
DATE: April 6, 2023

TO: Library Board, Pima County Public Library

Pima County Board of Supervisors
Pima County Administration
Friends of the Pima County Public Library, Board of Directors
Friends of the Arivaca Library, Board of Directors
Friends of the Esmond Station Library, Board of Directors
Friends of the Kirk-Bear Canyon Library, Board of Directors
Friends of the Oro Valley Public Library, Board of Directors
Friends of the Pima-Green Valley Library, Board of Directors
Pima Library Foundation, Board of Directors

FROM: Karyn Prechtel-Altman
Deputy Library Director

SUBJECT: Community Engagement Report – March, 2023

Pima County Public Library (PCPL) hosted the entire staff of the Safford City-Graham Library during their brief closure on March 2. They enjoyed a tour of the Joel D. Valdez Main Library, focusing on the *maker space* programming in the 101 Space for Teens. After the tour, we had the opportunity to highlight PCPL's approach to serving youth based on developmental stages. We also talked about PCPL's Cultural Affinity Teams, and the Safford librarians were very interested in our Memory Kits.

I had the pleasure to meet Beverly Elliot, the Executive Director of the African American Museum of Southern Arizona on the University of Arizona Campus. Pima County Public Library's Kindred team has a strong relationship with Ms. Elliot and the Museum, and my role will be to support this partnership at an Administrative level.

Amber, Kendra and I met with Dr. Melissa Hernandez of the Cradle to Career Partnership at the United Way and Jennifer Lohse, the Vice President of External Relations for Tucson Foundations. We talked about the Library's involvement in the Cradle to Career Initiative and ways to strengthen our participation.

Latinx Program Manager – Hassael Cazesuz

The Tucson Festival of Books 2023 has come and gone. Another great year celebrating Latinx and Indigenous authors in Pima County's Nuestras Raíces venue. A long-standing tradition of inclusion, pride and dedication to our BIPOC communities at the Festival. With the help of the Program Collaborators in Residence program, I was able to work closely with Loren Aguilar in creating an event dedicated to local students in our communities by bringing one of our invited authors to have a special presentation at a local school. Latinx author Roni Capin Rivera-Ashford and actor/playwright James E. Garcia, presented a skit dedicated to the life of Raul H. Castro, the first (and only) Latino governor in Arizona. Safford K-8 school was host of the event and it ultimately was a great turn out. We are thankful for the efforts and time that our partners, TUSD's Mexican American Student Services, took to help coordinate the event. We hope that with more programming, where we invite Latinx authors into the community, it will generate more excitement for the Festival and increase the BIPOC presence. As well as bringing representative programming straight into our communities and thus creating opportunities for positive engagement.

Moving forward, I am helping coordinate some event for Día de los ninxs, día de los libros that will encompass the majority of culturally relevant programming for April.

Program Manager for Literacy and Connected Learning – Kendra Davey

Kendra Davey and Leila Duncan presented a webinar for the Urban Library Council's Amplify Summer Learning Boot Camp series. We presented information about the STEAM learning framework PCPL uses for presenting engaging, hands-on learning opportunities for tweens and teens during the summer. This is an important way to grow Pima County's future STEM workforce.

In March, branch libraries received a set of early math games for families as part of the *It All Adds Up* Early Math initiative supported by the Pima County Library Foundation. Library staff will receive training in early April on early math and family engagement.

Leila Duncan continues to bring weekly programs to the families being served by the County's Emergency Eviction Legal Services. She provides stories and materials in both English and Spanish to families who are in a temporary shelter situation. Carl Murdock oversaw the Teen Audio Author Interview at the Tucson Festival of Books (TFOB). Over 40 youth participated in the seven interviews which can be found on the TFOB YouTube channel.

Program Manager for Workforce and Economic Development – Ken Zambos

March marked the end of the Public Library Association's *Digital Learn grant*, and as a recipient of that grant, Pima County Public Library exceeded the grant benchmarks in both number of workshops offered to the community, as well as in the number of attendees reach through this initiative. With workshops offered in English and Spanish at several library locations, we were able to serve patrons seeking digital literacy skill development across the County. The overwhelmingly positive feedback we received from attendees frequently acknowledged and thanked our highly skilled and patient staff, and survey responses re-confirmed the need of and desire for additional digital literacy training opportunities.

Visual Marketing Manager – Reneé Bibby

We've worked on the following projects.

- Rising Voices
- Temporary closures of AJO
- Author talks at branches
- Career Online High School
- Diggin' in the Crates: The Role of Community Archives in Suburban History
- Summer Learning, ordering and tracker design

Our Social Media Librarian, Ray Baca, has left the library. He moved to Florida. He was only with our department for six months but he made a huge impression. He launched our TikTok and immediately generated viral content. One of his TikToks generated over 2 million views. Anecdotally, we heard from a variety of sources that our social media's reach was huge. Not only would people stop him in the streets of Tucson to shout out his work but fellow library employees were contacted by out-of-state friends and family who had started to follow our social media. He upheld the already impressive reach of our Facebook. Twitter hasn't always been our best venue, but he persevered in that space, earning us our first viral tweet with a post about authors at the Tucson Festival of Books that was retweeted, earning us our first 32.5K viewed Tweet. Formally a public-service librarian, his shift into the marketing team underscored how impactful a librarian's reach can be when they are on social media. Interviews for internal transfers to this position are now underway.