TO: RPL Board of Trustees
FROM: Patricia Uttaro, Director
DATE: August 29, 2018
SUBJECT: Monthly Report – August 2018

Action Items

Member Items, New York State Education Department: For the seventh year, State Senator Joseph E. Robach has solicited New York State Education Department (NYSED) funds to support branch library adult literacy initiatives ($15,000), which will expand Test Assessing Secondary Completion (TASC) tutoring in the Lyell and Maplewood branches.

For the sixth year, State Senator Michael H. Ranzenhofer has solicited New York State Education Department (NYSED) funds for the Douglass, Wheatley and Arnett branch libraries ($33,000). The funds will support continuations of literacy initiatives, including early childhood, TASC tutoring, afterschool tutoring and library materials.

For the fourth year, southeast branch library funding ($15,000) was made possible through the efforts of Senator Rich Funke to support purchase of new public seating, additional programming and new library materials at the Sully, Monroe and Winton branches.

Due to the timing of announcements of additional aid and the passage of legislation, a budget amendment is required and was submitted to City Council for its August session.

Board Action Requested: Acceptance of NYSED member item funding of $63,000 to support various RPL branch library services, materials and furnishings as described, and amending the 2018-19 Community Budget.

Allocation of 2017-2018 Annual Campaign Proceeds: $239,042 was raised through the July 1, 2017 to June 30, 2018 annual campaign. Based on the RPL’s joint fundraising agreement with the Friends and Foundation of RPL, the proceeds of the annual campaign are to be divided evenly between the FFRPL and RPL, less any donor-restricted gifts, which translate to the following recommended allocation:

Distribution of net proceeds:
Rochester Public Library for books, materials and programs $82,500
The Friends and Foundation of the Rochester Public Library $82,500
Campaign Direct Costs $25,809

Restricted gifts and additional library allocation:
Donor Restricted funds for Library use $26,473
Restricted gifts to endowment funds $12,250
Funds for donor recognition author event $7,978
Gifts designated for special Library programs $1,532

Total $239,042

Board Action Requested: Approval of the proposed 2017 – 2018 annual campaign earnings allocation as described above.
Tutoring Agreements: With Board acceptance of Bullet Aid and receipt of the RPL’s annual adult tutoring report, the RPL recommends continuation of Test Assessing Secondary Completion (TASC) tutoring and afterschool tutoring with three of our current instructors. James Lynch (assigned to Arnett, Lyell and Wheatley branches), is recommended to continue weekly instruction and coordination of inter-agency TASC support at branch locations, based on his prior instruction and facilitation experiences. Melissa Parrish (assigned to Maplewood branch) and Charlene Girard (assigned to Wheatley and Arnett branches) will provide afterschool student tutoring services in a similar capacity to prior years of service. Weekly schedules for classroom tutoring at each branch are established by Branch Administration, the Branch Site Supervisor, and instructor. They will each be paid at a rate of $28 per hour at the following not-to-exceed amounts:

James Lynch, 540 hours, $15,200  
Melissa Parrish, 164 hours, $4,600  
Charlene Girard, 320 hours, $9,000

Funding is allocated from FY19 Bullet Aid ($28,800).

Board Actions Requested: Approve an agreement with James Lynch, for the services described, for an amount not to exceed $15,200 and a period of September 1, 2018 to June 30, 2019.

Approve an agreement with Melissa Parrish, for the services described, for an amount not to exceed $4,600 and a period of September 1, 2018 to June 30, 2019.

Approve an agreement with Charlene Girard, for the services described, for an amount not to exceed $9,000 and a period of September 1, 2018 to June 30, 2019.

Temporary Lease Agreement: Construction for replacement of the Rundel Loading Dock will begin in mid-September; during construction of a new loading elevator and associated systems, the Shipping/Delivery staff will need to be relocated to a temporary location for continuation of MCLS system services. This occurred during the Court Street terrace replacement in summer 2014. City Real Estate has again assisted the Library with locating temporary space that meets Shipping/Delivery requirements, at 90 Canal Street. The property is owned by Maguire Properties, Inc., the same landlord as our 2014 relocation. The 3,750 square-foot space rents for $1,172 per month plus water and electric. We are proposing a two-month lease period, for a cost not to exceed $3,000. Due to timing of construction, we tentatively assume September 15-November 15, 2018, but dates may shift dependent on delivery of lift components.

Board Actions Requested: Approve a temporary lease agreement with Maguire Properties, Inc., for an amount not to exceed $3,000 and a period of two months.

Rundel Terrace Artist Selection – Details will be provided at the Board Meeting.

Board Action Requested: Wording provided at the Board Meeting.

Discussion Items

Winton Branch Parking Lot – The City has been approached by a member of the North Winton Village Association which is interested in discussing the possibility of purchasing the parking lot at the Winton Branch to be used for neighborhood business parking needs. As you know, the use of the Winton Branch parking lot by non-library visitors has been a source of frustration for years. City Attorney Meghan McKenna has done a good job of working with the neighborhood around the City & Library position that the gate across the parking lot will remain to better control access to the lot when the library is closed. The Mayor has asked for feedback from the Library Board before answering this inquiry.
Report Items, Patricia Uttaro, RPL Director reporting

**Recommended Reading/Viewing**
- Can Reading Make You Happier? - [https://www.newyorker.com/culture/cultural-comment/can-reading-make-you-happier](https://www.newyorker.com/culture/cultural-comment/can-reading-make-you-happier)

**Upcoming Events**
- Monday, September 17, 11:00 am – Check Presentation to Seymour Library by Senator Ortt – Seymour Library (following MCLS Board meeting at the Ogden Library).
- Thursday, September 20, 11:00 am – Rochester Area Community Foundation Annual Luncheon – Convention Center. Former FFRPL Executive Director, Kathryn Nixon, will be honored with the Joe U. Posner Award. See Ned about available seating.

**Roc the Future Update** - After receiving some requests for information from MCLS member library staff and from RPL staff regarding Roc the Future and RMAPI, I arranged an informational workshop in July. RtF Director Jackie Campbell spoke about the history of Roc the Future and STRIVE, touching on the collective impact and theory of change models and talking about how they have been applied locally. I spoke about how working with RtF has shaped my own approach to managing the library and developing the RPL strategic plan. In addition to this workshop, I continue to serve on the RtF Executive Committee and have been asked to co-chair a new collaborative action network focusing on early grade literacy. Tonia Burton joined me over the summer in serving on a planning team tasked with developing the action plan for this network, which will begin its work in September. The Mayor is the Chair of the team, and RCSD teacher Karen Fahey and I are co-chairing with her.

**City Activities** - I participated in several notable activities with City government over the summer. On July 17, the Mayor led a 5-hour bus-tour for city managers that took us through every part of the City. We were asked to pay attention to the condition of neighborhoods, roads, landscaping, etc. as we moved through the city. The most interesting and informative aspect of the tour was the running commentary from the Mayor and staff regarding new building projects, neighborhood challenges, and city history as we traveled through all four quadrants. This tour was followed by two days of work with Baker Tilly, a consulting firm hired by the City to produce a strategic plan and to review the organizational hierarchy of city government. The discussion and activities with Baker Tilly and other city departments were very informative. Finally, I have been asked to serve on the Smart City Team, which is tasked with research and development around use of data and technology to improve city government. The group has met twice and identified three priorities for approaching the work.

**Transfer to Kronos Payroll System** - Ana Suro has led the library’s work with moving over to the Kronos online payroll system. The library will be the third department to shift over to the system this fall. Ana has assembled a team of 15 people who are currently meeting several times a week to test timecard scenarios and other actions in the Kronos system. This system will move us from paper timecards to online entry of time worked. We expect to train all staff in September and fully move to Kronos by the end of the year.
RPL Strategic Plan Progress

Education & Engagement

**Arts & Cultural Council for the Rochester Area** - I was recently invited to join the board of the Arts & Cultural Council and accepted the offer. I attended their annual meeting on August 1 and was added to their Governance Committee, led by Sandra Frankel. The Council has always been a strong supporter of the arts in libraries and is currently in a rebuilding stage. I believe my participation there will ultimately benefit MCLS and RPL libraries.

**RPL Website Update** - The Rochester Public Library website has continued to gain visitors. When launched in January, the site had 3,399 visits and 2,788 unique visitors. For the month of July, the website had 15,736 visits and 8,370 unique visitors. Sally Snow met with Mary Rooyce and Mary Jane Wright of LAS to discuss punch listed items for the site and a wrap-up of the project.

Sustainability & Resources

**Minority & Women Owned Business Update** - The City of Rochester has established new Minority and Women-owned Business Enterprise (MWBE) workforce goals, adopted by City Council (Ordinance No. 2018-54) and effective as of July 2018. The goals increased public works construction contracts for facilities from 19.4% to 30% (20% minority, 10% women), and established 30% goal for professional services (15% each women and minority). These goals can be achieved through both primary contracts and sub-contracts and include “credit” for women and minority employees in their general workforce when considering competitive proposals for services. The City’s MWBE Officer and Purchasing Department will support all City departments, including library, when soliciting services and awarding contracts.

Library staff attended training in July to support future Request for Proposal (RFP) documents and received new language to be incorporated in Professional Service Agreements. Trustees that may participate in future RFP’s will receive standard evaluation tools for consultant proposals. The City’s overview of MWBE changes is available at http://www.cityofrochester.gov/mwbe/.

**Consolidated Funding Application** - The Library has submitted a Consolidated Funding Application to the New York State Office of Parks, Recreation and Historic Preservation, under the Western Erie Canal Heritage Area. The grant seeks funding for additional landscape design services, web design services and construction of historical, interpretive features as part of the Rundel north and east terrace project. Interpretive and educational features, signage and kiosks will showcase the many layers of history within this significant place in Rochester's Center City, with a focus on the Erie Canal Aqueduct. Program development of interpretive features will be provided in-kind by the RPL and City Historian's Office.

The project will use Bluetooth Low Energy technology to share a virtual exhibit of the impact of water and the Canal on Rochester's development. Known as beacons, these one-way transmitters push messages directly to mobile devices; location-specific messages can be used to alert anyone in proximity to the Rundel building of available resources to learn more about the site. As part of the project, RochesterVoices (the RPL's history experience website) will be expanded to add an exhibit for the Erie Canal Aqueduct, similar to its virtual women’s suffrage exhibit.

The budget for these enhancements is $390,000; while the RPL would qualify for a 75% share based on zip code, the RPL and City of Rochester are providing $207,000 in share funds, with a state grant request of $183,000.

Stewardship & Curation

**New York State Commissioner of Education Visit** - NYSED Commissioner MaryEllen Elia visited the Central Library on July 24, as part of her Cultural Education Showcase Tour. We collaborated with JoAnne Antonacci
from BOCES II to create a tour that gave the Commissioner the opportunity to meet with students and to see firsthand some of the educational projects and services public libraries provide. Elia spoke with several summer Literacy Aides, met with a group of students using the imagineYOU lab and workspace to create a video PSA on gang violence, and learned about the many collaborative projects between the Local History Division and the City School District. It was clear that many of the things we do at the Central Library, many of which other libraries in Monroe County and across the state provide as well, were unfamiliar to the Commissioner which suggests we could improve information sharing and advocacy to her office.

Central Library Updates
Assistant Directors Sally Snow & Tolley Reeves, EdD, reporting

Social Media
Facebook
- Page views- 1,401
- New page likes- 84 (3,806)
- Page reach- 100,504 people
- Post engagements- 23,889
- Checked in and mentions- 75 people
- Facebook Events Calendar
  - Individual events reached- 18,868 times
  - Visitors went to our full events calendar- 3,276
  - 638 people engaged with the event on Facebook or linked to our website through the event
- Video Views- 10,654
- Responded to 16 messages on Facebook
- Actions on Page- 6 people clicked on this button

Twitter
Profile Visits
- Rochester Public Library- 1,197
- Monroe County Library System- 497
New Followers
- Rochester Public Library- 16 (1,652)
- Monroe County Library System- 20 (1,981)
Engagements
- Rochester Public Library- 444
- Monroe County Library System- 157
Favorites
- Rochester Public Library- 167
- Monroe County Library System- 80
Mentions
- Rochester Public Library- 71
- Monroe County Library System- 62
Responded to 5 messages on Twitter

Instagram
- New Followers- 32 (1020)
- Likes- 357
- Comments on a post- 7
- Mentions- 8
- Saves- 0
- Engagements- 364
- Page visits- 67
Constant Contact Newsletter
- Subscribers who opened newsletter- 2211
- Click through- 282
- New subscribers- 46

YouTube Channel
- Video views- 454
- Videos added to playlists- 9
- New subscribers- 5 (67)
- Shares- 5
- Likes- 5
- Comments- 0

Patron Services, Cynthia Dana reporting

Community Outreach
- Cynthia Dana serves on the Board of the Washington Square Neighborhood Association and has recently assisted with two Movies with a Downtown View events sponsored by the Association; she also attended one WSNA Board meeting.
- Dana also welcomed Bennie Calderon into the library to do quick interviews with patrons as part of the Democrat & Chronicle Time to Educate Initiative. Director Uttaro reached out to education reporter Justin Murphy when the initiative was announced and encouraged him to deploy reporters in the libraries where they would be able to talk with patrons who have experience with the RCSD educational system.

Arts & Literature Division, Nanci Nugent reporting

Programs
- Make Music Day Rochester was the local celebration of an international event that encourages people to participate in music making in their community. The Central Library was a Make Music Day venue, hosting jazz trumpeter Al Biles, his software sideman “GenJam,” and the talented students of the Kanack School of Musical Artistry. The Kanack students included a musical performance of the “Three Little Pigs.”
- Rochester Writes continues to attract local writers to Central Library. Local author and teacher Gail Hosking taught a four-part Memoir Writing class in June to a filled classroom. One student made the following comment: “Gail’s expertise was well received, and she inspired me to do more and to try harder. Be real. Be authentic.” Another commented: “Awesome experience!!” Local screen and playwright, Howard Solomon, introduced Rochester Writes students to the art and craft of playwriting in a four-part series offered in July. Students came away with an understanding of what makes up a good play through discussions and readings that explored dramatic action, character, and what it takes to create a memorable moment in the theater.
- Date Night: Making a Photo Book was the last class in the series. Book artist Rebecca Lomuto taught students how to bind a simple book where photos could be added to create a memory book. Library patrons have enjoyed these classes where they create something together. Patrons remarked on how they learned new skills in these classes from making chocolate truffles, painting on wine glasses, and now knowing how to bind a simple book.
- Librarian Nanci Nugent has been making all different kinds of fabric dolls for many years. In this Monster Doll program, she introduced a new technique to patrons. Making these dolls requires little sewing experience and there is no right or wrong way to make them. The crazier the better!
Patrons were able to choose from many different fabrics, faux fur, trims, and buttons. Nugent taught patrons how to put the pieces together and how to apply the different embellishments. Everyone said they had a great time and it was one of the most enjoyable and amusing classes they have taken.

- In the Shamanism and the Soul's Response to Illness program, Cecil Carson, MD, gave an informative lecture which explored how serious illness often requires a soul-level response that goes beyond physical and emotional healing. Soul issues frequently arise in the form of “Who Am I?” “Why is this happening to me?” “Am I more than my physical body?” She discussed how shamanism, an ancient, non-religious form of healing, can help address these deep questions of meaning. Carson is a retired Clinical Associate Professor of Medicine & Psychiatry, University of Rochester Medical Center, and a Shamanic practitioner and trainer.

Outreach
- The partnership between Lifespan Wolk Café at Sibley Square (previously called the Lifespan Older Adult Center) and the Central Library is off to a great start. Librarian Mary Fraser began the collaboration by teaching a ukulele basics course to a group of seven seniors. The class started in June and will continue on a bi-weekly basis throughout the summer. Students checked out the library’s ukuleles for the duration of the course and are learning to strum along with some fun tunes such as “Don’t Worry, Be Happy”.
- Librarian Melissa Manczuk taught the first in a series of monthly craft classes. At the first class, the group of enthusiastic crafters created 3-D paper tulips and tissue paper peonies. The participants were very enthusiastic about making the flowers and delighted by the range of color choices available. Many were surprised by how easy the flowers were to make, with one participant mentioning that she was not crafty at all, but that she could certainly do this and would love to come to more classes. Melissa and the group chatted about the different kinds of crafts they enjoy and what kinds of craft activities they would like to engage in in the future.
- Lifespan’s Program Director, Ellen Apetz says this about our newly formed partnership: “Mary’s Ukulele class is fabulous! Everyone loves it! Melissa’s first Arts and Craft class was fantastic as well! I cannot say enough positive things that the members have shared with me. They are feeling active and engaged physically and mentally!”

Exhibits
- Members of the Association of Games and Puzzles exhibited some rare examples of board games in the Art and Literature Division’s Riedman cases. The games were manufactured locally in the early 1900’s by the All-Fair Toy and Game company.
Meetings

- Sarah Bishopp Vélez and Darlene Richards met with Doug Mabon, SCORE mentor and former chairman, to discuss the informational needs of small business clients. Doug gave a great overview of some of the steps they take a client through in developing their business model (including referring them to the Central Library) and listed some names and other resources that might help Business Division staff assist clients more effectively. Richards and Bishopp Vélez talked briefly about some of the challenges they are facing with limited staffing, and Doug was very helpful in providing a few suggestions to make reference interactions with small business clients go more smoothly. Overall, Doug reiterated how great a resource the library is for the small business community, and that there are not many other libraries doing what we do! Staff confirmed that the library will continue to provide the same level of informational resources as we have in the past and will work to spread the knowledge base to more staff so that small business clients can receive help in an efficient and timely manner.

Programs

- Sarah Bishopp Vélez oversaw her first 1st Wednesday program and it went very well. Jim Soufleris from the Small Business Development Center (SBDC) was very welcoming and inclusive, as usual, and assisted her in running the program smoothly. Michael Krause, President of Sales Sense Payments, a Rochester-based consulting firm, was a superb presenter and kept everyone engaged throughout the whole presentation with his humor and interaction with the audience. He gave several tactics, strategies, and winning methods to use to generate new sales and build customer loyalty. This was the last 1st Wednesday program until September, and Sarah is looking forward to next season, albeit with potentially new SBDC staff since Jim will be moving out of state.

- Four presenters presented How to Avoid Fraud In Grant Writing: Guidance for Small & Grassroots Organizations. Two of the presenters were from the local grant writer’s network at St. John Fisher College. Robyn Miller also teaches classes on fundraising at St. John Fisher College’s Center for Community Engagement. Maranne McDade Clay also provide grant writing and consulting service to nonprofit organizations and municipalities. Susan Sadinsky is Assistant Attorney General, Public Integrity Bureau, Buffalo Regional office. Ms. Sadinsky is responsible for investigating and prosecuting public corruption, fraud and the abuse of authority to ensure public trust in government. Robyn Miller spoke about the criteria for hiring a grant writer, Maranne McDade Clay focused on New York State grants and New York State Grants Gateway.

- Sarah Bishopp Vélez hosted her first BizKid$ program, and had a great time interacting with the students. BizKid$ is a week-long camp through the City of Rochester that teaches youth ages 10-18 entrepreneurial skills. In the Business & Social Sciences Division, the kids used the library’s resources to write their own business plan. They then went to Teen Central and used the computers there to create business cards. A big thank you to Dennis Williams for the use of Teen Central, as well as Kirmani Scott, BizKid$ Program Coordinator, and Chad Rieflin from CCCS of Rochester, BizKid$ lead instructor, for all of the wonderful work they do with these students!

Database Statistics: June/July

- ABI Inform- 27 sessions; 607 searches; 1006 documents
- Business Market Research Collection- 29 sessions; 1003 searches; 311 documents
- Entrepreneurship Database- 23 sessions; 522 searches; 4 documents
- Foundation Directory Online Professional- 259 searches
- CQ Researcher- 2 sessions; 7-page views
- Ibisworld- 146 hits
- Mergent Archives- 8 searches; 16 pages viewed
- Small Business Resource Center- 81 searches
Children’s Services, Tonia Burton reporting

Programs

- One hundred and ten 5th grade students from School # 9 visited Central Children’s Center for an afternoon. They received a tour, book talks, and enjoyed lunch in the café area. Part of the experience was to have the students walk around the neighborhood and learn about its history. This was quite a large group for two librarians but with the help of using the café for lunches and splitting the groups up it was manageable. After the visit, a few students came back to visit with their families. It’s also fun to watch them give clues to finding the Secret Room.

- Sarah Ngo reports that June was a busy but fulfilling month. We wrapped up Raising a Reader with all our sites. Ngo attended five moving up ceremonies for three and four-year-old classes. She saw 72 children move up and 167 family members. She was amazed at how many families participated in moving up events. It made the kids feel special to sing songs to their parents and families.

- Burton and Ngo attended the Family Fun Day at ABC Early Head Start on Joseph Ave on June 7. We had a table set up with parent surveys, giveaways, and library information. We spoke to over 50 people about Raising a Reader and libraries. It was a great day filled with food, music, and activities for families to do together to celebrate the end of the school year.

- The 2018 Summer Learning Program collaboration between the Rochester Public Library and Mayor Warren’s Summer Stars Challenge was kicked off at the Frederick Douglass Library. Burton worked with Kiara Warren, Assistant to the Director of Special Projects and Education Initiatives, and Patrick Flannigan, City of Rochester Communications, and Sara Scott, Department of Recreation and Youth Services to organize the event. Sarah Ngo (Frederick Douglass Children’s Librarian) worked closely with the R-Center to be sure the children attending had parent photo release forms. Ngo also worked with Rochester Child First Network to bring three groups of their children to the program. Topher Holt, local musician, teacher, and library favorite performed a concert for the children in attendance.

- We also said goodbye to the much-loved fish tank. Over a weekend the tank’s seal broke and the 120 gallons of water leaked onto the carpet in the entry area. Thanks to quick work of maintenance staff and children’s center staff we quickly set up a temporary location in the Kate Gleason Auditorium for the first day then in the B-Hive when it was obvious it would take time to get rid of the smell while the carpet was dried and cleaned. LAS helped make sure our computers were safe and circulation helped out by becoming the children’s circulation service center for a week. Families and groups were saddened to hear the news and even though we used the B-Hive to offer programs and play space, many families opted to return later. We lost a lot of circulation and program numbers this month as we work to let people know we are back in business.

Photos of families during our brief stay in KGA and the garden
• We continued our collaboration with WXXI for weekly Exploration Stations. Each week we have focused on a specific music genre to tie into the theme of Libraries Rock! We have not had the large numbers we have in the past. Many groups have told us they do not have transportation this summer, so they cannot visit every week. During Rock Week, guests enjoyed playing with the Little Bits and creating their own guitars. We also have students from Eastman joining us to play different types of music.

• On July 12th Central Library was chosen as the location for the National Day of Summer Learning press conference. Luis Perez from Summer Leap worked with Burton to plan and coordinate the event. Participants were given a tour of Teen Central and joined in the Exploration Station activities. Later in the month, the same location was chosen to host a visit from Commissioner Elia, NYS Commissioner of Education to highlight what libraries contribute to learning. The visit gave staff a chance to talk about all the ways we serve out of school learning and the important work we do with families.

Collaborations
• The 2018 Rochester City School District Summer Literacy Aides attended an all-day training with Children’s Services Consultant Tonia Burton and new Children’s Center Librarian Katie Powell. Dr. Lisa Hiley, Nazareth College, joined in the afternoon to provide hands on experimental learning. The Literacy Aides provide valued support to Rochester Public Library during the busy summer season. They are responsible for signing children up for summer reading, reading with and to children, assisting children’s librarians with programming, and offering pop up programs as needed. The literacy aides are recruited by the school district and are high performing high school students recommended by their principals and counselors to participate in this collaboration funded by the district. The literacy aides also gain important skills from their work with the library. For success in college and beyond, teens need to learn basic workforce readiness skills. The summer literacy aide program provides teens an introduction to workplace interpersonal and professional skills. They learn communication, enthusiasm and attitude, teamwork, networking, problem solving and critical thinking, and professionalism. Cell phone etiquette and appropriate enthusiasm are constant challenges as is teamwork. Many of the students are in the work world for the first time so we work on pulling them out of their shells and give examples of ways to engage with children in the library. Literacy Aides shared books with each other and ideas for sharing the books with children throughout the summer. Each person left with a written plan that had detailed plans for books and projects they would incorporate this summer. STEAM activities are done in all our libraries. During the training, literacy aides learned about different types of science, technology, and math concepts and did some easy hands on activities they can do in the library. Teams worked to track disappearing sugar cubes and charted the progress.

• Strong Center for Developmental Disabilities has worked with MCLS to offer training for staff on creating training to provide an overview of inclusion in recreation & leisure settings, including programmatic considerations, behavioral supports, and tools for facilitating social engagement. They also invited us to offer a Traveling Technology program for families who attend the Rochester Regional Center for Autism. We have begun meeting with families of children K -12 to build trusting relationships, so the families know their library is a trusted source for their needs. They have most recently requested space for focus groups. Recognizing that libraries are where families go for educational and recreational purposes and that our
librarians have trusted relationships with families who may not be comfortable talking with people from a university or hospital, our staff can facilitate introductions in a comfortable setting. They will use our spaces to host a series of focus groups to learn about what’s working well and what’s not in terms of supports and services for individuals with disabilities in our community. They will be specifically focusing on employment, healthcare, education and recreation opportunities.

- We have added a new group using the Children’s Center: The Social Cognitive Development Lab at University of Rochester. This lab focuses on social cognition, intergroup attitudes, and morality in childhood and adolescence. Researchers will be talking with caregivers about family’s experience with their children’s perceptions of social inequalities, experiences of social exclusion, the development of stereotypes, and reasoning about rights. Once again, Central Library was contacted because it is seen as a place where families with different backgrounds visit to meet their families’ educational and recreational needs.

Circulation & Information Services, Kathy Sochia reporting

Statistics
- 236 new borrowers
- 400 new cards for Summerleap program (requested by Tonia Burton)
- 47 new cards for Urban League
- 14 RRLC Access cards
- 148 Notarial Acts

Anecdotes
- A staff member borrowed an Empire Pass for a weekend trip to Letchworth State Park and came back to thank Kathy Sochia. The staff member’s boyfriend asked her to marry him during a hike through the park.
- A patron called Sochia to talk about lost items on three family member’s records. About two years ago there had been a fire in her apartment building and her landlord threw out all of their belongings. They were temporarily homeless before moving in with relatives in Orleans County. This summer they moved back to Rochester and she asked if we could help with her fines, so her children could do their summer reading. Sochia waived $570.00 to give them a fresh start.
- A woman and her 11-year-old brother attended the Basic Excel class taught by Brian DiNitto. The woman spoke mostly Somali and a little English. Her 11-year-old brother learned Excel along with her and served as a translator for her questions.
- Ron Freitag and DiNitto helped a local musician copy some CDs of his songs. The patron had appeared on “America’s Got Talent” last year.
- DiNitto gave a family visiting from Denmark directions to local landmarks within walking distance from the library. He also helped a patron, originally from Cuba, who wanted to fill out some applications to work in restaurants. Her English was limited, so working with Google translate was helpful. We helped her get through her applications and also helped her set up an account for auto payment of her rent. With help from Melisa Miranda at Circulation we let her know the importance of having a complex password for financial matters and using a capital letter in her password.

Local History, Christine Ridarsky reporting

- The Local History & Genealogy Division was delighted to have several members of its staff recognized in July with a City Employee Team Meritorious Service Award. City Historian/Historical Services Consultant Christine Ridarsky, Historical Researcher Michelle Finn, and Library Assistant Emily Morry were recognized for their contributions to city-wide celebration in 2017 of the 100th anniversary of New York State granting women the right to vote, particularly development of the Because of Women Like Her…Winning the Vote in New York State exhibition held at the library. Other members of the team were Corinne Clar of the library Graphics Department and Tiana Stephens and Paula Deacon of City Communications.
Programs

- The highlight of the Local History & Genealogy Division’s summer programming was a marathon reading of the *Narrative of the Life of Frederick Douglass, an American Slave* held at five locations throughout Rochester and Brighton between July 19 and 22. Over the course of four days, 131 people, of all ages and from all walks of life, took turns reading aloud from the autobiography. Sessions were held at the Central Library of Rochester & Monroe County, Frederick Douglass Community Library, Phillis Wheatley Library, Brighton Public Library, and the University of Rochester’s Rush Rhees Library. We also gave away 62 copies of the book, mostly to youth participants. The event was the result of a partnership between the Rochester Public Library, Brighton Public Library, UR’s Department of Rare Books, Special Collections, and Preservation, Writers & Books, and the Frederick Douglass Bicentennial Commemoration Committee (of which Ridarsky is a member).

- Koehler presented a program on Ancestry.com at the Gates Public Library in June. A dynamic group of patrons expressed an interest in forming their own genealogy group at the library, and the staff indicated that they would support this effort. This would be the third MCLS library to form a local genealogy group spurred by the popularity of Koehler’s programs. After Koehler’s program, one gentleman collected contact information from other participants in order to collaborate. He also indicated that he would be planning a trip to the Central Library to view town newspapers.

- In all, Koehler presented 30 genealogy programs to 608 participants throughout Monroe County in FY2018; nine of those were part of Think Genealogy It’s Saturday and drew 113 people into the Local History & Genealogy Division. The 2018-2019 season of Think Genealogy It’s Saturday starts on September 22 and continues every fourth Saturday through June 2019. (There will be no session in December due to the holidays.)

- In addition to our public programs, Finn gave several presentations to special interest groups. These included:
  - A presentation to a group of students participating in the City of Rochester’s Summer Recreation program on the history of Rochester’s flour and flower industries—“From Flour to Flower: How Rochester Got Its Nicknames”—followed by a scavenger hunt in the Local History & Genealogy Division.
  - A walking tour of the Downtown Heritage Trail for the city’s Flour City Looking Good program.
  - A presentation on the Rochester Subway at The Highlands at Pittsford’s annual fundraising breakfast.
  - A presentation on the early history of Rochester to students at the Rochester City School District’s Office of Adult & Career Education Services (OACES) program.

- We are also excited to announce that the Friends & Foundation of the Rochester Public Library (FFRPL) has agreed to financially support the implementation this fall of a new National History Day (NHD) program for students from the Rochester City School District. Ridarsky and Finn are working closely with the district’s social studies department to design the program and recruit teacher leaders. Students will work throughout the fall and early spring to develop projects following the NHD guidelines. Participants will present their projects at a contest at the Central Library in spring, and winners will advance to the regional competition at the Genesee Country Village & Museum. Rochester students have not had an opportunity to participate in this program in many decades, and we are excited to be able to bring this unique enrichment opportunity to them and support them in developing the research and critical thinking skills necessary for their success in school and life.

Exhibitions

- Planning began in earnest in June for a planned exhibition in 2019 to commemorate the 50th anniversary of the uprising at the Stonewall Inn in New York City in 1969 that sparked the modern LGBTQ civil rights movement. The exhibit, tentatively set to open March 1, 2019, in the Anthony Mascioli Gallery in Harold Hacker Hall of the Rundel Memorial Building, will use the Stonewall anniversary as a jumping off point to explore the history of Rochester’s diverse LGBTQ community. An initial meeting in June brought together representatives from a variety of organizations—libraries, museums, educational institutions, the Out Alliance, media and the tourism industry—to begin a discussion about exhibition planning and what the various groups and their staff might be able to contribute. A visioning session planned for August will determine the exhibit’s mission statement and main themes. Ridarsky is leading the planning team with
assistance from Finn and FT Librarian I Brandon Fess. The Stonewall exhibition is expected to follow a development process similar to that used in preparing the 2017 woman suffrage exhibition, Because of Women Like Her...Winning the Vote in New York State. A traveling version of that exhibit continues to tour the community. It was on display at the Greece Historical Society in June, where it was viewed by 275 visitors.

- Finn, who chairs the division’s Exhibition Team, continues to work closely with a team from the University of Rochester (three students, two graduate assistants, and a professor) on developing the Lewis Henry Morgan exhibit, which is scheduled to be installed in the Local History & Genealogy Division’s exhibit hall in September.

- Finn and Ridarsky also met in June with Karen (Dinkle) Bunton and her husband, Jerry Bunton, to discuss a future exhibit centered on several generations of the Dinkle family, which has lived in Rochester since the early 20th century. The themes this exhibit will touch on include: African Americans in Rochester through the years; life in the Third Ward; African Americans in World War I and World War II; the Rochester Police Department; and the perseverance of the black family over time. This exhibit will be on display in the Local History & Genealogy Division (LHGD) exhibit hall starting in February 2019.

Community Outreach/Meetings

- The High Falls Interpretive Center & Museum began operating under its extended summer hours (10-4 p.m. Wednesday-Friday and Sunday, and 10 a.m. – 5 p.m. Saturday) on June 2. We welcomed 1,751 visitors in June and July; Site Supervisor/PT Historical Researcher Amy Pepe led two group tours, one for the Livonia Schools (26 students) and one for MCC’s Horizon’s program (9 people).

- Ridarsky gave a brief presentation on the history of Washington Square Park as part of a Design Charrette sponsored by the Washington Square Neighborhood Association to determine the future of the park.

- Ridarsky met with the University of Rochester’s Jessica Lacher-Feldman, Assistant Dean and Joseph N. Lambert and Harold B. Schleifer Director of Rare Books, Special Collections and Preservation, and Elizabeth Call, Special Collections Outreach Librarian, to discuss possible collaborations including the possibility of making some UR oral history collections publicly available via the library’s Rochester Voices website, www.rocvoices.org.

- Ridarsky gave a presentation about the exciting projects in the division to Friends and Foundation of the Rochester Public Library supporters at that organization’s annual Director’s Luncheon in June. The talk was well-received, with several people approaching Ridarsky after the event to further discuss our work. As a result, FFRPL and Ridarsky are currently working with a donor who has offered to host a fundraising event for Local History & Genealogy in her home this fall.

- Ridarsky gave a tour of the division to New York State Education Commissioner Mary Ellen Elia as part of the commissioner’s visit to the library in July. The focus was on the work that our staff does with K-12 students. Finn also presented an overview of Rochester Voices. Elia seemed impressed with our work and offered several useful suggestions. Since then, her staff has been in contact with Ridarsky and Finn to offer support for the National History Day program mentioned earlier in this report.

- Finn assisted in conducting a Professional Development workshop at East High School with teachers from the Rochester City School District. Focusing on Rochester during the Civil Rights era, the workshop involved a series of stations, each featuring a different resource from the collections of the Local History & Genealogy Division. Through primary sources that included oral history interviews, newspaper articles, photographs, and maps, the teachers were able to learn about the history while discovering the types of materials available through the library to help convey this history to their students. Following the session, the organizer sent this message:

  “The teachers are still talking about the stations-especially the scrap books and oral histories! I can’t thank you enough for gathering all these resources and sharing your time on site with East! Michelle, the teachers are also talking about how wonderful you are! I also can’t express how much you have already contributed to improving so much at East from the focus on equity to instructional practices and ultimately the quality of teaching and learning for our scholars!!!”

The email requested a repeat of the session for an even larger group in August. Ridarsky will facilitate the session since Finn will be on vacation.
Finn helped coordinate and then attended the annual conference of the New York Cultural Heritage Tourism Network (NYCHTN) held at Hobart and William Smith Colleges in Geneva, NY.

Finn participated in the artist selection process for the Rundel Terrace public art project. In June, the selection committee reviewed 63 submissions, narrowing the list down to four finalists who were asked to submit their design concepts for review in early August. Finn met with two of the finalists in July to help them better understand the historical significance of the site and of Rochester more broadly. One of the artists spent the day in the Local History & Genealogy Division and was further assisted by our Reference Staff.

Finn continued to represent the city and library on the Board of Directors of the New York Cultural Heritage Tourism Network and attended the group’s conference in Geneva in June and participated in a conference call in July. The Board is preparing for an upcoming membership drive this fall.

Ridarsky met with Council Member Mitch Gruber, RIT Professor Michael Brown, and local photographer Vashon Broyld to discuss the city’s plans for the landmark that carries Broad Street and the former aqueduct/subway bed over the Genesee River and what role public historians such as we can play in facilitating the community’s conversation about the proposals for this site. Ridarsky, Finn, Brown, Vashon Broyld, and another history professor, Dann J. Broyld, have been researching the aqueduct’s history and facilitating conversations at state and national history conferences about public historians’ roles in community conversations about public spaces with historical significance.

Collections
- Brandon Fess and Volunteer Susan Potera continued to inventory, organize, rehouse, and index our long-neglected map collection. This is a substantial project – it took three weeks just to complete the first drawer – and may be on-going for months to come.

- Fess and PT page Jordan Wallance also collaborated to sort and process locally-relevant portions of the former Art Division photograph collection for placement in the Photograph and Pamphlet collections. Numerous materials have been transferred to Local History & Genealogy in recent months as the History and Art divisions have begun to deaccession material. This has required a significant amount of staff time and labor to sort through the materials to determine what is relevant and should be kept and then to process the material and change catalog locations.

- In June, the division took temporary custody of some the city’s most precious and irreplaceable historical materials after the fire suppression system in the Municipal Archives failed. The items will be stored in the division’s climate-controlled stacks (with fire suppression) until the Municipal Archives system is replaced, likely by the end of September.

Digital Projects
- Rochester Voices - Michelle Finn continues to make progress in adding new materials to the site. In June, she uploaded a set of lesson plans and support materials relating to the Latino Voices collection to the Classroom Connections section (http://www.rochestervoci es.org/lesson-plan/rochester-latinos/). These educational materials were developed in partnership with students and staff at Nazareth College and are geared towards students in first and second grades. Additional content for grades 3, 4, and 7 will soon follow.

- Ridarsky and Finn also met in June with faculty from the University of Rochester to discuss an oral history project they are conducting with residents of the 19th Ward. Once completed, this collection will be also added to the Rochester Voices site.

Social Media
- Staff from the Local History and Genealogy Division contributed content for 20 social media posts in June and July: 6 on Twitter, 7 on Facebook, 3 Facebook Events, and 4 blog entries on www.rochistory.wordpress.com. The reach of these posts was an impressive 10,820. This includes 7,052 on Facebook, 1,087 on Twitter, and 2,681 on our blog; 1,343 people engaged with Local History posts on Facebook and 48 on Twitter. Blog posts garnered 46 “Likes” and 96 clicks. Three blog entries, “The Graham Highland Park Sanatorium” (6/1/18), “Settin’ the Place: The Jazz Festival Neighborhood 100 Years Ago” (6/27/2018), and “Rochester’s Scion of Yellow Journalism: Rochester’s Journal American”
Volunteer/Intern hours

- We were assisted by two volunteers (Susan Potera – 7 hours; Nancy Martin – 31.75 hours), two interns from Lifetime Assistance (Ben Mitchell – 6.25 hours, Christian Repass – 85 hours) and one intern from Monroe BOCES (Ethan McBride – 2 hours). In all, volunteers and interns contributed 132 hours of service to the division in June and July.

- Our long-time intern from Lifetime Assistance, Ben Mitchell, completed his assignment with us at the end of June. His worked consisted of renaming the source files for Rochester Images with descriptive titles alongside their image numbers. His replacement, Christian Repass, is working to identify uncatalogued digitized materials held on the DVD-R collection.

- Ethan McBride, an intern from Monroe BOCES, is working with PT Clerk Veronica Shaw on a new project: scanning of our Ready Reference card file. This file contains approximately 25,000 note cards housed in 23 drawers. This represents in some sense 70 years of the accumulated wisdom of dozens of Local History & Genealogy Division librarians. With Ethan’s assistance, we project that Veronica will be able to scan about 1,500 cards each work day. This data will be arranged in a keyword searchable database giving our relatively new librarians a virtual consultant to query when faced with challenging questions.

Anecdotes/Other

- The Local History & Genealogy Division often receives questions from adoptees seeking their birth parents. Usually, we point them to the limited resources available and admit that we can be of little help. But in July, Library Assistant Emily Morry had the rare and joyful experience of being able to reunite an adopted woman with her birth mother. The adoptee, who lives out of town, had recently discovered her birth father through DNA testing. When they met, he shared what little information he could about her birth mother, but after roughly 50 years, the details were sketchy. The woman’s surname was a common one, and he wasn’t sure whether her first name was Carol or Jean, both of which were also common names in the 1950s. He did recall that she had attended Monroe High School’s summer school “sometime in the late 1950s.” A check of the school’s yearbooks failed to turn up anyone by either of the names he had given, though there were a few young men with the same last name. The dead end wasn’t unexpected, since students often took summer classes at different schools than they attended during the academic year and thus may not have appeared in that school’s yearbooks. Morry then checked Ancestry.com and discovered a Carol Jean of the same last name who attended a different local high school, but after sending her yearbook picture to the patron, her birth father confirmed that it wasn’t the right woman. Morry wasn’t to be discouraged. She consulted the Democrat & Chronicle’s online archives and found a circa 1961 marriage notice for a woman with one of the possible names. Morry recognized the name of one of the groomsman as someone she had seen in the Monroe High School yearbook. She then searched for Carol under her married name in the city directories, only to learn that she and her husband had left Rochester in the mid-1960s. Faced with this stumbling block, Morry decided to research the woman’s parents (whose names were published in the marriage notice), hoping that some piece of information might lead her to Carol’s current whereabouts. An Ancestry.com search showed that both parents had died in Palm Beach, Florida. Searching their names further, Morry found out that they had lived in Palm Beach for several years before their passing. Could they have moved there to live near one of their children after retiring? Morry checked the online white pages to see if there was a listing for a Carol under her married name in Palm Beach, Florida. There was! After confirming that the address listed was still current by calling the Palm Beach County Library, Morry presented her research to the patron. Her birth father recognized her mother from the photo in the wedding announcement and the patron got in touch with Carol, her birth mother, through Carol’s brother, who still lives in Rochester. We are happy to report a happy ending! The patron has established a relationship with her birth mother and says that having grown up as an only child she is delighted to have 13 new siblings between her father’s and mother’s children.
Reynolds Media Center, Joseph Born reporting

Hoopla
- Hoopla circulations in June totaled 2183: (528 Movies/TV; 863 Audiobooks; 276 Music; 360 eBooks; 168 Comics). 575 patrons used the service with 78 new users registering and 157 patrons using all seven formats (28%). Average cost was $2.11/item.

Stewardship and Curation
- RMC started circulating PlayAways. We have 25 titles and will continue to order more as popularity dictates.
- RMC has utilized the Kroll funds to have upgrades done in the Kate Gleason Auditorium. We have updated the video connections, the sound system and the hearing-impaired loop.
- Robert Scheffel started helping in Business Division 3 days a week for 2 hours a day to help with the staff shortage. Robert has also been helping in Art/Lit during occasional shortages.

Science & History Division, Jennifer Byrnes reporting

Meetings
- Jennifer Byrnes attended the monthly Greater Rochester Coordinated Network (GRCN) meetings. In addition, she and other staff met with the staff of Lifespan to determine if any of their case management services could be implemented at Central and the branches.
- Byrnes met with staff members of NY Serves/Veterans Outreach to discuss referrals through the UniteUs platform used by GRCN.
- Byrnes met with Jennifer VanRy and Dr. Theresa Green from the University of Rochester School of Medicine’s Community Health Improvement course for fourth-year medical students to discuss potential projects for the coming year. Health Central has medical students spend one month with us five months out of the year.
- Byrnes met with Terri Woodard from the Rochester City School District to discuss the Founding Era grant from the American Library Association. A program will be held with their new American students in the Office of Adult and Career Education Services program.
- Lastly, Byrnes met with Racheal Volpe from AmericaServes and her colleagues regarding replicating an Institute for Museums and Library Services grant that would provide a kiosk wherein veterans could self-refer for services. This is modeled on a North Carolina program: https://www.linkedin.com/pulse/harnessing-power-our-libraries-brandon-wilson/

Programs
- The Whalemobile visited on June 23. Patrons were able to go inside a 43-foot inflatable replica of a real humpback whale named Nile. Cynde McInnis, education director at Cape Ann Whale Watch, discussed whale behavior and protection. More than 100 people showed up for this once in a lifetime experience!
• Buffalo Soldiers - An overview of the history of African-American soldiers after the Civil War. The team discussed uniforms and the bugle calls that were used to communicate during battles.

Outreach
• Kate Meddaugh attended the Small Business Innovative Research (SBIR) Road Tour program at Nextcorps, formerly High-Tech Rochester. She was part of the panel discussion “Resources for Proposers & Entrepreneurs.” She promoted the services of the Carlson Patent and Resource Center.
• Jennifer Byrnes was on the nominating committee for “Inventor of the Year,” an award given out by the Rochester Intellectual Property Lawyers Association (RIPLA). Through this she made many contacts that will increase the awareness of the Carlson Patent & Trademark Center with intellectual property attorneys.

Database Usage
• ADAM Interactive Health – 6 remote users, 26 in-library users (MCLS wide)
• CountryWatch – 14 users/180 views
• Frost & Sullivan Market Research- June: 44 downloads, $116,750 worth of reports.
  July: 17 minutes of research*
• InnovationQ Patent Search Tool- 1 (June only) ^
• Mitchell ProDemand Automotive Repair Information- 15 sessions/144 minutes (June only) ^
• VentureSource- 5 sessions
*As of July 1st, Frost & Sullivan made significant changes to their product and no longer provide the value in dollar amounts.
^July data not available at this time.

Anecdotes
• The Luminate NY finals took place and two companies that Jennifer has done significant amounts of research for were in it; Positive Science and Molecular Glass. Positive Science took 3rd place winning $250K and Molecular Glass won Audience Choice and took home $10K. Jennifer received this email from Jason Babcock, CEO of Positive Science: “Thanks so much for all your support and help over the last couple of months and from my days at TEN. The diligence review was a big part of the rankings. Thanks to you, I was able to back up claims around my market segments with citations and real data. I’m sure I even changed some opinions about the market potential of academic research :) It was a very satisfying win and I hope you can share this victory with Positive Science!!!!”
• Prompted by Teen Central Manager Dennis Williams, Director Uttaro purchased chess sets for each division at Central. Within an hour we had two young men playing chess and a third gentleman coaching them. Patrons continue to play regularly and enjoy that they have a comfortably air-conditioned, quiet place to play chess. Chess fits nicely into the mission of the Science/History Division. Chess promotes critical thinking, is mathematical, strategic, social and fun to play.
Teen Central, Dennis Williams reporting

Programs
- Chess was played almost every day in June.
- Video gaming was played every day until June 25th when one of the X-box controllers was stolen. Review of the footage and interviews with staff and patrons has not solved the theft. We will use this time to create effective procedures to minimize future loss.

This month has been all about hunting up old footage that had never been seen or finished

- Teen Central hosted two sessions with local ceramic artist Shelly Utia (Saffer Originals) [https://www.facebook.com/handformedcreationsinclay/] and teens learned some hand sculpting techniques. Mrs. Utia’s specialty is creating animals and small whimsical figures, and she helped teens construct small vessels and figures using coil and slab methods. Some reference pictures from the comic and Manga collections were utilized to create tributes to Spiderman and Naruto. One of our young creators made a cheetah figure in motion, which inspired a matching figure made by Mrs. Utia. The second session was used to glaze or decorate with underglazes and inspired a discussion about chemicals & minerals in the firing process. Since firing glazed ceramics, especially the Raku firing process, involves a lot of organic chemistry, hopefully kids will have some hands-on examples of a very abstract theory.

- Xandi DiMatteo organized a Pre-Summer meeting involving RPL youth staff at Barnes & Nobles on Thursday, June 28, 2018. In attendance were: Tim Ryan, Caitlyn Stahovic, Victoria Williams, Johanna Buran, Paul Tantillo, Lori Frankunas, Emily Baker, Rebecca Hudson, Melora Miller and Xandi DiMatteo.
  - We discussed collection development to increase circulation, with input from Tim Ryan - who suggested high interest formats like video games and Manga series.
  - Victoria Williams gave specific advice about current & upcoming Manga series. She showed a range of styles and rating levels using Barnes & Noble’s inventory as visual aids.
  - We discussed classification, presentation, and cataloging to better serve patrons who like specific genres. Everyone has a unique system, and things like color dots on spines aid in books being easier for pages to shelve.
  - Collection locations were also discussed. There are many high-interest serialized graphic novels for adults (like The Walking Dead) which motivates patrons to visit libraries or place holds, these collections should not be in proximity to children’s spaces or collections.
  - Lori Frankunas gave input regarding Ingram as a great vendor for comics and Manga, and we may arrange to meet as a group with Rob the vendor representative after Summer Reading.
  - We discussed programming and the inefficiency for branch librarians to obtain, use and return the Wegman’s card. It is calculated that it can take branch librarians out of their libraries for 3 – 4 hours while driving to Central, shopping, driving back to Central, and returning to their libraries. Financially, RPL is spending between $75 and $100 per Wegman’s run due to drive times. Part time librarians are frustrated by taking time away from serving teens and accomplishing productive tasks like program planning or collection duties.
  - Miller discussed recent high-interest diverse and socially relevant fiction for teens, especially for Rochester City School District which has no official list for Summer Reading.

- July 11th Action for a Better Community began their summer EPIC and AIMM programs. They are using the library teen space for classroom instruction and have asked library staff to help with instruction. John Hylton and I have been teaching regular classes for the student workers, helping them to learn the world of digital media. They inhabit the space Tuesday through Friday from 11:30 to 4:30. We also developed a curriculum that ABC is sharing with the student workers.
Justin Ortiz who is running a similar program to ABC has 20 student workers. He works for Community Place on Parsells Street and had been bringing the students to Teen Central so that they may develop, create and edit a song and video about gang violence.

November 5th through the 9th is National Media Literacy Week. Rochester Global connections is seeking programming revolving around the imagineYOU lab. Jeffery Bostic and I are creating that. https://namle.net/publications/media-literacy-definitions/ the proposal would bring professionals from around the world.

Meetings and Trainings
- Williams started training Jeffrey Bostic as the new media specialist in the imagineYOU lab. Jeffrey shows great potential and a natural aptitude for working with creative teens. Williams started to train several kids on using advanced editing software. Xandi DiMatteo gave collection tips & advice on current superheroes & diversity in graphic novels to librarians at the Maplewood Branch Library.
- DiMatteo and Melora Miller have been training recent MLIS graduate Natasha Jarushek. She was discouraged from seeking a job as a librarian because of her inability to work in libraries while she was a student. Her experience working with teens for a project at Penfield library made her aware of how great working with youth can be. Jarushek has a wealth of pop culture knowledge that makes her an asset to everyone in Teen Central. She is a gamer, a comic fan, and is knowledgeable in Manga & Anime.
- DiMatteo had a Central Programming Team Meeting on June 21, 2018.

Community Outreach/Meetings
- Williams met with Deane Bartlett of Greece Community Education (part of the Greece central school district). She works with special needs MCC students and provides for them practical work experience. She’ll be bringing 4 students to the Teen Center starting September 5. They will be accompanied by a job coach and will be given tasks each day for the semester.
- Williams conducted two tours for fifth graders the first week of June. They were impressed with the digital editing suites.

ImagineYOU, Digital Media Associate, Jeffery Bostic reporting

Programs
- Jeff Bostic is the new Digital Media Associate as of June 23rd.
- There were 112 Youth signed in to work in the lab for June.
- All ImagineYOU computers have been updated with Business Card, Facebook Cover Photo, and Facebook Profile Photo templates in Photoshop elements.

Compilation CD Completion
- The compilation CD project has come to an end, and Hylton has started working with the teens on ideas for album art and CD title. We recently had an imagineYOU cd project meeting where we discussed artist bios, distribution, legal issues and album release party. There was a lot of hard work and time put into this CD and soon everyone will be able to hear the amazing music that was made by the youth.
ImagineYOU singers performing at Spot Café Open Mic

- Letoris Thomas and Charles Ruffin are two talented singers from the imagineYOU lab who have become courageous performers who sing songs of pain, lifestyles and triumphs. These two young men used to only sing in front of their close friends in the Library but have found a passion to perform for all through countless hours of practice and tutelage through the imagineYOU lab.

ImagineYOU Business Cards

- In order to give the youth a greater opportunity to network, represent themselves, and seize every opportunity presented to them, all youth who complete a business card in the imagineYOU lab will get 50 copies. Markie Jay took photos in the lab and was able to utilize those photos in his imagineYOU business card.
- There were 117 youth visitors to the lab in July. This number does not include any of the youth groups utilizing the lab.
- There is a new bulletin board in the lab featuring three completed imagineYOU business cards.
- Five comic book posters have been added to the lab walls and two schedule posters have been placed around the lab.
- Outside of the lab door now features two binders with examples of what you can do in Adobe Photoshop and illustrator. The examples of what you can do in ArtRage are saved and ready for the upcoming purchase of ArtRage on the Wacom tablet in the lab.

A.I.M.M.

- The Adolescents Inspiring through Multi-Media began utilizing the lab this month. They will be in the lab Tuesday-Friday until August 17th. AIMM’s goal is to produce a short film. They have used the lab for script writing, advertising, photography, sound recording, and editing.
- Champion Academy began filming a news show this month. Two Champion Academy youth utilized the imagineYOU equipment and room to make videos reporting on the latest news stories relevant to their group.

Youth Projects

- With a very basic idea, two youth produced a scary short film. They used imagineYOU equipment and filmed in the central library. The trailer can be seen here: [https://youtu.be/lBye9Aq1tU4](https://youtu.be/lBye9Aq1tU4).
- One of our Teen Central youth workers has been producing a YouTube show with a friend. It is being shot and edited with imagineYOU equipment in the library.
- The Legacy Podcast and music producers used the studio several times this month.
- Singers and dancers used the piano and glass room for practice.
- The Rochester Fencing Club taught fencing lessons in Teen Central which was filmed using imagineYOU equipment. Video will be coming soon.
- Chris Canty also completed an Afrocentric themed business card using the software imagineYOU.
- The EDJ podcast was recorded in the imagineYOU studio. They can be found at [edjpodcast.libsyn.com](http://edjpodcast.libsyn.com)

Upcoming Events

- The flyers for fall classes have been printed.
- Starting September 8, imagineYOU will teach classes each Saturday on photography and videography.
- The imagineYOU Facebook contest flyers have been printed. On August 31, a youth-created Facebook cover photo and profile picture will be revealed.
- In the fall, the ImagineYOU lab will open up to all guests wishing to learn digital media on Saturdays.
- A focus on getting youth artists and performers headshots for flyers and promotion will start soon. This will be in conjunction with a continued push to get lab users business cards for networking.
- Media Literacy Week will be held November 5-9. ImagineYOU, TeenCentral, and Liberty Partnership Program will partner to teach youth media literacy through exposure to and analysis of media.
- ArtRage 5 has been requested for the WaCom tablet. The tablet currently only has a demo which will not allow you to print or post works of art created in the program.
Branch Library Updates
Assistant Director Tolley Reeves, EdD, reporting

July has been a very busy month. I conducted several interviews with Joan Lee for the Branch Manager’s position at the Lincoln Branch Library. Also, Joan Lee and Dennis Williams assisted me interviewing several individuals for the vacant substitute librarian positions in the Branches and Teen Central.

Charles Settlement House Board Member - Currently, the Charles Settlement House is creating a new strategic plan. Given my experience with the development of RPL’s strategic plan, I’ve been able to contribute my knowledge and skill set throughout their planning process. As we develop the strategic plans, I’ll be advocating for a stronger partnership between RPL and Charles Settlement House. Recently, Sarah Lydon and I met with another Charles Settlement House Board Member, Ian McLeod, to discuss financial literacy programs for the residents in the Lyell area. McLeod is the Senior Bank Manager, M&T Bank, at the Lyell Branch.

Branch Facilities and Operations Plan Update - During the months of June and July, Joan Lee, Jen Lenio and I had bi-weekly conference calls with Hester Street representatives. During those calls we discussed findings, evaluations and recommendations for the RPL library branches. On June 26, Hester Street representatives returned to Rochester and met the RPL internal team and Branch Planning Advisory Committee. In addition, they had an opportunity to conduct focus groups with teens, parents and seniors. Hester Street presented their recommendations to Mayor Lovely A. Warren on August 14, and will provide a final executive summary and report for the RPL Board in September. Director Uttaro and I will present the plan to the City Planning Committee in October; we will also pursue scheduling a work session with City Council to present the plan to them.

RMAPI’s Social Services Providers Work Group - Currently, I am a member of RMAPI’s Social Services Providers Work Group. Presently, we are working on creating a screening tool that is person centered and non-biased. The tool will assist providers with filtering out data across community organizations to eliminate duplication of services. Most of the work is based on the Theory of Change Model. Also, because of my participation on the committee, I’ve been able to connect with other community organizations to discuss potential shared services throughout the library branches and Rochester communities.

I had the opportunity to visit Café Lincoln this summer. My server was wonderful!

Outreach, Librarian, Shamika Fusco reporting
- Volunteers of America Children’s Center hosted their annual Health and Safety Fair. Families received library information as well as free Dr. Seuss books and prizes.
- While attending Project TIPS ("Trust, Information, Programs, and, Services") outreach event, Sarah Lydon and I met a patron who just moved from Florida. The patron had been having a series of unfortunate events and was feeling very discouraged. She was very excited to learn about all the resources that RPL had to offer and was looking forward to getting her kids a library card! We signed up 25 kids for Summer Reading.
- Breaking All Barriers is a new summer program at #29 school. I started storytimes there as well as a book club. The kids also go to Wheatley and Arnett Library for extended learning. They are learning about famous African Americans and doing mini lessons
to strengthen their knowledge. They have received storytimes and book donations from me to support and strengthen their literacy skills.

- Wilson Commencement visited the Lincoln Branch and Toy Library looking for materials and toys that support gross motor skills. I gathered some appropriate items and delivered them to Wilson Commencement.

**Branch Administration, Sarah Lydon reporting**

- **AmeriCorps** - the AmeriCorps members have completed their ninth full month with the Rochester Public Library. This month brings our year 3 attendance total up to 280. I am happy to report that of the surveys and assessments we have received back from programs, 88% of the attendees show an increase in knowledge or confidence in their knowledge on financial literacy from the programming. Carol Lattuca and I spent much of June planning out a timeline for the upcoming programs throughout the summer to maximize publicity and promotion of programs. We have increased the amount of programming we are doing in locations outside of the libraries. We held two programs at Cameron Ministries in June and one program at Open Door Mission. Unfortunately, we have had low attendance at these programs, indicating that we need to find a better way to publicize them.

- **American Dreams Literacy Initiative Gran** - While we continue to offer these classes, attendance is lower than anticipated. A representative from the Catholic Family Services Resettlement program has reported that there has been a significant decrease in the number of refugees and immigrants coming in to the country. For example, in 2017 the local resettlement program saw 1100 refugees come to Rochester; since January 2018, they have only seen 60. Moving the classes to Saturdays at the Frederick Douglass Community Library has resulted in new attendees so we are optimistic that we will continue to see additional growth to the program.

- **Recording with MCLS Outreach** - Melanie Lewis, Head of the MCLS Outreach Department, asked for assistance with making a StoryCorps-type recording for an in-home client. Eunice Cowell lived in England during WWII and wanted to preserve some of her memories of that time. She had heard about our StoryCorps project from 2015 and asked if we could help. We were able to visit Eunice, complete a recording for her at her assisted living home and share a copy of the recording with her that she could then share with her children and grandchildren. She was very appreciative of the help and thanked us many times.

- **Rochester Pride Parade** - Ashley Armstrong (Gates Public Library) and I worked together to coordinate a MCLS group to walk in the annual Pride Parade for Rochester. We had roughly 20 MCLS staff walk with us, along with the Books by Bike. We had a wonderful time and loved seeing many parade goers happily surprised to see the library represented. There were many individuals shouting about how much they loved the library as we walked through. As a group we all decided that we would like to plan on making our participation an annual event.
RPL Board Director’s Report – August 2018 (Continued)

Safe to be Smart Program, Derrick Coley reporting

- **The Arnett site** - Shetora Banks used the Nintendo LABO STEAM game to relieve final exams testing stress with teens. She facilitated a coloring contest for stress relief for the teens with prizes and snacks. Also, she assisted several teens with job searches and employment applications. Banks continues to provide digital gaming for the teens. She collaborated with ROC fencing for a live demonstration with teens in the community room. The teens were taught the names of the various pieces of fencing equipment and basic positions in fencing. The teen participants briefly sparred under instruction. Banks also had the Be Proud! Be Responsible! Program which covered topics on safe sex, healthy relationships and positive self-image in a discussion group format. The participating teens earned a movie pass and a hygiene kit.

- **The Phillis Wheatley site** - Lynnicsha Bostick-Beckford continued the exercise collaboration with Flint Street R-Center. She facilitated a root beer float making workshop for youth. Bostick-Beckford performed a STEAM activity on making slime with household products. She is a new graduate of MCC and recognized all the recent graduates in the Phillis Wheatley branch from elementary to high school graduates. Also, she facilitated a Mix and Mingle for youth and adults dedicated to Harry Potter’s birthday. The event had face-painting, crossword puzzles, a Harry Potter movie and pizza! Bostick-Beckford chaperoned the youth to a STEM filled field-trip at the Sea Breeze Amusement Park. Many of the rides operate by physics using force, motion, speed, centrifugal force and leverage. The teens never knew science could be so much fun!

- **The Maplewood site** - Mark Dixon assisted teens with job searches and applications. He also held a KNEX machine building program. The cooperation and reading of instructions were intense for the youth participants as they pieced parts together and made them work. Dixon had boys and girls participate in a large group, some youth also used KNEX and made machines. He mentored a lot of teens stressed out from final exams testing. Dixon conducted a STEM program using the Lego Robot at Maplewood.

- **The Lincoln site** - Vera Haygood continues to aid teens looking with homework, job searching and online applications. She collaborated with YA/librarian Jacob Bigelow for a LEGO car building activity. She collaborated with a community summer camp doing a mock trial. The teens held positions as judge, bailiffs, lawyers, defendant, plaintiff and jurors. Haygood and Bigelow worked to solicit teens for the ROC fencing program. The teens were taught the names of the various pieces of fencing equipment and basic positions in fencing. The teen participants briefly sparred under instruction.

- **The Sully site** - George Carter got the teens reading “Something about Bees” and “Ghost Boys.” He had the teens interact with each other through worksheets and team building activities that related to the stories. Carter continued to assist teens with employment searches and applications. Carter facilitated an Uno card game tournament for teens. The teens received prizes and refreshments. Also, Carter and Brian Reagan of Second Avenue Learning took the lead and set-up a live demonstration of the Martha Madison STEM gaming platform for members of the Wilson Foundation. The youth participated in the visit by answering questions from the visitors and playing the Martha Madison STEM games live! While we did not receive the grant funding, we received positive feedback from the Wilson Foundation visitors on our demonstration.

- **Teen Central site** - June was final exam testing time and the close of the school year. Lydia Williams-Hylton had to focus on disruptive behaviors most of the month as there was an influx of new students that had a hard time adjusting to the operation of the TeenCenter. She spent a lot of time with youth one on one and in small groups to discuss their behaviors and to find out what is going on in their lives. The last few weeks of June saw the results of her mentoring efforts as some youth had to be suspended and others adapted and behaved better. Williams-Hylton and John Hylton have been using their mentoring skills in TeenCentral to re-establish proper behavior and etiquette while in the library. Williams-Hylton said, “Many of the suspended teens during the school year have served their time and are returning better behaved.” Hylton has been working with the Action for a Better Community staff to assist with their filming project.
Arnett Branch, Bruce Tehan reporting

Programs
- We celebrated our newest mural on June 28, and showed our gratitude to artists Richmond Futch Jr., Ebony Singleton, and Chloe Smith for adorning our walls with images from well-loved books! Thanks also went out to the donors who made this dream possible: The Friends & Foundation of the Rochester Public Library, Richmond Futch Jr., Karen D’Agostino, Susan Morehouse, His Branches Inc., the 19th Ward Book Lovers, and Rochester Pedal Tours. The presentation of various gifts and certificates of appreciation along with music by Ian Eppard, ice cream from LuGia’s, conversations with wonderful neighbors and beautiful artwork sure made for a lovely evening.
- On July 30, we had the opportunity to host a press conference to announce that our partners, Literacy Volunteers of Rochester, are receiving a $50,000 grant from Charter Communications/Spectrum to expand their Digital Literacy Navigators program in libraries all around Rochester. We had speakers from Spectrum, LVR, and Mayor Lovely Warren talk about the importance of bridging the digital divide and how this program will continue to benefit the people of Rochester. One of our regular volunteers, Nancy, was given the opportunity to share some stories about how her work with our patrons has positively impacted not only their lives, but her own as well. It was a very nice event and we are so excited for an organization that does so much good work in our libraries to receive this well-deserved funding.
- In July, Anne Brown had some new patrons attend her craft workshop. One woman and her sister registered together, and the one sister was very excited to learn how to make the recycled magazine coasters. When she called to register, she told me that “They look like something you would buy at One World Goods, and I want to see if I am capable of making something that good.” There were two different styles of coasters, one woven and one rolled. The woven one proved to be a bit more of a challenge, but all our participants went home with some beautiful completed projects. One even asked if she could bring some of the leftover magazine page strips home to keep practicing.

Community Outreach/Meetings
- Staff went to several outdoor events in July sponsored by various organizations including the Westside Farmers Market, the Rochester Police Department and the 19th Ward Community Association usually bringing Books By Bike. At these events, we gave away several free donated books, provided regular library services and offered information about what the library had to offer.
- Each event was successful even one held on the very hot day of July 3rd. On that day Books By Bike visited the Westside Farmers Market and numerous barbeque themed cookbooks and American Revolution themed books were loaned out, many gently used children’s books were given away both at the market and to kids who flagged us down on the way back to the library, and 5 people were signed up with new library cards.

Anecdotes/Other
- Several Arnett team members earned awards in the month of June!
  - Library Page Fartun Hussein received her high school diploma.
  - Johanna Passero received a Do the Right Thing Award from the Rochester Police Dept. for volunteer work she did at the library last summer.
Recently, Anne Brown had a woman approach her desk and said “Can I show you something on the computer over here?” Brown had helped her with her resume and several job applications over the previous few weeks, Brown assumed it was a question about her resume. When she got to the computer, her email was open to an offer letter for a position as a dental hygienist. She pointed to the screen and told Brown, “You helped me do this and I can’t thank you enough,” and gave Brown a big hug. Brown was so excited for her and touched that she wanted to share her good news with Brown right away. Brown helped her download her employment paperwork and wished her luck in her new job.

**Charlotte Branch, Paul Tantillo reporting**

**Programs**

- The biggest occasion in June was the *Summer Reading Kickoff Party*. The party featured “The Checkers Show”, a comedy/magic act that we’ve invited to the library several times. Checkers is always popular and drew an audience of about 55. As usual, the high point of the program came when the performer transformed himself into a giant balloon! We got plenty of kids signed up for summer reading at the kickoff, and we continue to recruit participants. We have about 150 kids participating in our summer reading program as of this moment.
- Children’s librarian Whittemore volunteered her services for a couple of hours at the City’s 2018 Flower City Kids Program at Ontario Beach Park on June 7. She hosted four picture book story times (with plenty of Mo Willems and Jan Thomas) and drew a combined audience of almost 200 listeners. *(Strategic Plan- Expand our visible presence in the community)*
- Starting July 1, we began offering curbside service at Charlotte. It’s meant to make the library easier to use for folks with physical challenges, parents with infants and young children in tow, etc. Patrons can call ahead to request library materials which we’ll check out to their account. They can then call us from the parking lot when they get to the library, and we’ll bring the materials to them. We queried libraries around the country that are offering this service, and everyone we’ve spoken to has said demand is modest, abuse is rare, and those who need the service are very grateful. We’ll try it for five months and then assess its success. We’ve done a soft start, advertising in-house and on Facebook. Patron response has been very interesting…the program info gets noticed and elicits many favorable comments and folks routinely say they’re going to let family and friends know about it, but we haven’t had any actual requests for the service in the first month. We’ll keep promoting it and watch how demand develops. *(Strategic Plan- Every RPL location addresses the unique needs of their communities)*
- We had plenty of activities for children and teens in July. Particularly noteworthy – on Saturday, July 21, we participated in the city-wide PlayROCs initiative, offering a variety of outside playtime activities for kids, accompanied by healthy snacks. This was organized by the HealthiKids Initiative, and they provided a variety of toys and games which we could keep after the program. *(Strategic Plan-We support and actively participate in major community initiatives.)*

**Anecdotes/Other**

Sadly, one of our 12-year old regulars will soon leave us due to an upcoming move to another neighborhood. She was talking to Whittemore about the move, and gave Charlotte Branch this review: “Do you know what I love about this place? It’s not like a library. You don’t tell us ‘Shhh’! We can play games. You help us pick out books, like the right, right book for us, the books that we’ll read. You make activities for us, stuff you wouldn’t expect in a library, and we have fun. That’s why I love this place, and I’m gonna miss it!”
Frederick Douglass Community Library, Erin Clarke reporting

Programs

- New YA Librarian Antoine McDonald reports that he recently wanted to dedicate some outside time to break up the monotony of the kids being indoors by planning an hour of play. During this hour they played kickball, freeze tag and the best version of football they could with the amount of kids that were present. On a subsequent hot day, McDonald brought in some water balloons to again dedicate some time to outdoor physical activities for the kids. This turned out to be a great idea because they absolutely loved every minute of it and insisted that it should be done again.

- WXXI Science Friday: Cara Rager from WXXI joined us for two Science Fridays and had the kids really thinking. We designed shoes out of newspapers, without the help of scissors. This was quite a challenge for the kids, however, they really had fun. Next, they designed moon landing vehicles out of marshmallows, cardboard, and index cards.

- This year’s PlayROCs was great. I worked with our summer literacy aides to create an obstacle course. We had hula hoops, jump ropes, soccer, and a math game. McDonald created an outdoor memory game, since many of our kids like to challenge each other. We had help from two HealthiKids members, but our kids just did their own thing with all our supplies, which was great. They created their own games and had an awesome time. McDonald even took the kids out to the basketball court for a water balloon fight, since it was very hot out.

- Storytime in the Park: We have kicked off a great start to our summer stories in the park. Missy Reed did a wonderful job helping us dance our way into the summer reading theme of Music and we learned about animal poses and breathing through yoga. I read stories for one of our Thursdays and had a great turn out. All the families have been very engaged every week. I have heard positive feedback from everyone about being outside the library for storytime, since they can eat snacks and run around too. *(Strategic Plan—Expand our visible presence in our communities)*

Community Outreach/Meetings

- Ngo hosted a library table at Rochester Childfirst Network’s (RCN) annual Strawberry Festival. This is basically their end-the-year celebration for families. She had pencils and stickers, library card sign ups, and summer program information to pass out. Ngo talked to 50 people about Douglass library and city library activities. She also signed children up for library cards.

- Ngo attended all her RCN moving up events in the last week of school. The kids worked hard all year, as did the teachers. It was wonderful to be able to watch the kids sing for their parents and family. They all received a diploma for completing the year and goodies. Ngo was given a “thank you” bag from the teachers with some treats in it as a thank you for visiting weekly and being a part of their kids’ school year. She went to four ceremonies, for a total of 72 children.

Anecdotes/Other

- On June 25, Mayor Warren hosted a press conference to announce the start of summer reading. Ngo and Burton were able to include kids from the Douglass R-Center as well as RCN for a large crowd. The Mayor spoke and then they had music from Topher Holt. The kids had fun dancing to and using instruments.
Lincoln Branch, Jason Gogniat and Rosa Diaz reporting

- We are sad to report this month that both Jason and Rosa are leaving the library. Jason will be spending more time with his growing family, and Rosa will be one of RCSD’s newest teachers! We wish them both well. Sarah Lydon has been appointed as Branch Manager, and we are actively recruiting for Rosa’s vacant Children’s Librarian position.

Community Outreach/Programs

- Rosa Diaz visited Generations Child Care at Clinton Avenue for story times with Preschool and Toddlers. She also visited The Ibero Centro de Oro for our monthly library visit. Seniors checked out and returned library materials. Diaz visited School 22 for their end of school year night and registered families and children for library cards. She also attended an end of the school year celebration at Ibero Childhood Services and families and registered patrons for library cards. *Priority: Expand our visible presence in the community*

- We had a fantastic start to the summer program in the Toy Library with a week of restaurant play at Café Lincoln averaging about 100 visitors per day. *(Strategic Plan—Promote learning, provide fun and deliver creative and innovative educational experiences for our diverse population)*

- The Play and Learn backpack sets are being snapped up by families and educators and we look forward to time in September to complete the dozen topics that are unfinished. Materials have been ordered and we hope to be able to put the finishing touches on all remaining topics during the summer months. The Play and Learn Kits are circulating like crazy and we've received excellent feedback on 3x5 survey cards included in the kits.

- The Toy Library had an outstanding July with the highest number of visitors in a single month ever recorded! 1477 people visited in July compared to 1135 in 2017. Group visits showed a big increase. We had 47 groups in 2018 with a total of 571 people. Last year we had 29 groups and 342 visitors.

- We received the following e-mail from the Assistant Principal at School #8:

  *We at School No. 8 are so pleased with our collaboration with WXXI and the Toy Library, and in the way it is continuing to develop. Our partnership has permitted opportunities for structured, targeted play that supports the new module curriculum at Kindergarten. For example, while students were learning from the tree module, they were able to apply play using the *Woodlands* box to enrich and relate their learning. Students were seen using the animals and the trees together to show their understanding of how they need each other to live.*

  *It has also provided an avenue for further development of social-emotional learning as children navigate through the process of sharing and getting along. Students have been observed practicing sharing, forming problem solving skills and learning how to handle waiting their turn.*
Classroom teachers have expressed, “Our relationship with the Toy Library has definitely allowed for more play in the classroom”, and “Observing my students using the toy kits provided by the Toy Library has allowed me to see what they have actually learned”, and “I can’t wait to see what next year brings!”

We hope to continue our collaboration with WXXI and the Toy Library and have ideas for expanding our partnership in the future! Thank you for all you do!

Natalie Pfluke Rochester City School District Roberto Clemente School #8
Expanded Learning Resource Coordinator

Lyell Branch, Pat Connor reporting

Programs
- Jennifer Cherelin, Adult Services Librarian, learned about a program provided by the Flower City Pickers. The Pickers are a volunteer organization that collect donated produce from the vendors at the Public Market at the end of the selling day. The food is then picked up by non-profit groups who distribute it throughout the City. Cherelin approached the group about the possibility of setting up a distribution site at Lyell and asked at a Lyell Otis Neighborhood Association meeting to see if there would be anyone from that group willing to volunteer to help. She was able to organize both, and the first produce distribution was held at Lyell in early June. It was a trial session since we had no idea of either the response from the public or the amount of food available (food amounts always depend on vendor donations). Response and produce available balanced out and we were able to provide several individuals and families with fresh vegetables and bread. Leftover bread was donated to Cameron Community Ministries. (Strategic Plan-Sustainability and Resources) http://www.whec.com/news/rochester-community-holds-produce-distribution-event/4979338/?cat=565
- We also partnered with the Lyell-Otis Neighborhood Association (LONA) for two other successful events during the month of July. A second American Red Cross Blood Drive was held. The Red Cross volunteers were able to collect five units of blood from donors; other donors were unable to give for various reasons. The five units will benefit 15 people in the surrounding area and they were all rare blood types. Two of the donors were first time donors; one of whom commented that she was happy the drive was being held in the neighborhood since she was without transportation. She stated she would donate more frequently if blood donation sites were more conveniently located.
- For the second year, LONA and the Lyell Library joined forces to participate in the annual PlayROCs event. Sponsored by Common Ground Health, PlayROCs is a day dedicated to promoting play in the City of Rochester. This was the third year the event was held. We blocked off the parking lot and set up a free play space for families and children to enjoy together. This year we were also joined by folks from Celebrate City Living who shared information about their organization. As a part of the Lyell RocPlay, we hosted a family Yoga program which drew a large crowd of participants, many of whom came just for that event and then stayed to play and discover a new (to them) library

Community Outreach/Meetings
- I took part in the first annual Cameron Community Ministries Outreach Fair. The Fair was held during the Ministries’ hot lunch program, vendors were invited to share information about community resources with the participants. I distributed information about the programs available year-round at Lyell as well as information about Summer Reading. The next afternoon, the Cameron kids stopped at Lyell on their annual Peace Walk for a water and restroom break.
Maplewood Community Library, Johanna Buran reporting

Programs
- At the end of June, Topher Holt kicked off our summer reading program with a shimmy shake. The kids and teens enjoyed his songs and the musical instruments they were invited to play. They really had the library rocking and rolling before the show was over.
- Maplewood had a visit from City of Rochester fireman, Jerrod. He talked to the kids about fire safety and how to avoid emergencies. The children also learned how to conduct themselves during an emergency, should one happen. Fireman Jerrod told us about what to expect during a fire emergency, talked about his firefighting equipment, and showed us how quickly a fireman must get into his gear. He told us about his career as a fireman and his work schedule. The kids found “Stop, Drop and Roll” especially entertaining. Unfortunately, he was unable to bring down any firetrucks for us to see but he promised to come back with one another time. *(Strategic Plan- Promote learning, provide fun and deliver creative and innovative educational experiences for our diverse population)*
- Maplewood had the rare opportunity to host a presentation of an after-school program at the Rochester International Academy and the Montessori Academy on Engineering and Design. Fifth and sixth graders talked about their learning experience and shared their outcomes of the design program where they created code, programed and printed 3-D objects. This was a great way to show STEM (Science, Technology, Engineering, and Mathematics) in practice for the younger children.
- ESOL (English Speakers of Other Languages) topics covered for June included American symbols and patriotism, Father's Day and families, summer activities, and food. The last week in June the ESOL classes had a potluck meal where students could share dishes from their culture. Students and teachers signed up once during the week and had a feast each day!
- We have two terrific young women for summer literacy aides who have formed instant bonds with our young patrons. They have spent hours reading to and with children as well as listening to children read. Having them here has made the summer reading program much more gratifying for our younger patrons and those who find reading a challenge. The two young women would come to the library for homework help in the past, so it was a perfect match that they were placed here.
- Our Preschool Storytime has really grown during these summer months. Fortunately, one of our literacy aides has been able to join us each morning making the expanded population much more manageable. We started the month with stories of patriotism and the birth of our nation. We then spent two weeks “at the beach” because one week was just not enough time to contain all the fun we were having. We had an indoor sandbox complete with buried treasures, sandy playdough to build sandcastles, beach balls and beach stories that made our 90 minutes together fly by. We then stepped back into the more traditional lessons, reviewing the basics of shapes, colors, ABC’s and 123’s. We have two of our regular attendees that will be starting kindergarten in the fall, so we want to give them every opportunity to have their skills fresh and solid to start this next phase of their lives. *(Strategic Plan- Promote learning and provide fun, creative & innovative educational experiences for our diverse community)*

Community Outreach/Meetings
- Evanna DiSalvo began going to the Wachuku Foundation to teach English to participants that attend through the Work Experience Program (WEP). The Wachuku Foundation is a not-for-profit organization that helps people get out of poverty by providing English classes and job training to prepare for job placements. Some of the students are from Puerto Rico, Bhutan and Congo. Also, DiSalvo attended a celebration at the Wachuku Foundation and was asked to help present certificates to participants who had been there for a year, or nearly a year. She plans to continue outreach to Wachuku Foundation. Some students were initially
resistant to “English class” but her informal style and interest in finding out what they want to learn most is breaking down barriers.

- Clare McNerney and Lydian Green began their UNAR (United Nations Association of Rochester) internships helping with citizenship classes. Their assistance is greatly appreciated as the number of students in the class has grown.

- Action for Better Community representatives attended a citizenship class to help students sign up for the ONA (Office for New Americans) lottery that would provide a voucher to pay for the citizenship application fee which is $725. They were able to sign up four students in the lottery before it ended. They will be notified should they win and will then process the voucher through the Catholic Family Center. (Strategic Plan-Expand our visible presence in our communities)

- Pyar Mo graduated from Edison High School as the salutatorian and has created a film about her life called A Long Way Home. She came to the library when she first arrived to the United States from a refugee camp in Thailand. Mo was very shy and spoke limited English. Eventually, she would come almost daily for homework help, reading and playing on the computer. She was always a hard worker and wanted to go to college and study medicine. We are proud of her and always knew she would do great things. http://spectrumlocalnews.com/nys/rochester/community/2018/06/20/edison-tech-salutatorian-shares-story-of-adversity

- DiSalvo attended the citizenship ceremony for Naw Phaw Nay. Johanna Buran attended the citizenship ceremony for May Honey, a page at the Maplewood Library who is the first in her family to become a United States citizen.

Monroe Branch, Mary Clare Scheg reporting

Programs

- Musical Monday: On June 11, Kinloch Nelson performed a variety of songs. “Watching Nelson play guitar is essentially witnessing the deconstruction of the instrument. Listening is a journey through American roots: jazz, country, blues, classical, folk and whatever it is that ties them all together.” (Quote from Frank De Blasé, City Newspaper, Rochester, NY). One of our patrons, Jim, plays guitar too. He was enthralled with seeing this “close-up” performance on the guitar. He had time to speak with Kinloch before the performance as well. He played one of my favorite song: There Is a Rose in Spanish Harlem. He took other requests as well. This was a very nice event.

- PlayROCs: In preparation for the event on July 21, we teamed with HealthiKids and the Monroe Family YMCA to co-host a play day in an unexpected place: the YMCA parking lot! About 20 people enjoyed healthy snacks, games, an obstacle course, bubbles, parachute and water play, and signed a petition to urge City Council to make Rochester safer for children and non-vehicle travelers. Although many of our regular families were participating in the Pride Parade that day we had a great crowd until about 2:00pm when naptime started. We’ll be looking at completely transforming the parking lot space next year with help from one of the volunteers and a local sporting store. Keyword: astro-turf! (Strategic Plan Promote learning and provide fun, creative & innovative educational experiences for our diverse community)

Community Outreach/Meetings

- On Wednesday, 6/27, staff met with the Program Director and Assistant Principal of New Beginnings School. We had a very productive meeting discussing some of these various topics:
  - Possible monthly program with students;
  - Book Club with books relevant to these students;
Sully Branch, Maria Heeks-Heinlein reporting

Programs

- We worked with a contact from one of the local Buy Nothing groups to set up a “free for all event.” The event was held on June 2, and it was well attended. Several of the participants said they loved the event, and they hope that we have another one here in the future. We also had a summer reading kickoff event for adults. We had some adults sign up for the program, and they were all excited for a chance to win one of the Barnes & Noble gift cards provided by the Friends & Foundation of the Rochester Public Library.
- Our children’s librarian Jenifer Nesbitt “kicked-off” the children’s Summer Reading program with a wonderful African Drumming workshop. We had a great turnout with children and adults in attendance. Everyone had fun learning about African drumming and music, dancing, and trying out the drums. Even our reluctant kids couldn’t help but get up and dance! Our new friend, Mayukwa Kashiwa, from Building Families First, brings a combination of cultural music knowledge and social work skills to promote positive self-esteem and kindness in his programs. He once lived in the Sully neighborhood and understands the struggles some of the children and families are faced with. He hopes kids will view his success and accomplishments as something they can achieve in their own lives. In addition to the drumming workshop, many children signed up for the summer reading program on this day. Some children even started their reading activities on the same day! The excitement for reading and earning prizes along the way was expressed by both kids and their caregivers. (Strategic Plan- Promote learning provide fun and deliver creative and innovative educational experiences for our diverse population)
- YA Librarian, Tim Ryan, had a program with teenagers to discuss the trend of vaping that is popular among young adults in the community. The open forum discussed the potential risks and hazards associated with vaping and making smart decisions regarding one’s health and safety. Ryan also had a Little-Known History program and used his personal collection of WWII artifacts to discuss the D-Day landing as well as other little known events that occurred on this day in 1944 and significant events of WWII. (Strategic Plan- Promote learning provide fun and deliver creative and innovative educational experiences for our diverse populations)
Nesbitt had a wonderful visit from Officer Tony and Officer Brian of the Rochester Police Department. When we celebrated college and careers a few months ago, several kids said they wanted to become police officers when they grow up. It was great to have two real officers come in to talk to the kids about what they do in the local police department. They showed the kids their uniforms and other gear they use and answered lots of questions. One child shared a sad personal story and both officers had important advice to offer this young boy regarding his situation. It was an excellent program, both fun and educational. *(Strategic Plan- Promote learning provide fun and deliver creative and innovative educational experiences for our diverse population)*

A patron has been spending a lot of time in the library with her one-year-old son. She said that she has been a stay-at-home mom for the past year, but she wants to go back to school and get a job outside of the home. She visits the library to use our Wi-Fi and computers to put in applications. One day she told staff the story of why her and her husband gave their son the name “Zen.” She said that while they were considering names, her husband brought a book home from the library about Zen Buddhism. After looking at the book, and thinking of Zen and what it meant, they decided to name their son Zen. One year-old Zen’s smile has been brightening up the library in July.

We often get new visitors to the library that make the comment “I did not know this was a library” or “I used to go to the old library when it was across the field, I did not know you moved over here.” After obtaining some window measurements from Bill Hough in the Maintenance Department, the graphics department made some beautiful signs to hang in two of our out-facing windows. One on the Webster Avenue side of the building, and one on the parking lot side. They are large enough to be clearly visible from the street and parking lot. It is hoped that more people will see these signs and know that we are a public library for them to visit; not part of the school. *(Strategic Plan- Our facilities are more welcoming and efficient)*

Phillis Wheatley Community Library, Lori Frankunas reporting

Programs

- Who would have thought that making dolls out of clothes pins would be such a smashing hit? All of the girls were so excited and they made each one look unique and special.

- Harry Potter had the best birthday ever today. We have games, food, the movie, and crafts. *(Strategic Plan- Promote learning and provide fun, creative & innovative educational experiences for our diverse community)*

- People in the neighborhood appreciated the Swan Band concert. The Episcopal Home had transportation and picked up people from Kennedy Towers as well as bringing seniors from the Home. Feet were tapping and heads were bopping to the cool jazz beats of the band.

Community Outreach/Meetings

- We attended the local farmer’s market in which flyers regarding upcoming programming and books were distributed. Alex Haehn enjoyed handing out books to the children at the Rochester Police Department event on Doran and Edith streets. The children played with the bean bag toss and they gathered prizes and books.

Anecdotes/Other

- On June 13, Writers and Books had a Young Adult Author event at Phillis Wheatley Community Library as part of their “Ladder” conference. Three local authors, Alex Sanchez, Leslie Youngblood and Charles Benoit, read from and spoke about their work. The readings were very moving and thought provoking. There were many thoughtful questions from the audience.

- I am very proud of my staff. We have an autistic boy, Demarian or “D” that comes to Wheatley with his Mom. His mother is a single parent and rarely gets any down time from taking care of D. When staff learned of the situation, we tried to help D while his Mom looked for materials to borrow. D helps with the items they return by opening the cases for us to scan. He also likes to draw so we make sure he has pen and paper
to make his pictures. We talk to him and try to expand his vocabulary. It is great to know that we can make a small difference for him and his Mom. The big smile on his face when he comes in brightens the day.

Winton Branch, Kathy Wolf reporting

Programs
- Jim Kerrins presented a musical/movement program entitled Boomerang Club, which was highly enjoyed by a small group of younger kids. The climax of the show was the toilet paper shower. Jim rigged up a leaf blower with a paint roller with duct tape and put a roll of toilet paper onto the roller. When he turned on the leaf blower, it spun the toilet paper into the air. The kids really loved it!
- Adult Librarian Pat Finnerty reports that she hosted a “Defensive Driving Class” taught by AAA and had 16 people attend. The class went very well and each attendee received a certificate that they in turn give to their insurance company for a discount off their car insurance. All the attendees were very pleased with the class and Finnerty feels it created good will with the community. After the class, many people asked her if they were going to have it again. It was a popular event.
- Finnerty said the highlight of the month was the first “Welcome Summer Family Party.” It was a huge success! We had a little over 100 people, with a mix of adults, children, teens and families. Finnerty had many people come up to her personally to thank the library for putting on such a wonderful event. The four musicians from the Rochester Philharmonic Orchestra (RPO) were a huge draw and played an assortment of music for one hour. (One of their regular patrons is a cellist for the RPO and was Finnerty’s contact). They also had a face painter and a balloon artist for the kids. They served animal cookies and lemonade and had several book raffles. The event was held outside in the beautiful butterfly garden and the weather couldn’t have been better. It was a great neighborhood draw and people brought their blankets and chairs, were chatting with one another and enjoying the beautiful music. It couldn’t have gone better. Finnerty hopes this will be an annual event for the Winton Library!

Anecdotes/Other
- I came out of my office to go into the Children’s Room, when I noticed the patron who was being helped at the desk. Leila was one of our regular patrons in the Children’s Center at Central a few years ago. She and her baby would come in every morning when we opened and spend the majority of the day with us. We learned that, at the time, they were homeless and staying at a women’s shelter to be protected from the child’s father. We watched as Keith grew from a very small baby of only a few months old to a rollicking toddler who had particular joie de vivre. When Keith and Leila stopped coming in every day, we were worried about them. As I found out, they are doing very well. Keith had gotten into a day care center and Leila had gotten into a job training program. Today, Leila had come to the Winton Library (the first time she had ever been here) to make some copies for paperwork to start her own business. She said that the library saved her sanity and her life. It is moments like this that make me know the reason I got into this field.
- A woman was having a difficult time completing a financial form, attaching it to an email, and sending it along. She was very frustrated with the entire process. Evidently, she can get into her email from home, but trying to do this on an unfamiliar computer was quite daunting. I was able to calm her down and help her to complete, print, and attach the form. I mentioned that we could also scan it and send it, if she needed to sign it, but she felt that was unnecessary. The next morning, she was at the door when we opened. The form did need to be signed, so I helped her scan it and I emailed it to her. I suggested that she use one of our computers to log on to her email, open the attachment to be sure it looked the way she wanted it to, and then forward it to the bank, so the email would be coming from her account. She tried to do this, but when I
checked on her fifteen minutes later, she was close to tears. She was having a very difficult time accessing her email and seemed to be at the end of her rope. I offered to send it directly to the bank from the library’s account and copy her in, so she would know that it got there. She seemed so very relieved; she thanked me over and over. She left with a hug. *(Strategic Plan- Increase use and support of our libraries among our diverse populations)*

**Selected Meetings & Outputs**

Director Uttaro (June 16 - August 10, 2018)
Brie Harrison; Sally Snow; Ana Suro – one-to-one meetings (monthly)
Tolley Reeves - one-to-one meetings (bi-weekly)
FFRPL Executive Director Ned Davis (monthly)
City Chief of Staff, Alex Yudelson (monthly)
City Senior Management Team (monthly)
Monroe County Assistant County Executive, Michael Molinari (monthly)
Central Library All-Staff Meeting (monthly)
MCLS Board of Trustees – May meeting at Irondequoit Public Library
MCLS Directors’ Council (monthly)
MCLS Mentoring phone calls with recently appointed member library director (weekly)
MCLS System Services and Operations Committee (monthly)
New York State Library – Department of Library Development conference call (monthly)
Public Library System Directors’ Organization (PULISDO) conference call (monthly)
RPL Board of Trustees
RPL-MCLS Management Team (weekly)

585 Magazine Interview
Baker Tilly Session: Direct Service Departments; City Strategic Planning (x2)
Carolee Conklin, New Trustee Orientation
Cynthia Dana & Joe Born
City- Smart Cities Team meeting
City Chief of Staff, Alex Yudelson
FERPA Data-Sharing Follow-Up; Mayor & City Law
MCLS Consultant Report Interview - Sally Snow
Mike Molinari, Assistant County Executive
Mayor's Summer Reading Challenge/DRYS Summer Learning Programs News Conference
Roc the Future Early Grade Literacy Planning Team Meeting
City Law; RCSD Data Sharing Agreement
Press Conference with LVR event to announce Spectrum sponsorship of digital literacy program
ROC the Future Meeting at City Hall
Rundel Terrace Art Presentation (x 4)
Verona Street Animal Shelter - Christopher Fitzgerald

**Email Activity**

**July 2018**

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