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**DATE:** October 6, 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 – August & September 2014**

Budget

- On Monday, August 18, 2014, the Pima County Board of Supervisors approved a Library District FY15 Tax Rate increase of \$.06 per \$100 assessed valuation that is estimated to generate \$32,747,156 in property tax revenue for the District. The Library District FY15 Budget approved in June is \$37,202,853.

Legislation

- E-Rate (see 2 attachments)  
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 21<sup>st</sup> 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. [Read and share these vital E-Rate resources >>](#)

Partnership/Grant/Donation News

- 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.
- PCPL has been nominated for the 2015 Institute of Museum and Library Services (IMLS) National Medal Award by Rep. Ann Kirkpatrick. PCPL was a Medal Finalist in 2014.

### 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

Pima Library Foundation Board

Literacy Connects Executive Board and Building, Fund Development & Governance Committees

Tucson Festival of Books Steering and Authors Committees

#### Workshops, Seminars & Events

24th Annual LULAC/FBI Community Service Awards Luncheon

Bridges Out of Poverty Special Presentation and Discussion

First Things First Fundraising Dinner in the Stacks, Phoenix Public Library

Innovative Interfaces, Inc (III) - site visit

Leadership for Leaders Workshop w/Cheryl Gould

MEC Annual Retreat, University of Arizona, PCPL Student Ambassadors Program

Pima County Bond Advisory Committee Meeting

Pima County Workforce Investment Board Meeting, Port of Tucson

Pima Prospers Guidance Committee

Sahuarita Wins Meeting and Presentation about the Proposed Sahuarita Branch Library Tucson's 239<sup>th</sup> Birthday & Mission Garden's Progress Celebration

#### Community Leaders

Bill Finley, Director of Development, UA Humanities Department

Shirley Sandelands, Past President, League of Women Voters

Sue De Armond, Chair, Membership, League of Women Voters of Greater Tucson

T. VanHook, CEO, Habitat for Humanity

#### Branch Library Staff Meetings/Visits

Dusenberry-River

El Rio

Kirk-Bear Canyon

Martha Cooper

Murphy-Wilmot

Quincie Douglas

Valencia

Woods Memorial

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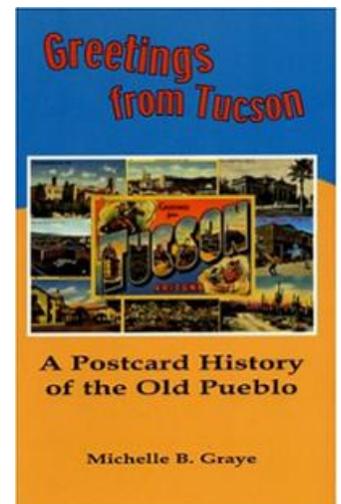
**FROM:** Karyn Prechtel  
Deputy Library Director

**SUBJECT: Public Services Report - September 2014**

### **District 1 – Supervisor Ally Miller**

#### **Dewhirst–Catalina Library – Bethany Wilson**

“Greetings from Tucson: A postcard History of the Old Pueblo” presented by former Tucson librarian and local author Michelle Graye was a great success at Dewhirst Catalina Library. Michelle recounted the many aspects of the Tucson area with beautifully illustrated postcards, while giving a short history of the postcard and mail service in the U.S. She explained how many postcards were used to not only illustrate the local area, but businesses and government facilities such as the architecture of Carnegie downtown library and the Spanish influenced court house. Michelle also covered postcard collecting vs. stamp collecting. Having written a book of the same title as the presentation, Michelle also explained the process of getting her book published and the difficulties she had with printing due to the nature of the colors on the older postcards. The overall informative nature of the subject seemed to be appreciated and enjoyed by all participants.



#### **Dusenberry-River Library – Dianna Thor**

The preparations for Dusenberry-River Library’s re-carpeting project included letting our library-sponsored groups know that gatherings will have to be postponed until the meeting room is available again. But the Library’s assorted constituencies (including the book clubs, the Rillito Writers and the Strings Attached craft group) did not take this news lying down. Their response was a resounding “No Way, “ and it was gratifying to see how they calmly went about securing alternate nearby temporary venues where they can wait out the project without missing a single meeting. Another example of the close connections patrons feel to Dusenberry-River Library and the activities they enjoy here!

### Meeting room as temporary staff work area



### **Oro Valley Public Library – Ruth Grant**

With the growth of young families in the Oro Valley area, so have our storytimes. On Friday, September 19, over 90 toddlers and caregivers celebrated “Talk-Like-A-Pirate” Day at storytime. They read pirate stories, sang pirate songs, and many dressed up like little pirates.

One very popular event this month was our Teen “Maze Runner” Movie Premiere on Saturday, September 20. Young adults who had read the book by James Dasher and were planning on seeing the movie, competed in a “Jeopardy”-style game, enjoyed discussing the book/ movie, and eating “Maze Runner” snacks.

### **District 2 – Supervisor Ramón Valadez**

#### **Eckstrom-Columbus Library – Mary Sanchez**

Eckstrom-Columbus staff participated in the 13<sup>th</sup> Annual Prevention Celebration at Freedom Park on Friday, September 19. This year’s theme emphasized the importance of family, community, home, friends and drug-free living. Our Family Services, the 4R Communities Alliance, along with other prevention groups in the area helped sponsor the event. There was free food reflecting the ethnic diversity of the neighborhood, music and entertainment, and giveaways donated by local businesses. Eckstrom-Columbus staff participated on the planning committee, performed stories during the entertainment segment, set up the Oculus Rift 3D (virtual reality) headset for youth to try out, and hosted a library information table and bookmark-making craft for youth. The event attracted approximately 700 people from the area.

Children’s Librarian Elizabeth Soltero partnered with the Community Food Bank of Southern Arizona to start an after-school snack program at Eckstrom-Columbus Library, modeled after the one at Santa Rosa. The goal is to provide nutritional snacks to youth on Wednesday afternoons to coincide with the TUSD early out schedule. This is wonderful program that will really help many of the disadvantaged youth and families in our service area. The program was an overwhelming success with 52 youth participating on the first day.

Librarian Debbie Chavez had been leading a Spanish Computer Club, where participants are taught advanced computer skills in Spanish. Last week Debbie taught her group the basics of PowerPoint and then asked them to create and present their own short PowerPoint presentation

during the next session. One of her students, who has also been taking a computer class at the YWCA, expressed her gratitude. She was able to use her new skills and create a PowerPoint presentation for her YWCA class. Previous Spanish Club sessions have included learning Windows MovieMaker, Facebook, and Pinterest.

### **Quincie Douglas Library – Sharla Darby**

Quincie Douglas Library hosted the first of three Kids Cook events for young children on September 2. All three events are designed to teach kids how to make healthy snacks, especially after school, with what is around the house. The kids made smoothies and at least two kids exclaimed, “These are really good!” Over 15 kids and parents attended this session and many have signed up for the subsequent sessions in October and December.



Quincie Douglas Library programming literally exploded on September 13! Megascience Meg captivated her full house audience with dry ice demonstrations, a volcano cake, and bubbling lava sliminess. In the end the kids devoured the volcano cake and frothy Root Beer floats. Parents were impressed that it can be relatively easy and entertaining to teach science to children.

To round out September, we will have a “Gardening in Small Places” lecture and demonstration for adults on the 23 and a “Yoga and Children’s Literature” presentation at an expanded story time for toddlers on the 30!

### **Sahuarita Express Library – Michele White**

On September 6, MadScience once again presented an excellent program, “Laser Lights” that captured the attention of a full house of kids.

### **Sam Lena–South Tucson Library – Marissa Alcorta**

GED classes started up again on September 3 here at South Tucson. Our instructor, Sandra, has done a great job recruiting returning students and incorporating computer basics into her classes, so students can get up to speed on taking the online GED exam. We have modified hours (Mon-Thurs 4:30-6pm) for the class and added an extra day, and it has been working well.

A large group (40) of students and parents from Ochoa came for a class visit with their teachers on September 10. Librarian Mary Margaret assisted them with large class project research on Ecology, Biomes, Life Cycles, Sustainability, and Greek Mythologies/Civilization. Many a book

was called in to assist with the research as well as showing the students and parents the various databases available for their use. Many students were also signed up with brand new library cards. It was a really successful visit and the students were able to get a jump start on their school projects.

Librarian Mary Margaret was invited by Holladay Elementary to do an author visit at the school to celebrate Hispanic Heritage Month and the 16<sup>th</sup> de Septiembre. She read from her published book, *Splat*, and also read other books to a large group of students (250 students) focused on celebrating Mexican-American culture.

On September 23 we hosted DC Unlimited's DIY Fun with Mandalas. About 30 customers participated in the program. They learned about the history of mandalas across cultures for health and mediation, and each participant was able to create and color their own mandala.

Librarian Mary Margaret recently wrote an article for the Arizona Daily Star, "Open doors, discover new worlds at your library," writing about the influence books and libraries and access to knowledge have had in her life as an adolescent until now. Mary Margaret has received such a great response for the article, especially from the South Tucson community. Many customers have come up to her, commenting on how much they enjoyed reading it. One of our Literacy Connects volunteers even brought in a paper copy of the article for Mary Margaret to autograph!!

### **Santa Rosa Library – Susan Husband**

The Santa Rosa Healthy Snack Program began last fall as a pilot program to offer free, healthy, after school snacks to the hungry children that frequent our library. Following our successful program, five other libraries have added Healthy Snack Time to their afternoon calendars. The snacks are provided by the Community Food Bank under the umbrella of their agency market program. After a long day at school kids are tired and hungry. We don't have nap time at our libraries, but with snack time we can keep them from being hungry, and that makes everybody happier!

The wonderful knitting volunteers have returned to provide weekly knitting classes for children and adults. This group of ladies is enamored with, and dedicated to, knitting and sharing their joy with others. The kids who come after school really enjoy the attention of these friendly volunteers and the accomplishment of learning how to knit – a very cool skill. One young girl, who has some developmental delays, has discovered that she is a whiz at knitting! It is so gratifying to see her experience this success.

## **District 3 – Supervisor Sharon Bronson, Chair**

### **Caviglia-Arivaca Library – Leesa Jacobson**

September was a month for writing—and writers at the Arivaca Library. Author Marge Pellegrino held a workshop called "Journaling for Focus and Health," which helped participants explore the ways in which journaling is not only fun but good for you! Later in the month, bookbinder Julia Miller taught a workshop on bookbinding techniques, including Japanese stab binding and accordion-flag. Now folks have some beautiful blank books to fill with their journal

writings, or whatever. To top off the month, the annual meeting of the Friends of the Arivaca Library included special guest speaker Tallia Cahoon, local author of “Ruby, Arizona: Mining, Murder, and Mayhem.”

### **Flowing Wells Library – Karen Greaber**

For the fourth consecutive year, children are connecting with community helpers during preschool story time at Flowing Wells Library. This year, our guest readers included Erin Jordan, Meteorologist from KOLD News, staff from a Tucson Marine Recruiting Station, firefighters from Northwest Fire Department, and Librarian Debbie Boyle with the PCPL Bookmobile. Besides preschoolers attending these events, students in the Life Skills Class at Flowing Wells High School and students from the nearby Adventure Academy came to meet and learn about community helpers and the importance of community.

### **Nanini Library – Kristi Bradford**

Sixty-five kids and families showed up for Lego Saturday! It was more challenging than expected fitting all those people, everyone trying to find just the right (miniscule) Lego piece, into the large meeting room at Nanini. Everyone had fun....and we now have to consider signing people up for Legos!

### **Salazar-Ajo Library – Linda Lam**

The Salazar-Ajo Library was treated to a special Children's Story Time when Make Way for Books' Julie Friberg hosted the program. The children enjoyed good stories, socializing, and a free book. The laptop learning lab is seeing more and more students taking advantage of the laptops to do Homework and extra credit assignments.

### **Southwest Library – Paulina Aguirre-Clinch**

Library patrons who attended the Arizona-Sonora Desert Museum's presentation, Creatures of the Night, were able to meet a scorpion, a king snake, a tarantula, and an adorable ringtail named Velcro, respectively. The kids and tweens were especially fascinated by all the creatures and asked some terrific questions: "Why do scorpions luminesce?" and "Is a ringtail a cat?" (The answer to the second question is an emphatic NO).



The children from Herencia Guadalupe Lab Schools, Inc. had a great time dancing a six-legged dance with hopping crickets and dancing bees during a special presentation by Christina O'Connell during preschool storytime.



### **Wheeler Taft Abbett, Sr. Library – Cat Strong**

Just as soon as summer reading ends, kids are back in school. We have already started making connections with teachers, students and families during back to school nights at several Marana Schools. Library Clerk Shantell Rains-Kubat helped Nanini Librarian Pam Park staff a library table at Mountain View High School, Library Associate Sherryl Volpone attended a parent orientation at Degrazia Elementary, and Children's Services Librarian Kendra Davey attended back-to-school night at Roadrunner Elementary.

In September, Library Associate Sherryl Volpone went to Quail Run Elementary to demonstrate online resources. About a week later, some 4<sup>th</sup> & 5<sup>th</sup> graders were visiting the library, four at one time, using CultureGrams and Britannica for state reports for school. One of the girls told me she had shown her grandmother the world atlas and how to travel around the world and that her grandmother had thought that was cool.

Our branch was a recent recipient of a new set of STEM kits provided by the Arizona State Library. This was a welcome addition to our Saturday Family Storytimes focused on STEM topics. This past Saturday, children from several families collaborated on building a structure using the Bionic Blox. Their structure wound up being much taller than any of the builders involved. The building blocks promoted not only creativity on the part of individuals, but also (and perhaps more importantly), cooperation among them.



### **Woods Memorial Library – Coni Weatherford**

Dariel's mom told Library Associate Elizabeth that he was a little intimidated to come to Read to a Dog because there was a "big" dog. She told Dariel to come back and visit next week. He showed up early with his mom. She introduced him first to the smaller dog, Lucy. He read to Lucy, and said that he would be getting a dog soon. Elizabeth then asked him if he wanted to come say hello to Keela, a gentle Irish Wolfhound, and he said, "yes." She walked him over to meet Keela, and he not only read to Keela, but he fed her a treat!



Woods Memorial Library hosted a writing program entitled *Publishing Your Genre Fiction Novel* that drew nine attendees. Positive feedback such as “I learned myriad details about getting a book published” and “Very informative and professional” confirmed that the presenter, Jesse Petersen, did a great job and that the program was very well received. The library’s adult book club had a great turnout with 12 people attending this month! They discussed *Cutting for Stone* by Abraham Verghese.

For September Library Card Sign-Up Month, YA Librarian Ingrid Trebisky was invited to visit all the grade 9, 10 and several grade 11 English classes at Amphi High School. She shared library resources and handed out library cards to over 565 students. Some Amphi HS students showed up the same day to activate their card and check out books.

## **District 4 – Supervisor Ray Carroll**

### **Joyner-Green Valley Library – Donie Gignac**

The adult programs held during the summer have proven to be very popular so we’ll repeat the process next year. The summer was busier than usual with many folks applying for new library cards. I guess Green Valley’s population is growing! Fiesta Sahuarita was the distribution site for children to receive a free book, courtesy of the Friends of the Green Valley Library. This is always a very large community event and the perfect place to put books into children’s hands.

### **Kirk-Bear Canyon Library – Daphne Daly**

Thanks to a generous donation from the Friends of the Kirk-Bear Canyon Library, September started off with a great bluegrass and Americana concert. A capacity crowd in the library experienced Peter McLaughlin and Alvin Blaine on Sept. 6, who played songs about the



southwest and Arizona, as well as a few old standards. Peter McLaughlin is a national flatpicking-guitar champion, and has performed around the world with many groups. Alvin Blaine is a multi-instrumentalist and highly touted sound engineer, much in demand for festivals, worldwide.

Kids and families had two special programs to attend in September. First, Christina O'Connell presented *Buzzin', Crawlin', Flyin'!* Kids and families enjoyed a special storytime about Arizona's arthropods and how insects

tamed the West. Then, 9 Queens & Kings presented a Chess Tournament, open to all levels of players. The benefits of playing chess are many, including, improved memory, increased creativity, and exercise for both sides of the brain.

The library's Art Gallery in September featured works in acrylic and enamel on canvas by Jerome Rago. Entitled *Two Muses*, these paintings were inspired by the work of both Seraphine De Senlis and Gabriella Possum Nungurrayi, two women from two different cultures, a world and a century apart. A reception with the artist took place early in the month. And finally, the book selected for the Friends of the Kirk-Bear Canyon Library Book Discussion Group was *The Round House* — a political novel by Louise Erdrich, which won the National Book Award for Fiction in 2012.

### **Miller-Golf Links – Mary McKinney**

Did you know that you can make rope from agave fibers? Ethnobotany, the relationship between people & plants, was the subject of the Sonoran Supermarket led by the Arizona-Sonoran Desert Museum on September 5. Attendees learned how the plants around them can provide food and tools.



Captain Barrett Baker from Tucson Fire brought KGUN-9 News to the library on September 7 to film a spot for Tucson's AED scavenger hunt.

### **Murphy-Wilmot Library – Daphne Daly**

Ten third-, fourth- and fifth-grade engineers-to-be joined Lego Club where they can—with computer programs they create—cause simple machines to move. Tops spin, monkeys drum and children build engineering and coding skills while having a blast. Club members meet every Tuesday for nine weeks.

We are recognizing Constitution Day, September 17, with a display of replicas of United States government documents, together with books about the United States government and flag. Thank you to the Daughters of the American Revolution for offering their collaboration on this project.



During September, visitors to our children's area can enjoy bright colored ink and pastel drawings by Kellond Elementary students. Fourth and fifth graders created two collections for this display, entitled *Reflective Art* and *Zombie Fingers*.

## **District 5 – Supervisor Richard Elías**

### **El Rio Library – Emily Lane**

This month El Rio Library was in full force with class visits. Now that the semester has begun, we were able to visit with Pima Community College Adult Education classrooms, as well as Manzo and Tully Elementary Schools. One of our very special annual visits comes from the Manzo Elementary preschool class each September. They arrange a special visit of preschoolers and their families to visit their local library. Our favorite part of this visit is the parent participation. Manzo works hard to make this a family event and nearly every child has at least one parent with them when they visit. It's an opportunity for library staff to connect with families, teach them about how to use the library and welcome their emerging young readers.

### **El Pueblo Library – Aaron Valdivia**

On Friday, September 12, El Pueblo Library hosted an origami making workshop for kids and teens. Mary Ellen Palmari brought her special origami making skills to the library for her program "Origami Safari," during which the kids learned to make their very own origami animals and trees.



Homework Help has continued to be a huge success. The Mulcahy YMCA has started bringing groups of kids for assistance and with their kids and the rest of the public we have been getting up to twenty kids at a time for tutoring.

### **Himmel Park Library – Sharla Darby**

Himmel Park Library went wild with reptiles on Saturday, September 6 when Colossal Cave Mountain Park presented “Reptiles of Southern Arizona.” Over 60 people came to learn about lizards and see live specimens up close and personal. Prior to the presentation, kids were treated to stories about reptiles during Family Storytime, fitting in perfectly with the lizard lunacy that followed!

Our Art Talk Fall Series with Tucson Museum of Art got off to a wonderful start on September 11 with a talk about Pablo Picasso. It was literally standing room only in the meeting room when Susie Heintz began her dynamic program about Picasso and the women in his life. All 41 people in attendance enjoyed the thoughtful discussion and were all reminded about the plethora of upcoming adult programs.

### **Joel D. Valdez Main Library – Sandy White**

While Library Associate Ken Zambos helped a customer with a meeting room reservation, the customer remembered that Ken had helped him with his résumé in the past. The customer said everything “fell into place” and now he is the boss. The customer was appreciative of Ken’s encouraging words and the help from the library. It appeared that this customer was meeting with his employers’ new-hires. It was great to see this customer continue using library resources and hopefully spreading the news about library services.

All of our half-hour One-on-one Download and Computer Help sessions on Tuesday, September 16 were full.

The Grants & Nonprofit Info Center hosted a Grants Databases Open Lab on September 12 and a Using Census Data in Grantwriting class on September 26.

### **Martha Cooper Library – Dianna Thor**

A new addition to children’s programming at Martha Cooper Library is the aptly named, Construction Crew, and it is already wildly popular with young builders. Using wooden building blocks received from the State Library and several bags of Mega Bloks purchased with Friend’s money, Construction Crew began on September 11<sup>th</sup> and had 21 kids and adults in attendance the very first day. Buildings went up and came down over the course of the hour-and-a-half program. Everyone had a great time building and then having their picture taken with their creation; all eagerly await the next building event! The newly acquired blocks will also be used by a home school group that meets twice each month at the library.



### **Mission Library – Margaret Wilkie**

Mission Library's English language classes began on September 8. They are now full and not able to accept any more students. The volunteer instructors are very pleased with the great response.

The Citizenship class has also resumed. The instructor, Sami Hamed, welcomed more than 20 students to the first class. Mr. Hamed has been teaching citizenship classes at the Mission Library for several years. His knowledge, enthusiasm, and encouragement inspire his students to complete the process necessary to achieve citizenship.

A five-week bilingual class, Yoga for Beginners, has attracted a large and varied group of students. The instructor attends Mission's Mortal Signs Book Club and offered to teach this series of classes.

### **Valencia Library – Kathy Konecny**

September 9 marked the first day of English classes at the Valencia Library for the fall semester. Eager students began lining up for the noon classes at 10 a.m. just to be sure to register before the class roster was full. Literacy Volunteers of Tucson reported that 60 people signed up on the first day.

Valencia Library celebrated Hispanic Heritage Month with the sounds of the youth mariachi group, Mariachi Nueva Melodia. Fifteen children ranging in age from 10 to 16 performed various types of mariachi music for the intergenerational crowd.

## **Activities funded by Friends Groups**

### **Friends of the Joyner Green Valley Library**

Green Valley Library – Focus on Art, Poet's Corner, Library Card lanyards, Opera – “Live at the Met”, Language Exchange, books distributed to children at Fiesta Sahuarita

### **Friends of the Kirk – Bear Canyon Library**

Bear Canyon Library – Peter McLaughlin and Alvin Blaine concert, Christina O'Connell presented *Buzzin', Crawlin', Flyin'!*

### **The Friends of the Oro Valley Public Library**

Oro Valley Heritage Collection, Storytime Crafts, Snacks for Teen Advisory Board and Maze Runner Premiere event, 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 – Journaling Workshop, Bookbinding Workshop

Bear Canyon Library – Chess Tournament presented by 9 Queens & Kings

Himmel Library – Storytimes, Chess Club, Sensory-Friendly Storytime, Homework Help, Readstrong, Reptiles of Southern Arizona, Bricks 4 Kidz Preschool Zoo Program, Yoga Storytime

Joyner-Green Valley Library – Creative Bookbinding for adults

Main Library – Teen Gardening Program

Martha Cooper Library – Telling Tales: Memoir Writing Workshop, Chess Club, Come Craft with Us!, Teen Lounge, Storytimes, Sensory Friendly Storytime, Construction Crew, Café Book.

Miller-Golf Links Library – Arizona-Sonoran Desert Museum Sonoran Supermarket

Nanini Library – Bibliomania Teen Book Club; Northwest Readers Adult Book Club, Tabletop Games; Chess Day; Child Safety Classes (2); Thursday Art Talk; Minecraft (2); Saturday Legos; Teen Advisory Board; Scrabble Saturday.

Quincie Douglas Library – Beading Circle, Volcano Party, 80% Job Openings program, Bodies, Stretching Imaginations with Yoga and Children's Literature.

River Library – Weekly Chess Club, Storytimes, book discussion groups, Minecraft free play

Southwest Library – Fizz Boom Wow! Stink bugs, Skunk beetles, and Moore!, Creatures of the Night, Come Dance a Six-Legged Dance with Hopping Crickets and Dancing Bees!

Wheeler-Taft Abbett Library – Family Storytime, Science Saturdays, Chess Club, Teen Advisory Board, Minecraft/Mindcraft Mondays, Appy Hour Storytime, Full Steam Ahead Family Storytime

Valencia Library – Mariachi Nueva Melodia, Create Club

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**FROM:** Amber Mathewson  
Library Deputy Director

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

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

On Sep. 19 Kristi Bradford, Jenn Berry and Rich DiRusso presented a workshop titled, **Intellectual Freedom: Meeting the Challenge Workshop**, for staff in the board room.

On Sep. 9 Librarian Patti Cheney attended a fiction webinar, **Variety is the Spice of Romance**. Considering that PCPL has a wide readership for romances, it will help her with her job as adult fiction selector. Librarian Elizabeth Taylor continues to be part of the BiblioCommons website team and has helped CDO develop a greater understanding of the service and how best to apply it.

**Technical Services** – Diane Ward

The Tech Services staff continues to update the bibliographic records in the catalog to Resource Description and Access standards. Most recently, all of the electronic resources—eBooks, audio downloads and video downloads—were updated.

Staff continues to fix old bibliographic records that were not provided by OCLC so that the new catalog using BiblioCommons will be able to locate the materials. Right now those materials are showing “undetermined.” Once they have an OCLC record or a 008 field, then BiblioCommons will be able to determine age level, format, and language. In the past many local items were not given OCLC records because there were none available and so they were just created within our ILS for local use only.

This week the vendor for IndieFlix supplied bibliographic records for 320 of the streaming movies and that will be loaded for better access for customers.

**Juvenile Detention** – Dawn Gardner

Dawn Gardner, who is new to overseeing the PCPL staff at the JDC, has met with Kim Chumley (Assistant Division Director of Detention Services) about a plan for Library staffing and programming at the JDC. We have sent two Librarian Substitutes through JDC clearance processes and they both are starting at the JDC Library in September with limited initial hours. William Beville is training them both until they feel comfortable taking over the JDC Library Services.

## **Library Service Manager Reports**

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

#### **BiblioCommons Website Project**

The BiblioCommons staff team has been working on adding content to the new website. In October, we'll do a soft launch for the public to see the new website, and then in November, the site will officially launch. Communications & Systems Office staff are working with staff from around the system to get them trained and familiar with how the new website works. Staff members are learning to post their own lists, blog posts, and other content to the website and will continue to add until launch. Get ready for an awesome new website!

#### **Brandraising Project**

The Brandraising team, led by Lori Thayer, has been working together to articulate the Library's personality and position in the community in order to better understand how to represent our brand in words and images. This has been a very informative part of the process.

#### **Entrepreneurship Grant Update**

The Library's business team has been gearing up for the Beta Launch of the new Idea+Space at the Joel D. Valdez Main Library on October 20. Collaborative furniture has been ordered, with rolling whiteboards and colorful chairs. Come to the Beta Launch event on October 20 at 5:30 pm on the 2<sup>nd</sup> Floor of Main Library to find out what this new, innovative space is all about. Staff will be asking the public about their needs and incorporating information from the event into program and service planning. The Library is hoping to attract the business community to the event to learn about becoming mentors to others who are starting their own enterprises or struggling to make things work.

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

The Programs & Partners office sponsored a 2-day **Novel Ideas** lab in late summer. This experimental lab provided 20 staff with the opportunity to explore and identify creative solutions to barriers, obstacles, or problems that occur in day-to-day library life. Five groups generated innovative ideas and solutions for space planning, mentorship, communication, and training. The groups then presented their ideas to the library "Shark Tank." The process was led by LeadLocal and used Lean Startup methodologies to create idea generation.

Our Office also held an **English Language Acquisition for Adults (ELAA) Liaison** meeting with the ELAA representative from Literacy Connects to prepare our staff for the upcoming school year of ELAA classes. We are sending relevant staff to the September PCC Adult Education In-service – which has a focus this time on contextualized instruction in adult education, college/career readiness, and neuroscience and learning. PPO staff members also recently worked to open up and post the Library Program Instructor position; and we are making preparations for the upcoming interviews to hire more Instructors for the system.

PPO staff met with a PCC Adult Education partner and made a plan to more effectively share library information (especially our online educational resources) with PCCAE Staff on a regular basis. And we trained Las Artes (local County teen GED program) staff on library information (especially our online educational resources).

PPO staff attended or plan to attend the following community meetings: the ESL Provider's Network updates meeting, the Literate Worker Partner meeting, the Refugee Integration Service Provider's (RISP-Net) meeting, the Arizona Refugee Resettlement Program's Strategic Planning Meeting for Language and Literacy.

And we will be sending the Bookmobile to the Children's Museum Tucson Love of Literacy Event in late September.

**STEAM Kits for Communities**, a mini initiative coming from the Arizona State Library allowed four libraries within the Pima County Public Library system (Flowing Wells Library, Wheeler Taft Abbett Sr. Library, and Geasa Marana Library, and El Rio Library) to provide programs when young people could create and collaborate. The El Rio Library encouraged the use of the kits for checkout, but most often kits were featured during group programs and visits when children could build with the kits collaboratively. Kits were utilized during 9 programs amongst the four Libraries that participated. STEAM kits were featured for children between ages 3 and 11, during Parent Connection Stay and Play after storytimes for preschoolers, during Saturday family focused story hour programming, and with kids in a Parks and Recreation after school program. Kits extended storytime activities and offered the opportunity for kids to create build and participate in a STEAM focused way. The kits provided fun hands-on materials for staff to use with families as well as provided new ideas for programs. Three other libraries, Martha Cooper Library, Joel D. Valdez Main Library, and the Oro Valley Public Library participated in a related program from the state library for the younger crowd, "Play and Learn with Library blocks."

**DATE:** October 6, 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 – October 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 to a point where expenditures do not exceed revenue. In the future as additional library buildings are constructed an additional Library District tax increase of two (2) pennies per building will be required.

**Comprise Technologies:** The Smart Money procedures are complete and staff training on the revised procedures is ready to be implemented. Procurement released a purchase order for new coin towers and installation is almost complete. Additional training of staff on the new coin towers has been initiated and that too, will be completed soon. 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 any of 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 – September 2014**

### **Media Relations Activities**

#### **Arizona Daily Star - Library Article Series**

Amy Morris, Library Associate at the Flowing Wells Library, contributed the September article, [Finding my place at my library](#).

I really enjoy working with library staff and learning more about their backgrounds and what brought them to work at the library. Each person has a different story and a great story to tell. Right now, I'm scheduling articles through Spring 2015.

#### **Other Activities**

**Spanish Services Committee** – Working with members of the Spanish Services Committee, I have helped them to update our procedure to translate systemwide publicity and information in Spanish. The updated procedure has been provided to all Library staff.

**Bookbike Book Drive** – The Bookbike team is planning an event in January 2015 to collect donations of children's books and books in Spanish to supply the additional two Bookbikes that will be at Eckstrom-Columbus Library and Santa Rosa Library in February of next year. I'm providing support in the planning stages, communicating with Library administration and staff, and publicity.

**Tucson Meet Yourself** – I'm representing the Library at the County Pavilion meetings and helping with logistics as needed.

I'm continuing to work with various teams and committees including:

- The Library's new website
- Summer Reading Program
- Development of the Library's new brand
- The Business Entrepreneurship Team

### September Media Outcomes

DATE	NEWS RELEASE HEADLINE			
9/8/14	All Libraries closing today at 5pm due to extreme weather			
9/8/14	Two libraries replacing flooring this month			
<b>Total Outcomes: 6</b>				
OUTLET	DATE	HEADLINE	REPORTER/ AUTHOR	MEDIUM
Publisher's Weekly Magazine	Sept. 2014	Religion Update 2014: What Turns Librarians On—and Off	Holly Lebowitz Rossi	Print, online
LION (Lions Club International Magazine)	Sept. 2014	A Full-Service Bookbike, Lions-style	--	Print, online
Library Journal	Fall 2014	Libraries by Design	--	Print
Explorer	9/8/14	All Pima County Public Libraries will close today at 5pm	--	Online
Arizona Daily Star	9/20/14	Finding my place at my library	Amy Morris	Print, online
Tucson Meet Yourself Blog	9/23/14	Fairytales – Larger-Than-Life Traditions	TMY Staff	Online