

Racine Public Library, Racine, Wisconsin

Road Map to 2020

Goals for 2018 – Quarterly Report, April 2018

Community Value

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.

- World class library

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 International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession. IFLA's eagerly-awaited Global Vision Report Summary reveals incredible insights into the views of over 31,000 participants from 190 UN Member States across all seven continents. Overwhelmingly, the most important key finding from the global vision discussion is the discovery that we are **globally united in our goals**. Across regions, library types and length of engagement with libraries, we share a deep commitment to the enduring value and role of libraries. This gives us a strong foundation in which to explore how a connected library field can meet the challenges of the future.

Highlights and Opportunities

Unveiled alongside this hugely positive key finding are the top 10 highlights and opportunities that now shape the 2nd phase of the IFLA Global Vision discussion, which asks the library field to build a vibrant 'ideas store' and explore how we can turn ideas into actions.

The Global Vision discussion highlights show libraries are:

1. Dedicated to providing equal and free access to information and knowledge
2. Deeply committed to core roles in supporting literacy, learning and reading
3. Focused on our communities
4. Embracing digital innovation
5. Strong advocates for libraries at national and regional leader level
6. Aware that funding is our biggest challenge
7. Eager to work more collaboratively and develop strong partnerships
8. Desiring to be less bureaucratic and resistant to change
9. Proud to be guardians of the memory of the world
10. Attracting young professionals deeply committed and eager to lead

For each Global Vision highlight there are also ten opportunities for action. And this is where the creative work begins!

1. We must be champions of intellectual freedom
2. We must update our traditional role in the digital age
3. We need to understand community needs better and design services for impact
4. We must keep up with ongoing technological changes
5. We need more and better advocates at all levels

6. We need to ensure stakeholders understand our value and impact
7. We need to develop a spirit of collaboration
8. We need to challenge current structures and behaviors
9. We need to maximize access to the world's documentary heritage
10. We must give young professionals effective opportunities to learn, develop and lead

The **Pew Research Center** surveyed 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 (2016 survey)

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, open and inclusive space. Each patron expects to be treated with dignity and 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

Community Value Goals

Outcome: RPL is a learning institution

Collaboration

Outcome: Patrons benefit from RPL's participation in state and national projects

Action Plan: Racine Public Library participates in the Wisconsin Department of Public Instruction's Public Library System Redesign project

Who: Director and library staff

Timeline: The multi-year process began in 2016, anticipates delivering recommendations to the Department of Public Instruction in Fall, 2018

Progress: Early April, 2018 through April 23, 2018, public comment period is open on workgroup recommendations.

Engaging the Community Goals

Outcome: RPL is a unique, innovative, interactive destination inspiring community pride

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, 2018

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

Timeline: January 1, 2018, continue scheduling regular visits to all schools.

Progress: In the first quarter of 2018, staff visited seven RUSD schools and three private/parochial schools.
GOAL ONGOING.

Action Plan: Provide library materials to students and teachers

Who: Bob Margis, library staff

Timeline: November 16, 2017, plan presented to library board; meeting being scheduled between Bob Margis and Jodi Gatzke
GOAL 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, staff

Timeline: November 2, 2016, RPL is informed that public bathrooms may not meet ADA guidelines. Public bathrooms will be accessible by December 31, 2018

Progress: December 21, 2017, library board approved hiring Product: Architecture+Design to begin remodeling planning. Public bathroom accessibility will be included.

Action Plan: Patrons with hearing aids will be able to use their T-coil setting to better hear at small book discussion groups and at service desks

Who: Jessica MacPhail, patrons

Timeline: December 1, 2017, visited Brookfield Public Library with three patrons to see their Hearing Loop system

Progress: January 23, 2018, meeting scheduled with Laurie Flores, of HEAR Wisconsin, to discuss purchase of a Hearing Loop system; meeting postponed until April 17, 2018 at 1pm.

Outcome: Patrons are welcomed into an inclusive environment

Action Plan: Increase level of staff who can speak Spanish by December 31, 2018

Who: Managers, staff

Timeline: By December 31, 2018, at least two staff members will increase their knowledge of Spanish.

Progress: Jessie Miller-Carpiaux is attending Spanish classes twice a week; Keiko Skow has been studying Spanish in different classes.
GOAL ONGOING.

Action Plan: Provide staff training in inclusivity by December 31, 2018

Who: Jessica MacPhail and community partners

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

Progress: December 8, 2017, all-staff meeting was held to discuss USA Today article: Racine is the 4th worst city for Black Americans to live in. Discussion will be ongoing.
December 19, 2017, YWCA series “Unlearning Racism” offered to any interested staff; six staff are attending.
January 10, 2018, Department of Public Instruction announced Inclusive Services Institute, to be held March 12-14, 2018 and August 12-14, 2018 in Madison, Wisconsin. I was accepted as one of the 16 participants.
March 12-14, 2018, first session was held.

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

Who: Partnerships with community groups

Timeline: By December 1, 2018, schedule programs for 2019

Progress: January 10, 2018, Landmarks Preservation Commission’s Heritage Preservation Plan holds a Cultural Heritage Forum focusing on African-American heritage in Racine
March 10, 2018, Summit Meeting held for community groups to plan a Town Hall meeting in May
March 26 and April 9, 2018, planning sessions held for Town Hall Meeting
May 11, 2018 tentatively set for Town Hall Meeting, sponsored by Coming Together Racine, Racine Public Library, and Visioning Greater Racine.

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, 2018, schedule programs for 2019

Progress: February 14, 2018 through May 2, 2018, YWCA presents “Unlearning Racism” at Sienna Center

January 30, 2018, Roseann Mason requests to present another series of programs on White Privilege in April and May, 2018 (series postponed)

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

Who: Partnerships with Visioning a Greater Racine and other community organizations

Timeline: By December 1, 2018, schedule programs for 2019

Progress: October, 2017, Visioning a Greater Racine established goals; WAVE teams begin meeting in January, 2018.

Bookmobile

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

Action Plan: Repair Bookmobile whenever necessary

Who: Bob Margis (and Bookmobile team)

Timeline: December 13, 2017, bookmobile staff described symptoms that could be related to something toxic burning in the duct work of the new Bookmobile. Nausea, diarrhea, headaches, lethargic feeling in afternoon, sore lungs.

Progress: January 17, 2018, Bookmobile report for Library Board from Bob Margis

The Bookmobile is back in service after being mostly out of service from December 13 through January 15, 2018. On December 13, our Bookmobile was taken out of service following patron and staff complaints about smoke and burning odors coming from the heating system. Staff were complaining of headaches and illness. We were told by Farber to take it Truck Country in Oak Creek, WI. Truck Country was unable to identify the problem, stating that they could find no signs of burning and that it was just a new heater smell. The Bookmobile remained out of service and was taken to Ohio for repairs at Farber where work was done on the vents. After originally planning to have our vehicle back from Farber by January 3 we got it back on January 5. On January 6, the same smoke and burning odors existed and staff were feeling ill. Again Farber had us take the vehicle to Truck Country where they found 3 burnt up leads to the heater on January 9th. We are deeply disappointed that the problem was not identified when work was done earlier both by both Truck Country and Farber. Work was stopped because we were told that Truck Country reached their hours of work they were authorized to do. Work was completed on January 15th and we were told that the heater

was clogged with leaves. Again, not sure why they didn't find these when serviced by Truck Country and Farber previously. A shelf was also moved that may have been restricting airflow through the cold air intake inside the bookmobile.

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: November 16, 2017, plan presented to library board
GOAL ONGOING.

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; report will be presented to library board after six months of the new schedule (April 19, 2018)

Progress: July 1, 2017, survey of residents 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

GOAL ONGOING.

Action Plan: Evaluate all bookmobile stops for usage and geographic location

Who: Bob Margis and Bookmobile staff

Timeline: April 19, 2018, a report will be presented to the library board

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. SPECIAL NOTE: This will affect space planning

Progress: September 21, 2017, request for RFID equipment in the amount of \$197,000 from the City's Capital Improvement Fund approved by library board
December 5, 2017, City Council adopted 2018 budget with Mayoral vetoes
RFID funding is in 2019 CIP budget
GOAL ONGOING
January 17, 2018 Memo from Chris Tobias:

RFID Status:

- *Our vendor Brodart is placing programmed rfid tags on all processed materials.*
- *All items; purchased from vendors, donated or already in our collection that pass through TSD (mending, projects or cataloging) are receiving programmed rfid tags.*
- *At this time TSD staff has tagged 24,500 items in-house.*
- *We have offered to train additional staff in rfid tagging.*

Material processing:

- *Brodart and Midwest Tape are providing pre-processing for the majority of material ordered.*
 - *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.*
 - *We have seen an increase in in-house processing of materials do to Adult Non-Traditional items, Juvenile Family fun Time items and equipment (such as laptops, kindles and Wi-Fi hot spots).*
- Acquisitions cleanup project. Started in 2017 the purpose of this project is to eliminate and prevent old on-order catalog records and improve accuracy of new fiscal cycle rollover encumbrances. We are working in part with David Dowling (LLS) on this project.*
- *Revamping Standing Orders (removing recurring subscription orders)*

- *Remove old vendors, invoices and orders.*
- *Once old acquisition data is removed setup a report to automatically remove data more than three years old.*

We began EDI (electronic data interchange) ordering and invoicing with Midwest Tape.

Fiction call number labeling project:

- *General Fiction, Mystery and Romance have been completed.*

Adult Music CD call number relabeling and cataloging project:

- *Collection is nearly completed with the Holiday and Spanish collections left to be completed.*

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: By March 31, 2018, Rebecca will finish the History Project.

Progress: An Open House is scheduled for May 4, 2018.

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, 2018, suggestions for improvement will be implemented.

Progress: January 1, 2018, staff will focus on the fiction collection, and figure out if there is a more efficient way to fill holds. Selectors will investigate streamlining collection development for adult nonfiction. Standing orders have been increased.
GOAL ONGOING

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
January 11, 2018, Arrowhead is live.
GOAL MET.

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, 2018, develop program of service to senior centers monthly.

Progress: Adult storytimes are part of ongoing outreach services.
GOAL ONGOING.

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, 2018, 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
January 10, 2018, The Lakota Group, contracted by the Landmarks Preservation Commission, hosted stakeholder input sessions on local history and preservation organizations and cultural heritage forums.
February 15, 2018, change of position description from Librarian II to Community Resource Librarian approved by library board

Early Literacy

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

Action Plan: Early Literacy librarian will develop a plan of service to young patrons.

Who: Ali Michalek, Darcy Mohr

Timeline: By May 30, 2018, a plan of service will be developed and presented to library board, with input from community

Progress:

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
October 21, 2017, returned materials from Trinity Terrace were found to have bedbugs. Pest control was contacted and Canine Detection & Inspection Services, LLC will return in 30 days for free follow-up inspection. Canines did not detect bugs due to handler error. Service to Trinity Terrace was suspended until they provide a letter or receipt from a licensed pest control company that the residence or facility has been inspected and/or treated for bed bugs.
December 15, 2017, Canine Detection & Inspection Services conducted follow-up, no bed bugs found. Quarterly inspections will be scheduled.
January 30, 2018, purchase of a heat treatment machine will allow immediate treatment to kill pests including bedbugs.
January 31, 2018, protocol revised as Nuisance Bug Protocol.
March 23, 2018, quarterly screening by canine resulted in no alerts.
GOAL ONGOING.

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.
December 12, 2017, new network installed, still have some problems.
March 26, 2018, new network now working.
GOAL MET.

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: December 31, 2017, collections have been moved and shifted, including new books, reference, magazines, Young Adult, and Neighborhoods, allowing more space for active and passive programming.
GOAL ONGOING.

2017 collection statistics from Bob Margis:

Downloads: 67,742 items

Highest Circulating collections:

COLLECTIONS:	2014	2015	2016	2017
DVD	122308	109784	102463	88967
NON-FIC	42308	35648	34484	33489
PICTBK	38826	35722	32008	31149
PBJ	34383	33806	31153	28446
DVD7J	31412	26738	25953	25542
NEW-BOOKS	28445	27494	22835	23495
NFJ	29018	25451	22170	19910
CD-MUSIC	27650	25760	23222	18708
FICTION	22122	20818	19825	18369
MYSTERY	16741	16349	15415	14340
FICJ	11037	10447	10525	9927
AUDBKCD	12464	11089	10497	9829
BEGINREAD	9626	9901	9333	8856
LARGEPRINT	9726	8478	8789	8649
JUV-NEW	10526	10065	8647	6669
OUTREACHA	7632	6620	6895	6562
GRAPHICNOV	6104	4997	5445	5242
MAGAZINES	5334	4218	3687	4410
MAGPOPULAR	6288	6634	5657	4151
YOUNG-ADLT	5229	4822	4061	4022

All Collections:

	2014	2015	2016	2017
ADULT	150	218	225	212

AUDBKCD	12464	11089	10497	9829
AUDBKCDJ	1223	1193	1287	1210
AUDBKCDYA	18	14	3	1
AUDBKYA	221	212	191	159
BATJ	1295	879	917	1010
BEGINREAD	9626	9901	9333	8856
BIGBOOKS	419	362	248	139
BKCDJ	669	763	654	802
BOARDBK	4205	4360	4044	3740
BOOKJ	8	1	1	1
CD-MUS21J	3624	2917	2669	2749
CD-MUSIC	27650	25760	23222	18708
CD-ROM21J	5	10	40	41
CD-ROMA	44	15	9	3
COLLEGE	406	288	230	2
COMPNEIGH	1142	719	653	4
DOCUS	13	2	2	4
DOCWI	23	20	27	8
DVD	122308	109784	102463	88967
DVD7J	31412	26738	25953	25542
ENFLP		1	1	1
ENGFJ	365	345	286	295
EQUIP			108	201
EQUIPNTJ				373
EREADER			55	39
FICJ	11037	10447	10525	9927
FICTEENJ	4459	3632	3699	3770
FICTION	22122	20818	19825	18369
GOLDENBOOK	1469	1383	1862	1603
GRAPHICJ				822
GRAPHICNF	39	74	84	66
GRAPHICNOV	6104	4997	5445	5242
GRAPHICT				336
GRAPHICTN				3
HOLFICJ	203	192	187	160
HOLIDAYA	779	609	201	2
HOLIDAYEXA	76	43	35	55
HOLIDAYEXJ	107	120	146	130
HOLNFJ	487	399	343	322
HOLPICBK	3794	3079	2698	2468
ILL	2673	3107	2529	2350
JUVENILE	24	23	8	20
JUV-NEW	10526	10065	8647	6669

KIT-21DAYJ	20	8	6	12
LARGEPRINT	9726	8478	8789	8649
LARGEPRNTJ	16	15	6	5
MAGAZINEC				11
MAGAZINEJ	634	566	470	408
MAGAZINES	5334	4218	3687	4410
MAGPOPULAR	6288	6634	5657	4151
MP3BOOK	52	29	4	6
MYSTERY	16741	16349	15415	14340
NEW-AUDBK	1152	1021	927	781
NEW-BOOKS	28445	27494	22835	23495
NFJ	29018	25451	22170	19910
NFTR	2472	2589	2748	2802
NINTEN_3DJ	129	175	101	86
NINTEN_3DS	22			5
NINTEN_DS	148	18	20	13
NINTEN_DSJ	290	329	152	107
NON-FIC	42308	35648	34484	33489
OUTREACHA	7632	6620	6895	6562
OVERSIZE	553	471	393	421
OVERSIZEDJ	22	27	52	80
PARTEACHJ	910	966	848	951
PB-BKM	31	27	18	19
PBJ	34383	33806	31153	28446
PB-MYSTERY	52	19	14	14
PB-ROM	467	256	160	115
PB-WESTERN	2	0	1	4
PCDVD	3	30	15	2
PICTBK	38826	35722	32008	31149
PICTBKMC			67	434
PLAYSTN2	2	12	6	1
PLAYSTN2J	5	26	11	6
PLAYSTN3	184	199	118	77
PLAYSTN3J	299	404	211	110
PLAYSTN4	13	58	145	142
PLAYSTN4J		4	1	16
PROF	0	5	7	13
RAAUT			88	118
ROMANCE	4454	4282	4085	3994
SCI-FIC	932	839	1004	905
SPANISH	2415	2219	1535	1083
SPANISHJ	1936	2081	1934	1906
TOY	3294	2613	2096	2093

URBANFIC	1774	1342	1265	736
VHCLREPAIR	343	295	213	142
VIDBKJ	270	139	89	19
WESTERNS	655	393	472	369
WII	366	51	37	12
WIIJ	973	904	465	320
WORDLESSBK			380	611
XBOX	112	150	143	138
XBOX360	584	567	372	135
XBOX360J	471	498	379	234
XBOXJ	45	73	31	34
YA-NEW				299
YOUNG-ADLT	5229	4822	4061	4022

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.

Action Plan: Create early learning space during recarpeting project.

Who: Youth Services staff

Progress: March 26, 2018, plan created:

1. Create one large work space for 4 librarians by taking down the 2 walls that divide the 3 rooms that are currently there. Their dream work space would include new desks, a sink, and lockers or cabinets for the substitute librarians to put their purses and a spot for the subs to hang up their coats. One librarian would like cubicle walls; the others are fine with open space between them. They don't want this space to be used as a common way for other staff to walk through on their way from the circulation department to the children's department, but that could be accomplished by locking doors.

2. New furniture for the children's department, including tables and chairs. If there are lounge chairs, they ask that they are not fabric, but some sort of vinyl or other washable material. They would be very open to the idea of putting the computers on tables (both PACs and Internet) and getting rid of the PAC

carrels and the counters that have the Internet computers on them. They don't necessary need all of the computers grouped together in one space, but at least visible from the reference desk.

3. Activity/play area - it would be nice to have some wall activities. If we put the Internet computers on tables, maybe that computer area could be a play space, or any other space you think would work.

4. Picture Book Shelving - but no bins. They've decided they don't want to go with picture book bins, but if there is money, they would like to see lower kid-friendly shelving for the picture books and easy readers.

5. If there is any room in the budget at all, we could really use new blinds. The ones we have are 28 years old and they are a mess.

April 17, 2018, bid presented to Building & Grounds Committee from Product:
Architecture + Design.

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, 2018, 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.

January 18, 2018, board approved tabling for one month pending legal question.

March 15, 2018, no action was taken.

Action Plan: remodel entire building for better use of space; City CIP funds approved to replace first floor carpeting and entrance in 2016/2017/2018

Who: Jessica MacPhail; Building and Grounds Committee; Library Foundation

Timeline: By March 31, 2018, plan developed to replace first floor carpeting and entrance

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

November 16, 2017, library board named members to Building and Grounds Committee (Mr. O'Connell, Chair; Ms. Cruz, Ms. Riekoff, and Ms. Woods) to review plan to remodel entire building for better use of space.

December 21, 2017, library board approved hiring Product: Architecture+Design for programming and plans for existing 2 level building, and for design and bid for new carpeting.

January 18, 2018, Building and Grounds Committee set meeting dates: February 1, 2018, at 6pm at the library.

February 1, 2018, Building and Grounds Committee met with Product:

Architecture+Design. After discussion, a meeting was set for March 8, 2018 at 5:30pm to hear the architects' plans.

March 8, 2018, carpet was selected to recommend to library board.

March 15, 2018, carpet selection approved by library board.

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: July 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 presented to Sturtevant Village Board
November 16, 2017, study distributed to library board; board approved forming an Ad-Hoc Community Library Planning Committee
December 21, 2017, library board names members to the committee: James O’Hagan, Melissa Kaprelian-Becker, Angelina Cruz, M.T. Boyle, Bob Miller, and Mike Rosenbaum, along with others to be named later. Representation will be reviewed after the April 3, 2018, election.
April 17, 2018, 4:30pm, Building and Grounds Committee will meet.
GOAL ONGOING.

Action Plan: Develop a plan to increase partnerships with the schools

Who: Jessica MacPhail, Bob Margis, Darcy Mohr, Rachel Zuffa

Timeline: August 16, 2018, a report will be presented to the library board by Rachel Zuffa, after attending a conference with Mr. O’Hagan on school-library partnerships: “LJ & SLJ Stronger Together: Building Literacy-Rich Communities.”

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: GOAL NOT MET.

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 approved a request for \$500 from the Boernke Fund GOAL MET for 2017.

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, 2018, an Inclusivity Team will be in place; by December 1, 2018 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
January 18, 2018, library board approved the Customer Promise (Patron Behavior) and Rules for Library Use

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, 2018, 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

November 21, 2017, focus group interviews scheduled with elected officials; this was canceled.

March 27, 2018, new date for focus group interviews; this was also canceled, phone interviews will take place instead.

March 14-20, 2018, survey of users whose library cards were about to expire was conducted.

GOAL ONGOING.

Action Plan: Develop a plan to create a Community Advisory Committee

Who: Jessica MacPhail

Timeline: By June 30, 2018, a Community Advisory Committee will be formed.

Outcome: Patrons and staff are protected by policies which are up-to-date

Action Plan: Policies are reviewed regularly to keep current.

Who: Library Director and managers

Timeline: By December 31, 2018, policies more than five years old will be reviewed and updated if necessary

Progress: January 18, 2018, the following revised, new, and reviewed policies were approved by the library board:

Library Equipment Rules and Regulations

Homebound Service

Laptop Use and Rules and Regulations

Safe Child Policy

Outreach Programming, Adult

Equipment Use Policy

Internet Access Acceptable Use and Rules and Regulations

Gift and Donor Recognition

Racine History Room Rules and Regulations

Programming

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, in partnership with Coming Together Racine, monthly Movie Nights have been held; beginning in January 2016, monthly book discussions have been held. Beginning in October, 2016, weekly book discussions have been held.

Progress: Monthly Movie Night to be presented in 2018:
January 23, 2018, "Marshall"
February 27, 2018, "Birth of a Nation," part one
March 27, 2018, "Women of 1915"
April 24, 2018, "Get Out"

Monthly book discussion group titles to be discussed in 2018:

The souls of Black folk, by W.E.B. DuBois (Jan 11)

The Defender: How the Legendary Black Newspaper Changed America, by Ethan Michaeli (Feb 8)

Women, Race, & Class, by Angela Y. Davis (March 8)

Coal to cream: a Black man's journey beyond color to an affirmation of race, by Eugene Robinson (April 12)

White guilt: how Blacks and whites together destroyed the promise of the Civil Rights era, by Shelby Steele (May 10)

Playing in the dark: whiteness and the literary imagination, by Toni Morrison (June 14)

Stamped from the beginning: the definitive history of racist ideas in America, by Ibram X. Keni (July 12 and August 9)

Born a crime: stories from a South African childhood, by Trevor Noah (Sep 13)

Homegoing, by Yaa Gyasi (Oct 11)

Killers of the Flower Moon: The Osage Murders and the Birth of the FBI, by David Grann (Nov 8)

How to be an Indian in the 21st century, by Louis V. Clark III (Dec 13)

Weekly book discussion group titles discussed in 2018:

Hillbilly Elegy, by J.D. Vance

Tears we cannot stop, by Michael Eric Dyson

When they call you a terrorist, by Patrisse Khan-Cullors

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: April 11, 2017, grant application submitted
July 7, 2017, letter of approval and grant funds received
September 13, 2017, books arrived at RUSD.

GOAL MET FOR 2017.

In 2018, registration increased from 100 teams to 150 teams.

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: Planning for the 2018 summer reading program is completed by March 31, 2018

Progress: Planning is completed for 2018.
GOAL MET.

Outcome: Patrons have help with technology

Action Plan: Technology Team develops a plan of service to meet the needs of the public

Who: Technology Team

Timeline: By June 30, 2018, a plan of service is developed and implemented
April 19, 2018, Tech Help Rules and Regulations presented to library board for approval.

Organizational Management

Outcome: Patrons are served by a strong, flexible organization

Budgeting

Action Plan: Approve receiving bequest of \$126,195.43 from Josephine Mander and placement into one of four special funds:

Donations and bequests given to the Racine Public Library without purpose or time restrictions will be placed in one of the following four funds. The library will also solicit donations for these funds.

Endowment Fund for Library Materials

The purpose of this fund is to establish and maintain a revenue stream, separate from property tax revenue, that will enable the Racine Public Library to strive to meet the basic level for collection size, according to the Department of Public Instruction's Public Library Standards, and then to meet the more advanced levels.

Mobile Outreach Services Fund

The purpose of this fund is to establish and maintain a fund that will replace vehicles providing mobile library outreach services. The vehicles, at the present time, are a panel van and the Mobile Library bus.

New Facilities Fund

The purpose of this fund is to establish and maintain a fund that will be used to purchase land and lease, build, or otherwise develop facilities to be used as branch library facilities. This fund may be used for architectural fees, furnishings, fixtures, and equipment.

Facility Renovations Fund

The purpose of this fund is to establish and maintain a fund that will be used for ongoing maintenance and renovation of existing facilities, over and above the amount budgeted by the City of Racine.

Who: Library Board

Timeline: January 18, 2018, library board tabled request until after the family has been consulted on the placement of the bequest

January 22, 2018, memo from Dan Schultz:

I contacted the Personal Representative for the Jo Ann Mander estate, her name is Susan Mosher...Ms. Mosher told me Jo Ann Mander had no heirs or family and that she was Ms. Mander's closest friend for 60 years. She told me Ms. Mander would not have had any specific area she would want the money spent on. She mentioned, in passing, that Ms. Mander was an occasional bookmobile user.

Progress: March 15, 2018, library board approved leaving these funds in the Gift and Memorial Fund, except for magazine boxes and new chairs for staff.
GOAL MET

Action Plan: Purchase eBooks in 2018 using funds from Library Materials Fund

Who: Jessica MacPhail, Darcy Mohr

Timeline: January 18, 2018, library board approved the 2018 distribution of \$17,200 from the Library Materials Fund using Unitrust distribution method to purchase eBooks.
GOAL MET FOR 2018.

Action Plan: Lakeshores Library System Memorandum of Understanding and Memorandum of Agreements are filed accurately and on time.

Who: Jessica MacPhail, Dan Schultz

Timeline: By December 31, 2018, the library board receives Memorandum of Understanding and Memorandum of Agreements to consider for approval

Progress:

Action Plan: Wisconsin Department of Public Instruction Public Library Annual Report is filed accurately and on time.

Who: Jessica MacPhail

Timeline: By March 1, 2018, report is filed.

Progress: March 15, 2018, report for 2017 approved by library board.

Action Plan: Renew the contract with Per Mar Security Services

Who: Dan Schultz

Timeline: New contract would be March 1, 2018 through March 31, 2019

Progress: March 15, 2018, contract renewal presented to library board for approval; tabled until April 19, 2018 meeting

Action Plan: Review library cleaning contract regularly

Who: Dan Schultz

Timeline: April 19, 2018, present contract renewal with Cleanco to library board

Communication, PR

Action Plan: Develop a Library Marketing Plan

Who: Jessica MacPhail, Julia Heiser

Timeline: By May 31, 2018, a Marketing Plan will be developed.

Data Analysis

Facility

Action Plan: Develop a Facilities Plan

Who: Jessica MacPhail

Timeline: To support the Building and Grounds Committee and the Ad-Hoc Library Planning Committee, develop a plan to include alternative facilities

Progress: March 15, 2018, a draft Facility Plan presented to library board

Action Plan: Replace current lamps with more energy efficient lamps

Who: City electrician, Mike Monday

Timeline: January 18, 2018, library board approved spending \$3,134 to replace current lamps with LED lamps

Progress: March 7, 2018, project completed. Energy usage for these lamps is down by 85% with no decrease in lumens.

Personnel

Action Plan: Develop a staffing structure that includes more supervisory positions and a Development Officer

Who: Jessica MacPhail and managers

Timeline: By May 31, 2018, a report is presented to the library board

Action Plan: Revise position descriptions of adult and youth services staff

Who: Darcy Mohr, Bob Margis

Timeline: March 15, 2018, revised job descriptions for adult and youth services librarians and adult reference staff approved by library board.

Training

Action Plan: Provide staff training to improve customer service skills, increase team-building capacity, and develop employee empowerment

Who: CVMIC (Cities and Villages Mutual Insurance Company), City HR Department

Progress: December 20, 2017, CVMIC provided training on Customer Service and Team Building in two sessions

January 18, 2018, library board approved closing the library on Monday, January 22, 2018 for an all-staff follow-up training on Employee Empowerment.

January 22, 2018, all-staff meeting was held.

January 31, 2018, CVMIC discussed 2018 work plan of training with Administrative Managers.