

Angela Zimmermann, Executive Director Report

April 2022

Pandemic Update

There is nothing too much of detail to provide here. As reported in March, the Library (with the exception of a portion of the play area and computers in the Youth Services Department) is fully open with no restrictions in place. Most programs have resumed in-person with some programs still being conducted virtually out of efficiency and for flexibility purposes (also, due to lack of space). The Youth Services Department is planning to completely reopen by June 1st (computers to return and play area to open fully). As everything opened up, the YSD area was the one area we were hesitant in fully opening until cases went down further.

Each week at City Senior Leadership, Dottie-Kay Bowersox (City Public Health Administrator) provides updates for the City Department Heads as to where we're at with COVID. If there would be any slightest change in anything and as I've done in the past 16 months at RPL, I'd follow the lead and recommendation of the City Health Department.

Personnel / Operations

Staff Trainings

Our last staff trainings have incorporated Narcan training for the entire staff, a presentation from ADRC on identifying and helping people with dementia and/or Alzheimer's, and training from the American Heart Association on blood pressure kits (which will circulate from our Beyond Books Collection) and one blood pressure monitor we'll have available at any time for use on the 2nd floor. All staff were also recently required to take LinkedIn Learning's 'Cybersecurity Awareness: Phishing Attacks'.

Upcoming Trainings

Thursday, May 5th and Friday, May 6th, the Leadership Team and the Department Heads will partake in the NAMI Crisis Intervention Partner training. The CIP curriculum is designed to help one recognize and understand signs and symptoms of mental illness, such as depression, bipolar disorder, schizophrenia, and anxiety disorders, and also associated illnesses such as dementia. For this training specifically, the management team will attend and then train front-line staff.

Reminder that we will be closed all-day on **Friday, May 13th** for an all-staff in-service training day. This day will incorporate a discussion/presentation on the strategic vision of the library, staff team-building exercises, and various training and development, etc. The bulk of the day though will welcome outside speakers and panelists from libraries around the nation as well as the Racine community to speak about the successful work they've done concerning restorative justice and a focus on community engagement rather than punitive engagement, and the overall enactment of creating more equitable policies and procedures. This focus for our training day also ties in 100% with the ARPA grant initiative through the City Library Collective.

Friday, June 17th I will delay opening the library until 12:00 pm to allow for the Whole Person Librarianship virtual 3-hour training which is part of the ARPA grant funding which I've mentioned for quite a few months now. (More down below)

Dates yet to be determined but Ashley (Library Social Worker) and Evelin (Business Manager whose position oversees security) will attend [CPI Verbal Intervention Training](#). This is being funded through the ARPA funding related to the City Library Collective. (More down below)

Debra Kelly, Professor of Social Work at Carthage College to offer de-escalation training – Date yet to be determined

Staff Training/Refresher on various databases (possibly to happen at the May 13th meeting, if not, then at our next all-staff monthly meeting)

American Rescue Act Plans – ARPA Federal Infrastructure Funding

City Library Collective Initiative

This took a decent amount of my time in the past couple of weeks since we are the fiscal agent for the City Library Collective. The grant information has been submitted through the Department of Public Instruction interface for all of the 11 libraries in the collective as well as for the collaborative efforts we're doing as part of the CLC. We will be using our funds towards the aforementioned CIP training for two staff members (at a cost of \$3,000 each), Career Connection Kits, City of Racine bus passes through a new partnership with the Transit Department, training and continuing education in relation to our May 13th training day, and whole person librarianship training. There's much more detail to this and rather than writing it all out, I'll happily explain in-person on Thursday.

Wisconsin Humanities Community-Powered Initiative

We are in the final stages of solidifying the individual who will join our team and they are expected to join us in June for a one-year fieldwork internship. I've unintentionally neglected talking about this ARPA initiative as much as the CLC, so here's a friendly reminder from the December Board packet:

This project is based on a decade of community-engaged public humanities work by architecture professor Arijit Sen of UWM, working with his students and community leaders in racially and ethnic diverse MKE neighborhoods that face a variety of challenges, and also now in the town of Merrill, where WH connected him with the local library at the library's request and where he has worked with a local citizen group to help them do some incredible community projects. WH is now developing the Community Powered pilot project to build on Arijit's past grassroots humanities-based work, with our library partners as the anchor institution in each community. Wisconsin Humanities will develop the Community Powered curriculum and materials, and train 4 young, full-time paid local Community Powered Coordinators and their library partners in techniques such as oral history collection, history harvests, and a variety of digital story collection/ storytelling approaches. And Racine Public Library being one of the

collaborative libraries. Awarded grant amount: \$60,000 (each library will receive \$15,000 towards various initiatives). The mentors from Racine Public Library will be Local History Librarian, Rebecca Leannah and Teen Library, Carrie Richmond.

Lakeshores Library System / SHARE Updates

Our last SHARE consortium and Lakeshores System Directors' meetings were on April 5th. One thing discussed was that LLS has operated as an ILL clearinghouse for lending; managing those requests through WISCAT. Vicki Keith will be retiring from LLS at the end of this year, which means some choices will need to be made regarding the clearinghouse service. I have indicated to Steve Ohs (Director of Lakeshores) that RPL would be willing and able to take on management of ILL for the entire system if we develop a contract based on such work. The other option would be for individual libraries to fill lending requests that come-in for any of their items directly in WISCAT. (This will most likely be the option as this works to LLS's benefit to have another FTE position to fill in a different capacity.)

-Hoopla streaming service went live on April 11th.

-BC Mobile App is scheduled to go live by the end of May.

System Merger Update

The last system merger meeting was held on April 4th to discuss the potential merger of Lakeshores Library System and Arrowhead Library System. We reviewed the timeline of the phases (we are currently in the information gathering, sharing, and analysis of the entire process), and focused on reviewing the information gathered by WILS, the systems, and the committee to better understand any issues which were brought forth when considering a system merger. The vote of the committee will take place in June as to whether or not the two systems will merge. If so, then the focus would turn to the approval process and consider all recommendations for the two systems to merge. Further information on the system merger process can all be located on the [Lakeshores Library System website](#).

Friends of the Library

The Friends of the Library met last on April 12th. I had no specific requests for the Friends group at this time as I did ask in the previous month for them to fund the Summer Reading Program prizes, Summer Scares program (as part of the SRP), and various 125th initiatives, of which they all said yes to. They are holding their Spring Book Sale this coming weekend Thursday, April 21st – Saturday, April 23rd.

Various Other Information

-LDV Specialty Vehicles has confirmed that the 2nd mobile library / techmobile chassis and body will arrive at their shop by the end of this week. Graphics are completed and have been sent over to LDV. We're 99% positive we'll have the Techmobile to debut in the 4th of July parade.

-Both book bikes should also be ready by the end of June.

-New website and community engagement platform **will** go live June 1st. A more detailed update on the website can be found under the Head of Business Development report.

Nick Demske, Deputy Director

With each passing month as things stabilize from the pandemic, the library's impact numbers grow, and so March was a month where that trend continued in many ways. The following report numbers help illustrate some of those ways. As much as the past few months have brought good things, though, there are even more things on the RPL's horizon that we're working towards and looking forward to.

March Programming Statistics

The Library presented 47 programs in March, which reached a total participation of 689 people. In-person programs had an average attendance of 16 people per program. There were no pre-recorded programs. Live Virtual programs had an average of 7 people per program.

Programs	# of Program	Participants	Format
Family Storytime	3	71	In-person
How to Drink a Beer - Black Point Estates	1	3	Live virtual
Girls Who Code - Real	1	8	In-person
Robotics Outreach Week 1 - Racine Montessori	5	80	In-person
Scratch Jr. 101	3	6	In-person
Outreach (Goodland Montessori 21-Day Read Aloud Challenge)	1	24	In-person
Musical Family Storytime	2	38	In-person
Digital Tile Art	1	4	Live virtual
STEAM Storytime	3	10	In-person
Who Can and Cannot Vote	1	16	Live virtual
Storytime (Goodland Elem. "21-Day Read Aloud Challenge")	1	16	In-person
Girls Who Code - Gilmore	2	24	In-person
Ipad 101	1	1	In-person
Craft time for You & Me	1	35	In-person
Maker Monday	1	4	In-person
Girls Who Code - Mitchel	4	74	In-person
Adult Craft: Paint Night	1	10	In-person
Intro to Gardening	1	10	Live virtual
Computer Basics: Windows 11	2	2	In-person

Spice It Up: White Pepper	1	30	In-person
Girls Who Code - Starbuck	1	6	In-person
Missing and Murdered Indigenous Women	1	50	In-person
Senior Outreach (Travelog) - Marian Housing	1	12	In-person
Cars and Drones	1	1	In-person
Book discussion: Soul Of America	1	8	Live virtual
Retro Gaming Night	1	30	In-person
Trivia Night	1	70	In-person
Cutting the Cord	1	3	In-person
Senior Scams	1	1	Live virtual
Outreach to 21st century prep	1	30	In-person
Backyard Chickens with Angie Molina	1	12	In-person
totals	47	689	

Patron Services

Staff answered 1542 questions via phone and chat and 4475 in person. A total of 6017 questions were answered across all methods of communication. 74% of the reference questions were asked in person, while 26% were received over the phone or via chat.

Total # of phone calls	1494
Total # of questions via call center	1122
Avg. # of calls per day	45
Avg. # of calls per hour	4.72
Total talk time	3890 min 39 sec
Avg. call length	3 min 20 sec
Total chats	48
Total chat messages	264
Avg. # of messages per chat	5.5
Total phone and chat questions	1542
In-person reference questions	4475
Total # of reference questions answered	6017
Computer usage - total logins	857

Computer usage - total time	656 min 16 sec
Computer usage - avg. time per login	45min 50 sec
Faxes	753
Scans	1422

Social Worker – Submitted by Ashley Cedeño

Agencies met with:

- Ben Taft- Higher Expectations- organizing excel sheet for social work documentation
- Katie Chada and Crystal Landeros- Health Care Network
- Virginia Zerpa- Alzheimer's Association
- Nicole Sicuro-Leipski- Eat Smart Be Active Program
- JT- Crisis Prevention Institute- organized meeting with Leadership Team to discuss CPI
- Jesus Barbosa- Community Relations Representative, Anthem Blue Cross Blue Shield
- Tim Nikolai- American Heart Association- Follow up for Blood Pressure Monitor kits, as well as organize presentation with RPL staff
- National Association on Mental Illness- Sensory Room Tour and discussed potential future collaborations

Patron Interactions (drop-in or by appointment): 28

September 21': 6

October: 15

November: 15

December: 19

January 22': 24

February: 20

Need/Concerns: Emotional support (5), Housing (3), Applying for Benefits/Financial Support (12), General Concerns (7), Substance Use (1)

Misc.:

- Attended PLA Conference in Portland, OR (March 22-March 25)
- Wrote and received SEWI LSTA CE Grant for a total of \$2,000 (For PLA Conference)
- Podcast Interview - Gavel Talks (along with Executive Director Angie)
- CBS Interview for Sensory Room
- Interviewed two BSW students from Carthage College for potential internship placement for 2022-2023 academic year.
- Met with a student from Illinois Urbana-Champaign, School of Information Sciences for an Interview for her Library Social Work course.

Circulation Report of March Activities 2022 - Submitted by Christopher Tobias

RPL circulated a total of 40,245 in March of 2022. 36,271 items from Main and 3,974 items from the Bookmobile. February 2022 circulation was 36,144. Approximately 9,517 holds were placed and filled. 5,004 items loaned from our collection to other libraries, and 4,323 received for RPL

patrons. 340 new library cards were issued during the month of March. 1,532 items were loaned out to patrons via our Home Delivery Service in the month of March.

- In March circulation staff inducted 85,631 items through the automated material handler (AMH).
- Our open Circulation Clerk job has been filled by Jena Schaffer, who will start in her role in a few weeks

Technical Services Report of March Activities 2022

Ordering and Processing:

In March TSD staff placed orders for 920 items and received 1117 previously ordered items. A total of 1537 items were added to the catalog.

Beyond Books Collection added:

- 4 new BBC items were added in March. Items include:
 - Paper quilling kit
 - Photo and document scanner
 - Skull king [game]
 - That's it! [game]

Current Project Updates:

- Stephanie is continuing spine label updates to adult audiobooks.
- Dawn has begun spine label updates to adult nonfiction dvds.
- Dawn has worked extensively on preparing the seeds for the seed library collection.
- TSD staff is continuing to assist librarians with the current large scale weeding project in the Adult Department.

Circulation Statistics

2022 Monthly Statistics	Jan-22	Feb-22	Mar-22	Total
Circulation				
Main	30,954	33,151	36,271	100,376
Bookmobile	3,605	2,993	3,974	10,572
Total	34,559	36,144	40,245	110,948
				-
Home Delivery Service	1,465	1,355	1,532	4,352
Bulk Loans (Outreach)	-	780	650	1,430
				-

Holds Placed	10,269	9,355	9,517	29,141
Interlibrary Loans				-
Share Loaned	5,385	5,242	4,896	15,523
ILL Loaned (Wiscat Lender filled)	98	103	108	309
Total Loaned	5,483	5,345	5,004	15,832
Share Received	4,371	4,229	4,172	12,772
ILL Received (Wiscat borrower filled)	112	129	151	392
Total Received	4,483	4,358	4,323	13,164
				-
Overdrive Downloads				
Audiobooks	3,876	3,697	4,126	11,699
EBooks	5,600	5,085	5,483	16,168
Periodicals	478	366	367	1,211
Other	6	7	11	24
Total downloads	9,960	9,155	9,987	29,102
Hours Open				-
Main	224.00	222.00	257.00	703.00
Mobile	140.00	129.25	153.25	422.50
Total	364.00	351.25	410.25	1125.50
Library Cards Issued				
Adult	114	150	179	443

Juvenile	29	41	47	117
HOMEDELIV	-	2	-	2
Lost Cards	86	108	114	308
Total	229	301	340	870
AMH Inductions	79224	77638	85631	242,493

Staff Activities and Patron Interactions

Four staff members reported participating in a total of 33 hours of Continuing Education opportunities in March.

Mary Cotter, an 86-year-old longtime patron of bookmobile, called to say how "extremely grateful" she was for the excellent service she receives from the bookmobile staff on 3/10/22. Kiyomi, who received the call, said she went on about how excellent they are "for about 12 minutes" and that she couldn't express enough how grateful she is for their help and kindness.

For the first time since the pandemic began, our Programming Committee has been reconstituted. Jessie Carpiaux has heroically stepped up to Chair the effort and it has already had a great impact on our processes for creating community events and increased the amount of in person programming we're able to offer dramatically from even a month or two ago.

Shay King, Head of Business Development

125th Anniversary

Trivia Night

Trivia Night on March 26 was a hit. It gathered **70 participants** (the maximum the facilitator could host was 100) and overall **raised about \$2,300**. Although prize funds were awarded to the winning trivia teams, the majority chose to donate their winnings back to the library.

National Library Week

For National Library Week, April 4-10, we celebrated with discounts at 22 local businesses and free parking at the library. Most discounts were \$1 or 10% off, but a couple partnerships went above and beyond: The YMCA waived its fee for new members, and Pepi's Pub and Grill donated the week's discounted 10% back to the library.

Upcoming

Earth Day Cleanup is just around the corner, coming to the library on April 23. The outreach and marketing coordinator is solidifying partnerships with Antoine's Nursery, Pike Root River and the Great Lakes Corps, working with the 125th anniversary committee to amass a volunteer

base for the event and laying the foundation for a native plant garden. Next up after Earth Day Cleanup are the Summer Block Party and Poetry Slam Jam.

Press highlights

Since the March report, the library has been referenced **in the media [at least 39 times](#)**, a slight increase from the previous report on Feb. 10. Stories the last few weeks are varied, covering the anniversary, specific programs and services, events from community organizations with a tie-in to the library and more.

The library has committed to a three-year partnership with the Wind Point Living magazine to place stories and ads in its monthly, residential mailing.

Highlighted articles:

- [Celebrating Our Racine Public Library](#) (p. 32)
- [RPL Celebrates National Library Week April 4-10; Includes Deals With Library Card, Free Parking](#)
- [Racine & Me: Racine Public Library - CBS58 WDJT](#)

Owned media highlights

Website

The website's launch date will be June 1. Out of its 104 webpages, landing pages and forms, 59 are set to complete by the launch date, with 45 to be released as they are on the current website and refreshed after the site is live.

Current progress:

- 20 pages **not started**
- 6 pages **need staff content**
- 4 pages in **active development**
- 26 pages **ready after vendor corrections**
- 1 page **in final approval**
- 2 pages **completely done**

Newsletter

The newsletter is on the tail end of a reformat with a fresh look and a new rhythm to its sections for strategic, impactful content. The newsletter continues to maintain an **average open rate of 24%**. **Clicks are at an average of .8%**, slightly down from last month's 1%.

The email with the highest click count was the [March 18](#) email, a retro gaming night / anniversary email, with **70 out of its 174 clicks** occurring on the [Beyond Books Collection](#).

The email with the **highest open rate — 25.6%** — was the March 25 email, a story about the new deputy director and a feature of upcoming programs. The subject line was "[Introducing The Library's New Deputy Director, Nick Demske](#)."

Social Media

Facebook

Total likes: 4,446

Reach since last report: 89,733

After our February to March reach increased 74% to 17,324, **reach has once again increased dramatically, nearly tripling since the last period.** Our **likes also increased by 190**, more than double the increase of the previous period. Our posts with the highest reach by far were the [seed library announcement](#) and a shoutout of our [Beyond Books collection](#). Each of these posts amassed **a reach of more than 40k each**, whereas the next most popular posts ranged from a reach of 5k to 15k each.

Notably, these posts garnered a lot of attention **purely off of organic engagement.** We did not pay to promote them, and we didn't plan any cross-posting with partner orgs. From what we can see of public shares, 16% of shares on the seed library announcement and 60% of shares on the Beyond Books collection shares came from well-known community figures/pages' unsolicited reposts (out of a total of approximately **250 shares on each post**).

Instagram

Total followers: 986

Reach since last report: 1,266

Instagram **reach was up by nearly 50%** from the last period. The posts with the highest reach were a [video of a snowy day](#), the IG version of the [seed library announcement](#), and a [historical photo of a library outreach booth](#). All of these posts had a reach of about 250, which was similar to other posts in this time range.

TikTok

Total followers: 84

Views since last report: 1,177

While views were down 28% since the last report due to releasing fewer videos (2 this period compared to 5 last period), our **followers increased by 58%**. Our [TikTok of special things and spaces from around the library](#) continues to hold the title for our most popular video, at nearly 1700 views — about **500 more views since the last report**. Our new videos for the period, however, have achieved good results despite only being live for a short time: **290 views** on the April 4 [National Library Week video](#) and **401 views** on our April 13 [3D printer unboxing](#).

Melissa Donaldson, Head of Digital Services and Innovation

Programming

Digital Services and Innovation Lab staff hosted 30 programs with a total number of 305 people in attendance.

- Started 2nd Round of GWC at Mitchell and Gilmore
- Start two new STEAM storytimes in the Innovation Lab in English and Spanish.
- Hosted Retro Gaming Night
- Hosted a Robotics Workshop at Racine Montessori

Tech Support

Digital Services and Innovation Lab staff had 49 appointments with patrons this month. This comes to about 24.5hours of work for staff.

DSI staff also provided support on 10 helpdesk tickets in March.

Continuing Education

- Melissa, Matt, Terrence, Brianna, Strahinja, and Trillian have completed Cybersecurity Awareness: Phishing Attacks via LinkedIn Learning (the entire staff has completed this training)
- Melissa, Matt, Terrence and Brianna attend the opening Keynote for Computers in Libraries: Libraries, Climate & the Crowd: A New Concept of Digitality
- Brianna: LinkedIn Learning: Illustrator for Non-Illustrator