

WEBSITE & DIGITAL SERVICES

Re-Oriented Website to Highlight Key Services and Products During Closure

- ★ Closure FAQs on homepage
- ★ Redesigned homepage to include digital/online resources for all ages and in Spanish
- ★ Rearranged all format, browse, community pages to emphasize digital/online
- ★ Created recommendation lists focused on ebooks and downloadable audiobooks
- ★ Kept up with coronavirus info and resources and posted prominently
- ★ Promoted getting a library card while we're closed
- ★ Promoted Infoline and Ask a Librarian
- ★ Cancelled events, removed event carousels/widgets everywhere on website
- ★ Entered online events into the calendar and promoted them on website
- ★ Got snack info into the calendar, promoted on website
- ★ Added more visual elements/icons to homepage
- ★ Made a new mobile apps page <https://www.library.pima.gov/apps/>

Built and Deployed Staff Communication System

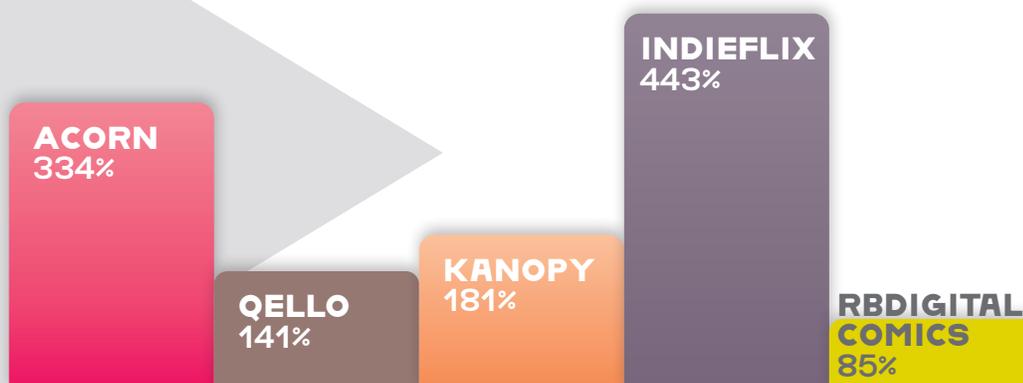
- ★ Used Savannah to keep staff informed during the Stay-At-Home
- ★ Wrote and worked on content with admin/staff at Main
- ★ Watched for County emails to share with staff
- ★ Updated changes to staff personal emails to make sure everyone was receiving the messages
- ★ Created the return to work survey in Google Forms for Sharla
- ★ Created new Health & Safety section on intranet + Coronavirus Learning Path and Quiz

And in the meantime...

- ★ There was an intranet upgrade
- ★ Worked on curbside pickup and helped write the basic process we'd use for holds
- ★ Fixed all the "translate this site" links everywhere on the website
- ★ Wrote documents to help admin with Fine Free request for the Board of Sups
- ★ Did paperwork for the Spanish translation contract
- ★ Wrote justifications for bid and started working on implementation of eCard
- ★ Wrote reopening messages for phone messages and email/web/social media

Digital Usage

APRIL 2020
Compared to
APRIL 2019



ROMANCE
BOOK
CLOUD
2,029%

WEBSITE & DIGITAL SERVICES

Communications
& Systems Office



Search the by

[Browse](#) [E-Library](#) [Download & Stream](#) [En español](#) [Events](#) [Catalog](#)

Libraries open with **limited services** Monday–Friday, 10 am–5pm.
Questions? Read about reopening below.

Newly designed main page header includes all key information

About reopening

Our goal is to keep everyone safe and healthy



Library Hours:

Monday–Friday, 10 am–5pm

Safety and health precautions	+	Libraries that will open	+
Limited hours	+	Limited building capacity, waiting lines	+
Limited in-person services	+	Getting a library card	+
Due dates	+	Returning items, renewing, and placing holds	+
Holds pickup	+	Use the Library from home	+
Limited computer use	+	Interlibrary loan	+
Copying and faxing	+	COVID-19 hotline information	+

Have other questions? Call Infoline at 520-791-4010 or use our [Contact Us form](#).



Online Events



Download & Stream:
eBooks, Video, Music &
More



E-Library: Research &
Learn



Community Resources



Grab-n-Go Snacks

New icons add strong visual orientation and interest to main page



Donate



Volunteer



Friends of the
Library



Buy Merch



Sponsor a Student



Library Foundation

WEBSITE & DIGITAL SERVICES

Communications
& Systems Office



Search the Catalog by Keyword

Advanced Search

Browse E-Library Download & Stream En español Events Catalog

Our Online fine/fee payment system is currently down. Thank you for your patience as we resolve the issue.

Items on hold at El Rio Library are being sent to Joel D. Valdez Main Library for pickup. Please call Infoline at 520-791-4010 to check on the status of your holds.

Libraries are now offering limited services. Read more.

Libraries are offering limited services Monday-Friday, 10 am-5 pm.



Library Hours:

Monday-Friday, 10 am-5 pm

There is no browsing in person right now, so please place holds to get items!

There's no browsing right now - How to get items	+	Libraries that are offering limited services	+
Safety and health precautions	+	Limited building capacity, waiting lines	+
Limited hours	+	Getting a library card	+
Limited in-person services	+	Returning items, renewing, and placing holds	+
No overdue fines	+	Use the Library from home	+
Limited computer use	+	Interlibrary loan	+
Copying and faxing	+	COVID-19 hotline information	+

Have other questions? Call Infoline at 520-791-4010 or use our [Contact Us form](#).

News

There's no browsing right now. Learn how to get items.

¡El aprendizaje de verano... sigue!

Meet our newest Writer in Residence... virtually!

Stonewall Was a Riot

We're Hiring!

[Read more >>](#)

Featured



Fast (and fun) facts from the

Edgar Allen Poe published The Fall of the House of Usher in that decade? Take a look at the

Black Lives Matter Link on home page

Quick links

[Pandemic Assistance](#)

[Hours & Locations](#)

[Contact Us](#)

[My Account](#)

[New & On Order](#)

[Translate | Traducir Sito](#)

[E-Library A-Z](#)

[Tax Info](#)

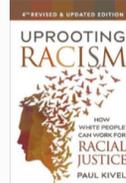
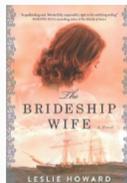
[Census 2020](#)

[Read More](#)

BLACK LIVES MATTER

Read, watch, listen

New books On order New movies New for kids & teens Nuevos títulos en español



EMAIL COMMUNICATION

155%
OPEN RATE

ENJOY AN AUDIOBOOK,
YOU DESERVE IT

sent to Audiophiles, Dependables

3,095 recipients

Email open rates skyrocketed during the closure.

Previous open rates, which were already above the national average, averaged 55%.

122%
OPEN RATE

JUST FOR KIDS - ONLINE LEARNING,
EBOOKS, AND MORE!

sent to Bedtime Stories

5,344 recipients

114%
OPEN RATE

WE MISS YOU, BUT WE'VE STILL GOT
BOOKS TO RECOMMEND!

sent to PageTurners, Transitionals, Dependables

30,658 recipients

88%
OPEN RATE

WE'RE STILL HERE FOR YOU

sent to All Customer

157,743 recipients

95%
OPEN RATE

UPDATE ABOUT LIBRARY CLOSURE

sent to All Customer

159,685 recipients

82%
OPEN RATE

CORONAVIRUS: ALL
LIBRARIES CLOSED

sent to All Customer

159,895 recipients

84%
OPEN RATE

MAKE ONLINE SCHOOL YOUR BFF

sent to Bright Futures

2,366 recipients

EMAIL COMMUNICATION



Board members also receive these emails, via Holly Schaffer.

Diversify your reading

This month, we're excited to bring you recommendations of ebooks and audiobooks from library staff who work tirelessly to reach, support, and celebrate our Black, Native, and Latinx communities.

Kindred Team recommends...

[Courage Has No Color: the True Story of the Triple Nickles: America's First Black Paratroopers](#) by Tanya Lee Stone

[Hunger](#) by Roxane Gay

[Never Caught: The Washingtons' Relentless Pursuit of Their Runaway Slave, Ona Judge](#) by Erica Armstrong Dunbar

[Take a look](#) to see what else the Kindred Team recommends!



Grab a snack at one of ten libraries

Grab-N-Go Super Snacks are now available at 10 libraries for anyone! Distribution will run Monday through Friday for 4 weeks.

Monday through Friday from 9- 10 am:

- Nanni Library
- Martha Cooper Library
- Valencia Library
- Mission Library
- El Rio Library

Monday through Friday from 10:30 - 11:30 am:

- Woods Memorial Library
- Eckstrom Columbus Library
- El Pueblo Library
- Southwest Library
- Quince Douglas Library

Snacks provided are all shelf-stable and pre-packaged except for water. All snack bags will be packaged before staff arrive at participating libraries.

Safety of customers and staff will be highest priority.

This will be a **contact-free service**. Staff will wear masks and gloves, disposable gloves, disinfectant wipes, and hand sanitizers will be provided during each distribution. Staff will use a book cart or meeting room table between themselves and customers picking up food. Food bags will be placed by staff and picked up by customers in line for food. **Customers must arrive in their cars in order to pick up food.**

No contact will be made during food exchanges. A designated staff member will be available to assist customers who are **social distancing 6 feet between other families** and are unable to pick up food.

Grab-N-Go Super Snacks are generously provided by Amphitheater and the Arizona Department of Education.



Vegetables, too!

While supplies last, Grab-N-Go Super Snacks include fresh **VEGGIES**, while supplies last.

When you pick up your snacks, you'll also receive fresh vegetables including mini bell peppers, zucchini, tomatoes, and more.

Vegetables are provided through a partnership with the Community Food Bank in Nogales, the National Food Bank in Tucson, and Pima County.

Feed their minds, too!

Ready, Set, School! is now being offered in Spanish! It will run from 10 to 10:45 am every Tuesday. Join us on [Facebook Live](#).

Ready, Set, School! will continue in English on Fridays from 10 to 10:45.

In this free program, kids ages 4 to 5 will build school ready skills through stories, songs, and interactive learning activities. Parents and caregivers will learn practical ideas to help their children become successful learners!

Health clinics, fire departments, schools. Even neighborhoods. The coronavirus shows many different aspects of our community.

Your response matters. Be Counted to Celebrate 2020!



Easy peasy! Stream an audiobook directly in your browser (or device, if you prefer)!

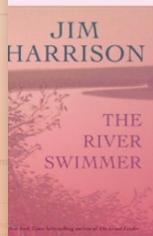
Never tried **AudioBookCloud**? There's no better time to give it a whirl!

AudioBookCloud offers a curated collection of English and Spanish language audiobooks you can listen to on your desktop or device, with no holds or waiting. And trust us, the selection is awesome! Here are just a few you could be enjoying right now...

- **Smiley's People** by international-bestselling espionage author, **John LeCarre**
- C.D. Payne's absurdist **Youth in Revolt series**
- **The Collected Works of Billy the Kid** by Booker-Prizewinning author, **Michael Ondaatje**
- Patrick O'Brian's **Master and Commander**, the first in the Aubrey-Maturin series of sea novels

Note: These books do not download onto your device. They work as a streaming service, so they require wifi or data use.

[Check out AudioBookCloud!](#)



AudioBookCloud Author Spotlight: Jim Harrison

"The dream that I could write a good poem, a good novel, or even a good movie for that matter, has devoured my life." - Jim Harrison

Novels, novellas, nonfiction, poetry, children's literature, screenplays, essays... author Jim Harrison was a prolific and versatile writer who published more than three dozen books in his lifetime.

Looking for new books to check out? Why not try **Jim Harrison** on **AudioBookCloud**?

We'd recommend **The River Swimmer** - featuring two novellas that *Library Journal* called "thoughtful, beautifully crafted stories."

If you enjoy that one, you can find more Jim Harrison titles on AudioBookCloud... **discover this brilliant author, and others, today!**

Need a laugh?

AudioBookCloud has just the book for you... **The Darwin Awards: Survival of the Fittest**

Most of us know instinctively that the phrase "trust me, light this fuse" is a recipe for disaster. Darwin Award winners do not. Most of us have a basic common sense that eliminates the need for public service announcements such as, **WARNING: COFFEE IS HOT!** Darwin Award winners do not. The stories assembled in this book show that common sense is really not so common.

"The Darwin Awards is a riot to read. Deeply entertaining." - *San Francisco Weekly*



READY, SET, SCHOOL!

on Facebook LIVE

Online learning and fun!

Ready, Set, School! will launch on Facebook Live tomorrow - Friday, April 17 from 10 to 10:45 am.

In this program, kids ages 4 to 5 will build school ready skills through stories, interactive learning activities. Parents and caregivers will learn practical ideas to help their children become successful learners!

[Join us on Friday!](#)

eBooks... not just for adults!

It isn't just for getting the newest *New York Times* bestselling mystery, the recent featured NPR title. Yes, there are those books, but also... **kids!** Picture books, some with optional narration and even accompanying audiobooks, will be an **awesome addition to your digital family library.**

[Check out these titles](#) by A.J. Smith

[Check out this audiobook](#) by Deborah Underwood (especially important during these stuck-at-home days)

[Check out these audiobooks](#) like *Little Hoo goes to the Beach / El Pequeño Hoo va a la Playa*, *Cal, My Dog / Mi Gato*, *Mi Perro*

[Check out these audiobooks](#) like *Try some poetry, science, or biography.*

[Check out this audiobook](#) by *Omniore?*

[Check out this audiobook](#) by *Therapy.*

[Check out all OverDrive kids' books!](#)



Local Media and Arizona PBS are here for you! With schools closed due to the Coronavirus outbreak, we've joined At Home Learning, offering Arizonans programming and digital resources that adhere to curriculum and provide continued at-home learning.

[Check out the website](#) today to find more information about At Home Learning and access general tips and resources.

Out!

Best, social distancing can be challenging. Fret not! at #ThisIsTucson are working hard to help you find fun things to do with the little ones while they adjust to their new norm.

[Check out these free coloring pages made by Tucson!](#)

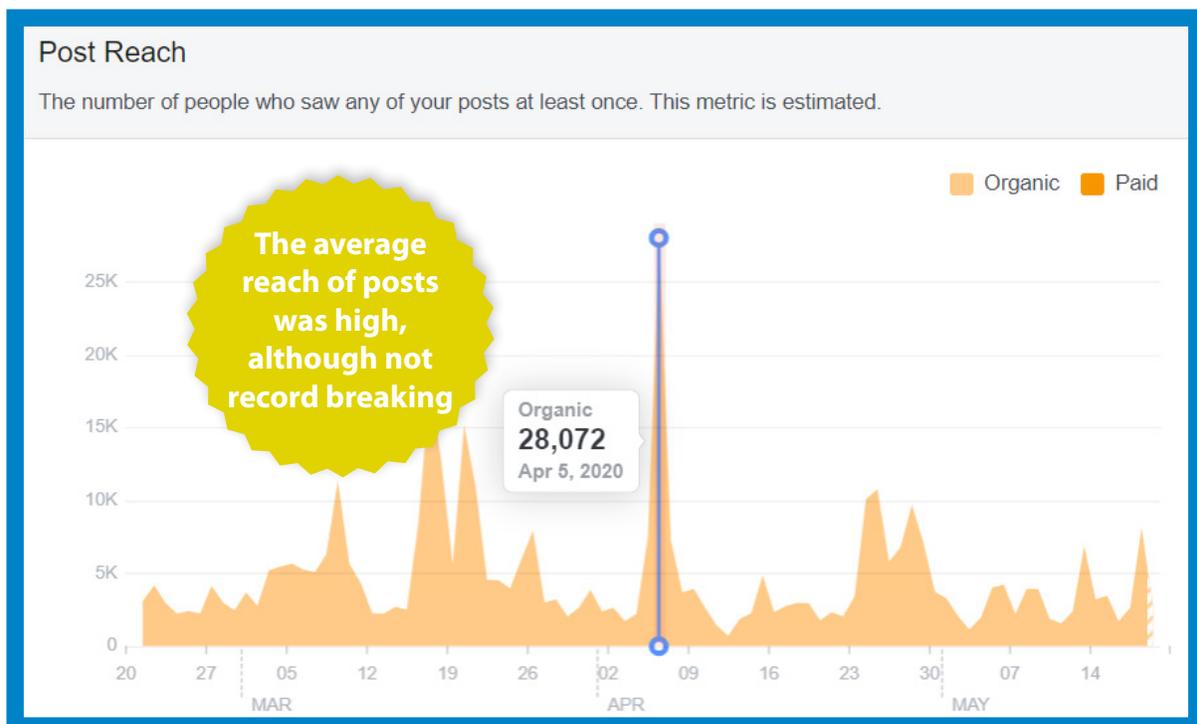
[Check out these coloring pages](#) like *What is your neighborhood? Look for these things and draw!*



SOCIAL MEDIA

Overall Goals During the Closure

- ★ Increase audience
- ★ Keep people engaged
- ★ Keep people informed
- ★ Keep the library in their thoughts
- ★ Test and master new formats
- ★ Strengthen ability to communicate news to Spanish-speaking community
- ★ Answer practical questions and needs for people in crisis



SOCIAL MEDIA

Engagement was high during the time period the library was closed. People responded positively to good news from the library!

Post Details

Pima County Public Library
Published by Lisa Waite Bunker · April 24 at 4:43 PM

Free Grab-N-Go Super Snacks and fresh vegetables available now at 10 libraries
[en español abajo]
Beginning Monday, April 27, food will be available at 10 libraries for anyone under the age of 18. Food distribution will run Monday-Friday for 4 weeks (through the last week of May (5/25 - 5/29)).
With the recent closure of schools due to the COVID-19 pandemic, many children throughout Pima County have lost access to free and reduced lunch. "Food insecurity," says Librarian Caitli...

Performance for Your Post

32,892 People Reached
864 Reactions, Comments & Shares

456 Like	159 On Post	297 On Shares
88 Love	43 On Post	45 On Shares
1 Haha	0 On Post	1 On Shares
4 Wow	2 On Post	2 On Shares
67 Comments	7 On Post	60 On Shares
248 Shares	248 On Post	0 On Shares

1,624 Post Clicks
1 Photo Views | 23 Link Clicks | 1,600 Other Clicks

NEGATIVE FEEDBACK
13 Hide Post | 3 Hide All Posts
0 Report as Spam | 0 Unlike Page

32,892 People Reached | 2,488 Engagements | Boost Unavailable

The post with highest reach!

Post Details

Pima County Public Library
Published by Lisa Waite Bunker · May 17 at 10:28 PM

Most of our libraries are opening tomorrow, but — can I say this?
#StayHome unless you really need to visit. Some libraries can only have outside holds pickup, and others can allow folks to come in for very short visits. If you don't have a mask we'll give one to you because they are required for entry. You also must have your temperature taken. Full info: <https://www.library.pima.gov/>
#choosekindness #flexibilityrocks #wearmask

Performance for Your Post

5,762 People Reached
329 Reactions, Comments & Shares

205 Like	151 On Post	54 On Shares
32 Love	23 On Post	9 On Shares
3 Wow	3 On Post	0 On Shares
1 Sad	0 On Post	1 On Shares
53 Comments	30 On Post	23 On Shares
35 Shares	35 On Post	0 On Shares

874 Post Clicks
254 Photo Views | 22 Link Clicks | 598 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post | 0 Hide All Posts
0 Report as Spam | 0 Unlike Page

Post Details

Pima County Public Library
Published by Lisa Waite Bunker · April 23 at 6:28 PM

Free WiFi? You bet. It's still on at all 26 Pima County libraries! We left it on so you'll can connect 6am-10pm every day. Look for "Library-Public" and the password is "pclibrary" in most cases you can hit it from your car from the parking lot.
Here's a list and map of all 26 locations: [https://pima.bibliocommons.com/locations/...](https://pima.bibliocommons.com/locations/)
#yohisistucson #thisistucson #ajoaz #catalinaaz #marana #avica #rovalley #tanqueverde #soughtucson

Performance for Your Post

9,483 People Reached
379 Reactions, Comments & Shares

176 Like	94 On Post	82 On Shares
39 Love	30 On Post	9 On Shares
1 Haha	0 On Post	1 On Shares
1 Sad	0 On Post	1 On Shares
34 Comments	15 On Post	19 On Shares
129 Shares	129 On Post	0 On Shares

383 Post Clicks
91 Photo Views | 15 Link Clicks | 277 Other Clicks

NEGATIVE FEEDBACK
6 Hide Post | 1 Hide All Posts
0 Report as Spam | 0 Unlike Page

First Ever Facebook Live!

The Ready, Set, School! program moved to Facebook Live where the staff interacted with a wider audience than they would in person.



Pima County Public Library: Ready, Set, School! week 2/8...
Ready, Set, School! is our 8-week school readiness program for children about to enter kindergarten. Kids ages 4 to 5 will build school-ready skills through stories, songs, and interactive learning activities. Parents and caregivers will learn practical ideas to help th...

49:22 · Was Live: 04/24/2020 · Owned · Appears Once · View Permalink · Copy Video ID

Video	Date Added	Engagement
Ready, Set, School!...	04/17/2020 9:28 AM	207
Ready, Set, School!...	05/15/2020 9:21 AM	200
¡Listos Para la...	04/28/2020 9:25 AM	195
Ready, Set, School!...	05/08/2020 9:28 AM	187
Ready, Set, School!...	05/01/2020 9:29 AM	177
Ready, Set, School!...	04/24/2020 9:40 AM	172
Ready, Set, School!...	05/22/2020 9:33 AM	150

GRAPHIC DESIGN

42 signs and flyers designed in English and Spanish to get ready for re-opening of the branches

LINE FORMS HERE

Seriously folks...

Please wear your cloth face covering over your nose, mouth, and chin at all times.



ENTER

In order to maintain **SOCIAL DISTANCE** as recommended by the CDC, **THIS COMPUTER HAS BEEN DISABLED.**
THANK YOU FOR YOUR UNDERSTANDING.



While at work, please follow Social Distancing Practices

STAND HERE



FOR TEMPERATURE CHECK



Hold meetings by Microsoft Teams

Even if people are in the same building, hold meetings via the video conferencing platform to minimize contact.



Keep 6 feet apart

If in-person meetings are unavoidable, hold large conference rooms where attendees must maintain 6 foot distance from each other.



Eat meals alone

It may be tempting to socialize during meals, but stay at a distance and avoid congregating.

BRANCH HOURS

10AM-5PM MONDAY - FRIDAY

BAR

REGULAR A SEGURO



Use protective gear

When interacting with other people, take all precautionary steps to stay safe, including staying 6 feet away and wearing a face mask.

los materiales

• Mantenga una distancia de **6 pies** de distancia entre usted y los demás

para la cara todo

antes y después de tocar