



PINAL COUNTY LIBRARY DISTRICT NEWSLETTER

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Guest Column

By Joyce Baker

Rural and Small Libraries 2014 Conference

I was very fortunate to attend the Association for Rural and Small Libraries Conference in Tacoma WA this past September - <http://arsl.info>. What a beautiful, culturally rich community! This was the second time attending this conference. I have found it to be one of the most practical conferences for the Coolidge community of 12,000. Attendee's service areas vary from just a few hundred to over 50,000. It is a great place to get creative ideas from other libraries serving rural communities.

I spent the pre-conference looking at creative uses of our library space. After touring three libraries, we worked with WebJunction staff to evaluate our current floor plan, exploring ways to refresh the space we have. This was especially timely since we just finished remodeling our library with new flooring thanks to a State Grants in Aid grant, and now we are preparing to enclose a patio for a programming room.

One of my best take-aways on the tour addressed programming room placement. Instead of putting a program room near the entrance, allowing for after-hours use, the King County Libraries are placing their rooms in the middle of the library. They found that people are more likely to notice the event and join in. They also use moveable glass walls on two sides of their room. This way they can open the room, allowing people to use the space when there are not any programs happening. They also have the flexibility

to open up the room allowing the program to flow out into the general library space if needed. I definitely want to explore whether we could incorporate this concept into our new programming room.

One of the most valuable tips that I can take action on immediately is "look at color and light." Could I add a splash of color by painting an accent wall with a bright fun color? I definitely want to look at ways to bring in some warm light to our comfortable seating areas.



It would be great to set up a table like this for laptop use, allowing patrons to appreciate the natural lighting.



Moveable glass walls in a programming room make the space flexible for every day use.

One of the keynote speakers shared some valuable statistics from Pew Research Center studies. 91% of respondents say libraries are important to their communities. 76% say libraries

(Continued on page 2)



Spotlight



languages powerspeak

With Powerspeak Languages, language learners get more out of the language they study: fluency through immersion, more appreciation of a people and their culture, and more ways to engage with the language.



From students to business travelers to people who simply want to experience the cognitive benefits of learning a new language, Powerspeak Languages offers a fun, proven, and powerful way to gain quick proficiency.

Being a global citizen means knowing how to communicate beyond ordering a drink or asking where the train station is. The Powerspeak Languages online learning program provides a rich cultural and language experience that uses audio, video, and interactive lessons to take users beyond rote memorization to a deep understanding of how to communicate in a new language.

Powerspeak Languages is free to all Pinal County residents. Go to our website at <http://bit.ly/pcazlib> then click the RESEARCH tab. Look for it in the "Language Learning" section. Contact your local public library to get a FREE library card.



Around the County

News from the Libraries

Rural & Small Libraries continued

are important to their own family. 98% of library visitors had a very positive experience at their library. These were encouraging statistics.

However, not all of her statistics were so positive. 31% of Pew respondents do not know very much about what is going on at the library and 61% did not realize libraries lend electronic material. My take-away: we have a lot of marketing work to do!

Another great workshop focused on marketing our library with social media. Again, statistics were very meaningful. Surveys found that Facebook and Pinterest were the two most popular social media forums in rural America. Good to know our outreach is headed in the right direction.

The tips I got for using social media are too many for this article but the key thought was, "it is vital for successful long term use of social media to remember that a call to action draws social capital" (Laura Solomon). Maintain an 80/20 ratio of deposit and withdrawal. Do not just promote programs or issue invitations as these posts are asking for action. Instead, ask for opinions and feedback.

Remember to thank people for comments, respond promptly, and provide information that people care about.

- Shorter posts generate the highest engagement. Try for less than 80 characters.
- The best open-ended questions begin with should, would, or which.
- Post questions that spark nostalgia or a good feeling.
- Maintain a casual, friendly tone.
- Make people laugh.
- Reply to every single patron interaction.

Hailing from Arizona's own Ak-Chin Community, Jeff Stoffer shared his 21

favorite iPad apps that are great for library programming. It was a very practical workshop. Check out his tumblr at: libraryapps.tumblr.com.

We are already making plans to send a couple our staff members over to the Ak-Chin library to see Jeff in action during story time. His ideas are exactly what we need to expand our iPad use in our programs.

I learned how a rural library in Kansas incorporated tablets into their patron services. In addition to credit card transactions, they use the tablets for roving reference. They purchased a Bluetooth barcode scanner so they can check out items right in the stacks. When a patron is looking for an item, they walk the patron to the shelf, locate the item then ask what else they need. They found that using the tablets in the stacks like this led to more patron questions. When patrons realize you can look up another item up on your tablet without going back to the desk, they are more inclined to ask you a follow-up question, or ask you for help with another book. They also use their tablet and barcode scanner for inventory. They found it to be much easier than doing inventory on a laptop.

Obviously, I cannot cover every workshop in an article like this. The programs mentioned here were the highlights of the conference. I came away from this four-day trip motivated to ask myself, "Am I willing to try something different? Am I stuck in a rut, am I afraid of change, or are we truly serving our community the best way possible?" I cannot wait to incorporate some of these fresh ideas at our library.

I am especially grateful to the Arizona State Library for providing scholarships that allow librarians to grow and learn. If you get a chance, consider attending the ARSL Conference in Little Rock, Arkansas next year. You will come back inspired and re-energized!

APACHE JUNCTION Programs & Projects



This year's Eagle Scout Project at the Apache Junction Public Library is an interactive sun dial. When you stand on the month a shadow is cast on the time.



The Halloween Tricky Treat and Scavenger Hunt at the Apache Junction Public Library had over 150 children receiving free comic books. Sponsored by the Friends of the Apache Junction Public Library.



For children ages 0-5 and their caregivers every Tuesday & Friday at the Apache Junction library. Call: (480) 474-8559

(Continued on page 3)



Around the County

News from the Libraries



Mountain View Lutheran Church Bells of Praise will be at the Apache Junction Public Library Saturday, December 6 at 2pm to perform their holiday favorites.

For more information visit the Apache Junction Public Library at www.ajpl.org or call 480-474-8555.

CASA GRANDE Fall & Winter Activities

We've had a very busy fall at the Casa Grande Public Library. The Vista Grande Library hosted a Harry Potter Party in October. Before they could enter the Community Room, each of the participants was sorted with this magical talking hat.



Coincidentally, the voice resembled that of Youth Librarian, David Brown. I won't reveal his secrets, but I will say the pre-recorded messages came from the hat itself and the kids all got a kick out of it.

Vista also hosted a Day of the Dead Celebration, with stories, snacks, and mask making. Once they finished their masks, families paraded through the library with their noisemakers.



For Halloween, the staff at the Main Library donned their Star Wars costumes, decorated the bookmobile and gave out candy at the annual Trunk R Treat at the Dorothy Powell Senior Center. Children

trick-or-treated around the library after Preschool Storytime, showing off their costumes.



Next time you're in downtown Casa Grande, you should stop by the Main Library for lunch on our beautiful new patio.



Tucked away on the east side of the building, the Cook-E-Jar 2nd Edition, is a locally owned restaurant that serves sandwiches, salads, drinks, and desserts. Patrons were happily surprised with free cookies donated by the café to anyone who visited the library on Monday, November 10. The café also co-sponsors our monthly Literati discussion group at the Vista Library, providing refreshments that fit elements of the selected title.

We are fortunate to have dedicated volunteer tutors who teach English classes at both libraries. One of the greatest benefits to these classes is the connection between the students and tutors. They become like family. In October, this class met for a potluck/karaoke event. Anyone near the community room that day could tell there was a party going on! Students brought in a wide variety of dishes and they all smelled delicious. They tried to keep the noise down, but you just can't contain that kind of enthusiasm.

The Friends of the Library are holding "Holiday Canteen" on December 12-13 at the Women's Club in Casa Grande. The fundraiser variety show will feature music, dance, and comedy acts from the commu-

nity. For more information, please visit their website: www.friendscglibrary.org

COOLIDGE Fall & Winter Programming

September was National Library Card Sign-up Month. Community members entered into a prize raffle by either signing up for their first account, purchasing a new card at a reduced cost of \$.25, or by letting us know why their library card is the smartest card in their wallet. At least 171 participated, not including those that replaced their cards.

By partnering with Gemini Hospice, we offer free blood pressure checks, oxygen monitoring, as well as general health assessments to anyone over the age of 18. Every other Friday between 10:00 am and noon, residents can come in and speak with a nurse and an educator.

In October, we hosted a Local Author Forum, in which Kelly Oram, Tara Majutaand and Vicki Boartfield discussed their novels, their inspiration, and advice for aspiring writers. They also talked about National Novel Writing Month.



~Photo courtesy of Rod Gibson

In October, we hosted three special storytimes. Stephanie from Molar Magic taught the kids about good oral hygiene. The Coolidge Fire Department read a story and gave the children a fire truck tour. We also had a fun Trick or Treat Storytime. Children came dressed in costumes, listened to a spooky story, and went to nearby city departments for treats.

One of our most popular Tween Titans programs met this past October. Tweens and teens created haunted cookie mansions. Using cookies and a variety of candy, the kids created something unique to take home.

(Continued on page 4)



Around the County

News from the Libraries



Tween Titans haunted cookie mansions

a.m., listen to a Polar Express story, ride a train, and then feast on cookies and chocolate milk.

Hospice of the Valley will present a program to help anyone who finds it increasingly difficult to cope with the loss of a loved one during the holiday season. On December 12th at 11:00 a.m., adults will learn tips and techniques for coping with grief during this time of the year.

Contact the Coolidge Public Library for more information: 520-723-6030



Cadence with her Lego flag. The Lego Club meets every other Friday @ 4 pm.

Winter

We continue to host our regular program like Weekly Storytimes on Wednesdays at 10:15 a.m. The Fun Van comes to the library on Mondays mornings at 9:30 a.m. Lego Club meets every other Friday at 4:00 p.m. Tween Titans is on alternating Fridays at 4:00 p.m. Book Club meets monthly. Check the calendar for the schedule. Blood pressure/wellness checks are every other Friday from 10:00 a.m. – noon.

Our Coolidge Fire Department will join us on November 20th at 5:00 p.m. for “Be Fire Safe!” This is an all-ages event for adults and families who want to learn how they can protect their homes and their loved ones from disasters during the holidays and throughout the entire year.

Our Friends of the Library Annual Books Sale will be held Friday and Saturday, November 21 and 22 at the Women’s Club (240 W Pinkley Ave). Friday’s hours will be 8-5 and Saturday’s hours will be 8-12.

In December, we will host a special Polar Express Storytime. We will meet at San Carlos Park on December 17th at 10:15

Mount Athos Restaurant, Old Pueblo, and Sonic.

Please call (520) 868-7589 for further information about the new library and recreation complex.

Fall programming has begun at the Florence Community Library, with regular programs scheduled throughout the Fall, Winter, and Spring!

On Friday, October 17, the library hosted H. Christine Reid, researcher and writer for the Pinal County Historical Society Museum. Reid presented “Women of the Arizona State Prison,” telling the stories of some of the infamous women who have been incarcerated at the Arizona State Prison in Florence. This program was made possible by the Arizona Humanities and sponsored by the Friends of the Florence Community Library.

Create-a-Costume: Children 6 to 8 years of age and their caregivers were invited to an evening of ‘Family Storytime Halloween’ on October 28th. Children’s librarian Rita Marquez hosted, providing materials for children to create their own costumes. Scary stories, games, crafts, and snacks rounded out the event, which was a big success!



Construction on the facility, which will include a library, aquatics center, sports fields and courts, began in early November, with completion expected in Summer 2015.

To help celebrate this occasion, businesses in Florence donated samples from their menus to give everyone in attendance a “Taste of Florence.” Businesses included: A&M Pizza, Big Quick’s BBQ, Florence Fudge Company, Holiday Inn Express, Jalapenos Restaurant, L & B’s Cantina,



On November 21st, the library hosted a panel discussion featuring three published authors from the Florence area.



Daniel Pike (*The Wolf of Descarta*), StevieAnne Petitt (*Egos Are Like Farts...: A Comedic Approach to Conscious Living*), and Kathy McCoy, PhD (*Purr Therapy: What Timmy & Marina Taught Me About*)

(Continued on page 5)



Around the County

News from the Libraries

Life, Love and Loss). Each author gave a short talk followed by an audience Q&A.

The library launched its Monthly Movie Magic Saturday, November 8. The program began with a pre-film discussion, in which patrons offered their input about what they'd like to see each month, as well as some debate related to the day's movie. Free popcorn was available, and opportunities were provided for activities and prizes. Movies will continue at 1:00 pm on the second Saturday of each month, with adjustments made for holidays.

Friday, December 12 at 5:30 pm, Jay Cravath will present "Honky Tonks, Brothels, and Mining Camps: Entertainment in Old Arizona." Cravath, a composer, musician, writer, and scholar in the field of music and Indigenous Studies, will tell stories and play music from Arizona's pioneer time. This program was made possible by the Arizona Humanities Council, and is sponsored by the Friends of the Florence Community Library

2015's guest speaker programming will begin Saturday, January 24, when author Alison Moore and performer Phil Lancaster will hold the multimedia presentation, "Riders on the Orphan Train." This presentation will include live music, photographs, video, and dramatic readings from Moore's award-winning book, *Riders on the Orphan Train*. This program was made possible by the Arizona Humanities Council, and was supported by the Friends of the Florence Community Library.

For more information about Florence Community Library programs, please contact the library at (520) 868-8311.

KEARNY Food Preservation Month @ the Library

In honor of National Food Preservation Month in September the Kearny Public Library hosted a demonstration on canning, storage, pickling, and drying techniques with each person present getting "hands on" experience. Each person got to take home their own jar of cactus jelly and watermelon rind pickles!



Learning how to store root vegetables and fruit in a 5 gallon bucket for some indoor root cellaring.



Beverly and Jim lift their jars of watermelon pickles out of the canner.



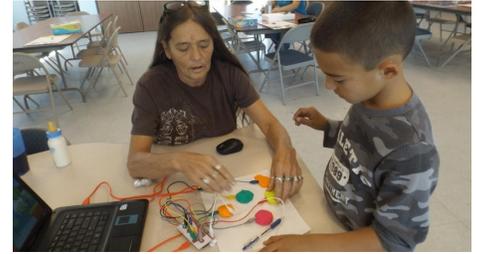
Discussing different methods for drying fresh produce such as dehydrating or freezing.

MAMMOTH STEM Fair

October 16, 17 & 18 the Mammoth Public Library held a Science, Technology, Engineering & Math (STEM) Fair at the Mammoth Community Center. The library provided a variety of kits such as Legos, 2 different building blocks, the Makey Makey, a 3D Printer kit, Magnetic Science, the Robotic Sphero Ball!, Erector set, 3D T-Rex skeleton puzzle...and so much more!

The STEM Fair was for children K-12. Volunteers manned each table so that the

children had someone to help them who was already familiar with the kits.



Makey Makey - Turn every day objects into touch pads.



Magnetic Blocks



Electronic Snap Circuits



3D T-Rex Puzzle

All of the kits and activities are now available for everyone to use at the Mammoth Public Library.

Contact the Mammoth Public Library for more information about the STEM kits and other programs: 520-487-2026

Pinal County Library District
PO Box 2974
Florence, AZ 85132



Calendar of Events

Federation Meeting

Casa Grande
Main Library

December 12

American Library Association
Mid-Winter Conference

Chicago, IL

January 30 - February 3