

**DATE:** October 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 Public Library  
Pima County Public Library Foundation Board

**FROM:** Karyn Prechtel  
Deputy Library Director

**SUBJECT: Public Service Report - October 2014**

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

**Dewhirst–Catalina Library** – Bethany Wilson

**Golder Ranch Fire Department** visited the Dewhirst-Catalina Library for a storytime dedicated to firefighters and fire safety. The firefighters read stories, sang songs and answered questions for the children. They had great questions and were super excited about the opportunity to explore the fire truck and try on some of the firemen’s equipment.

**Dusenberry-River Library** – Dianna Thor

Aspiring teen artists gathered at the library on a mid-October afternoon to create symmetrical collage masks, with instruction and inspiration provided by **TeenzArt Aspire! of Tucson**. The whimsical art produced in this Halloween-themed program included black cats, pumpkins, and Frankenstein monsters. Participants were limited only by their imaginations. Pictured are sisters Kierra and Megan Garland, applying the finishing touch to their collage creations.



Adult programming is revving up to be in full swing now that the winter visitors have returned, and our meeting room is back in action. The **River Readers** book group and **Truth is Stranger than Fiction** book group have resumed meetings after a summer hiatus, and the new Master Gardeners series is now in session. Additionally, our Adult Services Librarian, Susannah Connor, has put together a new series of E-reader and electronic resources classes aimed at helping patrons navigate PCPL’s ever-expanding offerings of online resources. These classes include device specific E-reader classes as well as sessions devoted to specific online resources like Zinio and Novelist.

**Ben's Bells** founder, Jeannette Maré, visited the branch to surprise Marty Bourbeau with a “belling.” We had nominated Marty because of her heroic act of saving a customer's life by administering CPR after the customer's heart had stopped.



**Oro Valley Public Library** – Ruth Grant  
During the week of October 13, the Golder Ranch Fire Fighters visited the Oro Valley Library storytimes. Our rapt audiences learned about fire safety, fire engines, and fire equipment. The fire fighters even read stories and participated in singing songs.



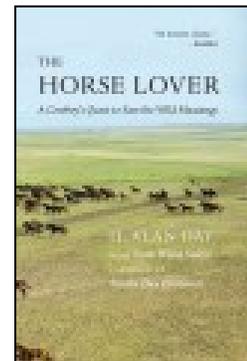
Over thirty Oro Valley Library patrons learned how to improve their memory and recall skills in a **Memory Power** program presented by author Steve Ochoa on October 14.



Both children and adults who are young-at-heart created amazing masks in a Mask Making workshop offered on October 11.

October 14 marks the first month of **Elder Circle**, a new program in which seniors can share life experiences and celebrate the achievements of aging.

A capacity crowd listened to rancher and author Alan Day (brother of Sandra Day O'Connor), and his co-author, Lynn Wiese Sneyd, as they discussed his book, *The Horse Lover: A Cowboy's Quest to Save the Wild Mustangs*. In this exciting talk Mr. Day shared stories from his memoir about creating the first government-sponsored wild horse sanctuary and the adventures he had caring for 1,500 wild mustangs.



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

**Eckstrom-Columbus Library** – Mary Sanchez  
Eckstrom-Columbus Library hosted a **Floral Origami** program for adults presented by Ellen Palmeri. Participants learned how to make colorful paper-folded flowers, origami boxes and vases! One participant came to the desk afterwards and said we should host an origami program every week. The program was a big success with 18 people attending in all.

Program Instructor Maria Luisa Ruiz Luna has developed an outstanding health-based program called **WellWays** that is designed for participants 15 years and up. This is a 5-part series where people's intentions for a better life meet the tools and support that allow them to happen. Topics

include developing habits and goals; healthy eating and exercise; sleep and connectedness; stress management; and happiness. Maria Luisa got her certification as a Community Health Advisor (<https://www.apha.org/apha-communities/member-sections/community-health-workers>) from Pima Community College. She also has a BS in Biology and MS in Neuroscience and feels passionate about teaching and helping people become healthier and happier. This has been a very well received program, with 18 people attending the second (last) session.

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

Quincie Douglas Library hosted 12, yes 12, events for adults, teens, or kids in October, in addition to our Saturday computer classes, homework help, and ReadStrong programs.

For adults we are in the midst of a free six-session drawing class for adults led by the **Drawing Studio** and two gardening events and a genealogy talk will make our adults quiet pleased with their library. Sever adults had their questions answered at the first of a series of **Master Gardener** talks on October 19. Here is Deborah all set to solve your plant and garden problems.

All ages participated in our Make a Mask event on October 1 and will want to come to exercise their creative brain again at our Sugar Skulls decorating event on the 29. Kids also had fun at the second **Kids Cook with Chef Ralph** event and over 50 kids and parents enjoyed a puppet show at our bilingual story time! Someone left the puppet show event and said, “When will that happen?!”



**Sahuarita Express Library – Michele White**  
Fall break was a busy week for the Sahuarita Library. Gwen Ray of **Hanuman Puppet Co.** presented “A Troll’s Tale” to a full house of children. Sylvia Simon did a tie dye workshop for teens, where they were able to dye socks and t-shirts, letting their creativity flow!

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

**Ochoa Elementary School** Pre-Kinder classes have been consistently attending our preschool storytimes here at Sam Lena-South Tucson. Librarian Mary Margaret and Knowledge River Graduate Assistant Sammy have been presenting some very fun, interactive storytimes each week, with stories, music and a craft activity at the end. An average of 10 students attend. We are also anticipating Ochoa’s PACE class to begin attending this month, with about 30 students.

We hosted Colossal Cave’s STEM-inspired **Big Hunk Candy Bar** program on October 22. Thirty-seven children and 4 adults attended this program which focused on geology using these delicious treats as examples of soil and rock formation. The participants had a fun time learning about science!

On October 30 we’ll be hosting a **Dia de los Muertos** program, providing sugar skulls for library visitors to decorate and take home. Decorating sugar skulls is always a popular event here at Sam Lena and we are expecting a great turnout.

Many Sam Lena-South Tucson staff has been helping with the new Bibliocommons website, especially focusing on helping create Spanish language content for the Spanish section of the website. Staff has been translating content, creating book lists, health info guides, etc. to help contribute quality and interesting information to our Spanish-speaking community that we hope will visit the website.

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

Staff and patrons have been busy planting seeds and flowers for fall and remodeling our garden!



Chef Ralph had a huge turnout for his October Cooking Class. Kids made hummus out of fresh chickpeas and garlic and many snacked on orange, red, and green bell peppers too. Nursing students from the University of Arizona created a beautiful board game for kids after **Snack Time** about different careers they could choose. Ten kids stayed to participate and they all received certificates of completion. LA Geoffery Blanton has been working with the Santa Rosa Library Family Literacy program to teach them about library resources and basic computer skills. They watched the Welcome to America videos and learned about the WinWay Résumé program.

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

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

Arivacans continued their writing ways in October, this time with instructor Norah Booth and her **Telling Tales Memoir Writing workshop**. Participants received guided practice and then first told aloud and later wrote about an experience from their childhood—using the voice of their childhood self. It was a challenging task, but produced amazing results.

Visual artists also had their day this month, when **Art Innovators of Tucson** presented a hands-on workshop called “Water Your Mind and Impress Yourself.” Using famous Impressionist artists as inspiration, participants created their own art works using a watercolor resist technique that gave quick but beautiful results.

**Flowing Wells Library** – Karen Greaber  
Graduate Assistant Cynthia Palacios arranged to teach a class of English language learners about Mango, the library's language learning database. The students were super excited to learn about this resource and asked about having follow-up lessons. Cynthia will also be teaching them to use Tumblebooks, another library database that lets you read along while the story is read out loud. Cynthia Palacios, far left.



**Geasa-Marana Library** – Vicki Ann Duraine  
Activity continues to be lively at Geasa-Marana Library. Following the remnants of Hurricane Simon, intrepid community families donned their waders and attended a preschool gardening storytime entitled, A Book is a Garden of Words. Presented by Dr. Jacqueline Soule, those attending the storytime left with pots and packets of seeds to sow their own starts.

The City of Tucson's **Tucson Bicycle & Pedestrian Program** donated two bike racks to Geasa-Marana. The racks had a customer almost before the cement dried. Thank you Tucson for helping us stay green!

We received our new bike for community outreach, and Sam was back behind the handlebars at the Town of Marana's **Move in the Park** event handing out branch flyers and books. Sam and the bike will continue to log on the miles attending community festivals celebrating the long-awaited fall and holiday season.



**Nanini Library** – Kristi Bradford  
Artwork from **Harelson Elementary School** (Amphi District) K thru 4<sup>th</sup> grade students brightens up the children's room at Nanini this month.

We are so pleased to have an update to our children's room **librainium** that was freshened and "recreated" with lots of new activities to compliment the ongoing puppet play area.



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

The Salazar-Ajo Library participated in the annual **Desert Senita Community Health Center Family Fun Fall Festival**. More than 70 persons stopped by our table to learn about our services and resources and to make owls from recyclable materials.

We started up the computer classes again. This month was Meet the Computer and Computer Survival Skills.

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



Wheeler Taft Abbett Sr. library staff will find any excuse to promote library services especially if it means we get to dress up. Staff once again dressed up as pirates for **International Talk Like a Pirate Day** and promoted Mango Languages, PCPL's online language learning resources. (Did you know you can learn to talk like a pirate free with Mango Languages?) There

was pirate fun for all ages during our pirate themed storytime and staff passed out stickers and talk like a pirate flyers all day. Ms. Otzie, our Reading Partner volunteer, and one of her readers, as well as other library customers got in the pirate spirit, too!

On Sept. 20, the **Young Rembrandts of Tucson** taught five teens how to draw a phoenix with pastels. The results were beautiful, and two of the drawings were entered into the Worlds of Imagination art contest!

The **Abbett Book Choices** adult book club held a “banned book” discussion at their September meeting. The members had each chosen a “banned” book to read, and they shared what they had read. The Adult Services Librarian provided information about historically challenged books. We also talked about the Collection Development Policy of the Pima County Public Library. We had an interesting, informative, and sometimes hilarious discussion.

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

We're excited to partner with the **University Of Arizona College Of Pharmacy** on the afternoon of October 11 to organize a **Brown Bag Medication Review**. Pharmacy students will review patrons' prescription and over-the counter medications to ensure that they are appropriate. We're also happy to work again with the University of Arizona College of Agriculture and Life Sciences Cooperative Extension Pima County Master Gardener Program, presenting two gardening-themed lectures monthly through April 2015. The **U.S. Fish and Wildlife Service** will be presenting a family friendly program on October 17 entitled **Venomous Reptiles of Arizona**, which we're sure will be a hit with all ages. Live creatures will even be there!

We put up a tombstone bulletin board in the Teen section.



On Saturday, October 4, Serena Tang and Andre Newman led an Acro Yoga workshop titled **Flight School: Acro Yoga and Creative Movement**. Nine participants, including adults and children, learned the basic techniques of Acro Yoga which combines yoga and acrobatics. Laughter and concentration filled the room, as partners worked together to create fluid movements that relied upon balance, trust, strength, and focused attention.

One patron, who was unsure that she would be able to perform the techniques, left in the first 10 minutes. However, she returned to join the group only five minutes later, and continued with the class the full hour and a half. At the end of the program she said that she was "glad" she returned, and that the class was a "wonderful experience."



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

### **Joyner-Green Valley Library – Kathy Konecny**

Area schools had Fall Break October 6 - 10, so the Joyner-Green Valley Library scheduled a couple of additional programs during that week. Arizona Opera presented **Mad Opera/Instant Opera**. Literally everyone from infants to retirees enjoyed helping to "write" and then see their creation, "Ballerina in the Library," performed. It was hysterical.

In October, Librarian Jennie Merkle continued going to the **Amado Youth Center** on Tuesday afternoons for Library Day. Library Day consists of 20-30 minutes of reading followed by a related craft. Jennie and the youth are reading the Magic Tree House series by Mary Pope Osborne. So far they have read *Dinosaurs before Dark*, *The Knight at Dawn* and *Mummies in the Morning*. They will also start the planning process for a little lending library at the end of October. They hope to have it built, decorated and ready to go before the end of the year.

Jennie also attended the dedication ceremony for the **Continental Elementary School District #39** on October 8th. This ceremony was a celebration of the completion of years of bond-approved

construction on the Continental Elementary School campus. The keynote speaker was Representative Ron Barber. State Senator Andrea Dalessandro, former Continental Governing Board President Chet Davis, and current Continental Superintendent Dr. Virginia Juttner were also guest speakers. The ribbon cutting occurred at the Continental School flagpole.

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

This month, **Orphan Train Riders** by Susan Kaplan was well attended by an audience of forty or more. The program detailed the history of the orphan trains, which transported over 150,000 children from the East to the West, with the hope of finding families. Also, the **Wellness Council of Arizona** presented **Approaches to Relaxation**. Participants learned about yoga, stretching, breath work, progressive relaxation, and guided imagery.



Thanks to the generosity of the Friends of the Pima County Public Library, James Reid presented **Juggling and More**. Kids and families enjoyed watching James attempt to eat an apple while juggling and hula-hooping.

The library's **Art Gallery** this month featured *Beyond Words* by Joyce Brodsky, a visual interpretation of the written word using traditional and contemporary tools and media. A reception with the artist was held early in the month. And the book selected for the Friends of the Kirk-Bear Canyon Library Book Discussion Group was *The 100-Year-Old Man Who Climbed Out the Window and Disappeared* by Jonas Jonasson.

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

When was the last time you had a quince? Do you have a pomegranate tree whose fruit seem never to ripen? Don't worry - it might be the variety of pomegranate that produces clear seeds! Attendees at the **Kino Heritage Fruit Trees** presentation led by the Arizona-Sonoran Desert Museum on October 3 learned how food, culture, environment and history connect.

Captain Barrett Baker from Tucson Fire was back at the Miller-Golf Links Library on October 8. He presented to a full house during storytime, and Miss Chris even donned the firefighter gear that weighs over 50lbs!

The Pima County Public Library table hosted by Miller-Golf Links Library staff was a popular stop at the 19<sup>th</sup> annual **PCOA Women's Conference** on October 9 attended by 200.

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

During the month of October, library customers viewed **Baby Quilts in the style of Gustav Klimt**; Autumn Leaves and Leafy Critters; and Polish Wycinanki paper cut designs created by Fourth, Fifth and Seventh graders from St Michael's K-8 School. Also on display were water color murals and self-portraits by students from Abbie School.

Halloween means it's time for our annual Spooky Time party complete with a Spider Toss game; Ghost Alley Bowling; Pumpkin Patch photos; a Cauldron of Bubbles and, of course, a costume parade. Make a dancing pumpkin and bat to take home, and don't miss the puppet show *T-Rex's Costume Trouble*. What will T-Rex wear?

Job Help goes full circle. A former Job Help participant, whose new job put him in position to hire others, is looking to our Job Help for applicants. How's that for full service?

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

### **El Rio Library – Emily Lane**

Library Associate, Rachel, created a beautiful display space to celebrate fall, highlight the seed library and advertise for our fall Movie night. We also borrowed some seeds from the seed library to have available for check out.



**Don't Judge a Book by Its Movie (Night).** We reprised our movie night from this summer for a special October showing. Unfortunately, we had to reschedule our original date because of rain over fall break, but we still had about 20 people come to last Thursday's film, *Coraline*. Each movie night is selected based off a children's book.

Customers are encouraged to come to the branch to learn what book they can check out to correspond with the film. This program is run in conjunction with **Tucson Parks and Recreation** and they provide staff, popcorn, as well as the screen to project the film outdoors. So far, it's a very successful collaboration.

**Talk Like a Pirate Day.** For International Talk Like a Pirate Day, El Rio staff had a fun craft activity. Children were shown how to make a pirate hat out of a newspaper as well as an eye patch to celebrate the day. We had about 25 buccaneers come out to craft and lucky for us, not one had to walk the plank!

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

On Tuesday, October 7 we had a visit from **Mad Science** for the kids from our KIDCO partners in the activity center. A representative from Mad Science presented their "Rocket Demo" program.

The kids learned the science of jet propulsion and how rockets function; then the participants got to see a real rocket shot off in the park behind the activity center. We had over forty kids, teens and their guardians in attendance and all were very excited for the program.



Our **Public Health Nurse** keeps getting more popular as more patrons learn that El Pueblo Library has a nurse visit once a month. This month our nurse had six customers on her Monday

visit. We will be expanding the nurse visits to two per day, one hour in the morning when we get more seniors and adults, and one hour in the afternoon in an effort to target teens and younger customers.

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

We received a wonderful letter from happy **Books on Wheels** patron this month. She wrote to express her joy at receiving her books by bike, even in the midst of a downpour. She says, “Sitting down with the pile of books, I browsed – all from 2012, 2013, or 2014 – all new indeed, and all selected just for me by authors I knew or I would like. That bicycle and the bicycle rider with a smile in the downpour, and Books on Wheels from Himmel Library, made the difference for me that rainy day.”

Catherine Vigil of DC Unlimited presented a spiritually engaging program on mandalas this past Saturday, October 4 at Himmel Park Library. Kids as young as 4 enjoyed coloring in their own mandalas, while adults were able to learn about the deeper meditative attributes of mandalas—all in the same room! It truly was an intergenerational program that allowed for imagination and exploration of this cultural, historical, and spiritual symbol.

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

Main Library has started hosting **Master Gardener** lunchtime talks in the 1st floor Café area. Pima County employees can earn Wellness Points for attending these programs. On October 7, Master Gardener veteran Murray DeArmond led our first talk. In addition, we will have a Master Gardener at our Plaza Planter parties to help with planter care and to help answer gardening questions. On October 14, Friends of Tucson's Birthplace from the Mission Gardens helped us plant a Kino Heritage quince (membrillo) tree in one of our planters.

The **101 Launch Party** on Friday, October 17 started at 3:00 p.m. and moved on to the plaza after the library closed with close to 100 young people in attendance (and some adults in tow). Fun was had with the green screen, the new portable sound stage, oculus rift, live music, dancing, and an open mic poetry slam!

The **Idea+Space Idea Fest & Beta Launch** on October 20th attracted 75+ attendees from the local small business, social entrepreneurship, nonprofit, and job seeking community, including representatives from library partners SCORE, StartUp Tucson, and Lead Local. Feedback from the participants was gathered about what their interests for the future of the space were, as well the best times for programming. Everyone was engaged in the small business startup juggling activity, and networking continued throughout the evening.



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

Youth Services Librarian, Sarah Batchelder, has been shadowing Children's Services Librarian, Jen Whitt, in storytime programs for a couple months. Now she is cross-trained and available to present storytimes when needed. This past month she had an opportunity to fly solo and presented her first Babytime and her first Toddler/Preschooler Storytime in the same week, and met with rousing success. While one preschool age child strongly disagreed that the alligator in *There's an Alligator Under My Bed* by Mercer Mayer is actually a crocodile, 32 children and 23 adults enjoyed hearing this story read and participating in the accompanying activities.

Over a 2 week period, teachers at **Wright Elementary School** brought nearly 200 kids to the Library for class visits! We shook our sillies out, shared some stories and talked about how the library works. The library tour included a quick walk through the backroom where all the MAGIC happens! (who doesn't love seeing where their books go?). Wright School boasts a diverse population and the kids are encouraged to come to the library and to bring their grown-ups with them. They are assured that anyone in the entire world, no matter what language they speak, is welcome at Martha Cooper Library.

Adult Services Librarian, John Howley, recently started up an intergenerational **Chess Club** that meets weekly. All ages and skill levels are welcome. It's off to a strong start with over 80 people participating in the first few months. There is a core group of adults who compete with each other and, when needed, are eager to teach a teen or child who is new to the game. Kids also teach other kids. The environment is always friendly and welcoming, so we get a lot of drop-in traffic. For example, recently a young family of five stopped in after their library visit and stayed to play a number of games. One of our retired customers who is a chess aficionado, David, is often available to teach the game to newcomers as a way of giving back to his community and library.

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

Amanda Hummer, Mission's Young Adult Services Librarian, has had a busy month. At the beginning of the month she installed her **What's Your Genre: Dystopian Fiction Display**:



There has been an upsurge in the circulation of the Dystopian titles. On October 15, eight teens and parents attended a program presented by **CODAC Behavioral Health Services**, Bullying Prevention: Don't Be a Bystander. Attendees were very enthusiastic about the program. In the spirit of Halloween teens gathered on October 23<sup>rd</sup> to make scary necklaces to enhance their costumes or just for fun. Spider web necklaces proved to be more popular than the scary bloody necklaces!

During October, Amanda has done a great job getting the Mission staff trained on the new website. Her patience and knowledge has helped the staff to feel comfortable and able to help the public with the switch.

Mission's staff was not the only ones to benefit from Amanda's help this month. A teacher called her asking for books with strong female characters in contemporary teen fiction." Amanda went to work and put together a very thorough and detailed list of books. A very satisfied customer

responded: "I am grateful for all your effort. This is an amazing list. I know it is a hard genre to find. I've asked others before but never got much beyond "there isn't a lot out there". Ironically, I have some Sammy Keyes books in my classroom library. I never read any; I assumed Sammy was a boy! Whoa, I'm falling into my own stereotypes. This is an amazing list."

### **Valencia Library – Donie Gignac**

321 people stopped by the bookmobile at **Literacy Day at the Children's Museum of Tucson**. One person was completely unaware that the library offered downloads for e-readers. She started by lamenting the money she had to spend on purchasing downloads, so Wade made her day by enlightening her on that service. So many people stop in to say they have not seen a



bookmobile since they were kids and they are glad we still provide the service. They are even more surprised to find out Wade had been doing it for 19 years and is on his 3<sup>rd</sup> vehicle.

In partnership with USCIS, the Valencia Library hosted a **citizenship ceremony** where 20 minors, mostly teens, received US citizenship. The youth also received "welcome to the library" packets.

Find a book to crow about!

## **Activities funded by Friends Groups**

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

Sahuarita Library – Sylvia Simon, Teen Tie Dye Workshop

Green Valley Library - Language Exchange, Focus on Art, Poet's Corner, Baby Storytime, Toddler Storytime, Preschool Storytime, Create Club Wild and Wacky Puppets, Lego Club

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

Bear Canyon Library – Lego Club, presented by Bryan Silva.

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

Oro Valley Public Library – Oro Valley Heritage Collection, Pajama Storytime and Stuffed animal Sleepover, Storytime Crafts, Snacks for Teen Advisory Board, Computer Tutoring for Adults, Taste of the Desert program by Tohono Chul Park, Scrabble Club, Bridge Club, Rainbow Magic Fairies Book Club crafts, Magic Treehouse Book Club crafts, Crafty Readers, Creative Construction, Teen Movie & Popcorn – Teen Zone, Teen Art Expressions – Teen Zone, Making Masks Crafts: Fantasy and Reality!, Memory Power.

### **Friends of the Pima County Public Library**

Bear Canyon Library – Orphan Train Riders, presented by Susan Kaplan; Juggling and More, presented by James Reid.

Geasa-Marana Library – “A book is a garden of words” presented by Jacqueline Soule; bike to pull trailer and materials for community outreach.

Himmel Library – Storytimes, Chess Club, Sensory-Friendly Storytime, Homework Help, Readstrong, Teen Gaming, Arizona Humanities, Drawing Studio

Main Library - Teen sewing workshop

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

Miller-Golf Links Library – AZ-Sonoran Desert Museum Kino Fruit Trees

Nanini Library – Watercolor class – From Drab to Fab; AHC lecture “Macabre Arizona”; Bibliomania Teen Book Club; Northwest Readers Adult book Club; Vegetable Gardening with Children; Color Friday (6 classes) from Drawing Studio; Teen Advisory Board; Saturday Legos; Second Saturdays Scrabble; Chess Corner; Halloween Hat Craft Workshop.

River Library – Weekly Chess Club, Storytimes, book discussion groups, Minecraft free play, Master Gardener presentation, Aspire! Teen Art – mask making program, STEM program presented by Southern Arizona Research, Science, and Engineering Foundation

Sahuarita Library – Gwen Ray, puppet show “A Troll’s Tale”

Sam Lena-South Tucson Library – Preschool storytime, Colossal Cave Big Hunk Candy Bar program.

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

Woods Memorial Library – Acro Yoga and Creative Movement

Valencia Library – Mask making, Bricks for Kids, Zoo to you, citizenship ceremony

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**FROM:** Amber Mathewson  
Library Deputy Director

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

#### **Health Initiatives**

Pima County Health Department is gearing up to provide information for the public regarding the Ebola issue. The library department has staff members participating on different committees to work on communication, preparedness and awareness. Information will continue to be posted on the Health Department webpage:

<http://webcmsdev.pima.gov/cms/One.aspx?portalId=169&pageId=167098>

Excellent information is also available on the CDC webpage:

<http://www.cdc.gov/vhf/ebola/outbreaks/2014-west-africa/index.html>

This month the library was contacted by two more library systems requesting information on the Library Nurse Project, in addition the Robert Wood Johnson Foundation will be publishing an article on the Library Nurse Project as well! The foundation is the largest philanthropy devoted to public health. <http://www.rwjf.org/>

#### **Small Business and Economic Development**

PCPL has established additional programming for small business startup and support with the help of the *Women's Business Center* (WBC) and SCORE. The WBC is now providing informational workshops twice per month. **Introduction to Small Business Ownership** gives participants a real-world view of what it takes to own a business including guidance related to licensing, taxes, and funding. **Business Feasibility: Ready to go from Idea to Reality?** gives participants the opportunity to interact with like-minded individuals, receive guidance from business experts, and work through feasibility assessments in order to see if they are on the right track with their business idea. *SCORE* currently offers one-on-one mentorship appointments at PCPL for new and existing small businesses (including non-profits). **Smart Start** workshops will be held monthly starting in November. These workshops give participants a broad overview of how to start a business using many of the Lean Startup methodologies.

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

- CDO organized a Deselection Strike Force weeding party at Woods on Friday Oct 10.
- The bid to obtain a vendor for leasing bestseller fiction was finally published and will run until Oct 23<sup>rd</sup>. PCPL will have the means to provide our customers with timely access to the latest blockbuster fiction in quantities that will meet demand, without having to store a large surplus after popularity drops
- Patron requests are still averaging about 2,500 per month. Though the transition to Bibliocommons has made us restructure how we approach requests, we will continue to provide the high level of customer service we have established with our patrons.
- Recently ordered a number of books chosen by the Welcome to America librarians for local refugee populations.

### **Technical Services – Diane Ward, Manager**

We are still working to make all of the undetermined bibliographic records in the catalog have a determination. Patrons would be able to use the facets on the left-hand side and drill down to locate the title, format, age level, year, etc. that they are looking for. All of this information comes from the 008 field and we have many records that do not have a 008 or the correct designations in the 008 that they do have. This will be an ongoing project for months to come.

Elizabeth Taylor and I have worked with Jen Maney and Jenny Gubernick to create the new “Suggest a Purchase” form and will be separating the purchase requests from the ILL requests with the launch of the BiblioCommons site. The Tech Services staff will still place holds, but using the information provided in the requests from the new form.

Elizabeth Taylor and I will be traveling out to the Ajo Library to train the staff on the use of the new website and Collection HQ. Katherine Beckwith will go with us to work the desk so that all of the Ajo staff can be trained at once.

Katherine Beckwith and I will also attend the OCLC forum being held at the Phoenix Public Library. They will be covering Cataloging and Metadata and Resource Sharing (ILL).

### **Juvenile Detention – Dawn Gardner, Community Partnerships Librarian**

Per a recent meeting and agreement between PCPL & PCJCC, we will be increasing the PCPL staff hours at the JDC Library as soon as the arrangements can be made. We have two Librarian Substitutes who have been cleared to work there and have been working 4 hours each week for several weeks, in training with William Bevill. Starting in mid-November, they will be working a combined 23-24 hours per week at the JDC Library (one with 15 hours and one with 8-9 hours per week, possibly more in the future as their other subbing commitments allow). Their hours will place PCPL staff at the JDC Library 3-4 days per week instead of the current one day per week. In addition, staff will cover three nights per week until 9 pm and alternating Saturdays – making our staff available to the JDC youth when they have down time (when they are not in school or in the midst of other weekday commitments).

With this transition of new staff and more hours, we will also be bringing in new programs and services to the JDC Youth and looking to enhance the collection of books there. We plan to start making the JDC Library space into an educational space, as well as a pleasure-reading space – hoping for a balance of increasing literacy skills and sharing the joy of reading.

We will start to offer the students use of Skills Tutor and Achieve3000 software programs to increase their literacy skills. We we will also teach them about other library databases and online resources relevant to their lives. We will be sharing these resources in conjunction with the CAPE teachers there and on our own in the Library. In addition, we are discussing plans to provide the JDC youth with resume and job-hunting skills workshops, specialized reading help, programs related to digital media, and more. We plan to bring more outside library presenters (both educational and entertaining) to the JDC Youth in the coming year.

## **Library Service Manager Reports**

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

#### **New Website Soft Launch**

The Library's new website is available for preview by library customers starting October 20. Customers are encouraged to try out the new site, register their library cards, and get used to the new layout. The new website was designed with readers in mind and highlights the Library's collections. Its functionality helps people discover all of the amazing things the Library offers. The search is vastly improved, so looking for great reads, movies, and magazines is easier than ever. We are also thrilled that OverDrive eBooks and audiobooks are now fully integrated into the catalog, so people can find a digital book, check it out, and download it all in one place!

#### **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. Staff has come together to think about what the Library means to the community, and how the Library feels to those you come in each and every day. Lori presented to the Library Board in October who gave input into the process and will continue to engage staff in the process.

#### **101 Teen Media Space Opens at Main Library**

The new teen media space that was planned by the Youth Design Team and library staff is going to be unveiled on October 17. The event will have live music, an open mic poetry slam, food, green screen, giveaways, and awesome activities. We hope that teens from around Tucson will come enjoy the new space designed just for them.

#### **Idea+Space Beta Launch at Main Library**

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

The Programs and Partners Office submitted a proposal to the ALA/Dollar General American Dream grant in October, the fourth grant round for this project. This grant is for **services to English**

**Language Learners.** PCPL has received this grant three times in the past (every time it has been offered).

October community meetings for the Programs and Partners staff include: the **Pima County Re-Entry Coalition** meeting on October 15; the **Literate Worker Partner Meeting** on October 21; and the **Love of Reading Month** planning meeting with the Pima County School Superintendent's Office on October 29. The Programs and Partners Office is also working on the invoicing and the planning of the year's activities for the new Make Way for Books contract, which includes the new literacy app and special early literacy programming at libraries. **ReadStrong** programming was also added to Main Library's literacy offerings in October, with two sessions - one for adults and one for youth. These ReadStrong sessions are for everyone in the community, but have been targeted to reach the refugee community through a partnership with Refugee Focus (now with a downtown office). In addition, our office has been working with the PCPL Communications Office to add systemwide literacy offerings to the new website so they appear in a standardized, consistent way.

The Programs and Partners Office submitted the nomination form for the **National Medal of Museum and Library Services**. Last year Pima County Public Library was a finalist, so the Director's team, the P & P Office, and the Communications & Systems Office devoted some considerable time to our approach filing a nomination for 2015. The National Medal highlights institutions that make "significant and exceptional contributions to their communities."

It's not hard to look around at Pima County Public Library and find amazing staff who forward extraordinary and innovative approaches that exceed the expected levels of community outreach. There are so many things we do, and we knew six pages hardly can describe those efforts with justice. The team elected to focus on how the library's innovative health-related programs and services meet the needs of people in poverty and build powerful partnerships, literacy and participation opportunities. Library nurses now visit almost every library. The cycle of information and service we have created creates positive ripples.

Because of the library nurse program, we have implemented afternoon snack programs, held intergenerational nutrition programs, increased access to immunizations and early health literacy, and provided help and guidance to caregivers of those who are elderly or have Alzheimer's, and are introducing more popular tai chi programs.

Regardless of the outcome, which we won't hear about until May 2015, the nomination has served as a valuable culmination as we review 2013-14 activities and accomplishments and finalize our work plan for 2014-15.

**DATE:** November 3, 2014

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

**FROM:** Pat Corella  
Library Deputy Director

**SUBJECT: Support Services – November 2014**

**FY2014-2015 Budget Update:** The Library budget has been finalized and the budget is still short by \$4-5 million going in to FY2015. 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:** We continue to move forward in spite of having a few remaining issues regarding the correct operations for the Comprise system. IT and Library staff continue to work to resolve those issues that will finally allow our customers to make proper use of our multi-functional devices at each library.

**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. The carpet replacement project was a complete success and staff is happy about the results.

**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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Pima County Public Library Foundation Board

**FROM:** Kenya Johnson  
Library Communications Manager

**SUBJECT: Communications & Publicity – October 2014**

**Media Relations Activities**

**Arizona Daily Star - Library Article Series**

Wayne Wheeler, a Library Associate at Joel D. Valdez Main Library, and Caitlin Burns, Library Associate at Santa Rosa Library, contributed October's article, *Your library. Your LGBT trailblazer.*

**Other Activities**

**National Medal Award for Museum and Library Services**

I worked with administrators and the Partners & Programs Office staff to prepare our application package for the 2015 National Medal Award. This is the second year that PCPL has been nominated.

**Ebola Public Information Workshop**

I attended an hour-long brainstorming session with other communications and public information officer professionals on Oct. 23 to address the ebola virus situation and come up ways that our community can proactively address any concerns.

Approximately 35 of us gathered at the Pima County Board of Supervisors hearing room in four workgroups: Public Awareness, Media Relations, Messaging, and Rumor Control. We talked about ways to address the issues in each of these areas before any kind of serious emergency or event happens in Pima County. Representatives included Pima County Health Department, Communications, and Wastewater, Davis-Monthan AFB, University of Arizona Police Department, the University of Arizona Medical Center, Tucson Airport Authority, the Towns of Sahuarita and Marana, City of Tucson, Tucson Water Department, Northwest Medical Center, Tohono O'odham Nation, Pascua Yaqui Nation, TUSD, Vail Unified School District, Tucson Fire Department, Marana Police Department, Pima County Sheriff's Office, Carondelet, TMC Hospital, Salpointe High School, Green Valley Fire District, Northwest Fire District.

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

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

### October Media Outcomes

DATE	NEWS RELEASE HEADLINE			
10/3/14	Library opens new space to support businesses, startups and nonprofits			
10/16/14	El Pueblo Library changes hours of operation starting Oct. 27			
10/24/14	New website coming on Nov. 19!			
<b>Total Outcomes: 2</b>				
OUTLET	DATE	HEADLINE	REPORTER/ AUTHOR	MEDIUM
Food Forward (PBS)	October	Seeds of Change		TV, online
Tucson Weekly	10/3/14	Pima County Seed Library Featured on PBS;s Food Forward	Mari Herreras	Online