
DATE: July 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 – June 2023

The long-anticipated Blood Pressure Monitor Kits became available for checkout out on June 30. There has been a lot of interest and buzz around this new partnership with the American Heart Association.

We have created a formal agreement between the Pima County Public Library and the El Rio Santa Cruz Neighborhood Health Center to provide outreach services to people experiencing homelessness at the Joel D. Valdez Main Library, the Eckstrom-Columbus Library, and the Woods Memorial Library. Services include primary healthcare, behavioral healthcare, case management, and advocacy services.

As part of my work with the Regional Prosperity Initiative Working Group, I attended the Understanding Poverty Now training provided by Bonnie Bazata from Pima County Community and Workforce Development. Additionally, several library employees from the PRIDE team helped plan the first County Pride celebration on June 28.

Outreach was a focus of our office in June including the Summer Learning Fiesta Kick-off at the Swap meet, PRIDE night at FC Soccer Tucson, Family Literacy Day at the Fox Theater, World Refugee Day, and Juneteenth at Kino Sports Park.

Latinx Program Manager – Hassael Cazesuz

The summer temperature in Tucson is not the only thing rising, outreach opportunities for the CEO office have been increasing. We are thankful for the community interest for partnership and collaboration. On Saturday June 3 many staff congregated together at the Tanque Verde Swap Meet to kick off PCPL's summer learning program with our annual Family Fiesta. Books, crafts, and library staff were present to engage with the community. I was impressed with the available staff who was committed to work the event and thankful for those who were present to offer bilingual engagement. This was a great event to remind our communities about the library and all its offerings. We hope that next year we can make an even bigger impact with the return of the Bookmobile.

For the rest of June, I have personally been engaging with our community members for potential collaborations. I am proud of the recognition of Nuestras Raíces' community impact and how our communities have responded with wanting to collaborate. More specifically, I am in conversations with staff from Mexican American Museum for a potential event occurring next year. The mutual respect and admiration for each other's community work has given even greater fuel to energize me for the community engagement office's and Nuestras Raíces' future outreach.

Program Manager for Literacy and Connected Learning – Kendra Davey

June marks the beginning of Summer Learning and staff in the Community Engagement Office were very busy out in the community promoting summer learning. The SLP Family Fiesta celebration was held June 3 at the Tanque Verde Swap Meet. We gave away over 500 books to kids and teens. We had giant games for families to play and crafts for kids to do. On Sunday June 11, Leila Duncan tabled at the Fox Theater Family Literacy event. She handed out more reading trackers and gave away books. Jon Meade staffed an outreach event at an FC Tucson Pride night. We ended the month with a full day of outreach at the 53 Annual Juneteenth Festival. We gave away over 500 more books to kids and teens and had a great time connecting with community members.

Visual Marketing Manager – Renee Bibby

Our team coordinated messaging for several temporary closures and construction projects, including Joel D. Valdez Main Library, Oro Valley, and Sahuarita, as well as the messaging for the hours changes at Southwest and Frank De La Cruz-El Pueblo. In all cases, that work includes designing temporary signage, printed communications, and digital announcements through Savannah.

The other projects include the design, print, and launch of the Summer Learning materials and marketing, the new blood pressure monitoring kits, a Biblio Lotus/Seed Library planting guide/cookbook, assets for the Digital Storytelling Bookcamp, and assets for the All Together Now city planning event at Woods. Our next big project is coordinating design and promo of the July MegaMania. While we're working on event-based projects, we're also working on cleaning up the Library Brand drive, updating the library card promo materials, and new templates for branches.