

Agenda Item 6b



Pima County Public Library Advisory Board

DATE: August 6, 2008

TO: Library Advisory Board, Pima County Public Library

FROM: Nancy Ledeboer, Library Director

SUBJECT: DIRECTOR'S REPORT, July 2008

July brought the monsoons and leaks at several libraries. Deputy Director Pat Corella and I will be meeting on a monthly basis with Reid Spalding, the new Director of Facilities and Tom Burke who has been assigned to manage library projects. The leaks have been addressed at Wheeler Taft Abbett, Quincie Douglas, Martha Cooper and Flowing Wells libraries. The monthly meetings will be held at various libraries to familiarize Mr. Spalding with library facilities. We have briefed him on the Wilmot bond project. Mr. Spalding is an advocate of planning for facilities maintenance and we welcome his input on how to ensure that public libraries are well maintained for the future. We also plan to begin working on a model plan for future libraries that will have detailed cost estimates. This preparation will be done prior to the next round of bond proposals for public buildings.

Supervisor Valadez held a meeting with various County Department Heads to review plans for a master planned community in the Southlands tentatively called Verano. The purpose of the meeting was to look at what type of services will be needed as this project comes on line. This is a large scale project that may eventually have enough people to warrant a library. In the early phases the library could provide a book mobile stop.

The Literacy Coalition efforts continue to progress. Consultants visited Tucson and met with focus groups from a wide variety of perspectives including adult students, financial literacy providers, adult education providers, health literacy providers, early childhood educators, school representatives and literacy leadership council members. This visit is funded by the Community Foundation of Southern Arizona to complete an assessment of services, needs and funding for literacy in our community. The eventual goal is to bring a stronger unified approach to building a network of literacy services to strengthen the community.

In preparation of community forums that begin in August, Administrator Bonny Bruce conducted training in facilitation. A team of librarians will work in pairs to facilitate the community forums. Ms. Bruce modeled how to facilitate and staff practices their role in leading these community discussions. The community forums will begin August 6th and will run through October. Many of the facilitators took part in a similar activity in their role as staff member on the Strategic Planning Staff Team. This was an engaging exercise for staff to match library services to community needs.

August 6, 2008

Library Director's Report

A public library class from the School of Information Research and Library Science (SIRLS) toured the Main Library. Branch Manager Karyn Prechtel, Librarians Ingrid Trebisky and Libby Jones showed the students around the Main Library and Technical services and ended the tour with a discussion about issues facing public libraries.

The Book Festival Author Committee is finalizing the schedule of authors. As Chair of the committee I have had the opportunity to work with an extended committee of community members who are committed to making this a successful event. The goal is to raise awareness to literacy in our community and provide a fun way to celebrate books and reading. So far the committee has confirmed over 300 authors who will participate in the event next March. Helene Woodhams and Coni Weatherford are providing support for planning and contacting authors.

Deputy Director Melody Ballard and I continue on our annual branch visits. We met with staff at the Wilmot and Main libraries. Our goal is to listen to what is happening at each branch and to answer any questions that staff raises. We have been sharing information about the Strategic Planning process and encouraging staff to invite customers to the Community Forums.

I attended a meeting of the Foundation's business development committee. The Foundation is planning strategies to raise funds for the endowment through the involvement of the business community at upcoming events. My role is to be a resource to the committee if they need information about how the library contributes to the community.

I also attended a lunch meeting of Altrusa, a service group that supports literacy efforts and Defensive Driving training. Pima County requires all employees who drive as a part of their job to attend Defensive Driving training once every three years.



DATE: August 2, 2008

TO: Library Board, Pima County Public Library
Board of Directors, Friends of the Pima County Public Library
Board of Directors, Friends of the Pima-Green Valley Library
Board of Directors, Friends of the Kirk-Bear Canyon Library
Board of Directors, Friends of the Arivaca Library
Board of Directors, Friends of the Oro Valley Library
Pima County Public Library Foundation Board

FROM: Melody Ballard
Deputy Library Director

SUBJECT: Public Service Report for July 2008

AJO—*Linda Lam*

Children, Teens & Families:

Salazar-Ajo experienced another successful summer reading program with increased participation at all levels. By far the most popular of the SRP events was Ross the Magician inspiring 65 young children (and 17 aged ones) to attempt magical feats. The Saint Titus Active Readers (STARS) met each Monday for an hour and one-half of reading exercises and activities. Adults, too, are enjoying the summer programs. The Poetry and Dramatic Reading session is entertaining and interesting; while the Poetry Writing Workshop is stimulating and exciting.

CATALINA – *Karen Greaber*

No report for July

CAVIGLIA-ARIVACA— *Mary Kasulaitis*

Children, Teens & Families:

Caviglia-Arivaca Library participated in Summer Reading Club and provided programs at the Arivaca Community Center, including the Tohono Chul Park's Saguaro puppet show, Pizza with Pizzaman Dave and James Reid the Juggler Extraordinaire. We celebrated the end of Summer Reading and the Parks and Recreation summer program at the Arivaca Community Center by participating in their Talent Show. Librarian Mary Kasulaitis and Elora Arvizu sang the *Ladybug's Picnic*. Friends of the Arivaca Library provided refreshments, featuring root beer floats.

July '08

Visibility & Image:

Caviglia-Arivaca Library staff and a volunteer carried a Pima County Public Library banner in the Red White and Blue Parade on the Fourth of July on Main Street in Arivaca. This was one of the best parades ever!

Community Partnerships:

Arivaca Library hosted an author visit on July 19 by Don Honnas, retired Arivaca cattle rancher, who has written a memoir of his family's history and experiences in Southern Arizona. Don and his wife lived in Arivaca for 40 years where they were known for being community minded. The response by the townspeople to his book was very heartwarming.

ECKSTROM-COLUMBUS— Terry Rill.

Children, Teens & Families:

Several summer reading programs brought in people of all ages. Tohono Chul Park presented a puppet show, the Tucson Audubon Society brought arthropods and adventures along with them and Pima County Natural Resources presented a program on nature journaling.

Teen volunteers were thanked for their hard work all summer with a special party also serving as a recruitment event for continued involvement in the library.

Volunteer, Marilyn Venne has organized a weekly Children's Discovery Center where she works with kids on a craft and reads to them while they work. As many as 11 kids have participated, many of them teens.

Adults and teens have flocked to Knit One, Crochet Too taught by a library staff member. The 4 week class was so popular that we are offering a second session. The popularity of our arts and craft offerings testifies to a need in our society for creative outlets and community building.

Visibility & Image:

Manager, Terry Rill got her 7 seconds of fame in a Channel 9 news story about computers and the variety of activities that can now be found in libraries.

Community Partnerships:

The English language classes sponsored by Literacy Volunteers of America continued this month. The attendance has dwindled a bit but 16 students are continuing with the twice weekly class that runs through the first week in August.

We've completed another 8 session OASIS computer class. The class has been supplemented with a drop in Saturday class going over the basics. Our instructor found that many students need the extra tutelage and practice. She is doing a two session resume and online job resources class to round out our summer computer class offerings.

The League of Women Voters is staffing a voting information table in our lobby on a weekly basis.

DUSENBERRY-RIVER—Kathleen Dannreuther

Children/Teens/Families:

A total of 18 teens volunteered this summer, contributing 138 hours to the smooth operation of the Summer Reading Club.

Three programs were scheduled for teens/tweens in July and August: A Fit for Life “Zumba” class, “TeenzArt,” and a “Lego Rover Building Day” using the Lego kits owned by the library.

Teen registration for the Summer Reading Club was about the same as last year, but the completion rate was 34% higher. Participation by children was comparable to the previous summer

This summer seven SRP programs for children had a total attendance of 471, an average of about 67 people per program.

Visibility and Image:

An article about Video Gaming in the Library recently appeared in the Arizona Daily Star, featuring interviews by Brian Gross and several kids from the River Library Role Playing Club

EL PUEBLO— Frank De La Cruz

Children, Teens & Families: El Pueblo continued in the children’s and teen Summer Reading Program through the final date, July 19. Children’s participation was a big increase over 2007, teen participation saw a slight increase. Ronald McDonald visited El Pueblo on July 1, presenting a story-time for about 85 kids. On July 9 Vivian Enos, from Quincie Douglas Branch, presented a Native American beading program for the public at El Pueblo. There were 10 participants. On July 22, we had our last Summer Reading Program event, “Volcanoes” with a craft for about 60 kids.

Community Partnerships: On July 10 6-7 retired Pima County Public Library employees visited El Pueblo. They toured the branch, talked to staff about our programs and treated some of the staff to lunch at a Mexican restaurant. It was beneficial for our staff to hear the commitment, dedication and ideals of the retired employees, to feel that we’re carrying on an excellent tradition..

EL RIO— Romaine Ahlstrom

No report for July

FLOWING WELLS – Yolanda Sainz

No report for July:

GEASA-MARANA— Nancy Lindeman

Children, Teens & Families:

Summer Reading Club enrollments increased this year for both the children and teen program at Geasa Marana.

HIMMEL PARK BRANCH – Sarajeon Harwood

Children, Teens & Families:

Our last few summer reading programs were very popular – a walk in the desert with the Arizona Sonora Desert Museum, a puppet show with Tucson Audubon Society, beading for teens and adults (very popular with adults) and a sellout crowd for Pizzaman Dave at the end of Summer Reading.

Our Saturday story time continues to grow and grow. It really doesn't fit in the children's area any more. This month we had our first Chinese/English story time with two graduate students from the UofA and our own Beth Rubio.

Visibility & Image and Community Partnerships:

Sarajeen Harwood met with the core group writing a National Science Foundation grant for community environmental education. This group is a partnership with several colleges at the University, PCPL, the Arizona Sonora Desert Museum and others active in community education.

This group, as well as some members of Sustainable Tucson, has begun a discussion group on *Discussion Course on Choices for Sustainable Living* produced by the Northwest Earth Institute. We are testing this program for use with the public and for use in the NSF grant. We hope to offer a public discussion group in the fall.

JOYNER-GREEN VALLEY— Amber Mathewson

Children, Teens & Families:

Our summer children and teen reading programs were a wonderful success. We signed up more than 1100 children for Catch the Reading Bug and over 200 teens in a Midsummer's Night Read! In addition to the regular summer programming, the Green Valley Library staff once again hosted a series of intergenerational arts & craft programs. Programs included the making of Fondant Flowers, Fiber Arts Ranch, Woven Bookmarks, Tie Dyeing, Crocheting, just to name a few. These programs were completely filled with waiting lists for each. The programs were supported through funding by the Friends of the Green Valley Library.

Visibility & Image/Community Partnerships:

Staff of the Green Valley Library manned a booth at the Green Valley Assistance Services Back to School Event – handing out library information and signing up participants for library cards. More than 200 children and teens in need were able to get free school supplies at this event. The Friends of the Green Valley Library gave \$500.00 toward the purchase of dictionaries for the students.

JUVENILE DETENTION CENTER – John Muñoz

No report for July

JOEL D. VALDEZ MAIN LIBRARY- Karyn Prechtel

Children, Teens & Families:

Main Children's ended a very successful SRC with 1,375 children signing up for the program, a 20% increase over 2007. Children who finished reading 24 hours and completing 30 hours increased by 10%. Parents reported that their children read more, enjoyed the programs and were excited to come to the library. Highlights of summer reading club programs included Family Read, a book club tie-in to the Loft Movie Theater's July free showing of, The Secret Garden, Hunters and Hunted, featuring experts from the **Sonora Desert Museum** and a desert tortoise, screech owl, and ringtail. Staff from **KidsArt** presented a fun and interactive craft program for toddlers called Squiggles to Grins. **Pima Department of Environmental Quality** presented a highly educational program designed to teach children about the properties of air, using books, experiments and fun demonstrations. Approximately 120 parents and kids attended.

Main Children's partnered with John Muñoz and other library staff in celebration of the **50th Anniversary of NASA**, by hosting **Outer Space Base**, a three part series of space-themed programs. The first program, **Mission to the Moon** was held on July 28th. 65 kids and adults participated in all.

Visibility & Image:

Tom Farmer discussed the library's business resources at the July breakfast meeting of the **Tucson GLBT Chamber**. One member shared how she successfully used the library's ReferenceUSA to market her business to the community.

Community Partnerships:

Librarian Cathy Jacobus participated in a panel discussion for the SIRLS course, **Consumer Health in Diverse Cultures**. The topic was how consumer health information is provided in different types of libraries. As part of PCPL's annual partnership with the Arizona Health Sciences Center Library and SIRLS/Knowledge River, Cathy gave a tour of Main Library to Sunnyside High School students enrolled in the **Wellness Education (WE) Search Institute**.

Librarians Pat Esposito and John Howley gave a presentation at **Adult Probation Education Services' LEARN Center**, focusing on getting library cards, library services, databases & online collections (such as for job hunting) and resources on the library's web.

KIRK – BEAR CANYON LIBRARY –Margaret Wilkie

Children, Teens & Families:

July was a rousing month filled with summer reading events. Ronald McDonald and "The Cat in the Hat" drew enthusiastic and large story time audiences. Miss Mary of Kindermusik immersed the children in the sounds of the ocean through playing, singing, and dancing for two special story times. Mr. Bill attended the Sidewinders game and worked at the library table. He was greeted by many children who recognized his familiar face.

Over 25 teens celebrated the end of A Midsummer Night's Read with pizza and a movie. Pizzaman Dave taught them the fine art of pizza making. They enjoyed their pizzas and other snacks while they watched a movie.

We thanked our fourteen teen volunteers by treating them to a pizza party, scavenger hunt, and special gifts.

MARTHA COOPER BRANCH– Margaret Guerrero

Children, Teens & Families:

Martha Cooper branch staff shared their unique talents with the community at several engaging programs in July. Daniel Behrend facilitated a one-and-a-half-hour drumming workshop ("Drumming with Danny B") attended by 8 teens and tweens. Volunteer Natanya Siegel, who teaches cooking and etiquette through Pima College, promoted multiculturalism and healthy eating by teaching teens how to make Thai salad rolls. Jeremy Gibson led a t-shirt silk-screening workshop for adults. On July 12th, fifteen members of the Society for Creative Anachronism presented a program on the Middle Ages. Seventy-five people enjoyed displays of armor, bows, clothing, embroidery, jewelry, and heraldry. Shawn Finn organized this event and served as a contact between the Society for Creative Anachronism and the library.

July '08

Children of all ages as well as adults have enjoyed the summer reading activities including Meg Balconis's Cultural Party for preschoolers, Discovery Arts preschool and teen workshops, and the Arizona Sonora Desert Museum presentation on Creatures of the Night.

Visibility & Image:

Mary Givins gave a presentation about the Summer Reading Club, future programs and the Community Forum to the Midtown Neighborhood Association. She attended the Refugee and Immigrant Service Providers Network (RISP – Net) meeting and informed them about English classes.

Community Partnerships:

Enrollment in the Literacy Volunteers of Tucson ESL classes is holding steady at about 21 students.

MILLER GOLF LINKS – Ruth Grant

Children, Teens & Families:

On the July 3rd story time, we celebrated Independence Day with a “Happy Birthday, United States!” party coincidentally it was also the birthday of our Preschool story time triplets. The SRP Reptile Rally on 7-21-08 was attended by 45 enthusiastic lizard lovers. Chris Novak will be attending the Loft's showing of The Secret Garden on July 31 to meet up with her Book club kids. We expect at least 10-20 Golf Links kids to attend. **2,664** children signed up for the SRP, with 750 finishing to 24 hrs.

For the Teens's SRP, we had 282 sign up and 157 finished (56%) and an additional 28 teens registered online with 6 teens, or 20%, logging 30 or more hours of reading. 21 teens contributed 670 hours of volunteer service during the summer reading program

Visibility & Image:

A small group made it to the branch through monsoon rains on, Friday July 11th, to discuss the Miller-Golf Links Book Links book club novel the Thirteenth Tale by Diane Setterfield.

For Metamorphosis (adult Summer Reading Program), 47 adults registered online to participate, second only to Nanini (61).

Managing Librarian Ruth Grant met up with the Eastside City Team on July 17th.

Community Partnerships:

Adult services librarian Beth Petrucci met with Emila Sutton of United Way (EITC/VITA), Jane Johnson of AARP, Beth Matthias-Loghry, Daphne Daly, and other PCPL librarians to discuss free tax help locations. AARP has a great relationship with Wilmot and the Golf Links Branch was viewed very favorably as a possible additional Eastside tax help site for 2009.

MURPHY-Wilmot- Daphne Daly and staff

Children, Teens & Families:

Murphy-Wilmot launched Star Wars Thursdays this month, with plans to show all the Star Wars movies in order over six Thursdays. The first show attracted quite a few kids—some in costume! After the movie, the kids checked out the majority of Star Wars books we had on display, too.

A Midsummer Night's Read came to a close, and Murphy-Wilmot ran out of supplies! The teens just kept coming and branches shared their supplies. 420 teens signed up for the program, and 47% completed the full 30 hours of reading and earned all of the incentives. We're fortunate for the extremely generous donations we received from our local community.

A TeenzArt program was held on July 10. Six teens participated in painting Aboriginal dream art. By painting tiny dots of color, participants were able to make entire scenes depicting trees, birds, hearts – oh, and *someone* even made Snoopy.

Pizza Dave made Teen & Family Game Night a huge hit. 58 people of all ages attended the event. Dave allowed everyone to take part in making their pizzas. While they waited for their turn, families played games including Life, Sorry, Battleship, Memory, Checkers, Chutes and Ladders, and more.

Fourteen summer teen volunteers gave 122 hours of their time in July. They gave 356.5 hours over the course of the summer reading program. An appreciation luncheon was held for them on July 22.

In conjunction with Dr. Seuss movies playing at the Loft, Murphy-Wilmot Branch Library held special Dr. Seuss story times during July. Everyone enjoyed these classic stories very much, and it was a great opportunity to share some “good fun that is funny” with our newest generation of readers.

Visibility & Image:

Author and activist Stella Pope Duarte visited the Murphy-Wilmot Book Club on Saturday, July 26, to discuss her latest book, *If I Die in Juarez*. Her visit was Pick of the Week in the *Tucson Weekly*, publicity that helped draw quite a crowd, more than 50 people, to her talk.

An article about Teen & Family Game Night with Pizza Dave appeared in the *Tucson Citizen* on July 29 (see info. about the program above). The article also listed future dates for Pizza Dave appearances at additional branches.

Community Partnerships:

Murphy-Wilmot partnered with the Volunteer Center of Southern Arizona for a very successful volunteer fair on Saturday, July 19. More than 100 people streamed through the meeting room, chatting with representatives from various non-profit organizations. A big thank you to Green Valley's Karen Greene for making this possible.

In partnership with the Southwest Fair Housing Council, Murphy-Wilmot hosted an interactive Lead Hazard display in the children's area for one week. Kids of all ages enjoyed walking through the display and listening to information. Thanks to April Gering at the Wheeler Taft Abbett, Sr. Branch Library for setting this up.

KLPX Sunday morning Tucson Lifestyle show featured Managing Librarians, Daphne Daly and Sharla Darby of Wheeler Taft Abbett. Interviewer Stephanie Fries asked about all kind of library services and issues; from our new name to what the future holds for the PCPL.

MISSION – Martín Rivera

Children, Teens & Families:

July '08

Twelve teen volunteers worked on the SRP table and assisted with projects and paging duties. The Midsummer Night's Readover on 11 July featured West Side Story, the movie, based on Romeo and Juliet. The YA librarian served popcorn and ice cream to the eleven teens that participated. It was a fun event.

We all survived SRP 2008, and signed up 311 teens and gave out 346 total prizes, as compared to 213 registrations and 253 prizes last year! We also had 1342 children who participated in the Children's SRP of those 357 completed, 26.6 %.

The Tween book club which meets monthly on Saturday mornings continues to be popular. Members enjoyed our Crime Scene Investigation discussion and GIANT crossword puzzle

Visibility & Image:

The YA Librarian assisted with new voter registration after the Naturalization ceremony at TCC.

Community Partnerships:

Tucson Youth Development: Mission was fortunate to have two dedicated and enthusiastic workers from TYD, Joselin and Cheyenne, this year. They had the opportunity to be involved with both the Summer Reading Program and the everyday duties of page workers at Mission.

League of Women Voters: The League of Women's voters will have a voter information table at Mission Branch Library on Tuesday and Thursday Mornings. Mission will be a Mock Election Site on October 2.

GED LEARN Center: The Adult Services librarian made three presentations about the services provided by the Pima County Public Library at the Southside Pima County GED LEARN Center. She also issued 26 new library cards.

Acosta Job Corps Center: The YA Librarian met with the Work-based Learning staff from the Acosta Job Corps Center and joined their Community Advisory board.

NANINI – Kristi Bradford

Children, Teens & Families:

The Reading Partners pilot program at Nanini had positive interest from the public. We will continue it in the fall working with the Key Club at Canyon del Oro High School.

22 teens contributed 341.5 hours to Nanini Library this summer helping with the Summer Reading Program!

Community Partnerships & Visibility & Image:

Children's LA Eddie Dembowski and Manager Kristi Bradford participated in the Pima Animal Care Center's July 12 pancake breakfast/pet adoption extravaganza. This was a continuation of the SEIU partnership established this year between PCPL and PACC and an annual event to adopt out pets. Eddie presented a mini-pet related story time to 50 eager kids and families. 72 animals were adopted out during the morning and money was raised to supplement a vet fund that pays the fees for animals that need veterinary care in order to be adoptable.

Nanini Library customer and past International Olympic Committee member Bob Hennkens supplemented the library's collection of books on the Olympics with his collection of Olympic memorabilia for the July lobby display case. Bob also shared his list of contacts with Nanini's

July '08

display coordinator, YA Librarian Pam Park, who received many posters in return promoting Beijing and this year's Summer Olympics.

QUINCIE DOUGLAS— Elva Smithwhite

No report for July

SANTA ROSA (SRO) —Emily Mazur

No report for July:

SOUTH TUCSON — Sol GómezChildren, Teens & Families:

Deanna Sanchez provided a special story time for Southside Headstart. She also helped out with the Care Fair. The Summer Reading Program was a success with an average of fifteen children and teens attending *Native American Crafts, Reptiles, Pizza Making, and Smoothie Making*. **Sofia Blue** provided South Tucson's first attended Babytime.

Volunteer **Aaron Moreno** formed a successful Chess Club with eight loyal members. Mr. Moreno has received a grant from a non-profit to help Tucson's youth learn about chess and is preparing for a chess tournament to be held in Main's LL1 meeting room on August 7, 2008.

Community Partnerships:

The **University of Arizona College of Nursing** is conducting a community assessment in South Tucson to pinpoint the health needs of the community. The community assessment is part of the UA's College of Nursing's fast track nursing program. We will use the information to provide relevant programming in the future in collaboration with the **Pima County Community Health Task Force**.

SOUTHWEST— - Matt Landon

No report for July

READRUNNERS - Elaine ValenzuelaVisibility & Image:

Matthews Specialty Vehicles, Inc. will soon turn over a new bookmobile to PCPL's Readrunner unit. They are the nation's premiere provider of bookmobiles, bloodmobiles, mobile medical units, special-purpose law enforcement vehicles, transport vehicles and more. They have been working with the library and PC Transportation Department to custom design the perfect bookmobile that will meet our specific needs. They scheduled a final vehicle inspection the last week in July. Wade Zelenak will travel to Greensboro, NC to conduct this final inspection at the Matthews headquarters.

VALENCIA - Elaine ValenzuelaChildren, Teens & Families:

SRP 2008 is over, and we survived! We signed up 240 teens and handed out 324 total prizes, with a 27% completion rate. We also had 1307 children who participated in the Children's SRP and 307 completed the program. Overall, the summer programs attracted many children to the

library, the most popular for the children was the Ronald McDonald story time and the most popular teen program was the Guitar Hero II tournament.

Computer classes continue to thrive under Wanda Poindexter's supervision. We are attracting ten to twelve students per class. We're certain that if our lab accommodated more PCs, we'd attract even more students. We offer English and Spanish classes, as well as a weekly keyboard class aimed at teens. On Saturday afternoons, we offered "one shot" computer classes. We held "Introduction to Computers and the Internet"; "Using Email" and "Computer Safety and Security".

Eleven teens from the Valencia area contributed 307 volunteer hours of service during July, and one TYD student worked 120 hours this month.

Visibility & Image:

We hosted a volunteer resource fair aimed at teens and adults. Over 15 local organizations promoted their volunteer opportunities to our customers. GV Librarian Karen Greene did an excellent job in coordinating this system-wide event.

Valencia Library was selected as a site for the Sunnyside School District's Community Stories Project exhibit. This project engaged middle and high school students as cultural reporters. They recorded stories of the Sunnyside community and produced a beautiful traveling four panel exhibit, which we are pleased to display at Valencia.

Community Partnerships:

The League of Women's voters continue to set up a voter information table at Valencia Branch Library on Monday and Thursday afternoons. Valencia will hold a mock election on August 18.

Valencia library partnered with the Tucson Police Department and the Department of Neighborhood Resources to present a gang and graffiti workshop for adults and teens. The program was very well attended since DNR promoted it to our local neighborhood associations.

Branch manager, Elaine Valenzuela, participated in a focus group that identified themes to educate Latinas on the prevention of cervical cancer. These themes will then be used to produce an informational "fotonovela". This project is in collaboration with the PC Cervical Cancer Prevention Partnership. Staffs from the UA College of Public Health, in conjunction with the National Center of Excellence in Women's Health, are sponsoring this project. She also participated in an adult literacy providers focus group conducted by two literacy consultants brought in by the Community Foundation for Southern Arizona. This is one of eight literacy focus groups that will help access literacy services and needs in the community.

WHEELER TAFT ABBETT, SR – Sharla Darby

Children, Teens & Families:

April coordinated a series of four Family Story times in partnership with the Pima County Health Department to raise attention about the health risks posed by mosquitoes. The Health Department brought real live mosquito larvae and Fight the Bite coloring books. Each child was given a certificate naming them as West Nile Virus Warriors.

A special Preschool story time to end the Summer Reading Club with Skippyjon Jones live in-person drew a crowd of 83 people. We handed out 1,286 summer reading club packets even though we opened up 2 weeks after the official kickoff date. 242 children made it all the way to the 30 hour mark.

A Mid-Summer Night's Read was a big hit at Abbett! We registered a total of 147 teens, and achieved a 48% completion rate. Meanwhile, Teen Tiki (the NON-book club) will focus on teens teaching other teens cool stuff they know how to do. This format will allow each member to take a turn presenting in front of the group and to learn about each other's talents. Our teen customers competed in impromptu magnetic poetry contests. Winning poems are displayed in the teen area.

A gourd beading class was presented by Vivian Enos to Teens and Adults on July 2, 2008.

Visibility & Image:

The library was highlighted again in the media. Sharla Darby and Daphne Daly did a KLPX radio interview with Stephanie Fries. We were also featured in the "Out and About" section of the July Oro Valley/ Marana magazine. We had a wonderful write up by Joyce Bertschy, Arizona Daily Star, saying "The place is a cool and quiet refuge on a muggy Saturday afternoon. The best part was the smell and the feeling I got when I walked in: new and hopeful."

We continue to get positive feedback everyday about the library and the great customer service we provide. The staff is proactive in greeting people and making sure they find everything they need.

Community Partnerships

Sara Dias, YA Librarian, attended the monthly Picture Rocks Community Meeting on 7/15 and invited the community to attend Abbett's celebration of Tucson's Birthday on August 5. She continues to work with the Girl Scouts of Marana to produce a "Heritage of Marana" documentary with Pan Left. She attended the Northwest Regional Coalition's second working meeting where the coalition continues to identify Marana's needs as well as its resources. Since having been inducted into the Marana Chamber of Commerce, staff has been brainstorming the kind of role we will play in the business community.

WOODS — *Margie Farmer*

Children, Teens & Families:

Woods continued to have a busy summer with numerous children's and teen's programs and activities. One of the favorites was Woods celebrations of Dr. Seuss' birthday on July 10th with a visit by The Cat in the Hat (aka Bill Reuter).

Teens continue to enjoy the weekly Rock Band and Wii Games at Teen Gaming Days. This program has averaged about 25 teens.

The Woods library was the set for several teen videos as part of the Teen Summer Video Shootout. Teens at several branches have been writing, directing and producing videos related to libraries. We all look forward to seeing their creative productions.

Community Partnerships:

Margie Farmer continues to attend the North Side Coalition planning sessions. The coalition is in the final planning stages of a federal Weed and Seed grant proposal.

VIRTUAL LIBRARY— Jen Maney

Visibility & Image

Comments received this month via the library website:

This is by far the best Library website I have seen. It is so user friendly and pleasing to the eyes. Your entire team and staff should be commended!

Just to let you know that the library website is terrific. It works well, things make sense -- whoever put this together undertook a Herculean task and mastered it. Very nice work!!

"The Book that Changed My Life" program is an excellent presentation. I'm always looking for an interesting read and oftentimes I don't have any good leads. The recommendations from the people in this presentation are great! It's kind of a community thing too; it's comfy to have the opinions of people right in the same neighborhood. Great idea and you did a great job with it.

You guys rock. I love the Pima County library system; it's a big part of my daily life. I'm a lifelong bookworm and movie fan, so I really appreciate your consistently fine efforts to maintain a quality resource for the county.

-Reba D.

Book Covers Entice Readers on Library Catalog

Virtual Library added a new feature on the catalog page to bring attention to *Metamorphosis: The Book That Changed My Life* (<http://www.library.pima.gov/about/news/?id=897>) which is part of our *Ravenous Readers* recommended reading lists (<http://www.booksite.com/texis/scripts/bookletter?sid=6482>).

A few books from each month's lists will be highlighted on the catalog page each month. When you click on the link next to the book, you'll be taken to a review of the book, and if you like, you can check the catalog to find out if the book is available or to reserve it.

Children, Teens & Families

Manga and Anime Reading Lists added to TeenZone

A new Manga and Anime section has been added to those TeenZone reading. Both topics are very popular with teens. See this section at <http://www.library.pima.gov/teenzone/read/manga.cfm>.

Online Summer Reading Final Statistics

This was our second year offering Summer Reading online to teens, and our first year offering it to adults. The online program was wildly popular.

Adults:

- Total registrants: 468
- Total hours logged: 4448.4
- Total books logged: 1420
- Total reviews posted to website: 704

Teens:

- Total registrants: 302
- Total hours logged: 3699.9
- Total reviews posted to website: 308

YOUTH SERVICE-Gina Macaluso

Children, Teens & Families, Visibility & Image, Community Partnerships:

Approximately 6,900 people attended the Summer Reading Program grand finale, "library night" at the Sidewinder's game at Tucson Electric Park on Sunday, July 27th. Library staff was on hand to congratulate our summer readers, including the story book character Skippyjon Jones. Skippyjon and Gina Macaluso's son Alex Rodriguez had the honor of throwing the first ball of the game. Unfortunately, this looks like it will be our last "library night" at a Sidewinder's game.

In addition to the summer reading at our libraries, over 8,300 children and 1,100 teens at 108 summer camps, KIDCO sites, and summer schools participated in the Summer Reading Program. Stocker Grant funds allowed us to lend small loaner collections of books and to provide eleven sites in disadvantaged areas with entertainment like jugglers and puppet shows. The number of children who reached the 30-hour "bonus" level nearly doubled this year!

The Library's campaign to get every first grade child in Pima County a library card will launch on August 1st with letters going out to all of the public, private, charter schools in the library's service area. Last year, over 3,800 first grade children got cards through this program which works through the schools to advocate for the library and card ownership. We hope to do even better during the 2008-2009 school year.

ADULT SERVICES – Beth Matthias-Loghry

Visibility & Image:

Adult summer reading ended July 19. The last week of the program, online participants were sent a Zoomerang survey. While participants found online participation both challenging and convenient, there were suggestions for improvement on our initial program. Common themes included: better marketing of the program, especially to parents who are signing up their kids for the children's summer reading program, more online encouragement and reminders, the broad idea of setting a goal "i.e. to read all Shakespeare's works" vs. the "constraining aspects" of choosing either books or time read to mark progress. **Metamorphosis** continues life changing books of notables and neighbors in the area of education for August.

STAFF DEVELOPMENT – Bonny Bruce

A training session was developed by Bonny Bruce for the staff members who will facilitate the strategic planning Community Forums. Bonny, Gina Macaluso, and Amber Mathewson led the attendees through facilitation techniques and group dynamics. They modeled how to facilitate visioning, SWOT, Needs, and voting on service responses. The trainees were given a chance to introduce and facilitate each exercise in the planning process. They were presented with

feedback from the trainers and their peers. The trainees worked hard to hone their facilitation skills and will go to the forums with confidence in their abilities.

COLLECTION DEVELOPMENT OFFICE – Richard DiRusso

No report for July

TECHNICAL SERVICES DEPARTMENT – Libby Jones

No report for July



DATE: August 2, 2008

TO: Library Board, Pima County Public Library
Board of Directors, Friends of the Pima County Public Library
Board of Directors, Friends of the Pima-Green Valley Library
Board of Directors, Friends of the Kirk-Bear Canyon Library
Board of Directors, Friends of the Arivaca Library
Board of Directors, Friends of the Oro Valley Library
Pima County Public Library Foundation Board

FROM: Pat Corella
Library Deputy Director

SUBJECT: DIRECTOR'S REPORT – July 2008

SUPPORT SERVICES REPORT

FLOWING WELLS: Flowing Wells Library did a “soft-opening on Tuesday, July 22 at 1 PM! The Library has been providing service for a couple of weeks and has had a significant turn-out of customers without too much publicity. Several minor issues will be resolved prior to the “grand-opening” which is scheduled for the early part of September.

MURPHY-WILMOT LIBRARY: The authorization to proceed to go to the next phase, Design Development, has gone before our new director for facility management and will go before the Board of Supervisors in a couple of weeks. It is anticipated this project will be complete by late 2009 or early 2010.

RIO NUEVO E-LIBRARY: The Arizona Historical Society, City of Tucson and the Library have a lot of administrative issues that have to be addressed before they can begin to move this project forward. Pima County Public Library will be allowed to build an E-Library in partnership with the Arizona Historical Society who will sell their current building and move to the Río Nuevo site. Still too early to say when this project will be complete.

POTENTIAL LIBRARY BUILDINGS AND EXPANSIONS: Several library buildings that were being considered for development or expansion will not go forward to the voters for bond approval in 2008. Now, it appears the development of library buildings will be delayed until 2009.



Pima County Public Library

DATE: August 2, 2008

TO: Library Board, Pima County Public Library
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Board of Directors, Friends of the Oro Valley Library
Pima County Public Library Foundation Board

FROM: Steffannie Koeneman
Community Relations Manager

SUBJECT: COMMUNITY RELATIONS REPORT-JULY 2008

The Community Relations office has been working on the following major Library events:

Community Forums. Launched a wide scale campaign with the publishing of the Arizona Daily Star editorial. Followed with a press release to all other media, postcards in English and Spanish, bus posters, Library posters and Spanish language advertising on La Caliente. Also seeking a story in La Estrella de Tucson.

Get Fit Health Festivals: Wall poster design for display in downtown businesses and government buildings; bus posters; teaser cards and advertising. We also will be working on a Main Library display and event signage.

NASA Downlink: Sent out the press release for this event the week of Aug. 4. Pima County Public Library is the first library to host a downlink in the country. We also got teaser coverage from Channel 4 – Sandy Rathbun did a piece on the Outer Space Base offered at Main, which is preparing kids for the downlink. We also have contacted Gabrielle Giffords and Raul Grivalva to see if they can join us for the event.

Flowing Wells Grand Opening. Saturday, Sept. 1, 9 a.m. We are working on the invitations, programs and the community fair for this event. Sup. Sharon Bronson plans to attend.

Mission Branch Library Anniversary plaque unveiling: Tuesday, Sept. 16, 5 p.m. Invitation and celebration materials being developed. Sup. Elias plans to attend.

Bookmobile launch. Date TBA as of this report. We will be hosting some sort of unveiling for the new bookmobile. Tanya Fernandes, who designed the bookmobile graphics, will also design a similar bookmark that the Library will use for its annual look.

Homework Help: Working on the restart of the program. We have designed and ordered new magnets to help promote this project.

Storytime: Working on new ideas for promoting this multi-age program.

Outreach banners: Will design retractable outreach banners for staff to take to events.

Library in the news:

[Tucson kids to interview orbiting astronaut](#)

KVOA.com, AZ - Jul 31, 2008

Today they gathered at **Pima County's** Downtown **Library** to prepare for their out of this world experience. They built Lego robotic rovers and pretended to ...

[Library listening: tell it your needs, preferences](#)

Arizona Daily Star, AZ - Jul 27, 2008

The **Pima County Public Library** wants to know what you want and how it can help. The **library** system is beginning a lengthy strategic-planning process to ...

[State Crime Lab to charge fees to local agencies](#)

Camp Verde Bugle, AZ - Jul 31, 2008

That includes the **Pima County** Attorney's Office which sometimes requests DNA or fingerprint analysis. "We understand that the state is having a tight year,' ...

[Tips offered on dealing with gangs, graffiti](#)

Arizona Daily Star, AZ - Jul 27, 2008

... learning to deal with them attracted residents from throughout **Tucson** to a Thursday workshop at the Valencia branch of the **Pima County Public Library**. ...

[ALA to Study the Impact of Gaming on Literacy](#)

School Library Journal - Jul 6, 2008

... **Pima County Public Library**, **Tucson**, AZ; Reidland High School, Paducah, KY; School **Library** System of Genesee Valley BOCES, Le Roy, NY; New York **Public** ...

[Neighbors briefs](#)

Arizona Daily Star, AZ - Jul 12, 2008

The city of **Tucson** Department of Neighborhood Resources, the **Tucson** Police Department and the Valencia branch of the **Pima County Public Library** are ...

[The Disconnected](#)

Library Journal, NY - Jul 14, 2008

The **Pima County Public Library** in **Tucson**, AZ, is one **library** currently partnering with the community college, offering in-house GED prep and online practice ...

[Comments on this Story](#)

Arizona Daily Star, AZ - Jul 27, 2008

The **Pima County Public Library** wants to know what you want and how it can help. The religion collection in the **Tucson** system **library** is sadly ...

[Shhh! Libraries quietly transform into thriving, hip community centers](#)

Tucson Citizen, AZ - Jul 17, 2008

This holds true for the **Tucson** area, said Nancy Ledeboer, director of the **Pima County Public Library** system. "I thought 10 years ago, 'Oh, 10 years from now ...

Upcoming media: Channel 12 segments on Library, NASA downlink (Channel 4 confirmed), Flowing Wells grand opening in Star neighbor's section.