
DATE: November 2, 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 – September 2023

The Library is joining the Health Department to bring resources to the community at the SaludeArte celebrations being held in five communities around Pima County. We are staffing an outreach table and are providing a special art craft for kids who attend the celebrations. SaludeArte, a program from the Health Department and the Arts Foundation for Tucson and Southern Arizona, is intended to promote community healing after the COVID-19 pandemic.

On Saturday, September 23, the Synapse team partnered with the Southern Arizona Psychological Association to present a Community Dialogue on Mental Health. Two discussion groups were held simultaneously, one for parents and caregivers and one for teens age 12 and above. As part of the event, the library provided lists of trustworthy resources.

Community Engagement and Outreach staff participated in several additional events including two Thrive Youth and Family Center programs, the TUSD Transition Fair at Catalina High School, Carillo Elementary's Literacy Night, an event at CE Rose Elementary, the Adelante Resource Fair at the UA for incoming students, and the Tu Bebe and You community baby shower at the Tucson Convention Center.

Latinx Community Engagement Manager – Hassael Cazesuz

September 15 kicks off the PCPL's Mes de la cultura, a month-long celebration of Latinx, Chicanx, Mexican-American culture in our communities. Nationally, this month is recognized as Hispanic Heritage month. The Nuestras Raíces team and PCPL strive for inclusiveness, and we have advocated for this month to be recognized to be inclusive of those who do not identify as Hispanic. To start off our celebration, we had the return of the EL Grito program at the El Río Neighborhood Center where we celebrated and honored Mexican culture in Pima County with cultural performances as well as representatives from the Mexican consulate as special guests to perform the El Grito de Dolores ceremony. This ceremony commemorates the Mexican Independence, and we honor our Mexican heritage and our community by celebrating their roots. This event also included free Spanish, bilingual and English books as well as a seed Grab n go kit in collaboration with the Seed Library. I am proud of the opportunity we gave to local youth groups like Mariachi Las Aguilitas de Davis and Ballet Folklórico Tapatío to showcase their culture as well as to keep our Mexican traditions alive through the art of music and dance.

For the rest of Mes de la cultura, our team members in the Community Engagement and Outreach office have been working hard on creating booklists, blogs and other cultural content to highlight this month on our website. We are also encouraging our library branches to have cultural book displays so our communities can be seen and represented when they arrive at their favorite branch. Lastly, our team focusing on Latinx services, has been busy with a recent uptick of outreach requests to table and showcase Library services to our communities. We are excited for the recent opportunities to support community events with bilingual staff to keep spreading the availability of free access to information and services in our communities in their language.

Library Services Manager, Communications and Systems Office – Reneé Bibby

We have a new Social Media Librarian! Victoria Manriquez has been with the library for nine years. She started as a page and became a librarian while working at Valencia Library. She worked closely with our social media librarian, Ray Baca, and joins the team ready to oversee the 32 Facebook pages, as well as our Instagram, Twitter (X), Google Business, and TikTok. Besides onboarding to the back-end of the programs and a new role away from public services, she's already scheduled out announcements about all of our programming, and reading/library-centric memes. She'll be growing our presence across all platforms in the next few months.

We're now preparing for October marketing. That includes a Friends and Foundation all-customer Savannah, new materials to highlight the Cele Peterson Arizona Collection, new materials for the Read Runners services, Banned Book Week, advertising for the Kianna Alexander PRIDE event, and the call to musicians for the new online, local streaming service, Desert Steams. October will be focused on not only those design and marketing projects, but it will officially kick off the season for Annual Report writing and design.