

**DATE:** June 2, 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 – April 2014**

**Adult Detention – Dawn Gardner**

Per a memo from the County Administrator, it has been decided that effective July 1, 2014, the Library District will no longer provide staff or funding for any library system support for the Pima County Adult Detention Center (PCADC). A meeting was held in April to discuss this matter with the current PCPL staff who are working at the ADC. A transition timeline will soon be determined for these staff members.

**Juvenile Detention – William Bevill**

The staff of the JDC Library Program are serving youth in person once a week and have taken steps to supply all the living units (5 of them) books for youth to be able to read at any time or day, regardless of visitation time to the library. Due to the unique structure of JDC's carefully calculated schedules, which includes school, library times are often very random and at the discretion of detention officers. Staff is working to make the library as welcoming and user-friendly as possible, and to make it easy to locate books. Staff has heard repeated requests for specific books and genres and how library time is the most sought after activity they do in detention—perhaps after eating meals.

G.E.D. books are heavily in demand, but so are books about chess, magic, and drawing/origami to help pass the time. Staff has had an increase in interest in life stories from the students- i.e. people who lived hard lives on the streets. William has been working with tutor, Maria Luisa, to set up a careers/school board that includes job information and schooling resources (and lots of PCPL material, of course) that youth can take with them. Recently William and Library Page Genny helped assist a young teen in detention that has dyslexia. They spent time helping this girl find books that she could understand and would excite her, and encouraged her as she had very low self-esteem and was apologetic about her reading habits. JDC staff continues to make a difference in the lives of the residents of the JDC.

## **Library Service Manager Reports**

### **Communications and Systems Office – Jen Maney, Library Services Manager**

#### **New eBook Service - Freading**

Freading is a new eBook service that offers eBooks with no holds and no waiting! Freading offers a different kind of check out model so that the books are always available. Customers get a number of tokens each week that they can use to borrow eBooks. Learn more on our Digital Books page:

<http://www.library.pima.gov/digital/>.

#### **New Website in the Works**

PCPL has contracted with Bibliocommons to provide a new website platform for the Library. Bibliocommons is used by many libraries around the country, including Chicago Public Library and New York Public Library. PCPL will get a new catalog interface that will fully integrate with the Library website. The entire platform will be hosted by Bibliocommons and will allow us to add exciting functionality, such as the ability for customers to create booklists, share reviews, and use natural-language searching. See a feature sheet here:

<http://www.bibliocommons.com/default/files/BiblioCore-NoCrop-Pages.pdf>

#### **Website Enhancements**

Web Development Librarian Jenny Gubernick recently attended the Code4Lib libraries and technology conference. She will apply information shared at a session on data visualization to a project with a SIRLS Digital Information Management intern this summer to create interactive graphics of library statistics for the website.

Jenny has been making updates to our website and intranet that help staff and the public use our resources more effectively. Recent website upgrades include easier sharing from our website to social media and quick look up for eBooks and audiobooks added to the “eBooks & More” dropdown menu.

#### **New Statewide Database Contract Saves PCPL Money**

Electronic Resources Librarian Jennifer Caldwell led a statewide team that evaluated and selected a new database contract for public libraries around the state. The contract was awarded to Gale, which will provide databases for auto repair, business, magazine and journal articles, biographies, history, literature, social issues, and more. Databases that PCPL already had are also part of the contract – ReferenceUSA, Learning Express Library, Novelist Plus, Ancestry Library Edition, and Britannica online. PCPL will save money through the new deal, which starts on July 1, 2014.

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

The Programs and Partners Office's “Open the Doors” brochure (describing PCPL's Classes and Learning Tools for Teen and Adults) has been updated and reprinted to include mention of PCPL's Business Help and the Welcome to the Library Videos. The PPO is also providing an April training opportunity for Program Instructors and other staff. This opportunity is the 2<sup>nd</sup> in a series of 3 Meaningful Math trainings and is called Thinking about Fractions, Decimals, and Percentages. It

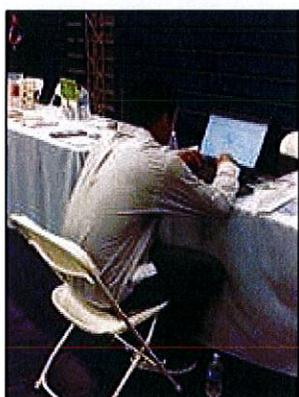
will be led by Literacy Connects and held on April 25 at Martha Cooper. Preparations, including staff recruitment and book ordering, are also being made for the May ReadStrong Training (to prepare more staff to provide reading help). A summary of all the new GED 2014 Test information and required procedures is being compiled for reference by staff members.

**The 2014 Tucson Veterans Serving Veterans Stand Down for**

**Homeless Vets** took place on February 28 - March 2 at the Days Inn, Downtown. The Programs & Partners Office coordinated with the Library Public Health Nurses to provide blood pressure screenings, flu shots, and health information to homeless veterans with no medical benefits. 174 veterans registered for the Stand Down with 99 of those veterans resource day on Saturday. 75 veterans stayed in Saturday. The Library Nurses helped 30 people, blood pressure checks and 4 receiving flu shots.



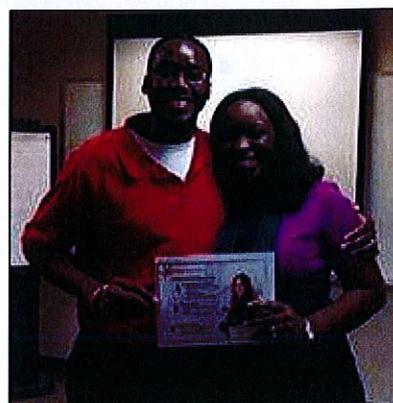
participating in the rooms on Friday and with 20 receiving



The first annual **Second Chance Job Fair** took place on March 20<sup>th</sup> from 10am-2pm at the Pima County West Campus. Second Chance is an initiative of Mayor Jonathan Rothschild focused on assisting individuals with criminal backgrounds to reintegrate with the community through employment. The Pima County Public Library was a large part of this effort. The website [www.secondchancetucson.org](http://www.secondchancetucson.org) details the partnership between law enforcement, social service, behavioral health, and community agencies to provide assistance to these individuals. PCPL provided the Job Seeker's Checklist, template for résumés, and extensive training in the form of Job Help, resume writing, creation of cover letters, and interview practice. We

also coordinated with local agencies to host workshops at library locations. The Library provided laptop computers for attendees to use for filling out online job applications while at the Job Fair. There were 32 employers present at the Second Chance Job Fair and over 500 attendees. As of March 31<sup>st</sup>, 23 people have been hired and 17 more currently have interviews scheduled.

The LSTA **Self-Employment and Micro-Enterprise** grant has allowed the Library to expand business programming, establish drop-in assistance, and increase the awareness of services available at local branches and on the Library's website. Partnerships have been established with MAC/WBC (Microbusiness Advancement Center/Women's Business Center) and SCORE to present business feasibility workshops and "simple steps" workshops for starting a business. WBC facilitates a 10-week business planning class that typically costs participants \$625.00. The Library has monetarily assisted 10 individuals through tuition offset as a



result of this grant. One particularly exciting success story is that of Nkechi Esan. Nkechi moved to the United States from Nigeria two years ago. As a website designer, Nkechi worked in the banking industry in Nigeria for more than ten years. She wanted to use her expertise to start a business assisting start-up businesses with their website design and hosting. She attended the WBC business planning class and pitched her business idea to a panel of judges on April 1<sup>st</sup>. Her business plan is very professional and includes feasibility analyses that she completed using ReferenceUSA and other Library resources. She has connected to a SCORE mentor and different funding agencies in the community because of the assistance she received from the Library.

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**FROM:** Amber Mathewson  
Library Deputy Director

**SUBJECT: Strategic Initiatives Report – May 2014**

**Collection Development Office – Richard DiRusso, Manager**

Collection Development Office is in the final stages of distribution planning for the fiscal 2014-15 materials budget. The proposed budget of \$5 million is \$500,000 less than FY13-14. We plan on making significant cuts to DVD funds, as well as dropping the Jail as a fund entirely. Most of our remaining funds reflect reductions over the previous years in order to meet the reality of an allocation of \$5.00 per person for library resources in Pima County for FY14-15.

Over the past few months, CDO has been meeting with several public services managers and staff to discuss the long-term viability of the DVD format as part of our collection. Needless to say, the format is fast approaching its shelf date. We are making plans to offer our customers suitable alternatives. At the same time, we are beginning to shift our focus away from blockbusters to more esoteric and educational titles.

**Adult Detention - Dawn Gardner**

Library Admin staff held a meeting on May 1 with Richard Fimbres and Martina Dickson from the Pima County Adult Detention Center (ADC) regarding PCPL transitioning out of the ADC, including discussions about staff and equipment.

**Juvenile Detention – William Bevill**

Extracurricular activities at the JDC have been slower at one day a week operation; however, living units in detention also know staff are only available that one day and are taking more advantage of staff presence. We have seen an increase in book usage as our super page Gennifer spends her entire shift basically shelving books and preparing new magazines to put out. We've also added a jobs/careers board into the library area that includes flyers and handouts, as well as PCPL material to take. We put out about 100 driver's license manuals as well from the DMV, and all of them were gone within two weeks. As groups visit the library through the day, there are more books. I shelve into the evening to keep our return basket as empty as possible until the following week. The groups coming up are mainly looking for certain areas ("real life" stories of adversity, parenting, and Guinness World Records seem to be quite

popular lately). I've seen an increasing number of youth who are at very low reading levels and have been trying to obtain basic picture book material-- Dr. Seuss etc. The two living units who come in to use the school lab are also allowing those youth to filter out and get books and ask questions.

I'm seeing some of these kids twice when they return for their scheduled library time later in the day. I don't see this as a negative. The detention school "CAPE" staff has made it clear they would like to see library staff return to more hours and become more involved in the garden as well as other activities.

## **Library Service Manager Reports**

### **Communications and Systems Office – Jen Maney, Library Services Manager**

#### **Gearing up for Summer Reading 2014**

Graphic Designer Lori Thayer has been hard at work creating this year's Summer Reading materials. Lori has designed brand new handouts for babies, kids, teens, and adults, as well as a comprehensive calendar of events, event posters and handouts, templates for branches to use to promote their local events, and an activity booklet. These printed materials are the backbone of Summer Reading, and Lori's creative designs are gorgeous and appealing to all ages. Thank you, Lori!

Web Editor Sherrie Baltus created beautiful Summer Reading web pages based on Lori's designs. The pages outline how people can join in summer reading, get great reading suggestions, and find activities happening at our libraries all summer long. See:

<http://www.library.pima.gov/about/news/?id=5176>

PCPL is piloting new Summer Reading software provided by Maricopa County Library District (MCLD) to all libraries in Arizona. Web Development Librarian Jenny Gubernick has taken special training and will set up the software for us. This year will be a pilot, and PCPL will act as a beta tester, providing feedback to MCLD for future development. We are excited to try this out, as it has some new features for us, including virtual badges and games.

#### **Learning Labs Presentations to Staff, Community, and County Stakeholders**

In 2012, PCPL was one of only 24 museums and libraries to receive a \$100,000 grant from the Institute of Museum and Library Services and the John D. and Catherine T. MacArthur Foundation. The Library received this grant to help create a Learning Lab for the youth in our community. Over the last year and a half, library staff has been working with youth to create a vision of what Pima County's learning lab will be. This month, we asked our Youth Design Team to share their recommendations with our staff, the local community, Pima County stakeholders, and representatives from our funding agencies. The events were a huge success! Do you have 3 minutes? [Watch](#) a video created by the Youth Design Team that explains the project: <https://www.youtube.com/watch?v=WBJGsnfPq-o>. It's fantastic!

#### **Inspiration Brown Bag**

CSO created a new staff lunchtime program called *Innovation Brown Bag*, where staff can get together, watch a TED Talk or similarly inspiring video, and discuss it together over lunch. *Inspiration Brown Bag* was conceived to foster inspiration and collegiality among staff, help us all be inspired by the ideas of others, and encourage us to get to know our co-workers and hear each other's points of view. The Brown Bag will meet weekly at Main Library, and branches are encouraged to incorporate the concept into their staff meetings or join remotely.

### **Library Wins LSTA Grant to Expand Entrepreneurship Services**

CSO's Social Media Librarian Lisa Bunker was selected to participate in the Arizona State Library's Excelling Grant Writers Group. The resulting grant will expand the Library's services to entrepreneurs. The goal of the grant is to create a pilot for an active learning space where people can find participatory classes on entrepreneurial thinking and support for starting a business. There will be integrated programming that assists people who might be changing careers or navigating today's job market. The Library will test programming, such as lean startup methodologies, product concept testing and crowd funding, and create a space with flexible furniture and modern technology conducive to workspace collaboration and knowledge-sharing. Lisa will lead a group of staff who focus on business services.

### **ALA Member Interest Group for *Entrepreneurship and Maker Spaces* Approved**

Lisa Bunker's proposed ALA Member Interest Group *Entrepreneurship and Maker Spaces* was approved this month, and its communication tool, [a Facebook Group](#), has grown to 285 members. Lisa's other professional [Facebook Group for libraries in social media](#) has grown to 1,406 members.

### **Programs and Partners Office – Beth Matthias-Lohgry, Library Services Manager**

We have been ramping up for Science-themed Summer Reading by getting the Reading Map, the Activities Calendar, and books out to branches; and wrapping up plans for hundreds special events in libraries. We were informed that PCPL was awarded an LSTA grant for FY2014-15 to work with Make Way for Books on an early literacy app and other early literacy services. Staff from the PPO attended the PCCAE Family Literacy Program End of Year Celebration on May 6, 2014. A Literacy Connects ReadStrong Training is being held May 15, 22, and 29 at Santa Rosa for Library tutors and other staff to be trained to host or fill in for ReadStrong sessions. PPO staff and Columbus staff met with the Collection Development Office on May 14 to start a process for better serving of our community's refugee and immigrant populations through our collections. Regular meetings are being held in May for the Welcome to America Team, the GED Team, and the Adult Services Librarians. PPO staff also met with Literacy Connects staff on May 14 to plan the Library's English Language Classes for FY2014-15. We completed the final report for the America Dream grant year that ended this spring.

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**FROM:** Pat Corella  
Library Deputy Director

**SUBJECT: Support Services – April and May 2014**

**Comprise Technologies:** The smart-money procedures are complete and staff is training on the revised procedures to be implemented within a month or two; however, that date continues to be a moving target. Procurement will not release the replacement of the coin towers until they have the opportunity to review and analyze the failure of the initial batch of coin towers.

**Flowing Wells Project:** The expansion of Flowing Wells 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 “Y” and Library 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 FM 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 be 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 as 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 Board of supervisors approved and postponed the bond election to 2015.

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**FROM:** Kenya Johnson  
Library Community Relations Manager

**SUBJECT: Communications & Publicity – April 2014**

**Media Stories** – I worked with KVOA investigative producer Michel Marizco on a story about why the Library has missing materials. The story aired on April 7. I also scheduled an interview for our Executive Director on the Buckmaster Show, which aired April 29.

**Summer Reading 2014** – I continued to write and edit the copy for our Summer Reading Program materials, which are in production.

**Community Connections** – I was a judge at the 14<sup>th</sup> annual **Valencia Library Teen Poetry Festival** competition on April 10, and was amazed at the talent showcased there. I responded to a request by the **Dream Night Prom** committee to donate 100 books for the goodie bags for the event, which is for teens with cancer.

**Learning Labs Meeting and Luncheon** – I worked with the planning committee to provide materials about the Learning Labs grant. Both the staff meeting and the luncheon for community leaders were well attended, and the information packets that we created were well received.

**Meeting Room Policy Review and Elimination of Print Notices** – I began working with both of these teams to: 1) assess our current meeting policies and review the policies of other public libraries, and 2) to develop a communications plan to let patrons who still receive print notifications that this practice will soon be discontinued.

**Media Outcomes** – The media outcomes for May are below:

<b>DATE</b>		<b>NEWS RELEASE HEADLINE</b>		
		No media releases in April		
<b>Total Outcomes: 6</b>				
<b>OUTLET</b>	<b>DATE</b>	<b>HEADLINE</b>	<b>REPORTER/ AUTHOR</b>	<b>MEDIUM</b>
Pima County employee e-newsletter	April	Free lunchtime wellness programs at the library	Karen Greene and Matt Landon	Web
KVOA-4	4/7/14	Pima County libraries losing inventory	Lupita Murillo, Michel Marizco	TV, web
Green Valley News and Sun	4/16/14	'Knitted knockers' help women after mastectomy	Kitty Bottemiller	Print, web
Arizona Daily Star	4/22/14	Working toward a healthier Pima County	Dr. Francisco Garcia	Print, web
Arizona Daily Star	4/24/14	Library's Mr. Eddie moves on after 25 years (incl photos)	Ron Medvescek	Print, web
Buckmaster Show	4/29/14	Interview w/Melinda Cervantes	Bill Buckmaster	Radio

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**FROM:** Kenya Johnson  
Library Community Relations Manager

**SUBJECT: Communications & Publicity – May 2014**

**Media Relations**

**Arizona Daily Star** - On May 18, Pima County Public Library kicked off a monthly article series in the Sunday edition of the **Arizona Daily Star** to share with the community what's happening at their Library. Many thanks to Inger Sandal from the Star for collaborating with us on this project. My article, "5 super cool ways to enjoy your library this summer," was fun to write, and we received a lot of positive feedback.

I have invited anyone on our staff (nearly 500 employees) to contribute an idea for an article in the coming months. One of our Young Adult librarians is already working on an article for the June 15 issue!

**5 SUPER COOL WAYS TO ENJOY YOUR LIBRARY THIS SUMMER**

May 18, 2014 12:00 am • [By Kenya Johnson Special to the Arizona Daily Star](#)

**Summer reading program**

The Pima County Public Library's summer reading program kicks off Thursday. It's open to all ages, and includes a variety of activities including workshops, classes and entertainment. Go to [www.library.pima.gov](http://www.library.pima.gov) for details.

*This is the first in a monthly series about what's going on at the Pima County Public Library. Everything is free.*

Spoiler alert: I'm going get a little braggy about the Pima County Public Library right now. Plain and simple, it's 24-7 of Way Super Cool.

Step inside any of our libraries — we have 27 of them — or go online. You're surrounded by tons of information, resources, and programs covering things you're interested in, things you want to find out more about, or things you want to learn how to do.

Then I tell people that they can do all this for free at the library, and it just gets better. Here are five Way Super Cool reasons why:

### 1. IT'S FREE, AND IT'S LEGAL. IT'S FREEGAL.

If music is your "thing," you definitely want to know about Freegal. It's like Spotify and Pandora, only it's not. Sign up for a Freegal account using your library card, and you're on your way to getting three songs that you can pick, download, and keep forever and ever once a week. That's basically one album or CD every month.

Cue Pharrell William's megahit song, "Happy." Heck, why don't you just download it on Freegal?

*Freegal link:* <http://pima.freegalmusic.com/index>

### 2. WE LOVE GEEKING OUT

When I was in high school in the '80s, the best part about summertime was that I got to watch endless hours of MTV. This is why I can proudly teach my 9-year old daughter, Zoë, my 30-year-old moves.

This summer at the library, teens can channel their inner geek in our CreateIt classes. We're offering TV studio production classes with Access Tucson, and teens can also sign up for photography classes or learn how to design games, Web pages, and apps. I'm guessing that 30 years from now, they'll probably be teaching their kids how to start their own businesses.

*Pima County Public Library's CreateIt classes:* [www.library.pima.gov/teens/create-it.php](http://www.library.pima.gov/teens/create-it.php)

### 3. SURFIN' REFERENCEUSA

If you have a small business or nonprofit and want to create good lists of potential customers and donors to reach out to, your new best friend is ReferenceUSA. This online power tool tells you consumer buying habits, and lets you search for business and residential information. And you can do it all from your home or office.

The library offers one-hour workshops every month to show you the ins and outs of ReferenceUSA.

*Pima County Public Library's ReferenceUSA news item:* [www.library.pima.gov/about/news/?id=5150](http://www.library.pima.gov/about/news/?id=5150)

*Pima County Public Library's ReferenceUSA short video link:*  
[www.youtube.com/watch?v=TegFcVfbqCg&feature=youtu.be](http://www.youtube.com/watch?v=TegFcVfbqCg&feature=youtu.be)

### 4. IT'S PERFECT WEATHER TO PLANT YOUR FAMILY TREE

At home I have a big file folder with handwritten notes, scraps of paper, funeral notices, decades-old memorial programs, photos, and my hand-drawn family tree. I really need to get things in order here.

I can't wait to start diving into our online research tools HeritageQuest and Ancestry Library Edition this summer. I'm planning to look into census records, books, and birth certificates to find out more about my mother and father's family roots in Texas, as well as the roots we planted here in Tucson in the 1940s. Fortunately for me, October is National Family History Month so I have a little time.

*Pima County Public Library Genealogy and Obituaries link: [www.library.pima.gov/resources/genealogy.php](http://www.library.pima.gov/resources/genealogy.php)*

5. THE CELE PETERSON ARIZONA COLLECTION AND THE STEINHEIMER COLLECTION

These collections of almost anything Arizona and the Southwest live on the third floor of the Joel D. Valdez Main Library. When you see them, you want to speak in a whisper. It just seems appropriate.

Toby, one of my friends and co-workers at the library, just told me about a book that I really want to check out (and by "check out," I really mean "look at" since the materials in both collections are for reference only and can't be checked out with a library card). The book is "Above Tucson: Then and Now" by James Glinski, which shows aerial photographs of Tucson in the 1930s, '40s, and '50s compared to the same views in Tucson in 1995.

Now how cool is that?

Pima County Public Library Cele Peterson Arizona Collection: [www.library.pima.gov/resources/collections/arizona.php](http://www.library.pima.gov/resources/collections/arizona.php)

Pima County Public Library Steinheimer Collection: [www.library.pima.gov/resources/collections/steinheimer.php](http://www.library.pima.gov/resources/collections/steinheimer.php)

Kenya Johnson is the library's community relations manager and a lifelong Tucsonan. If you want to share your Way Super Cool experiences at the library, email her at [library.news@pima.gov](mailto:library.news@pima.gov)

**Media Outcomes** – The media outcomes for May are below:

DATE	NEWS RELEASE HEADLINE			
5/9/14	Summer Reading starts May 22			
<b>Total Outcomes: 10</b>				
OUTLET	DATE	HEADLINE	REPORTER/ AUTHOR	MEDIUM
Pima County employee e-newsletter	May 2014	Free 'Food of Arizona' lecture on May 3	Matt Landon	Web
Pima County employee e-newsletter	May 2014	Summer Reading kicks off	Kenya Johnson	Web
The Vail Voice	May 2014	Check out these free events at Miller-Golf Links Library		Print, web
BikeLife Tucson	May 2014	Pima County Public Library's Bookbike: Moving our community to read!		Print, web
KVOA-4	5/7/14	Library fights blight with artistic bike racks	Ryan Haarer	TV, web
Arizona Daily Star	5/8/14	Library's summer reading program springs into action (photos)	Jim Davis	Print, web

Arizona Daily Star	5/11/14	Mother-daughter bond creates strong business partnerships	Angela Pittenger	Print, web
Arizona Daily Star	5/15/14	Oh, baby! It's playtime (photos)		Print, web
Arizona Daily Star	5/18/14	5 super cool ways to enjoy your library this summer	Kenya Johnson	Print, web
KXCI-91.3 FM	5/22/14	Resources for nonprofits and small businesses	Kassy Roderheaver	Radio