

**DATE:** April 9, 2026

**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  
Pima Library Foundation, Board of Directors

**FROM:** Holly Schaffer, Communication Specialist  
Reneé Bibby, Library Services Manager  
*Communications and Systems Office*

**SUBJECT: Communications & Systems Office Report, March 2026**

Our fiscal year 24/25 Annual Report has arrived! You will receive print copies, but if you wish to read some of the articles, they're posted as blogs on our website:

- [There's no better combination](#)
- [Be yourself, we're here for everyone](#)
- ["I had 12 months to learn how to knit."](#)
- [Two years later, here we are!](#)
- [The Seed Sower](#)

[One Seed](#) launched in March. This year is the Mexican Sunflower (*Tithonia rotundifolia*) completes its life cycle in one growing season. Feed the bees, butterflies, and birds—plant Mexican Sunflowers! This plant delivers in both adding beauty to your garden and benefiting wildlife.

The Library Web Team continues to make progress building the new staff intranet. We will be entering beta testing by the the end of April. We will do a special highlight in a summer report that includes an overview of the project.

## **TRANSLATION**

**6,676** words translated

**26** pieces of material

**6** basic complexity

**13** moderate complexity

**7** advanced complexity

## MEDIA RELATIONS

### MEDIA OUTCOMES

#### [Library picks 2026 Southwest Books of the Year](#)

Justyn Dillingham *Pima County FYI* 2/27/2026

#### [What is the state of teen mental health in Tucson?](#)

Newsroom *Tucson Local Media* 3/5/2026

#### [Celebrating allyship and solidarity](#)

Kate Harrison *Pima County eScoop* 3/6/2026

#### [We Recommend: 4 Books for Women's History Month](#)

Ravenous Readers/PCPL *Arizona Daily Star* 3/8/2026

#### [Tucson authors Dubb and DeLuca bring romance to TFOB](#)

Topacio "Topaz" Servellon *Tucson Spotlight* 3/9/2026

#### [50 Books Every Woman Over 50 Should Have on Her Bookshelf, According to Librarians](#)

Martha Sorren *Parade Magazine* 3/10/2026

#### [Library features stories of Tucson's Latinx, BIPOC communities at book festival](#)

Analeise Mayor *#ThisIsTucson* 3/10/2026

#### [Join PCPL at the Tucson Festival of Books](#)

Justyn Dillingham *Pima County FYI* 3/13/2026

#### [We Recommend: Check out the library's tent at the Tucson Festival of Books](#)

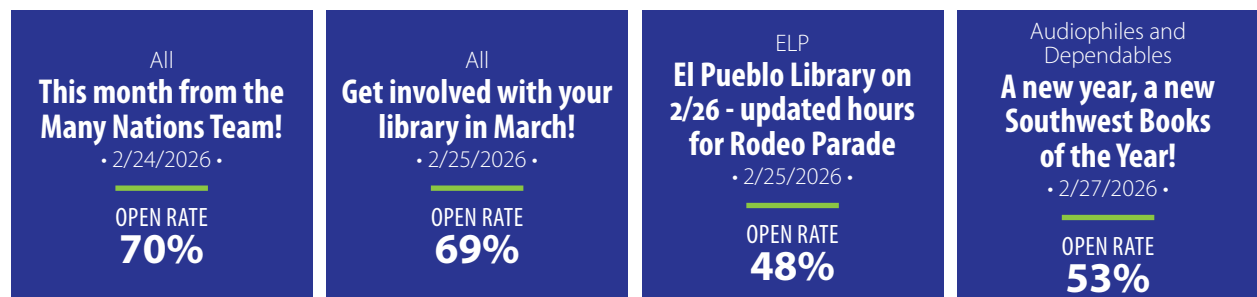
Ravenous Readers/PCPL *Arizona Daily Star* 3/14/2026

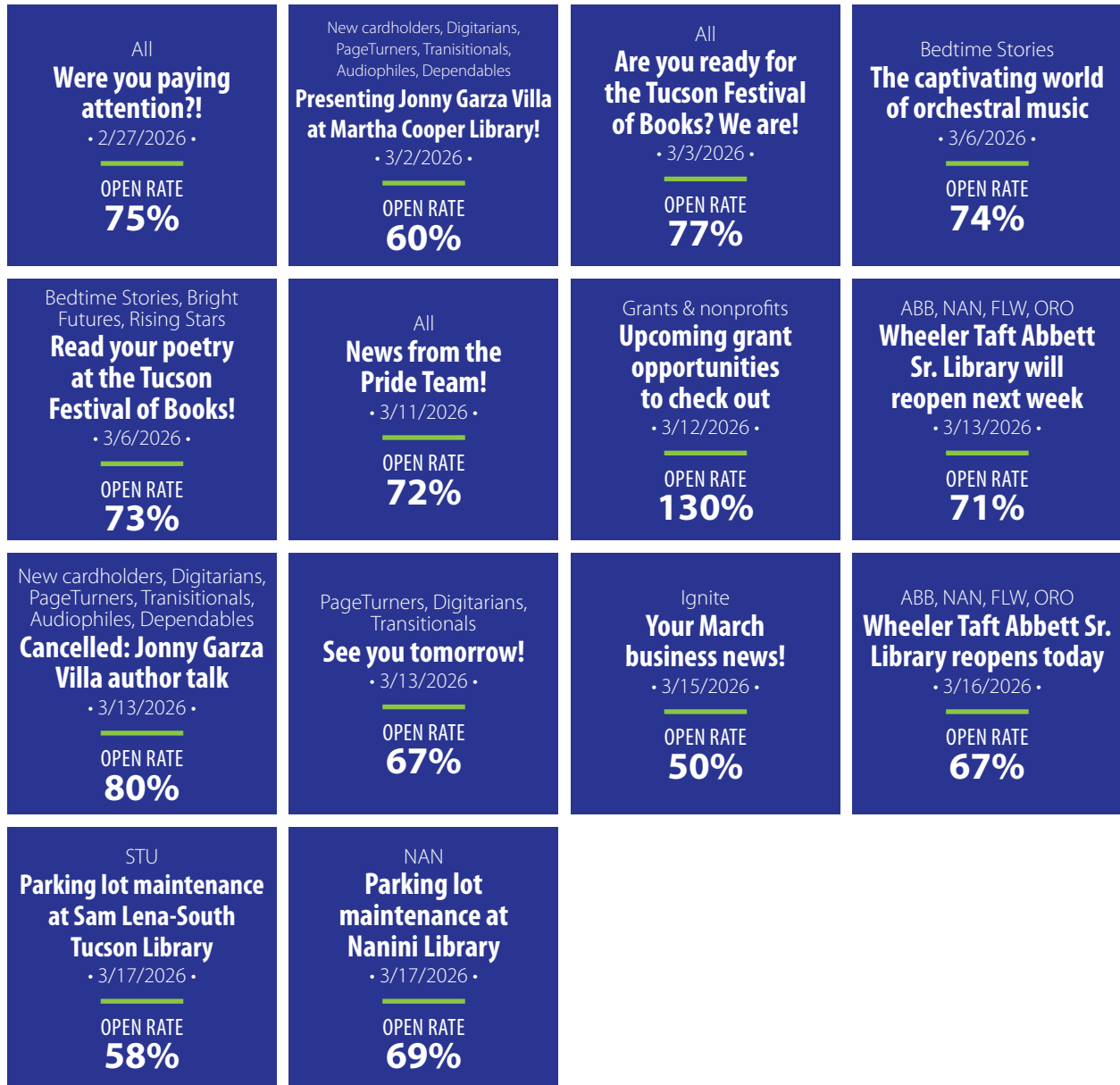
#### [We Recommend: Books about what to plant in the Sonoran Desert](#)

Ravenous Readers/PCPL *Arizona Daily Star* 3/21/2026

### SAVANNAH MESSAGES SENT TO PCPL CUSTOMERS

Open rates vary from industry to industry, but according to current 2024 digital marketing stats, the average open rate for arts/culture/entertainment (the most comparable to library services) is 22%.





## GRAPHIC DESIGN



## HIGHLIGHTS



**National Board Game Day**  
**Día nacional del juego de mesa**

Wednesday, April 22nd  
 Miércoles, 22 de abril  
 12 pm – 4:30 pm

**Joel D Valdez Main Library**  
 101 N. Stone Ave

The Main Library will have board games set up throughout the library for all ages and skill levels, ranging from childhood classics and card games to chess and strategy games. Don't miss **Life-Size Candyland!** Get your Game Day passport stamped at each station and earn a prize.

La biblioteca principal (Joel D. Valdez) tendrá juegos de mesa colocados por toda la biblioteca para todas las edades y niveles de habilidad, desde juegos clásicos infantiles y juegos de cartas hasta ajedrez y juegos de estrategia. ¡No te pierdas del juego **Candyland** de tamaño real! Obtén el sello de tu pasaporte del Día del juego con cada estación y gana un premio.

**Joel D Valdez**  
 PIMA COUNTY PUBLIC LIBRARY

Call (520) 594-5500 | Visit [library.pima.gov](http://library.pima.gov)



**Oro Valley**  
 PIMA COUNTY PUBLIC LIBRARY

**JILL BEISSEL**

Monday, April 13th  
 10 am – 11:15 am

**Oro Valley Public Library**  
 1305 W. Naranja Dr.

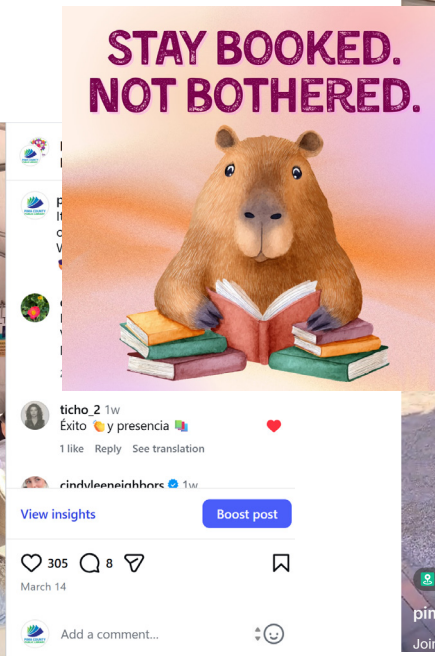
**GLITTER AND GOLD**  
 JILL BEISSEL

Join author and Oro Valley native Jill Beissel for a discussion of *Glitter and Gold*, a suspenseful novel about buried secrets, complicated friendships, and the cost of the stories we tell ourselves. The event includes a reading, conversation, and audience Q&A. Books will be available for purchase & signing.

Call (520) 594-5580 | Visit [library.pima.gov](http://library.pima.gov)

## SOCIAL MEDIA

### HIGHLIGHTS

**STAY BOOKED. NOT BOTHERED.**

ticho\_2 1w  
 Éxito 🍀 y presencia 🍀  
 1 like Reply See translation

rinduleeneighbors 1w

View insights Boost post

305 likes 8 comments  
 March 14

Add a comment...



Click the photo above to view the TikTok

PERFORMANCE

**FACEBOOK**

26

NUMBER OF POSTS

56.8K

VIEWS

1K

CONTENT INTERACTIONS

**TIKTOK**

7

NUMBER OF POSTS

34K

VIDEO VIEWS

1,777

TOTAL LIKES

12.6K

HIGHEST VIEWED

427

MOST LIKED

**INSTAGRAM**

31

NUMBER OF POSTS

64.1K

VIEWS

3K

CONTENT INTERACTIONS

WEBSITE

**WEBSITE CARDS**

60 Staff Lists Cards  
32 Event Cards

**BOOKLISTS**

7.54% Booklist Clickthrough  
*A top book list [Read Your Way Through Southern AZ](#)*

**BLOGS**

19 Blogs  
*[There's no better combination!](#)*

**EVENTS**

1,283 Hosted Events  
47,680 Event Pageviews  
7.82% Event Clickthroughs

**MESSAGE BEE**

86,649 Messages Sent  
67.68% Open Rate

**PAGES**

3 Page Updates  
1 designed  
[Contact Us](#)

**WEBSITE FEEDBACK**

21 Customer Support Interactions