
DATE: August 7, 2025

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: Marissa Alcorta
Deputy Library Director

SUBJECT: Community Engagement and Support Services Report – June /July 2025

Community Engagement (Youth Services/Affinity Teams)– Alina Rowe

June:

In the month of June our team launched our Summer Reading Program at all our locations. Kids all over our community can pick up a fun interactive Lotería board where they can complete different activities to connect with their families, libraries, and community.

In partnership with the Pima County Parks and Recreation department, our Youth Services team was able to provide Summer Reading materials to several children at the Robles Ranch Community Center in the Three Points area, the Drexel Heights Community Center, Littletown Community Center, and Picture Rocks Community Center. We had a fun time interacting with the kids and enjoyed handing out books, Lotería boards, and other fun incentives.

This month I was able to meet with representatives from the Tucson Roadrunners to see how we may collaborate and partner in future endeavors.

I also met with our Literacy Connects partners to have conversations on how the Many Nations and Nuestras Raíces teams can collaborate to bring some workshops to their office to train the volunteers on the importance of diversity in children's picture books.

This month we welcomed our new Community Engagement Manager who will oversee our youth services staff. We are so thrilled to have them join our amazing team!

July:

In the month of July, we finalized the planification and completion of our MegaMania event that was held on July 19th, 2025, at the Pima Community College Downtown Campus. This year we included the Affinity Teams to draw attention to the fact that so many diverse communities enjoy and are part of the different comic con type fandoms. The Many Nations team had water coloring of Star Wars like posters and Star Wars origami bookmarks and Biblio Lotus had coloring pages designed by Biblio Lotus staff and Kawaii-themed origami bookmarks. The Many Nations Team

also invited actor and comic book author Jon Proudstar to discuss Indigenous storytelling and representation in the media and comic book industry.

In collaboration with the Fox Theater, our YA team participated in the Monsoon Literacy Celebration on Saturday, July 12th. Our team distributed books and had an interactive craft of balms and Hediondia (Creosote) so kids could take home a familiar scent you experience during the monsoon season and whenever the Sonoran Desert gets rain. When you rub Hediondia in your hands, it smells like rain. Kids were able to take home a poetry prompt to write about the colors you find in our desert.

Our team met with the Southern Arizona Film Society to see how we may collaborate in the future where they may be able to have workshops to teach how to create your own films. We are excited to see where this possible partnership leads.

The Nuestras Raíces and Biblio Lotus team leads had a meeting with the creators and founders of the Chinese Chorizo Project to see how we could partner and help bring more awareness of the Chinese Chorizo Project. Our hope is, through our collaboration, we aim to highlight the cultural overlap of the Mexican and Chinese cultures that are part of Pima County's rich and unique history; to educate the community about contributions that indigenous and immigrant populations have made that resulted in the mosaic of cultures that reside here. With this partnership we would like to create opportunities for the community to come together to celebrate and honor the diverse culture that exists in Pima County. For more information about the Chinese Chorizo Project please visit their website here: <https://www.chinesechorizoproject.com/>.

Latinx Community Engagement– Mary Pastrana

June:

I'm delighted to formally introduce myself. My name is Mary Pastrana, and I'm honored to serve as the new Community Engagement Manager of Latinx Services. My journey in library service has been both diverse and rewarding, with experience as a school librarian, programming and outreach coordinator, and tribal librarian.

I'm thrilled to continue my work in this field with a renewed focus on community engagement, particularly through outreach initiatives that connect our library services to our Spanish-speaking communities. I hold a Bachelor of Fine Arts degree from California State University, Long Beach, and a Master of Library and Information Science from San José State University. Currently, I also have the privilege of representing seven states in our central region on the Executive Committee of Reforma National Association to Promote Library and Information Services to Latinos and the Spanish Speaking.

I am passionate about advancing the mission of library service and look forward to collaborating with both new and longstanding partners to foster meaningful connections and further enrich the lives of our vibrant communities through dynamic, inclusive, and impactful outreach opportunities. I'm especially excited to lead large-scale projects such as the Nuestras Raíces author tent at the Tucson Festival of Books and other culturally centered events that celebrate and support our Spanish-speaking communities.

Given the long-term and strategic nature of my responsibilities, this month, our team concentrated on laying the groundwork for several key initiatives, including the planning phase for our presence at the upcoming Tucson Festival of Books, El Grito, tabling at Mega Mania in July, and exploring innovative approaches to promoting our resources and services to the community.

As a new member of PCPL and the CEO team, I participated in various training courses throughout the month, including nine online Learning Path training sessions, Pima County's new employee and supervisor training, and circulation desk and money-handling procedures. Additionally, I supported our CEO team during our Summer Reading outreach to our partners at Parks and Recreation.

Workforce and Economic Development – Matthew Landon

June:

The Community Engagement Office amplifies its digital inclusion efforts by coordinating and planning this month with Literacy Connects to offer a professional development for staff and volunteers in August, Helping with Digital Skill Building, that will focus on adult education best practices, discovering students' goals and objectives, and how to use pieces of existing digital literacy curriculum, like Digital Learn, to meet those objectives.

We continue to matriculate Career Online High School students with 12 graduates this year so far and 53 students actively enrolled. Since March, 190 individuals have expressed interest in the program by filling out the career readiness survey. Most prospective students don't make it through the multi-step process of two-week prerequisite work, interview, homework, and orientation. We have 6 scholarships remaining so some of the prospective students will be put on a waiting list. We thank the Library Foundation for their ongoing support of this program.

Chromebook and Hotspot lending remains popular with 92 patron requests and 72 total requests fulfilled in May. The reasons some requests are not fulfilled include Limited Card status, fines owed, duplicate requests, and previous unreturned or damaged loanable tech. We thank the Library Foundation and the Friends of the Pima County Public Library for their ongoing support of this program.

On June 4, Community Engagement staff attended the Pima County Youth One Stop open house. We saw over 200 people, handed out 87 free books for children and teens, and shared information about the library's summer reading program, job help and computer classes. On June 14, Community Engagement staff attended the Juneteenth Festival with information, books, and a Juneteenth flag making craft for the hundreds of adults and children who braved the heat to enjoy the speakers, music, and festivities. On June 25, I attended the Healthy Family Program Graduation for Child & Family Resources, handed out books and shared information about the Summer Reading Program.

July:

The Workforce and Economic Development team are on the DREAM Job Fair Planning Committee and are starting to plan for October's DREAM Job Fair. One member of the team is also on the DREAM Workshop Subcommittee planning for the Workshop that will be held at the end of October, a week prior to the Job Fair. The Workshop will include resource tables of local community organizations including PCPL, and a resume and interviewing skills workshop, a professional clothing fashion show, and featured speakers.

Career Online High School has 13 graduates so far this year, and 58 actively enrolled students. During the month of June, 36 individuals submitted the Career Readiness Survey, but July saw a huge uptick in student interest, with 123 Career Readiness Surveys submitted as of July 15th. As of April 22nd, 2025, we had 21 scholarships that included 20 that were endowed by the Pima Library Foundation. 20 scholarships were issued to students. Of those 20, 17 passed probation (several in half the time needed), 2 are still in probation with a July 24th deadline, and 1 did not

pass so we recouped that scholarship and now have 2 scholarships remaining. We continue to be grateful to the Pima Library Foundation for their support.

Chromebook and Hotspot lending seem consistently popular with similar numbers to May. In June there were 91 total requests, of which 73 were fulfilled. July is seeing an uptick in requests as there have already been 48 Chromebook and hotspot requests as of July 15th. We thank the Pima Library Foundation and the Friends of the Pima County Public Library for their ongoing support of this program.

Collection Development/Support Services - Kate DeMeester-Lane

During June, we completed our annual spend down of Collection Development funds with significant spending on digital materials. We put our money into shortening the wait time on our OverDrive holds, as well as funding our Hoopla service. Both services continue to be exponentially popular, so our goal is to ensure everyone has access to digital materials, while also maintaining a robust proportion of our budget for physical materials. As of July 1, each library cardholder now has a monthly limit of 5 borrows in Hoopla, down from 7. We will also be adding to the monthly budget for this service.

Looking forward to the fiscal year ahead, we are making one significant change in terms of our purchasing. Instead of doing a large digital spend down in June of 26, we are going to dedicate a portion of our budget each month to filling our digital holds. Hopefully this will result in shorter wait times for customers all year long. Our spending this year is projected to be roughly 47% on physical and 53% on digital materials. We are happy to report an increase in our Collection Development budget, for a total this year that is just shy of \$7M dollars.