
DATE: July 25, 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 – June & July 2014

Budget

On Tuesday, June 17, 2014, the Pima County Board of Supervisors approved the Library District FY15 Budget in the amount of \$37,202,853. The Board of Supervisors will set the primary and secondary property tax rates in August 2014. Included in the FY2014-2015 budget is 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 percent of the Library's operating budget.

Legislation

- **E-Rate**

As the process to modernize the U.S. E-rate program continues, the Urban Libraries Council has submitted a letter to the FCC underscoring two critical points. The first affirms the essential role of the library as a 21st century educational institution. The Second point emphasizes that all public libraries, no matter the location or size, require immediate and comprehensive support in acquiring broadband connectivity.

- **Net Neutrality**

The American Library Association (ALA) and the Association of College and Research Libraries (ACRL) urged the Federal Communications Commission (FCC) to adopt the legally enforceable network neutrality rules necessary to fulfill library missions and serve communities nationwide. The ALA/ACRL joint resolution adopted in June 2014 seeks to preserve an open internet for libraries, higher education and the communities they serve, and continue to recognize that libraries and institutions of higher education operate private networks or engage in end user activities not subject to open Internet rules.

Partnership/Grant/Donation News

- Friends of Green Valley Library donated \$19,000. We thank the Friends for their continued support of books and other materials and scholarships for library staff to pursue MLIS degrees.
- The Miriam Brucker Trust donated \$7,000 for the purchase of two Book Bikes.

- Friends of the Pima County Public Library donated \$50,000. We thank the Friends for their continued support of the Library's Summer Reading Program, ReadStrong, Family Literacy, Southwest Books of the Year, CreateIT, and many other programs and services.
- State Grants in Aid funding from the State of Arizona allowed for the purchase of new digital devices for library staff to help customers with their personal devices and to provide better hands-on programming for youth through media design and app classes.
- Library Services and Technology Act funding for the coming year will be used to promote an early literacy app for smart phones and mobile devices through family literacy sessions, caregiver training, and programming around books, music, and activities.
- PCPL was awarded the Urban Libraries Council Top Innovators / Honorable Mention Award for the *Santa Rosa Afterschool Snack Program* in the Health, Wellness and Public Safety category. ULC's annual *Innovations Initiative* marks its fifth anniversary in 2014 by celebrating the achievements of 22 libraries that are leading the way with imaginative programs, services and operating practices.
- Members of the Library Youth Design Team (YDT) gave a presentation, including video documentation of their development/design accomplishments for the Learning Labs Project to the Pima County Board of Supervisors on June 3, 2014.

Staff Retirements

- Bonnie Bruce, Library Services Manager, July 4, 2014 (27 years)

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

Pima County Bond Advisory Committee
Friends of the Pima County Public Library Board
Friends of the Oro Valley Library
Pima Library Foundation
Literacy Connects Executive Board and Building & Governance Committees
Tucson Festival of Books Steering and Authors Committees
Women at the Top (WATT) Annual Retreat

Workshops, Seminars & Events

NEXT 2014 Conference & Presentation, Leading Learning Libraries, Chicago PL
ULC Executive Board and E-Rate Advisory Group Meetings
ReadersFirst General Meeting Conference Call
ALA Annual Conference and Online Virtual Membership Meeting
ALA/Office for Information Technology Policy Meeting
Public Library Association Board Meeting
Rotary Club of Tucson 4-Way Awards Ceremony
Meeting of County Librarians with the State Librarian
Vail and Surrounding Communities Meeting/UA Tech Park

Community Leaders

Patty Montiel-Overall, Associate Professor, UA/SIRLS

Judy Clinco, Founder President, Catalina In-Home Services

Margaret Joplin, Landscape Architect, Design Collaborations

Lynette Jaramillo, CEO, Co-Founder, Casa de la Luz Hospice

Laura Penny, Executive Director, Women's Foundation of Southern AZ

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FROM: Karyn Prechtel
Deputy Library Director

SUBJECT: Public Services Report – June & July 2014

Pima County Public Libraries reached capacity many times throughout the summer as kids of all ages attended our diverse and exciting Summer Reading Programs! People had so much fun; many families didn't even realize that we were sneaking science and math into almost every program we hosted! Our SummerMania!! programs were a huge success once again. Over 1,100 people attended our MegaMania!! event at Pima Community College. We also hosted Family Read Aloud nights, book clubs, art exhibits, and participated in the 6th Annual Feria de la Lectura event held in partnership with the Mexican Consulate and the City of Tucson Ward One office. Below you will read about just some of the exciting things happening at your library.

District 1 – Supervisor Ally Miller

Dewhirst–Catalina Library – Bethany Wilson

The partnership between the **Catalina Community Center** summer camp and Dewhirst-Catalina Library has resulted in super attendance for our Summer Reading Programs this month. Due to the built-in audience of summer campers, and the interest of other families with young children, program attendance has typically hovered around 60 plus!

Registration for our adult watercolor class in July opened June 2nd and was filled up in moments. Due to the popularity of art classes at the Dewhirst-Catalina Library, I foresee many more hands-on art workshops in our future.

Oro Valley Public Library – Ruth Grant

In early June our wonderful, new Oro Valley Friends-funded **Art Gallery** was finalized. This includes repainting the conference room hallway, installing the Walker System professional art display, and adding 4 new gallery benches, and reupholstering another one. We have gotten many compliments since it was installed. Thank you Friends of the Oro Valley Public Library!! In addition, the Oro Valley Friends also funded a new lounge chair and love seat as reading spaces for the Children's room. They also funded the re-upholstering of a previous love seat to match. It is great, and they are already used daily by families and young readers.



On June 20th, teens and adults participated in a floral origami class offered by Mary Ellen Palmeri, and funded by PCPL Friends. Participants made several paper-folded flowers with stems and leaves, boxes and vases to hold the flowers, and created flat origami flowers for greeting cards.

District 2 – Supervisor Ramón Valadez

Eckstrom-Columbus Library – Mary Sanchez

On June 28th, 250 participants celebrated the second **SummerMania** event at the Eckstrom-Columbus Library: **toMorrowMania!!** The night opened with a special presentation from Mad Science; afterwards, attendees could choose between a variety of science/futuristic programs and activities. NASA scientists showed off their Osiris-REx asteroid mining mission, **Maker House** led teams on an interstellar flight with the *Artemis* flight simulator, and Laurden Ard's portable planetarium had packed shows all night. Attendees had a blast with library laser tag and virtual reality Oculus Rift hands-on demos. Even local charter school **Western Institute for Leadership Development (WILD)** had a table to show off their skills to interested kids and teens.



Susan Curtis from TUSD in partnership with **Asian Pacific Refugee Student Services** scheduled group visits with Somali refugees in the Eckstrom-Columbus meeting rooms in June. The meetings were set up to help orientate Somali parents that have children entering kindergarten in TUSD schools this fall. Eckstrom-Columbus staff provided information about library services, set up laptops to show the Welcome to the Library videos and handed out

applications for library cards. Susan later called to compliment staff and thank us for providing such a welcoming environment.

Eckstrom-Columbus is partnering with the **Pima County Sullivan Jackson Employment Center** to provide job information to homeless men, women and veterans looking to enter the workforce, on Wednesdays from 10am-1pm.

Quincie Douglas Library – Sharla Darby

Summer Reading is in full swing and our programs so far have been very well attended. We hosted five programs in June and five programs in July for kids, teens, and adults.

It was standing room only for our **Desert Reptiles Program** for all ages. Participants were on the edges of their seats and in the hall! Some lucky kids were able to physically handle specimens after the demonstration. The same is true of the **Big Hunk Candy Bars and Geology** event in July where you got to eat what you got your hands on.



Standing room only!

Quincie Douglas was also the site of the first of three “maker” teen events for the summer. This first session was about making and manipulating video games, robots, and handmade rockets among other creative options. This occurred after hours and was for teens exclusively. Over 70 attended the two hour conference to geek out on new technology and games. For adults, we have been able to expand our computer class offerings over the summer; now teaching classes on both Thursdays and Saturdays.

Sahuarita Express Library – Michele White

On June 4th teacher Denise Webb of the **Early Childhood Center** made a field trip to the Sahuarita Library. Librarian Jennie Merkle presented stories, summer reading materials were handed out and they were ecstatic that they received a free book from their library. Two additional visits are scheduled to take place during summer reading program.

On June 21st the Sahuarita Library hosted a “Knit in Public Day” event. This is an annual, international celebration where everyone gathers to share their love of knitting and/or crochet. After a few hours of visiting, knitting, and crocheting, everyone joined in to yarn bomb the front courtyard of the library!



Summer reading programs continue to be extremely popular here at the Sahuarita Library. Once again Gwen Ray of **Hanuman Puppet Theatre** packed the house on July 3rd with her presentation of “The Three Wishes.”



Sam Lena–South Tucson Library – Marissa Alcorta

June and July have been busy at South Tucson with programming supporting the Summer Reading Program. We’ve been averaging a program a week and all have been well attended.

In June we hosted a **Slime! program** for kids that was a great success. Participants were able to make their own ooey, gooey, slime to take home. It was lots of fun!

We started July off with **A Cook's Garden**, a program geared towards adults. Participants learned about planning and planting their own cooking garden and left with some samples and great recipe ideas. In addition, we hosted **Fizz Boom Wow: Sting Bugs, Skunk Beetles, and more**, Fundamental Forces, Explore! Make a Splash with Creatures of the Deep, and Nunchaku Skills. All these programs offered us an opportunity to talk about the Summer Reading Program with families and also offer some fun STEM programs to the community!

On July 23rd South Tucson staff participated in the **South Tucson Healthy Habits Coalition Back to School Fair** held at South Tucson complex. Staff provided the meeting room so that free backpack could be handed out to families. We also hosted an outreach table and gave out free books and library cards, info materials to families. An estimated 500 families attended.

The end of July will wrap up with staff members participating in the **6th Annual Feria de la Lectura** at El Pueblo Neighborhood Center Gym on July 26th. Library staff participated with helping plan the events (inviting literacy organizations, providing the costume character-Spot, providing materials for a craft area) and also will participate the day of the event by giving out library informational materials and free books to families at the Library outreach table.



Santa Rosa Library – Susan Husband

Every semester, the **University of Arizona School of Nursing** students create an intervention program for our library as part of their class in public health services. Programs have varied, including safety, nutrition, and physical activities. This week the program was “Fun With Food,” and featured fresh produce, fruits and vegetables with the goal of expanding the children’s experience with a variety of foods. Strawberries and peaches were old favorites, but artichokes, asparagus and eggplant were new to many of the children. While they did not get to taste everything, as we do not have health licenses for preparing foods, they did get to taste plenty of raw fruits and vegetables and made some new food friends. Our library just acquired a new full-sized refrigerator that we can use for storing food for programs such as this and also our healthy snacks program.

A close look at a library week. Summer is a busy time for all the libraries. In one week at Santa Rosa you can:

- experience a beginning juggling class
- attend a workshop on managing your diabetes
- talk to a public health nurse
- participate in a knitting class
- take an English class
- apply for SNAP or AHCCCS
- draw a giraffe
- put together a puzzle or played a game

All this in addition to summer reading programs for all ages and of course books, magazines, DVDs, CDs, and many other items to enjoy in your own home. Take a moment to visualize this

level of activity, currently happening in the more than 25 libraries spread across Pima County. It's amazing!

District 3 – Supervisor Sharon Bronson, Chair

Caviglia-Arivaca Library – Leesa Jacobson

Summer Reading Program events continued non-stop in Arivaca. Norah Booth led a **Comic Book Writing Workshop** for kids and teens which had twenty participants flexing their writing and drawing muscles and learning to shape their stories to the comic format. Mad Science turned 22 kids (and a few eager parents) into rocket scientists during a two-hour **Rocket Building Workshop**. Participants had an explosively fun time constructing and decorating their individual rockets from a NASA-style rocket kit, and then were delighted to be able to take their finished products home to launch. Capoeira Mandinga Tucson/Pogo Arts got dozens of kids, teens and adults on their feet for a rousing presentation followed by instruction in **Brazilian Dance & Martial Arts** movements. Arivaca is still energized from the event! Meg “Megascience” Balaconis made sure that 26 kids and adults turned science into **Fizzeology!** fun and went home with their own newly created lava lamps. The Arizona-Sonora Desert Museum folks introduced dozens of kids and parents to some fascinating (and very much alive!) **Creatures of the Night**. KidzArt taught 20 kids about Native American sand-painting techniques by helping them create their own **Sand Art**. And last, but definitely not least, more than 60 members of the community came out on a storm-threatened evening to celebrate the end of the Summer Reading Program with James Reid, Juggler Extraordinaire, who lit up the Arivaca night with a return performance of amazing juggling fun, including **Fire Juggling**.

Flowing Wells Library – Karen Greaber

On June 9th we hosted another class taught by Axhel Munoz of the **Pima County Parks and Recreation: Skulls from the Sonoran Desert**. He is always very passionate and informative about what he teaches and comes early and prepared. He brought two real skulls, including a cow skull. The replicas were not that different from the real ones. Axhel had the kids and adults look, touch and pass around the skulls and look at their teeth to figure out whether they were omnivores, herbivores, or carnivores. Then he explained their habitats and characters. It was a most interesting free class and 30 people attended!

Geasa-Marana Library – Vicki Ann Duraine

The Geasa-Marana Library kicked off the Summer Reading Program with a blast! An estimated 160 people attended our second annual Volcano Party, and were treated to interactive volcano demonstrations using bubbling root beer and chocolate lava cake as examples. What's better than an educational experience that also tastes good!

We pushed the attendance limit at the “Zoo to You” program presented by Reid Park Zoo, but the presenters didn't mind because they and their animal partners kept the audience entranced. After all, it's not every day that children pet a hedgehog or meet a Madagascar Hissing Cockroach.



Storytime attendance continues to swell. In addition to the 20 and more attending the Baby/Toddler Storytimes, children enrolled in the Estes Elementary Summer School program are joining our Preschool sessions for Library Associate Sam's stories and to "shake their sillies."



Nanini Library – Kristi Bradford

Nanini's fabulous teen volunteers have been assisting with the incredibly popular weekly **Minecraft** days at Nanini.

Thanks to the laptop lab, Nanini is able to accommodate 12 "tween" aged students per session. So far, there have been zero no shows!

Those same wonderful teen volunteers have been assisting at the extremely busy summer reading desk – handing out summer reading information and goodies as well as being ambassadors for the library!

A dad asked if his almost 4 year old son could get a card. As staff was making the card the dad shared that he grew up using the Wilmot Library as a kid and that he and his wife always have used the public library. He said he wanted his kids to know "the library was the most important place in their community."

Salazar-Ajo Library – Linda Lam

Summer Reading continues to be popular at the Salazar-Ajo library as participants come in to acknowledge their milestones and pick up their free book, field guide and zoo invitation. While at the library, they gawk at the Mad Professor display complete with recipes and samples of products wanting to be created: play doh; slime; and sea creatures. And, yes, the recipes are disappearing – going home with aspiring scientists. As always, our Summer Reading programs are well received and entertaining. This month's line-up featured La Mariposa, the transformation of a butterfly; and the Magic Show, a mixture of magic, juggling and comedy.

Southwest Library – Paulina Aguirre-Clinch

The Southwest Library was the talk of the town after the **Step up into TLC** program. People just couldn't believe that a Clydesdale AND a miniature horse were actually *inside* the library. Word spread so quickly that even the new principal at Lawrence Intermediate school stopped by a couple of days later to introduce herself and asked if the story about the horses was true! Since this was the kind of thing you had to see to believe, I showed her some pictures.

This program made such an impression on our community that one of our young adult patrons has started volunteering with Step up into TLC and has visited the Diamond Children's Hospital at University Medical



Center. She is extremely happy and proud to be serving the community.

As Neil deGrasse Tyson would say, “I’m sorry, I can’t hear you over the sound of how awesome science is.” **Fire and Ice by Mad Science** has been by far one of the favorite programs this summer at the Southwest Library. Practically every single hand flew up in the air, every time the mad scientist asked for volunteers. The kids were completely absorbed by the program. While one of our tween patrons exclaimed, “It was awesome. I loved it,” a parent wrote “Loved it! It was educational, fun and enjoyable! The presenter is awesome ☺!” It’s safe to say **this program is kid tested; parent approved.**



Seed Library Pop-Up It’s official. The Southwest Library is proud to be housing a Seed Library Pop-Up. The mini-seed library has been embraced by the community. In fact, we’ve already had a patron stop by to donate several seeds.



Wheeler Taft Abbett, Sr. Library – Cat Strong

Summer Reading Program is in full swing at the Library. Staff is assisted by our amazing summer intern, a Tucson Youth Development worker, and eighteen teen volunteers, who have been busy working the summer reading table, lending a hand with our summer reading programs and special events, shelving items, and preparing crafts. Our intern and youth development worker have also assisted staff in locating and shelving paged items and keeping our collection in order.

Children's Librarian Kendra Davey once again partnered with **Coyote Trails Elementary School** on their LSTA grant-funded Reading Rockets Summer Reading program targeting reluctant readers. Children in grades 1-3 who are identified as reading below grade level are given the opportunity to participate in this biweekly summer reading program. The program focuses on increasing reading skills by helping children develop a positive attitude towards reading. Families are encouraged to sign up for the reading program provided by Pima County Public Library and also made aware of PCPL resources for children and families.

Forty-one of our regular chess players competed in three levels at the annual **Chess Club Tournament**. The winners each received a trophy. Everyone enjoyed pizza and had a great time. Library Associate Sherryl Volpone runs our intergenerational chess club and coordinates this popular special event every year.

WriteStrong, a new program developed by Young Adult Librarian Mira Domsy has begun. This program encourages ReadStrong graduates and others, to strengthen their writing skills through learning that writing can be fun. Writing prompts include the ever popular MadLibs. Writing assignments are from Achieve3000. Mira Domsy and Program Instructor Hanni Nabahe, who leads our ReadStrong program, have been collaborating to parallel curriculae between the two programs.

During Summer Reading, teens participate in a weekly activity at the **Thursday Thing** program. In June and July, the library hosted several movie nights with popcorn, and workshops on how to make fealties, duct tape wallets and a handmade journal. Young Adult Librarian Mira Domsy solicits program ideas from our teens and provides them with opportunities to learn, create and connect.

Woods Memorial Library – Coni Weatherford

On Wednesday, June 4, the **Portable Planetarium** visited Woods with their "**History of Astronomy**" program. Over 30 adults and children crawled inside the giant inflatable planetarium to watch in wonder as the presenter told ancient star stories from Greece, Rome, and Native American cultures. Then she explained some of the science behind the stars that we saw, and highlight some great astronomers of the past. Her talk was so interesting that one older adult, physically unable to crawl into the planetarium, still sat outside and listened happily through the walls!

On June 21, we had a **Poem & 46th Anniversary Dedication** with over 65 people attending to listen to the dedication of a poem written for Woods Memorial Library by first Poet Laureate of Tucson, William Pitt Root. Other poets who read poems were Tucson Poet Laureate Rebecca Seiferle, Teré Fowler-Chapman, and Tucson Youth Poetry Slam's Lydia Havens. Representatives from Casa Libre, the Poetry Center, POG, the Tucson Poetry Festival, and Tucson Youth Poetry Slam were present with information displayed for their organizations. Jennifer Campbell, Prince Elementary 4th grade teacher and longtime Amphi resident, shared her memories of Woods Memorial Library with the audience.

On Thursday, July 10, Woods Memorial Library staff presented the program **Air Powered Rockets** with 35 people attending. The program, intended for children and teens, exceeded expectations for attendance and was both fun and educational. Attendees constructed and

decorated their own rockets then launched them using launchers constructed of PVC pipe and 2-liter soda bottles.

Adult Services Librarian Kelly Urman took advantage of a large donation of vinyl records and jazzed up the CD section. It is beautiful and eye-catching!



District 4 – Supervisor Ray Carroll

Dusenberry-River Library – Dianna Thor

Adult programming with an art theme continues to be extremely popular with our customers. The **University of Arizona Museum of Art** and the **Tucson Museum of Art** are both continuing their monthly docent-presented art talks throughout the summer. Attendance at both talks last month was robust despite the heat. The volunteer-facilitated **Tucson Art Book Club** is maintaining its monthly meeting (following the art talk) and is building a strong following. Additionally, as part of our Summer Reading Program for Adults, Marsden Burnell gave a watercolor demonstration “From Drab to Fab.” This hands-on demonstration was enjoyed thoroughly by complete novices and seasoned watercolorists alike.

Our “**library as science lab**”-themed summer programs have been a resounding success so far with our young customers (5-12 year olds). Two of these programs—Mad Science: Machines, and Bricks for Kids (Legos)—have each packed our meeting room to capacity. In the first program, kids learned about different kinds of levers and then tried to name other instances of first, second or third degree levers. One seven-year-old girl made the connection that a foot is a 3rd degree lever when it kicks a soccer ball. That observation got all the boys to see that an arm throwing a football or hitting a baseball is also a 3rd degree lever. The Legos program was equally fun and educational. Kids learned about windmills and then constructed their own. It was amazing to see kids as young as five years old working with a teammate to make a windmill by following the picture pattern.

The Summer Reading Program for Adults has been all about the book – making books, writing books and even downloading Ebooks. In one program, adults tried their hand at **Creative Bookbinding**. The class created lovely handmade books with Julia Miller. 25 aspiring young writers attended a workshop with Marge Pelligrino. Starting from “I remember,” they learned journaling and writing techniques. For patrons wanting to explore the library’s digital offerings, library staff offered another in a series of device-specific classes. Kindle Fire users explored Overdrive and downloaded eBooks.

Joyner-Green Valley Library – Donie Gignac

Even though winter visitors have returned home, the library is still very busy. We are continuing to present programs for adults during the summer. We have developed a partnership with the **Desert Sky Theater** to host preview lectures about the opera programs being shown at the Theater. Over 50 folks have attended each lecture so far. The **Pima County Parks** presentations have had large audiences of all ages in attendance. The new “Poet’s Corner” is generating a lot of interest and we

expect attendance to increase when winter folks return. Local author Tallia Cahoon visited to talk about her life growing up in Ruby, Arizona, a popular area ghost town. A “Focus on Art” talk had a standing room only audience of 100+. We are hosting a “Know the 10 signs” program presented by the Alzheimer’s Association.

Young adult librarian, Jennie, continues working with youth at the **Amado Youth Center**. She is making a weekly visit, reading *Johnny Tremain* aloud and then assisting with a fun history lesson and craft about the American Revolution. They recently made old fashioned silhouette portraits. The Youth Center offers one of the few places for youth to gather in Amado and the library’s presence/participation is very much appreciated by the Youth Council and the community. Children’s summer reading registration programs fill up within a day or two and open ones are filling up the meeting room also.

Kirk-Bear Canyon Library – Daphne Daly

In June and July, the Kirk-Bear Canyon Library had plenty for kids and families to do. In addition to the weekly Chess Club, twice-monthly Lego Club and monthly Craft Hour, the library branch hosted 10 special summer programs for children.

First, Kindermusik presented a special Toddler story time, *Zoo Musical*. The next day, the **Tucson Children’s Museum** taught Exploring Collage, featuring an Eric Carle story. A week later, Cody Landstrom did a magic show, with juggling and comedy. Five days later, the Tucson Children’s Museum returned to present Artstigators; kids learned about famous artists and created their own masterpieces. Two days later Cody Landstrom returned to do a magic workshop, where kids learned various tricks. One week later, Mad Science presented a hands-on science workshop. And for the following four weeks, Mad Science returned each Saturday with Magnificent Magnets, Dinosaurs, Slime, and Rocket Building Workshop, respectively.



The library’s **Art Gallery** in June featured Western works by Bonnie Gasior in graphite, colored pencil and watercolor; a reception for the artist took place at the beginning of the month. In July, Ashley Weymouth displayed *The Joy They Give: Animal Portraits in Fiber*, a visual and tactile celebration of our canine, feline, bovine, equine and porcine friends in fiber.

The fiction selected for the Friends of the Kirk-Bear Canyon Library Book Discussion Group was *The Dinner* — by Dutch writer Herman Koch; the novel is a European bestseller and has been translated into 21 languages. Then in July, the group read and discussed *Flight Behavior* by Barbara Kingsolver, her seventh novel and a New York Times Bestseller and “Best Book of the Year” by the Washington Post and USA Today.

Finally, June and July concluded with *Salute to the Moon! A Musical Tribute*, honoring the 45th anniversary of the first crewed landing on earth’s moon. The program featured moon-themed songs performed by Jazz/Rock/Blues virtuoso Rebecca Carlson.

Miller-Golf Links Library – Mary McKinney

“Thank you! My son has been struggling with reading. Reading to your dog last week gave him a boost of confidence. He has been eager to read ever since. Sincerely, A Mom.” This message was written on a card in an envelope labeled, “Dog + Owner” after the June 3 **Read to a Dog** session.

Mr. McDonald was not sporting his new makeover duds, however, Ronald was every bit a hit as usual in his famous onesie as children and adults alike laughed at his silly jokes and clever tricks. His presentation was perfectly matched to our science summer reading theme, and he emphasized the importance of reading.

“I just fell in a hole!”

“I’ll save you. Where are you?”

Players worked together and got to know each other during the first **Friday Minecraft** session. All laptops were spoken for as players ages 10-18 joined the adventure.

Murphy-Wilmot Library – Daphne Daly

A shave and a haircut—2 bits! Murphy-Wilmot’s job help program has partnered with **Pima County’s Joint Technical Education District, or JTED**, to offer complimentary haircuts and manicures to job help participants who scheduled interviews. It’s a win-win situation for everyone: the JTED cosmetology students get more heads and hands to practice on and the job seekers get to look their best when it means the most!

This summer’s adult summer reading programs were a success, with Marge Pellegrino’s Altered Books, Casa Libre’s Tucson Writers Showcase, and Art Innovators’ Transformation with Tissue all attracting enthusiastic and creative participants.

Where can children go to make Sparkly Explosions, Marshmallow Catapults, Chicken & Duck Calls, Balloon Rockets, Float Jars, Hoop Gliders, Thaumatrope and Nutty Putty? To the **Library Laboratory** of course! Library Associate Miss Rachel designed and led eight action packed “Lib Labs” which were enthusiastically attended throughout June and July.



This photo booth was a popular stop for many children who enjoyed trying out scientist identities, with the help of our science-related props such as aviator goggles and Einstein hair.

On Friday July 18 we celebrated the end of Summer Reading with a **Family Game Night party!** Family members enjoyed playing table games and coloring together while feasting on cookies!

Our teen volunteers rock! For eight weeks this Summer, nine fabulous youth helped us register over 2,000 children, teens and adults for the Summer Reading Program.

District 5 – Supervisor Richard Elías

El Rio Library – Emily Lane

This month El Rio Library has hosted a plethora of exciting Summer Reading Program activities! Kung-fu for teens, magic shows and ponies for children and diabetes prevention for seniors! We've been working hard to present a diverse array of options, in addition to our regular weekly programming.

Our proudest endeavor so far has been a project through **Create IT** to engage neighborhood youth to collect the stories of El Rio community members as part of a project to present at El Rio Neighborhood Centers birthday celebration, planned in conjunction with **Tucson Parks and Recreation**. Youth involved in the Parks and Rec summer program are learning weekly about audio recording and editing and then spend two hours once a week through the month of June recording stories from community members around the topic of "*What El Rio means to me*".

On June 11th the teens had a special recording time with the **El Rio Senior Center** where they got to interview the seniors about the formation of El Rio and its importance to them. Library staff was on hand to translate Spanish and many of the seniors came into the library afterward to tell us how special it was for them to share their stories with a younger generation. We are very excited for what the final project will look like and for the community presentation in September.



El Pueblo Library – Aaron Valdivia

We kicked off SRP at El Pueblo Branch Library with multiple programs and due to our partnership with **KIDCO** and **IBC** at the El Pueblo Neighborhood Center our attendance has been close to 100 people or more for each program: on May 27 the International Wildlife Museum did a fun and educational program called "Bugs" for kids, teens and families. The audience had a chance to learn about exotic insects and the kids even got to interact with a few live ones.



We hosted a Yo-Yo demonstration and workshop for kids. In June, Cody Landstrom did his magic show for kids and teens and families. He did a mix of magic, juggling and comedy and used these entertaining skills to encourage the audience to read; we had Ronald McDonald bring his science show to the activity center next to the library; and Mad Science demonstrated their movie effects program.

Our Public Health Nurse continues to connect with the community around the El Pueblo Library. On June 23 alone, our nurse made four contacts during the time she was present in the library.



Himmel Park Library – Sharla Darby

Mega Science Meg presented an explosive science program, **Fizzeology**, on June 7th at Himmel Park Library. Kids and teens learned how to make their own lava lamps using plastic water bottles, water, vegetable oil, and a packet of alka seltzer. To add to the excitement, some bottles were under so much pressure their lids flew off. Meg saved her dry ice demonstration for the finale, which meant more (can you guess) exploding lids! The kids were squealing with delight, so loudly that we had to close the meeting room door. This program not only made science concepts understandable, but also entertaining for kids and teens in our community.

The **Comic Book Writing Workshop** attracted 22 eager kids, teens, and adults on June 9. Norah Booth facilitated exercises for the group, and all participants built skills to draw and narrate a comic strip panel. Many of the comic strips which were produced as a finished product were so successful, that the presenter obtained copies to use as examples for future programs. Several teens stayed to work on their art beyond the time allotted for the program.

Another 22 enthusiastic attendees participated in the **Juggling Workshop** at Himmel Library in July. Both kids and adults were impressed with the performance of juggler James Reid. Everyone then got their own chance to practice juggling, with scarves and bean bags. There was activity everywhere. Some juggling progress was made, causing one patron to ask, “Where can I buy juggling bean bags?”

Himmel Park Library staff collected recyclables for months prior to the anticipated Recycled Robots activity during the first **Whimsical Wednesday** on July 2nd. Over thirty children attended this program where they were able to *manufacture* creative and unique robots. One

child even made a robot frog that croaked “Ribbit Robot” throughout the library. Programs like Whimsical Wednesdays provide children with the opportunity to innovate and problem-solve through crafting with everyday objects.



Joel D. Valdez Main Library – Sandy White

The **Grants & Nonprofit Info Center** has been hearing from local nonprofits about the grants and support they have received due to our newsletters and grants databases. Since 2011, **Seeds Community Center** has received seven grants totaling \$12,000 to support gardens at local schools. In the past two years, **Edge High School**, which primarily serves students living below the poverty line, has received ten grants totaling over \$65,000. One nonprofit reported that the professional development offered at the library has helped their board grow from 1 person to 5.5 and that “they all donate as much as they can.” Another unnamed nonprofit organization has also reported winning grants due to our resources.

The Grants & Nonprofit Info Center provided a workshop on June 13 entitled **It Can Be Done! Running an Effective Campaign with a Small Office and Limited Resources** attended by 29 people. A full-day grantwriting workshop on June 27 and the Grants Databases Open Lab workshop on July 11th were both well-attended. Over 1,000 people currently receive the Nonprofit Grants Opportunities eNewsletter that we send out on a biweekly schedule.

Eight volunteers braved the noon-time heat to come down to the Main Library on June 10 to participate in a **Planter Work Party**. We clipped and spruced up the plants, added worm casing, laid down more hay for mulch, and watered deeply. We also updated all the signage to promote the project to new visitors and explain how folks can get involved. A journalist from the **Downtown Tucson Partnership** joined us, taking photos, and asking questions for this story in the *Downtown Tucsonan*.

<http://www.downtowntucson.org/2014/06/tucson-main-library-offers-cool-respite-one-grown/>

The library has received multiple donations to the **Bookbike program**. The **Marion Brucker Legacy Trust** made a generous donation that will allow the Bookbike program to expand to include two additional bikes (to be housed at Columbus and Santa Rosa branches) as well as pay for Bike Ambassador staffing to ride the bikes. The bikes have been ordered and are in the process of being built. We are partnering with local **Lions Clubs** to work on a book donation drive for books in Spanish and children's books for the two new bikes. In addition, a community member contacted the **Bilingual Publications Co. in New York** about donating books in Spanish to the Bookbike project and they have responded beyond our wildest expectations! Over

15 boxes of books in Spanish for all ages have arrived and have been flying off the Bookbike shelves. They have been well appreciated at Casa Maria and the Armory Park Senior Center.

Over 150 participants enjoyed the Science of Bubbles program on July 5. Children, parents and grandparents learned the science of bubbles, got wrapped up in bubbles, and made bubble art.

Martha Cooper Library – Dianna Thor

Recently we learned what a very important role Martha Cooper Library plays in this neighborhood. In late May, there was a double-homicide down the street from Martha Cooper involving a young couple who were new to the neighborhood. We had many patrons coming in, feeling very upset and unnerved after this happened. A woman from the neighborhood felt moved to plan a gathering for healing and prayer for neighbors, and asked us if they could plan to meet in front of the library, saying **she just felt the library was the right place for people to meet**. What was meant to be a small gathering grew to include representatives from different faiths, Supervisor Richard Elias, and a total of about 25 people. The woman who planned to event expressed deep gratitude to the library. One of the faith representatives stopped into the library afterwards and got a library card.

We hosted a series of STEM-related **Science Tuesdays** programs at Martha Cooper Library for Summer Reading. Lego Rover Race, was a huge hit with seven participants split into 5 teams that built their Lego Rovers. The goal was to race their Rover to the “moon.” The kids tested, modified, and reassembled the vehicle for enhanced performance, corrected its path for more accuracy, and worked together as a team. They had a great time! One boy, while learning how to build the rover step-by-step said, **“I am so excited I can’t stand it!”** Participants and parents were both inquiring into other Lego programs because they had so much fun at this one. MakeDo projects were assembled out of all recycled materials and gave participants an opportunity to express their creative side.



GAK was another big draw: Food coloring, glue and Borax, oh my! We had 16 kids and 10 adults ready to learn about polymers and make GAK. The kids got to take home their GAK with a promise not to leave it on library grounds. 😊

Finally, not to be outdone, our **Glittery Volcanoes** were explosive! We discovered that all you really need is some glitter and food coloring (and a small explosion) to have a good time.



Mission Library – Margaret Wilkie

Mission has hosted great Summer Reading Programs this year. The presenters have been wonderful and all have been well attended. Here are some of the favorites chosen by our librarians:

Children, adults, and toddlers all attended **The Feathered Friends** program presented by the **Arizona Sonora Desert Museum**. Everyone was enthralled by the chance to see a barn owl, a military macaw, a Gambel's Quail, and a Harris's Hawk up close.

Have you ever seen a dill pickle become a light bulb? If you had attended Mad Science's "Spin, Boom, Pop" you would have experienced this amazing feat and learned how to create a Genie.



We explored new trends in fingernail art using DIY household items like toothpicks, hole reinforcements, tape, scissors, etc. during Mission's **June Teen Night Nail Art**. Tweens, Teens, and adults (several mothers and daughters) were shown tips and tricks on how to create different effects with these items and they used them to create their own designs and paint their nails.



We also had a great response to two teen programs about drawing: **Cartooning** presented by **Young Rembrandts of Tucson** and "Anime Superhero" by TeenZArt. The instructors did a great job of working with beginners and the more advanced artists.



Since January of 2014 Margaret Espinoza, Adult Services Librarian has been working with Mission's two book clubs, **Mortal Signs Mystery Book Club** and **On a Mission Book Club**. The book clubs continue to be successful. This last meeting of the On a Mission Book Club, we read Ernest J. Gaines' "A Lesson Before Dying." In addition to discussing the book, Margaret found a wonderful interview online which was used to open the discussion. The members loved it and have asked for more activities like this.

Our mystery book group, Mortal Signs, is always well attended. Our members love sharing authors and titles. July's selection, a Louise Penny novel, was one such recommendation. Impromptu book talks from our members usually spark members' interest in the authors and titles we will read down the road, when the library has sufficient books including large print editions.

Valencia Library – Kathy Konecny

The Valencia Library is partnering with **Literacy Connects' Infusion Project at Mission Manor** to provide Spanish GED instruction at the library during the summer. Catalina Llamas heads a team of bilingual tutors that each work with 1-3 students to prepare them for the GED test in Spanish. Pima Community College administers the test, but does not provide instruction in Spanish, so this is a much needed service in our community. Citizenship tutoring is also available. The Library provides space, computers, the online Skills Tutor program, and marketing.

Valencia is a popular place for children this summer thanks to the generous support from the Friends of the Pima County Public Library. Over 130 children and their caregivers enjoyed the staff-presented **Family Read Aloud** event that offered stories, songs, a live story performance, free kids books and pizza on June 4. During the **Sign and Storytime** on June 5, 81 people enjoyed a storytime that incorporated a beautiful visual language. The Animal Diversity presentation by the International Wildlife Museum was a huge hit with the 100 people in attendance. A near-capacity crowd of 183 people delighted in Juggling and More Fun performance by James the Juggler. One of the comments that Valencia's wonderful children staff hears often is, "When's the next one?"

Activities funded by Friends Groups

Friends of the Joyner Green Valley Library

Green Valley Library – Bubbles, Make a puppet, Invisible Ink, Mini tornados, Laughter Yoga, Language Exchange, Focus on Art, Opera 101

The Friends of the Oro Valley Public Library

Oro Valley Public Library – Oro Valley Heritage Collection, Storytime Crafts, Snacks for Teen Advisory Board, 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, Friends of the Oro Valley Public Library provided funding for the Adult Summer Reading Program prizes at the Oro Valley Library. Adults participate by writing book recommendations in exchange for drawing tickets, and earn coupons to the Friends Book Shoppe for the hours they read. OV Friends also funded the Walker System Professional Art Display system, and the repainting of the Conference Room hallway. They also funded the new Children's Room sofa, lounge chair, and 4 Gallery benches.

Friends of the Pima County Public Library

Ajo Library – Gwen Ray's La Mariposa; Cody Landstrom Magic Show.

Arivaca Library – Comic Book Writing Workshop, Rocket Building Workshop, Capoeira Mandinga Dance, Meg Balaconis Fizzleology, Desert Museum Creatures of the Night, KidzArt Sands of Time, James Reid Juggling and More.

Columbus Library – Cody Landstrom Magic Show, Tucson Puppet Works- Crumpled, Mad Science- Spin, Pop, Boom!, Reid Park – Zoo to You, toMorrowMania event, A-Long's Kung Fu Cardio, Picture Frame Decorating, Christina O'Connell – Fizz Boom Wow! & Digging, Tunneling and Excavating Insects, Colossal Cave – Bats: Myths and Reality.

El Rio Library – Deterring Diabetes class, A-Long Kung-fu, Cody Landstrom Magic Show, Bugologist, Vivian Enos beading craft activity, storytime craft, James the Juggler.

El Pueblo Library – International Wildlife Museum - Bugs, Magical Michael Steele's Yo-Yo Show, Cody Landstrom Magic Show, Puppet Works- Crumpled, Mad Science – Movie Effects!, Young Rembrandts – Cartooning, James Reid Juggling and More Show, Kidzart – Aspire Anime Superheros.

Himmel Library – Storytimes, Chess Club, Sensory-Friendly Storytime, Whimsical Wednesday Craft Program, Comic Book Creation, Desert Players, Fizzleology Science, Altered Books, Lego Robotics, Arizona Humanities Council, Juggling Workshop, Mad Science Super Structures, Zoo to You, Old Pueblo Postcards.

Joyner-Green Valley Library – Chaos to calm, Fire and Ice, Desert Reptiles, Bricks for Kids, Zoo to you, Venomous animals, Make a library card lanyard, Bugology, Juggling and Comic book writing, Sonoran Marketplace and Alzheimer's: know the 10 signs.

Martha Cooper Library – Lego Lunar Rovers, Desert Museum Reptiles, Digital Media Production, Sign & Storytime with Libby Quinn, Desert Museum Feathered Friends, 3-D Photography, Pop Culture Astronomy, Hanuman Puppet Theatre, Acro Yoga, Reid Park Zoo, MegaScience Meg-Fizzleology!, Storytimes, Sensory Friendly Storytime, Come Craft with Us!, Teen Lounge, Café Book, Science Tuesdays.

Miller-Golf Links Library – Rattlesnake 'Riting on June 3, Altered Books on June 6, Magic Show on June 12, Pastel Drawing on June 13, Teen Volunteer Orientation

Murphy-Wilmot Library – Altered Books, Tucson Writers Showcase with Casa Libre en la Solana, Transformation with Tissue

Nanini Library – Ronald McDonald, Music in Motion, Chess and Board Games (3 sessions), Handmade Journals Workshop, Fairy Tale Workshop, Magic Show, Make It Monday (3 sessions), TeenzArt “Aspire”, Northwest Readers Adult Book Club, Oink Oink – Gwen Ray Puppet Show, Walk in the Desert, Father's Day Storytime craft.

Quincie Douglas Library – Beading Circle, Desert Reptiles, Aspire! Anima Superhero, Messy Science, Big Hunk Candy Bar, Arco Yoga, Feathered Friends, Bug Dance, Seed Library, Storytimes, 7 up Club, Puzzle UP, Creative Writing.

River Library - Weekly Chess Club, Storytimes, book discussion groups, Yoga Storytime, Michael Steele Magic Workshop, Watercolor Painting class: Drab to Fab, Hands-On Science: Mad Science Machines, Handprint Card Making, Bricks4Kidz, Bookbinding Class for Adults, Bookbinding Class for Teens, I Remember writing workshop for kids, Write It Down writing workshop for adults, Animal Discovery program by Int'l Wildlife Museum, OSIRIS-REX kids' outerspace science programs (3), Zoo to You kids zoo program, Become a Bugologist kids program, Portable Planetarium teen program, Oink, Oink, Inc. puppet show, Tai Chi for adults, Parents: Signing with Baby Educational Seminar, TeenzArt program Aspire!: Optical Illusions, Camouflage: Hide and Seek in the Desert kids' program.

Sam Lena-South Tucson Library – Slime!, A Cook's Garden, Fizz Boom Wow: Sting Bugs, Skunk Beetles, and more, Fundamental Forces, Explore! Make a Splash with Creatures of the Deep, and Nunchaku Skills, Feria de la Lectura, Storytime craft.

Southwest Library – Fun Bookbinding for Kids, Volcano Party!, Harry Potter Astronomy, Family Read Aloud Night at the Dr. Fernando Escalante Tribal Library (Pascua Yaqui Tribe), Fire and Ice, Spin Boom Pop, Anime Astronomy

Wheeler-Taft Abbett Library – Family Storytime, Science Saturdays, Chess Club, Chess Club Tournament, Teen Advisory Board, Tai Chi for Health, Thursday Thing, Drama Lab, Magic Show & Workshop, Oink! Oink! Inc., Sign & Storytime, Play Capoeira: Learning Afro-Brazilian Martial Arts, Ronald McDonald, Fizz, Boom WOW! Stink Bugs, Skunk Beetles and more!, Hands on Science – Slime, Origami Safari, Discover! Under the Sea Adventure, Juggling and More Fun Performance, Juggling show and Workshop

Woods Memorial Library – ASDM Feathered Friends, Portable Planetarium, Cody Landstrom Magic Show, KidzArt-Art That Pops, Poetry & 46th Anniversary Celebration, Lib Crib & Activity Table, Science of Candy, Colossal Cave Reptiles of Southern Arizona

Valencia Library – Bone-Hair-Pipe Bracelet, Teen Time, Family Read Aloud event, Sign and Storytime, James the Juggler Juggling and More Fun Performance; Animal Diversity by the International Wildlife Museum; Science Spectacular: Sounds Like Science

DATE: July 25, 2014

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

FROM: Amber Mathewson
Library Deputy Director

SUBJECT: Strategic Initiatives Report – June and July 2014

Health Initiatives

Library Nurse Program

The Library Nurse Program is in the middle of its third year; having started in January 2012. Since the program's inception it has continued to grow and gain acknowledgement both within the Library and Nursing fields. In addition to having nurses visit libraries, they are presenting programs, organizing shot clinics and providing valuable information and resources to the community as library staff.

In addition to the Nurse program, the Library is focusing on certain health initiatives each year. Last year PCPL focused on the Affordable Care Act information dissemination and diabetes prevention. This year the focus will be on fall prevention, chronic disease support, and how to use insurance benefits.

Small Business and Economic Development

Programming

The Small Business and Economic Development taskforce has been working in close collaboration with community organizations in support of new startup business, and businesses looking to expand, improve, and grow. The taskforce has established partnerships with the Women's Business Center, Startup Tucson, Lead Local, SCORE, Makerhouse, and many other local agencies in order to leverage services for our community members. In June, SCORE will finish its third "Simple Steps to Starting Your Business" workshop series. Since March, over 80 potential business owners have participated in these workshops. The Women's Business Center also held business feasibility workshops and helped individuals take advantage of the wide range of services offered by their organization. Over 200 individuals attended these workshops with 30 individuals completing a business plan.

Entrepreneurship Space at Main Library

The taskforce is now focused on the activities related to the recently awarded LSTA Entrepreneurship Space Grant. An area of Main Library has been designated for career readiness, small business support, entrepreneurship, innovation, and collaboration. The team will be handling the ordering of materials and coordination of programming in the space. This project runs from June 1, 2014-August 1, 2015. This grant is a natural progression to the services currently provided to our community members through Job Help and the LSTA Self-Employment and Microenterprise grant.

Collection Development Office – Richard DiRusso, Manager

CDO prepared for the end of the fiscal year by reassessing our goals for Fiscal 2014-15: leasing programs for DVDS and Express Books, drafting a revision of ILL Policies, and streamlining funds in Baker & Taylor.

IndieFlix as a new streaming video service was added. CDO is investigating leasing plans with Baker & Taylor for both DVDs and Express Bestsellers to provide patrons with popular titles and reduce the number of surplus copies of bestsellers.

Technical Services Department – Diane Ward, Manager

In May 2014, we welcomed new staff member Katherine Beckwith, who transferred from the Martha Cooper Branch to Technical Services. Katherine is also heading up the Interlibrary Loan services.

Zinio now supplies PCPL with bib records for our e-magazines to make them more accessible in the library catalog.

PCPL acquired the software program RDA Tool kit, which will help us in our transition to the new format for cataloging, RDA (Resource, Description, and Access). This replaces AACR2 (Anglo-American Cataloging Rules 2). The new format is user-friendly and while it takes away some fields, it adds others so that everyone can tell what type of format the material is and how it can be used. For instance, the general material description [videorecording] that was listed in the title field will now be listed farther down in the bib record and indicate content, media, and carrier. The content field would tell you that the video is a “two-dimensional moving image” and the media would tell you that it is a “video” and the carrier would let you know that the information is on a “videodisc.” All bib records will be transitioned to the RDA standards within five years.

Adult Detention - Dawn Gardner

Transitioning the copier and PCPL staff out of the ADC is in process and will be throughout June and into July, but no later than July 31, 2014.

Juvenile Detention – William Bevill

The Juvenile Detention Library Program is staffed now once a week on Wednesdays. Most of the groups visit between 3:30-5:00pm, and one more group arrives between 7:00-7:30pm. Youth are voracious readers at JDC and are asking for all kinds of material ranging from fiction to entertainment and educational.

Working with staff at JDC, youth in detention during June and early July were supplied with teen summer reading booklets, assuring all youth two coupons as well as field guides. Most youth who stay with at JDC for two weeks (average) easily read a few books a week.

JDC staff presented a training session on Library Research 101 to the Juvenile Superior Court training center. Twenty attendees were introduced to basic searching on the Internet and using databases.

July means limited school at detention and more free time, which will result in more visitations to the library. Reid Park Zoo and Slam Poet programs will be presented through the Summer Reading Program at the JDC. There is much excitement as the zoo presents a fun and educational change in pace for youth and staff alike at JDC, who welcome the presence of animals and learning about possible volunteer opportunities at the zoo. Slam poet Logan Phillips really hits and connects with troubled teen youth and will carry a strong message and encourage many youth to seek writing and reading as alternatives and outlets in their life.

Library Service Manager Reports

Communications and Systems Office – Jen Maney, Library Services Manager

Jennifer Caldwell Chosen for ALA Leadership Institute

Librarian Jennifer Caldwell has been chosen to attend the [2014 American Library Association Leadership Institute](#). This 4-day immersive leadership development program is designed for future library leaders. Participants are chosen from a nationwide pool in a competitive process. Jennifer will learn about leadership, interpersonal competence, team work, and creating a culture of inclusion, innovation, and transformation. The institute will be held in August 2014 in Itasca, IL. PCPL is very proud of Jennifer for being chosen for this prestigious institute!

Learning Labs Next Steps

June is the official end of the IMLS/MacArthur [Learning Labs planning grant](#). The Youth Design Team created their recommendations after 18 months of research, surveys, and planning. The recommendations include guiding principles for a youth media center, staffing models, programming ideas, and placement at the Joel D. Valdez Main Library. The Youth Design Team presented to the Pima County Board of Supervisors on June 3, 2014. They have created a video about their process and recommendations that will be shared on the Library website. Project leader Jennifer Nichols is working with the staff implementation teams on next steps. In June, the Youth Design Team and staff implementation team for the [Learning Labs planning grant](#) worked on the final evaluation for the grant. The Youth Design Team was invited to meet with Supervisor Richard Elías in July.

SummerMania!! Going Strong

SummerMania!! is the Library's premier summer series for tween, teens, and young adults. The first two [SummerMania!! events for teens](#), **MakerMania!!** and **toMorrowMania!!** were whopping successes. MakerMania!! attracted over 100 people, and toMorrowMania!! brought in 250. At MakerMania!! there was seed ball making, stomp rockets, giant Jenga, robotics, Minecraft, Oculus Rift, green screen, shadow puppet storytelling, a planetarium, Makey Makeys, 3Doodler, and Goldiebox. **toMorrowMania!!** held Saturday, June 28 at Eckstrom-Columbus Library, featured a life-sized Tardis, Artemis, edible light sabers, Makedo, Star Wars Angry Birds and Legos, Oculus Rift, NASA scientists, laser tag, and Mad Science.

On July 12, the biggest Mania of them all, **MegaMania!!**, is being held at Pima Community College Downtown Campus, and we anticipate over 1,000 people to come show off their costumes, play analog and video games, learn Japanese crafts and martial arts, figure out how to make their own animated video character, or attend an artist or author workshop to become the next great manga artist.

BiblioCommons Website Project

The website project with BiblioCommons has begun. A staff team has started working on the beginning stages of implementation, including talking about homepage layout and design. The project should take around 6 months to complete and will provide a seamless web experience for Library customers. Currently the team is completing technology and cataloging surveys for BiblioCommons to use in the setup phase. The team will start a series of training webinars soon to learn the different modules available in the new system.

OrangeBoy Customer Research Project

Staff had the final meeting with OrangeBoy, Inc., the consultant group that has worked with PCPL since October on a customer research project. The staff team that is working on the project are now planning the roll-out of information to Library staff.

Inspiration Brown Bag a Big Hit

Last month, I reported that CSO created a new staff lunchtime program called *Inspiration Brown Bag*, where staff can get together, watch a TED Talk or similarly inspiring video, and discuss it together over lunch. All of the research we've read indicates that strong support for one another leads to greater team success. *Inspiration Brown Bag* was conceived of as a way to foster inspiration and collegiality among staff, help us all be inspired by the ideas of others, and encourage us to get to know our co-workers and hear each other's points of view. The program has gone better than we expected. We have gotten a lunchtime group at Main each week, and better yet, staff around the system are taking the concept and adapting it to their branch schedules, using the same TED talks we watch at Main. Some comments from staff:

Nanini Library

"Just a quick note to let you know we did our first one here at The Nan and it was a big hit. We're going to try to do at least one a month and people talked a lot about looking at others on their own in between. Thank you for coming up with this!"

Dusenberry-River Library

"At River we watched the TedTalk at 9:00 am this morning. Noon is a bit too busy for us with the lunches. We all are going to practice our Power Poses before opening every day... Thanks for organizing and curating the TedTalks."

Oro Valley Library

1. "I would like to start one in the fall on our Friday staff meeting mornings. Thanks for doing this!"
2. "Jen, we are going to try this, but not at lunch. Thanks for the inspiration!"

Edge Initiative Technology Assessment

Pima County Public Library is once again participating in the national [Edge Initiative's technology assessment for libraries](#). The Edge Initiative was developed to support libraries in making strategic decisions regarding technology with the goal in mind that all people have access to opportunities to enrich and improve their lives through open access to information, communication, and technology services in public libraries. After completing the assessment, PCPL will have access to a toolkit that will give the Library its local data in order to assess our customers use the technology we provide, best practices the Library can follow, and information the Library can share with community leaders.

Catalyst Corner LSTA Grant Project

A staff team has been formed to work on the \$65,000 LSTA grant to create a pilot space at Main Library called **Catalyst Corner**, which will be an active learning space where people can find participatory classes on entrepreneurial thinking and support for starting a business. The Library will test programming, such as lean startup methodologies, business feasibility counseling and crowdfunding, and create a space with flexible furniture and modern technology conducive to workspace collaboration and knowledge-sharing. The team started working on the timeline for the project, budgeting, and planning programming for the space.

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

Staff Development

PPO staff hosted the final Literacy Connects Meaningful Math Tutor Training of the fiscal year, called, "Thinking in Patterns/Algebra Concepts" on June 6. Very positive comments have been received from attendees regarding the quality of these trainings. Our office is also hosting a system-wide Achieve3000 Reading Software training for any interested staff member on June 16. June also includes a ReadStrong Team meeting on June 12 for ReadStrong tutors, branch liaisons, and any staff member interested in learning about the ReadStrong program.

Literacy and Adult Basic Education

PPO staff are now planning for Fall English, GED, and ReadStrong classes. We are working to renew PCPL's Skills Tutor software program (K-12 academic skills), and we are writing up a contract with Make Way for Books to enable us to implement our LSTA grant regarding their early literacy app and other services.

Outreach Efforts

PPO staff attended the Arizona Refugee Resettlement Program (ARRP) Tucson Quarterly Meeting on June 9, as well as the first meeting of the AARP Strategic Planning Committee's Language and Literacy team on June 6. PPO staff will also attend the June Literate Worker Partner Group meeting at Literacy Connects on June 17 and the RISP-Net/TUSD World Refugee Day Celebration/USCIS Citizenship Ceremony at Catalina Magnet High School Auditorium on June 19.

Workforce Development

PPO staff has cultivated a partnership with **AARP** to introduce the **Life Reimagined** program to the Oro Valley and Green Valley libraries. **Life Reimagined** involves six practices that guide individuals through the process of change. This concept provides a personalized guidance system that empowers individuals to see what possibilities are available in the future. The intent of the program is to provide support in our changing world, regardless of age, socioeconomic level, or

employment status. Volunteers from both library branches are learning how to provide the trainings for our patrons.

Summer Reading Program

PPO staff coordinated the disbursement of SRP materials to library branches and off-site locations. 13,525 books were purchased from Scholastic Inc. for use during the Summer Reading Program. Program calendars (30,000), participant map/trackers (40,000), and field guides (15,000) were also sent to branches, the Bookmobile, Bookbike, and the Juvenile Detention Center. 53 offsite locations received over 2,500 free books and materials to promote Summer Reading and participation with the Library.

DATE: July 25, 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 – June & July 2014

FY2014-2015 Budget Update: The Library budget is close to being finalized. That will happen at the time the tax rates are approved in mid-August.

Comprise Technologies: The smart-money procedures are complete and staff training on the revised procedures is ready to be implemented. However, Procurement had a hold on the replacement of the coin towers and just released a purchase order for the new coin towers. An order has been placed and installation will start soon.

Dusenberry-River Center: With the start of the new fiscal year, there are several remodeling projects that will be initiated over the course of the year. A carpet replacement project kicks-off at Dusenberry-River Library within a few weeks.

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

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

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

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

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

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

DATE: July 22, 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 Library
Pima County Public Library Foundation Board

FROM: Kenya Johnson
Library Communications Manager

SUBJECT: Communications & Publicity – June/July 2014

Media Relations Activities

Arizona Daily Star - Library Article Series

As part of our ongoing monthly series that kicked off in May, Teen Librarian James Walter wrote a great article for the June 22 issue of the Arizona Daily Star titled, [SummerMania!!: An Epidemic of Fun](#). The July 20 issue included the article, [World's best job: selecting books for the library](#), by Collection Development Office Librarian Patti Cheney.

A patron sent this nice email to us the day after Patti's article was published:

I loved reading the column by Patti Cheney in Sunday's Arizona Daily Star. Reminds me a lot of myself. I devour mysteries and wonder if Patti reads any of the same authors: Michael Connelly, Robert Crais, John Sandford, Robert B. Parker (now Ace Atkins), and Lee Child.

I didn't realize I could suggest books for the library to buy. Cool!
Please thank Patti for an endearing article. I'm with her!

SummerMania!! in the News

To help publicize SummerMania!!, I booked Librarians James Walter and Jennifer Caldwell on the local television program, The Morning Blend (KGUN-9) on June 12 (see photo from the show). [Their segment](#) was a hit!

KVOA-4 also ran a [news story about the MegaMania!! event](#) on July 10.



Other Activities

- **The U.S. Department of State** highlighted our Library Nurse program for a June workshop presentation on Trends and Innovations in American Libraries for overseas library staff who work at U.S. embassies abroad.
- **Spanish Services Committee** - I began working with this committee to improve how the Library can better serve the Spanish-speaking/Latino community.
- **Statewide Marketing, Brand and Advertising Campaign Group** – I'm participating in this workgroup of library staff members from the State Library and other Arizona libraries to create a joint marketing campaign for Arizona libraries. Our first meeting was June 25 in Phoenix, and future meetings will be scheduled.
- **American Library Association Conference** – I attended the conference in Las Vegas, Nevada, June 27-30. In addition to attending a lot of great workshops, I had the opportunity to meet with marketing/communications colleagues from other libraries in the U.S. and Canada.

June Media Outcomes

DATE	NEWS RELEASE HEADLINE			
6/6/14	Library Celebrates LGBT Pride Month			
6/10/14	MakerMania!! is coming June 14 at your Library			
6/18/14	TCE Collection moving to Valencia Library			
6/20/14	Woods Memorial Library celebrates anniversary with poem dedication and readings			
Total Outcomes: 17				
OUTLET	DATE	HEADLINE	REPORTER/ AUTHOR	MEDIUM
Pima County employee e-newsletter	June 2014	An evening with 'Soldier of Change' author Steven Snyder-Hill	Toby Wehner (Library Associate)	Web
Pima County employee e-newsletter	June 2014	The Wild West is comin' downtown	Matt Landon (Librarian)	Web
American Libraries Magazine	June 2014	Custom Library Book Bikes Roll Out Across US	Chris Francis	Print, web
Desert Leaf	June 2014	Librarian Files	Claire Rogers	Print, web
Amphi Community Action Group Newsletter	June 2014	Summer Fun in Amphi Neighborhood	Ingrid Trebisky (Librarian)	
Stateline-The Daily News Service of The Pew Charitable Trusts	6/4/14	Libraries See Light After Years of Cuts	Marsha Mercer	Web
Blog for Arizona	6/6/14	New Youth Design Team at Pima County Public Library	Carolyn Claussen	Web
Arizona Daily Star	6/7/14	2014 Lumies presented for work in and support of the arts in Tucson	Kathy Allen	Print, web
The Morning Blend	6/12/14	SummerMania!! with guests Librarians James Walter Jennifer Caldwell	--	TV, web
Tucson Observer	6/11/14	Public library celebrates Pride	--	Print (front page)
Downtown Tucsonan	6/11/14	Tucson's Main Library offers cool reads & fresh seeds, done dirt cheap	James Jefferies	Online
Arizona Daily Star	6/13/14	MakerMania!! gives teens free stuff to do Saturday	Angela Pittenger	Print, web
Sahuarita Sun	6/17/14	3 Questions for...Michele White	Michele White (Librarian)	Print, web
Arizona Daily Star	6/18/14	Get free help with starting your business	Angela Pittenger	Print, web
Tucson Weekly	6/19/14	TIA Superfund Site Documents Moved to Valencia Library	Mari Herreras	Web
Arizona Daily Star	6/22/14	SummerMania!!: An Epidemic of Fun	James Walter (Librarian)	Print, web
Green Valley News & Sun	6/23/14	Bat closes down Green Valley library	--	Web

July Media Outcomes

DATE	NEWS RELEASE HEADLINE			
7/1/14	Get Information, Register to Vote in July at your Library			
7/7/14	Library Presents Free Comics Convention on July 12			
7/9/14	Santa Rosa Library Changes Hours of Operation July 28			
7/14/14	Urban Libraries Council Recognizes Santa Rosa Library as a Top Innovator			
7/21/14	Library Launches Free Movie Streaming Service, IndieFlix			
Total Outcomes: 12				
OUTLET	DATE	HEADLINE	REPORTER/ AUTHOR	MEDIUM
Pima County employee e-newsletter	July	Library presents free comics convention in July	Jennifer Caldwell	Web
Zócalo Magazine	July/August	No Shortage of Summer Events at the Library	James J. Jefferies	Print, web
KOLD-13	7/1/14	It's not too late to register to vote	Jackie Kent	Web
Arizona Public Media	7/2/14	Pima Library, League of Women Voters Helping to register to Vote	Rob Lantz	Radio, web
KVOA-4	7/7/14	If you love to sketch or have a story to tell, MegaMania!! is for you!	Faye DeHoff	Web
Tucson Weekly	7/8/14	Get On Down to MegaMania!	Mari Herreras	Web
ExplorerNews.com	7/7/14	Library presents free comic convention	--	Web
Arizona Daily Star	7/8/14	Street Smarts: Books a hot commodity in early Tucson	David Leighton	Print, web
KVOA-4	7/10/14	Pima County Public Library hosts MegaMania	Monica Garcia	TV, web
Aztec Press Online	7/10/14	MegaMania comes to Downtown Campus	Andrew Paxton	Web
Arizona Daily Star	7/20/14	World's best job: selecting books for the library	Patti Cheney	Print, web
Explorer News	7/22/14	Pima Libraries to stream independent films		Web