

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

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

The contractors are still onsite for the 2<sup>nd</sup> floor and working through a very detailed punch list for every area. The punch list includes roughly an additional 50 various items from painting, various installs, cleaning, and caulking etc. Technically the contractor has until the end of the month to complete but everything should be completed most definitely by the 20<sup>th</sup>.

The most notable punch list item was that we had to have the conduit redone for the RFID gates near the new Lake Avenue entrance as they were set-up to match the original opening and not the new doors. This change was noted with the contractors and they acted on it quickly and will be ready for when we officially open these new sets of doors on Monday, February 13<sup>th</sup>. There is no charge to RPL for this mishap.

On the staff side of things, the Innovation Lab and TeenScene are nearly in full use at this point, indicating all programs of those areas/demographics are now being held in there. We're also continuing work on applicable wayfinding, posting procedures, transferring Beyond Books Collection materials to their new areas, reallocating a few remaining collections to their new homes, purchasing any remaining furniture that was missed in the overall plan, and ensuring staff are set with these new procedures and applications.

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

Admittedly, this initiative has fallen to the wayside a bit in the past month but we are, as of this Monday (02/13), completed with the case statement. Foundation Board members have been given the opportunity to provide feedback and we plan to send the case statement out for print on Tuesday, February 14<sup>th</sup>. I'm attaching the case statement separately for Board members to peruse and provide any input as desired.

Otherwise, the RPL Foundation has had some scheduling issues so most of our conversation has taken place via emails. The next Foundation is scheduled for Thursday, March 9<sup>th</sup>.

### **Personnel/Operations**

Evelin Garcia's (Business Manager) report also indicates this but the Public Service Specialists are now officially on board. This was our initiative to rethink what security looked like at Racine Public Library. We hired two part-time Public Service Specialists and one as a back-up substitute.

On January 20<sup>th</sup>, we held an all-staff meeting and had a representative from LIFT WI join us. They provided training and insight on their organization as well as making us familiar with their [LegalTuneUp](#) tool which is an Internet-based easy to use tool that helps people resolve civil legal problems that can be barriers to better jobs, housing and education. LIFT WI has also begun regular monthly pop-up clinics at RPL which began on January 25<sup>th</sup>.

There will be another CPI (crisis prevention intervention) training held by Ashley (Social Worker), Evelin Garcia (Business Manager), and Glynis Kimbrough (Circulation Lead) for staff on February 17<sup>th</sup>. Objectives of the CPI training are to identify and know how to respond to various levels of crisis behaviors, recognize how to manage your own consistent, calm behavior in order to influence a positive outcome in a crisis situation, learn strategies to strengthen nonverbal communication, develop limit-setting strategies when verbally intervening to de-escalate defensive behaviors, learn safety intervention strategies to maximize safety and minimize harm, and explore a framework to help guide staff and the individuals in distress through a process of re-establishing the relationship.

One other notable change is that I've now asked a staff member of the Leadership Team to work one Saturday every six or so weeks. We'll rotate among ourselves. The entire staff appreciate this and it also provides a clear 'chain of command' should anything go awry on the weekend when we are open.

### **Meetings and Activities**

Outside of all of my regular meetings, I have a variety of speaking engagements coming up with the opportunity to talk about the library and all of its recent happenings and excitement. I'll also be speaking before the State Library Victoria & Public Libraries Victoria in Melbourne, Australia (virtually...sadly not in-person) as well as for WiLS' member meeting at the end of February about RPL's work in eliminating barriers and creating a welcoming, accessible space for all.

One other callout should go to the Friends of the Library who have been extra supportive in all the Library asks for. They're almost entirely funding our Home Delivery Services and I'll be asking them this month to fund again all of our prizes for the 2023 Summer Library Program and the Summer Scares Program.

### **Various Other Information**

Over the next month I am hoping to increase readability and relevance for the monthly report. If trustees have any additional suggestions or enhancements on what would make these reports even better, please let me know.

### **Upcoming Continuing Education / Conferences**

As requested from the last Board meeting and to continue adding to all forthcoming packets, I'll attempt to highlight any upcoming CE for trustees as well as conferences.

### **[Public Library Safety Summit](#)**

Dates: Thursday, April 27<sup>th</sup> – Friday, April 28<sup>th</sup>

Place: Columbus Metropolitan Library, OH

[Wisconsin Association of Public Libraries \(WAPL\)](#)

Dates: Wednesday, April 26<sup>th</sup> – Friday, April 28<sup>th</sup>

Place: Best Western Premier Waterfront Hotel & Convention Center in Oshkosh

***Nick Demske, Deputy Director***

Here are some of the activities I and other staff focused on this month:

--Now that we're nearing the opening of the Lake Avenue entrance upstairs, the question of how we staff a 2nd floor with two entry ways instead of one is before us. Much of the 2nd half of January was spent drafting up recommendations and potential solutions to these new staffing needs, while not impacting the budget. It will require a lot of stretch from almost all of the service departments in the library.....but thanks especially to Chris (Circ, Tech Services and Extension Supervisor) and Sue (Adult Services Supervisor) --with input from others--we are on track to go live with the new entrance in mid-February, barring any technological issues.

--With the new year beginning, we roll into the new budget, and part of that means parsing out and distributing the materials budget allocations to various different departments and collections. Big thanks to Corey (Bookmobile Supervisor), Sue, and Keiko (Youth Services Supervisor) for their involvement in the process, and special thanks again to Chris, who is most involved with tracking these funds and transferring them throughout the year as needed.

--Melissa (DSI Supervisor), Corey (Bookmobile Supervisor) and I worked to finalize the Techmobile Procedures, to help clarify going forward who can drive the vehicle, what training someone needs to operate and, how the vehicle can be reserved for community events and how we might make more use of it or even give it a semi-regular schedule starting in 2023.

--Viridiana, in her still new role as Public Services and Programming Librarian, has successfully stabilized our programming standards, procedures and informational distribution for the first time since probably before the pandemic began. She has done an excellent job in her role thus far, and many others (including myself, Melissa, Shay and the promotions team and beyond) helped her understand our programming landscape, what deficits it had, and how those issues could be solved. She has successfully created a system for programming procedures that I believe everyone in the building would agree is better than we've ever had. Thank you, Viridiana!

--Angie identified a small grant from the Racine County Farm Bureau which we are hoping to get for the purposes of buying an indoor vegetable garden tower. This is a feature that a number of libraries have now and which would harmonize really well with our seed library and our designation of a "Climate Resilience Hub." I plan on involving one of our Public Services Assistants, Keyontai, in the grant proposal process (and hopefully others in the future).

Keyontai has a degree in writing and would like to develop her skills in that particular discipline area--grants--and the library couldn't be happier to have her on our team for this and many other reasons!

**January Programming Statistics**

The Library presented 33 programs in January, which reached a total participation of 528 people. All of the programs were in person. They had an average attendance of 16 people.

<b>Programs</b>	<b># of Program</b>	<b>Participants</b>	<b>Format</b>
Scratch Jr.	1	4	In-person
TeenScene Grand(ish) Opening	1	3	In-person
Lapsit Storytime	2	29	In-person
Tuesday Tales	4	95	In-person
Family Storytime	3	110	In-person
Musical Storytime	1	60	In-person
Teen Craft & Chat	1	2	In-person
Saturday Cartoon Time	1	2	In-person
Cutting the Cord	1	4	In-person
Cars & Drones	1	2	In-person
Craft Time with Miss Keiko	1	27	In-person
Class visit (Olympia Brown 4K)	1	24	In-person
Senior Bingo	1	9	In-person
Maker Monday	1	37	In-person
Girls Who Code - Walden	1	6	In-person
Outreach to Racine Montessori	1	17	In-person
Girls Who Code - Starbuck	1	6	In-person
Senior Dominoes Day	1	5	In-person
A Brie to Disa Brie	1	8	In-person
Senior Movie Day	1	14	In-person
Class Visit	1	24	In-person
Podcast 101	1	6	In-person
Ipad 101	1	3	In-person

Senior Paint 'n' Sip	1	6	In-person
3D printing 101	1	3	In-person
Make Stuff: Laser Engraved Tile Art	1	17	In-person
Seasonal Screams Book Club	1	5	In-person
<b>Total</b>	<b>33</b>	<b>528</b>	

### **Patron Services**

In January, staff answered 1937 questions via phone and chat and 8695 in person. A total of 10632 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 (reference)	1370
Total # of phone calls (curbside)	277
Total # of phone calls	1647
Total # of questions via phone	1900
Avg. # of calls per day	71.6
Avg. # of calls per hour	7.56
Total talk time (reference)	4161.5
Total talk time (curbside)	758.2
Total talk time	4919.7
Avg. call length (reference)	3.04
Avg. call length (curbside)	2.74
Total chats	37
Total chat messages	188
Avg. # of messages per chat	5.08
Total phone and chat questions	1937
In-person reference questions	8695
Total # of reference questions answered	10632
Computer usage - total logins	799
Computer usage - total time	668:24:00
Computer usage - avg. time per login	51.695

Faxes	321
Scans	575

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

**Month:** January 2023

**Bus Passes**

- Total bus passes given out: 27

**Patron Interactions (drop-in, by appointment or phone call): 56**

*\*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

*January 23': 56*

**Need/Concerns:**

Aging and Disability	1
Applying for Benefits/Financial Assistance	25
COVID-19	
Domestic Abuse	
Education	

Emotional Support	2
Employment	2
Food Insecurity	0
General	6
Healthcare	2
Housing	6
Incidents/Crisis	1
Internet/Hotspot	3
Legal	
Mental Health	2
Re-entry Services	
Refugee Support	
Sensory Room	2
Sexual Assault Services	
Substance Use	
Transportation (not including bus passes)	4
Veteran Services	

**Continued Education (CE):**

- N/A

**Other:**

- Gave a tour of the Sensory room and shared resources of our Sensory Room with Molly Scheibler, Youth Services Manager at Indian Trails Public Library, who reached out to me and expressed that they are seeking advice and ideas for the implementation of a new Sensory Space in their library.
- Participated at the Winter Health Fair at the Racine Literacy Council on Jan. 21st to share resources and provide my services. Total number of community members I shared resources with: 11.

**Circulation Report of January Activities 2023: *submitted by Chris Tobias***

RPL circulated a total of 36,281 in January of 2023. 32,948 items from Main and 3,333 items from the Bookmobile. December 2022 circulation was 28,753. Approximately 10,876 holds were placed and filled. 7,423 items loaned from our collection to other libraries, and 6,664 received for RPL patrons. 348 new library cards were issued during the month of January. 1,183 items were loaned out to patrons via our Home Delivery Service in the month of January. Consortium sorting:

- In January circulation staff inducted 86,107 items through the automated material handler (AMH).
- In 2022 circulation staff inducted a total of 949,739 items through the AMH.
- A 30-minute rotational shift was put in place while working the AMH to mitigate the physical stresses of handling the high volume of in-transit materials between consortium libraries.

Updates to reported statistics:

- Under the category of “Library Cards Issued” restricted and net only cards have been added.
- Under the category of “Bulk Loans (Outreach)” the total will be reported as the actual number of materials loaned. Prior reporting method took into account the added length of the checkout time which effectively doubled the number.

**Technical Services Report of January Activities 2023:** *submitted by Chris Tobias*

In January TSD staff placed orders for 155 items and received 252 previously ordered items. A total of 672 items were added to the catalog.

A successful fiscal cycle rollover of 2022 into 2023 was performed for all library material vendors and orders.

Beyond Books Collection added:

- Emotions and feeling kit
- Sensory craving kit
- Sensory over-responsivity kit
- Textures sensory kit
- Impractical jokers game: ultimate challenge pack

**Circulation Statistics Year to Date:** *submitted by Chris Tobias*

<b>2023 Monthly Statistics</b>	Jan-22	Total
<b>Circulation</b>		
Main	32,948	32,948
Bookmobile	3,333	3,333
Total	36,281	36,281
Home Delivery Service	1,183	1,183
Bulk Loans (Outreach)	335	335



<b>Holds Placed</b>	10,876	10,876
<b>Interlibrary Loans</b>		
SHARE Loaned	7,423	7,423
ILL Loaned (Wiscat Lender filled)	100	100
Total Loaned	7,523	7,523
SHARE Received	6,558	6,558
ILL Received (Wiscat Borrower filled)	106	106
Total Received	6,664	6,664
<b>Overdrive Downloads</b>		
Audiobooks	4,479	4,479
EBooks	5,434	5,434
Periodicals	577	577
Other		
Total downloads	10,490	10,490
<b>Hours Open</b>		
Main	218	218
Mobile	130	130
Total	348	348
<b>Library Cards Issued</b>		
Adult	176	176
Juvenile	56	56
Restricted	3	3
Net Only	2	2
Home Delivery	3	3

Lost Cards	108	108
Total	348	348
<b>AMH Inductions</b>	86,107	86,107

**Staff Continuing Education Activities and Positive Patron Stories**

We had a reported total of 10 hours of CE from 2 staff members for January.

From Karen Weber, one of our workers in Youth Services:

“A shout out to Rebecca, for a TON of kids coming for Lego Club on Saturday. The Youth Services was packed full of parents and kids. Ali covered upstairs so Rebecca could come down and host the Club. One patron said to me, "We love coming here. It's so great seeing it packed. We love you guys!" It was so great to see. Rebecca took pictures of all the great Lego creations.”

From Keiko, our Youth Services Supervisor:

“A big sister, Maya and her brother (Mikko) stopped in to say hello. I have not seen them for many years. They used to attend our programs. Maya is a graduate student to be an epidemiologist at a very well know school in the east coast, and her brother goes to an art school in the west coast. They were here in the winter break and wanted to say hello. They both said that they enjoyed the library programs when they were little! I really appreciated and I was teary!”

And here’s one I even got to witness myself:

A patron asked me while I was doing a round if a librarian named Rebecca was here. I said yes, did she want to talk with her? She said she came in just to thank her. I told her I was the Deputy Director, and she told me that Rebecca bent over backwards and worked extra hard because this patron wanted a particular book, there was only one copy of it in our system, it seemed to be lost by the library that owned it, but Rebecca hunted it down from the broader Interlibrary loan system and, because the patron was so eager to have it, when she received it she came in and even brought the book just to show Rebecca. When I got Rebecca, the patron waved the book at her and said "I finally got it". The two of them hugged and it was an especially moving and beautiful moment of connection over something seemingly so small. Thanks to Rebecca for providing such above and beyond service to that patron.

***Evelin Garcia, Business Manager***

**Business Office**

- Working on processes w/ Director
  - Meeting room rental

- \$100 for community room
    - \$50 for business center
    - \$25 for lee room
  - Purchasing
    - Creating processes for purchases to be done by business office
  - Capital campaign
    - Work on a vendor list
  - Getting the bikes refinished
    - Will be picked up in January
      - this has been pushed back as the paint did not turn out well
  - Ordering needed items for 2nd floor
    - Pam is working closely with Angie on this
  - Received quote for exterior cameras
    - Pending board review and approval
  - Quote for postage machine
    - Pending board review and approval
  - Working on various reports
    - Expenses
    - Revenues
    - Wages
- Working with DSI
    - Asset Tagging
      - On-going process
  - Assisting with Ruff Readers Program
    - Administrative duties
      - New session will begin in February of 2023
      - Need ideas for marketing program
        - sent flyer to 5 private schools
  - Assisting Marketing
    - Listing daily programs on boards
  - Safety Specialist
    - 3 PSSs started to cover the 32hr week
      - Korrin, Reginald, Dominic

#### 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
- Will be getting a quote for blinds to be cleaned (every 6 mo)
- Quote to get carpets washed yearly
- Will need to check cost on the glass cleaning for 2nd floor

#### Training

- CPI
  - Will be taking place on the 17th

## *Shay King, Head of Business Development*

### Fundraising

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

The completed draft of the case statement booklet is in review.

### Press highlights

In January, the library was referenced **in the media [at least 39 times](#)**.

#### **Highlighted coverage:**

- [Racine & Me: Library Updates & Job Services](#) - CBS58, Jan. 29

### Owned media highlights

#### **Website**

**January visitors:** 3,954

**January pageviews:** 2,026

#### **Most visited pages:**

- [Homepage](#) (57%)
- [Libby vs. hoopla](#) (4%)
- [Hours & Locations](#) (3%)

#### **Google Business Listing**

**January calls:** 406

**January direction requests:** 490

**January website clicks:** 2,450

**January appearances in search results:** 4,387

**January business profile views:** 7,571

Our Google profile's busiest day was Jan. 3, the first day we reopened after the holidays.

#### **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.

- Searches for libraries generally - in Racine County (42); in Wisconsin; public library (40) and other variants (48+)
- Racine Public Library photos (38) and other variants
- Racine Library hours (35) and other variants (49+)
- “Racine Public Library services” (23), including specifically 3D printers, taxes, and notarization
- Racine Public Library board (22) and other variants
- Searches for locations: Racine, Wisconsin (22), a location in England, Gateway Library, “Gateway Technical College Racine Library hours,” Horlick High School Library, Johnson County Library, Kenosha WI, Mount Pleasant WI Library, Racine, Racine County Jail, Racine Gymnastics Center, “ام راسين” (translates to “Racine”)
- Racine Public Library Bookmobile (20) and other variants (16+)
- Racine Library card (17)
- “Angela Zimmermann Racine Library” and other variants
- Biblioteca (translates to “library”)
- Innovative Racine
- “Little Library locations in Racine, WI” and other variants
- “Nonprofits near Racine Public Library”
- Racine librarian
- “Racine Library 2nd addition”
- Racine Library catalog
- “Racine Library drop boxes” and other variants
- Racine Library website
- Racine Public Library reviews

## Newsletter

**January open rate:** 28.1%

**January click rate:** .6%

**Current newsletter recipients:** 18,606

**Most-opened newsletter:** Jan. 4, 29.2% open rate - “Library building and Bookmobile Closed Friday, Jan. 6” with the preheader “Happy New Year from your Library!”

**Most-clicked newsletter:** Jan. 27, .7% - Most-clicked link to [NASA reading challenge](#) (33 clicks)

## Social Media

### Facebook

Current followers: 5,647

January reach: 51,398

January posts and stories: 23

Most-reached post: 45,165 reach - [Jan. 4 new spaces reveal](#)

### Instagram

Current followers: 1,082  
January reach: 568  
January posts and stories: 12  
Most-reached post: 213 reach - [Jan. 6 slinky staircase video](#)

### ***TikTok***

January followers: 197  
January video views: 1,291  
January video uploads: 1

Our [most popular video](#) gained another 221 views (4,629 total).

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

### **Programming**

In January the Digital Services Innovation Team held and participated in 19 programs with a total attendance of 196 participants.

We have moved into the new Innovation Lab. We have been working organizing the area. This is a work in progress. We have moved all of Digital Services and Innovation programs up to the new space. Patrons who attended programs love the new space.

### **Tech Mobile**

The Tech Mobile attended the Racine Literacy Council Health Faire on 1/21/22.

### **Tech Support**

- Digital Services and Innovation Lab staff had 101 appointments with patrons this month. This comes to about 50.5 hours of work for the staff. January has been busy for my staff and I.
- DSI had 6 support tickets come in from staff.

### **Partnerships**

- Continue to partner with IT Collaborative Group.
- Continue to partner with RUSD for various tech-related programs.
- Participating in the City of Racine Digital Divide meetings with various stakeholders. We met with an e-rate consultant in January.

### **Positive Feedback**

Hi Melissa,

Just wanted to relay some positive feedback about Strahinja and Trillian that Terrence and I received from Carrie and Keiko. Carrie observed Strahinja's Android 101 class the other day and was impressed by the way he taught the class. She said he was able to juggle the many questions he received with care and patience. Keiko and Carrie also mentioned how much of an asset Strahinja and Trillian were to the library, and that they appreciated the programs they ran and the help they provided to patrons and staff.

Thanks,  
Matt