

Angela Zimmermann, Executive Director Report

2nd Floor Renovation Update

We're in the final homestretch with the 2nd floor. Staircase will be near completion in the coming weeks, more furniture to arrive towards the end of this month, and remaining glass doors, fixtures, lighting, etc. to arrive by the third week of December for install.

In the coming two weeks, the Adult staff back area to the southwest of the building will be carpeted and painted. Staff will either be relocating or shifting within the space to accommodate to the renovation.

The new RFID gates for the Lake Avenue access point will be installed this Tuesday and Wednesday (15th and 16th).

The hearing loop has been installed in the new meeting room as well as all of the new AV for the new meeting room.

Racine Public Library Foundation / Capital Campaign

We continue to work diligently on finalizing the case statement for the capital campaign and have nearly completed the Executive Director letter portion, the strategic goals overview, and the community need section of the statement. As a reminder, we are attempting to have this completed by Thanksgiving to begin the quiet portion of the capital campaign within the coming weeks.

In regards to the annual giving plan (dates provided under the Head of Business Development report), we've already sent out one letter to donors concerning RMDs and I have thus far received several phone calls for further discussions concerning donations. The next letter will be dispersed on December 2nd and it'll be our annual appeal letter to previous-year donors.

2023 Budget

The 2023 City of Racine budget was approved on Tuesday, November 1st by the Common Council. There were no questions posed concerning the Library Board approved budget.

Black Friday

As approved by the Board last year, we will be open the Friday after Thanksgiving this year (25th). To draw attention to this fact, we will have various 'deals' to pull patrons in for the day:

- **Free printing and copying**
- **Free parking:** The parking lots will not be patrolled on Black Friday. Marketing will prepare signs to place by the lots so patrons know they don't need to pay.
- **Lost item forgiveness:** Patrons have to come into the library and ask at a service station for this, but once they do they can get lost items wiped from their account, along with any corresponding fees. Fee forgiveness only applies to items from the Racine Public Library, not to interlibrary loan items or items from other libraries in our collective.
- **\$5 bag of Friends Book Sale items:** We will supply bags that people can fill with whatever they want from the Friends' book sale (books, DVDs, anything), for \$5 per bag.

- **Merch deals:** The coupon code "FREESHIPPING" can be used for free shipping on online orders from our Square store on Black Friday only. For the entire week of Black Friday, patrons who stop in the building to make their purchase will receive a free tote bag on merch purchases of \$50 or more.

Meetings and Activities

After my request at last month's Board meeting for an interested RPL Board member to potentially serve on the Prairie Lakes Library System since we are the resource library, a big thanks to Trustee James O'Hagan for being willing to serve in this capacity.

And outside of all my normal weekly meetings and such:

On October 28th, I presented before a variety of directors (public, academic, K-12, etc.) at the Southwest Wisconsin Association of Libraries (SWAL) conference on the topic of social work within the public library. I focused more on integrating a fulltime social worker into the library staff/organizational chart and presented data/statistics as provided by Ashley (our social worker).

On October 29th, I presented before the Alpha Delta Kappa Society. They chose to hold their annual meeting within the Library and I allowed them to set-up in our new meeting room upstairs. I presented on the myriad of happenings and services taking place at the library and provided them with a full library tour upon completion of the presentation.

Heads-up for the trustees that I've been working with RAMAC to host their November Business Blender at the Library. Tuesday, November 29th from 5:00 – 7:00 pm, we'll be welcoming RAMAC and all those who signed-up for the event. I'll be speaking about a variety of the services RPL offers as well as talking about the vision of the 2nd floor. While the 2nd floor won't yet be completed, I will at least be able to offer tours of the space and a 'what's to come' for each area within the renovation.

On November 1st through the 4th, I was at the Wisconsin Library Association Conference (WLA). Tuesday was pre-conference and when SRLAAW meets (System Resource Library Administrators' Association of Wisconsin). Conferences, as always, are great for networking and this conference in particular also had fantastic sessions concerning book challenges, fundraising, patron-centered design, library and community resiliency, and the hidden history of racism in American libraries.

Following the City of Racine's success of the Bounce Back events held last spring, the City will be holding one additional Racine Bounces Back Jobs & Resources Fair event this Wednesday, November 16th. RPL will have a table and myself, Evelin (Business Manager), and Melissa (Head of Business Development) will be promoting all things library-related.

Nick Demske, Deputy Director

The weather is getting colder, but the RPL has not slowed down its services in October. We had some very big events, and have been actively planting the seeds to create some new partnerships and services that will hopefully come to fruition in 2022. Here are some of the highlights from our last month:

--We have been slowly but surely going through the process to attract some new part time bookmobile drivers and, while there has been (and continues to be) a number of challenges to the process, I am pleased to report that we have hired one new part time driver, who is a long time resident of this community--Heather Saunders. Heather will be starting her role in late November. This leaves us with one more part time bookmobile role to fill. In the meantime, staff from many different departments have been really great about helping fill in on bookmobile where and when possible.

--We held our second annual Hispanic Heritage Month event outside of the library on the last day of HHM. Like last year, the event was planned and designed by a committee of Latinx community members, with support from library staff members. This was the first event that our new full time librarian, Viridiana Rocha, led and she produced an excellent outcome, as we hosted nearly a dozen community organizations giving out information, several culturally relevant craft vendors, 3 traditional dance groups and, ultimately, about 100 people who came, braved a chilly day, and celebrated a huge part of the Racine community's culture.

--The RPL held its first reception in conjunction with one of our new community partners, Mahogany Gallery, and are currently hosting a beautiful art exhibit from the gallery in our Youth Services Department. There were a number of challenges to overcome for this effort, as well--one of them being the fact that the usual space we would use for something like this is under intense construction still. But thanks to Angie's support of the project and Mahogany's willingness to identify art they believed would work well in a family-focused space, the reception represented one of the largest events we've had in that department since the pandemic.

--Racine County has invested a significant amount of its ARPA funding into helping bridge the digital divide--something I'm proud to say I was a big part in influencing in my other role as County Supervisor in this community. This October, though, we've created a partnership with Racine County towards this effort. The County is planning to give 2000 homes hotspots and pay for their service for 2 full years, and they have asked the library to be one of the distribution sites for this service. This is basically like a dream come true for every library, and we're very excited to offer this incredibly needed resource to community members who can benefit. The library will be receiving a batch of 300 hotspots in mid-November and our Social Worker will be

the frontline staff member making sure that they go to people who would not have internet access otherwise. We couldn't be happier to be in this partnership and we hope it has a transformative effect on the lives of the individuals and families that benefit from it.

October Programming Statistics

The Library presented 36 programs in October, which reached a total participation of 598 people. 55 programs were in person and 1 was virtual. In person programs had an average of 11 attendees, and the single virtual program had 7 attendees.

Programs	# of Program	Participants	Format
Musical Storytime	4	103	In-person
Sip and Swipe	3	10	In-person
Maker Monday	1	40	In-person
Young Writers Guild	1	3	In-person
Afternoon Book Group	1	7	Live virtual
Girls Who Code - Starbuck	3	14	In-person
Girls Who Code - Walden	3	23	In-person
Community Outreach (Fire Prevention Month)	1	21	In-person
Tech Mobile Outreach to Virtual Learning Center	1	37	In-person
Cars and Drones	1	1	In-person
Bedtime Stories & Songs	3	25	In-person
Family Storytime	2	43	In-person
Girls Who Code - Fratt	3	27	In-person
Halloween Craft time	1	46	In-person
Video Game Tournament Battle	1	12	In-person
Hispanic Heritage Month	1	100	In-person
Literacy Night at Red Apple School	1	30	In-person
3D printing Spooky themed	1	3	In-person
Freaky Fall Book Discussion	1	6	In-person
Jeanne Arnold talk	1	23	In-person
Teen Craft & Chat	1	7	In-person
Downtown Haunted Walking Tour	1	17	In-person

Total	36	598	

Patron Services

In October, staff answered 1869 questions via phone and chat and 8177 in person. A total of 10046 questions were answered across all methods of communication. 81% of the reference questions were asked in person, while 19% were received over the phone or via chat.

Total # of phone calls (reference)	1167
Total # of phone calls (curbside)	246
Total # of phone calls	1413
Total # of questions via phone	1832
Avg. # of calls per day	44.88
Avg. # of calls per hour	4.84
Total talk time (reference)	4121min 9 sec
Total talk time (curbside)	621min 6 sec
Total talk time	4742min 15 sec
Avg. call length (reference)	3min 53 sec
Avg. call length (curbside)	2 min 53 sec
Total chats	37
Total chat messages	224
Avg. # of messages per chat	6.05
Total phone and chat questions	1869
In-person reference questions	8177
Total # of reference questions answered	10046
Computer usage - total logins	889
Computer usage - total time	651.11
Computer usage - avg. time per login	44 mins
Faxes	476
Scans	837

Social Worker report: *submitted by Ashley Cedeño*

Bus Passes

- Total bus passes given out: 74

Patron Interactions (drop-in, by appointment or phone call): 40

**patron interactions do not include bus passes*

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

September: 33

October: 40

Need/Concerns: Emotional support (0), Housing(10), Applying for Benefits/Financial Support(7), General Concerns (5), Sensory Room (0), Mental Health: (1), Employment: (4), Substance Use: (0), Aging and Disability Resources: (0), Re-entry resources: (0), Healthcare: (0), Legal (0), Veteran Services (0), Transportation (5), School/Education (5), Refugee Services (3)

Continued Education (CE):

- National Association of Social Work Conference (5.5 hours CE)
- Presented at NASW Conference on Library Social Work: An Emerging Model of Social Work Practice (90 min presentation)

Other:

- BeLeaf- Met with Luna Ravenclaw regarding a potential partnership/collaboration with RPL for a community read as well as a teen support group for sexual assault survivors who are a part of the LGBTQ+ community.
- Sharing Center- met with Sharon Pomaville to exchange information and resources (housing resources).

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

RPL circulated a total of 35,171 in October of 2022. 31,793 items from Main and 3,378 items from the Bookmobile. September 2022 circulation was 36,247. Approximately 8,846 holds were

SHARE Loaned	7,055	6,547	6,269	6,263	5,944	6,138	5,713	6,455	5,856	6,090	62,330
ILL Loaned (Wiscat Lender filled)	98	103	108	128	85	103	84	97	95	96	997
Total Loaned	7,153	6,650	6,377	6,391	6,029	6,241	5,797	6,552	5,951	6,186	63,327
SHARE Received	5,237	4,979	5,315	5,133	5,741	5,894	5,984	5,862	5,866	5,770	55,781
ILL Received (Wiscat Borrower filled)	112	129	151	139	81	146	104	116	125	93	1,196
Total Received	5,349	5,108	5,466	5,272	5,822	6,040	6,088	5,978	5,991	5,863	56,977
Overdrive Downloads											
Audiobooks	3,876	3,697	4,126	3,858	3,973	4,001	4,120	4,147	4,131	4,025	39,954
EBooks	5,600	5,085	5,483	5,233	5,358	5,382	5,609	5,660	4,827	5,071	53,308
Periodicals	478	366	367	570	442	354	370	456	305	361	4,069
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	9,263	9,457	97,366
Hours Open											
Main	224	222	257	230	229	246	225	243	230	238	2344
Mobile	140	129.25	153.25	137.5	135.25	147	141.25	158	141.75	145.75	1429

Total	364	351.2 5	410.2 5	367.5	364.2 5	393	366.2 5	401	371.7 5	383.7 5	3773
Library Cards Issued											
Adult	114	150	179	172	147	183	222	207	156	150	1,680
Juvenile	29	41	47	62	57	117	93	100	73	63	682
HOMELI V	-	2	-	-	1	1	1	2	1	1	9
Lost Cards	86	108	114	129	103	134	120	138	99	92	1,123
Total	229	301	340	363	308	435	436	447	329	306	3,494
AMH Inductions	79224	77638	85631	81358	75346	80002	79125	84439	78571	78198	799,53 2

Staff Activities and Patron Interactions

We had a reported total of 32.5 continuing education hours from 3 staff members for October.

We also had one staff member, our Social Worker Ashley, present at the Nationals Association of Social Workers conference (which she mentioned above in her report). Not only that, but her Carthage College intern, Courtney, was able to present with her on the 4-person panel. The audience was primarily other social workers. They discussed the similarities and differences between the social work field and the library field and presented on what it has looked like here at the RPL and at other libraries to incorporate social work into a literacy institution. It's rare that one of our staff members presents at any conference, let alone a national-level conference--and this surely marks the first time one of our staff members has presented at a conference for social workers--so it's something definitely worth noting and celebrating. It is another feather in the RPL's cap and we are very lucky to have Ashley and Courtney both with us right now, who are willing and able to represent our institution on a national platform.

Part of the RPL's emergency procedures include that, when a Tornado warning is active in the area, we bring all staff and patrons in the building into the back hallway for safety. When a tornado warning occurred this past month during the day, one of our Youth Services Librarians, Carrie Richmond, had the quick thinking to bring a number of toys and her own ukulele. I heard from a number of her colleagues who said she really rose to the challenge of being hunkered in

a hallway with a bunch of kids and families. Here is one of the descriptions of how it went from an email sent by Stephanie in our TSD department:

“Hi Carrie,

I didn't have a chance to say anything yesterday with all the chair-getting and kleenex-getting for Patrons.. BUT.. I truly appreciate your quick thinking about getting things for the children to play with while they wait in the hall. Being a Mom- I know that firstly- my children would have been scared and secondly- they are going to be unhappy and cry --- which that will further stress the other people in the hallway. You helped to ease the stress and by having items for them to play with- kept them occupied and content. I didn't hear a single cry! I just wanted you to know that I noticed and I appreciate you!

Thanks again,
Stephanie”

One of our Public Service Assistants, Allison, took the time to talk with a visiting librarian from Indiana and show her around the RPL. She sent this thank you note in response:

“Hi Allison,

I'm sorry it's taken me so long to reach out to you!

It was so nice to visit with you while I was in Racine. Thank you for taking the time to show me around! I've thought quite a few times about how inspiring your relationship with your community is and all the potential you see at the library and hope you're able to keep moving in that positive direction!

Also hope the construction project is getting easier and not worse. It's a looooooong process.

Take care,
Ashley Fletcher
Teen Services Department Head
West Lafayette Public Library”

And lastly, a small update from Miss Keiko:

“In October, the YSD participated in 4 outreach events. On one occasion, I was at the Red Apple School. Within one hour, I registered 12 library cards. There were very excited children to hold their own cards and to know the library programs. I will be back there in January.”

Evelin Garcia, Business Manager

Business Office

- Working on processes w/ Director
 - Meeting room rental
 - Purchasing
 - Budget
 - Capital campaign
 - Getting the bikes refinished
 - w/be picked up in Dec
 - Working on permits for business blender event
 - Will be offering a free tote for \$50 or more in-house purchases
 - Ordering needed items for 2nd floor

- Working with DSI
 - Asset Tagging
 - On-going process

- Assisting with Ruff Readers Program
 - Administrative duties
 - This session will end mid-November
 - New session will begin in February of 2023

- Assisting Marketing
 - Listing daily programs on boards

Building

- Working with the City to get the handle bars repaired
 - Will be handled by the end of the year
- Moving furniture
- Maintaining the exterior clean
- Check into the front doors
- Working on cleaning contract
 - will get a 2nd quote
 - Will be getting a quote for blinds to be cleaned

Training

- November 18th, CPI training
 - 11 participants

Online Store

- FREE tote coupon week of 11/21 for all purchases over \$50
- FREE Shipping on Black Friday - online purchases only

- \$5 fill a bag - books FOL

Shay King, Head of Business Development

Fundraising

Capital Campaign

The official name for the capital campaign is Dream Unbounded: The Campaign for the Racine Public Library.

With the exception of a few pending details, the case statement has been drafted and is now in revision. Following revision, the copy will be formatted into a 4-5 page booklet, and 500 copies will be printed for donor conversations.

Annual Fundraising

The Leadership Giving Circle and the Emily Lee Planned Giving Society have been founded for donors who give \$1,000 or more in a calendar year and donors who recognize the library in their estates, respectively. A rewards and recognition plan is under development.

The fundraising communications schedule has been adjusted to allow more time to develop high-impact mailings. Communications will go out:

- **Oct. 20 (sent)**
RMD letter to current-year and previous-year donors
Generated phone calls from 4 prospective donors.
- **Nov. 28**
#GivingTuesday email to all donors.
- **Nov. 29**
#GivingTuesday email to all donors.
- **Dec. 2**
Annual appeal letter to previous-year donors. Custom, handwritten note for lapsed and current donors of \$1,000+.
- **Dec. 9**
Year-end giving email to all email contacts.
- **Late December**
Holiday soft appeal letter to current-year donors.
- **Dec. 23**
Seasons greetings thank-you email to all donors.
- **Dec. 31**
Last-chance-to-give email to all donors.

Program Marketing

Copy, graphics, Facebook events and website calendar listings for the 56 programs submitted to the November and December program marketing form have been created. They will continue to be marketed in the newsletter, press release and digital signs on a rotating basis.

59 programs are submitted for January, February and March. Marketing is in progress and will be in place for them by Dec. 1.

Outreach

The Outreach and Marketing Assistant took the Techmobile to Roosevelt Elementary School's Trunk or Treat event on Oct. 27 and the Racine Zoo's Boo at the Zoo on Oct. 29. At Boo at the Zoo, 300 calendars of November and December programs were given out to families.

Press highlights

In October, the library was referenced **in the media** [at least 31 times](#). The articles covered a variety of library services and events, including a Mental Health Awareness Week forum that took place at the library, a social work presentation and the library's Racine Art Museum passes.

Highlighted articles:

- [Students, faculty, and alumna present on social work practices in libraries at national conference](#) - Carthage College, Oct. 20
- [Wisconsin State Park passes available at local libraries starting Nov. 1](#) - Racine County Eye, Oct. 21

Owned media highlights

Website

October visitors: 6,443 (5,253 new)

October page views: 22,768

Most visited pages:

- [Homepage](#) (59%)
- [Libby vs. hoopla](#) (3%)
- [Library GO!](#) (2%)

Google Business Listing

October calls: 298

October direction requests: 498

October website clicks: 2,161

October appearances in search results: 3,640

October business profile views: 6,413

The busiest day for calls was Monday, Oct. 10 (42 calls), a busy day for programs. Whispering Closets, Maker Monday, Ruff Readers and the virtual anti-racism book group took place that day. A weekly calendar of events was also posted on social media that day.

The busiest day for website clicks was Saturday, Oct. 22 (100 clicks). Once visitors made it to the homepage on this day, they branched off to a variety of pages, including the Digital Materials page, the Contact Us page, the Use Your Library page, the Library GO! page, and more.

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 (7+)
- Library hours (25) and other variants (43)
- Searches for locations: "5203 172nd ave, bristol, wi 53104," Caledonia WI library, Gateway library, "nearest library pikes peak library district," "Sturtevant library," "Wisconsin library"
- Library programs
- Notary racine WI
- "pastor matt james racine wisconsin"
- "phone number for the city of racine wisconsin"
- "public fax machine near me"
- "Racine county phone number"
- Racine Library board
- Racine Library book drops
- Racine Library card
- Racine Library catalog
- Racine Library storytime
- Racine Public Library Block Party
- Racine Public Library Techmobile
- Racine Public Library wi-fi password
- Spanish library near me
- "Tv side library"

Newsletter

October open rate: 27.5%

October click rate: .6%

Current newsletter recipients: 18,609

The email with the highest open rate (29.1%) was Oct. 21's issue, "[The Library 411](#)," with the pre-header "Update on Second Floor Construction Progress."

The emails with the highest click rate (.9%) were the Oct. 21 issue and Oct. 14 issue, "[Hispanic Heritage Month Celebration this Saturday](#)," with the pre-header "Request an Absentee Ballot Today!" The most-clicked link in the Oct. 21 issue was the library's homepage, with 52 clicks. The most-clicked link in the Oct. 14 issue was to [track your ballot](#), with 111 clicks.

Social Media

Facebook

Current likes: 4,982 (1% up)

October reach: 39,466 (31.1% up), 6,204 paid (25.2% up)

October posts and stories: 47

Our most-reached content was the post about the power outage (16,530) and the Downtown Racine Haunted Walking Tour event (3,117).

Our highest-activity day was Wednesday, Oct. 26 (14,569 reach), the day we posted about the power outage, as well as sharing a meme about the dangers of finding challenged books in your Halloween candy.

Instagram

Current followers: 1,062 (2% up)

October reach: 728

October posts and stories: 11

Our most-reached content was the Oct. 10 weekly calendar (238 reach) and a bookmark alignment chart meme (201).

Our highest-activity day was Monday, Oct. 10 (187 reach), the day the weekly calendar was posted.

TikTok

October followers: 160 (4% up)

October views: 286

Our [most popular video](#) gained another 122 views (3,897 total)

Melissa Donaldson, Head of Digital Services and Innovation

Programming

In October, the Digital Services Innovation Team held 16 programs with a total attendance of 155 participants.

Girls Who Code has started again for the 2022/2023 school year. This fall, we are at Walden, Starbuck, and Fratt. This year we are trying out Class Connect with the students. This allows us to track the kids' learning of how to code. It's turning out to be an excellent asset for the girls and the facilitators.

Terrence and Matt took the Tech Mobile to the RUSD Virtual Learning Center. Dash, Sphero, and Cubelets were set up for the kids to try. They also introduced them to 3D printing. Feedback from the teachers and students was very positive. One teacher reported to the team that they hadn't heard the kids so loud and excited. Terrence and a young blind student bonded over comic books during this outreach. He asked Terrence many questions about comics and was excited to have someone to talk to.



Tech Support

- Digital Services and Innovation Lab staff had 25 appointments with patrons this month. This comes to about 12.5 hours of work for the staff.
- DSI staff also provided support on five helpdesk tickets in October.
- The patron computers were moved so flooring could be completed where they were setup up.
- Melissa, Matt, and Terrence met with Lakeshores Library System's IT staff for a yearly meeting to discuss if there was anything that was needed from them. We discussed changes from our ILS vendor, the SHARE Anywhere app, and the RFID Gates.

Helped Other Departments

- 18 hours of Public Service Desk coverage between Terrence and Brianna.
- Brianna created 40 posters to help out the Marketing Department.
- DSI staff is continuing the Asset Tagging Project in collaboration with the Business Office.
- Melissa and Brianna answered 80 questions on the call center in October.

Partnerships

- Continue to partner with IT Collaborative Group.
- Continue to partner with RUSD for various tech-related programs.
- Worked with a Red Apple Teacher for the Tech Mobile to attend their Options Programs. We are scheduled to go out 6 times throughout the rest of the school year.