Systems

- LSW and Main buildings emergency evacuation plan drafted and submitted for approval and distribution.
- With Tish Lowery's consent the doors to the auditorium will be opened and remain open; that will complete the tornado/earthquake evacuation plan for Lake Shore facility.
- Scheduled ABCO Fire Protections annual fire alarm inspections to begin the second week in December.

Contract Security

- G4S has their full time guard posted earlier due to short staffing at the Garden Valley branch. The new part time guard will start at Garden Valley 12/12/2014.
- G4S has a new part time guard hired for Hough branch.
- We had G4S staff a guard at Lorain branch for carpet installation after hours.

Administration

- SPS present at Board Meeting 11/20/2014
- Received notification from Human Resources 12/1/2014 to move forward with instituting changes defined in the ratified 244 Contract.

INFORMATION TECHNOLOGY & CLEVNET

CLEVNET

CLEVNET's strategic planning process started last year with a series of regional planning sessions. From the input gathered at those sessions, five areas of focus were identified: Governance, Change Management, Technology, Marketing and Training. The Directors' Panel chose to focus on Governance at their first retreat in August and condensed their concerns about Governance to Vision, Fiscal Transparency, Staffing and the Voice of the Directors' Panel. The follow-up retreat in September focused on staffing because of the pressing need to deal with staffing shortages in the IT/CLEVNET department at CPL. The retreat participants unanimously endorsed a new staffing model for CLEVNET which is reflected in the 2015 budget. Three new positions and three vacant positions are to be filled. Management staff are working on job descriptions and interview questions.

CLEVNET Projects

- Work continues of the firewall upgrade—top priority.

CPL Projects

IT continued to work closely with Public Services on the Cleveland Digital Public Library project.

Library Systems & Applications

In November, the software team completed 239 help desk cases. Support highlights:

- Changed the subject line on patron email notices for hold pickups, overdue and lost materials, and due soon notices to provide a specific description of the type of notice being sent. Previously, all email notices used the generic subject line "Library Notice"
- Investigated an issue with acquisitions reports failing to properly load orders into the database in the High Demand department. When these orders failed, staff would need to manually intervene which interrupted their workflow and prevented them from efficiently creating orders. The problem was tracked to a note field in the incoming MARC records that exceeded a character limit.
- Generated over 50 weeding/shelf list reports for CLEVNET member libraries.

Hilary Prisbylla and Marlene Pelyhes met with staff from CPL's Technical Services department to discuss upcoming projects and outstanding issues. CLEVNET meetings: Ms. Prisbylla and Beth Hatch attended the Public Relations Special Interest Group meeting at the Heights Library, and Ms. Pelyhes and Ms. Prisbylla attended the Circulation Special Interest Group meeting, also at the Heights Library.

KnowItNow24x7

Librarians working with KnowItNow24x7 in November handled a total of 2,074 chat sessions and 125 text messages. Donald Boozer, KnowItNow24x7 Coordinator, participated in the Ohio School Boards Association Conference as an exhibitor in Columbus. He shared information about Ohio's virtual reference service with the conference's attendees and fellow exhibitors. Mr. Boozer trained seven students in Kent State University's School of Library and Information Science Information Sources and Services class to staff the statewide service as part of a final project.

The KnowItNow24x7 Community Site had to be taken offline in November due to issues with a widespread attack on the Drupal content management system used as the site's platform. A new Community Site is due to be back online on a new software platform in early December. The "Drupalgeddon" attack had no effect on the ability of the statewide virtual reference service to serve patrons.

Virtual Services

Virtual Services Manager Beth Hatch presented on eBooks and eMedia at Rock and Roll Hall of Fame Library and Archives.