

DATE: February 3, 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 – January 2014

Legislation

HB2379 Special districts; secondary levy limits was introduced by Representative Justin Olson (Mesa) to the State House of Representatives. *HB2379* would negatively impact library services for all residents of Arizona. Locally, these cuts would result in a budget reduction of approximately \$8 million resulting in library closures, employee layoffs and reduced services. Many neighborhoods and a few cities would lose their local library altogether and there would be no monies to operate one or more of the proposed new/expanded bond funded libraries. As more information becomes available I will provide an update.

Budget

The Proposed Library FY15 Budget if adopted would allow the Library District to maintain library services at the same level as the current fiscal year, assuming a moderate Library District tax rate increase and borrowing some or all of the remaining available fund balance funds. Should a tax rate increase not be approved, the Library District would need to reduce the budget by approximately \$5.5M resulting in library closures, employee layoffs and reduced services.

Safety/Security

A meeting was held recently to discuss and recommend improvements to communications among staff, security guards and special duty officers when an incident escalates. Recommendations include clarifying roles, purchasing additional radios for on-site use and training for all library staffs. The Library and County Sheriff's Office continue to monitor and recommend safety and security improvements for all libraries.

Proposed Library Bond Projects

The next meeting of the Pima County Bond Advisory Committee is scheduled for **February 21, 2014**, at the River Park Inn located at 350 S. Freeway. The Bond Committee will entertain presentations on Libraries, Community Facilities & Museums.

The Library will be presenting on the following proposed bond projects:

- West Valencia/Southwest Branch Library
- Southeast Regional Community Branch Library/UA Tech Park
- Sahuarita Branch Library
- Flowing Wells Branch Library Expansion.
- Joyner-Green Valley Library Expansion

Partnership/Grant/Donation News

The Library has been asked to help coordinate a Leadership Forum for the State Library to be held in April. In addition, the Library has been invited to collaborate with the Pima County Health Department for a 3-year Mobilization for Health Grant through the National Prevention Partnership Awards (NPPA) Program. This grant would be in support of the Library Nurse Program and Diabetes prevention.

Reaching Out

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

Community Organizations

Friends of the Joyner-Green Valley and Sahuarita Libraries
Friends of the Pima County Public Library Board
Literacy Connects Executive Board and Governance Committee
Tucson Festival of Books Steering and Authors Committees
Angel Charities

Pima County Departments

Board of Supervisors Meeting
County Addressing Poverty Working Group
County Pima Prospers Guidance Team
Economic Development Team Website Review
Facilities/Management
Finance/Audit
Health Services
Information Technology
One-Stop
Real Property

Workshops, Seminars & Events

American Library Association (ALA) Midwinter Conference, Philadelphia
ALA Office for Information Technology Policy, Philadelphia
EDGE Initiative, Urban Libraries Council Meeting, Philadelphia
Public Library Association (PLA) Board of Directors Meeting, Philadelphia
PLA Strategic Planning Meeting, Philadelphia

Community Leaders

Marcy Euler, Executive Director, Tucson Festival of Books
Jaymie Jacobs, Constituent Services, Office of the Pima County School Superintendent
Cody Cassidy, Communications Coordinator, Office of the Pima County School Supt.

Branch Library Staff Visits
Eckstrom-Columbus Library
Joyner-Green Valley Library

SAVE THE DATE!

- Tucson Festival of Books, March 15-16, 2014

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Pima County Public Library Foundation Board

FROM: Karyn Prechtel
Deputy Library Director

SUBJECT: Public Service Report - January 2014

District 1 – Supervisor Ally Miller

Dewhirst – Catalina Library – Bethany Wilson, Branch Manager

Dewhirst-Catalina Branch Library conducted its first **Art in the Afternoon** presentation in partnership with The University of Arizona Museum of Art on January 15. Presenter Tammy Bearden provided an introductory presentation on The University of Arizona Museum of Art, which included current artwork housed at the museum. We are pleased to have the opportunity to provide the program at our location and enjoyed a good turnout for our first event. We look forward to continued growth in the months to come.

Oro Valley Public Library – Ruth Grant, Branch Manager

On January 25, Oro Valley Children’s Services staff prepared giant board game pieces from the original Candyland game and transformed our large meeting room into a game board, so youngsters of all ages could play the game and learn their colors, counting, and practice reading sign posts in our Meeting Room. The attendees were grouped into teams of four (with parents and young children together). A staff member facilitated drawing the playing cards and having the attendees move forward to complete the game. This fun activity promoted color recognition, listening, sequencing, and counting skills. Those attending were rewarded with treats and crafts to take home! A fun and educational time was had by all.



Columnist Alexis Powers leads a very popular bimonthly discussion with local would-be authors about how to get one's writing published. This month we were fortunate to also start a monthly **Writing for Children Workshop** lead by award-winning children's author Marianne Mitchell. On January 13, twelve future children's authors discussed writing for the children's market and shared excerpts from their works in our non-critical, supportive workshop.

District 2 – Supervisor Ramón Valadez

Eckstrom-Columbus Library – Mary Sanchez, Branch Manager

Approximately 35 customers enjoyed taking part in the **Freecycle** event at Eckstrom-Columbus Library on January 4. There were some wonderful items donated that flew right away – a stainless steel microwave, an ice cream and coffee maker, an almost new carpet sweeper, plants, and brand name women's clothing. One of the best stories featured one of our regular Nepali refugee children, who came through at the end. His eyes lit up when he found a Star Wars Clone t-shirt that was exactly his size. He even found a sweater to bring home for his sister. Several people asked how often we do this and when the next one will take place.

Eckstrom-Columbus Library is hosting a **Chinese New Year's Celebration** on January 25, starting with a puppet show, *The Silken Thread*, presented by Puppets Amongus. After the show, participants will make dragons, decorate lanterns and red envelopes, as well as help color a large horse poster in honor of the Year of the Horse.

Quincie Douglas Library – Sharla Darby, Branch Manager

Quincie Douglas Library customers have noted more than once this month that **Job Help services work!** Staff reported on January 8 that they helped a customer score not one, but two jobs after they showed him how to attach his résumé in an email. Additionally, a young man who recently moved from Texas asked us if we had GED books. After a conversation, it was clear he wanted get a job, earn a GED, and climb the ladder of life. He came in again to say he has landed a part time job in landscaping that he heard about through our job listings.

Our **Freecycle**© swap got started later than usual. We put out the tables in December and left them up through the post-holiday swap on January 4th! There were lots of donations from staff and the community. People contributed their beautiful knitted scarves again this year. Almost everything got snatched up. The gifts were not always taken in exchange for donations, but a lot of kids found presents for their moms, girlfriends, and boyfriends, and it just felt good to watch them disappear from the tables. It was definitely a "spirit of giving" Freecycle© event, and I'm pleased to say we will likely continue in the same spirit in years to come.

On January 14, we offered an **Herb and Veggies** lecture about gardening in pots and other small places. This program will help encourage more customers to utilize our growing seed library and build confidence among our customers in growing their own food and to become more food conscious.

Sahuarita Library – Michele White, Branch Manager



During the month of January, the Sahuarita fiber arts group, **The Fantastic Fibers Crochet & Knitting Group**, will offer classes on how to create knitted or crocheted knockers. Knitted Knockers is a unique charity program intended to provide soft, comfortable and free prosthetics to breast cancer survivors.

Several patrons have already participated and donated their finished items to the treasure chest here at Sahuarita for distribution to local survivors.

Sam Lena – South Tucson Library – Marissa Alcorta, Branch Manager

January was a month of reconnecting. Homework Help, GED, and Citizenship classes began again. And we're working on **making new connections with our community**. Librarian Mary Margaret has been making connections with area schools for the upcoming Love of Reading Week and has already begun some visits to Ochoa Elementary and the Southside Head Start. Storytime has continued to grow, with the preschool class from Ochoa and Southside Head Start attending on a weekly or bi-weekly basis. It's been great getting to know the teachers and students as they visit the Library on a fairly regular basis. Another re-connection made this month is with the **House of Neighborly Service**. This is a social services agency that works within the South Tucson community, offering classes (ESL, Healthy Living) to community members, community gardening space, and afterschool activities for neighborhood children and families. Branch Manager Marissa has been asked to apply as a new member on the House of Neighborly Service Board of Directors. It will be a great opportunity to connect with this organization and other organization in South Tucson who also have members on the board.

One last great development this month is Librarian Mary Margaret's appointment as a book reviewer for the national publication *School Library Journal*. She will be focusing on reviewing Spanish language/bilingual children's materials (mainly picture books) for the publication. It's a great opportunity for her to contribute on a national scale to the profession of librarianship and also diverse children's literature. And Mary Margaret has amazing Reader's Advisory skills so this new opportunity will be a great plus for PCPL and the community.

Santa Rosa Library – Susan Husband, Branch Manager
Bella, the star of our **Read to a Dog** program, was greeted with much enthusiasm when she returned after her holiday break. Bella makes all the children feel like they are her special friend.

The **Santa Rosa CAT Team** (Community Action Team) met this month. This group, composed of ten social service providers and stakeholders in our service area, meets six times a year to share information on programs



and upcoming events. These gatherings allow us to gain a holistic view of our neighborhood and current knowledge about the programs and services that are available to our community. The library is proud to sponsor these meetings.

District 3 – Supervisor Sharon Bronson, Chair

Caviglia-Arivaca Library – Leesa Jacobson, Branch Manager

This month, artist (and Quincie Douglas Library staff member) Vivian Enos, didn't have to battle the inclement weather, which postponed her visit to Arivaca last fall. She made the long drive from Tucson without difficulty to the delight of both novice and experienced crafters who participated in her **Storyteller Gourd Art Workshop**. An afternoon of concentrated effort and shared stories turned gourds from the garden into works of art.

A Pima County **Public Health Nurse** continues to visit the Arivaca Library one afternoon each month, providing free blood pressure checks and one-on-one health chat opportunities. Also this month, outreach specialists from United Community Health Center (which serves residents through the Arivaca Clinic) held a workshop at the Library on the **Basics of the Affordable Care Act**—an important topic in this under-insured community. Lots of good information and follow-up opportunities were provided.

Flowing Wells Library – Karen Greaber, Branch Manager

Teens created several dozen clay beads this month for the **Ben's Bells** organization. An **Introduction to Watercolors** class began on January 15. Other programs scheduled for January include **Why Physical Fitness is Important for Seniors** and craft programs using distressed wood and beads. The inaugural meeting of our new writer's group will be on January 24.

Geasa-Marana Library – Vicki Ann Duraine, Branch Manager

Business is brisk for our volunteer computer instructor, Jonni, who is answering a myriad of requests from basic computer help to navigating a new Samsung device. Judging from the happy faces, and verbal and virtual feedback, her Thursday afternoons may be filled for some time to come!

Docents from **The University of Arizona Art Museum** start a three-part art lecture series on January 17. The first of the series is an overview of the Museum, and Geasa-Marana Branch encouraged interested municipal workers to bring their brown bag lunches and dine while they feast their eyes on the Museum's collection.



Nanini Library – Kristi Bradford, Branch Manager

The **January 8 Memorial Ceremony** in the Nanini Library parking lot honoring first responders and featuring one of three exhibits of the January 8 memorial items was very poignant and uplifting. Attended by over 100 people, the short flag-raising ceremony began with the Drums and Pipers group from **Northwest Fire District**. The flag-raising featured two representatives

each from **Pima County Sheriff's Department** and Northwest Fire District Honor Guards. Thanks to Friends of the Library, our Library staff organized snacks for customers attending the ceremony and throughout the day in the large meeting room. Attendees could also record their thoughts in the memory book placed on the table just outside the display case.

Salazar-Ajo Library – Linda Lam, Branch Manager

The Salazar-Ajo Library continues the Change 4 Life program series, in partnership with the **Desert Senita Health Center**, with **Diabetes Education: Where Do You Start?** Conducted by Mary Kehl (PA-C), the program was filled with useful information and helpful tips.

Local historian Sue Rutman presented **The Peopling of Ajo**, illustrating Ajo as an example of the melting pot that defines the United States. The program described the migration of people and the transformation to the community it is today. University of Arizona representative Anna Spitz with the OSIRIS-Rex project discussed how the spacecraft will travel to a near-Earth carbonaceous asteroid (101955) Benu, study it in detail, and return a sample to Earth. Carbonaceous asteroids are potential sources of carbon and water.

Southwest Library – Paulina Aguirre-Clinch, Branch Manager

Computer/Job Help numbers are up at the Southwest Branch Library. On one occasion, a patron came to the front desk to thank us for the service and said that our instructor, Jerry, “se cae de bueno,” which literally translates to: “he’s brimming with so much goodness he’ll fall over.”

Wheeler Taft Abbett, Sr. Library – Cat Strong, Branch Manager

Over 65 participants had a **blast learning science based on Star Wars**, designed by children’s librarian Kendra Davey. Kids learned about electricity by making a force detector, had the opportunity to correct engineering flaws by drawing improved blueprints for a Death Star, built their own mini CD hovercraft, and engineered a Lego star craft. A reporter from the Arizona Daily Star took these pictures and included an article in the Northwest section of the Arizona Daily Star!



The first bilingual **English/Spanish babytime** was held on January 7. The bilingual babytime was added at the request of bilingual parents and several parents learning Spanish themselves. Songs and stories are presented in Spanish and literacy tips are presented in English.



Woods Memorial Library – Coni Weatherford, Branch Manager

Woods Memorial Library, along with six other participating branches, hosted the **third annual Post-Holiday Swap** on January 4. Each year the event, in partnership with Freecycle™, gains momentum at Woods Memorial Library. This year 71 people attended the event to share and trade over eight tables full of wares. As each donated item carries a story, so does each participant: a neighborhood family of five who attended the event last year, returned to take

home two boxes of much-needed household items; over 15 children left with stuffed animals tucked beneath their arms as a family donated two boxes of gently-used stuffed animals; a woman who buys books for the Arizona State Prison in Florence was thrilled to fill up a bag with paperbacks; and a pregnant woman walked away with a brand new copy of *What to Expect When You're Expecting*.

Alongside the practical items that are in high demand each year, there are also the articles of whimsy: a senior citizen walked away with a prized blue goblet, a teenager snatched a pair of retro denim boots, and a customer who left information about a waterbed that was up for grabs found a taker by the end of the event! Most everyone left with a treasure in hand, and many people stayed the full two hours to converse with others, and to see what new items might arrive.

To memorialize the events of January 8, 2011, our SIRLS Graduate Assistant, Cynthia Palacios, arranged a display. Library visitors were given a paper quail and asked to write or draw something that they were thankful for. Cynthia then put the quail up on a tree display with a plaque indicating that quails symbolize giving thanks and communal love. The tree was titled **“Together We Thrive”** and located on the wall next to our events calendar, which many people stop to view on their way into the library. Our patrons responded with enthusiasm. The things they were thankful for ranged from video games to friends and family, to afternoon naps and the Library itself. The tree will remain on display through the month of January and more quail will be available for patrons to add to it as they choose. This display and activity has enhanced the sense of community and ownership that visitors feel for their library.



District 4 – Supervisor Ray Carroll

Dusenberry-River Library – Dianna Thor, Branch Manager

Our **Art Talk** series programming has been a long-standing favorite among Dusenberry-River customers for many years. The docents from our programming partners, **Tucson Museum of Art** and the **University of Arizona Art Museum**, continue create outstanding presentations and, as a result, have strong attendance at their programs. One of our customers who attends regularly has enjoyed the programs so much, she's been inspired to organize and lead a new book club that will be focused on reading books with an art theme. This reading group's first meeting will be held in January, immediately following an Art in the Afternoon program.

Just a few short years ago we weren't offering computer classes at Dusenberry-River Library because the interest in our service area was so low. That's not the case these days! Our computer instructor, Wayne Wheeler, reports that the wide variety of classes that we are now offering is well-attended. In addition to classes being held two mornings each week, we also offer one-on-

one instruction with Wayne, both by appointment and on a drop-in basis. This individual attention is very much appreciated by customers whether the focus is general computer assistance, or questions specific to digital downloads and their particular eReader. Often appointments are scheduled weeks in advance. These students are so grateful for the help that is provided, one of them even brought in a plate of homemade cookies for Wayne to express her appreciation.

Joyner-Green Valley Library – Donie Gignac, Branch Manager

Green Valley Friends-funded art and symphony programs continue to be popular, especially during this winter season. We have added a tablet computer class to the repertoire, which is so popular it has a waiting list. We are thinking of holding the class twice a month to accommodate the demand. Our **Language Exchange** (English/Spanish practice) and **Laughter Yoga** programs have reached large groups of their intended audiences. Both programs are volunteer-led and the yoga leader also serves as secretary of the Green Valley Friends board.

Kirk-Bear Canyon Library – Daphne Daly, Branch Manager

This month started off with a well-attended **digital downloads class**, teaching customers how to access the library's e-content. Additionally, throughout the month, Kirk-Bear Canyon staff helped numerous customers — drop-in and by-appointment — with iPads, Zinio, Freegal, Kindles, OverDrive, OneClickdigital, and so on. On average every month, over 100 customers seek this help at Kirk-Bear Canyon Library.



The butterfly silk kites in the children's area were replaced this month with new ones. The original kites had been given by the parents of Kristina Dawson, who died in 2004 after a 21-month battle against an inoperable brain tumor. The Friends of the Kirk-Bear Canyon Library purchased the six replacements.

The non-fiction selection for the January Book Discussion Group was *My Beloved World*, a memoir written by Sonia Sotomayor, the first Hispanic justice on the U.S. Supreme Court, about her childhood, education, and life. *My Beloved World* debuted at the top of the New York Times Best Seller List for Hardcover Nonfiction last year, a position it retained for several weeks.

This month, **About Face: the Art of Barrett Cooney** is on display in Kirk-Bear Canyon's gallery. The exhibit features portraits in oil and drawings on paper. The public had an opportunity to meet the artist at a reception in the library, on Sunday January 5.

Miller-Golf Links Library – Mary McKinney, Branch Manager

Our Homework Help attendance has doubled since our new instructor began. As a result, Miller-Golf Links Branch Library added Wednesday as a third day each week that students can acquire help.

Not only will a **Pima County Public Health Nurse** continue her monthly blood-pressure check visits to the Miller-Golf Links Branch Library, but she and an additional nurse will be spending a total of four hours per week at the branch in order to assist customers with signing up for healthcare insurance coverage.

Murphy-Wilmot Library – Daphne Daly, Branch Manager

The Library and 80 local fans celebrated the Season 4 premiere of **Downton Abbey** with a fabulous tea party. With the help of Arizona Public Media/KUAT and The Scented Leaf, we hosted a special screening of behind-the-scenes footage followed by crafts, snacks, tea, and a gift basket raffle.



District 5 – Supervisor Richard Elías

El Rio Library – Emily Lane, Branch Manager

This month El Rio Library was able to help a **Pima Community College Adult Education** instructor in a particularly meaningful way. One of our regular GED instructors came in with some questions about books for a new unit on the Great Depression. She had a list and was also asking for more resources. Library Associate Angela told her to not worry about it, she would reserve the books she needed and a few others for her class. The next week the instructor came in to a stack of reserves for her students, some of which she didn't even know existed. But Angela had picked them for her. She thanked her profusely and then went so far as to write a letter in our online feedback form thanking El Rio. In the letter she wrote: "For one of the smallest Pima Library branches, El Rio has a staff with the biggest heart and sense of service to the community. They've helped me make readers out of my students." This example of customer service is one of the many ways our branch is able to reach out and form connections with our community partners, creating a ripple effect to their students, as they encourage them to seek us out each semester. At El Rio Library we even have a shelf dedicated to adult learning materials to guide students (many of whom are new to the public library) to resources quickly. We value our partnerships with Pima Adult Education, helping them serve their students as they help us bring more services to the community through the use of their computer lab for classes or their meeting spaces free of charge for programs. We love working together to make an impact on adult learners.

El Pueblo Library – Aaron Valdivia, Branch Manager

Homework Help has started up again and is already a huge success at El Pueblo. We have started advertising Homework Help at the YMCA and are now getting up to 15 kids from the Y, in addition to our regular Homework Help students.

Our computer classes, drop-in job help and computer help have started to grow in the past few weeks. Our computer classes are at maximum capacity and more people have started coming in for one on one computer assistance. More students from **Liberty Adult Learning Center** have started utilizing the Library as a resource since the GED test is now administered on the computer. Also, we have had two reports from customers in the past month that they got jobs after taking advantage of our drop-in job help.

Himmel Park Library – Sharla Darby, Branch Manager

Himmel Park Library hosted **Youth Gaming Day** on January 3, in an effort to entice kids and teens to visit the Library, connect with other youth, and have fun playing games during winter break. We had Wii, Rock Band Beatles, Minecraft, Makey-Makeys, and board games available for all to play. Twenty-one kids and teens had a great time rocking out, racing Mario-karts, building civilizations, and enjoying pizza!

The Tucson Museum of Art presented *Our Baroque Window: Mission San Xavier* to an entranced audience on January 9. The TMA docent, John, explained to 30 attendees how the “White Dove of the Desert” exhibits many elements of the baroque style of art and architecture. Art lectures, such as this one, provides Himmel Park Library with the opportunity to reach the many avid art-lovers in the surrounding community.



Joel D. Valdez Main Library – Sandy White, Branch Manager



On January 6, the Joel D. Valdez Main Library welcomed over 40 guests at an opening reception for the exhibit, **Remembering January 8th: Together We Thrive**, installed by the January 8th Memorial Foundation. Participants enjoyed refreshments from Café 54 and viewed the tribute materials collected from memorial sites around Tucson in January 2011 after the shooting at former Congresswoman Gabrielle Gifford's “Congress on Your Corner” event. Congressman

Ron Barber and his wife were in attendance.

The **Plaza Planter Work Party** on January 11 was a huge success. We removed plants that were past their prime and planted new flowers and vegetables. We invited an interested bystander to join us. This man told us that when he first moved to Tucson 10 years ago, he was homeless for two years. He is not homeless any more, but he still remembers how spending his days in the Library really made a difference for him. Gardening helps soothe him and he is pleased to be part of the Plaza Planter project. Another volunteer who is retired said he really appreciates having this project to work on, and it gets him out of the house. He sends photos of his planter to his daughter in Canada and when she visits in March, he's going to bring her to the Main Library to check out his planter.

On January 14, Pima County Public Library was an exhibitor at the **Multi-Chamber Business Expo**. Over 800 people attended this annual event featuring local businesses and business services. The Expo provided a good opportunity for Main Library staff to connect people to our powerful ReferenceUSA database, programs and other library resources and services that support economic development.

Martha Cooper Library – Dianna Thor, Branch Manager

After several quiet winding-down weeks at the end of 2013, Martha Cooper Library has experienced a very busy and positive beginning to the New Year. People seem to be following through on a new year's resolution to visit the library. In just two weeks we've offered one-on-one assistance to **28 customers looking for jobs**—whether through job help, job counseling, or an encounter with a representative from **Pima County One-Stop**. One of these customers helped by our computer instructor was an older gentleman who needed extra assistance with the computer, applying for a job online, and setting up an email account. Today, he was in to use the computer again, and shared that he has been called back for a second interview. We wish him the best of luck.

Mission Library – Margaret Wilkie, Branch Manager

Mayra Vargas, Mission Library's **Regional College Access Center** Student Ambassador, facilitated two **College Information Workshops** on January 11 and January 18. She provided information about choosing a college, finding financial aid, and how to fill out the "Free Applications for Federal Student Aid." Mayra helped students and their parents access resources and fill out applications using library laptops.

More than 150 people visited the Library on January 3, 10, and 24 to meet with representatives from the **Pima County Assessor's Office Exemption Section**. These representatives conducted interviews with widows, widowers and disabled persons to determine if they qualified for exemptions or reductions in their property taxes.

Valencia Library – Kathy Konecny, Branch Manager

Valencia Library and the **Pima County Public Health Department** have partnered to provide the community with ongoing Affordable Care Act registration assistance. Starting on January 15, a certified ACA assister will visit Valencia Library twice a week to answer customer questions. Since customers without computers are being referred to public libraries, customers are grateful to have easy access to a trained and qualified assister.

Representatives from the **Pima County Assessor's Office** assisted widows, widowers and persons with disabilities in applying for property tax exemptions on January 6 and 27. During their first session, 65 people sought assistance from them. Since many of these customers have difficulty getting to other parts of the city, they are especially glad to have the service provided at their neighborhood Library.

Library Service Manager Reports

Bonny Bruce, Library Service Manager

The Pima County Public Library **Bookmobile** provides monthly service to thirty locations in all five Board of Supervisor Districts. Sites visited include schools, assisted living facilities, RV parks, the University of Arizona Mall, and Davis-Monthan Air Force Base. Board of Supervisor Districts have been added to the Bookmobile schedule on the Pima County Public Library website: <http://www.library.pima.gov/using-your-library/bookmobile/>. Through this link, Pima County Administration can be conveniently informed of new sites added to the schedule, cancelled Bookmobile visits, or location changes in order to respond to constituents.

The bookmobile participated in **Tucson Children's Museum Beyond 2014 Event** on Saturday, January 11. Beyond is a day for the Tucson community to get out, be active and embrace what life in Tucson has to offer. Nearly 200 people visited the Bookmobile, including County Supervisor Richard Elías and the Pima Library Foundation President. Both were grateful for the bookmobile's appearance at the event and as always they are very supportive of library activities. Bookmobile driver Wade Zelenak is very responsive to requests from community organizations to have the Bookmobile as an added attraction to promote literacy at their events. The Bookmobile's presence increases awareness of specialized Library services, gives people a chance to have a mini-tour with Wade, and let more patrons check out items.

Jere Voigt, Library Services Manager

The Library is hosting two University of Arizona SIRLS students this semester. Kristen Hoerner is doing her internship at Quincie Douglas under the supervision of Christine Dykgraaf and Monica Creps Milligan is doing her internship in the Acquisitions office under the supervision of Diane Ward.

Activities funded by Friends Groups

Friends of the Joyner-Green Valley Library

Sahuarita Library - Fantastic Fibers Crochet & Knitting Group, Knitted Knockers
Joyner-Green Valley Library - Tucson Symphony preview, 4 "Focus on Art," Language Exchange, Laughter Yoga, Create Club

Activities funded by the Friends of the Kirk-Bear Canyon Library

Bear Canyon - Lego Club, presented by Bryan Silva

The Friends of the Oro Valley Public Library

Oro Valley Public Library - Oro Valley Heritage Collection, Storytime Crafts, Snacks for Teen Advisory Board, Chess Club, Scrabble Club, Bridge Club, Rainbow Magic Fairies Book Club crafts, Magic Treehouse Book Club crafts, Crafty Readers, Drawing Studio – Introduction to Pastels, Teen Movie & Popcorn – Teen Zone, Teen Art Expressions – Teen Zone, Sisters of the Earth Book and Discussion; Great Decisions, Life Sized Candyland program

Friends of the Pima County Public Library

Caviglia-Arivaca Library – Storyteller Gourd Art
Eckstrom-Columbus Library – The Silken Thread puppet show, Drawing Studio art classes

Flowing Wells Library – Ben's Bells beads, Distressed Wood craft, bead bracelet craft

Himmel Library –Storytime activity, Nunchaku Program, Teen Gaming

Joyner-Green Valley Library – Drawing studio

Nanini Library – Teen Advisory Board, Chess Club, Teen Book Club, Adult Book Club, food for
January 8 Memorial Flag Raising

Quincie Douglas Library – Beading Circle

Valencia Library – Create Club, Teen Lounge

Wheeler-Taft Abbett, Sr. Library – Science Saturday Star Wars Science, Family Fun Storytime,
Chess Club, Teen Advisory Board

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FROM: Amber Mathewson
Library Deputy Director

SUBJECT: Strategic Initiatives Report – January 2014

Health Initiatives

Library nurses are continuing to help individuals sign up for Healthcare both through the Federal Marketplace <https://www.healthcare.gov/> and state AHCCCS <https://www.healtharizonaplus.gov/Default/Default.aspx>.

A group called Southern Arizona Cares (<http://soazcares.org/>) has recently launched a major television and radio campaign to encourage Arizonans to sign up for healthcare by March 31. SoAzCares is comprised of Southern Arizona’s major healthcare providers and other concerned organizations standing together to help provide easy access to information and healthcare insurance for our community.

The National Library of Medicine project is moving forward and will result in diabetes-related programming throughout the library system targeting women and families.

Small Business and Economic Development

Lisa Bunker, Michelle Simon, and staff from Pima County One-Stop Career Center visited libraries in the Phoenix area to view the Small Business and Entrepreneurial spaces that are being created. This visit was in support of PCPL’s Library Services Technology Act (LSTA) grant project proposal, “Accelerate,” which is in the works for submittal in the upcoming grants cycle. PCPL would be partnering with local entities including the University of Arizona.

Collection Development Office – Richard DiRusso, Manager

CDO filled the Children’s/Teen selector position vacancy created by the retirement of Ann Dickenson. Michelle Creston, a children/teen librarian at the Joyner-Green Valley Library was selected for the position. In addition to purchasing children’s and teen’s materials, Michelle’s other responsibilities involve reviewing patron requests and answering staff inquiries related to Library holdings.

Library Service Manager Reports

Communications and Systems Office – Jen Maney, Library Services Manager

Introducing PCPL's First Web Librarian

Jenny Gubernick has been hired as PCPL's first Web Librarian. Jenny will dedicate her time to improving the Library's website and online services. She will oversee content, information architecture, website design, and the website functionality. Jenny will also research new ways for the Library to offer online service to our customers. One of the exciting developments in this area is that the procurement process is almost complete for a new website platform for the Library that will integrate website content with the Library's catalog. Library staff will work with the vendor to create a dynamic website that includes new features, such as the ability to make and share book lists with other library customers.

Customer Research Project Update

Staff attended workshops conducted by OrangeBoy, Inc., the consultants hired to conduct a customer research study for the Library. The workshops are the beginning steps to prioritize resource allocation to key customer segments. The outcomes of these workshops, along with upcoming workshops in Spring 2014, will guide how the Library will provide services taking into account our future plans for library service models.

Enhancements to Integrated Library System

Staff from the Library and from IT will visit Scottsdale Public Library to research a possible enhancement to the Library's Integrated Library System (ILS), Millennium. Millennium handles the important background work of the Library – circulation, ILL, serials, acquisitions, purchasing, etc. The new product, Sierra, is built on a modern relational database and has features that are currently unavailable in Millennium. Staff will explore the possibility of upgrading to Sierra at the beginning of fiscal year 2014-2015.

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

Every year, PCPL hosts hundreds of programs from live animal exhibits to puppet shows, and from yoga to juggling or nature journaling. These programs are presented by a growing roster of more than 60 individuals and organizations. A panel of seasoned librarians reviews presenter proposals and watch potential library presenters demonstrate their talents during a 15-minute audition. Presenters who are approved are awarded a blanket contract and are available for our libraries to schedule to provide programs throughout the year. Over the course of the calendar year, our library branches get into the act by providing a venue for our new presenters to strut their stuff in front of library audiences with scheduled Program Tests where audiences rate the presenters. Programs by new presenters include butterfly gardening, making pop-ups, and video game astronomy. Presenters are chosen based on our Community Impact Plan, which reads "everyone has the potential to be a learner, an educator and a collaborator." What better way to honor that goal than to invite in local talent annually?

DATE: February 3, 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: Pat Corella
Library Deputy Director

SUBJECT: Support Services – January 2014

Comprise Technologies

Most of the technical items are nearing completion and the standard county image on both new personal computers and laptops throughout the library system is almost complete as well. When the Comprise and installation of the coin towers are complete the E-commerce and the smart-money options will be publicized to the public which will allow on-line payment of fines from home or using any PCPL computer in a facility. The revised procedures will be complete by the end of February; however, the date continues to be a moving target. Library staff is currently going through the initial Comprise training, which should be accomplished within a month or two.

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 University of Arizona 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 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 on 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 on the shortlist for the next bond election.

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.

Miscellaneous Projects

The Capital projects and bond election await 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 to 2015.

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FROM: Kenya Johnson
Library Community Relations Manager

SUBJECT: Communications & Publicity – January 2014

Jan. 8 Memorial Exhibits at the Library

Throughout December and early January, I worked with the January 8th Memorial Foundation staff, exhibit curator Alexandria Caster, branch managers and staff at Nanini Library, Joel D. Valdez Main Library, and Eckstrom-Columbus Library, and Northwest Fire District staff to publicize the memorial exhibits and events that took place at these library locations. I also had the wonderful opportunity to participate in a special flash mob on January 8th in the the El Presidio Plaza with several members of our community. <http://www.youtube.com/watch?v=WomBNPf-ZWo>

Exceptionality Awards Program

In the Fall of 2013, a team of eight staff members began creating an employee recognition program for the Library. It has been over seven years since the department has had a similar program. Outreach to other library systems nationwide for ideas resulted in connecting with Mid-Continent Public Library (Missouri). With their permission, we used their recognition and appreciation program as a model for ours.

- The Exceptionality Awards Program team initially met to discuss and decide the overall structure of the program, including the award categories, ways to recognize employees, how to incorporate employees celebrating milestone anniversaries, and how to implement an online nomination process.
- Nominations opened on December 23, and the deadline was Jan. 8.
- We received a total of 120 nominations.
- The Exceptionality Awards Program event is scheduled for February 7, 8am – 9:30am at Woods Memorial Library.

Arizona Daily Star and Tucson Festival of Books

I have been working with Arizona Daily Star Caliente editor, Inger Sandal, to raise the Library's profile regarding our involvement in the Tucson Festival of Books. In late 2013, Inger and I began talking about a project that would include Library staff in a 6-week article series featuring different Tucson Festival of Books author panels. The articles will be published in the weeks leading up to the Festival.

- I put Inger in contact with several of our librarians who helped to plan and coordinate the author panels.
- At Inger's discretion, she reached out to different librarians who will write up a brief summary about the panel or a specific genre. The librarians will include a short biography of themselves as well.
- Inger and I are also discussing how we can launch a regular feature after the Festival in the Books section of the Sunday Arizona Daily Star. We are talking about the possibility of putting together an online book club.

Upcoming activities

- American Dream grant media release – end of January
- Love of Reading Week – early February

Media Outcomes—The media outcomes for January are below:

DATE	NEWS RELEASE HEADLINE			
1/7/14	January 8 th Remembrance Event at Nanini Branch Library (joint release)			
1/9/14	Library Offers Premier Database Resource for Businesses, Non-Profits			
1/10/14	Amber Mathewson Appointed Deputy Library Director			
Total Outcomes: 14				
OUTLET	DATE	HEADLINE	REPORTER	MEDIUM
eScoop Employee Newsletter	January	Free Post-Holiday Swap at libraries on Jan. 4	Kenya Johnson	Web
eScoop Employee Newsletter	January	Libraries hosting Jan. 8 memorial exhibits, lunch lectures downtown	Kenya Johnson/Matt Landon	Web
ABC News	1/3/14	Texas Library Offers Glimpse of Bookless Future (PCPL mentioned)	Paul J. Weber	Web
Arizona Daily Star	1/6/14	Star Wars Science (photos)	Ron Medvescek	Web, print
Arizona Daily Star	1/6/14	Downtown courthouse to be home of Jan. 8 memorial	Darren DaRonco	Web, print
Arizona Daily Star	1/6/14	Libraries to feature Jan. 8 memorial tributes	Darren DaRonco	Web, print
Illume	1/7/14	A Library Without Books – The Future Has Arrived (PCPL mentioned)	Staff	Web
TucosnNewsNow	1/7/14	Jan. 8 events in Tucson	Staff	Web
Los Angeles Times	1/7/14	Nation's first bookless public library system opens	Hector Tobar	Web
TucsonNewsNow (KOLD-13)	1/17/14	Smoke from vehicle fire closes Main Library for the day	Staff	Web
KVOA-4	1/17/14	Smoke from car fire closes downtown's main library	Staff	Web
The Republic (Phx) The Associated Press	1/17/14	Smoke from car fire in parking area closes main library in downtown Tucson	Staff	Web
Arizona Daily Star	1/20/14	Tales from the Morgue: Tucson is civilized, residents even read books (mentions PCPL)	Johanna Eubanks	Web
TucsonCitizen.com	1/24/14	"Growing Cities" film about urban farming, co-presented by Edible Baja Arizona (mentions Catalyst Café)	Carolyn Claussen	Web

