
DATE: September 7, 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 and Outreach Report – July 2023

Pima County Public Library hosted the much-anticipated 10th MegaMania at Pima Community College Downtown campus in July. Over 1500 people of all ages participated in escape room activities, cosplay creation and showcase, tabletop gaming, Dungeons & Dragons 5th Ed., a poetry open mic, and programs on self-publishing, character design, and sketch comedy.

I helped coordinate and attended a *Health Connect* Telemedicine event at the Arivaca Library on July 27. Hosted by the UA Center for Telemedicine and the AZ State Library, the event was meant to reach health care providers and librarians in order to highlight the equipment available in Arivaca and Ajo.

Library Administration is working with the Planning Department to update the Pima County Comprehensive Plan titled Pima Prospers <https://www.pima.gov/270/Pima-Prospers> This year we are focusing on the Library's efforts related to Economic Development, Land Use, Infrastructure, and Housing.

Latinx Program Manager, Community Engagement and Outreach Office – Hassael Cazesuz

It was a pleasure to work with Galeria Mitotera and REFORMA Tucson Chapter, once again, for the Día del niño program on April 15. Together we all were able to organize a successful event that included a book giveaway, the Bookmobile and a culturally relevant craft station in the PCPL tent. On May 6, PCPL participated in the Maíz fiesta. One of the organizers for this large community event was Galeria Mitotera and I am grateful for the invitation to have a presence at this cultural event. I was tasked with helping coordinate a collaboration with other PCPL affinity teams including, Many Nations, Seed Library, and Welcome to America for this event. This presented a great opportunity to work alongside our colleagues and remind our communities of all that the library has to offer.

On June 3, the Community Engagement and Outreach office coordinated the Summer Reading Kickoff program at the Tanque Verde Swapmeet. This year, we were able to coordinate staff from PCPL to help distribute books and bring awareness to our community about the Summer Reading PCPL program. The Tanque Verde Swapmeet has been identified as a great

community hub for the Latinx, Chicanx, Mexican-American and Spanish Speaking communities. Therefore, the kickoff at this location is important in our efforts to continue our reach these communities. I was thankful that we were able to coordinate bilingual PCPL staff to be presented and engage with swapmeet patrons.

Lastly, I was part of the recruitment efforts for the Librarian 1 positions at PCPL that started in late June. I am always honored to be considered a panelist and it is very rewarding to interview the future PCPL staff. I look forward to seeing our future Librarians work in our communities.

Library Services Manager, Community Engagement and Outreach Office – Kendra Davey
July was a busy month for staff in the CEO office. We supported the first in-person MegaMania since covid. This fun, all-ages event celebrates the end of summer learning. About 1,500 people of all ages attended the event. There were video game tournaments, a cosplay showcase, artist and author workshops, performances by Keep Tucson Sketchy sketch comedy group, board games, escape rooms, costume making, kids crafts and lots of compliments on all the fun and amazing cosplay costumes. PCPL gave away about 800 books to kids, teens, and adults. It was very fun and excited to once again offer this very popular event.

Visual Marketing Manager, Communications and Systems Office – Renee Bibby
Our team launched all the MegaMania marketing and press, and as referenced in other parts of the report it was welcomed back by the community. In June, which slowed down a bit for marketing specific events, we started an update to the Read Runner logo, which will be hand-drawn by our designer, Carolina, and in coming months will include new outreach materials.

We did consultation, planning, and preliminary design for two big projects, first is the new local-music streaming service that will launch in early 2024; the second, is a new process to streamline the process for artists to apply to have showings at library art spaces. Both the call to musicians and a separate call to artists will go wide early September. The library brand folder, which is the shared marketing space for the whole Library has been overhauled and we're continuing to build out even more options for use at the branch.

We've started preliminary planning and scheduling for August, which will include design, press, and social media for a new Writer-in-Residence, Adiba Nelson, a PRIDE author talk with Kianna Alexander, a Biblio Lotus Author talk with Karen Chow, and a Synapse Community Dialogue on Mental Health.

Quarterly Reports for Cultural Affinity Teams and Seed Library

Biblio Lotus – Sharon Yang-McNeil

Biblio Lotus had its first collaboration with Seed Library and Mission Garden. To celebrate Asian American and Pacific American in May, the two teams worked on a Cookbook & Seed package with Asian seed information and highlighting the cookbooks that were contributed by Asian communities from the library. On May 27, a Seed Swap event took place at Mission Garden sponsored by PCPL Biblio Lotus, Seed Library and Mission Garden, members from the local Green Thumbs group and Tucson Chinese Culture Center were invited. Over 100 people attended the event, who shared local seeds and Cookbook Guide.

Over 1000 Cookbooks & Seeds packages were distributed to all 27 branches. They went out quickly. Some of the comments we heard: "our patrons enjoyed them very much; The community was talking to each other about them, which made a few new customers come into the library."

Nuestras Raíces – Hassael Cazesuz

The Nuestras Raíces (NR) affinity team made its mark in the Pima County community this quarter. NR staff was present at the Día del niño program that took place at Galeria Mitotera. NR staff was able to giveaway 447 books to the community. Which included books in Spanish as well as bilingual books to honor our community's linguistic heritage. Additionally, staff was present to offer a cultural craft to engage with families.

On May 6, NR staff was present at the Maíz Fiesta at Kennedy Park. Staff distributed bilingual and Spanish books. This also presented an opportunity for bilingual staff to engage with our communities and it was very rewarding to witness these interactions. It has been a goal of Nuestras Raíces to remind our communities about Library programs and services, especially to do so in their language.

This was also true for the presence of NR staff at the Summer Reading Kickoff program at the Tanque Verde Swapmeet. This event occurred on June 6 and staff was there to engage with our communities in bilingually. This presented with opportunities to encourage our communities to take advantage of Library offerings as well as to distribute books for all ages (including bilingual and Spanish books).

PRIDE – Casey Short

During June, Pride team staff coordinated to put up Pride displays at all of our members' branches. The displays included a new print run of Pride flag bookmarks with 20 different flags represented, which were distributed to all 27 branches (over 20,000 bookmarks all told). Many customers expressed gratitude and delight that the library put up displays in support of the LGBTQ+ community. In particular, teen and young adult customers at several branches told library staff how excited they were to find their particular flag as a bookmark, and some suggested even more flags we could make for next year.

The Pride team also spent this quarter creating relationships with other organizations. In May, Reveille Gay Men's Chorus invited us to table at (and attend) their opening night. Staff distributed a variety of bookmarks, pins, stickers, and pencils to the audience. Pride also worked with Pima County DE&I to plan and put on the first PimaPRIDE event on June 28. PimaPRIDE was designed to celebrate Pima County's LGBTQ+ employees and was attended by around 100 people. The event featured local speakers including T.C. Tolbert and ended with the colonnades at the Historic County Courthouse lighting up in rainbow colors.

Our online book club, Rainbow Reads, continues to do consistently well; we had a round-robin book chat in May, and discussed *The House in the Cerulean Sea* in April and *The Memory Librarian* in June. Every month, we collect a few new members alongside our dedicated book club regulars.

Seed Library – Lu Guerrero

The quarter presented our team with numerous outreach opportunities across Pima County. The Seed Library collaborated with Nuestras Raíces at the Pueblos del Maíz Family Fiesta, sharing seeds and information on Seed Library and its services. Seed Library members also teamed up with Mission Garden and Biblio Lotus to celebrate Asian American and Pacific Islander Month at the Mission Garden. A follow-up project produced an AAPI Cookbook & Seed Guide that contained recipes from Asian community members. These guides were distributed to all library branches to share with customers.

The 4th Avenue Coalition also invited the Seed Library to table at a Plant Swap event in June. Thanks to a substantial donation of agave pups by a generous community member, El Rio staff distributed both seeds and plants to attendees at this event. Seeds from the collection were also

shared with our fellow librarian at the Juvenile Detention Center for use in a series of summer programs, focused on sharing PCPL resources with youth. Contact information was also provided to youth on existing gardening-focused community groups to potentially connect with upon their release. The PCPL's Seed Library services also continue to provide recently expired seeds to community group through our Second Chance Seeds collection. This effort has recently supported the creation of a mini seed library maintained by the 4th Ave Coalition.

During this quarter, the team's published [blogpost](#) focuses on tips for harvesting okra and saving seeds from the harvest. The post shares a recipe for Cajun Stew, from a book available in PCPL's collection, Martha Stewart's *One Pot* (2014). Joyner-Green Valley Library held a self-watering container workshop in June, with full attendance, their second workshop this year. Library staff are diligently monitoring branch demonstration gardens meant to offer welcoming outdoor spaces for customers, promote Seed Library services, and produce seed for harvest to be added into the wider collection. Caviglia-Arivaca Library's Byrd Baylor Children's Garden has gourds, tomatoes and a mystery melon plant filling their space. El Rio Library's H:al Squash and Brown Tepary bean plants are also weathering the season's high temperatures.

Welcome to America – Tara Foxx-Lupo

This quarter marked great opportunities for community connections and engagement for the Pima County Public Library's Welcome to America Team. Team members and representatives from the Community Engagement and Outreach office attended the Afghan Support Center event sponsored by the U.S. Citizenship and Immigration Department. This event brought service providers from all areas of expertise into one space to provide resource referral for the many Afghan families now living in Pima County. The event was well attended and was bolstered by the presence of interpreters who were paired with newly arrived Afghan community members to ensure ease of communication. Library representatives provided library promotional materials and backpacks to each family in attendance. Library representatives also had free multi-lingual children's books in Dari and Farsi, the primary languages of most of the Afghan families, for any child who visited the table. Library staff would be eager to participate in similar events supporting groups arriving in the Tucson area with targeted language support and hope to be invited to future events of this nature.

The Welcome to America team had a large presence at the annual community celebration of World Refugee Day, hosted by Pima Community College Downtown Campus. The library has been involved in this event for many years and have representation on the planning committee to ensure the event organizers have community support in ensuring the event is well coordinated. The event had a tremendous showing and was a great experience for the staff who attended. Kids could make a button, complete a craft, and choose a book in one of these languages: Arabic, Chinese, Dari, English, French, Kirundi, Kinyarwanda, Marshallese, Pashto, Russian, Somali, Spanish, Swahili Ukrainian, and Vietnamese. The Welcome to America team plans all year for this event and are pleased to see attendance and community interest and support increase every year.

El Río Library has new book club centered on the recently introduced Literacy Reads collection. Led by a library staff member, students who are working on their English language acquisition can choose a book from the collection to read and share it at a future meeting. Participants are often students from the Pima Community College Adult Education campus next door to the library.