

Angela Zimmermann, Executive Director Report

Personnel/Operations

A reminder to the Board of Trustees that we will be closed on Friday, May 12th for an all staff in-service training day. We'll be welcoming presentations by the Director and Assistant Director of Middleton Public Library on moving to a one service desk model and breaking down the great Circulation-Reference Divide in the workplace, a presentation by the LGBT Center of SE Wisconsin related to Safe Zone training, as well as various exercises for the RPL staff to connect further.

We've also been using a few of our late Friday opening mornings (we open at 10:00 am on Fridays) to hold safety and security meetings to provide a conduit for the staff to express their concerns, thoughts, etc. We're seeing a significant uptick in incident reports (this is not an isolated incident but rather we're hearing this from colleagues around the state/nation).

Members of the Leadership Team, at this point, have now begun to work on Saturdays. As we rotate our Saturdays, the overall consensus is that we all thoroughly enjoy working on Saturdays (!!) and again, this provides a line of communication to leadership from staff should anything go array on the weekends.

The keys from the contractor have officially been handed over as I did a final walkthrough with the architects and the contractors this past week. There are a few lingering items yet, which mostly have to be conducted by the electrician, and the project can then be considered closed. The Business Office and I are working on cleaning up the Lake Avenue access point a bit and working on receiving quotes from various landscaping companies.

There will be an official Grand Opening for the 2nd floor on May 20th from 11:00 am to 2:00 pm during a Health and Family Resource Fair in conjunction with Familia Dental and Aurora Advocate Care (the fair has been organized by our Social Worker, Ashley and Programming Librarian, Viridiana) with roughly 35+ vendors in attendance. I'm also working with RAMAC to have an official ribbon-cutting and the Library will also provide refreshments and hors d'oeuvres.

The Friends of the Library annual spring book sale will take place Thursday, April 27th through Saturday, April 29th.

Meetings and Activities

Outside of all of my regular meetings, I've had meetings with the African American Chamber of Commerce Greater Racine, the Urban League of Racine and Kenosha, and the Racine Literacy

Council (again, as we are hosting in tandem with those three organizations a Family Expo on September 9th where we'll be closing Lake Avenue from 6th to 8th streets and our parking lots for the event), Friends of the Library, Racine County and Higher Expectations (as part of an early literacy initiative), the City Library Collective, and the LGBT Center to discuss our upcoming staff training.

I have been contacted by CBS58 Hometowns to conduct a live broadcast and tour of the 2nd floor and we're working on solidifying a date. We were also contacted by WGTD radio to conduct an interview and provide an opportunity to 'show off' the renovation. This was scheduled for this past Friday (14th) but conflicting schedules at the last minute caused this to be canceled at the last minute and we're working on rescheduling.

Upcoming Continuing Education / Conferences

[Public Library Safety Summit](#)

Dates: Thursday, April 27th – Friday, April 28th

Place: Columbus Metropolitan Library, OH (Evelin, Business Manager will be attending this conference)

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

Dates: Wednesday, April 26th – Friday, April 28th

Place: Best Western Premier Waterfront Hotel & Convention Center in Oshkosh (Ashley, Social Worker will be attending this conference)

[ALA Annual Conference & Exhibition](#)

Dates: Thursday, June 22nd – Tuesday, June 27th

Place: Chicago, IL, McCormick Place Convention Center

About 6 staff at this point are set to go to the conference. If there are any trustees at all interested, please let me know.

Racine Public Library Foundation Capital Campaign

The RPL Foundation met last on Thursday, April 12th. We're still looking for a campaign honorary chair for the campaign committee. We also discussed the current status of the capital campaign, other donors we can potentially reach out to, and the annual giving plan.

Nick Demske, Deputy Director

--We are working collaboratively with a coalition of community partner organizations to create a community literacy model in Racine called a "Participatory Defense Hub". There are a number of PD Hubs throughout the country, but none in the state of Wisconsin, to our knowledge. The purpose of it is to help people who are defendants in court cases (who likely can't afford a paid

attorney) become more literate in the complicated processes they are going through. The library has been working on this effort on and off for years, mostly in part with The Johnson Foundation and a few other local orgs. There was a significant momentum built up for it a few years ago, with our first major convening scheduled for April of 2020.....but then the pandemic came and all that momentum was lost. Until just recently. There's much more to say about this project, but the long story short is--we have the support of nearly a dozen organizational partners--including the State Public Defender's Office, a local private law firm, Black Leaders Organizing Communities (BLOC), Ex-incarcerated People Organizing (EXPO), Racine Interfaith Coalition and several other nonprofits. This coalition is having regular planning meetings for the project, and we hope to have our first public meeting, where community members can participate and benefit from the Participatory Defense Hub, in August.

--In conjunction with the PD Hub project, UCLA just created an initiative called the Radical Librarianship Institute (RLI), for individuals working in libraries that are implementing an innovative or radical concept into the field. The program kind of works like a year-long, remote fellowship, with a week-long, onsite intensive at the UCLA campus. Acceptance into the program also comes with a \$10K grant to be used to support the proposed initiative. In March, I submitted a proposal to the RLI for the RPL's Participatory Defense Hub project and we were approved to submit a fuller proposal in their second (and final) proposal phase in April. Only 50 institutions throughout the nation made it into the second round for proposals, half of those will be given final acceptance into the RLI program and we are scheduled to hear one way or the other on that by the end of April.

--For the second year in a row, I have been invited to participate in a Convening of Library Staff Working with Incarcerated People, hosted by San Francisco Public Library and ALA, with support from a Mellon Foundation grant. This convening--which will happen in Chicago in June, the day before the American Library Association conference begins--is an invite-only event that gathers information professionals from throughout the country who are identified as providing great library services to incarcerated members of their community. This invite comes with a \$500 honorarium as well, and I'm honored to be among the invitees again this year.

March Programming Statistics

The Library presented 41 programs in February, which reached a total participation of 862 people.

1 of the programs was self-directed and 40 were groups.

15 were for children ages 0-5.

12 Were for children ages 6-11.

2 were for young adults.

7 were for adults.

5 were for all ages.

None were virtual--all 41 were in person. Those in person programs had an average attendance of 21.

Programs	Target Age Group	Type	Format	Participants	# of Programs
Family Storytime	Children 0-5	Self-directed	In-person	132	4
Thoughtful Words Poetry Workshop	Adult (19+)	Group attending	In-person	18	2
Senior Bingo	Adult (19+)	Group attending	In-person	15	1
Musical Storytime	Children 0-5	Group attending	In-person	144	4
Outreach (Racine Montessori School)	Children 6-11	Group attending	In-person	22	1
Scratch 101	Children 6-11	Group attending	In-person	2	1
LEGO Club	Children 6-11	Group attending	In-person	72	2
Find the Light LLC Book Launch and Signing	General Interest (all Ages)	Group attending	In-person	55	1
Lap Sit	Children 0-5	Group attending	In-person	8	1
Tuesday Tale	Children 0-5	Group attending	In-person	128	3
Android 101	Adult (19+)	Group attending	In-person	3	1
Code with Drawing	Children 6-11	Group attending	In-person	2	1
Chess Club	General Interest (all Ages)	Group attending	In-person	18	1
Saturday Cartoon Time	Young Adult (12-18)	Group attending	In-person	3	1
Maker Monday	General Interest (all Ages)	Group attending	In-person	41	1

Afternoon Book Group	Adult (19+)	Group attending	Live virtual	9	1
Teen Craft & Chat	Young Adult (12-18)	Group attending	In-person	6	1
Robotics Lab	Children 6-11	Group attending	In-person	14	1
Young Writers Guild	General Interest (all Ages)	Group attending	In-person	5	1
Computer Basics	Adult (19+)	Group attending	In-person	1	1
Tech Outreach to Wadewitz	Children 6-11	Group attending	In-person	25	1
Make Stuff: Laser Engraved Coasters	General Interest (all Ages)	Group attending	In-person	10	1
Craft Time with Miss Keiko	Children 0-5	Group attending	In-person	20	1
Robotics Outreach to 21st Century Prep	Children 6-11	Group attending	In-person	20	1
Outreach to Red Apple	Children 6-11	Group attending	In-person	18	1
Photography 101	Adult (19+)	Group attending	In-person	5	1
Cars and Drones	Children 6-11	Group attending	In-person	1	1
Class Visit - Goodland Montessori, 3K and 4K	Children 0-5	Group attending	In-person	55	1
Scratch 101	Children 6-11	Group attending	In-person	5	1
Coding Blocks	Children 6-11	Group attending	In-person	2	1
Scratch Jr.	Children 0-5	Group attending	In-person	3	1
TOTAL				862	41

Patron Services

In March, staff answered 2568 questions via phone and chat and 11986 in person. A total of 14554 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.

Main Entrance People Counter	13312
Lake Ave Entrance People Counter	2047
Overdrive Checkouts	10367
Total # of phone calls (reference)	1261
Total # of phone calls (curbside)	248
Total # of phone calls	1509
Total # of questions via phone	2508
Avg. # of calls per day	58.01
Avg. # of calls per hour	6.13
Total talk time (reference)	3931.5 mins
Total talk time (curbside)	646.92 mins
Total talk time	4578.42
Avg. call length (reference)	3.18 mins
Avg. call length (curbside)	2.61
Total chats	60
Total chat messages	254
Avg. # of messages per chat	4.23
Total phone and chat questions	2568
In-person reference questions	11986
Total # of reference questions answered	14554
Computer usage - total logins	1109
Computer usage - total time	850:11:00
Computer usage - avg. time per login	45.997
Faxes	433
Scans	3022

Social Worker report: *submitted by Ashley Cedeño*

Month: March 2023

Bus Passes

- Total bus passes given out: 54

Patron Interactions (drop-in, by appointment or phone call): 129

**patron interactions do not include bus passes*

Year/Month	2021	2022	2023
January		24	56
February		20	71
March		28	129
April		61	
May		34	
June		36	
July		39	
August		42	
September	6	33	
October	15	40	
November	15	52	
December	19	40	

Need/Concerns:

Aging and Disability	
Applying for Benefits/Financial Assistance	40
Clothing/Laundry	2
COVID-19	
Domestic Abuse	
Education	
Emotional Support	

Employment	3
Food Insecurity	
General	35
Healthcare	3
Housing	17
Incidents/Crisis	4
Internet/Hotspot	18
Legal	1
Mental Health	1
Re-entry Services	
Refugee Support	
Sensory Room	2
Sexual Assault Services	
Substance Use	
Transportation (not including bus passes)	3
Veteran Services	

Continued Education (CE):

- Creating a Restorative Library Culture Webinar, Length: 1 hour, Date: 3/22/2023

Other:

- Interviewed by a student at University of Illinois- Urbana Champaign taking a MSLIS course in Library Social Work and has been tasked with completing a case study of a public library with a social work program.
- Met with Lexi Brunkow, Social Work Consultant at Superior Library, who reached out to me to get a better picture of what other libraries are doing around them in terms of social services.
- Tour of Racine Community Health Center with Karla Boho on 3/29/23 to exchange resources and become familiar with services at RCHC.
- Interviewed BSW student at Carthage College for Social Work Internship position for 2023-2024 academic year. Will be sending an official offer to student in the next coming days/week.

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

RPL circulated a total of 41,125 in March of 2023. 38,158 items from Main and 2,967 items from the Bookmobile. February 2023 circulation was 39,857. Approximately 10,240 holds were

placed and filled. 7,125 items loaned from our collection to other libraries, and 7,042 received for RPL patrons. 443 new library cards were issued during the month of March. 1,435 items were loaned out to patrons via our Home Delivery Service in the month of March.

Consortium sorting:

- In March circulation staff inducted 91,932 items through the automated material handler (AMH).
- Year to date circulation staff has inducted a total of 259,306 items through the AMH.

Other updates:

- Circulation staff added one additional shift covering the second floor adult service desks for a total of 4 shifts per week.
- Circulation Clerk Joshua Blair has left employment at RPL to concentrate on his full time employment.
- Our open Circulation Clerk 1 position has been posted with a closing date of April 12th.

Please note in monthly statistics the hours opened for Bookmobile show as 0 due to the unit being out for repairs. Bookmobile staff have been using the Techmobile to provide service.

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

In March TSD staff placed orders for 1365 items and received 556 previously ordered items. A total of 948 items were added to the catalog.

Best practices for processing the Beyond Books Collection have been re-evaluated and the physical processing has been updated.

Youth Service's Family Fun Time collection will be similarly updated.

Beyond Books Collection added:

- 3D printer: Tina2
- Discovery set: cubelets robot blocks
- Double fifteen dominoes
- A game of thrones: the card game
- 2 Mini LED projectors
- Raspberry Pi 400: personal computer kit
- Retro classic game console
- Roku express
- Roosebeck grace mountain dulcimer
- Sphero Mini
- Tantrix
- Throw throw burrito: a dodgeball card game
- Underwood model 319 typewriter
- Words of mass destruction

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

2023 Monthly Statistics	Jan-23	Feb-23	Mar-23	Total
Circulation				
Main	32,948	36,825	38,158	107,931
Bookmobile	3,333	3,032	2,967	9,332
Total	36,281	39,857	41,125	117,263
Home Delivery Service	1,183	1,111	1,435	3,729
Bulk Loans (Outreach)	335	400	515	1,250
Holds Placed	10,876	9,970	10,240	31,086
Interlibrary Loans				
SHARE Loaned	7,423	5,961	7,021	20,405
ILL Loaned (Wiscat Lender filled)	100	105	104	309
Total Loaned	7,523	6,066	7,125	20,714
SHARE Received	6,558	5,847	6,934	19,339
ILL Received (Wiscat Borrower filled)	106	99	108	313
Total Received	6,664	5,946	7,042	19,652
Overdrive Downloads				
Audiobooks	4,479	3,898	4,515	12,892
EBooks	5,434	4,771	5,314	15,519
Periodicals	577	477	538	1,592
Other				-
Total downloads	10,490	9,146	10,367	30,003
Hours Open				

Main	218	208	246	672
Mobile	130	110	0	240
Total	348	318	246	912
Library Cards Issued				
Adult	176	161	239	576
Juvenile	56	68	96	220
Restricted	3	1	-	4
Net Only	2	-	-	2
Home Delivery	3	1	-	4
Lost Cards	108	126	108	342
Total	348	357	443	1,148
AMH Inductions	86,107	81,267	91,932	259,306

Staff Continuing Education Activities and Positive Staff and Patron Stories

We had a reported total of 17.5 hours of CE from 5 staff members for March.

I received a staff commendation from **Keiko Skow** that I'd like to pass on:

"I would like to commend **Chris Tobias**. When I come in the early morning, Chris is already here. What amazes me is that he checks every aisle of our collections in the ASD and the YSD every day.....I really appreciate that he has been with us for many years. He is a quiet and gentle person with a lot of precious knowledge about the Library. I do remember him when I was hired in 1988. He was a senior page, working hard at the desk in front of the large piles of newspapers. I am very glad that I am still working with him and learning from him."

I would just echo Miss Keiko's words about how fortunate we are to have Chris Tobias as such a long time team member and leader at this library. He is an incredibly great colleague and I think Keiko speaks for many of us with her words here, in praise of Chris. Thanks Chris!

Speaking of Miss Keiko, in March she hit her 35-year anniversary of being employed at the Racine Public Library. So thanks to Keiko, also, for being such a dedicated and longtime member of the RPL team. She is an institution unto herself, here at the RPL, and people come to the library often for no other reason than to just see her and say hello. Thanks, Keiko.

I myself also hit an anniversary last month. I started here at the library 16 years ago in March of 2007. I'm incredibly grateful to the RPL for all the opportunities it has provided me in those last 16 years.

Here's a piece of praise one of our **Public Services Assistants, Keyontai**, sent out in an all staff email, not even fully knowing who was the recipient of the praise:

"I'm not sure who completed the Earth Day display and the National Poetry Month display but, can I just say that they look amazing! The color schemes, earth tones, butterflies, words etc. are all just eye-catching and make for a peaceful feel. Great Job to the Creator!"

The creator of these displays was one of the very gifted artists on our team, **Brianna**. If you haven't seen the displays, check them out before the month is over. Thanks, Brianna!

Rebecca, our Local History Librarian, shared some of the details of the local history research she helped patrons with over March:

"This past month, I was able to help two patrons find information about their house's history, helped a patron find newspaper articles related to the closing of the Black Resort in Kenosha in 1931 who is writing an article or documentary or something about it for a group in Chicago, provided more Western Printing information for a woman in PA who is writing a book about the Western's PA Plant and will be sending us a copy whenever she is able to finish it, and continued to try and help a patron whose husband was abandoned with his two siblings as children and can't find any information about their family..."

Lastly, I'll add a note I received from **one of our patrons, Mary**, regarding our involvement in a program application we hadn't even promoted to the public. The title of her email was "Exciting to Read About Radical Librarianship" in reference to the **Radical Librarianship Institute** program we are applying for:

"Hi Nick

I hope you get to go to the summer seminar; it's good to know that librarians are working on this, and you all have been in the vanguard of social awareness here in Racine, so thank you for that."

When I asked Mary how she was aware of this grant/program application when we haven't even made it public that we were in the process of applying for it, she said that one of our several partner organizations in the project--**Racine Women for Racial Justice**--sent something about it in their monthly newsletter. I found it really encouraging to know that, whether our library's proposal is even accepted into the program or not, we're being highlighted by other community members and organizations for even putting in the work to apply.

Evelin Garcia, Business Manager

Business Office

- Working on processes

- Incident Reports
 - Purchasing
 - All programming purchases will be done by Business Office
 - Capital campaign
 - Working on a vendor list
 - Getting the bikes refinished
 - 1st bike has been completed
 - 2nd bike should be done in the next month or so
 - Ordering needed items for 2nd floor
 - Pam is working closely with Angie on this
 - Exterior cameras
 - Board approved and will be installed in the next couple of months
 - Postage machine
 - We will be moving forward with proposed quote
- Quotes for Van have been gathered and given to Angie
 - New / Used
 - Working with the Digital Services and Innovation Team
 - Asset Tagging
 - On-going process
 - 2nd floor mostly done still need to asset tag furniture
 - Assisting with Ruff Readers Program
 - Administrative duties
 - 2nd session will start on session March 20, 2023
 - Need ideas for marketing program
 - sent flyer to 5 private schools
 - Assisting Marketing
 - Listing daily programs on boards
 - Lunch break kick-off May 24th
 - Need more vendors
 - Public Safety Specialist
 - 2 PSSs started to cover the 32-hour week
 - PSS position vacancy posted
 - w/Gateway and Handshake (College Student Platform)

Building

- Working with the City to get the handle bars repaired
 - This will be part of a contract with IRS and is expected to start in the summer
- Maintaining the exterior clean

- Look into landscaping for the Lake Ave entrance
 - Mike is working on this
- Check into the front doors
 - Will be getting a quote for alternatives on doors
 - No Alternatives that would address the issue
- Will be getting a quote for blinds to be cleaned
 - 29 blinds quote at \$1,800 will be done once a year
- Quote to get carpets washed yearly
 - Pam is still working on it
- Will need to check cost on the glass cleaning for 2nd floor
- Exterior lighting on 2nd floor entrance
 - Mike is working on this

Training

- Attending a safety seminar
- Munis onboarding
- CVMIC

Online Store

- Offering a 10% discount through end of April - online only

Shay King, Head of Business Development

Overview

Elkid Alvarez Maldonado started on April 3 as the new marketing and outreach assistant. Onboarding so far has focused especially on an introduction to program marketing, including a revival of the e-newsletter.

April's programs are all actively being marketed. May programs are in the final stages of being posted. June/July/August programs will begin to be marketed next week.

A major focus for March was developing a feature story on the renovation and the library's various new and refurbished spaces. Several staff interviews were conducted in the process. The resulting piece is set for publication this week and will be used as a foundation for developing further content to highlight the results of the renovation.

Topics for promotion during March included the seed library's restock, seeking donations for the spring book sale, soliciting vendors for Lunch Break at the Library, a spring Square store sale, Battle of the Books and various closures.

Press highlights

In March, the library was referenced **in the media [at least 15 times](#)**.

Highlighted coverage:

- [A Checkup for Checkout: Medical kits aim to target community health issues](#) - American Libraries, March 1
- [Nonprofits will share nearly \\$700K](#) - The Journal Times, March 16

Owned media highlights

Website

March visitors: 3,929

March calendar views: 4,812

- Most-viewed March event: [Senior Paint 'N' Sip Tea](#) on March 21 (369 views)

New pages:

- [The Natural Library](#)

Updated pages:

- [Homepage](#)
- [Beyond Books](#)
- [Board](#)
- [Community information](#)
- [Hours & locations](#)
- [Language learners](#)
- [Library GO!](#)
- [Meeting rooms](#)
- [Policies and procedures](#)
- [Printing](#)
- [Social services](#)
- [Teens](#)

Google Business Listing

March calls: 362

March direction requests: 537

March website clicks: 2,589

March appearances in search results: 4,424

March business profile views: 7,399

Our Google profile's busiest day was Monday, March 6.

Reviews

5 stars: "Very nice library right on the lake. Great selection of books and magazines." - Jon Dezek

Search terms that revealed the library's page

* This excludes searches for our library or libraries in general. Any searches without a number were shown on Google as "<15" searches.

- "Racine library hours" and other variants (98+)
- Searches for RPL photos: "Racine public library photos" and "pictures inside racine library" (37+)
- "Bookmobile," "racine mobile library" and other variants (19+)
- Searches for unrelated locations: "1502 ellis ave racine, wi 53402," "3045 159th avenue northeast, ham lake, mn"
- Searches for our services in general (2+): "racine public library central library services" and other variants
- Searches about notaries (4+): "do all libraries have notary service?," "free notary public library near me," "notary public racine wi" and other variants
- Searches for other specific services: dropboxes, seed library, nearby water fountains, adult books, library cards, events, the SHARE Anywhere app, and free copies
- "public"
- "racine public library board"
- "racine public library reviews"

Newsletter

March open rate: 28.1%

March click rate: 2.7%

Current newsletter recipients: 18,289

Most-opened newsletter: March 17, 28.1% open rate - "Free vegetable & herb seeds • 10% off library merch" with the preheader "Techmobile at Bookmobile stops & other updates"

Most-clicked newsletter: March 17, 2.7% click rate - Most-clicked link to Feb. 10, 1.7% - Most-clicked link to the [Natural Library webpage](#) (436 clicks)

Social Media

Facebook

Current followers: 5,849

March reach: 39,103

March posts and stories: 42

Most-reached post: 16,284 reach - March 1 [Lake Avenue doors](#) post

Instagram

Current followers: 1,106

March reach: 384

March posts and stories: 2

Most-reached post: 187 reach - March 4 [Battle of the Books](#) post

TikTok

March followers: 204

March video views: 209

Our [most popular video](#) gained another 193 views (5,024 total).

Melissa Donaldson, Head of Digital Services and Innovation

Programming

In January the Digital Services Innovation Team held and participated in 11 programs with a total attendance of 140 participants.

Tech Support

Digital Services and Innovation Lab staff had 122 appointments with patrons this month. This comes to about 61 hours of work for the staff. Patron tech help is busy for the 3rd month in a row.

- DSI had 24 support tickets come in from staff.

Partnerships

- Continue to partner with IT Collaborative Group.
- Continue to partner with RUSD for various tech-related programs.
- Continue discussions on the Digital Divide

Equipment Purchases

- QIDI iFast 3d Printer.
- AnkerMake M5
- New Monitors for the Adult Patron Terminals
- 5 Sewing Machines
- 3 Meta Quests VR Headsets

Continuing Education

- Melissa
 - Scrum: Advanced
 - Scrum: The Basics
 - Agile Foundations