
DATE: December 1, 2014

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 Public Library
Pima County Public Library Foundation Board

FROM: Melinda Cervantes
Library Executive Director

SUBJECT: Executive Director's Report – November 2014

Budget

Jan. 16, 2015, is the deadline for submitting the FY2015-2016 Library District budget to the County Finance Department. The Library is a Non-General Fund department and is funded by dedicated Secondary Property Tax revenues. The recommended FY16 Library District budget will be presented to the Board at the January 2015 meeting. It is anticipated that an increase to the Library District property tax rate will be needed in order to maintain library services at the current level.

Some of the increased operational costs are due to:

- Computer, server, storage leasing
- Software purchase
- Integrated library system (Millennium) replacement

Legislation

The 2015 Arizona Legislative Session begins Jan. 12, 2015. Here are a few legislative issues affecting public libraries held over from 2014:

- Limits on Secondary Property Tax initiative
- ALA Legislative Days are May 4-5, 2015, in Washington, D.C.

Arizona Library Association Annual Conference

The Arizona Library Association held a joint conference in November with the Mountain Plains Library Association. Lee Rainie, from the Pew Research Center and Director of the Pew Research Center's Internet Project, was the Keynote Speaker. Rainie highlighted recent research by Pew and the Aspen Institute. Full reports may be found online: <http://www.pewinternet.org/2014/09/10/younger-americans-and-public-libraries/>
<http://www.aspeninstitute.org/policy-work/communications-society/our-work/dialogue-public-libraries>

Highlights from PEW Internet Survey

Younger Americans—those ages 16-29—especially fascinate researchers and organizations because of [their advanced technology habits, their racial and ethnic diversity, their looser relationships to institutions such as political parties and organized religion, and the ways in which their social attitudes differ from their elders.](#)

This report pulls together several years of research into the role of libraries in the lives of Americans and their communities with a special focus on Millennials, a key stakeholder group affecting the future of communities, libraries, book publishers and media makers of all kinds, as well as the tone of the broader culture.

Relationships with public libraries

Younger Americans are significantly more likely than older adults to have used a library in the past year, including using a library website. Overall, the percentage of all Americans who visited a library in person in the previous year fell from our 2012 to 2013 surveys, but the percentage that used a library website increased; the same is true for younger Americans. Few library users made use of a library website without also visiting a library in person in that time, however, so overall library usage rates did not increase:

- Among those ages 16-29, the percentage who visited a public library in person in the previous year dropped from 58% in November 2012 to 50% in September 2013, with the largest drop occurring among 18-24 year-olds.
- 36% of younger Americans used a library website in the previous year, up from 28% in 2012, with the largest growth occurring among 16-17 year-olds (from 23% to 35%).

Despite their higher rates of library usage overall, younger Americans—particularly those under age 25—continue to be less likely than older adults to say that if their local public library closed it would have a major impact on either them and their family or on their community. Patrons ages 16-29 are also less likely than those ages 30 and older to say that several services are “very important” to them and their family, though those in their late twenties are more likely than younger age groups to strongly value most services.

As with the general population, most younger Americans know where their local library is, but many are unfamiliar with all the services they offer. However, most younger Americans feel they can easily navigate their local library, and the vast majority would describe libraries as warm, welcoming places, though younger patrons are less likely to rate libraries’ physical conditions highly.

Views about technology in libraries

Looking specifically at technology use at libraries, we found that as a group, patrons under age 30 are more likely than older patrons to [use libraries’ computers and internet connections](#), but less likely to say these resources are very important to them and their families—particularly the youngest patrons, ages 16-17. Even though they are not as likely to say libraries are important, young adults do give libraries credit for embracing technology. Yet while younger age groups are often more ambivalent about the role and importance of libraries today than older adults, they do not necessarily believe that libraries have fallen behind in the technological sphere. Though respondents ages 16-29 were more likely than those ages 30 and older to agree that “public libraries have not done a good job keeping up with newer technologies” (43% vs. 31%), a majority of younger Americans (52%) disagreed with that statement overall.

Announcements, Honors and Awards

Deputy Director, Amber Mathewson was elected to the office of 2014-2015 AzLA Vice-President/President-Elect

Assistant Library Manager, Tara Foxx-Lupo received the AzLA 2014 Outstanding Library Service Award

Retired Library Manager, Tom Farmer received the AzLA 2014 Rosenzweig Distinguished Service Award

Please join me in congratulating Amber, Tara and Tom

Reaching Out

I have made it a priority to become familiar with our community partners and leaders throughout Pima County and Arizona. Recent opportunities included:

Workshops, Seminars & Events

AzLA/MPLA Joint Conference, Scottsdale

AzLA Business Meeting

Arizona State Librarian Convention with County Librarians, Scottsdale

Arizona State Library Leaders Resource Sharing Working Group meeting

AZLA Keynote Speaker, Lee Rainie, Pew Internet Study

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FROM: Karyn Prechtel
Deputy Library Director

SUBJECT: Public Service Report – November 2014

District 1 – Supervisor Ally Miller

Dewhirst–Catalina Library – Bethany Wilson

The Dewhirst-Catalina Library has begun a quarterly crafting event for teen and adult community members. The first event was held in November and was extremely well attended. Our second crafting event, “Spoon Mirrors” was enthusiastically anticipated by patrons and the attendance roster filled up quickly. We made wall hangings made of recycled cardboard, plastic spoons and mirrors. It was fantastic to see community members interacting with one another, helping one another and chatting about how they will use the craft idea to make gifts and decorate their homes. Everyone had a great time and all were eager to hear about the next crafting event scheduled for February.

Our **Art & Coffee** series featuring the docents from the University of Arizona Museum of Art has seen record attendance. We consistently fill up our attendance roster and all participants have nothing but good things to say about the presentations given by the docents. It has been a fantastic partnership and we expect many more successful events in the coming year.

Dusenberry-River Library – Dianna Thor

Local author Jacqueline Soule presented **Herbs and Fruits of the Old Mission** to an enthusiastic crowd of 18 gardeners at Dusenberry-River Library. Soule spoke about the fruits and herbs of Father Kino’s garden that are now being replanted by the Friends of Tucson’s Birthplace at the **Mission Garden**. The continued success of, and high attendance at, these gardening programs is evidence of the popularity of the Seed Library in our community. The program also sparked interest in the **Seed Library Book Club** that met at the Mission Garden in October.

The **Game of Kings** rules at Dusenberry-River Library! More than 75 players of all ages and skill levels filled the branch’s meeting room for a **day-long chess tournament** on November 1, presented by **9 Queens of Tucson**. Participants each played three games (at the Rookie,

Intermediate, or Open level) and everyone enjoyed a pizza lunch. The victors were awarded trophies to commemorate a tournament well-played, but the general level of enjoyment evident throughout the day made it clear that everyone was a winner and had, to quote the 9 Queens, been “empowered by chess.”

This past month we hosted a Saturday series of science programs for youth in coordination with the **Southern Arizona Research, Science and Engineering Foundation (SARSEF)** designed to help 8-18 year olds get ready for the Science & Engineering Fair in March. Ten kids and eight parents participated in experimentation, engineering, competition, and problem-solving, as well as getting the inside scoop on what makes for a winning science fair project. Most of the families made this event a priority in their week, returning for all three Saturday events.

Oro Valley Public Library – Ruth Grant

Local author and war veteran Peter Bourret offered a moving presentation about his experiences in the Vietnam War. He read excerpts from his memoir **War**, a mixture of poetry and narrative. Bourret had a long line of program attendees waiting to speak with him personally at the end of the presentation.

Children and adults alike were treated to a special puppet show based upon *The Little Red Hen*. Talented staff members delighted the audience with their tale of the industrious Little Red Hen and her lazy friends.

Library staff attended the **Steam Pump Ranch Fall Festival**, organized by the Town of Oro Valley. Staff members handed out library information and program flyers, and spoke with community members about library services and events.

District 2 – Supervisor Ramón Valadez

Eckstrom-Columbus Library – Mary Sanchez

Librarians Debbie Chavez, Mary Givins and Page Dibely Valverde gave a library orientation to the students in our English Language class taught by volunteers from our partner agency **Literacy Connects**. Students were issued new library cards and given the opportunity to check out materials and to register for the Mango language database. Students from Burundi and Nepal were very pleased to see that bilingual dictionaries for their languages were available for checkout.

Public Health Nurse Kim Ohl has been overseeing several nursing students from the University of Arizona School of Nursing. She's been helping them develop activities for the afterschool kids that come to the snack program at Eckstrom-Columbus Library. On one Wednesday afternoon, the nursing students played a nutrition game with kids, teaching them about healthy eating. During another session, they talked about the importance of physical activity and had all the youth up doing exercises. The student nurses have been great mentors for the youth in the program while learning a lot about public health nursing at the same time. With the snack program continuing to attract up to 50 youth a week, it is wonderful to have the nursing students around to introduce even more healthy habits for kids to learn and try out.

Quincie Douglas Library – Sharla Darby

On November 4, we had a special program during our Preschool Storytime – **All Aboard! By the Children's Museum Tucson**. We had just the right sized crowd, 17 kids and 14 adults. The kids all enjoyed the story and craft, but especially loved a game of Stop & Go afterwards!

Entire families enjoyed the **First Annual Quincie Douglas Library Recyclorama** event on November 15 to learn how the library recycles and how they can too! The Recyclorama included a Freecycle© table, information on how to recycle different and odd items, and some prizes! Children and adults attended a play put on by Tucson Clean and Beautiful, over 30 selected free books from the library Bookbike, and at least a dozen kids and adults made costumes or hats or collages at our recyclable art tables.



Sahuarita Express Library – Michele White

Local artist Mary Ann Rosas is presenting two holiday craft workshops at the Sahuarita Library. The first class,



“Holiday Card Making” was held on November 1st. Both sessions of this workshop were well attended and patrons were taught many different decorative techniques that resulted in some awesome cards. The second workshop, “Gourd Ornaments” will be held Saturday, November 22nd.



Sam Lena–South Tucson Library – Marissa Alcorta

Beading is popular here at Sam-Lena South Tucson. Staff and volunteers have provided a beading class once a month (on Saturdays) at the branch and it's always been well attended. Recently, we received requests from customers to add another class on a weekday afternoon. With the help of our volunteers we have been able to add a second beading class every other Wednesday afternoon. It's been popular, with customers of varying ages participating. It's truly been intergenerational. It's especially great to see parents participating in the class with their children.

Storytime continues to grow at the branch. Mary Margaret and our Knowledge River GA Sammy have been working at fostering a strong relationship with the preschool class **at Ochoa Elementary**. They attend storytime at least twice a month. We also get community families attending, and we are growing this service monthly.

Sam Lena-South Tucson staff and volunteers attended **Community Night Out** event for South Tucson on November 18. It was held at the House of Neighborly Services and was a night to promote safety, crime prevention, and get families out in the neighborhood participating in a fun,

safe event. The City of South Tucson Police and Fire Departments participated as well as many other local neighborhood agencies. The library had an outreach table where we gave information on library services, fun giveaways, and approximately 100 books to neighborhood children. We also had a fun craft available for families to make; Lucha Libre Masks. They were a hit, with even adults and teens wanting to make one of their own! It was a fun event with music, food, games, and community-building!



District 3 – Supervisor Sharon Bronson, Chair

Caviglia-Arivaca Library – Leesa Jacobson

Spooky stories and tasty snacks for kids of all ages started off the month with a **Dia de los Muertos** celebration. Unfortunately, art class programming scheduled for this month had to be postponed, but some would-be participants are practicing their drawing skills at the library in anticipation of the new date.

Flowing Wells Library – Karen Greaber

The programming highlight this month was the **Altered Books** program presented by Marge Pellegrino. Over 20 patrons chose from a variety of writing and visual prompts and once inspired, began gluing, sewing, tearing used books to make a unique art piece.

Geasa-Marana Library – Vicki Ann Duraine

Over 200 families visited the the Wheeler Taft Abbett Sr. and Geasa-Marana Libraries' booth and bookbike at the community fall festival to collect library information, fall-themed coloring sheets and free books. Just in time for Thanksgiving, perennial favorite Mary-ellen Palmeri presented a holiday-themed card-making workshop.

We soon may need to extend Tuesdays' Baby/Toddler storytimes as Mr. Sam becomes a household name with the Geasa-Marana neighborhood. Soon, Sam may require oxygen to get through the, Where is Baby? opening song!



'Tis the season. We welcome back winter visitors who are stopping by with ebook challenges, to check out something from the collection or simply say hello. The Geasa-Marana Library has much to be thankful for, with its continued success with outreach, programming and the anticipation of upcoming changes and improvements.

Nanini Library – Kristi Bradford

Nanini Library hosted **National Gaming Day**

Saturday November 15 from 1-4 pm. National Gaming Day—also called International Gaming Day by the American Library Association (ALA)—is a yearly event originally created by ALA to encourage connection within the community through gaming. 2014 marks the first year that PCPL has participated, and 106 people attended. Activities were held both in and outside the library. Outside of the library was the “giant game” section; players could engage in more physically active games like **Giant Angry Birds**, which involved recreating the popular video game in real life by launching soft rubber yoga balls at stacks of boxes to knock them over. We also had a **giant chess set** and a **giant Jenga Tower**.



Inside the library, both of Nanini's meeting rooms were dedicated to gaming including lots of board games and **Magic: the Gathering card tournament**, hosted by volunteers who donated prizes from a local business called A 2 Z Games. There was also a PS4 console borrowed from the MegaMania team. Attendees played a game called **Injustice**, where superheroes like Superman and Batman duke it out. Finally, there was the **Oculus Rift**, a virtual reality headset that featured a three-dimensional tour through the solar system. **MineCraft** was also popular. Two different ways to play the game were featured during the event. Half of the laptops were dedicated to “free play,” where any player could sit down and explore and create in the MineCraft world. The other half was dedicated to “Hunger Games MineCraft,” an international competition hosted by ALA where players competed against teams from other libraries all across the world.

Perhaps the most interesting aspect of the event comes from the feedback we received from many parents with children who participated in the event. Many parents were impressed by how much interest their children showed in the board games and face-to-face interaction rather than the video games. In fact, the board games ended up being the most popular aspect of the event.

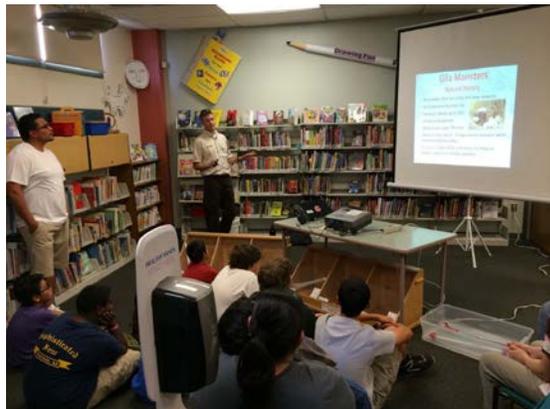
Salazar-Ajo Library – Linda Lam

With the cool weather come cool programs. America Perez, a Certified Application Counselor for the **Health Insurance Marketplace**, talked about the basics and options in applying for health insurance coverage. She did the program twice, once in English and once in Spanish. Vivian Enos, **Heart Frame Jewelry**, helped eager participants create pin/brooch or pendant and earrings. Some for gifts, some for self. Arizona-Sonora Desert Museum, **Hunters and Hunted**, introduced the audience to the carnivores of the desert and their prey. Random Readers met for the first time this season. Willa Cather's *My Antonia* was the selected read. Computer classes this month include Basic E-mail and Explore the Internet.

Southwest Library – Paulina Aguirre-Clinch

Agent Servoss from the **US Fish and Wildlife Service** presented **Venomous Reptiles of Arizona** at the Southwest Library. It was by far one of the best programs this year in terms of content and

presentation. Families learned extensively about six of 13 rattlesnakes found in Arizona and even had the opportunity to pet a Gila monsters' tail as well as that of the Arizona black rattlesnake.



Southwest Library presented a special story time at **Robles Elementary School**. Over four hundred students attended, ranging from kindergarten through fourth grade. We read *Go Away, Big Green Monster!* by Ed Emberly, and *I Want My Hat Back*, by Jon Klassen. Students then had the opportunity to ask questions about the library, and to select brand new books to take home for their own personal collections (these were leftover books from the Love of Reading Program earlier in the year).

In honor of Día de los Muertos, Southwest families had a blast making adorable skeleton pets. It was awesome to see some of the more rambunctious tweens excited to make their own pet.



Wheeler Taft Abbett, Sr. Library – Cat Strong

On November 8, the teen volunteer-run **Second Saturday Anime Club** met for the first time. Three teens attended, and were thoroughly engrossed in the story of the selected anime and intend to return to see how the story ends.

A group of NAU nursing students are working on a public health project on youth fatalities in Marana car crashes. They interviewed Teen Librarian Mira Domsy about the Marana community, teen culture, and the resources available at the library. Some of the resources she shared were from one of the library's community partners, Arizona Youth Partnerships' Northwest Regional Coalition. When the students finish their project, they will post a poster at the library to help educate teens about the kinds of behaviors that can lead to fatal car crashes.

Woods Memorial Library – Coni Weatherford

On Friday, November 7, Friends funds helped support a program for adults called **Plants and Animal Partners**, which was presented by the AZ-Sonora Desert Museum. The program drew 11 participants. Both the audience members and the presenter appreciated the fact that it was an adult-only program. Having a more mature crowd gave everyone more time to observe the porcupine, macaw, and desert tortoise and ask lots of interesting questions. The presenter was able to place the macaw on the back of a chair, where he was only a few feet away and quite accessible. The program was enjoyed by all who attended.

District 4 – Supervisor Ray Carroll

Joyner-Green Valley Library – Kathy Konecny

Green Valley staff offered an informational table at the Sahuarita-Green Valley **Family Support Network's Disability Resource and Health Awareness Fair**. Approximately 100 customers visited the table and many requested information on Joyner-Green Valley's sensory friendly storytime and PCPL's digital download services.

Winter visitors especially enjoyed two of our programs focused on local traditions and history. **Pima County Natural Resources, Parks and Recreation's Arizona History and Wildlife** series began in November. Thirty five people attended a fascinating presentation by Jim Turner called For God, Gold, and Glory: The Coronado Expedition 1540-1542. Participants are eagerly awaiting the next presentation in the spring. An intergenerational crowd also enjoyed the annual tradition of decorating sugar skulls for Día de los Muertos. Toddlers worked side-by-side with grandparents and created fun seasonal art.

Kirk-Bear Canyon Library – Daphne Daly

Thanks to the generosity of the Friends of the Pima County Public Library, this month Gwen Ray and the Hanuman Puppet Theatre presented *A Penny-a-Look Puppet Show*, a traditional folktale puppet show. The story follows two brothers looking for easy money and the troubles they encounter.

Also this month, the Wellness Council of Arizona presented *Eating for More Energy and Less Stress*. The program showed participants how to identify foods that influence the body's energy levels. Participants learned to maintain proper blood sugar levels while reviewing facts about sugar, caffeine and other substances. Participants also determined which foods are known to trigger headaches.

The library's Art Gallery this month featured *Funky and Fine* by five Tucson artists: Renee Chastant, Betsy Conrad, Peg Franken, Julia Graf and Marty Plevel. They paint in various media, with very different styles, choosing widely divergent subjects. However, all are signature members of the Southern Arizona Watercolor Guild. Finally, the book selected for the Friends of the Kirk-Bear Canyon Library Book Discussion Group was *And the Mountains Echoed* by Khaled Hosseini, the critically acclaimed, bestselling novel from last year.



Life Is Just a Bowl of Cherries, Julia Graf

Miller–Golf Links – Mary McKinney

Minecraft has developed a following at Miller-Golf Links Library on Friday afternoons. The kids/teens work well together taking turns on 11 laptops while the more advanced players help rescue the novices as they learn to play Minecraft. Attendance on November 14 was 36!

When told that the story has a twist, one book club member regained her interest in November's selection, *Sweet Tooth* by Ian McEwan. Before learning about the twist, she decided that she didn't like where the story was going and was not likely to finish reading it. Attendance at the November 14 club meeting was 12.

Murphy-Wilmot Library – Daphne Daly

Customers of all ages have been testing their detective skills by trying to identify which part of the library is featured in Miss Rachel's weekly mystery photos.

Here are some of the past mysteries. How many can you identify? Answers are below:



(The mount for the card catalog monitors; The children's interactive; The fabric on the chairs in the Reading room; The glass on the half-walls in front of the computer sign-up station; The S in the Returns sign.)

For National Picture Book Month we are posting illustrations of favorite picture books created by our young customers.

Docents from the **University of Arizona Museum of Art** visit us on the first Friday of the month to present an art talk, which focuses primarily on pieces of art in the museum's collection. Since September, we've learned about pop art, landscapes, and (this month's talk) African American artists. We developed a following for these talks, which continue monthly until May.

District 5 – Supervisor Richard Elías

El Rio Library – Emily Lane

El Rio celebrated **Día de Los Muertos** this month with two programs. We had a special morning sugar skull program with the El Rio Senior Center (pictured below) and the next afternoon celebrated at our branch with altar making and sugar skull decorating. For the two programs we had a combined attendance of 71 making it one of our most popular programs of the year! This program is a special one for us as it is truly intergenerational; we had kids, teens and adults all getting in on the crafting, celebrations and fun.



Amelia and Ofelia decorating their skulls

El Pueblo Library – Aaron Valdivia

El Pueblo Library has been partnering with nursing students from the **University Of Arizona College Of Nursing** to provide health related information, recourses and services for the community around the El Pueblo Neighborhood Center. This partnership was organized by our Library Nurse from the Pima County Health Department and the student nurses have been doing this work as part of a community health assessment project, to the benefit of our library customers. Their semester work was to conclude with an event for the public and so the students assisted library staff creating an interactive health-themed preschool storytime. Since the nurses' final project followed the week of Halloween they decided to focus on dental health awareness for kids. On Friday, November 7, we had a special storytime about dental health and oral hygiene. The student nurses brought an oversized toothbrush and giant dentures to demonstrate to the kids how to properly take care of their teeth. Library staff read from children's books about dental care and sang songs with the children, and the nurses provided the kids with small packages containing a toothbrush, mouthwash, floss and a small prize. We had over 30 preschool age children attend.

Our public health nurse continues to be an asset to the library in this capacity, to help us create partnerships that support the wellbeing of the El Pueblo community. Our nurse makes contact with at least four people during every nurse visit.

Himmel Park Library – Sharla Darby

This month we hosted Himmel Library's **2nd Astronomy Family Fun Night**. This year will be a solar-system themed astronomy night with the University of Arizona Astronomy Club, SEDS (Students Exploration Development Space), OSIRIS-REx and the Lunar and Planetary Lab. Hands-on solar-system themed activities for children will be offered throughout the evening such as drawing Saturn's moon Titan, measuring distances and sizes of the planets, and exploring impact cratering. Telescopes will be provided to enjoy astronomical objects in the current night sky, both in the solar-system and beyond! The event was well-attended last year and we are hoping for clear skies and another good turnout for this one.

We continued the Master Gardener Series, with an **Ask a Master Gardener** session at which many aspiring horticulturists came to ask questions about their plants. Following “Ask a Master Gardener,” we worked with the group to present an information session about the disastrous effects of engraver beetles on the neighborhood pine tree population. This program was standing room only and provided the community with some tips on how to protect their trees.

Joel D. Valdez Main Library – Sandy White

The Idea+Space hosted the **Grants Databases Open Lab** on November 14 for seven nonprofit grantseekers, including a youth who was looking for grant opportunities for 101, the library's new teen space. There has been great interest in the one-on-one grant proposal review clinics, the first of which will be hosted on November 18. The **Proposal Writing Basics** class scheduled for the Idea+Space on November 21 is fully booked with over 40 people attending.

The **Bookbike** has been expanding its reach this month with two visits to the Ronstadt Center plus a fantastic day at Cyclovia. The Ronstadt Center visits have been appreciated by bus and streetcar riders as well as some of the drivers as they wait between routes. The Bookbike had to resupply twice during Cyclovia. A side benefit to the Bookbike program has been that a number of the volunteers have gone on to become paid **Bike Ambassadors** – so it's been a job creator as well as a method of sharing books with the community. We even have managed to recruit retired librarian Tom Farmer to ride the Bookbike!

A regular job help computer user told staff that he got a job! Thanks to our efforts and resources, he found work in Phoenix and will be relocating.

Martha Cooper Library – Dianna Thor

Our Youth Services Librarian, Sarah Batchelder, shared these highlights from the past month: The **All Souls Roadshow – Make a Shrine** program had a great turnout for a Saturday with 14 people of all ages participating with cardboard cutting, painting, and making paper flowers. One girl kept repeating how much fun she was having while painting her shrine. A few days later, approximately 40 people attended the intergenerational “Decorate a Sugar Skull” program. With a roadshow of her own, Sarah visited Catalina High School for a classroom outreach visit. She spoke to approximately fifty students about library cards, highlighted the GALE databases, and shared the library's new website, as a way of introducing them to the many ways that the resources provided by the library can help them complete their homework assignment. Finally, while assisting a customer in the branch, she received this heartwarming statement: “I'm so glad I got a new card. Libraries are the most important thing to me in the world. I know it sounds corny, but it's true.”

A tech savvy retiree was very excited about the **new website** and shared this comment with Debbi Wainwright, Library Associate: “I want to tell you how great the new website is because I know you'll get complaints from people who don't want to take the time to sit down and click on the different things.” She really liked the item comments and review options. When Debbi explained the comments are from many locations other than Pima County, the retiree was really happy about that, as well. She said because she's retired she can spend time exploring all of the interesting technology and resources the Library offers. Debbi showed her how to use other nifty

features and she became even more eager to use the site. What a refreshingly positive response to change!

The Pages at Martha Cooper Library have all been cross-trained as **Computer Monitors**, and some of them bring major trouble-shooting skills to work with them. We have had customers recently praise: Devin Robles, for figuring out how to print wirelessly to our printer from a patron's tablet; Mirka Honkanen, for going above and beyond in getting a patron's printouts formatted properly; and Daniel Behrend for expertise in scanning and uploading to social media. In fact, in this past month with the numerous breakdowns of the Comprise system, Pages/CMs were kept very busy doing more than the usual amount of troubleshooting and helping patrons to re-establish their interrupted computer sessions. Through it all they maintained a professional and positive approach, and handled patrons' impatience with understanding and a smile!

Mission Library – Margaret Wilkie

Jane Devereaux, Mission's Children's Librarian, had some great programs in November. On November 8th staff from the **Colossal Cave Mountain Park** gave an excellent presentation on the Bats of Southern Arizona. The children and adults attending the program were able to observe a recently deceased Mexican free-tailed bat (*Tadarida brasiliensis*) before it was preserved. The audience (especially the kids) was thrilled to have the opportunity to see the wing membrane, the head, and fur in such great detail (see photo).



A small group of kids gathered for **Creative Kids, Knot to be Missed**. With Jane's tutelage they learned how to tie knots and use the knots to create a quilt. When the quilt is completed it will be auctioned off at PCPL's Annual staff Auction to support the Community Food Bank.

Jane met with three fifth grade classes and one fourth/fifth combination class (over 75 children) at Lynn/Urquides Elementary School on November 17. She gave a presentation about library resources – including PCPL's new website, the databases, Homework Help, and navigation tips for the catalog. The kids were excited but attentive and peppered Jane with questions about the library.

Valencia Library – Donie Gignac

Craft programs are very popular and teens and adults enjoyed learning beading and how to make bottle cap jewelry from Vivian Enos, artist extraordinaire. Forty-two folks were treated to a one-of-a-kind production of situations, emotions, madlibs and characters presented by the **Arizona Opera's OperaTunity Troupe**. Much laughter was heard coming from the meeting room! Create Club participants covered jars with an autumn leaf theme and then decoupage the jars. The results were beautiful Thanksgiving themed decorations.

The **Bookmobile** was in attendance at the **Cyclovia** event. Wade Zelenak heard many comments from folks who didn't know that bookmobile services were available in the County. Donie Gignac, Valencia Library Manager, was interviewed by a UA student for a Psychology of Leadership class. She was asked for her philosophy of management, her particular style and what

she feels is her greatest accomplishment, so far, as a manager. It was quite an opportunity for personal reflection.

Activities funded by Friends Groups

Friends of the Joyner Green Valley Library

Sahuarita Library – Holiday Card Making and Gourd Ornaments

Green Valley Library - Language Exchange; Focus on Art; Poet's Corner; Toddler Story Time; Preschool Story Time; Create Club: Sugar Skulls; Lego Club: Bricks 4 Kidz Enrichment Program

Friends of the Kirk – Bear Canyon Library

Bear Canyon Library – Lego Club, presented by Bryan Silva.

The Friends of the Oro Valley Public Library

Oro Valley Public Library – Computer Tutoring, Drop in Computer Help, Magic Treehouse Book Club crafts, Rainbow Magic Fairies Book Club crafts, Crafty Readers, Teen Zone Movie & Popcorn, Teen Art Expressions.

Friends of the Pima County Public Library

Ajo Library – Heart Frame Jewelry; Hunters and Hunted

Bear Canyon Library – A Penny-a-Look Puppet Show, presented by Gwen Ray; Eating for More Energy and Less Stress, presented by the Wellness Council of Arizona.

El Rio Library – Día de los Muertos craft supplies

Himmel Library – Storytimes, Chess Club, Sensory-Friendly Storytime, Homework Help, Readstrong, Tai Chi, Drawing Studio, Instant Opera, Create and Innovate: Workshop for Kids

Martha Cooper Library - Chess Club, Teen Lounge, Storytimes, Sensory Friendly Storytime, Construction Crew, Café Book.

Nanini Library – Weekly Tai Chi; ESL classes; Color Friday Art Class; Second Saturday Scrabble; National Gaming Day; Minecraft; Bibliomania Teen Book Club; Northwest Readers Adult Book Club; Altered Bottle Art Workshop; Teen Advisory Board; Legos.

Quincie Douglas Library - All Aboard Storytime, Building a Health Lunch Box, Beading Circle, Beginning Beading Family program, OATS Beginning Drawing.

River Library - Weekly Chess Club, Storytimes, book discussion groups, Minecraft free play, Master Gardener presentation, “Herbs and Fruits of the Old Mission” presented by Jacqueline Soule, “Discover Your Family Tree” genealogy program, 9 Queens Chess Tournament.

Sam Lena-South Tucson Library – Beading, Storytime, Dreamcatcher program with Vivian Enos

Southwest Library – Zoo to You, Rocket Build Workshop, Venomous Reptiles, Día de los Muertos Skeleton Pets, Marvel Comics Astronomy, Fizzleology, Bottle Cap Jewelry

Wheeler-Taft Abbett Library – Family Storytime, Science Saturdays, Chess Club, Teen Advisory Board, Minecraft/Mindcraft Mondays, Appy Hour Storytime, Full Steam Ahead Family Storytime, Drawing with Pastels, Zombie Prom

Woods Memorial Library – Lib Crib, Teen Gaming, Sugar Skull making, Hooded Cloak Sewing, ASDM Plant and Animal Partners, Kids Artstigators, Sand Painting, Origami Safari, Dreamcatchers.

Valencia Library – Beading and Bottle Cap jewelry, “Instant Opera” and Create Club activities.

DATE: December 1, 2014

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 Public Library
Pima County Public Library Foundation Board

FROM: Amber Mathewson
Library Deputy Director

SUBJECT: Strategic Initiatives Report – November 2014

Health Initiatives

Librarians Susannah Connor and Paula Maez presented a poster session at the AzLA/MPLA Conference entitled: Health Information Literacy at Your Library: How to Create Partnerships, Leverage Community Expertise, and Build Capacity for Health Information Literacy for Library Patrons and Staff.



Small Business and Economic Development

PCPL continues to provide assistance to job seekers through drop-in job help sessions, individualized job counseling appointments, and dedicated use of job help computers at multiple library branches. Library branches promote the use of electronic resources (Learning Express Library, Brainfuse, Gale Career Transitions), hold technology and computer classes, give one-on-one assistance for ebooks and computers, and provide opportunities for basic skills improvement. These efforts are directly related to the current efforts related to the Idea+Space and small business support services provided at the library. During November, PCPL will provide workshops on social entrepreneurship, business start-up and basics, demographics, grants database use, proposal writing, and business networking opportunities. Small business efforts continue to focus on community outreach, engagement with the local chambers of commerce, and coordination with local partner agencies. The Business and Economic Development Team meets monthly to plan and implement activities related to workforce and small business development and support.

Collection Development Office – Richard DiRusso, Manager

In late October, two bids were submitted to procure goods and services that will benefit library customers:

- Multiple access PBS streaming video (\$6,300 for three years)
- Blockbuster DVD Leasing plan (will reduce theft and still meet need)

On October 23, the Bestseller Adult Fiction Lease contract was awarded to Baker & Taylor. We are working with them to establish protocol.

CDO launched the “We Buy the Books” list in new website to highlight recent and noteworthy titles we ordered. We also began responding to requests that come through the Bibliocommons “Suggest Purchase Form,” in addition to those that come through “Can’t Find It.” We are fine-tuning the procedures, as the interface is very different from that of requests retrieved from Millennium. We are working closely with Tech Services staff to offer the same level of customer service (i.e. reserving requests that are purchased, prompt response) that people using ‘Can’t Find It’ experience.

On Friday, October 17, Librarians Diane Ward and Elizabeth Taylor, along with Library Associate Katherine Beckwith, traveled to Ajo to train staff there on Collection HQ, BiblioCommons, and to discuss collection/technical services issues and view the collection. Katherine worked the desk while Diane and Elizabeth trained the staff. Using Collection HQ will help Ajo manage their collection.

Technical Services - Diane Ward, Manager

We are working with Baker & Taylor to set up the new leasing account and get the invoice paid. This should be done sometime in mid-November and then we will begin to order on this new account.

We are continuing to fix bibliographic records so that they will be searchable in the new catalog using the facets on the left.

Katherine Beckwith and I have been redesigning the ILL page on the web along with Jen Maney and Jenny Gubernick in preparation for the splitting of the Request forms (Suggest a Purchase and ILL).

Collection HQ sent approval on the holds feature on their site for our data. I will begin with the November data set to send them a list of bibs with holds along with our regular data sets. I am able to send the new holds data weekly. This should help CDO to see trends in authors and titles and how many copies they should buy.

Juvenile Detention – Dawn Gardner

Beginning in October, Substitute Librarians, Kara Mills and Carol Elliott, worked with staff Page, Genny Shafer and Library Associate William Bevill, to prepare for increased hours at the JDC. As a result of negotiations between PCPL and Pima County Juvenile Correction Center (PCJCC), we will strive to serve the youth more effectively by extending hours for book lending assistance and as serving as a learning center to support teaching staff.

After nine years of service at JDC, November brought William's moving on to another library branch. Before he departed and centered on the Robin Williams tragedy, William and Genny created a suicide prevention display with materials on depression with helpful resources. The current November Thanksgiving-themed display Genny created is focused on being grateful, healthy attitudes and general happiness. There are inspirational books on peace, mindfulness, positive thinking, etc. The youth are interacting by filling out "today I am thankful for..." prompts. We are enthusiastically looking forward to creating stronger ties with PCJCC to create a more consistent and updated resource center to serve the youth here.

Library Service Manager Reports

Communications and Systems Office – Jen Maney, Library Services Manager

New Website Launch

The Library's new website will launch on January 14, 2015. The new website was designed with readers in mind and highlights the Library's collections. Its functionality helps people discover all of the amazing things the Library offers. The search is vastly improved, so looking for great reads, movies, and magazines is easier than ever. We are also thrilled that OverDrive eBooks and audiobooks are now fully integrated into the catalog, so people can find a digital book, check it out, and download it all in one place!

Staff Presentations at Arizona Library Association Conference

Communications & Systems Office staff were selected to make presentations at the annual Arizona Library Association Conference, which this year is combined with the Mountain Plains Library Association Conference. Kenya Johnson and Lori Thayer will present a 90-minute workshop on marketing and branding called "2-4-6-8 Who Do We Appreciate? How to Be the Best Cheerleader for Your Library." Lisa Bunker will present "The Library as a Catalyst for Innovation: Ideas + Community = Energy" about her successful Catalyst Café program. Jennifer Caldwell is presenting with James Walter and Ashley Braun about how STEM technology can serve as the "hook" needed to excite our younger patrons about library programs and services in a 90-minute workshop, "Attack of the Giant Tech Monster: How Every Library Can Transform Their Younger Patrons into STEM Superheroes."

Programs and Partners Office – Beth Matthias-Loghry, Library Services Manager

Call for Presentations, Hands-On Workshops and Program Instructors

This month has been all about people. The Library relies on a variety of people-especially on our staff, but also those in the community. It takes lots of people to create programs and supply our customers with valuable assistance. This month Beth Matthias-Loghry and the Business Team worked with the Pima County Procurement Department to issue a Request for Proposal (RFP) to maintain and grow its roster of contractors who present at the Library.

In addition, Beth and Dawn Gardner joined Ashley Braun, Kendra Davey and Jennifer Nichols on an interview panel to engage new Library Program Instructors for the first time in three years. Contractors and Program Instructors diversify the Library's talent pool and expand on the activities we can offer to customers. Thanks to the Youth Design Team and the launch of the 101 and Idea+Space, a particular focus now is on learning and innovating through producing, creating, experimenting and designing.

Early in 2015 the P&P Office will be placing Program Instructors on a regional basis. Some of the new hires will serve as mentors to teens using new technologies and digital media. All of the new hires will also provide structured classes, offer drop in programs, host labs or provide informal point of use assistance at the computer and with other technologies and library resources across the system. The Programs and Partners Office will also be hosting one or two contractor fairs in January, to allow librarians to get a first-hand look at the contractors, and the programs and activities they can book for their library's audiences.

Professional Development for Staff

The Programs and Partners Office coordinated the efforts for PCPL staff (ReadStrong Tutors and other relevant staff) to attend the **Tucson Teachers Applying Whole Language/Literacy Connects Reading Conference** on November 1, 2014 at the El Rio Learning Center. The theme this year was Joyful Reading: The Path to a Life-long Habit. PPO also held a staff ReadStrong meeting on November 7 and an Achieve3000 reading software training on November 21. In addition, on November 4, a PPO staff member made a presentation to the UA Graduate Community Literacy class about "**Libraries and Community Literacy.**" This UA class is being taught by Edie Lantz from Literacy Connects (who trains our PCPL ReadStrong tutors). A PPO staff member also attended a **State Library Early Literacy Training** in Phoenix in November; and will attend several others this fiscal year. Our office also nominated Tara Foxx-Lupo for the AzLA Outstanding Library Service Award, which she won and received at the AzLA conference in Fountain Hills. PPO staff members were present to see Tara receive her award.

Coordinated Activities

The Programs and Partners Office continues to work with the Pima County One-Stop, Women's Business Center, United Way, Tucson Unified School District, and contracted library presenters to promote library resources and facilitate community workshops for library patrons system wide. The Pima County One-Stop works with job seekers at the Woods Memorial, Martha Cooper, and Joel D. Valdez Main library branches each week. PPO coordinated the VITA program for the upcoming tax season and scheduled multiple business support programs through the Women's Business Center and various library presenters. Tucson Unified School District is working with PPO to promote homework help alternatives like our online tutoring service through Brainfuse and TUSD's "Saturday Math" programs. PPO is helping library staff understand the available community resources related to homework help, tutoring, and continuing education.

Community Meetings

Community Meetings this month were the Love of Reading Month meeting, the Teach the Parent Reach the Child meeting, the Literate Worker Partner meeting, and a planning meeting with Literacy Connects regarding Spring 2015 reading and math trainings for PCPL program instructors. Other meetings included outreach to Sunnyside School District's alternative high school and meetings with the City of Tucson's Second Chance group and the Mayor's Mature Worker Taskforce.

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Pima County Public Library Foundation Board

FROM: Pat Corella
Library Deputy Director

SUBJECT: Support Services – November 2014

FY2015-2016 Budget Process: The Library budget process for FY 2015-2016 has just started. We will request an additional \$.04 to \$.05 increase in the Library District tax to bring the budget closer into balance to a point where expenditures do not exceed revenue. In the future as additional library buildings are constructed an additional Library District tax increase of two (2) pennies per building will be required.

Comprise Technologies: We continue to move forward in spite of having a few remaining issues regarding the correct operations for the Comprise system. IT and Library staff continue to work to resolve those issues that will finally allow our customers to make proper use of our multi-functional devices at each library.

Himmel Library: The carpet that was replaced at Himmel will have to be re-done due to an adhesive failure. No additional cost, except for a potential closure, will be necessary.

WiFi Upgrades: Sometimes success brings a whole lot of unintended consequences! Such is the unfortunate result with an improved WiFi upgrade throughout the library system. There are so many connections that make WiFi work that at any point, if any of the connection fails there is no way that the WiFi will work. The Library and the IT department are right in the middle of trying to resolve a multitude of issues that will take some time to correct.

Flowing Wells Project: The expansion of Flowing Wells Library has been placed along with other Capital Improvement projects that will go to the voters for public approval in the next bond election.

The UA Tech Park Project: The “Y” and Library have scheduled several meetings and continue to discuss options for a partnership project that include development of a “Y” and Library combined facility on the east end of the UA Tech Park. This combined facility will provide service to the Rita Ranch and Vail area. This project is in the shortlist for the next bond election.

Sahuarita Project: A total of three (3) potential Library sites have been reviewed and explored by Facilities Management and Library staff in the hope of eventually building a full-service, stand-alone library facility to provide library service to this community. This project is in the shortlist for the next bond election. A meeting with the school district, library, and county real estate staff has been scheduled to begin a discussion on what to do next to assure the acquisition of the site for the new building.

Southwest Library Project: A full-service Library facility site for the southwest area has not been selected yet; however, this project is on the shortlist for the next bond election. The search for a site will continue. Currently, library and real estate staff are reviewing potential sites.

MISCELLANEOUS PROJECTS: The Capital projects and bond election awaits a decision to be made in the not-too-distant future. Incidental and related smaller projects that crop up during the course of the year will be addressed as they happen. The Pima County Board of Supervisors approved and postponed the bond election until 2015.

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FROM: Kenya Johnson
Library Communications Manager

SUBJECT: Communications & Publicity – November 2014

Media Relations Activities

Arizona Daily Star - Library Article Series

Miller-Golf Links Library Associate **Amy Bivins** wrote a great article as part of our monthly library series. Her article is called, "[Memory kits: Bringing good memories to life.](#)" and tells a wonderful, personal story about Amy's connection with her grandmother, while explaining how one of our resources—Memory Kits—can be used with our older generation to spark memories and create connections. This is our seventh article in the series, and I have created blog posts of the previous articles on our new website.

Arizona Public Media Story – English Language Classes at the Library

Arizona Public Media reporter, Maria Ines Taracena, did a story about the Library's English language classes, which ran on AZPM's weekly program, "Arizona Spotlight," on Nov. 21 and 22. Maria visited the Woods Memorial Library to talk with Library staff, English language students, and the class tutor. I provided some statistics to Maria to demonstrate the need for these classes:

- From **2007-2014**, the Library's English Language Class Program grew from having classes offered at one branch to classes offered at ten branches.
- In **2013**, classes offered at the ten library branches, served 1,140 students from more than 45 countries.

Tucson Festival of Books

I was interviewed for following story, which was posted in mid-November on the [Festival's website](#):

Festival Impact: Pima County Public Library

This is the first of a series of stories about the Tucson Festival of Books and the impact that it has on tens of thousands of attendees, partners, sponsors, and businesses across Southern Arizona.

For Pima County Public Library (PCPL), the Festival is a signature event which offers a prime opportunity for enthusiastic readers to hear about new books, and to meet and learn more about

their favorite authors. The PCPL and the Festival are critical partners in advancing the literacy continuum in Pima County - literacy being fundamental to life-long learning.

PCPL has been a partner with the Festival from the very beginning. Each year, several library staff members are heavily involved in the Festival's Author Committee and moderate many of the author presentations for children, teens, and adults.

In addition, library staff members host the Nuestras Raices Program Tent, a library program that builds community by celebrating Mexican-American authors and promoting the rich Hispanic culture, history, and literacy throughout the year.

The Nuestras Raices program committee coordinates the authors, activities, and facilitators for the tent. At last year's Festival, the committee coordinated nearly 20 events featuring Mexican-American authors, workshops, arts and crafts, and the Nuestras Raíces Youth Mariachi Showcase.

Having staffed the tent every year, Kenya Johnson, Communications Manager for the Pima County Public Library, says, "I am so proud of the Nuestras Raices Program. Each year the tent is at full capacity for all of the presentations, and I get to interface with eager readers, and feel their excitement up close."

Kenya adds, "One of my other favorite areas of the Festival is Science City, an amazing destination for kids and families to explore and interact with all of the great science activities. My nine-year old daughter Zoe, a seasoned attendee of the Festival, is a huge fan of Science City. She recognizes authors' names that I don't know and drags me to go to with her to meet and talk with them."

Please be sure to visit library's [new website](#) this month and don't miss the Nuestras Raices tent at the 2015 Tucson Festival of Books.

Other Activities

Arizona Library Association Annual Conference – Presentation on Nov. 13

At this annual conference held in Scottsdale in mid-November, I co-presented an interactive workshop with our Brand Strategist/Graphic Designer Lori Thayer entitled, "2-4-6-8 Who Do We Appreciate? How to Be The Best Cheerleader for Your Library." Our workshop focused on branding and marketing your library and some no-cost tips to get people started. We had about 25 participants, and the word on the street is that they enjoyed our presentation.

I'm sure that the chocolate kisses, bite-sized Snickers, and chocolate mints we put on each table definitely helped a little!

New Website Training

The launch of the Library's new website has been rescheduled to January 14, 2015.

In November, Sherrie Baltus, the Web Editor in the Communications & Systems Office, and I provided two separate two-hour trainings to staff to teach them how our new event calendar system works. Staff from all over the system had the chance to use the new online events calendar, test it with fun pretend events, and understand how the information will be viewed by our customers.

Reports

I helped to draft and edit the following documents about the Library:

- The “Background and Current Conditions” document for the Pima Prospers Draft 2 policy document and maps
- The quarterly Arizona State Library Report

I'm continuing to work with various teams and committees including:

- The Library's new website
- Summer Reading Program

November Media Outcomes

DATE	NEWS RELEASE HEADLINE			
No media releases were distributed Nov. 1-19, 2014.				
Total Outcomes: 4				
OUTLET	DATE	HEADLINE	REPORTER/ AUTHOR	MEDIUM
Arizona Daily Star	11/12/14	Photos: 40 Under 40 Winners (Librarian Jennifer Nichols)	--	Online
Tucson Festival of Books website	11/13/14	Festival impact: Pima County Public Library	Festival staff	Online
Arizona Daily Star	11/16/14	Memory Kits brings good memories to life	Amy Bivins	Print, Online
Arizona Public Media	11/21/14	English language classes at the library	Maria Taracena	Radio, Online