



# PINAL COUNTY LIBRARY DISTRICT NEWSLETTER

2015 Issue 4

November 2015 - January 2016



## Director's Column

By Joyce Baker



## Spotlight

### A report on the Association for Rural & Small Libraries annual conference

The Association for Rural and Small Libraries Conference has always been one of the most practical conferences I have ever attended so I was very excited when the Arizona State Library approved a scholarship for me to attend again. The conference was hosted in Little Rock, Arkansas this year and overall the conference did not disappoint.



Joyce Baker, Director of the Coolidge Public Library

I decided to focus on data measurement this year. While this may seem a little less exciting than some other workshops, I thought it was time to ramp up my reporting so stakeholders could see how effective our library services are.

I started my time in Little Rock with a Pre-Conference on Disaster Preparedness. Eva Grizzard from Northeast Document Conservation Center gave us a very practical template for developing a library emergency plan. While Coolidge has a citywide disaster plan, I think it is time to develop a plan for library specific emergencies and this template is just what I needed to start that process.

I attended three data analysis workshops. Project Outcome taught by Emily Plagman and Rochelle Logan of

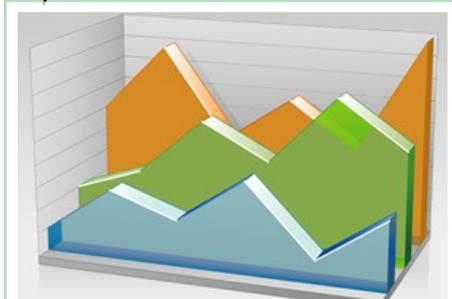
Projectoutcome.org was the first workshop. Emily highlighted the free outcome based surveys they offer to libraries for use when evaluating services. I will definitely explore implementing these surveys for some of our programs in the future because they are simple yet provide rich data.

This was a two-part program but I only attended the first part because I was anxious to attend the Data Visualization for the Rest of Us workshop taught by Linda Hofschire. This was my favorite workshop. Linda talked about how to use well-designed graphics to tell a story more powerfully than a paragraph. I have been struggling with this in my reports to my Advisory Board and am looking forward to putting these tools into practice. I was especially excited to learn there will be a Research Institute for Public Libraries Conference next year that will teach this material in more depth. I hope to attend it.

The last data workshop I attended was Power in Numbers: Making Data Work for You taught by IMLS staff. This workshop was a good complement to the Data Visualization workshop.

My City Manager recently asked me about the Edge Initiative so I was excited to attend a workshop on Edge for Small Libraries. I plan to take back the information I learned about the initiative and specifically how it is relevant for small libraries. We will discuss whether it is something that we want to do.

Continued on page 2



### BUSINESS INSIGHTS: ESSENTIALS

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To find *Gale Business Insights* go to [pinalcountyaz.gov/library](http://pinalcountyaz.gov/library) then click the RESEARCH tab. Look for it in the "Business & Investing" section. Contact your local public library to get a FREE library card.



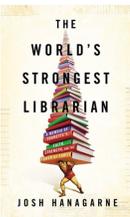
# Around the County

News from the Libraries

ARSL annual conference continued...

I was particularly pleased to see that the reports on how your library is doing compare your library with other ones of similar size.

Another great workshop was Managing Digital Overload with Crystal Schimpf. We looked at the causes of digital overload. My biggest take-away was "stop trying to multi-task. It isn't possible." Wow, I need to accept this! Then Crystal gave us seven skills for managing digital overload. She challenged us to select one or two personal goals for managing all of our information. I plan to focus on only one thing at a time and learn some better ways to use technology to organize all the information I receive. I hope that these two goals will help me make digital data work for me instead of me being a slave to it.



The keynote speakers were incredible! We heard from Josh Hanagarne, author of World's Strongest Librarian, Daniel Black, author of Perfect Peace, and P C Cast. All three keynote speakers were fantastic. All I can say is I ordered books by all of them after hearing them speak.

Thanks again to the Arizona State Library for providing scholarships to conferences like this. I always return exhausted yet re-energized to try new programs and services in our community. I am ready to apply what I learned. It can be hard to leave the office for an extended period to attend a conference. However, I find these conferences worth the time investment.

By Joyce Baker



2015 Annual Conference  
Sept 30 - Oct 3

## APACHE JUNCTION Welcome New Children's Staff

Stephanie is a 19 year Apache Junction Public Library veteran who moved to the children's department from circulation. You'll see her working the children's circulation desk, at Babytime, Storytime, during special children's department programs, and during teen events.



Rachelle is new to the Apache Junction Public Library. She taught K/1 in Kansas City for nine years before joining the children's team. You'll see her working the children's circulation desk, at Babytime, Storytime, Masterpiece Tots, and during special children's department programs.



A fun time was had by all during Halloween at the Apache Junction Library.

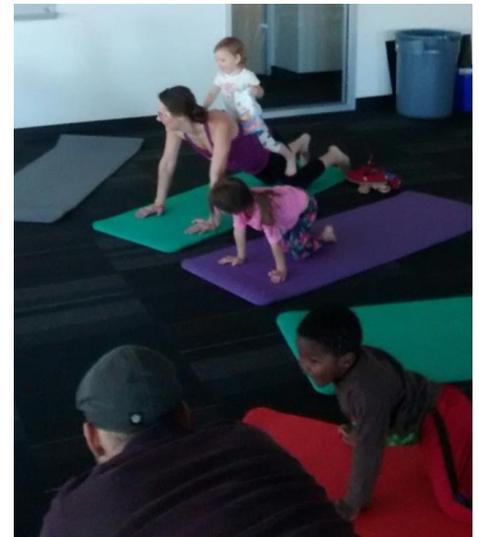


For more information about the library's programs, visit the Apache Junction Public Library's website at [www.ajpl.org](http://www.ajpl.org) or call (480) 474-8555.

## CASA GRANDE Fall All Over the Library

Fall. Autumn. The months before winter. Whatever you choose to call it; this season the Casa Grande Public Library has more than 25 activities y'all can 'fall into.' Many of our programs are 'old favorites' such as storytimes and book clubs, but new ones are cropping up all the time.

For the young ones, every Friday Yoga For Tots tells stories through physical movement for parents and children. It is proving to be a popular class, as every child seems eager to bend themselves into a pretzel all in the name of a story-telling fun.



This month, the Vista Grande Library's Teen Activities Board is hosting a Mockingjay Part 2 Movie Premiere Party for 6-12th graders, complete with fantastic decorations, rigorous games, and themed food! May the odds be ever in your favor!

Not to be out done, Casa Grande has created Respawn, a new gaming community for those over 18 years old. They have a raucous General Game Nights every third Monday of the month with various consoles and RPG games set up. Game on!!

Contact the Casa Grande Libraries for more information on all of their programs: (520) 421-8710

(Continued on page 3)



# Around the County

News from the Libraries

## COOLIDGE Fall @ the Library

In November, we welcomed a visit from local author, historian, and library board member, Ralph Swain. His new book, *Coolidge*, was recently released and he came to the library to do a book signing as well as a discussion on some of Coolidge's history. The book, which includes over 200 photos, is available at a few local spots in town, the library, as well as at Amazon.com and BarnesandNoble.com.



Ralph Swain signing copies of *Coolidge*

In October, we had a couple of very special Storytimes. With the help of Fancy Faces, we hosted an exciting Pirate Party Storytime as a way to celebrate Talk Like a Pirate Day. Captain Hook joined us, told everyone a story, and played some fun pirate games with the kids.



Captain Hook at our Pirate Party storytime

We thought it would be fun to have a tractor brought to the library for our Tractor Storytime.



James from M&S Equipment read a story to the kids and then we all went outside to see a real tractor up close! The kids really enjoyed this.

We hosted a couple of events geared towards local veterans in November. We had a resource spotlight for veterans and their families. Several organizations were on-site that assist local heroes in different areas of their lives, such as education, employment, housing, and more.

We also hosted Jan Sandwich's Patriotic Show. Jan and her pianist, Richard Palaylay, took our guests on a musical tour of America and honored veterans in the audience.



Jan Sandwich always puts on a great show!

The Friends of the Coolidge Library hosted their annual Book Sale on Friday and Saturday, November 20-21 at the Women's Club. There were hundreds of used items in a variety of formats and at low, bargain prices. The sale provides funds to benefit the Coolidge Public Library, including support for the Summer Reading Program.

### COMING SOON

On December 4th at 11:00 a.m., a speaker from Gemini Hospice will visit to give a presentation on the use of essential oils. Oils are becoming a more popular way of coping with different medical ailments, such as headaches, anxiety, and more. Join us to learn more!

We will be partnering once again with the Coolidge Youth Coalition for our Polar Express Storytime. On Wednesday, December 16th at 10:15 a.m., all ages are invited to San Carlos Park (300 W Central) as we listen to *The Polar Express*, do some fun holiday crafts, and ride the train (Desert Train Express).

For more information, please contact the Coolidge Public Library: (520) 723-6030

## FLORENCE New Library Now Open

The Florence Community Library has been open at its new location, at 778 N. Main Street, since the start of September. The new library occupies almost 13,000 square feet, more than double its previous size, offering opportunities for expanded services. The library also offers a Teen area, a Crafts room, and a Storytime area, as well as AV-equipped program space for guest speakers, the library's monthly movies and book club, and other functions.

### Oct. 10: Ghost Hunting 101

Saturday, October 10, the Florence Community Library was the site of a haunting! The East Valley Paranormal Society, Inc. visited for a one-hour workshop discussing the ins and outs of ghost hunting. Based in Mesa, the EVPS is a Non-Profit Paranormal Research Group whose mission is "to find proof of the existence of life after death" through scientific investigation. They presented evidence gathered from their investigations, including photographs and electronic voice phenomenon.

On Friday, November 13, the library hosted "Southern Scratch," a local music group that plays Waila music.



Also known as Chicken Scratch, Waila was developed by the Tohono O'odham and Akimel O'odham Indians in the 1800s. It evolved from the fiddle music that was played at that time. Today it is a popular dance music played at parties, weddings, festivals and many other events. The group explained the style and instrumentation of the music and how it changed over time. They also played some music - With the patrons attending invited to dance to the beat!

Wednesdays at 10 am, children's librarian Rita Marquez continues to host a storytime

*(Continued on page 4)*



# Around the County

News from the Libraries

filled with reading, talking, singing, writing, and playtime. Children get hands-on with books, music, dance, iPads, and STEAM kits. A craft, snack, and drink, are offered on the last scheduled storytime of each month.

A special storytime was held Oct. 21, with children visiting the Florence Fire Department, seeing a fire truck, and having a story read to them by local firefighters!



Other regular programs include: the monthly movie discussion and screening; the book club the first Wednesday of each month at 6 pm; and the monthly Coffee Club.

For more information, please contact the Florence Community Library: (520) 868-8311

## MAMMOTH Harvest Party

November 21st was the Mammoth Public Library's first Harvest Party. We are harvesting new friendships, showing our thanks for the ones we already have, and just enjoying a community event to celebrate the coming of winter.



Fall is ending and winter is approaching and we all showed our thanks to each other and our community by coming together for this event. It was held in the Library Patio, and all who attended were asked to fill out a small index card with "What are you most Thankful for?" These will be placed on and around our Thanksgiving

Cornucopia. We asked the community to donate baked goods and single pack juices for this event. We had a piñata, jump roping competitions, basketball hoop competitions, and movies playing all day with popcorn.

I am personally thankful for each and every one of you who make the library part of your day. Thank you from the Mammoth Public Library and Sharon!

November 1st is the beginning of the library's Toy Drive for Santa. Santa will be joining us for a full day of fun on Saturday December 19th from 10 am till 6 pm. Join us for a day of Christmas movies, popcorn, baked goods, and a jumping castle. The library is offering each Family a color photo of their child/children with Santa. Thanks to all who have donated their change to make this happen, you are truly wonderful.

For more information about programs and events, please contact the Mammoth Public Library: (520) 487-2026

## MARICOPA Halloween Fun

Halloween was a fantastic time at the Maricopa Public Library!



For more information about programs and events, please contact the Maricopa Public Library: (520) 568-2926



Wendy the Witch came to the Maricopa library for some Halloween storytelling and then we had a costume parade with treats!

## SAN MANUEL Activities at the Library

We had busy and creative hands from the very young to the young at heart at the library. Crochet & Conversation meets Mondays from 1:00 to 3:00



(Continued on page 5)



# Around the County

News from the Libraries



The Fun Van is in its second year at the San Manuel Library. The Fun Van meets on Tuesdays from 2:30 to 4:30 in the children's room of the library.



For more information, about these and other programs, please contact the San Manuel Library: (520) 385-4470

## PINAL COUNTY LIBRARY DISTRICT Digital Products

The Pinal County Library District offers a selection of digital products for you to use with a variety of devices such as tablets, eReaders, and smartphones. We have eMagazines, eBooks, movies, TV & music, downloadable audiobooks, eBooks for kids and picture books - all free with a library card from your local public library.



To learn more about Pinal County Library District's services and the public libraries in Pinal County visit us online at: [www.pinalcountyz.gov/library](http://www.pinalcountyz.gov/library)



## Cataloging Corner

by Eileen Jaffe

### The Good, The Bad and The Ugly

When searching for anything in our OPAC or in our STAFFPAC, we are using the information (metadata) that is in the bibliographic MARC record. That is one of the reasons we catalogers like to put as much information in these bib records as we can. Some of the fields are *indexed*, such as title, author, subject, etc., but many of the note fields (5xx) are not and the information in those fields is available only in a *keyword* search.

There are many bib records in our catalog, and, although all of the recent ones are rich with information, we also have very many older records that lack even basic information. This means that when someone might search for that particular book or video in our catalog, the search will not find that item. How can we fix

this problem? It is a daunting job, but here is what we are doing about it. Every three months we send our whole bibliographic database to OCLC in order to delete our withdrawn item holdings and/or bibliographic record holdings and add any new bibliographic and item holdings. One of the reasons we do this is so that our Inter Library Loan information reflects what we actually have and can loan out to other libraries.

A side benefit of this process is that we receive a number of very large lists of bad bibliographic records. There are many reasons why they might be bad, but usually it is due to a lack of important information. Any time there is a lull in the new records that are being added, those lists come out. We then can look for the bibliographic record in our catalog by Polaris control number and see if we can find a matching OCLC record to

replace that ugly record. Many times the information in a short record lacks so much information that we have to ask for that item to be sent here for cataloging. That way we can search for a good OCLC record with the item in hand and know that we have matched correctly. After we add the new good record, we can replace the old bad record.

One might say that a cataloger's work is never done! We will be happy to answer any questions or help with any problem records. Happy cataloging!



How it used to be...

Pinal County Library District  
PO Box 2974  
Florence, AZ 85132



## Calendar of Events

American Library Association Conference & Midwinter Meeting	Boston, MA	Jan 8-12
Public Library Association Conference	Denver, CO	Apr 5-9
Special Library Association Conference	Philadelphia, PA	Jun 12-14