

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

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

The 2<sup>nd</sup> floor continues to move along at a steady pace. The framing for the expanded History Room, Innovation Lab, Teen Area (minus the soffit over the teen/innovation lab countertops & adult computers), meeting room, flex spaces, and the Business Center are all in place. Drywall has also gone up in certain areas. We are entering the 2<sup>nd</sup> phase of construction at the beginning of August once the carpet is received. By August 2<sup>nd</sup>, we will have to relocate everything on the west (particularly the northwest end as that's where the computers currently are) for carpet to be installed and the collection which will be placed there to be moved back, in order for carpet installation to begin on the other end.

There are a number of change orders which I will be approving due to supply chain issues and absurd lead times. There's nothing too drastic but the change orders include color changes in various areas/items, data cabling clean-up, panic hardware, upcharges to expedite certain orders, etc.

Overall the project is in decent shape. It appears from the current schedule that staircase (floor demolition, etc.) will also start at or about the beginning of August. The electrical is about 50% complete and the same goes for plumbing and HVAC. We may possibly be looking at further delays concerning light fixtures and furniture, but nothing that should delay the overall project too much.

### **Racine Public Library Foundation / Capital Campaign**

As I mentioned last month, I reached out to and researched about seven various capital campaign consultants (both from the library world and the non-profit sector) and brought the results and recommendations back to the Racine Public Library Foundation at their last meeting on June 30<sup>th</sup>. I'm happy to answer any questions about this at our meeting on Thursday if you're interested in the process and who I all reached out to. The recommendation was made and approved to go forward with [Gonser Gerber](#). They know the philanthropic landscape of Racine, are able to meet the Foundation's deadlines/wishes in terms of when to kick-start the campaign, and will provide the consultation necessary to implement a capital campaign, guide us in annual giving as well as fundraising. The contract officially starts with the Gonser Gerber on August 1<sup>st</sup>.

### **Library GO!**

Myself and several of the RPL staff, Head of Digital Services and Innovation, Melissa and several DSI staff and Bookmobile Supervisor, Corey and BKM staff were able to visit LDV Specialty Vehicles to get a sneak peek of the new Techmobile on July 8<sup>th</sup>, and it's pretty exciting. They are finalizing wiring and cabling on the inside as well as final tweaks to shelving, cabinetry, and paint and we should receive the Techmobile by the end of August/beginning of September. We hope to debut it then either at Party on the Pavement or our next 125<sup>th</sup> Anniversary event. It's

a pretty neat vehicle. It definitely has all of the bells and whistles and we're excited to get it out into the community.

Both book bikes made their debut at Racine's Harbor Market and were such a hit with the community. We also received the *original* partially purchased book bike (very long story and I can elaborate further at the meeting) but we will soon now have three book bikes.

### **125<sup>th</sup> Anniversary Committee**

A decent portion of time in the past month(s) has been spent on preparing for this past Saturday's 125<sup>th</sup> Anniversary Block Party. An incredible kudos to the committee, the staff and everyone involved in making it a highly successful and well-received event. The 125<sup>th</sup> Anniversary proclamation was also read and received by Mayor Mason. The committee will continue to meet and plan events for the rest of the year, however none will probably be as massive or extravagant as this past weekend's was. However, the Library's actual anniversary date is September 7<sup>th</sup> so we will be planning something for that.

Next up is an all-staff 125<sup>th</sup> Anniversary photo which will take place on Friday, July 22<sup>nd</sup>. We will be attempting to somewhat replicate the photo which was taken at the centennial of the staff.

### **Trustee Training Week**

*My final reminder for 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***

June at the RPL is typically a month of renewed, high-level activity and this year was no different. With kids getting out of school, the summer reading program starting and a burst of new programs for families and young people, the library really hit its stride in June. On top of all that, the construction project continues and the staff (and patrons) have been incredibly resilient, understanding and patient as pavement saws and hammers occasionally are still ringing out at any given moment.

Also, June is a big month for libraries throughout the country because the American Library Association hosts its annual national conference during the month. This is the first time since before the pandemic it has been held in person. There were just under 14,000 people in total, for which the ALA Office of Public Programs reached out to us and asked if we would be one of the libraries represented at a panel presentation. The presenting libraries were 3 different recipients of ALA's "Resilient Communities; Libraries Respond to Climate Change" grant, which we received in 2020. While 25 libraries received the grant, the RPL and the other two who were invited made specifically good, innovative and equity-focused use of the money. So not only did we get to have the RPL's work highlighted on another national platform, but ALA actually composed a large portion of the trip for us to do so.

Lastly, I'm thrilled to say there was one more RPL team member who was able to go to the ALA conference this year--Michael Smith, our Public Ally. Back in 2021, I asked Michael to join me for a virtual meeting I had with the Director of ALA's Office of Diversity, Literacy and Outreach Services. To my great surprise, by the time the meeting was over, Michael had been given the opportunity to come to the conference in DC with all his expenses paid. Michael was brought into ALA's Spectrum Leadership Institute as a Fellow. This organization exclusively exists to foster young BIPOC leaders into the library profession. It will be an extremely valuable connection for Michael's whole career and for him to have made connections with them now, when he is only 19, sets him up with some enormous advantages for getting further in the library field. Michael will also begin his undergraduate work at UW Milwaukee this fall.

#### **June Programming Statistics**

The Library presented 33 programs in June, which reached a total participation of 596 people. In person programs had an average of 18 attendees and there was one live virtual program with an attendance of 4.

<b>Programs</b>	<b># of Program</b>	<b>Participants</b>	<b>Format</b>
Tech Outreach to Renaissance School - Villa	1	20	In-person

Bingo	1	0	In-person
Cutting the Cord	1	4	In-person
Maker Monday	4	159	In-person
Racine's Lost Architecture with Preservation Racine	1	67	In-person
Family Storytime	4	147	In-person
Summer Scares Author Talk with Clay McLeod Chapman	1	4	Live virtual
Bilingual Storytime	2	23	In-person
Summer Scares Cult Trivia Night	1	5	In-person
Ipad 101	1	1	In-person
Scratch Jr.	1	2	In-person
Girls Who Code Elementary	2	7	In-person
Girls Who Code Middle School	1	3	In-person
Bilingual STEAM Storytime	1	11	In-person
Music, Movement and more with Lisa Friedrich	1	57	In-person
A Brie to Disa Brie - Book/Media discussion group	1	2	In-person
Girls Who Code	2	7	In-person
Ocean Craft	1	36	In-person
Girls Who Code (grade school)	1	4	In-person
Peace with a Smile	1	10	In-person
Summer Scares Adult Discussion - The Remaking	1	6	In-person
Outreach (Summer School/After School)/Storytime & Craft	1	10	In-person
Chad Lewis - Lake Monsters of Wisconsin	1	5	In-person
Summer Scares Two Sentence Horror Story	1	6	In-person
TOTAL	33	596	

### **Patron Services**

We are transitioning away from the “call center” model we adopted when the pandemic first started and, as we transition back to our former, more staff efficient model, our stats may not be as accurate this month as they usually are. Given that, however, we know staff answered 1093 questions via phone and chat and 5061 in person. A total of 6154 questions were

answered across all methods of communication. 82% of the reference questions were asked in person, while 18% were received over the phone or via chat.

Total # of phone calls	1030
Total # of questions via call center	1030
Avg. # of calls per day	39.6
Avg. # of calls per hour	4.19
Total talk time	3636 minutes 50 sec
Avg. call length	3 min 53 sec
Total chats	63
Total chat messages	328
Avg. # of messages per chat	5.2
Total phone and chat questions	1093
In-person reference questions	5061
Total # of reference questions answered	6154
Computer usage - total logins	954
Computer usage - total time	689 min 1 sec
Computer usage - avg. time per login	43 min 33 sec
Faxes	305
Scans	590

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

#### **Bus Passes**

- 9 total (2 Day Passes and 7 Ten Day Passes)

#### **Patron Interactions (drop-in, by appointment or phone call): 36**

September 21': 6

October: 15

November: 15

December: 19

January 22': 24

February: 20

March: 28

April: 61

May: 34

June: 36

**Need/Concerns:** Emotional support (2), Housing (10), Applying for Benefits/Financial Support (6), General Concerns (9), Sensory Room (2), Mental Health: (3), Employment: (3), Substance Use: (1)

**Continued Education (CE):**

- N/A

**Misc.:**

- Reviewed and revised Sensory Room Procedures with YSD
- Telemundo Interview on Blood Pressure Kits 6/30/22

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

RPL circulated a total of 37,115 in June of 2022. 33,662 items from Main and 3,453 items from the Bookmobile. May 2022 circulation was 36,074. Approximately 8,046 holds were placed and filled. 4,924 items loaned from our collection to other libraries, and 3,853 received for RPL patrons. 435 new library cards were issued during the month of June. 1,115 items were loaned out to patrons via our Home Delivery Service in the month of June.

- In June circulation staff inducted 80,002 items through the automated material handler (AMH).
- Volunteers from both the city and county summer programs began shifts in circulation.

**Technical Services Report of June Activities 2022**

*Ordering and Processing:*

In June TSD staff placed orders for 940 items and received 877 previously ordered items. A total of 1484 items were added to the catalog.

Beyond Books Collection added:

- 12 new BBC items were added in June:
  - 5 Blood pressure monitor kits (one with Spanish instructions and literature)
  - Classic Yahtzee game
  - Cornhole game set
  - Innova 6200P OBD2 scanner
  - Metal detector kit
  - Scrabble crossword game
  - Shut the box game
  - Trouble game

Staff:

Stephanie Brunner returned from an extended leave on July 11<sup>th</sup>.



Share Received	4,371	4,229	4,172	3,824	3,892	3,707	24,195
ILL Received (Wiscat borrower filled)	112	129	151	139	81	146	758
Total Received	4,483	4,358	4,323	3,963	3,973	3,853	24,953
<b>Overdrive Downloads</b>							
Audiobooks	3,876	3,697	4,126	3,858	3,973	4,001	23,531
EBooks	5,600	5,085	5,483	5,233	5,358	5,382	32,141
Periodicals	478	366	367	570	442	354	2,577
Other	6	7	11	4	4		32
Total downloads	9,960	9,155	9,987	9,665	9,777	9,737	58,281
<b>Hours Open</b>							
Main	224.00	222.00	257.00	230.00	229.00	246.00	1408.00
Mobile	140.00	129.25	153.25	137.50	135.25	147.00	842.25
Total	364.00	351.25	410.25	367.50	364.25	393	2250.25
<b>Library Cards Issued</b>							
Adult	114	150	179	172	147	183	945

Juvenile	29	41	47	62	57	117	353
HOMEDELIV		2			1	1	4
Lost Cards	86	108	114	129	103	134	674
Total	229	301	340	363	308	435	1,976
<b>AMH Inductions</b>	79224	77638	85631	81358	75346	80002	479,199

### ***Evelin Garcia, Business Manager***

The Business Office has been busy with a variety of projects, inclusive of maintaining the library grounds (new planter out front has arrived), discarding old furniture (sold several items), and setting-up the online store to sell merchandise.

Day-to-day operations continue with notarizing documents (also working with two other staff to become public notaries so we have more on-hand at RPL), working on new delivery vehicle quotes to present to the Director, and prepping/working on training materials related to Crisis Prevention Training.

The Business Office was also instrumental in pulling off the 125<sup>th</sup> Anniversary July 16<sup>th</sup> Block Party and worked incredibly hard to ensure the event was successful.

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

#### **125th Anniversary**

##### **125th Anniversary Block Party**

By the time of the board meeting, the library's first-ever Block Party has taken place on July 16, 10 to 8 a.m. We had an all-day line-up of entertainers, including Sweatshop Movement, La Perla Tapatia, the Racine International Folk Dancers, and others. This event was also one of the largest fundraisers the library has hosted in recent history, featuring multiple raffles, a ticketing system for games and activities, fees for tabling businesses and organizations, and other opportunities to ask the community to support the library. Folks attending for free could still

enjoy a selection of carnival games, outdoor activities from the Beyond Books Collection, a Digital Services table with 3D printers and robots, the live entertainment and more.

Final fundraising numbers are in progress, and attendance will be an estimate due to the open nature of the event. However, as of July 12, the calendar posting on our website has received 360 views (the most views of any of our calendar events since relaunch), and **the Facebook event has received 1,500 responses and a reach of 24,000.**

## Press highlights

Since the June 7 report, the library has been referenced **in the media [at least 28 times](#)**. The Block Party has been a heavy focus of the media's attention on the library, with several interviews occurring with CBS58, the Racine County Eye, the Journal Times and other news groups over the last few weeks. The pollinator patch in Library Drive was also a focal point for recent news activity.

### Highlighted articles:

- [Racine Public Library planting for pollinators to support local ecosystems](#) - CBS58, July 1
- [Racine Public Library to host first-ever block party July 16](#) - The Journal Times, July 9

## Owned media highlights

### Website

Visitors: 7,341 (6,880 new) since last report

Page views: 30,139 since last report

Most visited pages:

- [Homepage](#) (56%)
- [Library GO!](#) (3%)
- [Use Your Library](#) (2%)

Issues submitted to vendor: 84 remaining, 192 resolved

Since re-launch, the website team has been balancing refreshes to skeleton pages, updating details, posting programs and trouble-shooting minor fixes. A focal point for deeper content development has been the Library GO! page, which is undergoing work to make the Bookmobile schedules increasingly visual and user-friendly.

### Google Business Listing

Calls last month: 335

Direction requests last month: 526

Website clicks last month: 2,378

Appearances in search results last month: 4,086

Business profile views last month: 7,179

**All metrics were up in June**, as compared to May. Calls from our Google listing increased 19%, direction requests increased 9%, website clicks increased 16%, search appearances increased 13%, and business profile views increased 13%.

June 27 was our highest day for calls (30) and directions (29), which coincided with a particularly active Maker Monday. Overall, all three of our most active days on Google were Mondays. Website clicks were highest on June 30 (110), the day the library made its debut at Racine's Harbor Market. There were also multiple book discussions and interactive children's programs that day.

June searches that the library came up for were more varied than previous months, covering a broad range of services and sought-after resources. This can partially be attributed to the SEO analysis of the library's website vendors.

### **Search terms that revealed the library's page**

\* 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" (28 searches) and other variants (36+)
- Book clubs near me
- Books in a bag
- VHS to DVD conversion
- Free computer classes for seniors
- Free notary public library near me
- hoopla
- "in public library phone"
- Printing
- Lunch Break at the Library
- Sensory room
- 125th Anniversary

### **Newsletter**

Average open rate: 26.8%

Click rate: .7%

Subscribers: 18,593

While click rate remained flat, open rate ticked up slightly, and **subscribers increased by about 150** since the previous period.

The email with the **highest open rate (27.4%) and click count (165)** was the June 17 issue, "[Pollinator Patch Planting Party - Volunteers Needed!](#)" with the pre-header "Blood Drive with Red Cross and the Library" The most-clicked link was the calendar listing for [Lunch Break at the Library](#), with 43 clicks.

## **Social Media**

### ***Facebook***

Total likes: 4,729

Reach since last report: 54,181

Posts since last report: 46 (1 boosted)

Stories since last report: 5

Posts about new library offerings like the renovation, Library GO! expansion and the Block Party have caused a surge in Facebook activity this period. **Reach has more than doubled** in the last period, from 24,708 to 54,181. **Likes increased by 111**, also growing at double the rate of last month.

Our most engaging posts were organic posts about additions to the library: the [new book bikes](#) (290 engagements), the [in-progress Techmobile](#) (254), and [photos of the renovation](#) for construction (184). A well-timed [meme](#) also made it among the top handful (285). These posts were also the clear drivers behind our highest-reach days, July 8 (the day of the Techmobile post) and June 28 (the day after the renovation post).

### ***Instagram***

Total followers: 1,012

Reach since last report: 736

Posts since last report: 25

Stories since last report: 10

**Reach has increased 30.3%**, while followers remained steady. The most engaging posts were, similarly to Facebook, about additions to the library: a [collage of the new plants](#) (19), the [new book bikes](#) (16), and [photos of the renovation](#) (12). There weren't any remarkable spikes in reach, but June 7 did stand out as our day with the most reach. On this day, four stories were shared to promote events, with other days tending to have one or two posts or stories at most.

Interestingly, our Instagram doesn't tend to see higher reach even when our Facebook is doing incredibly well, despite a large overlap in content. This suggests that further segmentation of posts would be a useful experiment to support a potential goal of Instagram growth.

### ***TikTok***

Total followers: 122

Views since last report: 464

Videos since last report: 1

Video production remains a low priority, with one new video posted since the last report. **Our most popular video gained another 351 views** (now at 2,726), which is likely the main factor in our **15% increase in followers** since the last report. This suggests a TikTok growth strategy for

the library might focus on lower engagement and video output, but focusing future videos on a blend of informative, entertaining and trendy content, similar to this successful post.

**Previous period:** May 11 to June 7

**This period:** June 7 to July 12

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

#### **Programming**

The Digital Services and Innovation Lab staff hosted 15 programs with a total number of 218 people in attendance.

- Maker Monday every Monday starting this June.
- Outreaches to the schools
- 3D printing Models.
- STEAM Storytimes
- Made cutouts for Rebecca and Ali on the laser engraver.
- Minecraft Club
- Scratch Jr.
- Cutting the Cord

#### **Office on the Move**

In preparation for the 2nd floor renovation, the 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 and in the Atrium where we are holding Maker Mondays.

#### **Tech Support**

Digital Services and Innovation Lab staff had appointments 31 with patrons this month. This comes to about 15 hours of work for staff.

DSI staff also provided support on 7 helpdesk tickets in June.

#### **Continuing Education**

Brianna Fuentes completed Building your technology skills on LinkedIn Learning (3hrs 30 mins).