

Angela Zimmermann, Executive Director Report

Pandemic Update

At the upcoming Common Council meeting on Tuesday, May 17th, the Common Council will be voting to rescind the requirements for those employees who remain unvaccinated to have to demonstrate their negative COVID19 status in order to report for work. The majority of the Library employees are vaccinated and boosted, so this resolution only affected a few who held exemptions to the policy. At the last City Senior Leadership meeting, it was conveyed that “it is appropriate that the City of Racine employees transition to a new phase of living with COVID-19”.

Youth Services Department area is to open fully and completely in the coming week or so. The final piece remaining to being fully open are parts of the play area and access to computers.

2nd Floor Renovation

The Library has received a decent amount of press around the 2nd floor in the last several weeks. Rasch Construction is in the building as of May 6th and has begun work on the Lake Avenue access point and the southeast portion of the building (future Business Center and flex study areas). The staff has really pulled together to complete the areas of the collection (particularly nonfiction) where we needed to do the shifting prior to the shelves being able to be moved. Reference Desk is near empty and ready for demolition, smaller collections have been relocated for the entirety of the construction period, and we’re ready this week to shift computers to the southwest corner. Hallett Movers will be back in the building to shift the entire nonfiction collection to the east side (in front of the current study rooms and a portion by the east windows). In general, a good portion of my time has been spent logistically directing and communicating the next steps to the staff for everything in relation to the 2nd floor.

Biweekly construction meetings also begin on Tuesday morning with the architects, contractors, engineers, and DPW.

The Racine Public Library Foundation met last Thursday evening and motioned to go forward with pursuing a capital campaign for the 2nd floor with the hopes that it can be announced during the month of September to align with the 125th anniversary (September 7th is the actual anniversary of the Library). I will be talking/meeting with several colleagues/libraries in the next couple of weeks who have recently gone through capital campaigns and will be bringing those findings back to the Foundation at their next meeting.

Personnel/Operations

In the April Board packet, I presented the various trainings, continuing education, and workshops the staff will be spearheading, some of which have already occurred but a decent amount are upcoming yet. On Friday, May 13th we were closed for the day to hold our first in-service staff training day since I’ve been at RPL. Most of the staff attended in-person but we did hold it in a hybrid fashion. In total, we were missing only about 10 employees from the training day, which was an important staff training day as we are tackling very significant upcoming

changes in terms of safety and security and rethinking/redefining what this looks like at RPL. I can speak more to this at our Board meeting on Thursday.

Meetings and Activities

Outside of all my regular monthly meetings and commitments, in the past month I've also met with Damian Evans (on the RPL Board) but also the Chief Equity Officer at the City to review the Library's Workforce Equity goals which we've already begun work on, but Damian's feedback provides a bit more clarity in terms of having realistic, measurable goals. Damian also hinted at reducing the number of goals to assist with time management to ensure the potential for success, which in the Library's case, is extremely wise advice considering all the projects we have going on. Once these goals are 100% solidified, I will bring them before the Board.

SRLAAW (System and Resource Library Administrators' Association of WI) met this past week at WAPL (Wisconsin Association of Public Libraries Conference) in Pewaukee. SRLAAW meets quarterly and the largest piece of our meeting was discussion around advocacy at the legislative level for funding related to library systems (which receive the majority of their funding directly from state aid) which then trickles down to obviously aiding member libraries. Also discussed was a potential collaborative library wage staff salary and wage study which DLT (the Division for Libraries and Technology) has included in their LSTA 2022 funding to be done between July 1, 2022 and June 30, 2023. SRLAAW will be forming a workgroup to lead this effort. We also discussed the current challenges libraries are facing in relation to intellectual freedom and First Amendment audits, which I will speak to both of those at the Board meeting.

Several committee meetings took place with RUSD's Office of Community and Family Engagement in relation to the events we've been partnering on, and one which just took place this past weekend: Spring into Summer. Other connections which took place since the last Board meeting have been in relation to upcoming 125th Anniversary plans/events, several library colleagues throughout the staff inquiring about how a social worker came to be on the staff, and I've fielded questions from Brown County Library and Eau Claire Public Library about our upcoming techmobile and the design of it. I'm hoping that as projects come more and more to fruition at RPL, I'm able to step back into a role where I can be out more in the community but currently I'm most definitely concentrated and focused on the many directions I'm being pulled in-house.

Looking Ahead

The next thing on the horizon will be to begin the budget forecasting for 2023 which will include multiple scenarios for the Finance & Personnel Committee to review first and inclusive of, but not limited to: potential Sunday hours, consideration of the 3% residency incentive, rethinking/redefining the security position and the idea to bring security in-house.

The new website has also taken a decent amount of time. Incredible kudos to Shay, Head of Business Development, for their behind the scenes work on the project but I'm fairly certain at this point that no less than 45,012 emails have been exchanged between us in terms of context for the new site. **The new site will be going live June 1st.**

Summer Reading Program launches June 6th. The staff have been diligently preparing for that as well behind the scenes while also actively playing a daily game of ‘which area in the Library is available for a program’ considering our spaces are now quite limited until renovation is complete.

Nick Demske, Deputy Director

As spring arrived, the library had and continues to have an overwhelming amount of activities and services it is balancing to provide for the community. This was our last full month to prepare on several fronts before construction on the 2nd floor began, and our staff has done incredible work collaborating and cooperating with each other to get us to where we needed to be before construction began. We honored National Poetry Month by giving out hundreds of poetry titles that had been recently withdrawn from our collection to patrons, which would have gone in a recycling bin otherwise. We also recognized Sexual Assault Awareness Month through an event that hosted author Candace Sanchez which was done in partnership with BeLeaf Survivors, a local service agency for sexual assault survivors.

After years of talking about it and a year of actively working towards it, the Library met its goal of providing this community with the first ever seed library in Racine. The “soft opening” of The RPL Seed Library was April 1st, when it first became open to the public. We also had a community celebration of this new service the library offers which involved a local poet, a music duo and the promise of as many free seed packets as you wished. Dawn in our Tech Services department has continued to act as the “seed boss,” and it’s been getting so much use that we’ve already had to restock the unit several times. Our seeds are primarily being bought from DP Wigley, just a few blocks from the library; just another way to keep the library’s resources local and continually reinvest in our own community.

For me personally, this month involved a lot of continued work coordinating in preparation for our all-staff training day on May 13th, as well as how we make continued work slowly but surely in regards to shifting everyday activities in the building around how we approach concepts of safety and security. Our social worker Ashley, myself and our Director have worked to provide more frontline support when patrons are presenting with challenging behaviors, and it has already notably decreased our calls to the police department (basically only happening when there is medical attention needed) and our banning of patrons.

Lastly, in April I received an invitation to Washington DC by leaders of the “Jail and Reentry Services” department of the San Francisco Public Library. They are hosting an invite-only convening of library workers throughout the country who have done exemplary work to patrons impacted by incarceration and, though we’ve done very little since the pandemic began, I am very honored that I and the RPL have been recognized in the national landscape for this work. The convening occurs the day before the American Library Association conference starts in DC in late June (which I will also be presenting at, and will put details in the May Board

report regarding). Those who participate in the convening will receive a \$750 stipend, so the opportunity should come at no extra cost to the library's budget.

April Programming Statistics

The Library presented 24 programs in April, which reached a total participation of exactly 500 people. In-person programs had an average attendance of 22 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
Girls Who Code - Gilmore	2	23	In-person
Climate Change and Militarism	1	50	In-person
Girls Who Code - Mitchel	2	31	In-person
3D printing models	1	1	In-person
Family Storytime	2	72	In-person
Maker Monday	1	10	In-person
Afternoon Book Group	1	12	In-person
Scratch 101	1	1	In-person
Meet the Representatives	1	11	Live virtual
Celebration of Seed library and National Poetry Month	1	45	In-person
Lost Lake Geneva with Black Point Estates	1	3	Live virtual
3d printing basics	1	2	In-person
Building an Anti-racist Community; Dr Ibram X Kendi	1	45	In-person
Craft Time for You & Me (Painting vases and pots)	1	42	In-person
Spice it up	1	30	In-person
Super Seed Starting Workshop	1		In-person
Teen Lock-In	1	20	In-person
Adult craft: Bird Feeders	1	13	In-person
Out Reach to Gilmore - Dash Robots	1	26	In-person
YWCA Annual Stand Against Racism	1	35	In-person
Author Candace Sanchez/Sexual Assault Awareness	1	28	In-person
Totals	24	500	

Patron Services

Staff answered 1396 questions via phone and chat and 4254 in person. A total of 5650 questions were answered across all methods of communication. 75% of the reference questions were asked in person, while 25% were received over the phone or via chat.

Total # of phone calls	1204
Total # of questions via call center	1117
Avg. # of calls per day	46.3
Avg. # of calls per hour	5.1
Total talk time	4158 mins
Avg. call length	3 min 45 sec
Total chats	36
Total chat messages	192
Avg. # of messages per chat	5.3
Total phone and chat questions	1396
In-person reference questions	4254
Total # of reference questions answered	5650
Computer usage - total logins	870
Computer usage - total time	597 mins 22 sec
Computer usage - avg. time per login	41 min 19 sec
Faxes	400
Scans	990

Social Worker report – Submitted by Ashley Cedeño

Agencies met with:

- Hope Center- Quesha and Andre Batts
- Social Security Administration- Elida Elizondo
- Dementia Care Specialist, Kimberly Meitner
- Health Care Network- Crystal Landeros and Katie Chada
- Advocate Aurora Health, Community Relations- Erik Kennedy

Patron Interactions (drop-in, by appointment or phone call): 61

September: 6

October: 15

November: 15

December: 19

January: 24
 February: 20
 March: 28
 April: 61

Need/Concerns: Emotional support (3), Housing(28), Applying for Benefits/Financial Support(18), General Concerns (10), Sensory Room (1), Domestic Abuse (1).

Continued Education (CE):

- Restorative Justice Presentation- 3.5 hours
- Whole Person Librarianship Keynote with Sara Zettervall- 1.5 hours

Misc.:

- Organized presentation w/ Tim Nikoli, American Heart Association to discuss Blood Pressure information to all staff
- Met with Jeanne Wagner, Director of Social Work Field Education Programs/ Clinical Professor at UW-Milwaukee to discuss social work student internship partnership
- Met with Amy Ceshker, Field Director at George Williams College to discuss social work student internship partnership
- Organized library program- Spanish presentation on Understanding Alzheimer's and Dementia, Virginia Zerpa at Alzheimer's Association

Circulation Report of April Activities 2022- Submitted by Christopher Tobias

RPL circulated a total of 37,542 in April of 2022. 34,038 items from Main and 3504 items from the Bookmobile. March 2022 circulation was 40,245. Approximately 8,603 holds were placed and filled. 5,094 items loaned from our collection to other libraries, and 3,963 received for RPL patrons. 363 new library cards were issued during the month of April. 1,232 items were loaned out to patrons via our Home Delivery Service in the month of April.

- In April circulation staff inducted 81,358 items through the automated material handler (AMH).
- Our open Circulation Clerk job has been filled by Jena Shaffer, Jena's start date is set for mid-May.

Technical Services Report of April Activities 2022

Ordering and Processing:

In April TSD staff placed orders for 1071 items and received 836 previously ordered items. A total of 1116 items were added to the catalog.

Beyond Books Collection added:

- 12 new BBC items were added in April. Items include:
 - 3 Concert Ukuleles
 - 3 UV Flashlights
 - Classic fairy tales puzzle: Peter Pan
 - The Jungle Book / puzzle
 - The Lion King / puzzle

- The Princess and the Frog / puzzle
- Ravensburger puzzle: Disney Villainous: Prince John
- Tinker Bell and Peter Pan fly to Neverland: puzzle

Current Project Updates

- Stephanie and Dawn have completed spine label updates to adult audiobooks and nonfiction DVDs.
- TSD staff are continuing to assist librarians with the weeding and shifting projects in the Adult Department.

Circulation Statistics

2022 Monthly Statistics	Jan-22	Feb-22	Mar-22	Apr-22	Total
Circulation					
Main	30,954	33,151	36,271	34,038	134,414
Bookmobile	3,605	2,993	3,974	3,504	14,076
Total	34,559	36,144	40,245	37,542	148,490
Home Delivery Service	1,465	1,355	1,532	1,232	5,584
Bulk Loans (Outreach)	-	780	650	770	2,200
Holds Placed	10,269	9,355	9,517	8,603	37,744
Interlibrary Loans					
Share Loaned	5,385	5,242	4,896	4,966	20,489
ILL Loaned (Wiscat Lender filled)	98	103	108	128	437
Total Loaned	5,483	5,345	5,004	5,094	20,926
Share Received	4,371	4,229	4,172	3,824	16,596
ILL Received (Wiscat borrower filled)	112	129	151	139	531

Total Received	4,483	4,358	4,323	3,963	17,127
Overdrive Downloads					
Audiobooks	3,876	3,697	4,126	3,858	15,557
EBooks	5,600	5,085	5,483	5,233	21,401
Periodicals	478	366	367	570	1,781
Other	6	7	11	4	28
Total downloads	9,960	9,155	9,987	9,665	38,767
Hours Open					
Main	224.00	222.00	257.00	230.00	933.00
Mobile	140.00	129.25	153.25	137.50	560.00
Total	364.00	351.25	410.25	367.50	1493.00
Library Cards Issued					
Adult	114	150	179	172	615
Juvenile	29	41	47	62	179
HOMEDELIV	-	2	-	-	2
Lost Cards	86	108	114	129	437
Total	229	301	340	363	1,233
AMH Inductions	79224	77638	85631	81358	323,851

Shay King, Head of Business Development

125th Anniversary

Earth Day Cleanup

The earth day cleanup was a success! About 50 volunteers stopped by throughout the day to help clean the library grounds. Volunteers also laid the foundation for a new native plant and butterfly garden to be installed on the plot of earth around the library's outdoor book drops. In the coming weeks, new planting beds and finally the plants themselves will be installed.

125th Anniversary Block Party

The block party on July 16, 10 a.m. to 8 p.m., is moving full steam ahead. Permits have been submitted to secure the stretch of Lake Avenue alongside the library for the festivities, where visitors will come to enjoy live music, food trucks, a bounce house, carnival games, a classic car show and other activities.

Press highlights

Since the April 14 report, the library has been referenced **in the media at least 35 times**. The last month of stories have focused largely on the renovation, Earth Day and the Seed Library.

Highlighted articles:

- [Community Newsletter: Racine Public Library](#) - The Journal Times, May 7
- [Racine Public Library begins 2nd-floor construction](#) - Racine County Eye, May 2
- [Earth Day Clean-Up at the Racine Public Library April 23](#) - Racine County Eye, April 23

Owned media highlights

Website

The website's launch date will be June 1. In the final few weeks before launch, the majority of time will be spent correcting issues with the vendor, communicating with staff about upcoming changes, and double checking that the website's key elements (homepage, blog, menus, etc.) are ready for launch. Content development will continue at a slower pace, with some pages to continue development once the site is live.

Current progress:

- 10 pre-launch pages **not started**
- 2 pages **need staff content**
- 24 pages in **active development**
- 21 pages **ready after vendor corrections**
- 0 pages in **final approval**
- 3 pages **completely done**

Google Business Listing

The month of April experienced a boost in the number of people interacting with our Google Business listing. **Calls were up to 402** (from 351 in March), **direction requests were 530** (up

from 444), and **website clicks were 2,875** (up from 2,273 in March). The day in April with the highest number of interactions was April 24, with 472. More than half of all our business listing viewers (58%) found us from a mobile Google search. The vast majority of searches were some variant on the search term “racine public library” or, generally, “library near me,” but there were a number of searches for the services listed below (listed from most to least searched):

- The Bookmobile
- Book clubs
- Library cards
- Library catalog
- Social worker
- Racine County Jail
- Printing
- Sensory room
- Receiving donations
- Drug tests

Newsletter

The newsletter’s open rate has **risen to 26.4%**, from 24% during the previous month. **Clicks are at an average of .5%**, continuing to track slightly downward. However, the number of subscriptions has been rising rapidly over the last few weeks. Whereas the previous month’s subscriptions hovered around 18,200, the **newsletter now delivers to an audience of 18,451**.

The email with the highest open rate and click count — 30.4% opened, 116 clicks — was “[🌍Need Volunteers: Earth Day Clean Up Saturday🌍](#)” with the pre-header “Final Day to Shop the Spring Book Sale” on April 22. The most-clicked link was, interestingly, not one of the headline topics: It was the library version of [ancestry.com](#).

Social Media

Facebook

Total likes: 4,500

Reach since last report: 14,648

After the huge boost in activity throughout March and April, our metrics have settled back towards their usual equilibrium. Our posts with the highest reach were the [Libby and Hoopla comparison](#) (2.7k reach) and [Friends of the Library Book Sale announcement](#) (2.5 reach).

Instagram

Total followers: 992

Reach since last report: 806

Instagram reach has also dipped back down towards its typical equilibrium. The posts with the highest reach were the [Libby and Hoopla comparison](#) (265) and [historical book finds](#) (197).

TikTok

Total followers: 97

Views since last report: 984

Despite video production being on pause as other events and activities throughout the library take precedence, views only dropped 4.74% since the last report. The [TikTok of special things and spaces from around the library](#) is still circulating well, having gained an additional 300 views for a total of 2,015.

Melissa Donaldson, Head of Digital Services and Innovation

Programming

Digital Services and Innovation Lab staff hosted 19 programs with a total number of 199 people in attendance.

- Teen Lock-In
- Maker Monday
- Many outreaches to the schools
- 3D printing Models.

Moved our Office

In preparation for the 2nd floor renovation DSI staff moved their offices to the server room on the first floor. All of the equipment that was on the floor is now in the room where our office was.

Tech Support

Digital Services and Innovation Lab staff had 71 appointments with patrons this month. This comes to about 35.5 hours of work for staff.

DSI staff also provided support on 11 helpdesk tickets in April.

Continuing Education

- Melissa: Watched two sessions of Computers in Libraries. Deliver WOW Tech Experiences and How Skill Development is like planting a vineyard.
- Melissa, Matt, Terrence and Brianna attend the opening Keynote for Computers in Libraries: Libraries, Climate & the Crowd: A New Concept of Digitality
- Briana: How to Train Your Community on Libby: Webinar