

DATE: September 2, 2014

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

FROM: Karyn Prechtel
Deputy Library Director

SUBJECT: Public Services Report - August 2014

The Pima County Public Library started the month by literally saving a life, and it was non-stop from there (see River Library's report). We helped welcome the Children's Museum Tucson to Oro Valley and welcomed five new School of Information Resources and Library Science (SIRLS) Graduate Assistants to our libraries for the school year. We participated in the 6th Annual Feria de la Lectura/Bilingual Literacy Fair at the El Pueblo Activity Center, held our second and wildly popular Grown-Up Storytime, and presented our first "Appy Hour" digital storytime for families, with information on how to use apps to support early literacy acquisition in an age appropriate way.

District 1 – Supervisor Ally Miller

Dewhirst–Catalina Library – Bethany Wilson

Our **Saturday at the Drive-In** program was a smashing success at the Dewhirst-Catalina Library! The kids were super excited to be able to choose their cars before the movie began. We had a lot of honking and speeding around going on before the show, but everyone settled down when the cartoons began. Snacks were enjoyed, and there was lots of giggling. The kids had a great time and the parents were eager to find out when the next drive-in would be scheduled!



Dusenberry-River Library – Dianna Thor

We hosted our first ever **Minecraft free play** and had a very successful turnout. Even better than good attendance was the incredible response from a mother who brought her son to the event. She wrote a note to Jusdina saying, "This was perfect for my son. He made friends with several kids who shared the same interest. It was great to hear them talking and collaborating over

something that he does alone home. He enjoyed himself and learned from the other children.” While handing this note to Jusdina the mother explained that her child has difficulties in school making friends and relating to other kids. This event meant so much to her because she got to witness her child bond with others. It’s great to know that something that seemed so simple to us makes a world of a difference to a parent.

This month an elderly woman collapsed at Dusenberry-River Library with an apparent heart attack. Staff sprang into action as a team, one calling 9-911, another talking with the husband who stood helplessly by, and **Marty Bourbeau saving the day and the woman’s life**, literally, by administering chest compression CPR until the Rural Metro crew was able to arrive and take over. The next day the husband returned with flowers for Marty as an expression of gratitude. He relayed to us that the doctor confirmed what we suspected—the woman would not have survived without Marty’s quick and competent action. “In another lifetime, I was an EMT” says Marty, referring to a career that she had prior to starting work at the library. She tells us, rather modestly, that the skills came back “easier than riding a bicycle.” It’s all in a day’s work for an EMT, I suppose, but not so much for a library worker. We’re so grateful Marty was here in that critical moment, and so very proud of her!

Oro Valley Public Library – Ruth Grant

On July 29th, Children’s Services Librarian Cheryl McCurry and Managing Librarian Ruth Grant participated in the **Children’s Museum Tucson** kickoff event at the Hilton El Conquistador. This event was to highlight the initiative to build a satellite location for the Children’s Museum in Oro Valley, which would concentrate on early childhood learning—ages 5 years and under. This is the time of greatest brain development in children. The Oro Valley Public Library will be partnering with the Children’s Museum Tucson to provide joint STEM programming both at the Library and at the new satellite location.



A six-week health program, **Tao Yoga for adults**, filled to capacity on the very first day of registration! Patrons love this kind of program which started August 6th, and constantly ask for more!



Aspiring writers participated in a motivational workshop that is offered twice a month. Writers have the opportunity to hear what others are writing, and are encouraged to publish and participate in a yearly author signing event. The group is led by Alexis Powers, a columnist in the Northwest section of the Arizona Daily Star.

District 2 – Supervisor Ramón Valadez

Eckstrom-Columbus Library – Mary Sanchez

Eckstrom-Columbus Library is hosting an 8-week early literacy program presented by **Make Way for Books** called **Cover to Cover**. The program for families with children 8 years

and under started on August 4th and will run through September 22nd. Each 30-minute session showcases great read alouds, interactive activities, and literacy tips that promote early learning. Free books and snacks are also provided to all participants.

Librarian Debbie Chavez has started a weekly **Computer Club in Spanish / Club de Computación en español** at Eckstrom-Columbus Library. Participants who have already taken the Basic Spanish Computer classes are learning more about Microsoft Word, how to use MapQuest, create a slideshow presentation with their own photos and music, and many other topics of interest. During each session, time is set aside for participants to work on individual projects. Interest in the club has grown with up to 10 participants attending each week.

Quincie Douglas Library – Sharla Darby

On August 19th Quincie Douglas Library was lucky enough to have special guest Christina O'Connell to help make Bugologists out of our Preschool Storytime kiddos! **Become A Bugologist** was held during our normal Preschool Storytime, with a turnout of 15 kids and 12 adults – the perfect size for this event! We heard a story about all different types of bugs, learned what makes a bug a bug (exoskeleton!), met a live beetle, and crafted huge dragonflies! An excellent time was had by all!

Homework Help and **ReadStrong** started up again in August. We have added an additional day of Homework Help– Sundays (for those who tend to wait until the last minute). Our Homework Help instructors are being kept busy with an average of 10-14 students a day and ReadStrong has already seen an increase in attendance since moving back to the library.

Quincie Douglas Library welcomed our new **School of Information Resources and Library Science (SIRLS) Graduate Assistant**, Abigail Lopez this month. Abigail is one of the SIRLS Knowledge River Scholars. Knowledge River is a Tucson-based educational experience within the School of Information Resources and Library Science (SIRLS) that focuses on educating information professionals who have experience with and are committed to Latino and Native American populations. We are happy to have her as part of the team this next year.

Sahuarita Express Library – Michele White

Librarian Michele White and Computer Instructor Rifka Boswell visited the local **Friends in Deed**, a weekly blood pressure screening & social gathering for local residents. We provided a demonstration of our **Yarn Addicts'** “Knitted Knockers” program and discussed other programs we offer at the Sahuarita Library. One participant commented that she had heard about the “knitted knockers” on television, and was very excited that it was actually happening in her community.

Sam Lena–South Tucson Library – Marissa Alcorta

On July 24th, staff participated in the **Healthy Habits South Tucson Back to School Block Party**. Over 900 families attended and were able to receive free backpacks, free bike helmets, and other information and giveaways from over 25 non-profit organizations to help with their transition to back to school. Free food and refreshments were also provided. Staff had an outreach table at the event to hand out library cards, information on library services, and some fun giveaways. It was a fun community event to participate in!



On August 2nd and 3rd **Bicas** provided a **bike-building workshop for youth** at Sam Lena-South Tucson Library, entirely in Spanish. The funding for the program was provided by Nuestras Raíces. Bicas brought enough materials for 7 youth to participate, with 6 completing building a bike from start to finish over the two day workshop. It was a great way to empower these youth to create something of their own, building it with their own two hands! Pima County also provided Bicas with free bike helmets for the youth and their learned about bike safety while taking the class. They were all very excited to complete their own bike and ride away with it at the end of the workshop!

Santa Rosa Library – Susan Husband

Our Summer Reading Program, with its science emphasis, was very successful this year. Programs were well attended with local children learning about volcanoes, art, animals and even getting to watch a model rocket launch!

Santa Rosa Library's hours of operation were changed at the beginning of August, so we are now opened Monday through Friday and no longer have Saturday hours.

The most exciting event of the summer was an award of **Honorable Mention** given by the **Urban Libraries Council** for innovative programs. Our **Healthy Snack Program** was recognized in the category of Health, Wellness and Safety. Caitlin Burns, Library Associate, was instrumental in getting the program up and running. We took a summer break, but started up again with the new school year.

Santa Rosa Library outreached to the Drachman Montessori School open house on August 1, the first day of school. Staff talked to more than 60 parents and students at this event.



District 3 – Supervisor Sharon Bronson, Chair

Caviglia-Arivaca Library – Leesa Jacobson

Monsoon season in Arivaca proved to be the ideal time to explore two fascinating Chinese art forms. Teachers from **A-Long's Kung Fu Academy** in Tucson made two visits during August, braving storms and running washes to offer workshops on **Qigong and Chinese Calligraphy-Shufa**. Participants of all ages and fitness levels enthusiastically practiced the basics of Qigong breathing, stretching, and meditation. Later in the month, another group of local residents (from professional artists to those who'd never before held a brush), learned to paint some Chinese characters and were introduced to the basics of Chinese calligraphy methods and the medium of Shufa to develop focus and relaxation. Both workshops left folks asking for more—next year's program arrangers will take note!

Flowing Wells Library – Karen Greaber

The quarterly craft program this month involved making your own wind chime using recycled materials. Participants used cutlery, metal scraps, tiles and paper, among other things.

Geasa-Marana Library – Vickie Duraine

The month was all about literacy at Geasa Marana Library. Baby/Toddler Storytimes are threatening to outgrow the Storytime room. This month, 104 people attended compared to 28 people last August. But babies aren't the only ones learning new skills. The weekly individual computer sessions are always reserved and customers "drop in" daily for assistance with their new or contrary devices.

Nanini Library – Kristi Bradford

Nanini Library hosted a summer CreateIt "mini-camp" called ***A Book About You***. Over the course of three days, eight participants ages 11-14 explored photography, design and technology to produce an 8-page booklet that expanded on the idea of the "selfie." Jeff and Renee Speigner, CreateIt mentors, skillfully led the workshop. Six of the participants ended up with beautifully produced booklets and all the kids seemed to love the process.

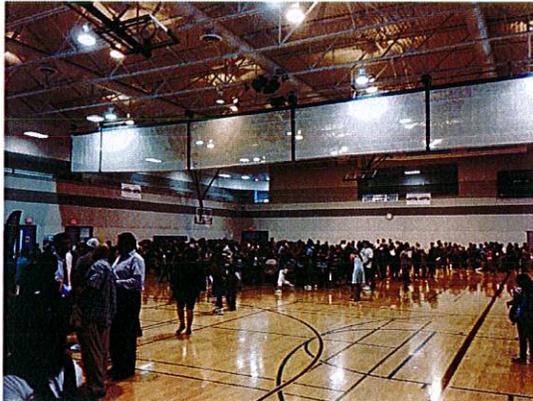
Salazar-Ajo Library – Linda Lam

The Salazar-Ajo Library continued to provide creative activities to keep cool during these summer days. There was Plate Weaving using a disposable plate, some yarn and plenty of imagination; Found Art (use ours or bring your own), which became part of our August Art Exhibit; imagine turning a canvas shoe into a piece of art, that was our Shoe Painting Project; and, lastly, replace those plastic shopping bags with stylish, washable T-Shirt bags created by participants. The Salazar-Ajo Library also presented a Meet the Computer class and Basic Email class utilizing the MAGic screen magnifier and keyboard.

Southwest Library – Paulina Aguirre-Clinch

Members of the Nuestras Raíces Committee representing the Eckstrom-Columbus, Sam Lena-South Tucson, Valencia, and Southwest Libraries participated in the **6th Annual Feria de la Lectura/Bilingual Literacy Fair** at the El Pueblo Activity Center. The event was brought to the community by the Consulate of Mexico in Tucson and Tucson City Councilor Regina Romero.

Children received books in Spanish and backpacks. In addition to preparing one of the craft activities for the event, Nuestras Raíces shared at least 900 books with children and distributed information about the library to their families. This event continues to grow every year with at least 3,000 attendees this year.



We spoke to twenty educators about online Homework Help resources while attending the staff meeting for **TUSD's Native American Department** to which I was invited after speaking with the department's administrative assistant about our library programs and services.

Southwest Library has just formed a new partnership with **Herencia Guadalupana Lab Schools** by offering Thursday morning story times for the preschool class. Our first story time was a success—five young attendees and their teachers danced enthusiastically to songs such as “Shake Your Sillies Out” by Raffi, and they enjoyed listening to *Is Your Buffalo Ready for Kindergarten?* By Audrey Vernick, and *In a People House* by Dr. Seuss.

Wheeler Taft Abbett, Sr. Library – Cat Strong

Summer reading was an unqualified success. Our summer reading families loved the new book fair style presentation for choosing their free books. It was an exciting way to spark a love of reading. Over 1,600 children from birth to age 12, 800 teens and 454 adults participated in the summer reading program at Wheeler Taft Abbett Sr. Library. 146 programs were presented by library staff and presenters with over 3,000 attendees. A total of 25 teen and adult volunteers donated over 800 hours of their time during the summer reading program, contributing greatly to the success of the program. The library received several positive quotes about the Summer Reading Program. One quote from Abbett Library's Summer Reading Program survey enthusiastically remarked, “We absolutely loved the reading program. The staff did a great job. We visited the library often and now reading is a routine at our house. THANK YOU.”

After the Summer Reading Program, the library hosted a party planned by our awesome **Teen Advisory Board** to recognize all our teens who volunteered their time and talents to the library throughout the year. During the Summer Reading Program alone, 18 teen volunteers gave 810 hours to the library.

Summer vacation may have ended, but engaging programming for kids and families is still in full swing at our library. Kendra Davey presented our first “**Appy Hour**” **digital storytime** for families showcasing digital story resources for parents with information on how to use apps to support early literacy acquisition in an age appropriate way. School age children also had a blast

with slime at our monthly Science Saturday storytime focused on getting kids and families excited about STEM (science, technology, engineering and math) learning.

Woods Memorial Library – Coni Weatherford

Woods Memorial Library, along with Eckstrom-Columbus Library, partnered with **Literacy Connects** to host **Stories That Transform**, a six-week theater class for adult learners open to basic literacy students and English learners. The Woods Memorial Library group of 10 regular students is currently in the phase of dramatizing the stories they've written. Both teachers and a number of students have reported how much fun they are having. They will be doing a potluck and final performance on September 5th in the new Literacy Connects building on 200 E Yavapai Road in the Amphi neighborhood. They hope to take the show on the road to adult education classes at Pima College and other classes throughout the city.

It's Back to School time!! Librarians Maureen Kearney and Ingrid Trebisky were invited to **Presidio School** to share library resources with teachers and to staff an info table during Open House orientation. Presidio School has a maximum of 380 students and all the parents and students passed by the PCPL library table before picking up class schedules. We were a big hit especially since we were giving away a "flying alarm clock" as part of a raffle. A number of flying alarm clocks were donated to Woods Memorial Library and have been a wonderful marketing tool in programs as giveaways.

District 4 – Supervisor Ray Carroll

Joyner-Green Valley Library – Donie Gignac

Even though it is summer and winter visitors are gone, adult programs are still going strong at the library. JA Jance visited, entertaining 100 folks. Programs have been presented on Solistic hospice: are your affairs in order; Alzheimer's basics; "The life of a black bear"; "I remember" writing program; an opera preview and an art talk. The Language Exchange folks continue to meet. The Friends of the Green Valley Library hosted a book give away for about 96 teachers and families. Donie Gignac, branch manager, manned a table of library information at an early childhood literacy conference hosted by United Way of Southern Arizona. 100 folks attended that conference. It has been unusually busy during what is normally our "slow" time.

Miller-Golf Links – Mary McKinney

A wide variety of displays at Miller-Golf Links Library allow you to see antique lenses, cameras, and a very early View-Master, look through a stereoscope, keep cool by examining ornate fans, appreciate the Cienega Watershed through **student photos and poetry**, and awe over the **drawings done by the late Richard Uhrich**. After being hit by a drunk driver, Richard was quadriplegic and used a felt-tipped pen wedged into a brace on his hand to make intricate drawings of animals, a child playing piano, a ship, a deep sea diver, and a lighthouse just to name a few.

Tohono Chul's Desert Players brought bats to the library during their fantastic (but a teeny bit scary according to one toddler) show on August 6. *The Treasure of Coronado Cave* was seen by 50 delighted guests.

A customer reported that she got the consulting job that she wanted and is now working from home. She came to the library every day when she was searching.

District 5 – Supervisor Richard Elías

El Rio Library – Emily Lane

This month El Rio Library hosted our second **Grown-Up Storytime**. 35 people gathered after hours to listen to stories read aloud, watch short films and even play games and do a craft (making flowers from book pages). The night, where the focus is fun and humor for adults, welcomed all customers including a Pima Community College GED class. It was a fantastic opportunity to show adults how much fun we can have with reading, regardless of age.



Customers at Grown-up Storytime watch a short film through our new streaming movie service, IndieFlix.

El Pueblo Library – Aaron Valdivia

For the past month students from Pueblo High School have been coming to view their artwork and take “selfies” with their pieces hanging in the Library. Their AP art instructor assigned this as a ‘for credit’ project in partnership with the Library. Having students’ artwork in the Library has given the students a sense of pride and ownership of the Library and the instructor having them come in to view their work has increased our visibility to the students.



On July 23rd we had Vivian Enos do one of her craft projects along with kids from the El Pueblo Activity Center. We had over 20 teens participate in “Your Name in Beads” where they made jewelry with their names on the pieces.

Himmel Park Library – Sharla Darby

Saturday, August 23rd was a great day to fold paper animals. Mary Ellen Palmeri, a new presenter to PCPL, visited Himmel Park Library and gave an outstanding lesson in origami to a class of fifteen. Three-dimensional giraffes, pandas, penguins, and birds effortlessly emerged from pieces of colorful paper, all through the Mary Ellen’s simple instruction. Even those with the most rudimentary folding abilities were able to create an entire zoo by the end of the program!

August is Back to School month, and here at Himmel Park Library we hosted 4 classes from nearby Edge High School. In total, over 60 students learned about library services such as Homework Help (in-person and online), Gale databases, Freegal, Encyclopedia Britannica, NoveList Plus, catalog searching, and other library programs. Some 15 students received their first library cards. All the groups toured the space, and many were excited to return and take advantage of the library’s offerings.

Joel D. Valdez Main Library – Sandy White

The new **Paulo Freire Freedom School Downtown** brought more than forty 6th and 7th grade students to the Main Library's Teen Room for a visit on August 1. Everyone registered for library cards and was oriented with library resources. The new Charter middle school plans on partnering with the library to support classroom activities throughout the year.

Main Library staff has been presenting popular and well-attended monthly workshops called **Using ReferenceUSA: Tips and Tricks**. Local entrepreneurs who attended these workshops learned how to use ReferenceUSA to locate potential customers, and members of the local non-profit community learned how to identify potential donors. On August 7, when workshop attendees were asked what they liked the most about the class and the ReferenceUSA database, they wrote very positive feedback on their evaluations, including this one, "An extremely valuable tool to get important statistics valuable to starting a business and concentrated marketing campaigns."

A screening of all summer videos and other media projects produced during June and July CreateIT classes took place in the Main Library Teen Room on August 16. All participants were invited to see the projects from TV Studio Production with Access Tucson, Introduction to Python Programming, Video Fun with Pan Left Productions, Stop Motion Animation, and Voice-Over Animes at MegaMania. More than 30 people enjoyed the viewing.

Martha Cooper Library – Dianna Thor

Our ReadStrong Instructor, Kimberly, shared this gratifying story: "A 7th grade girl came in to me last Wednesday and needed help with her science homework. She had to answer all her questions in complete sentences, so she asked me to help her. We worked together for about two hours. Yesterday she came in to work on more homework, and as soon as she walked in the door she said, "Kim, WE got an A! Ten out of ten!" She was really happy. "

Our Adult Services Librarian, John, shared the following about the long-awaited formation of a **Chess Club** at Martha Cooper Library: "The Club debuted with 14 eager participants of all ages playing and learning the classic game of chess. In the four weeks since its inception the chess club continues to draw new players of all ages, from the neighborhood and beyond. During library hours, requests for the chess boards from teens have drastically increased."

Mission Library – Margaret Wilkie

Homework Help started back on August 11th. We are very fortunate to have James Mathews back as our tutor. He is a seventh grade teacher at the award-winning C. E. Rose Pre-K – 8 School.

Volunteers from the **Tucson Electric Power's Community Action Team, Home Depot** volunteers, Pima County Facilities staff, and Mission Library staff worked together to paint the interior of the library in two days, August 23rd and 24th. TEP not only furnished volunteers, but they also contributed equipment, supplies, and food. Home Depot donated painting supplies and was able to get **Behr Paint** to supply all the paint. In two days 80 people worked together to move 768 linear feet of library materials, remove shelving, remove signage and art work, tape off windows, patch and paint walls and then repeat the process in reverse. The library was open for

business on Monday, August 25th, at 10am. This was not a small task, and the Mission Library staff is very appreciative for all the work done by the TEP and Home Depot volunteers, Pima County Facilities staff, and the support, guidance, and publicity provided by other PCPL staff members and administration.



Valencia Library – Kathy Konecny

Valencia Library partnered with the **Shyann Kindness Project** and the **Sunnyside Neighborhood Association** to host **Kindness Week** in late July and early August. The week's three storytimes included books, crafts and lessons about treating others with kindness. The collaboration culminated with Backpack Night on August 1 that required children to write a brief essay on kindness in order to participate. Approximately 354 children received backpacks, school supplies and dental packages and 2,821 books were distributed. An additional 22 preschool children received stuffed animals, books and dental packages. Thanks to the generous donation by Chairman Ramón Valadez' office, 5 children won computers from RISE for writing the best essays.

This summer, Valencia Library began collaborating with the **U.S. EPA**, the **Unified Community Advisory Board (UCAB)** and the **Pima County Public Health Department** in order to provide improved access to information regarding the Federal Superfund Tucson Airport Remediation Project (TARP) involving the cleanup of TCE and other chemicals from Southside water. A repository collection of TARP reports and other related materials were transferred from El

Pueblo Library to Valencia in June 2014. Since June, about 120 children participated in clean water-themed storytimes. Also, UCAB and Pima County Health Department representatives staffed an information table for the public. Several customers have expressed gratitude that the collection is available at Valencia, and library staff has shown them the many other PCPL resources available to help them research the topic.

Activities funded by Friends Groups

Friends of the Joyner Green Valley Library

Green Valley Library - Language Exchange, Focus on Art, Opera preview

Friends of the Kirk -- Bear Canyon Library

Bear Canyon Library -- none reported

The Friends of the Oro Valley Public Library

Oro Valley Heritage Collection, Storytime Crafts, Snacks for Teen Advisory Board, Tao Yoga for Adults, 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 Pima County Public Library

Arivaca Library -- Qigong, Chinese Calligraphy-Shufa

Columbus Library -- Tohono Chul-Treasure of Coronado Cave, Science Saturday! Desert Reptiles presented by Arizona Sonoran Desert Museum, Aspire! Art-Mazing Arizona presented by TeenzArt

El Rio Library -- Grown-Up Storytime, Front Desk Banner

Flowing Wells Library -- Wind Chime workshop

Joyner-Green Valley Library -- Alzheimer's basics, "I remember" writing program

Main Library - Teen Back to School Ice Cream Social, Storytimes

Martha Cooper Library -- Chess Club, Come Craft with Us!, Teen Lounge, Storytimes, Sensory Friendly Storytime, Café Book.

Nanini Library -- Teen Advisory Board, Minecraft, Second Saturday Scrabble, Northwest Readers Adult Book Club, Fairytale Altered Book Workshop, Bibliomania teen book club

Quincie Douglas Library - none reported

River Library - Weekly Chess Club, Storytimes, book discussion groups, Minecraft free play, End of SRP Teen Volunteer Appreciation Event.

Southwest Library – Bead a Cell Phone Charm, Big Hunk Candy Bars and Geology, Feathered Friends, Fizz Boom Wow! Stink Bugs, Skunk Beetles, and More!

Wheeler-Taft Abbett Library – Family Storytime, Science Saturdays, Chess Club, Teen Advisory Board, Minecraft/Minecraft Mondays

Woods Memorial Library – Youth Lib Crib, Youth Activity Table, Publishing Genre Fiction, Rattlesnake Riting, Snack Attack.

Valencia Library – Shyann Kindness Backpack Night, Teen Time, Gaming Lounge

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FROM: Amber Mathewson
Library Deputy Director

SUBJECT: Strategic Initiatives Report – August 2014

Health Initiatives – Highlights from FY13-14

- Eighteen of Pima County Public Libraries are routinely visited by Public Health Nurses, providing customer health information, programming and patient referral.
- Five library nurses were trained as Assistors for the Healthcare Marketplace, as well as ACCCHS certified enrollers – thus providing help to patrons looking for insurance.
- Library nurses provided guidance in obtaining health programming, including programs on Alzheimer's, diabetes, nutrition, and Tai Chi, as well as creating health information kits for use throughout the library system funded by the National Library of Medicine project for creating healthy families.
- Pima County Public Library received the ULC Top Innovator Honorable Mention for the Santa Rosa Snacks program, which was a collaboration among PCPL, University of Arizona Nursing students, Pima County Health Department, Friends of Pima County Public Library, and the Community Food Bank.

Small Business and Economic Development

Job Connectors Meetup

The **Programs & Partners Office** held its 6th Job Connectors Meetup on August 8. It was a tremendous success!! Over 60 people, representing 24 community organizations, attended our workshop which was held at the YWCA Tucson. Attendees were able to interact with employers and gain vital information about how to properly prepare their job seekers. We also focused on how to assist job seekers with criminal backgrounds. U.S. Magistrate Charles Pyle introduced the Second Chance Initiative video and provided us with a community vision for helping this population. Primavera, CPSA, and Old Pueblo Community Services worked with us to facilitate the hands-on activity that led to the creation of a resource toolkit these organizations could begin using right away.

We are very excited about this workshop because we are reaching beyond our doors and creating an impact that will be felt throughout the community.

Participants had this to say about the workshop:

"A personal thanks to you for a great little meeting. No fooling - I really loved the size of it. Everything was well done, from food, to the Y facility, to the planning, and to you for keeping us on time! I really liked the last 3 activities, especially the opportunity to create an assessment."

"What a wonderful workshop yesterday. The amount of time you had put into this was incredible and what a success. Thank you for inviting me and again great job."

LSTA 2013 Self-Employment and Micro-Enterprise Initiative

The Library initiated programming around self-employment as a path to self-sufficiency and financial stability with its **Self-Employment and Micro-Enterprise Initiative**. The initiative, facilitated by the **Programs & Partners Office**, expanded library programming that helped 453 residents explore their interests and learn new skills in order to complete the business registration process, launch a new business, or take the next steps toward a new venture or future career. New programs taught mothers and daughters about entrepreneurial and communications skills that they could use throughout their lives, allowed people to explore the feasibility of their business idea(s), gain extra support for building a business plan, and allowed them to take a powerful idea and make it into an enterprise. The Library provided additional counseling and assistance for aspiring small business owners and entrepreneurs through drop-in sessions and coordination with community partners like SCORE, Microbusiness Advancement Center, Women's Business Center, and Pima County One Stop. In the first four months of the project, four individuals started businesses after attending the workshops and drop-in sessions. These include a web design company, a home inspection business, and a second-hand clothing store. The individuals attributed their success to their participation at the Library.

This initiative created a sustainable model for the provision of business support services in the library. Continued partnerships with Women's Business Center and SCORE will support business exploration and feasibility, monthly workshops for ReferenceUSA will support business research, and access to webinars through SCORE and the Small Business Administration will support continuing education.

Collection Development Office – Richard DiRusso, Manager

We have begun the process to obtain lease programs for bestseller books and blockbuster DVDs through Baker & Taylor. Both will allow us to better meet demand of high profile titles and reduce the amount of surplus and missing items after popularity fades.

In September, we will add another streaming video service – Freegal Movies – to our repertoire. Freegal Movies offers patrons 24/7 access to over 5,000 films with simultaneous use. The limit is three movies per week for 48 hrs. per title.

Juvenile Detention – William Bevell

Two Summer Reading Program, Reid Park Zoo and Art Speak, were very popular at the Juvenile Detention Center in July and entertained most of the youth and many staff. We also highlighted the passing of popular YA author Walter Dean Myers by displaying his many books. We also made a display for substance abuse and depression awareness with informational handouts and emergency phone numbers to address the passing of actor Robin Williams. School has resumed after a limited July schedule, and reading and usage of the library is increasing.

Library Service Manager Reports

Communications and Systems Office – Jen Maney, Library Services Manager

Data Visualization Project

Web Development Librarian Jenny Gubernick mentored a SIRLS student, Milo Rook, over the summer in a data visualization project. Milo created graphical ways for library staff to look at regularly-gathered data. The data is put into a spreadsheet, and code pulls it into a webpage that show the data in charts and graphs. The project is currently under review by Library Administration and may make its debut on our new website in November.

BiblioCommons Website Project

The Library team has gone through a series of trainings with BiblioCommons trainers to understand how the underpinnings of the new website will work. In early September, Library staff from around the system will learn how they will be able to contribute content to the new website. Staff will be able to create recommended reading/watching/listening lists, review items in our catalog, create blog posts, tag items, and input events for the calendar. The project is on track and the website will go live to the public before Thanksgiving.

Brandraising Project

Brand Strategy & Graphic Design Specialist Lori Thayer has pulled together a team of staff to work on raising the Library's brand and building a brand identity for PCPL. The primary work for the group will coincide with the timeline of the website project so that we can launch the new website with our new brand identity.

Learning Labs Youth Media Center Project

Staff members are working on the final report for the IMLS/MacArthur [Learning Labs planning grant](#). The report will include the Youth Design Team's recommendations for the space at Main Library. Project leader Jennifer Nichols is working with the staff implementation teams on next steps.

Staff Development Updates

Jennifer Caldwell, who coordinates staff development for PCPL, brought in [Cheryl Gould](#), a Learning Facilitator who specializes in libraries, to conduct two trainings for staff. The first focused on leadership and was designed for members of our Executive and Management Teams. The second focused on developing soft skills, those less tangible competencies that are so fundamental to work with the public. That training was designed for staff at all levels. Both training sessions were very well received by staff. Jennifer is currently working on developing a catalog of training for staff.

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

Summer Reading and Learning

Genuine motivation is the biggest driver of learning and the Library's Summer Reading Program would not be possible without the collaborative efforts of partners in the learning community, our talented staff, and the enthusiasm of our customers. Like the last three years, the 2014 science-themed program(s) **Fizz, Boom, Read!** and **Spark a Reaction** focused on reflection, discovery, insight, and self-direction, rather than reading to earn prizes.

Pima County Public Library participates with the State Library, the Institute of Museum and Library Services (and the 49 other states) in the Collaborative Library Summer Program. Oro Valley Public Library's Children's Librarian **Cheryl McCurry** serves on the Summer Reading Committee for the State of Arizona and works closely with the State Library on goals of the Collaborative. The Library is not alone in supporting these goals either. Once again, this summer invited more than **33,000** participants of all ages, from 17 months to 92 years. This was possible with **\$1,369,150.00** of support from the Friends of the Pima County Public Library and other long-standing partners in the community.

Summer reading encourages people to read learn and explore, and many express their gratitude for what they find at their local library. "We loved all of the projects, field trips, and the library books. We loved the variety of books and stories...Excellent way to keep kids into healthy past time!!" says parent Angela. As a result of the summer reading program people volunteered **9200 hours** at the Library. Parents reported that their children's reading improved, or that they graduated from first grade books into chapter books, which isn't surprising since Pima County residents



spent around **29,207,528** minutes reading. Due to a new partnership with Scholastic Book Fairs, more than **sixteen thousand favorite books** got to go home with a child this summer. "We do this program every year, love it! We love this program because for us parents that can't afford to put our kids in summer camp and other costly programs. The reading program keeps our son busy as well as the programs you provide for the kids throughout the summer at the libraries. Thank you!!!"

Partnerships: Primavera

Our office worked with Primavera to provide job retention workshops for their participants. Primavera serves individuals with significant barriers to employment, including homelessness. **Programs & Partners** was able to coordinate the use of the computer training lab at Santa Rosa library in order to facilitate this program. Participants attended training every Friday for four hours during the first and second quarters of this year. We are now in the process of coordinating the use of the space for their resume writing workshops. Our office will provide training to Primavera trainers in the use of WinWay resume writing software. WinWay can be found on all public library computers, as well as at the Pima County One Stop.

DATE: September 8, 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 – August 2014

FY2014-2015 Budget Update: The Library budget has been finalized and thankfully includes a \$.06 (6 cents) Library District tax increase. This increase will carry us over to next fiscal year; however, it is still short by \$4-5 million. An additional \$.04 to \$.05 increase will be required over the next two fiscal years to bring the budget into balance.

Comprise Technologies: The Smart Money procedures are complete and staff training on the revised procedures is ready to be implemented. Procurement has released a purchase order for new coin towers. An order has been placed and installation has started. Some time will be required to complete additional training of staff on the new coin towers. However, we continue to move forward.

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 some time to correct.

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

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

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

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

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

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FROM: Kenya Johnson
Library Communications Manager

SUBJECT: Communications & Publicity – August 2014

Media Relations Activities

Arizona Daily Star - Library Article Series

Mary Margaret Mercado, Youth Services Librarian at the Sam Lena-South Tucson Library, contributed the August article, [Open doors, discover new worlds at your library](#). Several people were inspired by her story, including staff:

An email from one library staff member

Wasn't that a great way to start the day?

And not only was it a terrific article, she got star placement too!

My husband pointed it out to me after I had already seen & read it.

Good to know that "regular folk" (i.e. non-staff members) take notice! ☺

An email from another library staff member

After reading 3M's article for the Star I am inspired. Even though I hate writing, I think I have the best job in the world...

I talked about this project at the August Public Service Managers meeting and sent out another email to recruit contributors. As a result, we now have 6-8 staff members who have contacted me and are interested in contributing their own articles.

Other Activities

I'm also involved in several other projects including: the Library's new website; the Summer Reading Program; the development of a brand for the Library; and the Business Entrepreneurship Team.

August Media Outcomes

DATE	NEWS RELEASE HEADLINE			
8/5/14	Temporary Closure at Mission Library on August 23-24 for Re-Painting			
Total Outcomes: 7				
OUTLET	DATE	HEADLINE	REPORTER/ AUTHOR	MEDIUM
Green Valley News	8/6/14	DVD swan song? Library slowly moving toward streaming	Regina Ford	Print, web
KGUN-9	8/7/14	Residents hoping to give local library a face lift	Keaton Thomas	TV, web
Arizona Daily Star	8/8/14	Mission Library to close 2 days for paint job	Darren DaRonco	Print, web
TucsonNewsNow	8/13/14	Downtown building evacuated as police investigate threat	John Ames	TV, web
Arizona Daily Star	8/17/14	Open doors, discover new worlds at your library	Mary Margaret Mercado	Print, web
Arizona Daily Star	8/20/14	Free snacks at the library (blog)	Angela Pittenger	Print, web
KVOA-4	8/23/14	Weekend volunteers help improve Tucson community	Domenica Fuller	TV, web