
DATE: June 6, 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, April and May 2024

MEDIA RELATIONS

HIGHLIGHTS

April

Library Associate Toby Wehner just celebrated his 10th year moderating panels at the Tucson Festival of Books. [In this blog post](#), he reflects on a decade meeting and working with some of his favorite authors (and collecting bookmarks and signed books!).

[In this guest blog post](#), Career Online High School graduate Annette Hernandez-Carbajal shares her journey obtaining her diploma and what it means to her. Annette says, “Never doubt yourself. I doubted myself for ten years.”

Did you know many of our libraries host exhibits by local artists? [Check out all that's happening](#) in the world of art and take some time to visit and enjoy!

March is Irish American Heritage Month. [Here's a great book list](#) if you're interested in delving into, or revisiting, works by Irish authors.

May

We have a new Writer in Residence! Elaine A. Powers will be offering one-on-one sessions at Woods Memorial and Oro Valley Public libraries through July 29. She will also host three workshops, including one at this year's MegaMania. [Take a look at this press release for more information.](#)

Niki G. of the Biblio Lotus Team interviewed the founders of Halaua Hula O Ualani, a hula school offered at Movement Culture Studios. [The timely interview](#) introduced folks to the art of

hula dance, the history of their school, and the importance of preserving Hawaiian culture during Asian American, Native Hawaiian, and Pacific Islander (AAPI) Heritage Month in May.

Librarian Matthew Landon was named a [2024 Mover & Shaker in the Community Builders category](#) by Library Journal. Of being named a Mover & Shaker, Matthew says, "I'm honored to be recognized by Library Journal in this way. It's important to me to share my story, to reduce the stigma associated with having a mental health diagnosis, and to show people that you can succeed despite facing obstacles."

MEDIA RELEASES

[Librarian and 'Stigma Buster' earns top award](#)

Sent 5/6/24

[Welcoming Elaine A. Powers, our newest Writer in Residence](#)

Sent 5/16/24

MEDIA OUTCOMES

[When Byrd met Skye: Celebrating a voice of the desert](#)

Newsroom *Pima County Communications* 3/21/2024

[Presenting Arizona Women's History Scavenger Hunt](#)

Mia Kortright *Pima County FYI* 3/22/2024

[We Recommend: Read about book lovers who fall in love](#)

Ravenous Readers/PCPL *Arizona Daily Star* 3/24/2024

[Heavy Metal Librarian Files: When Hollywood goes to the library](#)

Charlie Touseull/PCPL *Arizona Daily Star* 3/24/2024

[Southside mom feeds family, neighbors with community garden](#)

Jacqueline Aguilar *KGUN 9* 3/28/2024

[We Recommend: Get inspired with these reads about first-generation Latinx barrier breakers](#)

Ravenous Readers/PCPL *Arizona Daily Star* 3/31/2024

[The PLAZA Mobile Market is making sure everyone has access to healthy food](#)

Jamie Donnelly *#ThisIsTucson* 4/3/2024

[Friends of PCPL make it a win-win for book lovers, libraries](#)

Pat Parris *KGUN 9* 4/3/2024

[Things to do: Events happening in Tucson 4/16 - 4/30](#)

Newsroom *#ThisIsTucson* 4/5/2024

[48 free events happening in Tucson April 2024](#)

Newsroom *#ThisIsTucson* 4/5/2024

[Electric Library: Calling all students and the curious at heart!](#)

Mia Kortright *Pima County eScoop* 4/5/2024

[We Recommend: Books to check out at PCPL for Autism Acceptance Month](#)

Ravenous Readers/PCPL *Arizona Daily Star* 4/7/2024

[Helping those who are incarcerated](#)

Mia Kortright *Pima County FYI* 4/12/2024

[Three questions with a Pima County librarian](#)

Aalia Shaheed *Pima County Instagram* 4/12/2024

[We Recommend: Find the home of your nightmares in these reads](#)

Ravenous Readers/PCPL *Arizona Daily Star* 4/14/2024

[Point them toward the library](#)

Mia Kortright *Pima County eScoop* 4/19/2024

[Here's why Tucson's libraries aren't quiet places anymore](#)

Christine Russell / PCPL *Arizona Daily Star* 4/21/2024

[We Recommend: Books that give 'primavera vibes'](#)

Ravenous Readers/PCPL *Arizona Daily Star* 4/21/2024

[AZ group highlights importance of pollinators on Earth Day](#)

Alex Gonzalez *KAWC* 4/23/2024

[An exclusive literary circle of close friends](#)

Mia Kortright *Pima County FYI* 4/26/2024

[We Recommend: Get familiar with Arab American literature with these reads](#)

Ravenous Readers/PCPL *Arizona Daily Star* 4/28/2024

[The Library isn't a quiet place anymore](#)

Mia Kortright *Pima County eScoop* 5/3/2024

[We Recommend: Pick up an alternate history read at the Library](#)

Ravenous Readers/PCPL *Arizona Daily Star* 5/5/2024

[On Therapy: Librarian hosts Q&A with psychologist Dr. Andy Bernstein](#)

Mia Kortright *Pima County FYI* 5/10/2024

[Now's the time for parents to check out PCHD's maternal health programs](#)

Newsroom *Pima County* 5/14/2024

[We Recommend: Books to help you escape the Tucson heat](#)

Ravenous Readers/PCPL *Arizona Daily Star* 5/14/2024

Business awards earned in Tucson and Southern Arizona

Newsroom *Arizona Daily Star* 5/15/2024

How Pima County libraries are serving up resources, kindness

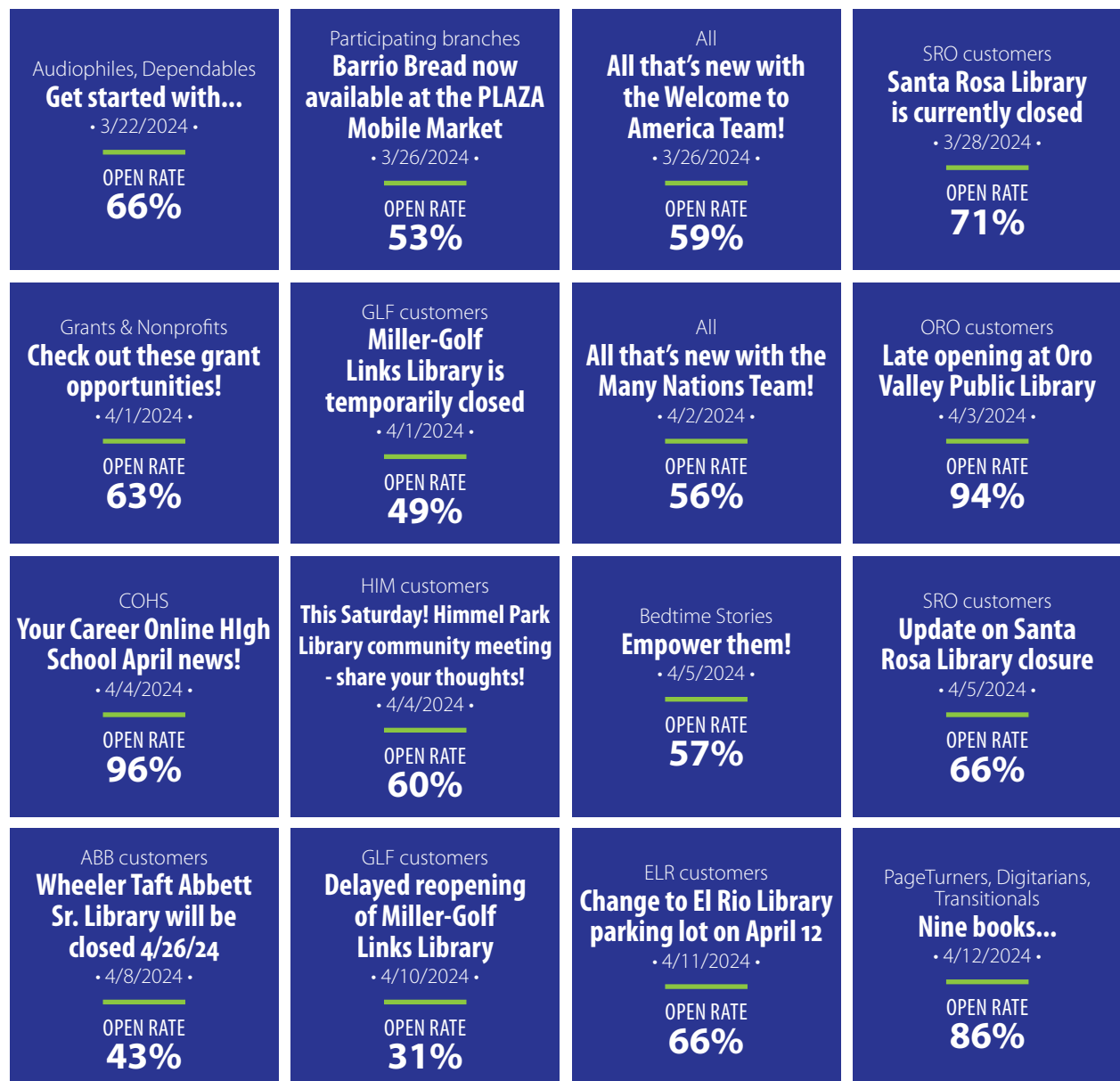
D'andra Hamilton / PCPL *Arizona Daily Star* 5/16/2024

Librarian and 'Stigma Buster' earns top award

Mia Kortright *Pima County eScoop* 5/17/2024

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%**.



ELR customers
Update: El Rio Library will close at noon today
• 4/12/2024 •
OPEN RATE
73%

All
What's happening with Hoopla?
• 4/15/2024 •
OPEN RATE
77%

All
All the news from the Seed Library Team!
• 4/16/2024 •
OPEN RATE
58%

Bright Futures
Do you like to cook?
• 4/19/2024 •
OPEN RATE
62%

GVY customers
You can use our pickup lockers again!
• 4/18/2024 •
OPEN RATE
76%

SRO customers
Santa Rosa Library remains closed
• 4/22/2024 •
OPEN RATE
54%

GLF customers
Miller-Golf Links Library is now open
• 4/24/2024 •
OPEN RATE
65%

Participating branches
All aboard the Brain Bus!
• 4/24/2024 •
OPEN RATE
63%

ABB customers
Reminder - Wheeler Taft Abbott Sr. Library closed tomorrow
• 4/25/2024 •
OPEN RATE
74%

Audiophiles, Dependables
Malevolent mothers, callous children
• 4/26/2024 •
OPEN RATE
59%

All
All the news from the Biblio Lotus Team!
• 4/30/2024 •
OPEN RATE
47%

Grants & Nonprofits
Grant opportunities coming up in May and June!
• 5/1/2024 •
OPEN RATE
65%

Ignite business
Your May business news!
• 5/1/2024 •
OPEN RATE
47%

COHS
Your Career Online High School May news!
• 5/1/2024 •
OPEN RATE
51%

Bedtime Stories
Earth Day... more than just one day!
• 5/3/2024 •
OPEN RATE
78%

PageTurners, Digitarians, Transitionals
What if... ?
• 5/10/2024 •
OPEN RATE
77%

SRO customers
Santa Rosa Library remains closed
• 5/13/2024 •
OPEN RATE
59%

All
All the news from the Synapse Team!
• 5/14/2024 •
OPEN RATE
50%%

GRAPHIC DESIGN

HIGHLIGHTS

April

April marks the transition from Tucson Festival of Books to Summer Learning. The team designed the trackers and digital materials in anticipation of a late May early June launch. This month also required designs for the new Writer in Residence, Elaine Powers, a new program Nourish and Flourish, a Brain Bus program, and a special business writing workshop hosted by Meg Files.

May

May was the month for long-term projects. The design team has been working with staff member Stephanie at the Juvenile Detention Center as well as local writer Marge Pelligrino to reshape last year's Field Notes into a four-volume project. There will be a volume released every year for four years so that older teens moving through the program will have a complete set by the time they leave school. This has required extensive rewriting by Marge and some redesigning to make each volume unique and visually appealing. Carolina has also been creating hand-drawn digital art for this year's One Seed Program. This type of work takes time to do, so the work started now in order to be ready by the fall. Design also included Smart Elections workshop, Sarah T. Dubb book launch, and digital assets for the website.

Nourish & Flourish:
A Community Nutrition Program presents
Cooking Matters

Cooking Matters provides resources to help parents and caregivers develop their skills when shopping for and cooking healthy foods on a budget. Topics include whole grains, fruits and vegetables, hydration, and calcium-rich foods. Participants will take away handouts, 2-ounce food samples, and information to inspire families to make healthy, affordable food choices.

Call Woods Memorial Library to register: (520) 594-5445

Woods Memorial Library
3455 N. First Ave
Cooking Matters takes place on the following **Tuesdays, 4:30–5:30 pm**

- March 26
- April 23
- May 28
- June 4
- June 11
- June 18
- June 25

Writer in Residence
PIMA COUNTY PUBLIC LIBRARY
Elaine A. Powers

One-on-One Consultations

Residency: May 10 - July 26, 2024

Residency: May 10 - July 26, 2024

PIMA COUNTY PUBLIC LIBRARY
The Center for Neuroscience Foundation & Synapse presents:
Brain Bus & Brain Anatomy

Saturday, May 4th
Brain Bus 10 am–11 am
Brain Anatomy 11 am–12 pm
Murphy-Wilмот Library
530 N. Wilmot Rd

Saturday, May 11th
Brain Bus 10 am–11 am
Brain Anatomy 11 am–12 pm
Flowing Wells Library
1730 W. Wetmore Rd

The Brain Bus is a mobile neuroscience laboratory that empowers communities and enriches the lives of Southern Arizonans. A variety of Neuroscience activities engage visitors & educate people of all ages about the amazing brain's function, neuroplasticity, and how to care for it. Brain Anatomy – Your brain allows you to talk, move, feel and think, but how does it do all of this in just 3 pounds of tissue? Discover how the brain works, the different parts of the brain, and their specific functions.

Synapse
PIMA COUNTY PUBLIC LIBRARY

Field Notes
Volume 1
PIMA COUNTY PUBLIC LIBRARY
Exploring You!

Sarah T. Dubb
Come celebrate the launch of local author Sarah T. Dubb's debut novel *Birding With Benefits*, and join the conversation about Sarah's book, what she loves about romance books, the joy of birding, and more!

BIRDING WITH BENEFITS
SARAH T. DUBB

Saturday, June 22nd
3 pm – 4:30 pm
Woods Memorial Library
3455 N. First Ave

Sarah T. Dubb is a writer, public librarian, parent, and activist living the dream with chihuahuas and desert tortoises in her hometown of Tucson, Arizona. *Birding With Benefits* is her debut novel. Signed books will be available for purchase.

Woods Memorial
PIMA COUNTY PUBLIC LIBRARY

Call (520) 594-5445 | Infoline (520) 791-4010 | Visit library.pima.gov



DESIGN PROJECTS

April



6

Flyers

1

Rack Cards

2

Small Posters

2

Social Media Assets

1

Special Projects

2

Website Assets

16
print orders
13,011
pieces

May



3

Flyers

3

Social Media Assets

4

Website Assets

1

Logos

2

Special Projects

19
print orders
14,415
pieces

SOCIAL MEDIA

HIGHLIGHTS

April

Arizona Library Association (AzLA) reached out to ask Victoria to do a presentation on social media at the upcoming October AzLA to talk about effective management of social media. She will co-present with Hassael Cazesuz, who spent a semester as a social media intern with CSO for credit towards his Masters in Library Sciences.

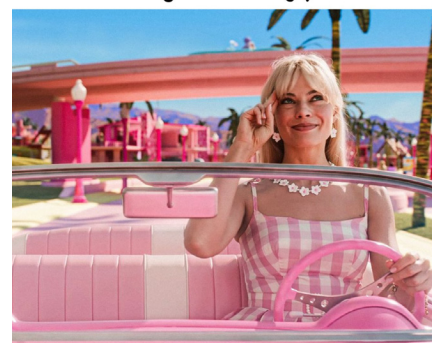
Admin staff were featured in a [TikTok that drew up on a long-running social media joke](#). Besides the programmatic elements for the was National Library Week, Autism Acceptance and Awareness Month, World Book Day, and Earth Day.

May

May was the month of recognition! It included, Military Appreciation Month, Jewish Heritage Month, Mental Health Awareness Month, and Asian American and Pacific Islander Month. It also included Mother's Day, Period Poverty Awareness Week, and [May the 4th](#). One of the funniest TikTok videos took advantage of [some footage of rainfall at Valencia Library](#). There were also some great memes this month!



Me driving to the library to get more books and ignore all my problems



PERFORMANCE

April

TIKTOK

8

NUMBER OF POSTS

17K

VIDEO VIEWS

1,044

TOTAL LIKES

7.8K

HIGHEST VIEWED

221

MOST LIKED

FACEBOOK

38

NUMBER OF POSTS

24.8K

OVERALL REACH

1.4K

CONTENT INTERACTIONS

10.4K

HIGHEST REACH

INSTAGRAM

32

NUMBER OF POSTS

6.8K

OVERALL REACH

4.1K

CONTENT INTERACTIONS

3.7K

HIGHEST REACH

May

FACEBOOK

28

NUMBER OF POSTS

16.6K

OVERALL REACH

1.2K

CONTENT INTERACTIONS

6.6K

HIGHEST REACH

INSTAGRAM

25

NUMBER OF POSTS

4.3K

OVERALL REACH

2.4K

CONTENT INTERACTIONS

2.1K

HIGHEST REACH

TIKTOK

7

NUMBER OF POSTS

41K

VIDEO VIEWS

2,625

TOTAL LIKES

8.7K

HIGHEST VIEWED

846

MOST LIKED

WEBSITE

HIGHLIGHTS

April

In April, the web team presented the Library annual report on the home page, spotlighting compelling narratives from our patrons that underscore the profound impact of library services. These stories vividly depict how library resources and programs enrich and transform the lives of individuals within our community. Through this showcase, the website celebrates the enduring value of our institution and inspire continued support for our mission to serve and empower all members of our diverse community.

Additionally, the PCPL Web Team started preparations for May's observances of Asian American and Pacific Islander Heritage Month, Jewish Heritage Month, and Mental Health Awareness Month. This included [curating specialized booklists](#) and resources that are featured throughout the month of May. This preparatory work included collaborations with library affinity teams [Biblio Lotus](#) and [Synapse](#) to ensure the accuracy and relevance of the materials provided. These initiatives are part of PCPL's broader commitment to celebrating diversity, fostering inclusivity, and promoting the well-being of our community members.

May

The newly redesigned [Seed Library](#) webpage, with a focus on improving accessibility and user experience launched. This work will continue throughout the year, as we continue to update seed library card images to reflect the updated Seed Library branding. This update is part of a broader effort to promote sustainable gardening and local food production within the community.

Additionally, May marked the opening of submissions for community presentations at local library branches. A [new dedicated page](#) was created to guide community members through the submission process, providing comprehensive instructions, criteria, and resources to support successful proposals. This initiative, prominently featured on the homepage, aims to maximize visibility and participation. It precedes the Pre-Proposal Conference on May 21, which offers further guidance and support for potential presenters, ensuring a diverse range of community-led programs.

PERFORMANCE

April

BLOGS

23 Blogs

[Electric Library: Calling all students and the curious at heart](#)

PAGES

3 Page Updates

3 designed

[Annual report](#)

WEBSITE FEEDBACK

17 Customer Support Interactions

BOOKLISTS

6.34% Booklist Click-through

A top book list [Summer Youth Programs in the Tucson Area](#)

EVENTS

1,264 Hosted Events

42,235 Event Pageviews

7.44% Event Clickthroughs

MESSAGE BEE

105,758 Messages Sent

69.78% Open Rate

WEBSITE CARDS

79 Staff Lists Cards

44 Event Cards

May

PAGES

2 designed

[Seed Library](#)

BOOKLISTS

6.97% Booklist Click-through

A top book list [Read Harder 2024: A Romance with Neurodivergent Characters](#)

EVENTS

991 Hosted Events

43,275 Event Pageviews

8.05% Event Clickthroughs

MESSAGE BEE

69,333 Messages Sent

70.21% Open Rate

BLOGS

20 Blogs

"I believe our writing can be a gift to the world."

WEBSITE CARDS

94 Staff Lists Cards

48 Event Cards

WEBSITE FEEDBACK

22 Customer Support Interactions