
DATE: August 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 W. Anne Gibson-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: Holly Schaffer, Community Relations Manager
Reneé Bibby, Library Services Manager
Communications and Systems Office

SUBJECT: Communications & Systems Office Report, June and July 2024

In June, Pride Month, Casey Short, Pride Team Chair, contributed a heartfelt addition to our ongoing Arizona Daily Star column: [Somebody has to stand up](#).

The PCPL Web Team also unveiled a super fresh redesigned [Pride Affinity Team page](#).

We launched a new blog series titled InfoIntegrity. The new series will cover disinformation and other related subjects with the goal of helping to create a well-informed citizenry of active participants who shape our world. The first one—[Disinformation and Misinformation 101: Definitions](#)—is on our website.

Librarians Rachael and Morgen, El Rio Library, received [a wonderful letter about Frank De La Cruz](#). The letter came from Raymond “Ray” Siqueiros, a native Tucsonan of Chicano and Tohono O’odham heritage and trail-blazing educator in the field of Mexican American Studies in Tucson. In it, Ray said:

“Frank De La Cruz was much more than a librarian; he was a Chicano Librarian. This means that he was a Chicano first, and a librarian second. He identified with La Raza and working-class people of all colors long before he served us as a librarian, as he participated in the historic Chicano protest-movement that established our El Rio Neighborhood Center.

Web Team collaborated with the [Youth Health Action Team](#) to revamp their page for mental health resources, catering specifically to tweens and teens in Pima County. Our efforts also included preparatory work for a broader initiative: redesigning the PCPL Community Resources page to streamline access to housing, health, food, and other essential resources for our patrons. We look forward to testing this design with community members.

In collaboration with the Arizona Citizens Clean Elections Committee and the Pima County Recorder’s Office, the Library hosted an online event titled “[Election Ready: Your Basic Guide to Getting Involved in Democracy](#).” More than 5 dozen people attended!

The design team worked on all the promo materials for the upcoming [Desert Streams](#) launch. This new streaming service, which is now live, showcases the music of local musicians. There will be a launch celebration later in October that will be widely announced.

They also worked on promo materials for the new reading tracking app, [Beanstack](#). Beanstack is the new reading platform supported by the [Collaborative Summer Library Program](#) that allows kids, youth, families, and adults to participate in tracking their reading and joining in summer reading challenges sponsored by PCPL. The new platform allowed us to do a small promotion of the tool to adults, as many have expressed an interest in participating in reading events and other reading fun.

In July, the library added [Excel Online High School](#) to Library offerings for those wishing to obtain a GED or accredited high school diploma. The Excel program allows a student 24 months to get an accredited high school diploma, is available to any Arizona resident 21 years and older, and like Career Online High School, also offers academic and tech support.

To support this program, the Web Team built [a new landing page](#). They also built out a newly organized [Adult Education](#) page, featuring resources for Diploma programs, GED programs, and lifelong learning tools like Pronunciator and Udemy. They consulted with the Learning Resources team to ensure the information architecture was user-friendly.

[July's InfoIntegrity blog](#), written by Elise Gregory from Sahuarita Library, focused on spotting the difference between fact, opinion, and satire.

We did a fun series of book lists in which staff suggested books by authors from or about their home states. We had contributions from folks hailing from [New Jersey](#), [Florida](#), [Georgia](#), [Oklahoma](#), and more. These lists were featured in an email to customers titled "Where are you from?"—we had so many responses, we created [a book list featuring customer suggestions](#)!

July was Disability Pride Month and we featured [a list of Kanopy films](#) that recognize and tell the diverse stories of people with disabilities.

July was also the launch of new sticker sheets! The design team worked for months with the Pima County Print Shop to design and print sticker sheets featuring library and reading-centric sticker sheets. Those went out to branches as a fun add on to the summer learning swag. (See an image of the sticker sheet in the design highlights!)

In mid-July, we launched a new [Library Card Design contest](#). Reneé worked with a committee of volunteers from several branches to build out the contest parameters. The contest will be live for one month. It is open to artists of all ages and mediums to design cards that highlight the seasons of Pima County. The committee will select six cards to be featured as limited edition library cards in the fall. The design team built out the assets, web team built the landing page, and it's now on socials, already achieving exceptional reach.

MEDIA RELATIONS

MEDIA RELEASES

[Another summer... another Summer Learning Program!](#)

Sent 5/21/2024

[Get election ready with library and community partners](#)

Sent 6/11/2024

[Music lovers, stream local music at your library](#)

Sent 6/28/2024

MEDIA OUTCOMES

[We Recommend: Memoirs to read for Asian American and Pacific Islander Heritage Month](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	5/19/2024
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[Welcoming Elaine A. Powers, the library's newest Writer in Residence](#)

Mia Kortright	<i>Pima County FYI</i>	5/24/2024
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[We Recommend: Summer camp crushes and chaos are the themes for these recommended reads](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	5/26/2024
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[Elaine Powers, self-published author, is Pima Library's summer Writer in Residence](#)

Dylan Smith	<i>TucsonSentinel.com</i>	5/26/2024
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[Book Bike program at Pima County Public Libraries](#)

Reporter - Pedaling the Pueblo	<i>KXCI Community Radio</i>	6/1/2024
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[Keeping computer savvy: Pima County Public Library offers tech classes](#)

Karen Schaffner	<i>Tucson Local Media</i>	6/2/2024
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[We Recommend: Stay cool with a cozy mystery this summer](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	6/2/2024
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[What a relief: Cooling centers around county offer shelter from the sun](#)

Eddie Celaya	<i>KGUN 9</i>	6/4/2024
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[We Recommend: Discover the secrets of the past and present with these reads](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	6/9/2024
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[Get your copy of County librarian's new novel](#)

Mia Kortright	<i>Pima County FYI</i>	6/14/2024
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[Somebody has to stand up...](#)

Casey Short / PCPL	<i>Arizona Daily Star</i>	6/16/2024
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[We Recommend: Read up on soothsaying, clairvoyance, and palmistry](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	6/16/2024
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[Writer in Residence: Learn to write at the library](#)

Karen Schaffner	<i>Tucson Local Media</i>	6/20/2024
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[Get your copy of County librarian's new novel](#)

Mia Kortright	<i>Pima County eScoop</i>	6/21/2024
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[We Recommend: It's Audio Appreciation Month](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	6/23/2024
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[Chicano librarian leaves lasting legacy](#)

Mia Kortright *Pima County FYI* 6/28/2024

[We Recommend: Memoirs about living with a mental illness](#)

Ravenous Readers/PCPL *Arizona Daily Star* 6/30/2024

[Kanopy Presents Disability Pride Month](#)

Mia Kortright *Pima County eScoop* 7/5/2024

[GV library friends award scholarships, assist system](#)

Jorge Encinas *Green Valley News* 7/7/2024

[We Recommend: Captivating reads capture diverse voices of Los Angeles](#)

Ravenous Readers/PCPL *Arizona Daily Star* 7/7/2024

[Pima County Library receives \\$58,000 grant to study psychological needs](#)

Joel Foster *KGUN 9* 7/11/2024

[Music lovers, stream local music at your library!](#)

Mia Kortright *Pima County FYI* 7/12/2024

[Get your superhero cape ready for the Library's mini comic-con](#)

Bill Finley *Arizona Daily Star* 7/12/2024

[We Recommend: Check out these fictional reads with a Tucson connection](#)

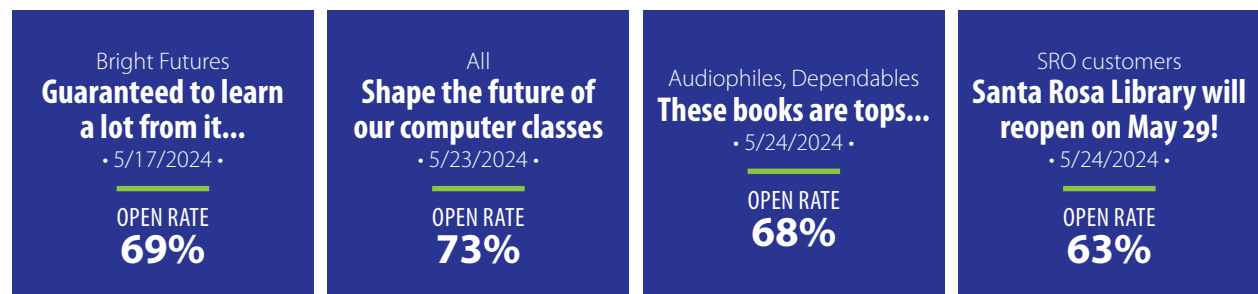
Ravenous Readers/PCPL *Arizona Daily Star* 7/15/2024

[Giving Back in Southern Arizona](#)

Newsroom *Arizona Daily Star* 7/16/2024

SAVANNAH MESSAGES SENT TO PCPL CUSTOMERS

Open rates vary from industry to industry, but according to current 2022 digital marketing stats, the average open rate for arts/culture/entertainment (the most comparable to library services) is 17.79%.



<p>All</p> <p>Greetings from the Pride Team!</p> <p>• 5/28/2024 •</p> <hr/> <p>OPEN RATE</p> <p>61%</p>	<p>ELR customers</p> <p>Update to El Rio Library's hours</p> <p>• 5/30/2024 •</p> <hr/> <p>OPEN RATE</p> <p>68%</p>	<p>Grants & Nonprofits</p> <p>Grant opportunities to check out in June!</p> <p>• 6/3/2024 •</p> <hr/> <p>OPEN RATE</p> <p>87%</p>	<p>All</p> <p>Get involved with democracy...</p> <p>• 6/6/2024 •</p> <hr/> <p>OPEN RATE</p> <p>55%</p>
<p>COHS</p> <p>Your Career Online High School June news!</p> <p>• 6/6/2024 •</p> <hr/> <p>OPEN RATE</p> <p>69%%</p>	<p>Bedtime Stories</p> <p>Summer Learning is in full swing at your library!</p> <p>• 6/7/2024 •</p> <hr/> <p>OPEN RATE</p> <p>84%</p>	<p>All</p> <p>Greetings from the Welcome to America Team!</p> <p>• 6/11/2024 •</p> <hr/> <p>OPEN RATE</p> <p>74%</p>	<p>PageTurners, Digitarians, Transitionals</p> <p>D-Day... 80 years later</p> <p>• 6/14/2024 •</p> <hr/> <p>OPEN RATE</p> <p>68%</p>
<p>Ignite business</p> <p>Your June business news!</p> <p>• 6/15/2024 •</p> <hr/> <p>OPEN RATE</p> <p>48%</p>	<p>All</p> <p>Greetings from the Kindred Team!</p> <p>• 6/18/2024 •</p> <hr/> <p>OPEN RATE</p> <p>67%</p>	<p>Bright Futures</p> <p>We'd love to see you!</p> <p>• 6/21/2024 •</p> <hr/> <p>OPEN RATE</p> <p>66%</p>	<p>All</p> <p>Greetings from the Nuestras Raíces Team!</p> <p>• 6/25/2024 •</p> <hr/> <p>OPEN RATE</p> <p>54%</p>
<p>HIM</p> <p>Himmel Park Library is current closed</p> <p>• 6/25/2024 •</p> <hr/> <p>OPEN RATE</p> <p>86%</p>	<p>SAH, VAL, ARI, GVV, SLIB</p> <p>Checkmate! We're having a Chess Tournament</p> <p>• 6/26/2024 •</p> <hr/> <p>OPEN RATE</p> <p>66%</p>	<p>HIM</p> <p>Himmel Park Library is now open!</p> <p>• 6/27/2024 •</p> <hr/> <p>OPEN RATE</p> <p>67%</p>	<p>Audiophiles, Dependables</p> <p>Til death do us part</p> <p>• 6/28/2024 •</p> <hr/> <p>OPEN RATE</p> <p>61%</p>
<p>Grants & Nonprofits</p> <p>July grant opportunities!</p> <p>• 7/1/2024 •</p> <hr/> <p>OPEN RATE</p> <p>75%</p>	<p>Bedtime Stories</p> <p>Disabled stories, voices</p> <p>• 7/5/2024 •</p> <hr/> <p>OPEN RATE</p> <p>70%</p>	<p>COHS</p> <p>Your Career Online High School July news</p> <p>• 7/5/2024 •</p> <hr/> <p>OPEN RATE</p> <p>89%</p>	<p>All</p> <p>Greetings from the Many Nations Team!</p> <p>• 7/9/2024 •</p> <hr/> <p>OPEN RATE</p> <p>55%</p>

All

Here comes MegaMania 2024!

• 7/9/2024 •

OPEN RATE

68%

PageTurners, Digitarians, Transitionals

Where are you from?

• 7/12/2024 •

OPEN RATE

81%

Ignite business

Your July business news!

• 7/15/2024 •

OPEN RATE

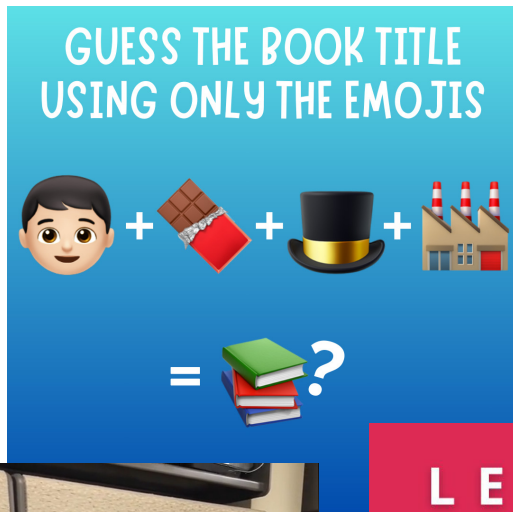
46%

GRAPHIC DESIGN

June and July



SOCIAL MEDIA *June and July*
HIGHLIGHTS



POV: The social media manager wants you to be in the next TikTok video

Click the photo above to view the TikTok



Click the photo above to view the TikTok

PERFORMANCE

FACEBOOK

59

NUMBER OF POSTS

36.3K

OVERALL REACH

2.6K

CONTENT INTERACTIONS

12.9K

HIGHEST REACH

TIKTOK

13

NUMBER OF POSTS

81K

VIDEO VIEWS

2259

TOTAL LIKES

12.6K

HIGHEST VIEWED

595

MOST LIKED

INSTAGRAM

61

NUMBER OF POSTS

13.4K

OVERALL REACH

5K

CONTENT INTERACTIONS

4.4K

HIGHEST REACH

WEBSITE

June and July

WEBSITE CARDS

176 Staff Lists Cards
86 Event Cards

BOOKLISTS

7.48% Booklist Clickthrough
A top book list

EVENTS

1,933 Hosted Events
124,123 Event Pageviews
8.63% Event Clickthroughs

MESSAGE BEE

164,274 Messages Sent
74.43% Open Rate

PAGES

5 Page Updates
10 designed

BLOGS

52 Blogs

WEBSITE FEEDBACK

56 Customer Support
Interactions