DATE: December 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 – November 2023

Pima County Public Library joined many other local organizations at the Tucson Children's Museum's annual *Love of Literacy* event on November 4. Library staff shared books and other goodies while signing up kids and caregivers for library cards.

The CEO office has been working with partners on proposed projects including the agreements and/or contracts necessary to move forward. For example, we are working on a partnership with UArizona's Tucson Village Farm https://tucsonvillagefarm.arizona.edu/ to bring a weekly 'Farmer's Stand' of locally grown vegetables to the community at the Valencia Library in 2024. Community members will be able to use their SNAP benefits to purchase produce which has already been significantly reduced in price.

The Regional Prosperity Initiative workgroup was created to find evidence-based work anywhere across the nation that reduces generational poverty and improves individual and community wealth, and that can be implemented in Southern Arizona. They have released a final report and proposed Board of Supervisors Policy, as well as a robust set of 13 policies in the areas of housing, health, education, transportation, workforce development, job quality, small business, financial capability, neighborhood reinvestment, and digital connectivity.

all 173 pages are available on Pima County's website here:
https://content.civicplus.com/api/assets/562d414e-c53b-41c7-82fa-04892fdfe70e

Latinx Community Engagement Manager – Hassael Cazesuz

The 2024 Tucson Festival of Books has been the buzz for my team this month. I have had the pleasure of working alongside my colleagues in the CEO office as well as members of the Nuestras Raíces' leadership team. Together we have been organizing to identify and invite authors to PCPL's Nuestras Raíces venue. We are excited to work alongside Latinx and Indigenous literary voices and to showcase their work to our community. With that, my colleagues Jesús and Samantha have been working hard on creating original content on our PCPL website as well as Social Media posts to highlight Latinx authors as well as upcoming cultural celebrations. Our goal is to continue to generate original content and make a presence on our social media pages to remind our community about all of

the offerings their libraries have available to them. Bilingual and Spanish content is also in the works to extend reach for our Spanish-speaking communities.

Library Services Manager, Communications and Systems Office – Reneé Bibby

This month, the CSO team had a retreat to map out the 2024 calendar year, so that we can budget time and resources appropriately across all our platforms. The calendar includes observed holidays, library-centric holidays, affinity-team holidays, yearly library events, community events, cultural events, and highlights of digital products.

In addition to the work at the retreat, communications and design are now working on the FY 22-23 Annual Report. The report contains 26 articles and will be 48 pages. That report is slated to be printed in early December. Southwest Books of the Year is in the editing phase and will soon be the top work of PCPL's designer, Carolina. Social Media has taken off now that Victoria is at the helm. In the past month or so, she has had two Facebook posts go over the 10k mark, with one of a reach of 25,000 and the Happy Indigenous Heritage Month post hitting a reach of 31,040.

The web team, which is newly under the stewardship of Alexa Greer, finished a six-month long project to build a complex form for the Accounting Department that will streamline the work of the department and offer a better, clearer interface for staff. They also undertook a redesign of these affinity team pages: Kindred, Biblio Lotus, and PCPL's Community Science page.

Virtual Program Support Librarian – Carl Murdock

In the second half of 2023 the Virtual Volunteers program began to take shape as a flexible and fulfilling endeavor for teens, working from and developing more fully their existing strengths and interests. Some volunteers have shown initiative in carrying out individual projects while others have collaborated both in person and online. I have all virtual volunteers begin their work by going through the StrengthsFinder2.0 skills assessment from Gallup, which we then discuss in terms of *its* own strengths and weaknesses. I believe that for many of the virtual volunteers opening with the assessment helps create a context in which each of them feels (*knows*) they have valuable skills with which they can contribute.

Francisco, a junior in high school, is interested in pursuing a college degree, perhaps in Business or even Latin American Studies. When Francisco discovered that I hold a PhD in Latin American History and a Master's in Latin American Studies—yet work in a library, not a university—he wanted to know how my career path took me to PCPL. He proposed an interview, which we held over Zoom: https://www.youtube.com/watch?v=Koj36g_0EtA&t=1114s

Mallory likes her drama classes in high school, and when I mentioned the possibility of narrating Story Sketches, she leapt at the chance and has narrated three thus far. Here's one written by a patron, illustrated by a page at ABB and narrated by Mallory: https://www.youtube.com/watch?v=ws1jMreTwCQ&t=7s

Akshinta, who just graduated from high school in Pune, India, was a virtual volunteer with us over the past summer. Akshinta likes drawing for fun and tossed off the illustrations for this Story Sketch [https://www.youtube.com/watch?v=X81u8_Rs58A&t=74s], keeping a humorously crude style which matches nicely the narration provided by an LTA at ABB, and of course, the youngster's story.

Lydia has been volunteering with us since January, working on things like a new Teen365 bookmark (shelved until we need a new print run). Lydia is also very interested in coding and will be my assistant during the upcoming Virtual Code Club beginning December 6. I've provided Lydia with materials both short and long about Fiero's teaching methodology which she is enthusiastically reading. She also sent me the Code Club flyer above completely of her own initiative ("to help get the
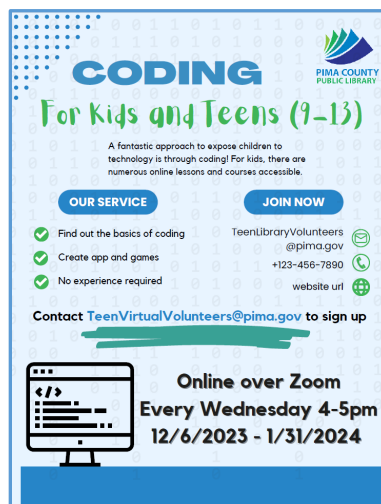
word out," as she put it). Lydia and I have already mapped out her availability over the coming two months to ensure she'll be online with the coders weekly in December and January.
One of the more impressive instances of organic leadership (that is, I did not suggest this idea, but …) comes from Kathy, who has been an enthusiastic member of the team since last January. When I began promoting the formation of a small group of virtual volunteers to join in the Teen-Author Interviews at the upcoming Tucson Festival of Books, Kathy took the idea and ran with it. She formed a book club with friends of hers (who I've since drafted into becoming virtual volunteers as well) and has gotten all of them to commit to reading and interviewing an author at the Festival. With Kathy's aid we've doubled the number of virtual volunteers who have committed to interviews.

Saving my personal favorite for last, Sanjida has provided us with both excellent promotional art and some truly magical fan art inspired by YA novels. After each virtual volunteer completes their skills assessment, I send them a PDF of a document created during the pandemic by other PCPL staff compiling project ideas for virtual volunteers (I've expanded and revised that document once, and need to do so again). When I offer the projects guidance I stress that it is not an exhaustive list but rather a way of sparking notions of their own as to how they themselves might best contribute.
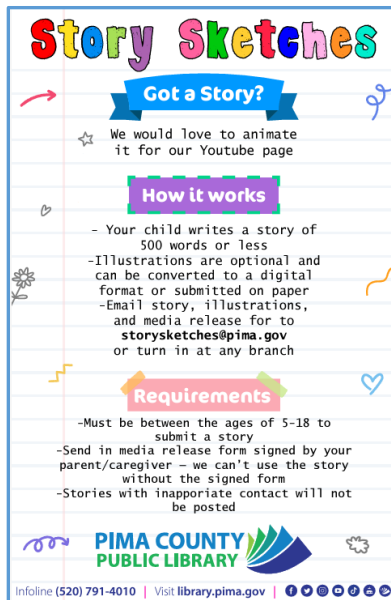
Sanjida was excited by the idea of doing fan art as the guide presents some screen captures of artwork by teens PCPL has posted to social media in the past. However, Sanjida offered us her own particular twist on fan art by writing, performing and recording songs inspired by YA authors she has read. We've posted two of Sanjida's songs to PCPL's YouTube and SoundCloud pages so far, and each has seen absolutely unprecedented numbers of plays for library posts. Sanjida's first song, "Helene Aquila" (based on *Embers in the Ashes* by Sabaa Tahir https://soundcloud.com/pcpl/sanjida-saba-featuring-katrina-johnson-helene-aquilla), got over 500 plays on SoundCloud alone in its first week. Her second track recently went up on library social media, with the artwork and watermark used in its YouTube version also made by Sanjida:
https://www.youtube.com/watch?v=cSmCAEOX2jE

Several Virtual Volunteers are producing flyers, splash screens and watermarks for programs I oversee and videos PCPL will post to YouTube. These vary widely in quality but all of them are useful. With each I've provided some guidelines and .jpg files of things like PCPL's logo, and then offered feedback on the iterations offered.

Here's a proposed flyer for Virtual Code Club (completely unchanged by staff):

Here's one for Story Sketches (reworked a bit by Annalisa in CSO):

Here's a wonderful title screen one volunteer created for future video posts of Teen-Author Interviews to YouTube:

And here is one of several watermarks teen volunteers have made for me to add to our videos: