

## ***Angela Zimmermann, Executive Director Report***

### **Pandemic Update**

I continue to follow the weekly recommendations from the City of Racine Public Health Department in terms of mask-wearing for employees and based on the category the City/County are in. We are also following the current City's COVID-19 policy for all things related to those who test positive for COVID, those who are symptomatic, and close contact procedures.

As of June 6<sup>th</sup>, the library is fully open. If you recall the final piece to being considered fully open was opening the remainder of the Youth Services Area. As of last week, the computers and play areas are open.

### **2<sup>nd</sup> Floor Renovation Update**

If you happen to perambulate around the 2<sup>nd</sup> floor, you'll see construction is moving along at a clipped pace. The frames for the walls are in place for the forthcoming Teen Area, Innovation Lab, Business Center, flex areas, and the large meeting room. In the coming week, the Local History Room's west and north walls will be demolished as well as the old Reference Desk. Construction on the new staircase was to begin this coming week as well but because of an issue with a beam relative to the wall by the restrooms in the lobby, the contractors had to send out another RFP so I'm waiting yet to hear back on this. Carpet is scheduled to ship July 27<sup>th</sup> and received within the first week of August which keeps everything on schedule for the 2<sup>nd</sup> collection move towards the end of August. I did have to make some aesthetic changes to various flooring based on availability and worked with the architects on that. Additionally, we've solidified the image(s) which will be used for the glazing film and the glass entry to the Local History Room. Other decisions have been made around various shelving, furniture, and AV equipment. There are biweekly construction meetings which occur where near all of this discussed.

Overall, I have to give incredible kudos to the staff for their flexibility and adaptability to the current situation. We're completely open and functioning upstairs but it's not been without some issues. The staff have been very resistant, extremely resourceful, and took charge of moving the collections, the Local History Room materials, and throughout all of it, they continue our impeccable service to the community.

### **Personnel/Operations**

It'll also be noticed in further detail within the Deputy Director's report but we are undergoing a lot of staff training and a lot all at once is happening at RPL, and I can elaborate more on all of this at the Board meeting. With the in-service training staff day on May 13<sup>th</sup> (which overall was quite a success....the Leadership Team composed/collected a survey from the staff with vital feedback to inform our decisions for the next staff training day), most of the management team participating in NAMI Crisis Intervention Partners training, Ashley (Social Worker), Evelin (Business Manager), and Glynis (Lead Circulation Supervisor) partaking in verbal intervention

training from the Crisis Prevention Institute (which they will then be training the entire staff in the coming months), and upcoming Whole Person Librarianship training, trauma-informed care training, active shooter training, further training around various evacuation/emergency procedures and library resources/services, we are quite busy with training and preparation. This all ties in with the reimagining of what public safety/security looks like in the building as well as applying whole person librarianship (social work concepts) to the field of librarianship. I have drafted a job description for the potential changes to the security within the building and we've already had discussions at the Leadership Team level. I plan to eventually bring all of these scenarios, the job description, and public safety reimagining to the Finance & Personnel committee within the next month or so.

Various other operational/building updates can be located in the Business Manager's report.

### **Meetings and Activities**

Outside of all my regular monthly meetings and commitments, various other partnerships/connections have occurred with Racine County's Meals on Wheels, Department of Workforce Development (concerning a potential/frequent satellite location at Racine Public Library), the City's MIS about a number of forthcoming collaborations, both the City and the County concerning the Youth Employment Programs and youth we'll have onsite for the summer – a total of 6 (while I've been the main contact for both of these, this will be handed over effective this week to the applicable managers/supervisors), the City Clerk concerning Legistar (beginning in the month of July, the Board packet will appear via the City's Legistar. It wasn't ready for this month as we still had to configure the various committees, correct Board members, and set-up the settings for the proper agenda items, etc. within the system), and the Economic Development Specialist of Belle City Square Development in relation to a potential, future library satellite location. A lot of my time has also been spent on preparation/assistance through a number of ways for the 125<sup>th</sup> anniversary Block Party on the 16<sup>th</sup> of July.

### *Updates:*

- Lakeshores/Arrowhead System Merger meeting was last held on June 6<sup>th</sup>. We (the committee) will be voting on the potential system merger on June 27<sup>th</sup>. The following step then will be to engage the County Board of Supervisors of each county.
- City Library Collective ARPA funding and spending thereof has been extended through the end of the year by the Department of Public Instruction.
- I was notified last week that the Techmobile, sadly, is delayed until the first week of September. We were hoping to debut it for the 4<sup>th</sup> of July parade but supply chain issues had different plans for us. I plan to go for a tour of the Techmobile and see the status of it thus far sometime in July with Melissa (Head of Digital Services) and Corey (Bookmobile Supervisor). We are very, very anxious for the Techmobile.
- I've also spent the past month or so reaching out to various capital campaign consultants and requesting RFPs to discuss at the next Foundation meeting (June 30<sup>th</sup>).
- Both book bikes are completed and 'on the road'. Evelin (Business Manager) was instrumental in getting the 2<sup>nd</sup> book bike in-house.

And finally, where the majority of my time in the past month(s) has gone is to the new website (which is live) and all communication back and forth concerning the vision for the website, the goals, and the integrated calendar. All credit to Shay (Head of Business Development) for their talented, detailed, and hard work on the website and bringing everything to fruition. \*Note that the calendar is separate from what the website developers provided. The calendar is through SirsiDynix (our ILS – integrated library system) and its their newest version of their community engagement platform and there were MANY glitches with this. The calendar was actually the delay for the past three weeks or so and all credit to Melissa (Head of Digital Services and Innovation) for her constant interaction/communication back and forth with Sirsi, fixing all of the various tweaks, and working between both vendors.

### **Trustee Training Week**

Trustee Training Week is coming up again (August 22<sup>nd</sup> – 26<sup>th</sup>) with registration now open for webinar sessions which will be offered during the lunch hour (12:00 – 1:00 pm).

Wisconsin Trustee Training Week (TTW) was developed to provide high-quality webinar to Wisconsin public library boards and trustees (open to Library staff as well). The series is supported by the Wisconsin Department of Public Instruction (DPI), Public Library Development Team with funding from the Institute of Museum and Library Services, and the Wisconsin public library systems. This year's lineup is as follows:

- *Monday, August 22<sup>nd</sup>*: "[Materials Challenges and Your Library from the Trustee Table](#)" with Becky Spratford
- *Tuesday, August 23<sup>rd</sup>*: "[Here to Stay: Recruiting & Retaining Dedicated Library Workers](#)" with Lisa Shaw
- *Wednesday, August 24<sup>th</sup>*: "[Effective & Efficient Meetings: Parliamentary Procedure](#)" with Nancy Sylvester
- *Thursday, August 25<sup>th</sup>*: "[Making Sense & Cents of a Library Building Project: The Library Trustee Role](#)" with John Thompson
- *Friday, August 26<sup>th</sup>*: "[From Stories to Action: How to Talk About Your Budget to Activate Support and Secure Funding](#)" with John Chrastka

I would encourage trustees, as possible, to take advantage of these sessions as a few, directly, are very timely to what is going on at RPL. More information and registration is at [wistrusteetraining.com](http://wistrusteetraining.com).

***Nick Demske, Deputy Director***

May was an unbelievable month for the RPL. The organization was incredibly ambitious on a number of fronts and accomplished an unusual amount this month.

### **Renovation and Shifting**

We have jumped head first into the renovation project and both staff and patrons have been very flexible and resilient in the face of major challenges every day. Early on in the renovations, a weeks-long, major shifting project took place which required staff from every department to chip in. This was a major undertaking. Because Angie brought this effort in house, and because our staff was willing to live up to the challenge, it saved the library roughly \$100k in contracting costs.

### **All Staff Training**

May also brought the first all staff training we've done since before the pandemic. The all-day training featured different speakers on emerging best practices in the field and beyond for orienting organizational safety and security in less punitive and more restorative ways. The training--which brought in social workers, policy makers, EDIA (Equity Diversity, Inclusion, Antiracism) experts, community organizers, faith leaders, library public safety leaders and others--has gotten some attention in the national library landscape and other library leaders have reached out to us asking what firm put it together for us. Proudly, we can say, no firm because--again--we put the training together ourselves and we're proud to be helping lead within the field in this way.

### **Reimagining Public Safety**

This training was just the first step in the RPL reimagining its own public safety practices, though, and we have already moved to further steps before the month was over. Not only did we implement a revised, more equity-centered incident report form, but we have invested in crisis intervention and de-escalation training for some key team members in the library, which has allowed us to help triage critical patron incidents, lower calls to law enforcement and minimize banning patrons.

### **Crisis Intervention**

We are very glad to have gotten these crisis intervention trainings in when we did, because two critical incidents took place this month where two separate individuals--one a patron and the other a security guard--had a medical emergency and had to be taken into an ambulance on a stretcher. In both instances, our frontline staff acted quickly and heroically, potentially saving these people's lives. These instances are incredibly stressful and potentially traumatic and we couldn't be prouder or more thankful to our staff for taking on these difficult responsibilities which working with the public includes. But we want to continue making sure that as many people in the building are trained as well as possible to deal with situations like this, because even at the library, life and death situations can occur. And we want our people as prepared as possible for when they do.

### **May Programming Statistics**

May is the month when our Youth department wraps up their Spring programming and takes a break to prepare for the Summer Reading program. But despite there being fewer programs this month, we managed to reach a lot of the community still. The Library presented 11 programs in May, which reached a total participation of 554 people--a greater reach than last month, which had nearly twice as many programs. This is the first month that all of our programs ended up being in person.

<b>Programs</b>	<b># of Program</b>	<b>Participants</b>	<b>Format</b>
Cars and Drones	1	2	In-person
Bounce Back Racine	1	30	In-person
Spring into Summer Program/Storytime	1	11	In-person
Adult Craft: Wine Glass Etching	1	11	In-person
Spice It Up!	1	30	In-person
A Brie to Disa-Brie	1	2	In-person
Outreach to West Ridge Elementary School	1	350	In-person
Senior Outreach @ Marian Housing	1	12	In-person
Tech Outreach to Renaissance School - Villa	1	16	In-person
Outreach @ Aurora's Open House	1	80	In-person
Blowing in the Wind Folk Songs with David HB Drake	1	10	In-person
<b>TOTAL</b>	<b>11</b>	<b>554</b>	

### **Patron Services**

Staff answered 1190 questions via phone and chat and 3802 in person. A total of 4992 questions were answered across all methods of communication. 76% of the reference questions were asked in person, while 24% were received over the phone or via chat.

Total # of phone calls	1041
Total # of questions via call center	1165
Avg. # of calls per day	41.64
Avg. # of calls per hour	4.54
Total talk time	3460
Avg. call length	3 min 32 sec

Total chats	25
Total chat messages	168
Avg. # of messages per chat	6.72
Total phone and chat questions	1190
In-person reference questions	3802
Total # of reference questions answered	4992
Computer usage - total logins	789
Computer usage - total time	620 min 25 sec
Computer usage - avg. time per login	47 min 18 sec
Faxes	356
Scans	1008

**Social Worker report:** *submitted by Ashley Cedeño*

**Agencies met with:**

- Carthage College- Janet Levey; discussing partnership for Nursing students to conduct their clinical here at the library in Fall 2022.

**Patron Interactions (drop-in, by appointment or phone call): 32**

September 21': 6  
 October: 15  
 November: 15  
 December: 19  
 January 22': 24  
 February: 20  
 March: 28  
 April: 61  
 May: 34

**Need/Concerns:** Emotional support (2), Housing (11), Applying for Benefits/Financial Support (4), General Concerns (10), Sensory Room (3), Mental Health: (4)

**Continued Education (CE):**

- Crisis Intervention Partners Training (16 hours)
- RPL In-Service All Staff Training (8 hours)
- Crisis Prevention Institute- Verbal Intervention Instructor Training (11 hours)

**Misc.:**

- WGTV Interview Community Matters with Laura Sumner Coon

**Circulation Report of May Activities 2022:** *submitted by Chris Tobias*

RPL circulated a total of 36,074 in May of 2022. 32,801 items from Main and 3,273 items from the Bookmobile. April 2022 circulation was 37,542. Approximately 8,451 holds were placed and filled. 4,718 items loaned from our collection to other libraries, and 3,973 received for RPL patrons. 308 new library cards were issued during the month of May. 1,219 items were loaned out to patrons via our Home Delivery Service in the month of May.

- In May circulation staff inducted 75,346 items through the automated material handler (AMH).
- Jena Shaffer began her duties as our new Circulation Clerk on May 16th.
- Glynis Kimbrough completed training with the Crisis Prevention Institute.

**Technical Services Report of May Activities 2022**

*Ordering and Processing:*

In May TSD staff placed orders for 805 items and received 999 previously ordered items. A total of 1208 items were added to the catalog.

We have created catalog codes, fund codes and best practices for processing items for the new Techmobile.

2 new BBC items were added in April.

- Professional lavalier microphone interview set
- Trails of Tucana [board game].

*Staff notes:*

Technical Services Assistant Processing Clerk Stephanie Brunner is taking an extended personal leave (6 to 8 weeks).

**Circulation Statistics**

<b>2022 Monthly Statistics</b>	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Total
<b>Circulation:</b> Main	30,954	33,151	36,271	34,038	32,801	167,215
Bookmobile	3,605	2,993	3,974	3,504	3,273	17,349

Total	34,559	36,144	40,245	37,542	36,074	184,564
						-
Home Delivery Service	1,465	1,355	1,532	1,232	1,219	6,803
Bulk Loans (Outreach)	-	780	650	770	642	2,842
						-
<b>Holds Placed</b>	10,269	9,355	9,517	8,603	8,451	46,195
<b>Interlibrary Loans</b>						-
Share Loaned	5,385	5,242	4,896	4,966	4,633	25,122
ILL Loaned (Wiscat Lender filled)	98	103	108	128	85	522
Total Loaned	5,483	5,345	5,004	5,094	4,718	25,644
Share Received	4,371	4,229	4,172	3,824	3,892	20,488
ILL Received (Wiscat borrower filled)	112	129	151	139	81	612
Total Received	4,483	4,358	4,323	3,963	3,973	21,100
						-
<b>Overdrive Downloads</b>						



Audiobooks	3,876	3,697	4,126	3,858	3,973	19,530
EBooks	5,600	5,085	5,483	5,233	5,358	26,759
Periodicals	478	366	367	570	442	2,223
Other	6	7	11	4	4	32
Total downloads	9,960	9,155	9,987	9,665	9,777	48,544
<b>Hours Open</b>						-
Main	224.00	222.00	257.00	230.00	229.00	1162.00
Mobile	140.00	129.25	153.25	137.50	135.25	695.25
Total	364.00	351.25	410.25	367.50	364.25	1857.25
<b>Library Cards Issued</b>						
Adult	114	150	179	172	147	762
Juvenile	29	41	47	62	57	236
HOMEDELIV	-	2	-	-	1	3
Lost Cards	86	108	114	129	103	540
Total	229	301	340	363	308	1,541

<b>AMH Inductions</b>	79224	77638	85631	81358	75346	399,197
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### ***Evelin Garcia, Business Manager***

The Business Office has been very busy with working on streamlining many processes within the office to bring everything up to date and to be as efficient as possible. The Business Office has also taken control of registration for continuing education classes/webinars for all staff, placing most all supply orders within the building, tracking all expenditures related to ARPA grants, as well as assisting marketing (acquiring a wide variety of giveaways and outreach materials) and near all other departments as able to.

The Business Office notarized five documents in the past month (RPL will soon have five public notaries on staff).

Mike (Stationary Engineer) has been extremely instrumental in assisting with the 2<sup>nd</sup> floor renovation and very busy with moving furniture, tearing down shelves, relocating collections, and working with the various contractors for access to different areas of the building.

Evelin attended both the NAMI Crisis Intervention Partners training and the verbal intervention training from the Crisis Prevention Institute.

### ***Shay King, Head of Business Development***

#### **125th Anniversary**

##### **Native Plant Garden**

Final set-up of the garden started on Earth Day is nearing its completion. In the next week or two, the Root-Pike Watershed Initiative Network will help install the plants in the new native plant garden. The outreach and marketing coordinator is developing this into a fundraising opportunity, with donors asked to donate \$10 to cover the cost of two plants to get their name on a sponsors sign by the garden. (Plants cost \$2-4 each, and about 700 plants will be needed to fill the space.)

##### **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 from Duke Observation, Georgia Rae, Spirit Shakers, Indigo Canyon and other musicians.

Other activities include a historical presentation on the library of the 50s and 60s, a beer tent, food trucks, a bounce house, carnival games, a classic car show and other activities. Technology tutorials will be available at the party throughout the day, as well as a collection of 3D printers, robots and other equipment from the Innovation Lab. A sampling of yard games and family activities will be set up for use from the Beyond Books Collection.

Recruitment of vendors and food trucks is ongoing for slots at the block party. Participating businesses and organizations include Pico's Tacos, Olympia Brown UU Church Social Justice Committee, Mystical Baubles and more. This is the first event where the library will charge a fee for vendors to table at the event with proceeds going to the Racine Public Library Foundation.

## Press highlights

Since the May 11 report, the library has been referenced **in the media [at least 22 times](#)**. The last month of stories have focused largely on the Bookmobile's summer schedule as well as partners holding activities with the library.

The Shepherd Express' July issue of their Day Trips article features Racine and will mention the library's 125th anniversary as well as feature a number of historical library photos.

### Highlighted articles:

- [Ashley Cedeño On Being Racine's 1st Library Social Worker](#) - WGTD, May 19

## Owned media highlights

### Website

**The new website is now live at [RacineLibrary.info](#)!** The website will continue to be the main focus for the head of business development through June during the site vendor's final days of support before the site is solely in the hands of the library's team.

The majority of pages and elements that showcase priority library resources or are centerpieces of the website or the library's work have by this point undergone significant content development, reformatting and search engine optimization. While a number of performance and aesthetic corrections are in progress with the vendors for the website and the calendar, the site's core functionality is working smoothly.

The remaining webpages have the key information needed but still need beautification and content development to be more user-friendly. These pages will be developed as an ongoing part of the marketing team's work.

### Highlighted webpages

- [Innovation Lab](#)

- [Second-Floor Renovation](#)

#### **Current progress:**

- 44 low-priority pages or elements **not started**
- 9 high-priority pages or elements **not started**
- 0 pages or elements **need staff content**
- 22 pages or elements **in active development**
- 28 pages or elements **ready after vendor corrections**
- 1 element **in final approval**
- 7 pages or elements **done**

#### **Google Business Listing**

May saw a dip in the number of overall interactions from our Google business listing, down from the peak in activity experienced in April. Our most active day on Google in May was May 31, with 128 interactions, though this wasn't significantly higher than other peak days. Whereas searches for library services in April focused on social services, May's searches were focused on more general access to the library and its resources.

#### **Search terms**

\* This excludes searches for the org in general, like "racine library" or "library near me." Any searches without a number were shown on Google as "<15" searches.

- "Bookmobile" (17 searches) and other variants
- Book clubs near me
- "Get a library card Racine Public Library" and other variants
- Leak at Racine Library
- "Racine library drop boxes" and other variants
- Racine library improvements
- Racine Public Library catalog
- Racine WI library movies

#### **Metrics**

- Calls: 281
- Direction requests: 483
- Website clicks: 2,053
- Appearances in search results: 3,603
- Business profile views: 6,374

#### **Newsletter**

Average open rate: 25.9%

Click rate: .7%

Subscribers: 18,353

There were no major changes to newsletter engagement this month, though clicks are slightly higher than the previous period's rate of .5%. Subscribers have dropped by about 100 after an increase of about 200 last months, but the total remains higher than in April.

The email with the **highest open rate (26.8%)** was the May 27 issue, "[Closed 5/30 • Summer Scares & Summer Reading](#)" with the pre-header "Food Truck Wednesdays are Back!" The most-clicked link was [summer reading sign-up](#), with 43 clicks.

The email with the **highest click count (1%)** was the June 3 issue, "[Native Plant Garden Coming Soon!](#)" with the pre-header "New Bookmobile Schedule Begins Monday!" The most-clicked link was to [sponsor plants for the native plant garden](#), with 164 clicks.

## **Social Media**

### ***Facebook***

Total likes: 4,558

Reach since last report: 24,708

Posts since last report: 28 (2 boosted)

Stories since last report: 15

Other content since last report: 17

May saw another spike in our Facebook reach, **up 58.2%** from the 14k during the last period. **Our likes rose by 67**, a rate increase of 13.6% over the previous period. This is due to a big upswing in content — while we had 26 posts last period, we made a total of 60 posts, stories and events this period.

While last period didn't have any days that stood out as more active than others, we experienced noticeable spikes this period on May 14 (the day of Spring into Summer Reading), May 25 (the first day in 2022 of Lunch Break at the Library) and June 6 (Maker Monday).

Our posts with the highest reach were a [Maker Monday promo](#) (7.5k reach, all organic) and the [125th Anniversary Block Party event](#) (7.4k reach, all organic).

### ***Instagram***

Total followers: 1,004

Reach since last report: 565

Posts since last report: 19

Stories since last report: 15

Instagram reach has dropped again (by 30%) since the previous report, but our followers increased at a slightly higher rate (1%+) since the previous period. While our post count stayed stable, our stories increased, so we'll continue to monitor the downswing for patterns. One guess is that while our last month of posts were photos and rectangular graphics, a lot of the most engaging posts over the last year featured square graphics (especially collages) and book covers; however, posts into previous months hit those criteria without gaining as much reach.

The posts with the highest reach were the [A Brie to Disa-Brie promo](#) (173 reached) and the [Maker Monday promo](#) (160 reached).

### ***TikTok***

Total followers: 106

Views since last report: 464

Videos since last report: 1

Video production remains low as the marketing team focuses on the website and the Block Party. Older, well-received videos continue to circulate at a slow pace, gaining a bit of engagement despite the lull in content. Our most popular video, the [TikTok of special things and spaces from around the library](#), gained another 360 views for a total of 2,375.

## ***Melissa Donaldson, Head of Digital Services and Innovation***

### **Programming**

The Digital Services didn't do as much programming in May as we prepared for the 2nd Floor renovation, and we turned inward this month. Innovators in Residence continue to run Minecraft Club and host computer classes for all ages. Summer programming is going full force in June.

The DSI Team hosted the Innovation Lab at Spring into Summer event on May 14th. Here we provided an opportunity for community members to try out various equipment. We also took this opportunity to let community members know about our summer programming.

### **Moved Equipment in ASD**

DSI staff prepared the computers to be moved for the first construction phase. DSI staff moved equipment to the northwest corner of the 2nd floor. We were able to get a phone for Reference at the computers and a printer.

It wasn't without issues. We had gone wireless. It was slow and not working as we hoped. Matt and Terrence were able to get them wired again. Everything is back to normal.

### **Career Connection Kits**

As part of ARAP funding provided through DPI and the City Library Collective, we ordered and put together career connection kits. These kits have a Chromebook, a ring light, Tracfone, a hotspot, a mouse, and three books for helping people find careers. These will start circulating in June.

### **Tech Support**

Digital Services and Innovation Lab staff had 44 appointments with patrons this month. This comes to about 22 hours of work for DSI staff.

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

### **Continuing Education**

- Melissa: CIP training at Gateway Technical College
- Melissa, Brianna, Matt and Terrence attended the all staff in-service training day