

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

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

2<sup>nd</sup> Floor renovation continues to move along. The latest development has been the saw cutting between both floors which took place for the creation of the new staircase. I did have to delay opening twice during the month of August (17<sup>th</sup> and 31<sup>st</sup>) to accommodate for construction they were performing and where/when it was deemed unsafe for people to be around. The staircase is scheduled to be completed by the end of October/beginning of November.

Additionally, the collections have now all shifted to the west end and the carpeting will begin on the east end. There will be one further massive shift of all the collections to accommodate for the remaining flooring to be laid before everything gets put into its final resting place.

At this time as well, all of the various details concerning data and cabling, the new AV systems, new keyholes for doors, delivery of product, etc. come into play so the project continues to be very active. (New furniture delivery will begin as early as the last week of October. All of the glass walls for the meeting space, Innovation Lab, and Teen Area are still on backorder until the end of November.)

Overall the project remains financially on track. I've only had to sign a few change orders but there have also been credits, so it's been a very minimal amount.

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

The RPL Foundation has met twice since the last Board of Trustees meeting. The Foundation has solidified a capital campaign consultant who I meet with weekly at this point. We've determined what our capital campaign budget and timeline are. The Head of Business Development, Shay King and I will also be heavily involved with the creation of the capital campaign case statement (Shay a bit more so than I, as case statements are very visually powerful pieces of marketing). As of right now, the consultant is set to come to Racine October 5<sup>th</sup> and 6<sup>th</sup> and after our meeting this week (week of the 12<sup>th</sup>), I'll know more about all of the aspects of his visit and who should be involved. I'll talk more about the capital campaign at the Board meeting on Thursday because at the point, the Board of Trustees should very much be aware of the Foundation's efforts with this.

### **Library GO!**

I'm sure you've seen a lot of the news and media by now, but the Techmobile is finally here and has joined our Library GO! fleet. It was debuted this past Friday at a special ribbon cutting on the Library's actual 125<sup>th</sup> anniversary and will be at Party on the Pavement on the 17<sup>th</sup> for the community to explore and utilize.

### **Lakeshores and Arrowhead Library Systems Merger**

The system merger is making its way through all of the applicable Boards. It was successfully passed by both Library Systems Boards and is now making its way through the counties. Rock County passed it unanimously on September 8<sup>th</sup>, and it will come before the Racine and

Walworth County Boards in the coming month or so. This means a new library system will form at the onset of 2023. Lakeshores and Arrowhead will become Prairie Lakes Library System. If interested in knowing more of how this will work out and to read the new system's Department of Public Instruction's Public Library System Plan and Certification of Intent to Comply for 2023, you can find that and all of the other system merger exploration documents [here](#). I'm happy to answer any questions about this on Thursday as well, and the implication for RPL.

### **Staff Training**

We continue to be very training-heavy at RPL and therefore decided for the month of August to take a bit more of a 'fun' approach to our monthly staff meeting. While we did hold a 30-minute refresher of [Libby](#) (thanks to the Digital Services and Innovation Team) for the entire staff, we made the rest of the meeting far more casual with a funny hat and sock contest and time outside for staff to explore/play with all of our backyard games. It was a great opportunity for staff to connect with one another and quite a few staff expressed their appreciation.

We'll also (finally) be hosting our annual staff Christmas party for 2021 this coming Friday, September 16<sup>th</sup> at Franksville Beer Garden. There was a delay with this due to staff extended time off, sickness, and scheduling issues.

Upcoming staff trainings for the rest of the year include active shooter training through Carthage, crisis prevention verbal de-escalation training led by three of our very own (Ashley- Social Worker, Evelin- Business Manager, and Glynis- Lead Circulation Supervisor), CVMIC anti-harassment training, and implicit bias training.

### **Meetings**

Outside of all of my regular monthly meetings which are now inclusive of 2023 operational budget and capital campaign meetings, in the past month or so, I've met several times with the media about all of the various happenings at the Library, the President of Johnson Foundation in relation to the Library being a host for 'On the Table' as part of the [Racine Speaks](#) initiative, the new Executive Director of the Racine Literacy Council on possible upcoming collaborations and projects, the Department of Workforce Development to ensure the Job Center is able to remain at RPL indefinitely offering resume writing assistance, job application assistance, career counseling, etc., I've been part of outreach at the Health and Business Expo at the Dr. John Bryant Community Center, Rotary in the Park, and will join briefly for Party on the Pavement, met with the Racine Concert Band Director, the Hospitality Center in relation to several partnerships, the Transit Department (possibly getting books on buses), SC Johnson in relation to programs held at the Golden Rondelle, presented before the Churchmen's Choir, and held meetings with interested folk in becoming Board members.

On September 9<sup>th</sup> (the Library's Anniversary), I also accepted on behalf of the entire Library, a proclamation of excellence delivered by Representative Robert Wittke and from the State of Wisconsin in honor of our 125<sup>th</sup> and all of the work we do within the community.

I also have several speaking engagements coming up in the near future which include [TEMPO Racine](#), before the Alpha Delta Kappa organization, and the Racine Kiwanis Club.

## ***Nick Demske, Deputy Director***

### **Deputy Director Report for September 2022 Board Packet**

August is typically a slower month for the library; families go on vacation, many summer programs wind down, young people start preparing for school again and typically this combination adds up to an end of summer slump for most libraries. This proved not to be the case this past month for RPL, though, as you'll see from the stats--which is especially surprising given that we are also deep in some of the most interruptive periods of the 2nd floor renovation.

### **A few highlights from August:**

We hired a **new full time librarian** (to fill Jessie Carpiaux's former role) --the first time we've gotten to do this in years now, since well before the pandemic. It was an incredibly competitive process, but Viridiana Rocha was ultimately promoted from her role as Public Services Assistant (PSA) into her new full time position as Public Services and Programming Librarian. We are thrilled to have her as a full time part of our staff now.

Since two of our PSAs have been promoted to new roles this summer (Viridiana and Rayven Craft, who is now our part time Youth Services Specialist), **we hired a new PSA** also--Keyontai Redding. Keyontai lives in the community and has a passion for serving families and especially young people of all backgrounds.

Through a partnership with Wisconsin Humanities that has been in the works since 2021, we are now hosting Anthony Cattani (they/them) who will be acting as a **Community Powered Project Coordinator** until at least next summer. Through no cost to the library, Anthony will be acting basically as another staff member here and their objective is either to start a new, sustainable community project (after identifying a specific need that could be filled for the community) or amplifying one or more already existing projects that have already begun in the community. They will spend the next couple months assessing the community landscape and prioritizing where their energy will go from there. Thanks to librarians Carrie and Rebecca for being willing to help guide and supervise Anthony in this role.

Beyond the staff changes I already mentioned--three of our pages from the circulation department left us in August because they're all starting college in September, and one of our bookmobile drivers, Fulton Bell, also transitioned out of his role to take a different position with the city bus system. This means **there's a lot of movement internally with the staff**, our crew is working extra diligently to make sure coverage on all these areas is taken care of, that service is not interrupted and--most importantly--it means September will be a very busy month of posting positions, reviewing applications and scheduling interviews to fill those roles!

### August Programming Statistics

The Library presented 26 programs in August, which apparently reached a total participation of exactly 500 people. 25 programs were in person and 1 was virtual. In person programs had an average of 20 attendees, and the single prerecorded program had 9 attendees.

<b>Programs</b>	<b># of Program</b>	<b>Participants</b>	<b>Format</b>
Maker Monday	5	225	In-person
Girls Who Code Elementary	2	6	In-person
Girls Who Code Middle School	1	1	In-person
Summer Scares - Adult Mosaic Craft	1	19	In-person
Classic Book Group	1	3	In-person
Afternoon Book Group	1	9	Live virtual
Summer Scares: Chad Lewis "Paranormal Wisconsin"	1	70	In-person
STEAM Camp	9	32	In-person
Girls Who Code	1	2	In-person
Summer Scares: Downtown Haunted Walking Tour	1	98	In-person
A Brie to DisaBrie	1	5	In-person
Summer Scares: Adult Book Discussion "Coyote Songs"	1	4	In-person
Minecraft Club	1	26	In-person
<b>Total</b>	<b>26</b>	<b>500</b>	

### Patron Services

In August, staff answered 1963 questions via phone and chat and 5631 in person. A total of 7594 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 (reference)	1314
Total # of phone calls (curbside)	267
Total # of phone calls	1581

Total # of questions via phone	1581
Avg. # of calls per day	48.66
Avg. # of calls per hour	5.11
Total talk time (reference)	4188 min 45 sec
Total talk time (curbside)	679 min 9 sec
Total talk time	4867 min 54 sec
Avg. call length (reference)	3 min 19 sec
Avg. call length (call center)	2 min 55 sec
Total chats	69
Total chat messages	382
Avg. # of messages per chat	6
Total phone and chat questions	1963
In-person reference questions	5631
Total # of reference questions answered	7594
Computer usage - total logins	991
Computer usage - total time	707 min 46 sec
Computer usage - avg. time per login	43 min
Faxes	871
Scans	1855

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

**Bus Passes**

- 297 total
  - General/Unspecified: 84
  - Employment (Job search or to get to work): 90
  - Healthcare: 85
  - Housing/Homlessness:8
  - Food Access: 12
  - Other: (Parole Officer visitation): 8
  - Other: (Volunteer Work): 2
  - Other (Laundry): 4
  - Other (SSI): 4

**Patron Interactions (drop-in, by appointment or phone call): 42**

September 21': 6  
October: 15  
November: 15  
December: 19  
January 22': 24  
February: 20  
March: 28  
April: 61  
May: 34  
June: 36  
July: 39  
August: 42

**Need/Concerns:** Emotional support (0), Housing (12), Applying for Benefits/Financial Support (10), General Concerns (2), Sensory Room (2), Mental Health: (4), Employment: (4), Substance Use: (0), Aging and Disability Resources: (1), Re-entry resources: (2), Healthcare: (3), Legal (2)

**Continued Education (CE):**

- None for the month of August

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

RPL circulated a total of 38,737 in August of 2022. 34,868 items from Main and 3,869 items from the Bookmobile. July 2022 circulation was 37,669. Approximately 8,911 holds were placed and filled. 6,552 items loaned from our collection to other libraries, and 5,978 received for RPL patrons. 447 new library cards were issued during the month of August. 1,032 items were loaned out to patrons via our Home Delivery Service in the month of August.

Please Note: An error was discovered in the data used to collect circulation statistics for Interlibrary Loans. Both SHARE Loaned and SHARE Received have been under reported (25% for SHARE Loaned and 35% for SHARE Received). Year to date numbers in this report have been updated.

- In August circulation staff inducted 84,439 items through the automated material handler (AMH).
- Our AMH received maintenance from Lyngsoe Systems spanning three days. This included updating software, cleaning and replacing several worn parts. This maintenance was covered by our service contract.
- Volunteers from both the city and county summer programs completed their internship working in circulation.
- Pages Azaan McCray, Vivian Espadas and Bryona Lewis left employment with the RPL to pursue college.

## Technical Services Report of August Activities 2022

### *Ordering and Processing:*

In August TSD staff placed orders for 1136 items and received 838 previously ordered items. A total of 1148 items were added to the catalog.

Beyond Books Collection added:

- 5 new BBC items were added in July:
  - Chronology: the game where you make history [game]
  - Faceoff deluxe+ audio wired controller: for Nintendo Switch
  - Nintendo Switch (console)
  - Nintendo Switch Lite (console)
  - Skyjo card game

### Circulation Statistics

<b>2022 Monthly Statistics</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
<b>Circulation</b>									
Main	30,954	33,151	36,271	34,038	32,801	33,662	34,154	34,868	269,899
Bookmobile	3,605	2,993	3,974	3,504	3,273	3,453	3,515	3,869	28,186
Total	34,559	36,144	40,245	37,542	36,074	37,115	37,669	38,737	298,085
Home Delivery Service	1,465	1,355	1,532	1,232	1,219	1,115	1,415	1,032	10,365
Bulk Loans (Outreach)		780	650	770	642	773	880	720	5,215
<b>Holds Placed</b>	10,269	9,355	9,517	8,603	8,451	8,046	8,298	8,911	71,450
<b>Interlibrary Loans</b>									
SHARE Loaned	7,055	6,547	6,269	6,263	5,944	6,138	5,713	6,455	50,384
ILL Loaned (Wiscat Lender filled)	98	103	108	128	85	103	84	97	806
Total Loaned	7,153	6,650	6,377	6,391	6,029	6,241	5,797	6,552	51,190
SHARE Received	5,237	4,979	5,315	5,133	5,741	5,894	5,984	5,862	44,145

ILL Received (Wiscat Borrower filled)	112	129	151	139	81	146	104	116	978
Total Received	5,349	5,108	5,466	5,272	5,822	6,040	6,088	5,978	45,123
<b>Overdrive Downloads</b>									
Audiobooks	3,876	3,697	4,126	3,858	3,973	4,001	4,120	4,147	31,798
EBooks	5,600	5,085	5,483	5,233	5,358	5,382	5,609	5,660	43,410
Periodicals	478	366	367	570	442	354	370	456	3,403
Other	6	7	11	4	4		2	1	35
Total downloads	9,960	9,155	9,987	9,665	9,777	9,737	10,101	10,264	78,646
<b>Hours Open</b>									
Main	224.00	222.00	257.00	230.00	229.00	246.00	225.00	243.00	1876.00
Mobile	140.00	129.25	153.25	137.50	135.25	147.00	141.25	158.00	1141.50
Total	364.00	351.25	410.25	367.50	364.25	393	366	401	3017.50
<b>Library Cards Issued</b>									
Adult	114	150	179	172	147	183	222	207	1,374
Juvenile	29	41	47	62	57	117	93	100	546
HOMEDELIV		2			1	1	1	2	7
Lost Cards	86	108	114	129	103	134	120	138	932
Total	229	301	340	363	308	435	436	447	2,859
<b>AMH Inductions</b>	79,224	77,638	85,631	81,358	75,346	80,002	79,125	84,439	642,763

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

### Business Office

- Working on processes with Director
  - Meeting room rental
  - Purchasing
  - Budget
- Working with Digital Services and Innovation Team
  - Asset Tagging
- Have 3 Notaries
  - Glynis Kimbrough (Circulation Lead Supervisor)
  - Pamela Preisler (Administrative Assistant)
  - Evelin Garcia (Business Manager)

*This will allow us to provide better customer service through-out different hours of the day*

- Assisting with Ruff Readers Program
  - Administrative duties
- Assisting Marketing
  - Printing marketing pamphlets
  - Listing daily programs on boards

### Building

- Working with the City to get the handle bars repaired
- Moving furniture
- Maintaining the exterior clean

### Training

- Business Office personnel has trained on Bitrix to assist answering phones and helping patrons
- Will be collaborating Sept 16th, CPI training
  - A second session will be offered in November
- October 7th an Active Shooter training will be taking place at Carthage College
  - Second session will be offered in December

### Online Store

- Adding more items
- Events have been added
  - Row the Root Sept 10th
  - Mystery Dinner Oct. 14th
    - \$50 per person
    - \$250 Table of 6

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

### **125th Anniversary**

#### **Once Upon a Time, 125 Years Ago...**

On Sept. 9, 1897, the Racine Public Library opened its doors for the first time. 125 years later, we commemorated this day with the unveiling of our brand-new Techmobile and staged recreations of historic library photos.

#### **Murder Mystery Dinner**

Join us for a murder mystery dinner at the Racine Public Library! Dress in your Gatsby best, and come on in for an evening of entertainment and mayhem. Your ticket covers food and admission. Cocktail hors d'oeuvres will be available at 6 p.m., and a mostaccioli dinner will be served at 7 p.m. This interactive show will wrap up at 9 p.m. All proceeds support the Racine Public Library Foundation, which supports the library's expansion, stabilization and special projects now and to come. Tickets are \$50/person or \$250/table of six at [racine-public-library-foundation.square.site](http://racine-public-library-foundation.square.site).

### **Fundraising**

#### **Capital Campaign**

The executive director and head of business development worked together on a detailed outline of a case statement for the upcoming capital campaign. Over the coming weeks, this document will be developed into a succinct, visual booklet.

#### **Techmobile Campaign Recognition**

A total of 60 people, organizations and Foundations funded the entire cost of the Techmobile and its equipment. After the Emily Lee Foundation covered the cost of the vehicle itself (about \$235,000), 58 other sponsors donated \$55,666.73 to the cost of its onboard materials and technology. This included a major donation in memory of Evelyn Zepp.

All recognition efforts have been completed or are receiving the finishing touches: Techmobile and Innovation Lab plaques for donors \$10,000 and up, nameplates for digital collection items for donors \$5,000 and up, a logo on the Techmobile wrap and recognition in social media and the newsletter for donors \$2,000 and up, webpage and press release recognition for donors \$500 and up, and bookplate recognition for donors \$25 and up.

### **Press highlights**

In August, the library was referenced **in the media** [at least 28 times](#). Library programs and pop-ups were the primary theme throughout the month.

#### **Highlighted articles:**

- [Thinking outside the book: Today's library card can get you just about anything](#) - Spectrum News 1, Aug. 19

- [Racine & Me: Updates to Racine Public Library](#) - CBS58 WDJT - Milwaukee, Aug. 21

## Owned media highlights

### Website

**August visitors:** 8,209 (6,847 new)

**August pageviews:** 26,290

### Most visited pages:

- [Homepage](#) (56%)
- [Libby vs. hoopla](#) (3%)
- [Use Your Library](#) (3%) (previously: [125 Years](#))

### New webpages:

- [Library GO! Pop-Up Request](#)

### Google Business Listing

August calls: 353

August direction requests: 564

August website clicks: 2,333

August appearances in search results: 4,008

August business profile views: 7,192

The busiest day for calls was Tuesday, Aug. 2 (25 calls). This day was the first career development session the Job Center hosted in August, and the first day that would have featured a storytime if storytimes hadn't been on pause this month.

The busiest day for website clicks was Wednesday, Aug. 17 (32 clicks). On this day, the library opened late for construction, and Lunch Break, Lunch and Learn, and STEAM Camp were hosted outdoors. The evening featured the well-attended Downtown Racine Haunted Walking Tour program as well as our Five-Minute Horror Student Film Reading.

### 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 racine" (22 searches) and other variants (58+)
- Library hours (16)
- Searches for locations: Caledonia, WI; Chicago Public Library; City of Racine; Gateway Tech College library; LA County Library; Racine County Jail; Racine, WI; Sturtevant library; Wisconsin library; and variants
- Lightbox racine library
- "Notary in racine wi" and other variants
- "Racine book sottes"
- "Racine library book drops" and other variants
- Racine library card

- Racine library catalog
- Racine library food trucks

### **Newsletter**

August open rate: 27.5%

August click rate: 1%

Current newsletter recipients: 18,171

The email with the highest open rate (28%) was Aug. 26's issue, "[Delayed Library Opening August 31](#)" with the pre-header "New Merch Items in the Online Store."

The email with the highest click rate (1.1%) was Aug. 8's issue, "[Hey Racine, Don't Forget To Vote! ✓](#)" with the pre-header "👻 A Spooktacular Week for Summer Scares 🧛". The most-clicked link was to [find your polling place](#), with 48 clicks.

### **Social Media**

#### ***Facebook***

August likes: 4,850

August reach: 19,803 (67% down)

August posts: 49

August stories: 10

Our most-reached content was the [Once Upon a Time, 125 Years Ago...](#) event (5,049), an [antique find](#) (4,315) and a [delayed opening](#) post (2,855).

Our highest-activity day was Tuesday, Aug. 16 (3,477 reach), when we posted about a lost squash in the pollinator garden and an outdoor, drive-in movie night that evening..

#### ***Instagram***

August followers: 1,044 (2% up)

August reach: 1,209 (29% up)

August posts: 10

August stories: 9

Our most-reached content was the story about our winning podcast, an [antique discovery](#) and the [growth of the native plant garden](#).

Our highest-activity day was Monday, Aug. 8 (276 reach), the day we posted the weekly calendar of programs and announced the winning podcast.

#### ***TikTok***

August followers: 144 (5% up)

August views: 490 (46% down)

August videos: 0

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

Our [most popular video](#) gained another 427 views (3,463 total).

### **Programming**

The Digital Services and Innovation Lab staff hosted 18 programs with a total number of 384 people in attendance.

- We finished up our weekly Maker Mondays. In September, we go back to the 2nd Monday of the month schedule.
- We held our 2<sup>nd</sup> STEAM camp.

### **Tech Support**

- Digital Services and Innovation Lab staff had 57 appointments with patrons this month. This comes to about 28.5 hours of work for staff.
  - We have noticed an increase in appointments through word of mouth.
- DSI staff also provided support on nine helpdesk tickets in August
- We moved the computers out of the way for the hole could be cut for the stairs.
- Helped prepare Tech for Raven and Viridiana, who moved into new positions at the library.
- Created new accounts and ID for Keyontai Redding, our new PSA.

### **Helped Other Departments**

- 30 hours of Public Service Desk coverage between Terrence and Brianna.
- Brianna created 30 posters to help out the Marketing Department.
- In Collaboration with the Business office, DSI staff began the asset tagging project.

### **Partnerships**

- Scheduled pick drop-off times with the Community Centers Internet Stations.
- Continue to partner with IT Collaborative Group.

### **Tech Mobile**

- Continued to order materials for the Techmobile with funds raised.
- A grant was submitted to help purchase materials for the Tech Mobile.