
DATE: February 1, 2024

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 – December 2023

Leadership in the Community Engagement and Outreach office drafted a recommended budget for FY 24/25 totaling approx. \$190,000.00. Almost 80% of this budget request is dedicated to programs and services for children and young adults.

The CEO office is planning the next annual Career Online High School Graduation Ceremony on February 17 at the Murphy-Wilmot Library from 2 to 4 pm. This is one of the most fun and heartwarming events of the year and I highly recommend attending if you can. Librarian Jon Meade, our COHS coordinator, wrote a lovely article about the impact of Career Online High School in the [Arizona Daily Star](https://tucson.com/life-entertainment/local/pima-county-library-adult-education/article_496943f2-7f1b-11ee-9657-5bfb5ff8da85.html). https://tucson.com/life-entertainment/local/pima-county-library-adult-education/article_496943f2-7f1b-11ee-9657-5bfb5ff8da85.html

The Library expanded its contract with Literacy Connects for the 2024 calendar year to provide Spanish Language computer basics classes at Quincie Douglas beginning January 17 for 8 weeks. We think these classes will be in high demand, and pending Literacy Connects' ability to provide more classes, we will increase these offerings when we can.

Latinx Community Engagement Manager Hassael Cazesuz, with team members Jesús, Samantha, Paulina and Marissa have been working for several months coordinating the Library's Nuestras Raíces Venue at the 2024 Tucson Festival of Books, March 9 & 10 on the UA Mall. December was the 'crunch time' to finalize all of the details, and we hope that all of our amazing authors will be healthy in March – Save the Dates!

Latinx Community Engagement Manager – Hassael Cazesuz

With the holiday season upon us, our team has been focused on creating cultural posts on the library website as well as the Nuestras Raíces' social media pages. One such post is on the Poinsettia/Nochebuena and its cultural influence in Mexico. This was written by our colleague Samantha and translated onto Spanish by our other colleague Jesús. They both have been working towards creating and posting original content for both our library website and social

media pages with a focus on Latinx services, including highlighting Latinx authors and their works accessible via our library. One such example is the post published on December 15 on the Nuestras Raíces' Instagram page regarding a classic titled "Como Agua para Chocolate/ Like Water for Chocolate" written by Mexican author Laura Esquivel. The accompanying original photo that includes a Nochebuena, a copy of the book from our collection, and the historic Pima County Courthouse in the background, was able to reach author Laura Esquivel herself whom *mentioned* or posted on her account.

In addition, our team is working diligently on finalizing Tucson Festival of Books authors as well as creating the schedules and panels for this yearly literary event. Once that phase is complete, our team is excited to work on original content to promote these authors on our platforms for our communities.

Library Services Manager, Communications and Systems Office – Reneé Bibby

December has been full tilt for the CSO team. There are nine programs/projects launching in January, so our team is on deck to design and map out promo for Farmers Market Kick-Off, Desert Streams local music streaming, Gregory McNamee special workshop series, Our Space refresh, Southwest Books of the Year, Tour de Science, Tucson Festival of Books, Silent Reading Hour, Free Tax Help, system-wide hour changes, as well as a short closure at Green Valley and communications around El Rio parking lot resurfacing.

Our team has provided support for partnerships with other county departments. We wrapped up outreach on Pima County Department of Environmental Quality's Climate Plan Survey and will be supporting marketing of Pima Animal Care Center's food distribution at libraries, and their year-long campaign to increase Return-to-Owner rates in zip codes 85706 and 85713.

Accounting has launched the new Purchasing Request form that has been a huge build for the web team—it took about six months of building and testing. Web team will now turn their efforts to a redesign of the library intranet, with the next six months focused on data gathering and analysis of user needs. Alexa has joined the Urban Libraries Council's Edge 360: Digital Equity Group and will be working in partnership with Matthew Landon in Community Engagement Outreach Office to prioritize policy and programming at the library that prioritizes digital equity. Their project will include community surveys and talk-back boards.