

DATE: April 7, 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 – March 2014

Tucson Festival of Books

The annual event, which costs around \$500,000 to put on, provides a boost to local literacy programs. In the last five years, the festival has contributed \$900,000 total to its three beneficiaries: Literacy Connects, Reading Seed and the University of Arizona literacy programs. Though it will be a while before official attendance numbers are released, well over 120,000 book lovers are estimated to have attended the event over its two days, Marcy Euler, Festival Executive Director said. So many people were trying to access the festival's website and mobile apps Saturday that they crashed the system. "It's a problem, but it's great to know that there's that much interest," Euler said. (*see attached article*)

Budget

The Proposed Library District FY15 Budget if adopted would allow the Library to maintain services at the same level as the current fiscal year and assumes a moderate Library District tax rate increase and borrowing nearly all of the remaining available monies in the District fund balance; the remaining fund balance will be less than 1% of the Library's operating budget.

Safety/Security

- Memorandum from C.H. Huckelberry, County Administrator dated 2/21/14 regarding Library Security (*attached*)
- Memorandum from C.H. Huckelberry, County Administrator dated 3/27/14 regarding discontinuance of funding from the Library District for the Adult Detention Center Law and Popular Library (*attached*).

Partnership/Grant/Donation News

- Friends of the Oro Valley Library Donated \$27,045 for library furniture for the Oro Valley Library. We have extended a big thank you to the FOVL.
- An application for an IMLS grant has been submitted to create a pilot for an active learning space where people can find participatory classes on entrepreneurial thinking and support for starting a business, integrated with programming that assists people changing careers, and navigating today's job market. Funds will be used to research and test new programming for

effectiveness and suitability, and to purchase specialized furnishings and equipment conducive to workspace collaboration and knowledge-sharing. Community members will benefit from business startup and start-over help, and coaching in areas such as lean startup methodologies, product-testing, problem-solving, and crowdfunding campaigns.

- PCPL is one of 30 finalists for the IMLS National Medal for Museums and Libraries, the highest award in the nation that recognizes libraries. The ten winners will be announced on April 24th (*see attached*).

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 Pima County Public Library Board
Literacy Connects Executive Board and Building & Governance Committees
Pima County Bond Advisory Committee
Tucson Festival of Books Steering and Authors Committees
Pima County Workforce Investment Board Meeting

Workshops, Seminars & Events

Family Digital Literacy Challenge @ Sunnyside Unified School District
UA SIRLS/Knowledge River Steering Committee Annual Meeting
ReadersFirst Conference Call Meeting
PCC Regional Focus Group Meeting
OCLC/Americas Regional Council Communications Committee Meeting
Participant, Simmons College Graduate Library School/Community Leadership Study
OCLC Site visit with Mike Voseipka, Public Libraries Representative
ULC Executive Board Meeting
Tour of New Orleans Public Library reconstructed branch libraries

Community Leaders

Bill Leedy, Interim Executive Director, MAC
Dr. Manuel Isquierdo, Supt., Sunnyside Unified School District
Bryan Heidorn, Director, UA/SIRLS
Cheryl Horvath, January 8th Memorial Foundation
Dr. Andrew Arthur, El Rio Community Health Center
Joan Clark, Arizona State Librarian

Branch Library Staff Visits

Joyner-Green Valley
Himmel Park Library
Nanini Library
Sahuarita

SAVE THE DATE!

- *PCPL Advisory Board, Friends and Foundation Retreat, Sat., May 10, 2014 at the Kirk-Bear Canyon Library, 8959 E. Tanque Verde Rd.*

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Pima County Public Library Foundation Board

FROM: Karyn Prechtel
Deputy Library Director

SUBJECT: Public Service Report, March 2014

Over 20 Library staff worked year-long to help bring the 2014 Tucson Festival of Books to fruition. They served on Author Committees, facilitated many Author Panels during the event itself, and planned and presented fantastic programming at PCPL's Nuestras Raíces venue. Twenty-five additional staff worked through the weekend to help make the festival a success. We are grateful for the opportunity to help bring the love of reading and literacy to our community.

Libraries also participated in this year's Arizona SciTech Festival. Students learned about polymers, electrical circuits, surface tension, and insect life during our robust month-long STEM programming.

Our Tai Chi for Health Series, initially funded through a grant from the National Institute of Health, was enormously popular this month. Several branches held this series of workshops focusing on balance, mobility, reducing stress and lowering blood pressure.

District 1 – Supervisor Ally Miller

Dewhirst – Catalina Library – Bethany Wilson

The Dewhirst-Catalina Branch Library is partnering with **The Drawing Studio** this month to present a 6-part “Draw” series for seniors from February 27 through April 3. The class has been a huge hit and attendees come out of each session chatting excitedly about all the new skills they learned. The class instructor is pleased with her students and told me there are a lot of talented artists among the patrons at Dewhirst-Catalina Library! Due to the level of interest for the drawing class, we are planning to offer a watercolor series this summer.

Oro Valley Public Library – Ruth Grant

Well over 130 children and caregivers attended a special “horse” program at the Oro Valley Library patio, when trainer Nancie brought JJ (a Clydesdale) and Snickers (a miniature horse trained to be a “therapy horse”). Stories were told and songs were sung to a joyful crowd. Miss Nancie introduced the children to the horses who got to briefly meet them up close and personal. One parent commented, “Oro Valley Library has such great programs for families!” A number of elders also came over to meet the “gentle giant and little guy,” who are best buddies.



The **Oro Valley Library Teen Advisory Board** became Chefs for a Day at the Ronald McDonald House on Saturday, March 8 for their annual service project. The families of hospitalized children enjoyed the healthful food, good cheer, and energy the teens provided.



On March 3, 25 Oro Valley Library patrons became energy efficiency experts after attending a workshop lead by Environmental Education Exchange. Tucson Electric Power provided a free comprehensive Energy Efficiency Kit, including CFL light bulbs, shower heads, weather stripping, and more to all workshop attendees.

District 2 – Supervisor Ramón Valadez

Eckstrom-Columbus Library – Mary Sanchez

The Eckstrom-Columbus Library is a new partner with the **Myers Community Action group**. Members include Good Neighbor Ventures, the Myers-Ganoung Elementary School, the Western Institute for Leadership Development High School, and active neighbors. Library staff met with the group to promote library services including summer reading, job help, computer classes, and language classes. These services will be featured in neighborhood newsletters and outreach events. These meetings have also led to increased library presence in neighborhood events and school outreach!

Librarian Debbie Chavez held a "**Mango Night**" for the Beginning English class. After demonstrating the language database on the computer projector and the app on her smartphone, she and a couple of library pages helped the students create their own Mango accounts. A teen volunteer also helped out, using a translator app on her phone to help Turkish-speaking and Vietnamese-speaking students. Several students also downloaded the Mango app onto their smartphones.

March was the first month to partner with the **Autism Society of Greater Tucson** to host a Greater Tucson Lego Club which will be held the second Sunday of each month. This Lego club is for all ages and they get a chance to build with over a 1,000 Legos! The first session was a success with over 22 attendees. We anticipate that this will continue to grow in popularity as the words gets out.

Librarian Elizabeth Soltero was part of the library's **Nuestras Raíces** planning committee, which celebrates Mexican-American Authors, Arts, and Culture. They have participated in the planning of an array of programs including author presentations, panels, and family crafts to be held at the **Tucson Festival of Books**.

Quincie Douglas Library – Sharla Darby

On March 13, Christina O'Connell presented, **"A Cook's Garden"** at the Quincie Douglas Library. Christina's presentation included a demonstration of how to plan, plant, and use fresh herbs and vegetables that anyone can grow in pots or small plots of land. Participants also learned how to make compost, how to successfully "companion garden," and how to control certain type of pests without using harsh chemicals.



On March 14, over twenty two people of all ages got seriously close to slime! This Hands-on-Science program, which is part of the **Arizona SciTech Festival**, taught participants the science of giant molecule chains called polymers, which are vital to modern civilization and to life itself. Everyone got to take home their own slime to surprise Mom!

During Spring Break week, the Quincie Douglas Library was the site for the **"Girls' Film Project."** This was a rare and exciting opportunity for teenage girls to learn useful technical skills such as filming and editing methods, culminating in the creation of a short video on a topic of their interest.

Sahuarita Express Library – Michele White

On Saturday, March 8, **Madsience** once again packed the branch to enthralled Sahuarita youngsters with their "Bugs" presentation. They provided lots of information on insects with hands on activities.

Sam Lena–South Tucson Library – Marissa Alcorta

Librarians Marissa and Mary Margaret and SIRLS/Knowledge River intern Sammy helped coordinate the author's events, the Youth Mariachi Showcase, and the craft events at the **2014 Tucson Festival of Books** as part of the Library's Nuestras Raíces committee.

On March 26, Marissa participated in the speakers panel for the program **"How to get Hired by PCPL,"** coordinated by Kathy Konecny. The program is geared towards recent library school students or graduates who are interested in a future position with our library.

Santa Rosa Library – Susan Husband

This month we are all about food! **SNAP – (Supplemental Nutrition Assistance Program)** is the new version of the food stamp program and people can sign up for it at Santa Rosa and other libraries. The process is lengthy and complex, so the **Community Food Bank** provides a representative to help people with the process. This program has been very popular at our library and we feel good about helping people gain access to healthy food for their families.

CATCH Healthy Habits, sponsored by the **Pima Council on Aging**, is an intergenerational program that combines a healthy foods curriculum with an outdoor play activity and a snack.

We started this 8-week program in February in order to offer the kids at our library another after school activity besides computer games. The outdoor games involve running and aerobic activities and the snacks are good. The nutritional information provided is geared to an elementary school level and is interesting and easy to learn.

District 3 – Supervisor Sharon Bronson, Chair

Caviglia-Arivaca Library— Leesa Jacobson

Spring got off to a green start in Arivaca with a well-attended presentation by botanist Dr. Jacqueline Soule of Tucson. Using her book **“Success with Succulents”** as a guide, participants learned about the selection, planting, and care of succulents appropriate for our desert climate and scarce water supply. Many were so inspired they signed up on the spot for the April hands-on workshop that library staff will offer for creating miniature succulent gardens.

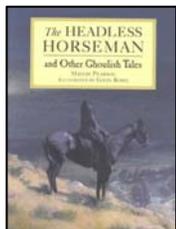
Health care was a major focus for March. Not only did our Pima County **Public Health Nurse** make her usual monthly visit, but eligibility specialists from **United Community Health Center** (of which our local clinic is a part) held a 6-hour sign-up event at the library for local residents trying to beat the March 31 deadline for Affordable Care Act coverage.

Flowing Wells Library – Karen Greaber

Library staff were pleasantly surprised to find a **“Ben’s Bell”** hanging on our sign this month. Librarian Debbie Boyle is in training to be a backup Bookmobile driver. A movie party celebrating the opening of **“Divergent”** is scheduled for Monday, March 17. Library Associate Amy Morris was able to obtain some awesome giveaways from the movie’s publicity office in Los Angeles.

Geasa-Marana Library – Vicki Ann Duraine

Geasa-Marana Branch Library is the proud host of a **“pop-up” Seed Library!** Even customers not on speaking terms with their green thumbs are drawn to the festive display and checking out their maximum. Not yet planting, already customers are requesting workshops on seed harvesting, collecting and processing. In addition to encouraging self-reliance, we are promoting optimism as we work toward a more sustainable Pima County!



Library Associate Sam’s ghost stories were so popular last year that he staged an encore at a Town of Marana signature event, **Camping under the Stars**. This year’s theme took a more literary approach as he mixed in classics and folktales. Headless Horseman, anyone?



The word is out, and Babytime is averaging over 20 participants weekly. Sam took his popular Babytime to Marana High, where he read to members of the **Teenage Parent Program** and handed out boardbooks to the teenage mothers and their babies.

Nanini Library – Kristi Bradford

As part of the **STEM programming** series, Nanini hosted the **Children’s Museum Tucson’s** “Messy Science” program in early March for kids ages 8+. This was a very well-presented, fun, educational, hands-on science project where kids made slime using a recipe of glue, water, borax, and food coloring. The staff from the Children’s Museum engaged the group of 27

(including parents/caregivers) on the scientific method, how to formulate a hypothesis, and test through experimentation. Each child made their own slime, followed directions without mishap, and took home their slime in plastic baggies. Very awesome event!

Nanini Children's Librarian II Julie visited Hendricks Elementary on March 6 for their **Dr. Seuss Family Literacy Night**. Children tasted green eggs and ham, read books by Dr. Seuss, played computer games focused on Seuss's books, made Cat in the Hat hats and much more. Kids who participated in 5 centers were able to enter a raffle for \$20 gift cards from Bookmans. Entertainment was provided by a talented teacher who sang several Seuss-themed songs. As part of this wondrous event, Julie hosted a table with library cards, pencils, bookmarks, and many more library freebies and had an opportunity to talk with over 300 children, parents and teachers about PCPL services.

Salazar-Ajo Library – Linda Lam

The Salazar-Ajo Seed Library participated in the first annual **Authentically Ajo Food Festival** held on the second Saturday. Staff described how the Seed Library works and demonstrated how to recycle common household items into valuable plant and garden resources.

The Library's partnership with the **Desert Senita Community Health Center** continues to grow strong with a **Change 4 Life: Eat and Laugh to Feel Good** program filled with nutrition fun facts and laughter yoga. The Certified Application Counselor from the center has been helping a steady flow of persons enroll in the Health Insurance Marketplace. Children are finally finding their way to our Storytime featuring the center's Healthy Steps Specialist.

Southwest Library – Paulina Aguirre

The Southwest Branch Library and Valencia Branch Library hosted award-winning author and illustrator Duncan Tonatiuh at the **San Xavier Education Center** on Friday, March 14. (The library's Nuestras Raíces Committee invited Duncan to participate in the 2014 Tucson Festival of Books). Fourth graders from the San Xavier Mission School enjoyed listening to Duncan retell his stories of social justice and share his art, which is heavily influenced by his Latino heritage. They were even privy to some of his latest works.

The audience was completely caught off guard when in the middle of retelling his story *Pancho Rabbit and the Coyote: A Migrant's Tale*, Duncan says, "... and the coyote threw the rabbit into the fire and ate him with fry bread." After the initial shock and realization that this was *not*, in fact, the ending, the audience roared with laughter and relief.



We not only had the honor of having San Xavier District Chairman Austin Nuñez and Program Administrator for the center, Sylvia Polacca Dawavendewa in the audience, but were graciously invited to a delicious lunch of frybread, which Duncan enjoyed very much!

The Pima County Public Library's participation in the **Tucson Festival of Books** started off with a bang with over 200 people at its first Nuestras Raíces program about the Mexican American studies (MAS) program in Arizona's Tucson Unified School District, "Raza Studies: The Public Option for Revolution" presented by Dr. Julio Cammarota and Dr. Augustine Romero. There were 10 author presentations in the PCPL tent, with three additional



presentations in other campus venues. Nuestras Raíces programming also included a teen audio interview with Matt de la Peña, two craft activities for families, and a Mariachi Youth Showcase.

A huge thank you to the Friends of the Pima County Public Library and all the wonderful PCPL staff that helped put everything together!

Wheeler Taft Abbett, Sr. Library – Cat Strong

This month has been chock full of **STEM programming** at Wheeler Taft Abbett Sr. Library. Our children's services team decided to present a STEM activity every week during the **Arizona SciTech Festival**. The programs have been very popular and very successful whether kids were exploring surface tension while making giant bubbles or learning the science of being a ninja. We were also pleased that our STEM program efforts were recognized by a visit from Dr. Jeremy Babendure, the Executive Director of the Arizona SciTech Festival.

Abbett staff spent many hours out in the community **connecting with Marana residents** in a variety of ways. Kendra Davey, Shantell Rains-Kubat, and Mira Domsky visited Tortolita Middle School to talk about library careers. Kendra Davey visited several elementary schools for love of reading week and also had the opportunity to walk in the Marana Founders Day parade and staffed a table at the festival. Sherryl Volpone visited Picture Rocks Intermediate to talk with parents about the importance of summer reading.

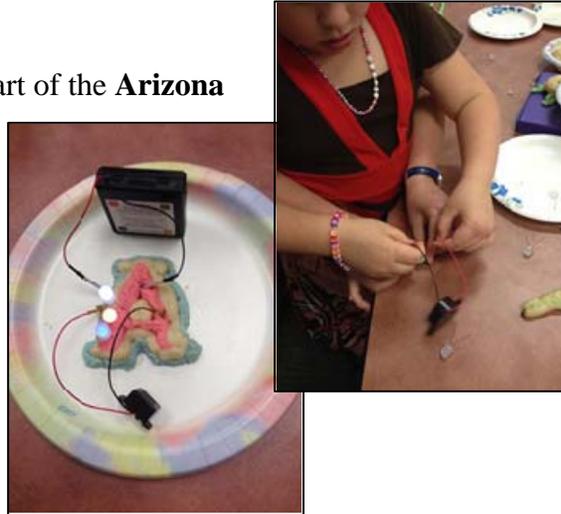
Tai Chi for Health has been very popular here. Participants have many different reasons for attending, including improving balance, relaxation, stress control, and pain relief. Initial funding for Tai Chi was provided by a grant from the National Library of Medicine. Research from the Library of Medicine has revealed the many health benefits of Tai Chi, including hypertension control. We had such a positive response from the participants that we decided to have another session of Tai Chi using some of our Friends funds. Participants cheered when it was announced that there would be another session of Tai Chi for Health.

Woods Memorial Library – Coni Weatherford

We had an eventful day on March 8! First, we hosted "Keep Calm and Go to College," presented by our **Regional College Access Center** page, Azhar Jamal, and our Knowledge River Graduate Assistant, Cynthia Palacios. It covered the resources available on the Regional College Access Center webpage, including tools to identify great schools, find scholarships, and fill out federal student aid forms. Attendees ranged from a 61-year-old woman who was looking to go back to school in order to get a better job that would supplement her and husband's Social Security

income, to a recent teenaged emigrant from Eritrea who attended the program on impulse and came away with a kindled desire to go to school.

Next, we had a “Squishy Circuits” program as part of the **Arizona SciTech Festival**. People started to swarm in the doors even before we were done setting up. Parents and children had a blast assembling simple circuits with salt dough and experimenting with such concepts as serial and parallel circuits. One loyal Wildcat and her son even created the famous A together, and found a way to light it up!



District 4 – Supervisor Ray Carroll

Dusenberry-River Library – Dianna Thor



Dusenberry-River Library had **Tucson Festival of Books** fever in March! For the benefit of patrons eagerly awaiting the event, staff launched a display of Festival authors and books. One of our regular customers, who is also a Festival Steering Committee Member, was so delighted by the colorful display that he snapped a quick photo with his phone and posted it to the Festival Facebook page.

His caption read: “Loving this display of Festival authors at the Dusenberry-River Library. We are grateful to our community partners for helping to promote this year’s event!”

Joyner-Green Valley – Donie Gignac

The Santa Cruz Valley Heritage lecture series, presented by the **Santa Cruz Valley Heritage Alliance** and **Pima County Natural Resources Parks and Recreation** has been very popular with folks in the Green Valley area. Residents and visitors alike are always interested in history of the area and the sessions are well attended. The Symphony, art, Language Exchange and opera programs are also presented to mostly sell-out crowds. It is that time of year in Green Valley! **Family literacy** was a focus at the Green Valley Library this month. Librarians attended a family literacy night and also read stories to children at the Great Expectations Academy “Love of Reading” event. The children’s librarian and branch manager also presented a family literacy program, “Every Child Ready to Read,” targeting families of young children, sharing tips and strategies for enhancing the love of reading. Folks are also eagerly signing up for a Spanish language class.



Kirk–Bear Canyon Library –Daphne Daly

This month, in addition to the well-attended Lego Club, our senior librarian presented a Lego Robotics program for tweens, teaching them about easy robotics using the library’s Lego RCX Mindstorms kits. After racing across the surface of the “Moon,” the robot rovers were placed on display until next month’s program.

The popular six-week exercise program **Tai Chi for Health** ended this month. The program focused on balance, mobility, mental focus, and muscle strength. After each program, Kimberly Ohl — a **Pima County Public Health** nurse — was also on hand to do blood-pressure screening and consultations. Another series ending this month was the four-week parenting class “Bringing up Baby” for new parents, presented by The Parent Connection.



March's art exhibit was “Susan Lynn-Rivera: A Retrospective” that explored the theme of retaining human qualities in a technological world. The exhibit featured hand-produced images based on antiquated photographic processes. And members of the public were able to meet the artist, a former PCPL children's librarian, at an opening reception at Kirk-Bear Canyon on March 5.

Also this month, Christina O'Connell presented “Garden for Birds, Butterflies and Bees,” a program to teach participants how to design their gardens to attract birds, butterflies and bees.

And finally, this month the **Kirk-Bear Canyon Book Discussion Group** exchanged views on *The End of Your Life Book Club* by Will Schwalbe, the inspiring story of a son and his dying mother, who form a “book club” that brings them together as her life comes to a close.

Miller-Golf Links Library – Mary McKinney

Art made in countries such as Belgium, the Netherlands, France, and Germany influenced the Hispano-Flemish style used by Gallego and Bartolome in creating the Retablo of Ciudad Rodrigo in 15th century Spain. Twenty-two people in attendance learned this and much more during the presentation given by a docent from the **University of Arizona Museum of Art and Archive of Visual Art**.

Helping attendees to prevent and manage diabetes was the subject of a mini-workshop led by a diabetes expert and nurse on March 14.

Fun lobby displays in March featured Dr. Seuss, March in history, and green things.



Murphy-Wilmot Library – Daphne Daly

What do a chicken and an umbrella have in common? They were both on the heads of Murphy-Wilmot Library staff during our Crazy Hat Day celebration on Monday, March 3. Dr. Seuss, who authored *The Cat in the Hat* and dozens of other children's stories, is one of the most beloved children's book authors ever. So in honor of Dr. Seuss's birthday, children listened to stories by him during storytime and made red-striped *Cat in the Hat* hats, as well as crazy hats of their own design.



Good news from Job Help:

- After about 9 months of searching for customer service positions, one of our customers secured a position as a pharmacy technician trainee. She is delighted that she'll be paid while she is being trained and that her new career field is in high demand (and offers a good salary and benefits).
- A customer searching for a position in New York was pleasantly surprised to find job openings in his career field there. He anticipated securing a position soon, and he is most happy with the Job Help services Murphy-Wilmot provides.
- One of our program instructors arranged for 50 complimentary haircuts from JTED for those heading out on a job interview. It always helps to look your best!
- A customer got a temporary position with a college testing firm. She's very excited because she believes in the "it's easier to get a job when you have a job" phenomenon.
- A former Job Help user who has been working at a call center came in to say "Thanks again" and to tell us that he was still employed and is now going to come in and look for another part-time job to "make a little extra money." He also said he was recommending our Job Help program to some of his friends. It's nice to hear that he got a job and kept it this long.
- A young man dropped into Job Help today to say that he'd "used our services in Job Help and it was wonderful." He said he sent out about 20 resumes and got two solid leads and will start work on Monday. He also said "that without our help it just would not have happened."

District 5 – Supervisor Richard Elías

El Rio Library – Emily Lane

This March, El Rio has planned a special outdoor storytime to take the opportunity of good weather to hold what we are calling **Get Rowdy Storytime**. Our neighborhood center has a beautiful green space and amphitheater perfect for dancing, singing and parachute games. Normally El Rio hosts storytime in the Library during public hours. Because we do not have a meeting room space, we have to limit our noise in order not to disrupt all functions of the Library. We are all particularly excited to get a chance to let some of our smallest customers have a fun, silly time. Other storytime news is that with Library Associate Rachel now on our team, we are happy to report that we are moving towards making our weekly storytime bilingual.



I was also lucky enough to receive great customer comments this month praising our staff for being so helpful. One of regulars who came in to get job searching and computer assistance almost daily, sought me out as the manager to give some excellent compliments to our staff. She told me she gets lots of personalized service and is very grateful for all the help we've given her recently. She's even been working with our Program Instructor Ali and Kathleen as part of the small business initiative to help grow her housekeeping business.

El Pueblo Library – Aaron Valdivia

We are excited to now have a library nurse visiting El Pueblo on the fourth Monday of every month. A **Public Health Nurse** from the Pima County Health Department next to the library has been visiting for two to three hours every fourth Monday and we have already received a great response from the community. The nurse has been interacting with three to five people during each visit.

Our computer classes have been filled to capacity every week and our instructor, Susana Pederson, has had to create a waiting list for students interested in taking the class in the coming weeks and months. We are now using our computer lab, which can hold up to 10 students at a time and every class is nearly full. Susana has also been seeing more people for one on one computer assistance and job help, with 18 people dropping in for help for the month of March.

Himmel Park Library – Sharla Darby

Himmel Park Library has been presenting a six-week series **Tai Chi for Health** with Tai Chi instructor Heather Chalon. The classes have been quite popular and appreciated. Each class has had close to twenty participants and the numbers are growing. Participants can attend all the classes or any individual session. Feedback from the patrons has been uniformly positive. Patrons have enjoyed utilizing the library as a place to move and be encouraged to exercise under the guidance of a knowledgeable teacher.

Himmel Park Library is in the midst of a fun science program lineup in celebration of the **Arizona Science and Technology Festival**. We started out the Festival with a Sci-Tech Showcase in the children's area, where staff demonstrated the library's wonderful new science kits: Squishy Circuits, Goldiblox, and the Magic School Bus Microscope Kit. Kids and adults were mesmerized by the motors and LED lights that turned on when connected to conductive dough. It was an excellent way for kids to play, create, and learn about science and technology and we hope to have more of these events at Himmel Park Library this summer.



Joel D. Valdez Main Library – Sandy White

The **Grants & Nonprofit Info Center** hosted its first workshop on using the Foundation Grants to Individuals database and related resources for 18 grantseekers interested in scholarships, art, writing, and performing art grants. On March 1, librarian Kassy Rodeheaver spoke to a group of 15 young women at the **University of Arizona's Women's Leadership Conference** about using the library's grants databases and how to write a proposal.

For the third year in a row, Joel D. Valdez Main Library partnered with **The Loft Cinema**, The Arizona Humanities Council, and the University of Arizona's College of Social & Behavioral Sciences for the **Human Rights Watch Film Festival**. The festival takes place at several venues throughout Tucson. This year Main Library screened "My Afghanistan: Life in the Forbidden Zone" on March 12. The screening attracted 65 attendees with a lively and informative discussion following the film. Dr. Laura Gronewold, Program Coordinator for Student Engagement at the University of Arizona Honors College, thanked Pima County Public Library

several times before and after the screening. She loved the Library's space and commented that Main Library's showing attracted more people than any of the other venues.

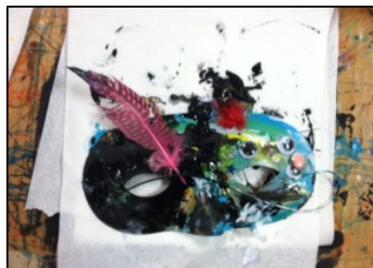
The Joel D. Valdez Main Library gallery hosted our **19th Annual High School Art Invitational**. Artwork from local high school students was on display during the month of March. We received 84 student entries from 20 different schools throughout Pima County. We hosted a reception and awards ceremony for participating students, teachers and family members on March 29 to celebrate the students' artistic achievement in visual art.

Martha Cooper Library – Dianna Thor

Martha Cooper Library (along with the Himmel Branch Library) is piloting a new program called **Sensory Friendly Storytime**. It's designed for children who have difficulty in large groups, are on the autism spectrum, or are sensitive to sensory overload. The March 1 program had two families in attendance; one family had two typically-developing children and the other family had two children with special needs. Jen, our Children's Services Librarian, received extremely positive feedback from both families. The family with the children with special needs enjoyed the storytime very much, and plan to attend more in the future at both Martha Cooper Library and at Himmel Branch Library. The parents were grateful to have a welcoming environment where their children could just be themselves. Measuring in impact rather than in numbers, we considered this event to be a great success.

We hosted a very successful **intergenerational Mardi Gras Craft** on Thursday, February 27. Eighteen people participated, each creating one or more beautiful Mardi Gras masks using paint, feathers, beads, and other materials, all while enjoying New Orleans jazz music from our music CD collection.

Afterward, a mother made a point of telling Michelle, our Youth Services Librarian, "words cannot express how much fun" she and her daughter had and that this was "the best craft." Another woman shared that she had attended library crafts in the past and this was the most well-attended she'd seen. Most rewarding of all, an excited little boy told Michelle it was his first time coming to this library and he loved this craft. Overall, this event was a big hit with both young and old! Laissez le bon temps rouler!



Mission Library – Margaret Wilkie

Pearl Diaz, Mission's excellent Computer Instructor, and I were discussing how her **Job Help** and computer classes were going this month. Job Help classes have had a variety of attendees: those with no computers skills, those with computer skills but no access to computers at home, and Spanish speakers. Pearl patiently helps all of them apply for jobs online, compose résumés, and overcome all these barriers. One woman was notified of an interview within the same hour she applied at Job Help. This week a gentleman came in to thank Pearl for helping him revise his resume to fit a job posting. He had been submitting a one-size-fits-all résumés for all job postings and had no response. Pearl helped him revise his résumé to match a Lowe's job posting and he received a call, was interviewed, and got the job! This month she started offering social media classes and the response has been very positive. Seniors are learning to communicate with their family members long distance via video

chat, emails, and texting. They are learning and also making new friends and developing new social networks (an added bonus for computer classes).

Valencia Library – Kathy Konecny

On March 12, Valencia's children's librarian visited 2nd and 3rd grade classes at Mission Manor Elementary School, as a guest presenter for **Career Day**. During the visit, the students heard stories of what it's like working at the library and, specifically the types of duties that a children's librarian carries out. This was a perfect opportunity for a couple of fun songs and a read aloud!

On March 29, local artist R. Marcos Cárdenas gave a well-received **Copper Art Workshop** to adults and older teens. Cárdenas, who painted the mural on the east side of the library with a team of neighborhood youth, is well-known in the area. He has taught art at Sunnyside High School and currently teaches art classes at the El Pueblo Senior Center and at one of the neighborhood retirement communities.

Library Service Managers

Bonny Bruce - The **Literacy Connects Capacity Committee** has decided to submit a grant request for a community Big Read project in fall 2015 through spring 2016. Though this seems far away, committee members Dana Pitt, Literacy Connects, Bonny Bruce, PCPL, and Margaret Burkholder, Children's Museum Tucson, are already working on a timeline for the grant. The poetry and stories of Edgar Allan Poe were chosen as the focus of the project. Pursuing the Big Read concept will allow the Literacy Connects Coalition to build relationships with and among a variety of community partners. The works of Poe offer a potential wide range of activities and events giving everyone the opportunity to connect with literacy, books, and reading as a meaningful part of their lives as opposed to seeing literacy only as a skill set.

Jere Voigt - Beginning in March, the Library will no longer be assigning expiration dates on adult library cards. The **elimination of expiration dates** will allow customers to use library services remotely from their home and elsewhere and check out library materials in-house at the self-check machines without the unexpected interruption of having an expired library card and customer accounts will no longer be blocked simply because of an expired library card.

Activities funded by Friends Groups

Friends of the Joyner Green Valley Library

Green Valley Library - 2 Tucson Symphony, 4 Focus on Art, 4 Language Exchange, Create Club

Friends of the Kirk – Bear Canyon Library

Bear Canyon Library – Lego Club, presented by Bryan Silva; Tai Chi for Health, presented by Heather Chalon.

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, Teen Movie & Popcorn – Teen Zone, Teen Art Expressions – Teen Zone, Introduction to Tai Chi, Sisters of the Earth Book and Discussion; Great Decisions program

Friends of the Pima County Public Library

Ajo Library – Mad Science: Seeking our Senses

Bear Canyon – Garden for Birds, Butterflies and Bees, presented by Christina O'Connell.

Columbus Library – Creative Bookbinding, Crafternoons, and Awesome Air & Stomp Rockets.

Himmel Park Library – Storytimes, Homework Help, Tai Chi for Health, Sci-Tech Showcase,

Martha Cooper Library – Come Craft with Us!, Storytime, Minecraft Monday, Sensory Friendly Storytime

Mission Library – Storytimes, Wall Art, Creative Kids

Nanini Library – Adult book club, Teen book club, Chess club, Art Talk, Dollhouse presentation, Beginning Poetry Workshop, Saturday Steam program, Messy Science for kids.

River Library – weekly Chess Club, Storytimes, continuation of “Writing About Place” nonfiction writing course

Sam Lena-South Tucson Library – Storytime, Tucson Children's Museum Slime program.

Wheeler-Taft Abbett Library – Giant Bubbles Family Storytime, Chess Club, Teen Advisory Board

Valencia Library – Create Club, Teen Tuesday, Copper Art Workshop.

DATE: April 7, 2014

TO: Library Board, Pima County Public Library
Board of Directors, Friends of the Pima County Public Library
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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 – March 2014

Health Initiatives – The library nurses continue to provide excellent services throughout the library system. The following libraries currently have regular nurse visits: Arivaca, Columbus, Flowing Wells, Joel D. Valdez Main Library, Martha Cooper, Golf-Links, Mission Library, Wilmot, Nanini, Quincie Douglas, Bookmobile, South Tucson, Santa Rosa, Valencia, Abbett, Woods and Oro Valley has a volunteer nurse who does blood pressure checks.

Collection Development Office – Richard DiRusso, Manager

On March 7, CDO staff went on a field trip to Kirk-Bear Canyon and Miller-Golf Links libraries. While there staff toured each branch and discussed their collection concerns needs and trends. It was informative and will help us make more informed decisions when working with their collections.

CDO Librarian Patti O'Brien participated as a moderator at the 2014 Tucson Festival of Books. This is Patti's third consecutive year moderating. The panel she moderated, "Bloody Words," was a panel of American authors who set their books in England.

Technical Services Department – Diane Ward, Manager

In Technical Services we continue to work on our cleanup project of OCLC numbers to ensure that our holdings are up to date and correct. Over 21,000 new items were added to the system.

On March 24, the location code for the Oro Valley Branch Library changed from TOV to ORO now that they are no longer an affiliate, but a true branch of PCPL.

In April, TSV hopes to start the re-indexing project of the library catalog.

Spending for the fiscal year will end in May. TSV is also preparing for the new fiscal year and preparing the serials adds and drops to go out to the branches for their selections.

Adult Detention – Wayne Carlson for Dawn Gardner

In February 2014, the law library staff of Harold Foster, Cynthia Rieck, Carol Elliott, Neal Schlein, Amy Erives, Stephanie Mitchell and Wayne Carlson served 242 inmates by providing them with

legal assistance and materials – citations, photocopies, rules, guidelines, books and supplies. One pod contacted for law library service was not turned out by the pod officer, resulting in 10 inmates not served. An additional 43 inmates refused to attend law library when their pods were contacted. General library service was provided to 15 “points of service” by Wayne Carlson and Briana Irvine with the distribution of 1260 books and magazines. Notary service was provided to five inmates by Harold Foster.

Juvenile Detention –William Bevill

After reviewing the service at JDC, the schedule was modified a couple of months ago to decrease from five to three days of service. Beginning on April 2, library staff will provide service one day a week. The staff will work a later shift in hopes of seeing all living units between the end of school time and 8:00 pm. This allows every youth in detention the chance to come up and select books and magazines.

The female living unit is starting its own mini-library using a small computer lab space. PCPL provides extra copies of books and magazines of interest to teen girls, as well as adding various other books and career/job help services. There is discussion of setting up the computers for the youth to read “ZINIO” magazines, as well as reading digital books and use the library website.

On February 26, Genny Shafer and William Bevill presented a two-hour training center program for Pima County employees entitled, “Research 101,” drawing 32 participants. The program covered research tips using the Internet, with a huge emphasis on PCPL databases including RefUSA, Mango, NewsBank, and overviews of nearly every research database. Staff handed out 25 library cards to new users, as well as outreach materials, magnets and flyers promoting services. The program was well received.

Library Service Manager Reports

Communications and Systems Office – Jen Maney, Library Services Manager

PCPL Named Finalist for National Medal for Museum and Library Service Award

The Communications & Systems Office has been on cloud nine since PCPL was named a finalist for the National Medal for Museum and Library Service Award. Our Community Relations Manager, Kenya Johnson, wrote the nomination application and has coordinated all of our publicity for the award. As part of the publicity efforts, Lisa Bunker, our Social Media Librarian, asked the public to share their 7-word story about the library on our social media accounts, and we have had some great responses:

- *Childhood dreams created, families unite while reading.*
- *It opens my mind to the world!*
- *Where most of mankind's accumulated knowledge is found.*
- *Children librarians open parachutes in unmapped realms.*
- *My haven. Now given to my children.*

We collected more 7-word stories at the Tucson Festival of Books, using a wonderful promotional card designed by Lori Thayer, the Library's Graphic Designer. Branches received “7-word story” cards to distribute and collect from their patrons as well. These stories will be shared on the Library's Facebook page in March and April.

In addition, we've posted the great news to the library website - <http://www.library.pima.gov/about/news/?id=5076>.

Winners of the award will be announced on April 24.

Tucson Festival of Books

The Communications & Systems Office staff coordinated the table setup for all of the Library's venues at the Festival this year. This included new tablecloths with our new library icon and professional promotional materials for Job Help, Business Help, Digital Books, Storytime, and Summer Reading, all designed and prepared by Lori Thayer. We hope you saw the Library's website (<http://www.library.pima.gov/tucsonfestivalofbooks/2014.php>) for the Festival this year. Librarian Justine Hernandez was our model, which coincided very nicely with her Library Journal Mover & Shaker Award for Community Builders (See <http://lj.libraryjournal.com/2014/03/people/movers-shakers-2014/justine-hernandez-movers-shakers-2014-community-builders/>).

OrangeBoy Customer Research Project

In February and March, the staff team working on the OrangeBoy project delved the Library's services and programs and how they further the Library's goals regarding the prioritized clusters of customers. This has been a lot of productive work for the team, and we look forward to sharing more after the project work is completed.

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

UA SIRLS' Latino Literacy Roundtable

Dawn Gardner from the PPO presented a poster session at the UA SIRLS' Latino Literacy Roundtable on Friday, March 14, 2014. Her poster session was about PCPL's Welcome to the Library project, a video series available in six languages for immigrants and refugees to learn about public library services in their first language.

Staff Training Opportunities

The Programs and Partners Office provided two March training opportunities for Program Instructors. The first is a Meaningful Math program training by Literacy Connects on March 21. The second was an invitation for our instructors to attend Pima Community College Adult Education's in-service Training Day on March 31. A collaboration with PCCAIE helps our staff gain valuable Adult Ed and High School Equivalency (HSE, formerly GED) training and information. Dawn Gardner also attended the Commission on Adult Basic Education National Conference in Pittsburgh on March 16-19, to gain further insight into High School Equivalency and Adult Education programming and how libraries can best include these types of literacy offerings in library settings.

DATE: April 7, 2014

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FROM: Pat Corella
Library Deputy Director

SUBJECT: Support Services – March 2014

Comprise Technologies: The Comprise and installation of the coin towers are close to completion, which will allow the E-commerce and the smart-money options to be publicized to the public. Patrons will soon be able to make online payments of fines from home or with the use of any PCPL computer in the building. The smart-money procedures are complete and staff is ready to start training on the revised procedures to be implemented within a month or two; however, that date continues to be a moving target.

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 includes 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 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 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 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 – March 2014

Arizona Daily Star -Tucson Festival of Books, library security, Plaza Planter Project

On March 2, the Arizona Daily Star featured an article by Southwest Library's Branch Manager **Paulina Aguirre-Clinch** ("Latino authors once again play big role at book festival").

On March 13, another article, "Tucson Festival of Books: Teens plot questions for big-time authors," highlights the Library's involvement in the teen author interviews. Nanini's Young Adult Librarian, **Pam Park**, who has coordinated the teen author interviews for several years, is quoted in the article.

The Festival-related articles sparked an ongoing conversation with the Star to have a regular book feature in the Sunday issue.

A story about library security appeared in the Star on March 16. The same issue featured a story about the Library's Plaza Planter Project. Both stories were positive and demonstrated the different ways that PCPL responds to the community needs and interests.

KVOA-4 – Library collection and security

I worked with administrators and staff to provide information to KVOA-4 regarding the library's collection and to coordinate an on-camera interview with Deputy Director Karyn Prechtel. As of March 31, the story has not been scheduled to air.

Woods Memorial Library Mural Dedication

I have begun to work with Woods Memorial Library staff and the Tucson Arts Brigade to plan the dedication celebration event for the mural project that involved neighborhood-area teens in 2013. The event will be held on **Saturday, May 10, 2:30 – 4pm**, and will include music, entertainment, and refreshments.

Media Outcomes—The media outcomes for March are below:

DATE	NEWS RELEASE HEADLINE			
3/3/14	Pima County Public Library Named 2014 National Medal Finalist for Museum and Library Service			
3/7/14	High School Artists Showcased at Joel D. Valdez Main Library Through March 31			
3/12/14	Seed Librarian Justine Hernandez Named a 2014 Mover & Shaker by Library Journal Magazine			
Total Outcomes: 13				
OUTLET	DATE	HEADLINE	REPORTER	MEDIUM
Arizona Daily Star	3/2/14	Latino authors once again play big role at book festival	Paulina Aguirre-Clinch	Print, Web
Arizona Daily Star	3/3/14	Pima County Public Library up for national award	Veronica Cruz	Print, Web
Arizona Daily Star	3/3/14	Libraries' English classes pay off for both students, tutors	Gabriela Diaz	Print, Web
La Estrella	3/7/14	Enseñan ingles y aprendes confianza	Gabriela Diaz	Print, Web
Arizona Daily Star	3/13/14	Tucson Festival of Books: Teens plot questions for big-time authors	Johanna Willett	Print, Web
Arizona Daily Star	3/16/14	More community needed for downtown gardening effort	Elena Acoba	Print, Web
Arizona Daily Star	3/16/14	Guards, police keeping order at Pima County libraries for \$750 a year	Jamar Younger	Print, Web
Library Journal	March 2014	Justine Hernandez – Movers & Shakers 2014: Community Builders	—	Print, Web
Observer Weekly	3/18/14	Justine Hernandez named a '2014 Mover and Shaker' by Library Journal magazine	Kenya Johnson	Print
Pima County website	March	Seed Librarian named a 2014 Mover & Shaker by Library Journal	—	Web
Pima County website	3/24/14	What does your library mean to you?	—	Web
Pima County website	3/24/14	Is homeschooling in your future? Resource fair will help you answer.	—	Web
Library Journal	3/25/14	Developing Collections and Serving Diversity	Ian Chant	Web