

Racine Public Library Road Map to 2020

Goals for 2017

Quarterly Report, October 1, 2017

The Racine Public Library (RPL) was established by the residents in 1897 to fulfill one of the cornerstones of democracy: an educated citizenry. The library provides opportunities for every person to pursue a lifelong education. The library is funded by tax dollars and supported by the Friends of the Library and the Library Foundation.

The mission of the Racine Public Library is to enhance our community's quality of life by providing information, ideas, and creative works.

Vision: The Racine Public Library is a trusted source of information. Residents have positive experiences in a dynamic, participatory, people-focused organization.

CORE VALUES

RPL is a learning institution, innovative and future-focused, supporting the love of reading and learning, and promoting curiosity and inquisitiveness for all ages

RPL collects and preserves materials for free, equal access by all residents in a safe, neutral space where everyone is welcome and that reflects the community's expectation for services

RPL has a highly trained staff who continually evaluate the community's needs, collaborate with other organizations to serve the community outside the building's walls, and to the best of their abilities provide residents with a positive experience. RPL staff members have open, clear, timely communication; are honest and accountable; act with integrity and professionalism; follow the American Library Association Code of Ethics; protect patron privacy and promote intellectual freedom.

Racine Public Library Community Conversations: Aspirations for Racine

- Community members want to feel safe in their neighborhoods, in school and in Downtown Racine
- Racine area community members expect excellence in education for all residents, regardless of age, race or income level
- Families and individuals need economic stability to survive and thrive
- Area residents want to see Racine become an active and vibrant community
- Racine needs a solid infrastructure
- Underserved and at-risk populations in Racine must have their needs met
- People desire a connection to their neighborhoods and the community
- Racine area residents desire strong, effective and diverse leadership
- The people of Racine want to have pride in their community
- Children and teens need activities

The library's programs, resources and services address all these aspirations, as much as possible.

United Way of Racine County Community Conversations: Report on Race, Equity, & Inclusion in Racine County

Aspirations:

- Acknowledgement across the community that racial inequality exists, allowing the community to address systemic racism
- Acceptance and understanding of racial differences
- Collaboration and integration across racial lines in neighborhoods to work towards a common goal

Solutions:

- Public forums to discuss racial inequality and create solutions
- Create educational opportunities to help individuals learn the challenges associated with racism and inequities and educate individuals on cultural differences to better understand one another
- Create opportunities to bring diverse groups of people together to create long-lasting community change

Visioning a Greater Racine, a Racine-based group working on community planning, held a visioning session with library staff. The top five goals for Racine in 2030 are: jobs (lower unemployment), education (choices in education, close the achievement gap, positive image of Racine Unified School District), healthcare (better access), safety (crime free neighborhoods, affordable housing) and technology (technologically proficient population, technology training for job opportunities). The library's programs, resources and services address all these goals, as much as possible. The final goals for the community were released in October, 2017:

EDUCATION & YOUTH: Our community will have access to outstanding educational opportunities, both public and private. We will be a community where every child is loved and prepared to succeed.

CULTURE & RECREATION: Our community will be a cultural hub with a vibrant arts scene; expanded recreational facilities and opportunities; and a coastal destination for national and regional visitors.

HEALTHY PRODUCTIVE LIVES: Our community will provide affordable and accessible human services.

REVITALIZATION: Our community will promote commercial and residential development by supporting revitalization of key neighborhoods.

THRIVING ECONOMY: Our community will have a thriving 21st Century economy with a diverse economic base that retains and attracts people to both live and work here.

MODEL OF ENVIRONMENTAL SUSTAINABILITY: Our community becomes a model for practices and policies that protect and enhance natural resources.

SOCIAL JUSTICE: Our community will have a dynamic culture of equity, justice, and respect featuring safe neighborhoods; opportunities for people to move out of poverty; well-maintained housing for a variety of income levels; & access to nutritious food.

DIVERSE & COLLABORATIVE LEADERSHIP: Our community promotes resilient, diverse, collaborative leadership across Municipalities, Business, Education, Non-Profit, and Faith-Based organizations.

TRANSPORTATION: Our community features a variety of local and regional transportation options that connect people to opportunities.

PRIDE & POSITIVE SELF-IMAGE: Our Community exhibits a positive self-image and confidence in the future.

VIBRANT ATMOSPHERE FOR YOUNG ADULTS: Our community will be an exciting location for young adults offering a climate that attract them to live, work, and play here.

The **Pew Research Center** updated their survey in 2016 of Americans ages 16 and older on what libraries should be doing: “libraries should help people improve their digital skills and learn how to determine what information is trustworthy; provide a safe place to spend time; create educational opportunities for people of all ages, spark creativity among young people, and provide comfortable reading and working spaces,” among other things. The library’s programs, resources and services address all these issues.

ICMA: The Role of Libraries in Advancing Community Goals, 2016

The International City/County Management Association (ICMA) conducted a survey of their members and found five communities priorities, ranked either high or very high, where local government leaders see libraries playing an important role:

- Access to high-speed Internet service
- Digital literacy
- Early childhood education
- Primary and secondary school attainment
- Civic engagement

“Increasingly, libraries serve as hubs of information and community resources – a place for people to learn, create, access services, and engage with one another,” said ICMA Executive Director Marc Ott.

UNESCO Sustainable Development Goals (SDG’s) for 2030

Sustainable Development Goal 5: *Achieve gender equality and empower all women and girls*

Target 5.b: Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

Sustainable Development Goal 9: *Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation*

Target 9.c: Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020

Sustainable Development Goal 11: *Make cities and human settlements inclusive, safe, resilient and sustainable*

Target 11.4: Strengthen efforts to protect and safeguard the world’s cultural and natural heritage

Indicator 11.4.1: Total expenditure (public and private) per capita spent on the preservation, protection and conservation of all cultural and natural heritage, by type of heritage (cultural, natural, mixed and World Heritage Centre designation), level of government (national, regional and local/municipal), type

of expenditure (operating expenditure/investment) and type of private funding (donations in kind, private non-profit sector and sponsorship)

Sustainable Development Goal 16: *Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels:*

Target 16.10: Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

Indicator 16.10.2: Number of countries that adopt and implement constitutional, statutory and/or policy guarantees for public access to information

Sustainable Development Goal 17: *Strengthen the means of implementation and revitalize the global partnership for sustainable development*

Target 17.8, Technology: Fully operationalize the technology bank and science, technology and innovation capacity-building mechanism for least developed countries by 2017 and enhance the use of enabling technology, in particular information and communications technology

Changing Community, Changing Expectations

Patrons are accessing RPL differently. Expectations are that they will have full access to materials, resources and services in person and online. Technology needs are increasing faster than patrons can gain skills. Devices change quickly. The learning curve has speeded up. Expectations are that staff is keeping up with emerging technologies so that patrons can improve their technology skills.

Fewer patrons are browsing the shelves, they're placing holds online. The physical collection use is declining, digital downloads of eBooks and audio books is increasing. Wait list for items is still long; expectations are that patrons will be able to quickly obtain materials they want.

The library building is being used differently; social gathering is increasing, noise level is increasing, Wi-Fi use is increasing, study room use is increasing; Internet desktop use declining. Expectations are that patrons will have the space they need for the reasons they come to the library.

Patrons expect the library to be a safe, neutral and inclusive space. Each patron expects to be treated with respect. They expect to find resources, programs and services that reflect their cultural experience.

Racine Public Library's Road Map is along three paths:

Community Value – Why We Exist: RPL is a Learning Institution

Engaging the Community – What We Do: RPL is a unique, innovative, interactive destination inspiring community pride

Organizational Management – Where, When, How and by Whom Programs, Resources and Services are provided: RPL is a strong, flexible organization

Community Value	Engaging the Community	Organizational Management
Why RPL Exists	What RPL Does	Where, When, How and by Whom it's Done
RPL is a Learning Institution	RPL is a unique, innovative, interactive destination inspiring community pride	RPL is a strong, flexible organization
Collaboration Customer Service Free and Accessible to All Innovation Local History Outreach Physical & Virtual Destination Programs, Resources and Services are Patron-Driven Neutral, Inclusive Space	Accessibility Bookmobile Collections Community Partnerships Early Literacy Facility Policies Programming Staff Expertise	Budgeting Communication, PR Data analysis Facility Personnel Training

I. Engaging the Community Goal: Accessibility

Outcome: Patrons in school have access to library resources

Action Plan: Racine Public Library staff will visit each school (RUSD, public, private and parochial) to inform staff and students about library programs, resources and services by December 31, 2017

Who: Rachel Zuffa, RUSD liaison, Anne Callaghan, Youth Services Battle of the Books, Nick Demske, and other library staff

Timeline: January 1, 2017, begin scheduling visits to all schools. Rachel will need more time to work as the RUSD liaison. Anne will visit every 4th and 5th grade classroom to promote Battle of the Books and other resources and services. Nick wants to start up the teen writer's group again.

Progress: Ongoing.

Outcome: Patrons with differing abilities can easily use resources, programs and services

Action Plan: Racine Public Library will continue to be ADA-accessible

Who: Jessica MacPhail, Michael Monday

Timeline: November 2, 2016, RPL is informed that public bathrooms may not meet ADA guidelines. Public bathrooms will be accessible by December 31, 2017

Progress:

Outcome: Patrons are welcomed into an inclusive environment

Action Plan: Increase level of staff who can speak Spanish

Who: Managers, Jessie Miller-Carpiaux, Keiko Skow, Nick Demske, Mark Krause

Timeline: By July 1, 2017, staff have taken Spanish language classes, are trained in Google Translate, and have investigated ways of bringing Spanish language instruction in-house to the library staff

Progress: January 3, 2017, Keiko, Nick, Jessie and Ciara are taking Gateway class in Spanish; new professional substitute librarian Blair Klostermeir speaks Spanish.
October 1, 2017, Spanish classes for library staff were held in August.

Action Plan: Provide staff training in inclusivity

Who: Jessica MacPhail and community partners

Timeline: April 28, 2017, All-staff meeting held with Kenosha Library System

Progress: Staff reaction to training was very positive; followup training will be held May 19, 2017 on "True Colors" and June 2, 2017.

June 2, 2017, brief followup training was held.

June 9, 2017, new Kenosha/Racine Inclusion, Diversity and Equity Team met to discuss goals; July 18, 2017, group named ourselves IDEA and looked at draft policies.

July 20, 2017, policy based on Department of Public Instruction's "Inclusive Services Statement" approved by library board

August 17, 2017 "Equity, Diversity, Inclusion: An Interpretation of the Library Bill of Rights (approved by the American Library Association June 27, 2017) approved by library board

August 17, 2017, library board approved policy on hiring

August 25th, was the first event for the IDEA Challenge. Details below:

What: Watch and Discuss the movie "Hidden Figures"

When: Friday, August 25th, 6pm doors open; 6:30 movie begins. Done by 9

Where: Northside Library Activities Room

Why: To keep issues of Inclusivity, Diversity, Equity and Accessibility in the forefront of our minds

How: With pizza, bottled water and pop provided, beginning at 6pm.

September 27, 2017 was the second event for the IDEA challenge. Event #2 centers around the 2017 Young Adult book called The Hate U Give, by Angie Thomas.

There will be two discussions of this book to accommodate different schedules. The first will be Wednesday, September 27th at 8am, Northside Activities Room, and Thursday, September 28th at noon - brown bag lunch-style at Southwest in Activities Room A.

Action Plan: Present program at Wisconsin Library Association Conference on inclusion

Who: Nick Demske and Jessica MacPhail

Timeline: WLA Conference is October 18-20, 2017 at the Kalahari Resort, Wisconsin Dells

Progress: April 28, 2017, Nick Demske submitted three proposals, including the following:

The Crisis in Racial (& Cultural) Literacy--And How Libraries Can Help

"With fake news everywhere, libraries know information literacy is paramount. But some of our narratives were always built on mythology, not fact. Narratives around race in the US are the perfect example. Is race biological reality or social construct? Was the Black Panther Party a terrorist group or social services organization? We'll discuss how libraries can promote racial literacy in their communities....but how, first, we have to do it in our institutions and our field."

June 13, 2017, proposal accepted. The program is scheduled for Thursday, October 19th at 2:00 PM.

Action Plan: Create public forums to discuss racial inequality and create solutions

Who: Partnerships with community groups

Timeline: By December 1, 2017, schedule programs for 2018

Progress: September 9, 2017, a mayoral candidate forum (the first of four) was held, co-sponsored by the library, the NAACP and others

September 30, 2017, the first of a series of three Courageous Conversations About Race were held, facilitated by Laura Sumner-Coon and Kristin Gibson

Action Plan: Create educational opportunities to help individuals learn the challenges associated with racism and inequities, and educate individuals on cultural differences to better understand one another

Who: Partnerships with community groups

Timeline: By December 1, 2017, schedule programs for 2018

Progress: September 6, 2017 through September 21, 2017, library hosted exhibit "Crossing the Line: The Milwaukee Fair Housing Marches of 1967-1968"

September 12, 2017, program presented by Reggie Jackson, Head Griot of America's Black Holocaust Museum, on the impact of segregation in Racine

Action Plan: Create opportunities to bring diverse groups of people together to create long-lasting community change

Who: Partnerships with community groups

Timeline: By December 1, 2017, schedule programs for 2018

Progress: September 7, 2017, Coming Together Racine monthly book group discussed “*Root shock: how tearing up city neighborhoods hurts America, and what we can do about it,*” by Mindy Thompson Fullilove

September 11, 18 and 25, Coming Together Racine weekly book group discussed “*Lies My Teacher Told Me: everything your American history textbook got wrong,*” by James Loewen

September 26, 2017, Coming Together Racine monthly movie night presented “I Am Not Your Negro”

II. Engaging the Community Goal: Bookmobile

Outcome: Patrons able to use Mobile Library consistently; Bookmobile is in service regularly

Action Plan: Funding provided by SCJ for replacement bookmobile; consultant Michael Swendrowski hired; specifications written for replacement Mobile Library.

Who: Bob Margis (and Bookmobile team)

Timeline: SCJ approves specifications by 2-29-2016 and final approval by May 15, 2016; replacement delivered by early May, 2017

Progress: February 7, 2017, exterior awning color selected (marine blue)
March 27, 2017, met with Kelly Savage from SCJ to discuss options
May 18, 2017, Bob Margis and Corey Hayslett inspect new bookmobile; outside design not finalized
July 1, 2017, new bookmobile’s outside design is being applied.
August 1, 2017, new bookmobile put into service. GOAL MET.

Action Plan: Investigate programs, resources and services which might be provided from a second Bookmobile

Who: Bob Margis and Bookmobile Team

Timeline: By December 31, 2017, a plan for a second vehicle will be investigated

Progress:

Action Plan: Partner with other organizations to provide programming

Who: Bob Margis and Bookmobile Team

Timeline: April 7, 2017, Friends of the Library are investigating a partnership with RAM for their Wustum on Wheels or RAM on the Road programs

Progress: Programs were held August 10, 2017 (Shorecrest) and August 15, 2017 (Sturtevant, South Park)

Action Plan: Extend bookmobile hours in Sturtevant from two hours per week to four hours per week, for a trial period beginning in September, 2017.

Who: Bookmobile staff

Timeline: By August 1, 2017, new schedule will be developed

Progress: July 1, 2017, survey of residents is being conducted to determine most convenient place and time for new hours

July 20, 2017, draft schedule presented to library board for approval; staff directed to explore serving students near Knapp School

August 17, 2017, revised schedule approved by library board:

Bookmobile Winter Schedule Changes:

Wednesday's stops

From behind Bendsten's Bakery at 10:30 am to 11:30am

to Knapp School at 10:30 am to 11:30 am

From Graceland Gardens at 1:00 pm to 2:00 pm

to the new Renaissance School location at 1510 Villa Street

Monday's stops

From Lee's Hardware 5:30 pm to 6:30 pm and Georgetown from 6:45 pm to 7:45 pm

to Blain's Farm and Fleet 5:30 pm to 7:30 pm

September 21, 2017, new contract with Blain's Farm and Fleet approved by library board

III. Engaging the Community Goal: Collections

Outcome: Patrons have easy self-service checkout of all collections

Action Plan: Upgrade to RFID (Radio Frequency ID) to improve self-service for patrons, improve staff efficiencies, allow patrons to check out DVDs and items from other libraries. Kenosha will be using RFID and is becoming part of the SHARE consortium.

Who: Bob Margis, Fred Fischer, Darcy Mohr, Chris Tobias and Jessica MacPhail

Timeline: Bob and Jessica met with Kenosha 2-9-2016; timeline, costs, plan of action completed by April 1, 2016; Darcy and Jessica met with vendors during the Public Library Association Conference in April. Request in concept was approved by the library board April 21, 2016; then became part of the Facility Plan. Equipment that can be purchased now approved by the library board July 21, 2016. Equipment purchase to be coordinated with Kenosha on their timeline.

Progress: July 1, 2017 memo from Chris Tobias:

RFID Update:

- *Our vendor Brodart is placing programmed rfid tags on all processed materials.*
- *TSD staff is placing rfid tags on all print and AV material purchased from vendors other than Brodart.*
- *Print and AV materials that are being mended or worked on in various projects through TSD are being rfid tagged.*
- *We have not begun rfid tagging learning aids and equipment. We hope to develop best practices for tagging these items during the third quarter of this year.*
- *At this time TSD staff has tagged 9000 items in-house.*

Technical Service Department (TSD) workspace:

- *TSDs workspace has been reduced, by about a third, to accommodate relocating the Youth Service librarian offices.*
- *Staff workflow has been adjusted accordingly.*

SPECIAL NOTE: This will affect space planning

September 21, 2017, request for RFID equipment in the amount of \$197,000 from the City's Capital Improvement Fund approved by library board

Outcome: **Patrons have access to Racine History archives**

Action Plan: scan key documents from the History Room for easier patron access

Who: Rebecca Leannah

Timeline: Documents identified to for scanning, procedures developed, and first documents scanned by April 1, 2017

Progress: December 31, 2016, Rebecca is taking the Recollection Wisconsin Digital Toolkit Continuing Education program for starting and completing your digital collection, and is almost done with that. She is trying to make sure that we're up to industry standards so we can possibly link to RW or DPLA with our collection. We are also still waiting to find

out if we got the LSTA Grant so we can get the servers we will need to host the information online. This is an ongoing activity.

July 1, 2017, we did not receive the LSTA grant, due to lack of federal funding. We will be applying for an Internet Archive grant.

Outcome: Patrons are able to borrow materials to read, view, or listen to

Action Plan: Patron requests for materials are responded to promptly and purchased whenever possible.

Who: Darcy Mohr, librarians, and ILL staff

Timeline: December 31, 2017, suggestions for improvement will be implemented.

Progress: January 1, 2017, staff will focus on the fiction collection, work on creating a popular materials collection, and figure out if there is a more efficient way to fill holds. Selectors will investigate streamlining collection development for adult nonfiction.

Action Plan: Increase collections available to patrons by including Arrowhead Library System in the SHARE Integrated Library System

Timeline: April 12, 2017, the Arrowhead Library System Board of Trustees approved becoming become part of SHARE

Progress: July 1, 2017, timeline for Arrowhead is to go live in January, 2018

IV. Engaging the Community Goal: Community Partnerships

Outcome: Patrons benefit from community partnerships

Action Plan: Strengthen partnerships with senior centers by providing outreach services based on their needs

Who: Jessie Miller-Carpiaux

Timeline: By July 1, 2017, develop program of service to senior centers

Progress: Memo from Jessie, July 17, 2016:

I had a storytime set up in June at Becker Shoop, but unfortunately it was cancelled last minute due to their being closed. I have reached out to a couple of other centers and am waiting to hear back. Also, I will be meeting with the director of the Alzheimer's Assoc. of SE WI next week to discuss programming.

Addendum: I have a storytime set up for August 28 at St Monica's Senior Living facility.

Action Plan: Investigate collaborative partnerships with the YMCA, Hospitality Center, Civic Centre (Memorial Hall and Festival Hall), Heritage Museum, City departments

Who: Jessica MacPhail and managers

Timeline: By May 1, 2017, reach out to partners for collaborative opportunities centered around topics of mutual interest

Progress: March 14, 2017, met with Hospitality Center director
March 23, 2017, emailed potential partners to discuss plaza activity, setting a date to meet
April 11, 2017, Heritage Museum and Library contacted City Planning Department to be included in Historical Preservation Plan
April 12, 2017, met with YMCA director; plans are ongoing

V. Engaging the Community Goal: Early Literacy

Outcome: Young patrons are introduced to books and reading, building a foundation of literacy

Action Plan: Youth Services staff meet to discuss storytimes, “Every Child Ready to Read,” and learning literacy via play

Who: Youth Services staff

Timeline: April 25, 2017, staff have offsite retreat

Progress: July 1, 2017, early literacy, storytimes, play in the library, and space reorganization were all discussed. Youth services librarians’ work areas have been moved to Technical Services area. A survey is being conducted to learn patron preferences for fall storytimes.

Action Plan: Replace half-time adult librarian position with full-time youth services (30 hours) / adult services (10 hours) librarian, focusing on early literacy.

Who: Darcy Mohr

Timeline: July 20, 2017, request approval of increased hours from library board

Progress: July 20, 2017, library board approved request

VI. Engaging the Community Goal: Facility

Outcome: Patrons easily find spaces to learn quietly and interact socially

Action Plan: keep library free of pests, specifically bedbugs

Who: Jessica MacPhail

Timeline: 2011, began monthly screening for bedbugs

Progress: August 16, 2017, one bedbug found at circulation desk; pest control called in, found no evidence of any other bugs
September 6, 2017, one bedbug found on returned DVD; pest control called in, found no evidence of any other bugs; contracted Canine Detection & Inspection Services, LLC to inspect and Anderson Pest Solutions to treat if necessary on September 15, 2017 (library to be closed)
Follow-up by Canine Detection & Inspection Services, LLC scheduled for October 20, 2017 before the library opens

Action Plan: increase strength of Wi-Fi for patrons and staff

Who: Fred Fischer

Timeline: September 30, 2016, report released that DPI and DOA are expanding broadband (and therefore Wi-Fi) in 2017

Progress: April 4, 2017, Jim Novy reported that as of February 1, 2017, AT&T is the exclusive state vendor for Internet access. The price has gone up and very little has been accomplished. Jim is investigating other vendors.
July 1, 2017, slow progress.

Action Plan: remodel entire building for better use of space; City CIP funds approved to replace first floor carpeting and entrance in 2016/2017

Who: Jessica MacPhail; Ad-Hoc Building and Grounds Committee; Library Foundation

Timeline: By December 31, 2017, plan will be developed.

Progress: June 6, 2016, architects presented revised plan to joint meeting of RPL Foundation Board and Ad-Hoc Building and Grounds Committee ; Committee recommended to library board that enhanced third floor concept be accepted, pending review of funding sources.
September 15, 2016, architects' cost estimate presented to library board
October 13, 2016, Library Strategies presented capital fund Feasibility Study to a joint meeting of the library foundation board and library board; no action taken to move forward

Action Plan: As a result of the Feasibility Study, establish library board Ad-Hoc Marketing Committee

Who: Chris Terry, Chair

Timeline: Develop Marketing Plan for 2017

Progress: Committee met March 15, 2017, April 12, 2017, May 17, 2017. Marketing intern will be here for the summer.
July 20, 2017, library board requested proposal for PR person – moved to Staff Expertise goal

Outcome: Patrons are provided items from smaller, more appealing arrangement of collections

Action Plan: evaluate circulation statistics of physical and virtual items, for space management

Who: Bob Margis, Darcy Mohr

Timeline: By March 1, 2017, collection analysis for 2014-2016 will be complete

Progress: July 18, 2017 Memo from Bob Margis, comparing second quarter 2017 with second quarter 2016:

Collection use by home location			
Checkouts			
		2016	2017
Home Location		Quarter2	Quarter2
All		178355	171822
	ADULT	97	96
	AUDBKCASS		0
	AUDBKCASSJ	0	
	AUDBKCD	4339	4565
	AUDBKCDJ	666	571
	AUDBKCDYA		2
	AUDBKYA	87	65
	BATJ	156	344
	BEGINREAD	3683	3211
	BIGBOOKS	99	67
	BKCASJ		0
	BKCDJ	315	369
	BOARDBK	1523	1525
	BOOKJ	1	
	CD-MUS21J	1057	1134
	CD-MUSIC	7084	6501
	CD-ROM21J	13	28
	CD-ROMA	3	0
	CIRCDESK		10
	COLLEGE	138	4

COMPNEIGH	465	1
COMPUTLABH	8	13
DAMAGED	6	1
DOCRAC		0
DOCUS	3	1
DOCWI	10	4
DVD	35507	33812
DVD7J	10325	11062
EF	1	
ENFLP	3	
ENGFJ	59	36
EQUIP	9	59
EQUIPNTJ		117
EREADER	24	28
FICJ	4918	4910
FICTEENJ	1785	2006
FICTION	7747	7691
FITNESS	1398	0
GOLDENBOOK	768	706
GRAPHICJ		3
GRAPHICNF	39	37
GRAPHICNOV	2044	2093
GRAPHICT		1
HOLFICJ	31	20
HOLIDAYA	62	
HOLIDAYEXA	4	2
HOLIDAYEXJ	3	17
HOLNFJ	22	29
HOLPICBK	294	275
ILL	693	548
INPROCESS	2	
JOB	270	
JUVENILE		9
JUV-NEW	4205	2543
KIT-21DAYJ	4	8
LARGEPRINT	3006	3046
LARGEPRNEW	0	
LARGEPRNTJ	10	4
MAGAZINEJ	287	254
MAGAZINES	1389	1427
MAGPOPULAR	2725	2441
MP3BOOK	4	2
MUSIC-CASS		0

MYSTERY	5614	5157
NEW-AUDBK	303	327
NEW-BOOKS	8246	8877
NFJ	11262	9196
NFTR	1281	1402
NINTEN_3DJ	58	45
NINTEN_3DS		3
NINTEN_DS	14	4
NINTEN_DSJ	105	51
NON-FIC	16778	17924
ON-ORDER	18	0
OUTREACHA	3573	3766
OVERSIZE	232	205
OVERSIZEDJ	25	39
PAMP	0	
PARTEACHJ	668	449
PB-BKM	3	15
PBJ	12775	12639
PB-MYSTERY	2	6
PB-ROM	20	98
PB-WESTERN		1
PCDVD	6	
PICTBK	11977	12296
PICTBKMC		150
PLAYSTN2	2	
PLAYSTN2J	11	2
PLAYSTN3	66	28
PLAYSTN3J	118	61
PLAYSTN4	17	34
PLAYSTN4J	1	7
PROF	0	13
RAAUT	34	39
RAHIST	2	0
REF	0	0
REF-DESK	0	0
REFJ		0
RENTAL	2	
REPAIR	0	
ROMANCE	1370	1502
SCI-FIC	516	468
SPANISH	599	386
SPANISHJ	563	645
STORAGEYS	0	0

	STORYHOURC	0	0
	TOY	896	949
	URBANFIC	438	272
	VHCLREPAIR	111	82
	VIDBK	11	
	VIDBKJ	30	23
	VIDEO	0	0
	VIDEO-7J	0	0
	WEDDING	42	
	WESTERNS	172	129
	WIHIST	0	0
	WII	26	5
	WIIJ	382	204
	WITHDRAWN	0	
	WORDLESSBK	76	244
	WORKROOMAD	41	18
	XBOX	28	58
	XBOX360	200	61
	XBOX360J	151	99
	XBOXJ	9	7
	YA-NEW		1
	YOUNG-ADLT	2090	2137

Outcome: Young patrons have a safe and engaging space for early learning activities

Action Plan: reorganize youth services to provide youth with better access to an engaging destination; preschool activity area, computer congestion solved, declutter, collections changing; engage early literacy community partners

Who: Darcy Mohr (and Youth Services Staff)

Timeline: Staff committee recommendations completed and documented, ready for the architect.

Progress: February 17, 2016, received updated bid from LFI for picture book bins
April 20, 2016, information shared with architects – GOAL NOT MET, TRANSFERRED TO “FACILITY” GOAL.

Outcome: Teachers and parents are able to use library equipment for teaching purposes

Action Plan: Set up schedule for teachers and parents to use library equipment such as die cut machine, book/folding/binding machine, laminator, etc. for teaching purposes

Who: Darcy Mohr and Bob Margis train pages in use of equipment; Youth Services staff set up schedule

Timeline: Staff procedures are in place, ready for the architect

Progress: September 30, 2016, Technical Services staff met to determine whether that area could be used for this use. Decided to wait for the overall remodel plan, since in the current facility there is no space that can be dedicated for this use – GOAL NOT MET, TRANSFERRED TO “FACILITY” GOAL.

Outcome: Patrons have questions answered efficiently and issues resolved effectively by appropriate staff, minimizing being referred to another service desk

Action Plan: Investigate possibility of using a “call center” to allow staff more time for face-to-face help and outreach activities

Who: Managers

Timeline: By December 31, 2017, develop recommendation for library board

Progress: January 26, 2017, visit Arlington Heights Public Library; GOAL NOT MET.

Outcome: Patrons are able to access library resources from convenient locations

Action Plan: Sell the land that was purchased by the library board for a second location, after decision of Steering Committee was not to proceed with a second facility

Who: Jessica MacPhail and library board

Timeline: 6/17/15, letter of intent signed with NorthTerra

Progress: August 17, 2017, request for extension to February 1, 2019 by NorthTerra approved by library board pending notification regarding the status of escrow funds. Robert Henzl confirmed that escrow funds in the amount of \$2,000 were deposited with Knight Barry Title in February, 2016; these have now been transferred to the library. Laura from City Hall did find a deposit of a \$2,000 check for the land option made in January. So they are paid up, now, with a possible additional \$2,000 coming in January of 2018 if they ask for another extension.

Action Plan: Investigate possible branch library in Sturtevant

Who: Jessica MacPhail and library board

Timeline: Sturtevant trustees expressed interest in locating a branch library in Sturtevant

Progress: 7/20/2017, RPL Foundation board presented with a request to fund a Market Study of a Sturtevant location; approved August 10, 2017
November 7, 2017, study will be presented to Sturtevant Village Board

VII. Engaging the Community Goal: Funding

Outcome: Patrons have positive experiences in a dynamic, participatory, people-focused, trusted organization that is adequately funded, during hours and at locations that are convenient to them

Action Plan: Investigate possibility of expanding hours on Fridays and Saturdays, and open Sundays again

Who: Jessica MacPhail (and management team)

Timeline: By December 15, 2017, report to library board on the cost of expanding hours

Progress:

Action Plan: Ask Friends of the Library and Foundation to send information to members regarding elimination of library funding in 2018 federal budget proposal

Who: Jessica MacPhail, Friends of the Library

Timeline: By April 1, 2017, emails sent and letter to the editor published

Progress: Emails have been sent and letter was published. GOAL MET.

Action Plan: Ensure that Lakeshores Library System Memorandum of Understanding funding reports are accurate

Who: Jessica MacPhail, Dan Schultz

Timeline: April 20, 2017, the library board approved revised 2017 Memorandum of Understanding to consider for approval

Progress: Approved. GOAL MET.

Action Plan: Ensure that Lakeshores Library System Memorandum of Agreements are filed accurately and on time

Who: Jessica MacPhail, Dan Schultz

Timeline: By December 31, 2017, reports are filed

Progress: September 21, 2017, the library board approved 2018 Memorandum of Agreement between Lakeshores Library System and Racine Public Library. GOAL MET.

Action Plan: Patrons are served by library employees who are paid a fair wage

Who: City of Racine, Library Board

Timeline: 2016, City of Racine funded a salary study by Carlson Dettman

Progress: August 2, 2017, City Council approved salary structure and implementation process
August 9, 2017, report distributed to Jessica MacPhail
August 17, 2017, library board approved compliance with the City's compensation plan for full-time employees, funded by carryover for 2017.
September 21, 2017, compensation plan for part-time employees based on the full-time plan approved by the library board

Action Plan: Library board recognizes library employees by funding part of the cost of an annual holiday party for them, from the library's endowment funds

Who: Jessica MacPhail and Library Board

Timeline: By November 30, 2017, the staff will have the funds for part of the cost of a holiday party

Progress: October 26, 2017, the library board will have a request from Jessica MacPhail for this funding (\$500 from the Emily Lee Fund)

VIII. Engaging the Community Goal: Policies

Outcome: Patrons, board and staff are protected by policies that are inclusive and respectful

Action Plan: Policies will be reviewed for inclusivity and respect; actions taken as a result of following the policies will be reviewed for inclusivity and respect; Community Inclusivity Team will be created

Who: Jessica MacPhail (and Inclusivity Team)

Timeline: By September 1, 2017, an Inclusivity Team will be in place; by December 1, 2017 all current policies will be reviewed by Inclusivity Team

Progress: PLA program suggested using "Customer Promise" instead of Rules; team will be asked to review policies for inclusivity and respect from the patron's point of view.
April 26, 2016, managers reviewed Patron Behavior Policy
May 18, 2016, managers review Customer Promise (renamed from Patron Behavior Policy), needs more work; Jessica will recruit team members
June 30, 2016, Jessica sent drafts to a team member for review
September 15, 2016, reviewed with managers
December 31, 2016, still reviewing
July 20, 2017, policy on Inclusivity approved by library board

Outcome: Patrons are involved in setting the mission and vision of Racine Public Library

Action Plan: Mission and vision of RPL will be reviewed to keep current

Who: Library Director, board, staff, Foundation, Friends

Timeline: By December 31, 2017, community will be engaged in a process of refining the library's mission and vision.

Progress: April 6, 2017, Jessica MacPhail and Darcy Mohr met with Dr. Joyce Latham to develop a non-user survey, to be conducted this fall by UWM-SOIS students; second meeting set for July 13, 2017
September 23, 2017, Dr. Latham and students conducted in-person interviews during Party on the Pavement

IX. Engaging the Community Goal: Programming

Outcome: Patrons have help with technology

Action Plan: Hire part-time staff person to be part of the technology team for staff training and patron assistance

Who: Darcy Mohr, Jessica MacPhail

Timeline: February 16, 2017, request permission to hire part-time staff person; by July 1, 2017, technology team in place, schedule of patron assistance developed

Progress: April 12, 2017, Reference Clerk II, Technology Assistant, was hired. GOAL MET.

Action Plan: Partner with Workforce Solutions to recruit VISTA member

Who: Jessie Miller-Carpiaux

Timeline: August 15, 2016, VISTA member Ciara Hartzog begins

Progress: December 15, 2016, Ms. Hartzog presented results of survey of patron needs to library board
Ms. Hartzog's work continues through July, 2017
February 28, 2017, Ms. Hartzog was transferred to Veteran's Affairs.
April 10, 2017, Basic Computer Skills Final Project Presentation at Gateway Technical College. GOAL MET.

Outcome: Patrons of all cultures are able to share experiences together in a neutral space

Action Plan: In collaboration with Coming Together Racine, hold monthly Movie Nights and Book Discussions with themes of race and racism

Who: Jessica MacPhail and Coming Together Racine

Timeline: Since 2006, monthly Movie Nights have been held; beginning in January 2016, monthly book discussions are being held. Beginning in October, 2016, weekly book discussions are being held.

Progress: May 19, 2016, survey results presented to library board.
This is an ongoing activity.

Action Plan: In collaboration with Coming Together Racine, provide programming and resources in support of the traveling exhibit Changing America: The Emancipation Proclamation, 1863 and the March on Washington, 1963, including oral / video histories

Who: Jessica MacPhail

Timeline: May 17, 2017 – June 30, 2017

Progress: April 18, 2016, Melissa Donaldson and Jessica MacPhail met to discuss exhibit; March, 2017, met again. Program calendar developed.
June 30, 2017, Reggie Jackson's presentation on Joshua Glover, and local author Bill Schalk's presentation on the book he co-authored, "Even Our Friendship Was Illegal," were well received. Seven nights of movies were also presented: Lincoln, Gettysburg, A. Philip Randolph for Jobs and Freedom, King: a Filmed Record, and Selma. GOAL MET.

Action Plan: Provide programming and resources in support of the traveling exhibit, Crossing the Line: The Milwaukee Fair Housing Marches of 1967-1968

Who: Melissa Donaldson

Timeline: September 6, 2017 to September 21, 2017

Progress: Program with Reggie Jackson held September 12, 2017
September 7, 2017, Coming Together Racine / Racine Public Library Book Discussion group is discussing "*Root shock: how tearing up city neighborhoods hurts America, and what we can do about it,*" by Mindy Thompson Fullilove. GOAL MET.

Action Plan: Create public forums to discuss racial inequality and create solutions

Who: Partnerships with community groups

Timeline: By December 1, 2017, schedule programs for 2018

Progress:

Action Plan: Create educational opportunities to help individuals learn the challenges associated with racism and inequities and educate individuals on cultural differences to better understand one another

Who: Partnerships with community groups

Timeline: By December 1, 2017, schedule programs for 2018

Progress:

Action Plan: Create opportunities to bring diverse groups of people together to create long-lasting community change

Who: Partnerships with community groups

Timeline: By December 1, 2017, schedule programs for 2018

Progress:

Outcome: Young patrons will have access to "Battle of the Books" titles in their schools by September

Action Plan: Contact sponsor early enough so that books can be delivered by the beginning of school

Who: Jessica MacPhail and Anne Callaghan

Timeline: April 11, 2017, request was sent

Progress: 2016: 96 teams battled
May 6, 2016, grant application submitted
September 7, 2016, grant check received
December, 2016, books distributed to schools
December 31, 2016, 62 teams signed up online for 2017 program
January 19, 2017, met with Kelly Savage, SCJ coordinator
April 11, 2017, grant application submitted
July 7, 2017, letter of approval and grant funds received
September 13, 2017, books arrived at RUSD

Outcome: Patrons have access to maker-space activities

Action Plan: Provide opportunities for patrons to repair items at a “Repair Café”

Who: Friends of the Library and staff

Timeline: By July 1, the first Repair Café will be held

Progress: Repair Cafés held June 17, 2017; July 15, 2017; August 19, 2017; September 16, 2017

Outcome: Patrons of all ages participate in different types of programs to promote reading during the summer

Action Plan: Develop and conduct summer reading programs for all ages

Who: Darcy Mohr and staff

Timeline: Summer programming evaluations for 2017 are completed by September 1, 2017.
Planning for the 2018 summer reading program is completed by April 1, 2018

Progress: August 8, 2017, evaluations are completed:

From Melissa Donaldson:

Here are the stats for the 2017 SRP.

Birth - 3 Time Reading Log: 28

Birth - 3 Incentive Activity Sheet: 24

4K - 5th Grade Time Reading Log: 147

Birth - 3 Incentive Activity Sheet: 115

Teen Time Reading Log: 43

Teen Incentive Activity Sheet: 26

Adult Reading Activity: 17

Adult Incentive Activity Sheet: 12

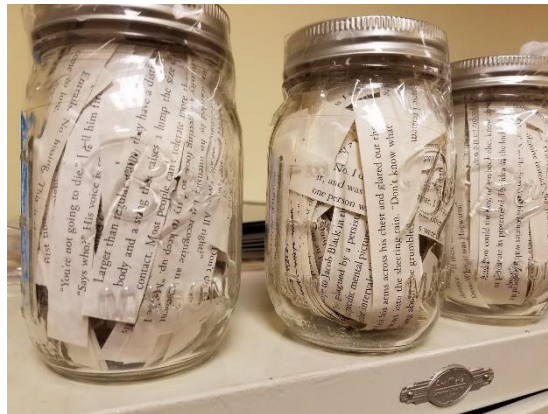
This brings us to a total of 412 patrons who participated.

We had 145 book reviews from Teens and 88 book reviews by Adults

From Rebecca Leannah:

In April, 2017, Rebecca Leannah had viewed a webinar about doing Passive Programming in Your Library. Working with Melissa Donaldson they came up with passive programs to run during the Summer Reading Program. Those were: Book in a Jar, Blackout Poetry, Creative Writing Contest, and Book Reviews. The Book in a Jar and Blackout Poetry were activities that were offered in the SRP packet of information for teen patrons.

Book in a Jar involved choosing three books that we had extra copies of and were planning on weeding. Strips of dialogue were cut from each of the books, and were all put into their own jar. The jars were sealed with tape, and marked 1, 2, & 3. Only Melissa and Rebecca knew the titles of each jar. Slips of paper were printed up with lines for each of the titles, the person's name, email, and phone number. We used an old magazine box and decorated it with construction paper for the entry slips. The program ran from July 1 - July 31. At the end of the month we reviewed the slips and received 79 valid entries. Only 7 had all the accurate titles, and from those entries a winner was chosen. That winner was originally just going to receive a food prize or a coupon for a dollar off of fines, but one of our review basket hadn't received any entries, and we took that prize of books that had been made into movies and a book



reading lamp and gave that away to our winner.

Blackout Poetry involved taking weeded books that we were using for other teen programs, and taking the loose sheets of paper and leaving them in a cardboard box for the public to dig through. We purchased some new permanent markers and created a sign informing patrons that they could either leave their blackout poetry on the table or they could take it with them. This program goes until the end of August, but we have so far had 11 patrons leave some excellent poetry with us.



The Creative Writing Contest was a combination of two passive programs, the idea of a short story contest and a “caption this” photo contest. We chose two photographs and set up the contest using WattPad.com. We also created a Google Form and informed patrons that if they wished to participate that they would need to fill out the form to verify their WattPad account is from Racine as this was a local competition only. Patrons had the month of July to write their short stories based off our two pictures and get it turned in using #rplwritingcontest. We had four patrons participate and write stories for us, and the voting is currently going on now at <https://goo.gl/forms/PUFEtTwdzmpM7ohj1> At the moment we have only 5 votes, but we’re hoping that more people will see it and participate.



Finally the Review Baskets are something that we do every year for the summer reading program. We choose prizes, usually gift cards, books, and a few larger items, and then teen and adult patrons can read or listen to books and write their reviews. This year we had 145 teen reviews and 88 adult reviews. These

reviews will have the contact information removed from them and then be used as a book display from end of August to the end of September.

X. Engaging the Community Goal: Staff Expertise

Outcome: Patrons have questions answered efficiently and issues resolved effectively by appropriate staff, minimizing being referred to another service desk

Action Plan: investigate possibility of using a “call center” to allow staff more time for face-to-face help and outreach activities

Who: Managers

Timeline: By June 1, 2017, develop recommendation for library board
January 26, 2017, visit Arlington Heights Public Library

Progress: Transferred to FACILITY goal.

Action Plan: experiment with ordering materials pre-processed, freeing up staff for more direct public service tasks

Who: Chris Tobias and Technical Services staff

Timeline: Began trial period in 2015 with Ingram; trial ordering from Midwest Tape for audio-visual materials February/March, 2016. Evaluate by April 1, 2016 and July 1, 2016.

Progress: March 15, 2017 memo from Chris Tobias:

We have begun the process of cancelling our standing order account with Baker & Taylor, the cancellation date is April 2017. We are moving these orders over to Brodart. Brodart will begin processing standing orders with May 2017 publication dates.

July 1, 2017 memo from Chris Tobias:

Pre-Processed Materials:

- *Brodart is providing pre-processing for the majority of print material ordered.*
- *In July we will start receiving all AV items ordered from Midwest Tape pre-processed.*
- *TSD staff verifies the accuracy of bibliographic record overlays and the physical condition of all pre-processed material.*
- *For certain pre-processed material: unique genre and classification labels, adjustments to the catalog record, security tagging, and rfid tagging are completed by TSD staff.*

Standing Orders:

- *We have revamped our adult and juvenile standing orders program with Brodart replacing Baker Taylor.*

- *We increased the number of standing orders from 100 titles to 1114 titles.*

Outcome: Patrons rely on having open, clear, timely communication with transparent, interactive feedback

Action Plan: Use Constant Contact to improve communication and to inform the community of library events, special activities, items of interest

Who: Jessica MacPhail, Melissa Donaldson, Anne Callaghan

Timeline: This is an ongoing activity

Progress: December, 2016, the welcome letter that was sent before Christmas reached 26,042 email addresses. We were able to use this email to clean out our email list of those emails that were no longer active. A copy of that list was given to Bob so he could update Sirsi. 5899 people opened the email. There was nothing to click on in this email. Our first weekly newsletter was sent to 22,115 people. It was opened by 4,254 people. 328 people clicked on a link within our newsletter.

Outcome: Patrons learn about programs, resources and services in a timely manner

Action Plan: Hire a part-time Library Programs and Services Marketing Assistant

Who: Jessica MacPhail

Timeline: 7/20/2017, library board requested a proposal

Progress: 8/17/2017, proposal approved by library board