

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

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

The 2<sup>nd</sup> floor is near completion and looks wonderful and modern. It's functional, user-friendly, and overall very exciting. I went before the City's Public Works Committee on Tuesday (January 10<sup>th</sup>) evening for a change-order concerning the 2<sup>nd</sup> floor (while the total was for \$46,424.71, it was a plethora of change orders grouped together rather than smaller change orders presented individually). At the February meeting, I'll present in detail the cost breakdown of the entire second floor (still invoices trickling in), but we will be within 10% of the overall approved cost. The project was also extended out until the end of February due to supply change issues. On January 23<sup>rd</sup>, the Lake Avenue atrium and its supplies will finally arrive. We are also waiting on the graphic which will adorn the glass wall to the History Room, the installation of the screen in the Community Room, and various lighting fixtures. For the most part, we are about 95% complete with the project.

We are also working on the proper wayfinding, procedures for various rooms/areas, and staffing for the new spaces.

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

Admittedly, with the holidays, the finalization of so many things with the renovation, personnel issues, the Business Manager being out for an extended time on leave, and due to the ongoing budget conversations/confusion with the City and staff, the capital campaign has been put a bit on the backburner, as running the Library takes precedence. However, there is a draft of the case statement in existence and at our next meeting with the consultant, we'll be finalizing this. I'm also currently looking for a Steering Committee Chair and an Honorary Chair to assist with the fundraising, either from the Foundation Board (which needs more bodies) or from the community.

At the approval of the Foundation Board, we have also moved the Foundation information to a [landing page within our current website](#), which is very similar to our [Friends landing page](#) on our site. Some reasons we wanted the Foundation page on our website was because of potential security breaches with the old Foundation website. The old site was also not kept up well, and it's far easier for us to maintain it all in one location.

### **Community Powered Project with WI Humanities**

I haven't mentioned the ARPA funded projects in a while but this particular one was a partnership with other libraries and with the WI Humanities. As background and a refresher, this project is based on a decade of community-engaged public humanities work by architecture professor Arijit Sen of UWM, working with his students and community leaders in racially and ethnic diverse MKE neighborhoods that face a variety of challenges. WH worked then on developing the Community Powered pilot project to build on Arijit's past grassroots humanities-based work, with our library partners as the anchor institution in each community.

Wisconsin Humanities developed the Community Powered curriculum and materials, and trained four young, full-time paid local Community Powered Coordinators and their library partners in techniques such as oral history collection, history harvests, and a variety of digital story collection/ storytelling approaches. Racine Public Library is one of the collaborative libraries and our coordinator Anthony (they/them) has been working with our internal mentors from Racine Public Library Local History Librarian, Rebecca Leannah and Teen Librarian, Carrie Richmond. Anthony chose to focus their project and work with the LGBTQ Center and figure out programs with them, as well as talk with the people running the Passion Project here in Racine and plan on recording the stories of those participating in the Passion Project.

As of right now, Anthony is finalizing the LGBT Resource Map with the LGBT Center. It should be available later this month and will be published with the webpage we're developing and on the LGBT Center's website. They are working with Heidi from Passion Project to set up courses on photography and encouraging the community to take photos that bring Racine members pride in their community. They are working on developing podcast classes, and will be hopefully having Heidi either assist or with the photography course they develop included in this program. Anthony is also working with Jason Love of Racine Video Production Workshop (works in Racine and Kenosha), and the Writer's Guild of Racine.

They are also looking for events around the city to try and interact more with the community and will be active in creating events for our audio/podcasting studio and our TeenScene (new teen area name) once those areas are ready to host events!

### **Public Safety Specialists**

If the Board recalls, the Public Safety Specialist positions were approved for the 2023 budget. I had Nick (Deputy Director), Evelin (Business Manager), and Ashley (Social Worker) conduct the interviews at the end of the year for these positions. These positions are under the oversight of the Business Manager. We will be finalizing our contract with the security vendor at the end of this month and the Public Safety Specialists will begin on the 23<sup>rd</sup> and go through the onboarding process and settle into their normal hours. We are hiring two part-time Public Safety Specialists (as budgeted) and one substitute (as back-up). We also held one final Q&A session this past Friday (January 13<sup>th</sup>) with the staff and the Leadership Team for the staff to ask any further questions about the process and changes with security.

### **Meetings and Activities**

Meetings during December dwindled a bit for me simply do the holidays and such, and most of them were centered around the 2<sup>nd</sup> floor renovation and furniture deliveries. Various community conversations happened also with the African American Chamber of Commerce (I offered to work with them to hold their Health & Business Expo this late summer on the Library grounds to gain better traction/interest for the event), various interested donors, United Way/VITA which will be returning to the Library beginning January 26<sup>th</sup> on Thursdays and Fridays, the Friends of the Library, and the Foundation. In the coming weeks, all of the regular and quarterly meetings begin for me such as SRLAAW, WI Resource Library Directors, Prairie

***Nick Demske, Deputy Director***

meetings, as well as Library Legislative Day on February 7<sup>th</sup>.

--We reviewed applications and conducted interviews for our Public Safety Specialist roles--the roles which will be replacing the current contracted security guards we have. Since December ended--and as of the writing of this report--we've also successfully hired for those roles, and those new employees will start their employment before the month is over. There is much more to do around establishing these new personnel into the institution, but this is an item that is a very significant accomplishment--as it has been discussed as an institutional need literally since long before I started working here, nearly 16 years ago. Angie and the leadership team have talked about shifting the organizational culture for the last two years, and they are very much doing that in this change. It's something that took a ton of discussions, consensus building and training/education for all of us as staff members and its significance can't really be overstated.

--We continued the long ongoing saga of reviewing applications, scheduling, and conducting interviews for another part time bookmobile driver and, after this last month of work, my hope is that we may be able to report a new staff member in that role by the January Board meeting.

--Typically, every year during the holidays, Bookmobile is out of operation because it is the time of the year where it receives annual maintenance. This year, however, because we have the Techmobile, Angie arranged for us to still have limited mobile availability throughout the duration of the holidays. The process had its hiccups for a number of reasons, but ultimately we were still able to provide 100% more mobile services this holiday season than we've ever provided in the past.

--Lastly, I'll just mention that as the building renovation (hopefully) nears its end and is looking more and more impressive every day, we are receiving constant positive comments on how impressed community members are with the changes. I not only want to acknowledge Angie for taking full leadership of that effort and handling so much of it personally, but also want to acknowledge our staff--and even our patrons--for their patience, tolerance and perseverance as they struggled to serve the public while heavy duty construction was happening all around them since May now. Again, this is an enormous accomplishment that everyone in this administration and on this staff can feel very proud to have taken part of.

**December Programming Statistics**

The Library presented 22 programs in December, which reached a total participation of 1190 people--a larger total than most months this year. 20 programs were in person and 2 were virtual. In person programs had an average of 58 attendees, and the virtual programs had an average of 12 attendees.

<b>Programs</b>	<b># of Program</b>	<b>Participants</b>	<b>Format</b>
Steve Darnall: 'Tis the Season: Holiday Traditions from Radio's Golden Age	1	15	Live virtual
Girls Who Code - Fratt	1	5	In-person
RUSD Maker Faire Outreach	1	150	In-person
Android 101	1	1	In-person
RUSD Maker Faire Outreach - Knapp	1	225	In-person
Holiday Craft	4	69	In-person
RUSD Maker Faire - Julian Thomas	2	350	In-person
Family Storytime	1	21	In-person
Maker Monday	1	20	In-person
Maker Faire Outreach to Shulte	1	150	In-person
Podcast 101	1	6	In-person
Afternoon Book Group	1	9	Live virtual
Coding blocks	1	2	In-person
Maker Faire Outreach at Wadewitz Day 1	1	150	In-person
A Brie to Disa Brie	1	5	In-person
3d Printing	1	3	In-person
Poetry and Painting	1	8	In-person
Cutting the Cord	1	1	In-person
<b>TOTAL</b>	<b>22</b>	<b>1190</b>	

### **Patron Services**

In December, staff answered 1718 questions via phone and chat and 6652 in person. A total of 8370 questions were answered across all methods of communication. 79% of the reference questions were asked in person, while 21% were received over the phone or via chat.

Total # of phone calls (reference)	1002
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Total # of phone calls (curbside)	204
Total # of phone calls	1206
Avg. # of calls per day	47.71
Avg. # of calls per hour	4.98
Total talk time (reference)	3423.05
Total talk time (curbside)	551.9
Total talk time	3974.95
Avg. call length (reference)	3.42
Avg. call length (curbside)	2.71
Total chats	53
Total chat messages	262
Avg. # of messages per chat	4.94
Total phone and chat questions	1718
In-person reference questions	6652
Total # of reference questions answered	8370
Computer usage - total logins	717
Computer usage - total time	579.43
Computer usage - avg. time per login	48.51
Faxes	527
Scans	2901

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

**Month:** December 2022

**Bus Passes**

- Total bus passes given out: 31

**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  
 November: 52  
 December: 40

**2022 Total Interactions** (appointments and walk-ins): **449**

**Need/Concerns:**

Applying for Benefits/Financial Assistance	11
COVID-19	
Domestic Abuse	
Education	
Emotional Support	2
Employment	1
Food Insecurity	1
General	8
Healthcare	3
Housing	
Incidents/Crisis	1
Internet/Hotspot	4
Legal	2
Mental Health	
Re-entry Services	
Refugee Support	
Sensory Room	
Sexual Assault Services	
Substance Use	
Transportation (not including bus passes)	7
Veteran Services	

**Continued Education (CE):**

- N/A

**Other:**

- Met with Crystal Landeros at Healthcare Network to discuss collaborations around health education and advertisement of RPL's Blood Pressure Kits
- Was a part of interviewing committee for Public Safety Specialist position

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

RPL circulated a total of 28,753 in December of 2022. 26,601 items from Main and 2,152 items from the Bookmobile. November 2022 circulation was 33,912. Approximately 7,083 holds were placed and filled. 5,283 items loaned from our collection to other libraries, and 4,794 received for RPL patrons. 191 new library cards were issued during the month of December. 1,279 items were loaned out to patrons via our Home Delivery Service in the month of December.

- In December circulation staff inducted 69,098 items through the automated material handler (AMH).

**Technical Services Report of December Activities 2022: *submitted by Chris Tobias***

In December TSD staff placed orders for 370 items and received 1341 previously ordered items.

A total of 1345 items were added to the catalog.

Beyond Books Collection added:

- Adult Sensory Kit
- Movement Sensory Kit

**Circulation Statistics: *submitted by Chris Tobias***

<b>2022 Monthly Statistics</b>	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total
<b>Circulation</b>													
Main	30,954	33,151	36,271	34,038	32,801	33,662	34,154	34,868	32,600	31,793	30,795	26,601	391,688
Bookmobile	3,605	2,993	3,974	3,504	3,273	3,453	3,515	3,869	3,647	3,378	3,117	2,152	40,480
<b>Total</b>	<b>34,559</b>	<b>36,144</b>	<b>40,245</b>	<b>37,542</b>	<b>36,074</b>	<b>37,115</b>	<b>37,669</b>	<b>38,737</b>	<b>36,247</b>	<b>35,171</b>	<b>33,912</b>	<b>28,753</b>	<b>432,168</b>
Home Delivery Service	1,465	1,355	1,532	1,232	1,219	1,115	1,415	1,032	1,437	1,012	1,642	1,279	15,735
Bulk Loans (Outreach)		780	650	770	642	773	880	720	860	934	960	860	8,829

<b>Holds Placed</b>	10,269	9,355	9,517	8,603	8,451	8,046	8,298	8,911	9,067	8,846	8,263	7,083	104,709	
<b>Interlibrary Loans</b>														
SHARE Loaned	7,055	6,547	6,269	6,263	5,944	6,138	5,713	6,455	5,856	6,090	6,300	5,198	73,828	
ILL Loaned (Wiscat Lender filled)	98	103	108	128	85	103	84	97	95	96	77	85	1,159	
Total Loaned	7,153	6,650	6,377	6,391	6,029	6,241	5,797	6,552	5,951	6,186	6,377	5,283	74,987	
SHARE Received	5,237	4,979	5,315	5,133	5,741	5,894	5,984	5,862	5,866	5,770	5,393	4,730	65,904	
ILL Received (Wiscat Borrower filled)	112	129	151	139	81	146	104	116	125	93	93	64	1,353	
Total Received	5,349	5,108	5,466	5,272	5,822	6,040	6,088	5,978	5,991	5,863	5,486	4,794	67,257	
<b>Overdrive Downloads</b>														
Audiobooks	3,876	3,697	4,126	3,858	3,973	4,001	4,120	4,147	4,131	4,025	3,835	3,771	47,560	
EBooks	5,600	5,085	5,483	5,233	5,358	5,382	5,609	5,660	4,827	5,071	4,901	4,905	63,114	
Periodicals	478	366	367	570	442	354	370	456	305	361	411	351	4,831	
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	9,147	9,027	115,540	
<b>Hours Open</b>														
Main	224	222	257	230	229	246	225	243	230	238	235	201	2780	

Mobile	140	129.25	153.25	137.5	135.25	147	141.25	158	141.75	145.75	142.25	80	1651.25
Total	364	351.25	410.25	367.5	364.25	393	366.25	401	371.75	383.75	377.25	281	4431.25
<b>Library Cards Issued</b>													
Adult	114	150	179	172	147	183	222	207	156	150	137	87	1,904
Juvenile	29	41	47	62	57	117	93	100	73	63	50	27	759
HOMEDELIV	-	2	-	-	1	1	1	2	1	1	4	1	14
Lost Cards	86	108	114	129	103	134	120	138	99	92	94	76	1,293
Total	229	301	340	363	308	435	436	447	329	306	285	191	3,970
<b>AMH Inductions</b>	79224	77638	85631	81358	75346	80002	79125	84439	78571	78198	81109	69098	949,739

**Staff Continuing Education Activities**

We had a reported total of eight hours of CE from 2 staff members for December.

At this, the end of the year, I just want to take a moment to reflect on not even just all the ways the staff members here touch hearts and help brighten days and lives...but even engage in heroic or life changing acts. It happens with regularity here and it is a huge reason why the RPL--and public libraries in general--are so incredible.

This past month, Rebecca Leannah, our Local History Librarian, noted that not only has she been able to do more research projects for patrons than usual (which is especially impressive, because December is usually such a lull month), but she even was successful in “connecting a lost half-sister and daughter to their half-brother here in Racine” through her research skills and assistance. This is definitely a remarkable service to get to provide to these patrons and the fact that a librarian will help with something so potentially impactful for free never ceases to amaze me.

Rebecca is also joined by Sue McGrath, Ashley Cedeño, and Sean O’Toole as a team that helped respond to and resolve a serious medical incident that a patron experienced while at the library in December. Having assisted with a number of these personally at the RPL, I know how potentially scary, high-stress and emotionally demanding these instances can be, when they emerge. From all reports, though, these 4 sprung into coordinated action and did everything as well as possibly could’ve been expected of them to be there for this patron in crisis and stabilize the situation until emergency workers arrived. Big thank you to those 4 this month especially for stepping up during a critical incident!

The last act of heroism I will mention comes via our Stationary Engineer, Michael Monday, who has an indomitable spirit and whose respectful demeanor has earned him respect in turn from every one of his colleagues here. We are so lucky to have Mike on staff here every day. But we were especially lucky to have him here on a day between Christmas and New Year's when, after he had left the building to begin a 5-day vacation, he came back after 6pm because *both* of the front doors were malfunctioning and no one could get through them to get inside the library. Many people worked to assist patrons during this technological fail, but Mike came back into work in his sweatpants and wrestled the doors back into proper working order. It was truly a Christmas miracle.

Thanks Mike, and thanks to all of our staff for putting in another year's worth of heroic community service.

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

#### **Business Office**

- Working on processes w/ Director
  - Meeting room rental
    - \$50 for new space
    - \$25 for lee room
  - Purchasing
  - Capital campaign
  - Getting the bikes refinished
    - w/be picked up in January
  - Ordering needed items for 2nd floor
  - Received quote for exterior cameras
  - Quote for postage machine
- Working with DSI
  - Asset Tagging
    - On-going process
- Assisting with Ruff Readers Program
  - Administrative duties
    - New session will begin in February of 2023
- Assisting Marketing
  - Listing daily programs on boards
- Safety Specialist
  - Will start on the 23rd

## **Building**

- Working with the City to get the handle bars repaired
  - Undetermined - when they will be fixed
- Moving furniture
- Maintaining the exterior clean
- Check into the front doors
- Working on cleaning contract
  - Will stay with current vendor
    - Fixed monthly cost
  - Will be getting a quote for blinds to be cleaned (every 6 mo)
  - Quote to get carpets washed yearly

## **Training**

- Shooting Training sometime in January

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

## **Fundraising**

### **Dream Unbounded: The Campaign for the Racine Public Library**

The layout of the case statement is almost complete, with one section pending additional detail and the overall document pending a final round of revisions.

### **Annual Fundraising**

The Racine Public Library Foundation's website has been converted into a webpage on the Racine Public Library's website: [RacinePublicLibrary.info/foundation](http://RacinePublicLibrary.info/foundation). The DSI team is working on closing the old website and redirecting it to the new webpage.

The report of results from the December fundraising mailings is in progress through the business office.

## **Press highlights**

In December, the library was referenced **in the media** [at least 17 times](#).

### **Highlighted coverage:**

- [Racine Public Library offers ebook service](#) - The Journal Times, Dec. 26

## **Owned media highlights**

### **Website**

**December visitors:** 5,696 (4,643 new)

**December pageviews:** 19,175

New pages:

- [The Racine Public Library Foundation](#)

Most visited pages:

- [Homepage](#) (57%)
- [Libby vs. hoopla](#) (3%)
- [Library GO!](#) (2%)

### **Google Business Listing**

**December calls:** 274

**December direction requests:** 333

**December website clicks:** 1,791

**December appearances in search results:** 3,040

**December business profile views:** 5,369

Our Google profile's busiest day was Dec. 27, the first day we reopened after the weather closing and Christmas holiday.

### **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.

- Our hours (34)
- Racine Public Library photos (23)
- Searches for locations: 7008 155th Avenue, Kenosha; Caledonia Public Library; Franksville WI library; Indian Village Restaurant, West Forest Home Avenue, Greenfield WI; Racine County Jail; Racine WI and other variants
- Searches for the Bookmobile (3+)
- Searches for library cards (2+)
- Searches for our dropboxes (2+)
- Searches for programs - Paint N Sip; retro anime
- Racine County phone number
- "Racine Public Library reviews"
- "Racine Public Library services"

### **Newsletter**

**December open rate:** 27.8%

**December click rate:** .5%

**Current newsletter recipients:** 18,650

**Most-opened newsletter:** Dec. 9, 27.8% open rate - "Last Maker Monday of the Year! Monday, Dec. 12" with the preheader "🕯️ Holiday Reads for you to Check Out 🍷"

**Most-clicked newsletter:** See above, .5% click rate - most-clicked link to [Spice It Up program](#) (21 clicks)

## Social Media

### Facebook

Current likes: 5,090 (1% up)

December reach: 7,946 (77.8% down)

December posts and stories: 24

Most-reached post: 2,044 reach - [Dec. 22 digital titles promo](#)

### Instagram

Current followers: 1,077

December reach: 889 (12.8% up)

December posts and stories: 16

Most-reached post: 475 reach - [Dec. 11 meme about new desk](#)

### TikTok

December followers: 188 (10% up)

December video views: 404

December video uploads: 1

Our [most popular video](#) gained another 325 views (4,408 total).

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

### Programming

In December the Digital Services Innovation Team held and participated in 16 programs with a total attendance of 1077 participants.

Our team helped the RUSD with their STEAM Maker Faire. I received the email below from the event coordinator.

Hey Melissa,

I just wanted to thank you and your team for helping out at the Maker Faire. I thought the entire event went really well and I attribute that to all the volunteers helping at the Maker Faire. Having individuals helping with background knowledge with using the Makey Makey was HUGE!! Thanks again for all your help and I hope you have a great holiday break.

--

David Venne

Assistant Director of STEAM

262-220-0969

x7090



### **Tech Support**

- Digital Services and Innovation Lab staff had 27 appointments with patrons this month. This comes to about 13.5 hours of work for the staff.
- DSI had 4 support tickets come in from staff.

### **Partnerships**

- Continue to partner with IT Collaborative Group.
- Continue to partner with RUSD for various tech-related programs.