community impact plan
FIRST YEAR REPORT 2012-2013

The Library is fortunate to have the support of the community as it responds to changing conditions and as it advances its core services. With the community as its focal point, the Pima County Public Library becomes a "powerhouse that connects and enlightens residents to create more opportunity."

This year marked the launch of the Pima County Public Library's first Community Impact Plan. Library plans charted out programming, initiatives, and other activities in three focus areas: Learn, Create, and Connect. The aim of the first year was to build library capacity to support activities that promote learning and innovation, multiple literacies, education, and workforce development.

Melinda Cervantes
Executive Director
learn

JOB GROWTH, EDUCATION, AND WORKFORCE DEVELOPMENT

“They were so friendly, they helped me with my job search and résumé.”
“They had just the right classes. Now I can work the computer myself.”

Expanded workforce development services included dedicated computers for job seekers and career builders, increased assistance and community resource referrals, and online resources to support the development of 21st Century skills. In connection with Pima County OneStop, Literacy Connects, the Arizona State Library Archives and Public Records, and the Arizona Department of Economic Security, the Pima County Public Library has taken an integrated approach to workforce development and entrepreneurship. In addition to assistance for job seekers, the Library offers GED preparation and tutoring services, English Language learning, and reading comprehension activities to help residents sharpen their skills, land that job, and meet their goals.

- Library programs assisted 9,700 job seekers, an increase of almost 15 percent over the previous year. The Library received hundreds of positive comments regarding expanded job help related services.
- Six laptop computer labs gave rural and smaller branches the ability to add programs to help hundreds more patrons a month with their job search.
- The addition of 25 dedicated job help stations and dedicated job help zones helped hundreds more job seekers to be self-directed in their job search activities. 33,642 patrons took advantage of extended access.

In four months, a dedicated OneStop resource specialist made more than 400 contacts with job seekers at the Woods Memorial Branch Library.
The Library expands its Storytime services with strategies and collaborations to promote parent awareness and school readiness. The Library reaches thousands of caregivers, parents, and children with family literacy activities at the Library and in partnership with Make Way for Books, the Arizona Humanities Council, Pima County Adult Education, the University of Arizona, and the Arizona State Library.

- The Blue Book House Project collects thousands of gently used children’s books and makes them available to social service offices regularly visited by young children and their families.

- Children’s Services staff provide Storytimes, intergenerational programming that promote early literacy and student success to parents.

- Librarians provide training that offer hands-on activities and supervised practice sessions that guide caregivers and parents through a range of developmentally appropriate activities that promote reading readiness. All participants surveyed show that they will use early literacy strategies and activities in the home or child care setting.

FAMILY LITERACY

SUPPORTING STUDENT SUCCESS

Local community organizations expand the Library’s capacity to provide access to learning, information, and opportunity. Collaboration with community partners allowed libraries to provide homework and research assistance and information literacy for students of all ages.

- The Library collaborates with the Metropolitan Education Commission (MEC) to provide opportunities for Pima County residents to access online information about study skills, financial aid, career exploration, and college selection. In the pilot year of the project, the Library hired additional youth, expert peer ambassadors, to assist in career education and information services at five libraries.

- Literacy Connects provides professional development for the Library’s ReadStrong Program, offering opportunities for the tutors to learn new strategies for teaching literacy. During drop-in times, ReadStrong tutors work with patrons, practicing reading comprehension strategies that help develop confidence and enjoyment in reading.

- In the pilot year of the ReadStrong Program, 2012-2013, in-person Homework Help, online tutoring, and ReadStrong attendance rose by 109.7%.

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Figure 4: Molly, a ReadStrong tutor, worked one-on-one with nearly 150 students.

Figure 5: Nici smiles as she claps with her son Jack, 3, during Toddler Storytime at the Kirk-Bear Canyon Library.

Figure 6: Molly works with students during ReadStrong at the Parkview Library.

Figure 7: Nici smiles as she claps with her son Jack, 3, during Toddler Storytime at the Kirk-Bear Canyon Library.
Residents will find programs and spaces at the Library that reinforce their creativity, increase their productivity, and allow them to support their community. Pima County Public Libraries will work with community organizations and experts to provide opportunities for individuals to be creative, to satisfy their needs for self-expression, to promote 21st Century learning skills, and increase intergenerational exchange.

**CREATE SPACES**

The Library received a $100,000 planning grant from Institute of Museum and Library Services and the John D. and Catherine T. MacArthur Foundation. Funding supports a team of youth interns who will engage the community to investigate the building of collaborative spaces for their peers to connect and share experiences through media. In the first year of their project the youth interns:
• Hosted a salon for potential partners and grant supporters in the community.
• Researched media centers from around the country and surveyed local teens on what they want in future create spaces.
• Continued to document their progress to share the experience with future interns, the community, and project funders.

**CONTENT CREATION**

CreateIT provides media and technology classes, as well as mentoring opportunities with local experts for youth to increase 21st Century learning skills in the areas of information, media and technology literacy. All classes are taught by career professionals and are open to middle school and high school students. Goals of the programming initiative include:
• Increasing the media literacy of youth.
• Allowing youth to develop positive relationships with mentors in the fields of media and technology.
• Providing access and opportunity to create original media and ultimately increase their employability.
• Offering 21st Century skills topics from constructing a computer, to publishing online, to building web-based applications and video and film production.

**INNOVATION**

The Catalyst Café program is a convening of nonprofits, small business, and smart ideas to talk technology and innovation in the service of people, neighborhoods, nonprofits, and small business.
• The Library is a founding partner in the new Tucson Downtown Innovation District (DID).
• The Library joins the DID in its mission to nurture local talent and build a robust tech/innovation economy and to educate and encourage youth in STEAM concepts and disciplines.
Libraries encourage residents to connect with opportunities in their neighborhood, in their community, and in their world.

Pima County Public Libraries create an environment in which people of all ages and from all backgrounds feel they have a voice and a say about decisions that affect their lives.

The Library provides opportunities for people to explore, become informed, use digital content, and to feel self-directed in an atmosphere of increased technology and digitization.

ONSITE, VIRTUAL, EXTENSION SERVICES & PROGRAMMING ACCOMPLISHMENTS:
• increasing access
• building on community assets and conditions
• programs and partnerships initiatives

INCREASING ACCESS

The Pima County Public Library serves as an access point for readers and for a range of community access services including public access computers, internet and wireless services, e-book, audio content, and online information services. The Library continues to plan for increased digitization and enhance online access to support community needs.

• 50,000 children and teens can now check out materials on library cards and access research information online from wherever they are with the elimination of fines on children’s and young adult materials, and a one-time waiver of items never returned.
• The Library is actively engaged in collaborative resource development and allocation to increase community access and digital services across the state of Arizona. Library staff on the Digital Arizona Library (DAZL) team are contributing expertise, leadership, and curriculum support for statewide training and digital collection building.
• Pima County Public Library has enhanced digital collections for residents of Pima County with the addition of Zinio, a digital magazine service.
• Patrons are currently downloading 2,000 audiobooks per month with OneClickDigital - a 1100 percent increase for recorded books downloads since last year.
• Library cardholders can download music their PC’s or devices with Freegal. Freegal usage continues to rise, increasing to 10,500 downloads monthly.
• Patrons enjoy one click/one touch access to account information the library catalog, convenient digital downloads and other resources using the PCPL app for mobile devices.

New equipment and software to assist people with vision and other impairments have been upgraded and introduced at regional libraries. Dedicated workstations and specialized software are now available at the Joel D. Valdez Main, Eckstrom-Columbus, Joyner-Green Valley, Mission, and the Oro Valley Libraries.

Figure 7: Computers at the newly renovated Eckstrom - Columbus Branch Library.
BUILDING ON COMMUNITY ASSETS AND CONDITIONS

The Library continues an award-winning partnership with the Pima County Health Department to provide on-site intervention services and a focus on public health. The goals of the Library Nurses Program are to provide a safe and welcoming environment for all patrons and staff and minimize the number of 911 calls for non-medical emergencies at library branches.

- The program has grown from one nurse, to five nurses rotating among library branches, to all 20 Public Health nurses in Pima County connecting and engaging with residents at public library branches.
- During the first year of the program, library nurses interacted with more than 2,800 patrons, and 911 medical calls from libraries were reduced by 20 percent.
- In addition to providing needed services, the Library Nurses Program has built a strong foundation of partnership with the Pima County Health Department and raised the profile of public health nurses as neighborhood resources.

The Library has introduced bicycling through two programs. The Bookbike is shaped like an ice cream wagon, but the treats it contains are free books that are given away at regular stops such as soup kitchens, kids’ clubs, farmers markets, special needs housing, and community events. The Bookbike has proven to be an exceptional way to connect the public with library services and promote an environmentally savvy and instantly recognizable face of the public library. This year, Pima County Bicycle & Pedestrian Program has helped the Library to expand the Books-On-Wheels services by pedaling books to homebound residents.
collection and physical spaces

COLLECTION MANAGEMENT

Pima County residents’ interests, priorities, and needs are central to the development of the collection. Pima County Public Library has introduced collectionHQ management reporting software to assist with these efforts and with the effective management of the materials collection. Branch libraries are piloting projects and integrating collectionHQ to select, manage, and promote collections.

- Library staff used collectionHQ management reports to track in-house use of materials and to track customer requests for material to determine what materials are in most demand by their service population and adjusted shelving space accordingly.
- The Collection Development Office (CDO) used collectionHQ reports to develop a purchasing plan to provide a balanced, responsive collection for the community.
- Library cardholders can download music on their PCs or devices with Freegal. Freegal usage continues to rise, increasing to 10,500 downloads monthly.
- Patrons enjoy one click/one touch access to account information, the library catalog, convenient digital downloads, and other resources using the PCPL app for mobile devices.

SYSTEMS SUPPORT AND ADMINISTRATION

ACCOMPLISHMENTS:
- Collection management
- Facility enhancements and operational efficiencies

PROGRAMS AND PARTNERSHIPS INITIATIVES

The community Programs & Partnerships Office opened as a result of reorganization in 2013. The office encompasses all ages and audiences and engages with other departments, organizations, and agencies in the community to build resources and offer programs that focus on Pima County’s diverse populations and their place in the community.

The Office can enhance the quality of life for residents in Pima County as it:
- Improves the provision of resources with community agencies. These partnerships ensure that the Library can provide vital information services and programming to more than 30,000 adults throughout Pima County annually.
- Maintains strong relationships to contribute to the creation of resources, including the Welcome to the Library multi-lingual videos, designed to help refugees and immigrants connect to library services available to their families.
- Offers the Library as a venue to forge partnerships, create relationships, and maximize efficiency for everyone. At the annual Employment Assistance Providers Networking Day, nonprofit and government community agencies come and learn about available career readiness services for their clients and gain additional perspective on how to help job seekers in their efforts to become self-sufficient.
- Collaborates with the local learning community to “Dig in to the Desert,” a county-wide summer reading program engaging thousands of children and families with enhanced programming and hands-on activities focusing on environmental literacy, cultural heritage, native peoples, animal species, arts, and ethnobotany—the common ground of Pima County. The Library worked with partners to provide focused presentations and a companion booklet and activities cards to encourage the audiences to explore their geographical heritage.

Participation in High School Equivalency (GED) preparation and tutoring, English Language Acquisition, and Citizenship classes increased by 10 percent this year.

**Figure 10:** One of the Library’s goals is to create a welcoming and safe environment for everyone.

**Figure 11:** In FY2012-2013, our circulation was over 6.8 million.
FACILITY ENHANCEMENTS AND OPERATIONAL EFFICIENCIES

Pima County Public Library offers multiple access points in the community and online. The Library keeps facilities open and accessible and works to update them to increase access and offer resources and spaces to meet community needs.

- The Oro Valley Public Library joined Pima County Public Library.
- The Himmel Park Library remodel provided more computer access, improved customer service and enhanced security for staff and customers.
- Library Administration, the Adult Detention Center, Juvenile Detention Center, Youth Outreach and Literacy Office Services were restructured to divert staffing to serve the public and to prioritize strategic collaborations for all audiences.
- County and Library Administration and library managers focused on improved safety and security for the public and library employees through enhanced communication, community-based engagement, upgraded security measures, and staff training.