

DATE: January 5, 2015

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

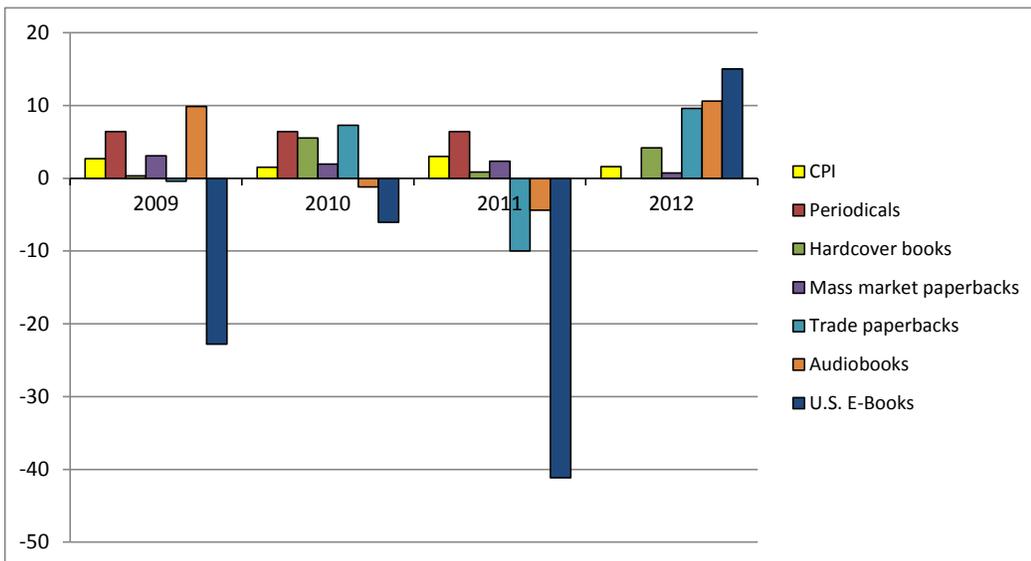
FROM: Melinda Cervantes
 Library Executive Director

SUBJECT: Executive Director’s Report – December 2014

State of the Library

Pima County Public Library has enjoyed tremendous support from residents, community leaders, county appointed and elected officials and partner cities. Throughout the last eight years and as a result of careful and strategic planning, the Library has maintained programs and services and increased collections. Responsibly, the Board of Supervisors adopted library budgets for fiscal years 2010, 2011 and 2012 that included reductions of the secondary property tax rate filling the gap in revenue by spending down the Library fund balance.

From 2009 - 2012, Library operational **costs continued to rise**. For example: the cost of some materials continues to outpace the CPI.



In 2012, the average cost of hardback books in all categories before any discounts was \$94.00, audiobooks \$41.00, new release popular DVDs \$45.00 and downloadable E-Books \$28.00. The Library receives discounts of 20%-43% depending on the format. Additionally, the cost of IT infrastructure, storage and software to meet public demand has more than doubled to \$3.5M for FY2015/2016.

In FY2012-2013 it was necessary to eliminate 24 vacant positions and in FY2013-2014 reduce hours of operation at two libraries (Santa Rosa and El Pueblo). In the current fiscal year, FY2014-2015, it has become evident that further reductions to hours of operation will be necessary. Every attempt to be open when the community prefers and to realize cost savings will be made.

A separate FY2015-2016 Budget Report will be provided to the Library Board at the January 2015 meeting and will provide greater details about the proposed FY2015-16 Library Budget.

Successful programs and services introduced in the last year include:

- Launch of Idea+Space
- Launch of "101" Teen Space
- Summer Reading Program participation exceeded 33,000
- Implementation of collection development, hours of operation and service recommendations based upon results from the recent OrangeBoy Survey
- Joel D. Valdez and Mission Branch Library renovations
- Upgrade to WiFi network
- Online payment of fines
- Launch of New Website
- Expansion of Library Nurse program
- Expansion of Job Help services to include self-employment

Announcements, Honors and Awards

- Jennifer Nichols, Librarian II, Joel D. Valdez Main Library, instrumental in establishing the new "101" space for teens and a 2014 recipient of the *40 Under 40 Awards* has accepted the position of Assistant Librarian for the University of Arizona Libraries, Research and Learning Department. Jen's last day with PCPL will be January 9.
- Ashley Braun, Librarian I, Himmel Park Library has accepted a librarian position with the Seattle Public Library. Ashley's last day is January 1, 2015.
- Friends of the Pima County Public Library donated \$60,000 to the library to support summer reading program, skills building for children and adults, connected learning initiatives and community focus on cultural heritage, diverse populations and common ground.

Reaching Out

I have made it a priority to become familiar with our community partners and leaders throughout Pima County and Arizona. Recent opportunities included:

Workshops, Seminars & Events

- Tucson Hispanic Chamber of Commerce's 10th Annual *40 Under 40 Awards* Breakfast
- Youth Employment One-Stop Center Open House, 2323 South Park Avenue.

Community Leaders

Bill Krauss, Literacy Connects Strategic Planning

Hermi Cubillos, Executive Director, JobPath

Amanda Kucich, Senior Director of Youth Development, United Way

Amy Hirshberg Lederman, Legacy Consultant, Southern Arizona Jewish Community Foundation

Dane Woll, President & CEO, YMCA of Southern Arizona

Kelly Friar, Executive Director, YWCA

Libraries

Eckstrom-Columbus

Miller-Golf Links

Murphy-Wilmot

Quincie Douglas

Woods Memorial

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FROM: Karyn Prechtel
Deputy Library Director

SUBJECT: Public Services Report - December 2014

Pima County Public Libraries ended the calendar year with several success stories: library patrons continue to find jobs with help from library staff, we added materials to the collection in five new languages, we held countless holiday-themed programs and storytimes for people of all ages, and hosted the Annual 9 Queens Chess Tournament at the Himmel Park Library. We also participated in three Town Holiday Festivities: the Oro Valley Town Holiday Parade, the Marana Holiday Festival & Tree Lighting event, and the Downtown Festival of Lights Parade.

District 1 – Supervisor Ally Miller

Dewhirst–Catalina Library – Bethany Wilson

Dewhirst-Catalina Library hosted **CPR** training sessions for staff and the public through partnership with **The University of Arizona College of Medicine REACT** group during the month of November. The training was extremely comprehensive, yet presented in a way that allowed the layperson to understand and grasp the concepts of when and how to utilize CPR. The presenters fielded audience questions with ease, and the class was interactive and fun. Staff and public participants alike commented on how much they enjoyed the training and expressed how much more comfortable they would feel about their ability to administer CPR in the future should the need arise.

Dusenberry-River Library – Dianna Thor

Library Associate Jusdina Nolin-Brown put together a wildly popular program for teens and tweens. In anticipation of the release of the movie *Mockingjay* (based on the third book in the *Hunger Games* trilogy), she organized a **pre-release Movie Party** which took place on November 20th. Thirty-five enthusiastic youths gathered to prepare for the latest adventures of Katniss Everdeen. They watched the movie *Catching Fire* (2nd in the trilogy), made mini-buttons as a craft activity, and munched on popcorn. Several lucky attendees left with a *Hunger*

Games-themed door prize. The whole event was unanimously deemed as one of the coolest programs ever.

Children's Librarian, Meg Beer, recently hosted two **early literacy workshops** for parents. In all, seven families attended and learned how literacy develops in the early years. The workshops provided them with great tips and instruction on what parents can do to help nurture a foundation for learning, and a love of reading, in their children. One dad found the instruction particularly helpful and was overheard to say: "this kind of class should be given to all soon-to-be parents *before* their baby is born."

Oro Valley Public Library – Ruth Grant

Santa Visits Storytime: On Wednesday, December 3rd, Santa and Mrs. Claus delighted over 100 kids of all ages with holiday stories, photo opportunities and candy canes. Santa and Mrs. Claus also enthusiastically greeted other patrons, staff, and volunteers with the Quilts of Valor quilting group, thanking them for their generosity in providing quilts for Service members and families.



Oro Valley Holiday parade: Rain did not deter 11 staff members plus one furry volunteer from participating in the annual Town Holiday parade on Saturday, December 13th. The small but cheering crowd lining the parade route cheered as we passed by. Tom McNamara, from Channel 4 News, thanked the library staff for their hard work and dedication.



Author Anne Hillerman visited the library on December 6th and discussed her new novel, *Spider Woman's Daughter*. She also discussed Tony Hillerman's work, and her continuation of her father's popular Navajo detective stories. The Sonoran Sleuths book club discussed her visit and Anne Hillerman's most recent title in their December meeting.

District 2 – Supervisor Ramón Valadez

Eckstrom-Columbus Library – Mary Sanchez

Books in other languages have arrived at Eckstrom-Columbus Library and other branches! Librarian Debbie Chavez has been working on adding materials to our PCPL collection in **Arabic, Somali, Nepali, Chinese, Farsi/Persian, and French**. Most of the items are children's picture books and board books, with a few bilingual dictionaries and adult fiction and non-fiction thrown in. The materials will be housed at Woods, Santa Rosa, Martha Cooper, Himmel, El Rio, and Eckstrom-Columbus libraries. Having our libraries carry materials in other languages will make our spaces that much more welcoming for new Americans stepping through our doors.

Eckstrom-Columbus Library is planning lots of extra activities for youth during TUSD's winter break, which starts on December 19th. Activities will include special movie days, crafts, gaming, as well as improv acting games and challenges.

Librarian James Walter assisted library partner **Make Way for Books** with the creation of video content highlighting early literacy tips & activities for parents and caregivers that will be available on their website. James met with Make Way for Books staff to plan, film, and edit the videos, with future collaboration planned.

Quincie Douglas Library – Sharla Darby

Quincie Douglas library offered their annual **Freecycle© swap** through the entire month of December. The tables filled with goodies will stay up through the post-holiday swap system-wide event scheduled on January 10th! Again this year there were lots of donations from staff and the community including several beautifully knitted scarves donated by our volunteer. This program continues to create a "spirit of giving" and customers have come to look forward to this annual event.

On Tuesday, December 16th, the **International Wildlife Museum** presented their program Animal Discovery to our Preschool story time. Sixteen kids and 13 adults enjoyed seeing displays of various beetles, butterflies, and scorpions. Everyone's favorite part of the presentation was meeting all of the critters! We got to see a live scorpion and tree frog, and got to actually pet a tortoise, bearded dragon, and rabbit!

As we end the year Quincie Douglas library staff look back on all the wonderful events, programs, and services that we have been able to offer and in turn our customers continue to give us compliments. One customer this month left a note about one of our pages. The note stated: "He was so helpful, courteous with a SMILE. I could not have done this without him."

Sahuarita Express Library – Michele White

Sahuarita Library celebrated the holiday season with the puppet show **A Penny a Look** presented by Gwen Ray. After the show families enjoyed decorating cookie treats!

Sam Lena–South Tucson Library – Marissa Alcorta

This month we hosted the **Arizona-Sonora Desert Museum** and their presentation, Sonoran Supermarket. We worked with the youth from the **John Valenzuela Youth Center** in bringing their students over to participate. They were able to learn about local resources that native peoples of the Sonoran Desert have traditionally used for food, medicines, and fibers. They really enjoyed the interactive presentation.

Storytime is winding down for the holiday break but it's has been a busy month, with **Southside HeadStart** and **Ochoa Preschool** joining in with their students and parents. Each group averages about 15 participants. This month has been all about holiday and winter stories, songs, and crafts! Storytime will start up again Tuesday, January 13th after the holiday break.

We are very excited to host Mission Library's **English Classes** starting January 12th. Due to renovations and closure at Mission, and community members here in South Tucson expressing interested in English classes, the whole Mission class is moving to South Tucson. We are hoping to have many of the regular students make the move as well as promote the class to get some South Tucson community members in attendance. We're actively working with Literacy Connects to get the classes up and going and are very excited to play host until May. Classes will be both beginning and intermediate, Mondays and Wednesdays from 10:30am-Noon. We are hoping the classes will be such a success; that we will be able continue them here at South Tucson in the future.

District 3 – Supervisor Sharon Bronson, Chair

Caviglia-Arivaca Library – Leesa Jacobson

Most Arivacans do plenty of good eating during this month, and Library-goers were no exception. Docents from **Tohono Chul Park** in Tucson presented a fascinating look at the ethno-botany of the Sonoran Desert region called *A Taste of the Desert*. Even folks who have lived for decades in the area were pleasantly surprised at all the edible and nutritious plants close at hand. Those who tried making the recipe for Mesquite Almond Crackers at home were rewarded with happy taste buds.

Not to be outdone, the **Friends of the Arivaca Library** held their **13th Annual Holiday Tea** for the community, complete with scrumptious goodies and lively music. Nothing beats an afternoon with good friends and good food—and good books to borrow on the way out.

Flowing Wells Library – Karen Greaber

The Strings and Things Knitting Club made 15 cat blankets and donated them to The Animal League of Green Valley.



Geasa-Marana Library – Vicki Ann Duraine

Puppets Amongus joined us to celebrate the holiday season, and packed the room with their rendition of Robert Munsch's *The Paper Bag Princess*.



Later that evening, Library Associate Sam Hennig and Wheeler Taft Abbett's Managing Librarian Cat Strong manned a table at the annual **Marana Tree Lighting Festival**. We were stationed in 'prime real estate' along the path to the Santa signing, and distributed goodies and information to the long line of waiting families.

Sam spent an afternoon at the **Open Doors Community School**, a K-6 grade charter school to present storytimes and introduce the older classes to many databases that are offered through the Pima County Public Library.

Nanini Library – Kristi Bradford

Nanini **Job and Computer Help Volunteer** Warren, reports that a Nanini customer, who has been attending Job Help recently, got a job working at the JTed program in the healthcare field. She was quite thrilled and came to share the news. The big news for us is she is 86 years old and still wants to work and contribute!

Salazar-Ajo Library – Linda Lam

The Salazar-Ajo library began December with an energy filled program of the history and traditions of Brazilian music titled **Rhythms, Songs & Instruments of Capoeira and Brazil** presented by Capoeira Mandinga Tucson. The children enjoyed hearing the Chinese legend of the kite and then an opportunity to color and fly a kite of their own when Ron Reich presented Legend of the First Kite. The relationship between the people of the Sonoran Desert and the plants that have provided food, shelter, medicine and other materials for daily life was explored with **Tohono Chul Park's** program Taste of the Desert. Age doesn't matter when it comes to old-world storytelling, puppets and acoustic music. Crumpled, a program presented by **Tucson Puppet Works**, provided fun and entertainment for the entire audience.

Southwest Library – Paulina Aguirre-Clinch

Vivian Enos presented another wonderful program-**Bottle Cap Jewelry**. Everyone had a great time making bottle cap keychains, magnets, and pendants. It is amazing how time flies when you are making a craft with Vivian. The kids love her programs!

The Southwest Library staff led a fun ornament making party attended by several of its regular young patrons. A staff member overheard one of the youngest participants enthusiastically telling her mother, as she proudly showed her ornament, that her craft was very special, especially because she made it at the library!

Wheeler Taft Abbett, Sr. Library – Cat Strong

At the December meeting of the **Abbett Book Choices**, we shared cookies, candy and books. Attendees participated in their own version of a white elephant gift exchange with books, which was a great way to have fun and introduce new authors.

Cat Strong, Managing Librarian and Sam Hennig, Geasa-Marana Library Associate participated in Santa's workshop at the Town of Marana's annual Holiday Festival and Tree Lighting event on December 6. We distributed information on programs and services for both libraries, coloring sheets, glow-in-the-dark necklaces and other goodies to over 300 children and their parents waiting to see the "big man." The library received the following thank you from the coordinator of the event. "Thank you so much for being a part of our holiday festival Santa's workshop! People had a great time. Thank you for coming out; we love having the library at our events." We love the opportunity to engage with our community!

The anime club for teens met for the 2nd time in December. It is entirely run by teen volunteer Kara, and grew from 3 members to 5 between the first and second meeting.

We are very lucky at Wheeler Taft Abbett Sr. Library to have an excellent cadre of **adult volunteers**. Their help is invaluable to us, as is their connection to the communities in which they live. Recently, our community reach through our volunteers grew by leaps and bounds through a new volunteer who lives in England. She was here for just a few months while her husband was completing a work assignment for his company. She wanted to stay busy while she was here so she volunteered at our library. We thought we were the ones getting all the help through her volunteer work but during her last week we found out that we were providing just as much help to her. She shared that her previous job just before leaving England had been a very negative work experience and she was having a difficult time personally but after working with

the supportive, friendly staff at Wheeler Taft Abbett Sr. Library, her self-confidence had been restored and she was excited to share that she had a job interview for a new position immediately upon her return.

Woods Memorial Library – Coni Weatherford

On November 15, Vivian Enos presented her **Dream Catcher Wall Hangings** program for teens and adults. The program was filled to capacity and enjoyed by all! Here is a lovely photo of a mother and daughter holding their finished dream catchers.



The Teen bulletin board was decorated for the holiday season with an inspiring message.

The UA College of Agriculture and Life Sciences, **Cooperative Extension Pima County** – Master Gardener Program is also back in full swing at Woods Memorial Library, presenting one to two presentations monthly from October 2014 through April 2015. An appreciative group of 5-10 adults regularly attend.

District 4 – Supervisor Ray Carroll

Joyner-Green Valley Library – Kathy Konecny

Joyner-Green Valley Library offered **several gingerbread-themed programs** to celebrate the holiday season. On December 13, an intergenerational audience enjoyed making 'gingerbread' houses out of graham crackers and other sweet concoctions. On December 17, families enjoyed **the Gingerbread Man Puppet Show**. The week of December 17 to 24, children stopped by the service desk to pick up a scavenger hunt for gingerbread men placed throughout the library. Each program allowed children to laugh, learn and interact with others in a positive and fun way.

The history of Santa Cruz County came alive during co-author Tallia Cahoon's talk on her books, *From Southern Arizona's Oro Blanco region, Ruby, Arizona : Mining, Mayhem, and Murder* and *Frontier Lady of Letters – The Heroic Love Story of Ines Fraser*. Ms. Cahoon grew up in Rudy which is now one of Arizona's best preserved ghost towns. Thanks to a partnership with the Pima Community College, participants also were made aware of the opportunity to enroll in a Community Campus class and to tour the town in February.



Staff-presented Iconic Holiday Personage

Kirk-Bear Canyon Library – Daphne Daly
This month, kids and families had a chance to learn the fundamentals of basic sign language during two special storytimes. One toddler and one preschool storytime each learned **American Sign Language** by using stories and songs within the storytelling routine, from a non-staff presenter (Miss Shannon). Also, later in the month, one toddler and one preschool storytime received a special visitor from the North Pole.

Additionally this month, Kirk-Bear Canyon's popular **Lego Club** drew a record crowd. This club aims to motivate participants to communicate and act out scenarios together, sharpening interpersonal and visual-spatial skills.

Also meeting this month was the **Children's Holiday Craft Hour**. Kids and families could join in for this drop-in craft hour, to make fun, interesting gifts.

Miller-Golf Links – Mary McKinney

It was a very merry **Crafternoon** at Miller-Golf Links Library on December 18. Twenty-three attended the festivities where they were able to make ornaments and their very own Rudolph the red-nosed reindeer. It was third year in a row that one young man and his mother attended the program. Another mom asked, "This would be the perfect thing to relax me, can I make one too?"

Murphy-Wilmot Library – Daphne Daly

Hanging in our art gallery during the month of December is an exhibit by Bonnie Fuller. Bonnie will be a graduating homeschooled senior in May, and on display is her senior portfolio.



December is time for our annual **Winterfest story time!** Dozens of children and parents joined our library story time staff on December 19 for a retelling of *Biggest Best Snowman* by Margery Cuyler and *Bear Snores On* by Karma Wilson. They also recited snowman rhymes together and sang holiday songs. Afterwards, children got to play games such as Artic Bowling, Feed the

Snowman bean bag toss, and Mitten Match, and also created snow scenes and snowflake collages to take home. Winterfest story time gets us into the holiday spirit, and is a big hit every year!

District 5 – Supervisor Richard Elías

El Rio Library – Emily Lane

On December 6th, El Rio held a special edition of **Grown-Up Storytime**. This time around we read from Holiday books for children and adults and even debuted our new felt board for the hilarious Lemony Snicket book *The Latke that Wouldn't Stop Screaming*. As is our growing tradition with this program, we were able to invite one evening class from **Pima Community College Adult Education**. We have continued positive response from teachers and students invited to this program as many of our teachers find it to be a great opportunity for their students to engage with reading outside the classroom and in a non-traditional (often silly) way.

Titles we read for this program: *Arlene the Sardine* by Chris Raschka, *The Latke that Wouldn't Stop Screaming* by Lemony Snicket. And selections from: *Holidays on Ice* by David Sedaris, *Hyperbole and a Half* by Allie Brosh, *I Like You: Hospitality Under the Influence* by Amy Sedaris.



Himmel Park Library – Sharla Darby

The **Tai Chi** series continued throughout December, with both the number and excitement of participants increasing with each class offered. Instructor Heather Chalon is so pleased to be working with the library, she is considering ways to implement more Tai Chi programs, possibly through grant funding. December saw the last of the **Tucson Museum of Art** talks for 2014. This month's installment, *Estelle Ishigo: Art of the Japanese-American Internment Camp*, had 25 people in attendance. The audience was very impressed with the talk and TMA is excited to continue working with us in 2015.

The annual **9 Queens Chess Tournament** was held at Himmel Park Library on December 13th, 2014 and was a rousing success despite the rainy weather conditions. Over fifty people of all ages and abilities entered the tournament, which lasted all day. We had over a hundred people in the library, many (quietly) cheering on their friends and family members in the tournament. Chess took over Himmel Park Library and we haven't been the same since!

Joel D. Valdez Main Library – Sandy White

During the summer of 2014, local artist **Catherine Eyde** and her 8-year-old daughter, Aria, were invited to begin a new series of work at an art residency in Buenos Aires, Argentina. Catherine also received a New Works Grant from the Tucson Pima Arts Council to develop the project for the Tucson community. Their collaborative art is on display at the Main Library through the month of December. Over 100 guests came to view the show during a reception held on December 7.

A three year old boy and his parents attended Main Children's **dental storytime**. The parents came in this week to tell us their little boy would NEVER brush his teeth. Since he attended the dental storytime he is brushing his teeth at least twice a day! The parents of a four year old boy told us their son has spent most of his life recovering from severe burns suffered when he was a baby. Storytime at Main is one of the few places he feels safe and looks forward to visiting.

A **Grant Proposal Review Clinic** was held in the **Idea+Space** on December 16, and we immediately received unsolicited, positive feedback: "Our meeting with Meg was terrific. She gave us many helpful ideas on the proposal and on fundraising more generally.... We highly recommend that you continue this program."

Martha Cooper Library – Dianna Thor

One evening recently a customer stopped by the service desk to talk with Leva Daly, Substitute Librarian, to let her know that she would be moving to a different neighborhood soon. She especially wanted to let us know how much she loves the library, the staff at the Martha Cooper branch, and how much she would miss us all. She shared that she had found a job because she had access to the computers in the library for searching and applying for work. That first job led to a better job, which led to a better job, and then another! All of which led to her being able to afford to move out of the neighborhood. She was very thankful, and most appreciative of our library and all the help she had received here.

Children's Librarian, Jen Whitt, and YA Librarian, Sarah Batchelder (who sometimes substitutes in storytime) often include a craft at the end of storytime that goes with the theme of the book and that helps to create an interactive or educational aspect to the program. Recently, a young mother shared the following comment with Sarah – "you guys do the best crafts here. My son still has one from one of the first storytimes we attended here – a moustache on a stick. Of course all of the sequins have fallen off, but he still plays with it." Amazing how a youthful imagination can be sparked with just a few simple materials!

A man walks into a library and asks the library tender if he can fax his job application and resume. The library tender says "yes you can." The man asks "how much" before the library tender can say "no charge for job search-related faxes." The man is very excited when he's told there's no charge. While the library tender's co-worker faxes the documents, the man gets a phone call. He's still very excited about the free service and tells the phone "it's a good thing there's no fee because I was down to my last twenty cents." The fax went to the employer and the man had scheduled an interview within the hour. The library tender says "that'll never happen at a bar."

Mission Library – Margaret Wilkie

Mission staff has been very busy this month preparing for our renovation. We will be closed for two month beginning on Saturday, January 10, 2015. The renovation will include new flooring throughout the building, new electrical work, a new front desk, and other updates. There will be no temporary Mission Library location during the closure. Staff will work at other branches throughout the system.

Valencia Library – Donie Gignac

All of the **13 different classes** (GED, computer and job help, ESL, Citizenship, homework help/Readstrong) held at the Valencia Library are winding down for the holidays but will resume early in January. Students and teachers alike are taking a short breather.

Valencia Library is “lookin’ good!” The library was painted and the landscaping is being refreshed. A Christmas tree made from books was created by our very talented paging staff and decorates the front lobby. It receives many wondrous comments from adults and children alike.

Several staff presented the **Winter Wonderland** program for the final **Create Club** session of the year. Families were treated to a puppet show, raffle prizes, refreshments and an assortment of crafts to make and take home. “Miss Jane”, a long-time volunteer who works at Raytheon, has for 13 years supplied Valencia with donated books, toys and school supplies to raffle at children’s programs. She also provides refreshments for movie nights and several other events. She’s a jewel in our cap.

Activities funded by Friends Groups

Friends of the Joyner Green Valley Library

Green Valley Library - Language Exchange, Focus on Art - “You Call This Art?” presented by Judy Tracy and “Charlie Russell Meets Picasso: Encounter at Judith Basin” presented by Kalli Deschamps, Special Author Talk Tallia Cahoon, co-author of *Ruby, Arizona; Mining, Mayhem, and Murder* and *Frontier Lady of Letters - The Heroic Love Story of Ines Fraser*, Poet's Corner, Baby Storytime, Toddler Storytime, Preschool Storytime, Create Club: Gingerbread Houses, The Gingerbread Man Puppet Show, 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, Storytime Crafts, Snacks for Teen Advisory Board, Computer Tutoring for Adults, 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; Minecraft Teen/Tween Gaming; Santa and Mrs. Claus, and Drawing Studio Art Series.

Friends of the Pima County Public Library

Ajo Library – Rhythms, Songs & Instruments of Capoeira and Brazil; Legend of the First Kite; Taste of the Desert; Crumpled

Arivaca Library – “Taste of the Desert”

Catalina Library – Ginger bread craft program at storytime.

Geasa-Marana Library - Puppets Amongus Puppet Show

Himmel Library – Storytimes, Chess Club, Puppets Amongus Puppet Show, Sensory-Friendly Storytime, Homework Help, Readstrong, Tai Chi, 9 Queens Chess Tournament

Main Library - Teen Holiday programs, Children's Family Literacy programs

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

Miller-Golf Links Library – Crafternoon

Nanini Library – Thursday Art Talk, Instant Opera, Sock Snowmen Program, Bottle Decoration program, Bibliomania Book Club for Teens, Northwest Readers Book Club for adults, Hobbit Movie Release Party, Tai Chi, NaNoWritMo Writing Workshop, Gingerbread House Building, Minecraft, Saturday Legos

Quincie Douglas Library - Beading Circle, Beginning Beading Family program, Animal Discovery program, Children's Snack Program

River Library - Weekly Chess Club, Storytimes, book discussion groups, Minecraft free play, Master Gardener presentation, “Attracting Native Bees and pollinators,” “Ask a Master Gardener” Q & A session, *Mockingjay* movie pre-release party event.

Sam Lena-South Tucson Library – The Arizona-Sonora Desert Museum “Sonoran Marketplace”, Storytime.

Southwest Library – Bottle Cap Jewelry, The Silken Thread: A Puppet Show

Wheeler-Taft Abbett Library – Family Storytime, Science Saturdays, Chess Club, Teen Advisory Board, Minecraft Mondays, Appy Hour Storytime, Full Steam Ahead Family Storytime, Gingerbread Yoga Family Program, Teen Holiday Movie

Woods Memorial Library – Dream Catcher Wall Hangings

Valencia Library – “Winter Wonderland” create club supplies.

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FROM: Amber Mathewson
Library Deputy Director

SUBJECT: Strategic Initiatives Report – December 2014

Small Business and Economic Development

The Idea+Space is the destination for business programming and support. In order to create a robust service point for entrepreneurs, small business, and job seekers, relevant materials have been moved to the 2nd floor of Main Library. Books, magazines, manuals, and electronic resources provide guidance to individuals in all stages of business development. Monthly programs include meetups for entrepreneurs, lean in circles for women, business overview, social media help, job help, and grants database labs. Drop in times each week are provided for individuals who want to start their own business, but don't know where to start. Community resource information and upcoming business program schedules are available to all library patrons. Main Library staff has received additional training related to the Idea+Space and frequently asked business and career questions.

The Business Team has been working on the coordination of community outreach to business organizations including the Chambers of Commerce. The group is identifying priority meetings and the best point person for each event. Main Library staff helps to post business events in community calendars and print media.

Workforce development efforts include coordination and participation in the Mayor's Taskforce for Mature Workers, Back to Work 50+ Program with AARP and Pima Community College, Regional College Access Center and the dissemination of college information, and Tucson Unified School District and the promotion of electronic resources like Brainfuse, Learning Express Library, and Gale Databases. Brainfuse and Gale have provided free posters and bookmarks to use in the promotion of these resources. Learning support coordinators from the TUSD Mexican American Student Services department have been trained on available library resources and parents have received information at 3 separate community meetings this past month.

Collection Development Office – Richard DiRusso, Manager

We obtained *The PBS Video Collection* to our streaming video repertoire. This service assembles hundreds of public television's greatest documentary films and series into one convenient interface, all of them multiple access. Popular series such as Nova, Frontline, Empires, Freedom, the films of Ken Burns and Michael Wood are included. The collection is comprised of 245 full-length streaming videos and 172 bonus titles.

Representatives from Recorded Books visited on Tuesday December 2nd and covered several new features they are offering. One that we are seriously considering is an online publishing program, FastPencil for Libraries. This software guides a patron through step-by-step project creation, offers social forums for collaboration and reviewing projects, and one-click options to format completed projects in various layouts. The result is a completed eBook or eProject complete with an ISBN and uploaded to *OneClick Digital* (which we subscribe).

They also revealed that Recorded Books is now a distributor for *The Great Courses* video and audio programs that patrons enjoy. This is good news since we were unable to obtain them from any other source. There are recent upgrades to *Zinio* digital magazines as well.

On Friday December 5th reps from Baker and Taylor came and demonstrated their eBook platform, *Axis 360*. Given our relationship with B&T as our major supplier of text, DVDs and audio books we are looking into obtaining them as a provider of digital titles as well.

On December 16, we received word that Baker and Taylor successfully won the bid on the DVD leasing service. This will allow us to obtain blockbuster DVDs without having to keep them around after their popularity wanes and chances to go missing increase. Overall, we are ordering smaller amounts of blockbusters due to budget concerns, as well as, having few copies per title keeps reserve queues longer which means that more people actually get to see them.

Technical Services - Diane Ward, Manager

We continue to update the bibliographic records in our catalog for RDA standards and appropriate display in the new catalog.

This past month we received an order of multi-lingual books and were able to catalog and process them and get them out to the branches within a couple of weeks. The order contained mostly children's books, but some were adult. Most of the books are bilingual, meaning that they are in English and another language. They are in the following languages: Arabic, Somali, French, Chinese, Nepali, and Persian. The majority of the order went to the Columbus library with the rest being spread out between the Woods library, the Martha Cooper Library, the El Rio library, and the Santa Rosa library.

We will be loading the new PBS streaming video records into the catalog soon allowing our patrons better access to the material.

We recently met with the staff from the Tucson Museum of Art to discuss their implementing RDA standards and doing their own original cataloging.

Juvenile Detention – Dawn Gardner

December has been a busy month preparing for increased open library hours. The youth have been coming in regularly on Wednesday nights, receiving up to six books each visit, and filling out book request forms. They are now coming in on Thursday evenings as well. When no visits to the library are occurring, PCPL staff visit living units, taking requested books and exchanging “pod carts,” which contain reading materials that stay in each living unit.

Next month we will begin to look more closely at the JDC collection and take steps towards additional development. Other goals are to work with PCJCC to increase programming and further support to teaching staff.

Library Service Manager Reports

Communications and Systems Office – Jen Maney, Library Services Manager

New Website Launch

The Library's new website launch was delayed until January 14. Staff has been working on adding more content, getting things translated into Spanish, and posting recommended reading suggestions. 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. People can register their library cards now on the new site, move over their lists and reading histories, and start getting acquainted with the new layout. We've gotten a lot of positive feedback already, including this quote from a happy library customer which came in through the new website's Contact Us form:

Just so y'all know, the new website is awesome! So easy to navigate and use, esp. Ebooks.
Great job!
Thx!
Greg

Brandraising Project

Lori Thayer continues to lead a team of staff through the rebranding process. This month, we watched a webinar in which other libraries walked through the process they took to rebrand. Edmonton Public Library in Canada is a great example of what libraries can accomplish when they create a consistent and appealing brand. The Library hopes to offer an entire brand package, much like UA's, which you can see at <https://brand.arizona.edu/>.

Mentor Match has another banner year!

The Growing Librarians team has once again led staff through a very successful year in which 19 mentees worked for six months with their staff mentors. Five mentees also got to share a one-time visit with various staff members to learn more about library careers. This was the third year for Mentor Match which was created to help PCPL staff members work toward their library career goals. Mentor Match representatives Leanne Yoder and Emily Lane presented about our successful program at the Arizona Library Association Conference in November.

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

The Programs and Partners Office is currently working with Pima County Procurement to provide contracts to new Library Presenters. Program offerings include business services and support, non-profit management, creativity and innovation for youth, and multicultural presentations. The process will be completed in January and presenters will be able to participate in an interactive showcase for library staff during the month of February.

Our office is also helping to coordinate the hiring of Library Program Instructors. These individuals will serve as facilitators for myriad programs including computer classes, STEM activities, youth-led innovation, Job Help, GED, Homework Help, and ReadStrong. These individuals will be trained during the month of January and should begin participating in programming at the branches during the month of March.

December in the Programs and Partners Office involved preparing Spring 2015 flyers for High School Equivalency (GED) Classes, English Language Classes, and ReadStrong sessions; as well as helping to standardize the online entries for these classes on the new website. We are still working on making sure all the literacy offerings are showing up properly and consistently on the new website. We have also planned and started to publicize several Literacy Connects' Reading and Math Trainings available to PCPL staff members in the Spring of 2015.

In December, Programs and Partners Office staff attended the Kiwanis Young Children's Council meeting, a meeting with Make Way for Books to plan staff workshops for the Early Literacy app, and a "Reboot your Digital Strategy" webinar related to Adult Education. PPO staff also held a High School Equivalency (GED) Team meeting in December. In addition, there were several meetings held around the topic of Diverse Populations and our Welcome to America Work Group since we have started making arrangements for PCPL to provide regular translations and interpretation services in several languages (in addition to Spanish).

DATE: January 5, 2015

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 – December 2014

FY2015-2016 Budget Process: The Library budget process for FY 2015-2016 has just started and already an adjustment to our previous thought about our budget request is revised. We initially thought about an additional \$.04 to \$.05 increase in the Library District tax to bring the budget closer into balance to a point where expenditures do not exceed revenue; however, several new technology initiatives has changed that initial plan. Now, our thought process has changed to reconsider the amount to the tax levy increase from the initial thought of \$.04 to \$.05 to a \$.08 to \$.10 increase to cover the cost of the new technology initiative that will be implemented over the course of next fiscal year. 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.

Himmel Library: The carpet that was replaced at Himmel will have to be re-done due to an adhesive failure. No additional cost, except for a potential closure, will be necessary.

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.

DATE: January 5, 2014

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Board of Directors, Friends of the Pima County Public Library
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Board of Directors, Friends of the Oro Valley Library
Pima County Public Library Foundation Board

FROM: Kenya Johnson
Library Communications Manager

SUBJECT: Communications & Publicity – December 2014

Media Relations Activities

Arizona Daily Star - Library Article Series

Debbie Chavez, a librarian at Eckstrom-Columbus Library, wrote a very moving article about her experience as a child who learned English as a second language. Debbie's piece, "[Helping immigrants acclimate, be empowered.](#)" highlights how she now helps families from our immigrant and refugee communities use the library's services and resources. This article is our eighth in the series.

Events

Downtown Parade of Lights

Last year was the first time that I participated in the Downtown Parade of Lights, leading the occasional cheer as we walked the parade route. This year, I worked with Karen Greene and Brian Chanecka to recruit staff and volunteers and select some good holiday tunes so that the library could parade in style. About 15 of us marched in the parade to great music supplied by Brian who carried his wireless speaker throughout the entire route for us. We then performed a flash book mob in front of the judges' table to the contagiously fun song, "Happy," as Wade Zelenak drove the Bookmobile behind us and Karen rode the Bookbike alongside our group with Clifford the Big Red Dog (staff member Rose Kowalski) shaking hands in the crowd.

Projects

Bookbike Book Drive Event

The two additional bookbikes are scheduled to be completed in mid-January. The book drive event, which will target donations of children's books and books in Spanish, is now going to be held in April, in celebration of Dia de los ninos/libros month.

Spanish Translations

Among my responsibilities is coordinating the process to translate printed and online content in Spanish. The Communications & Systems Office has recently translated FAQs for the new website, Seed Library brochures, and information about our HSL/GED classes, English language and citizenship classes, and our ReadStrong program.

Other Activities

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

- The Library's new website – Officially launches on January 14!
- Summer Reading Program
- Tucson Festival of Books

December Media Outcomes

DATE	NEWS RELEASE HEADLINE			
12/18/14	Mission Library temporarily closes for renovations starting Jan. 10			
Total Outcomes: 5				
OUTLET	DATE	HEADLINE	REPORTER/ AUTHOR	MEDIUM
Tahoe Daily Tribune	12/22/14	Book-less library in San Antonio a look at what future may hold	Pam McAdoo	Print, Online
Arizona Daily Star	12/22/14	Helping immigrants acclimate, be empowered	Debbie Chavez	Print, Online
eScoop monthly employee newsletter	December	Librarians honored for service	Kenya Johnson	eNewsletter
Green Valley News & Sahuarita Sun	12/17/14	'Knitted knockers' get Komen Foundation backing	Kitty Bottemiller	Print, Online
Green Valley News & Sahuarita Sun	12/10/14	New library manager lauds community support in GV	Karen Walenga	Print, Online