

Angela Zimmermann, Executive Director Report

Personnel/Operations/Building

As I mentioned at the last Board meeting, I took a vacation since the last time we've met so was out of the Library for two weeks between the end of April and the beginning of May which means this last week has been a lot of catch-up with both staff, emails, and projects (hence a shorter report from me this month).

We held our first all day in-service training this year this past Friday (May 12th) and covered topics of cross-training, what to expect when an organization goes through a restructuring and the discussion of moving to a one service desk model and breaking down the great Circulation-Reference Divide in the workplace. We also had a visit from the LGBT Center on SafeZone training which provided a visual and interactive presentation to help us understand how to building empathy for each group in the LGBTQIA+ community. There was also time within the training for staff to connect via icebreakers and conversation.

As you'll also read in Deputy Director Demske's report and I'll mention briefly here, incident reports within the building have been increasing in frequency and many of the Leadership Team are having to dedicate quite a bit of time and energy to dealing with the situations. I've made it a standing agenda item for our weekly Leadership Team meetings to discuss each incident and ban (sadly) patrons accordingly.

Construction on the Friends book sale nook and part of the Technical Services Department's area (as approved at the April Library Board meeting) will begin at the beginning of June.

Hopefully you've seen some sort of advertisement/marketing about this coming Saturday, May 20th (and I'll be sending a formal invitation to the trustees as well), but we will be holding the official 'reopening' of the 2nd floor and ribbon-cutting for the renovation. It'd be great to have as many trustees as possible in attendance for this. We're holding the Grand Reopening in tandem with a Health and Family Resource Fair at the library (over 30+ vendors) from 11:00 am to 2:00 pm with the ribbon-cutting at 11:30 am.

The Friends of the Library held their annual Spring book sale and brought in a total of \$1,988.95 in sales. We all sincerely appreciate and recognize all of the hard work the Friends of the Library do to execute the annual book sale. Most recently I have asked the FOL for funds towards our Home Delivery Service, our Summer Library Program, and our Seed Library. They generously have funded all of our requests.

This past week I had a chat with a representative from TMJ4's Positively Milwaukee show. They're interested in our 'Lunch Breaks at the Library' and will be attending our Wednesday, June 7th lunch break to interview the RPL team, patrons, and some of the food trucks to then air on the show.

Upcoming Continuing Education / Conferences

[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.

Nick Demske, Deputy Director

--Patron incidents have been happening with a greater frequency and severity than ever before, so the leadership team has reoriented recently to devote more energy to dealing with them than ever before. We have been navigating a lot of incidents, especially involving drunk patrons or patrons bringing alcohol into the building and drinking even. To mitigate the library's atmosphere from feeling intimidating, unsafe and uncomfortable for patrons and staff alike, the leadership team has been reviewing incident reports weekly and Angie has been issuing month long bans to patrons whose behaviors demonstrate patterns of unwillingness to abide by the library's behavior policies. We have also instituted monthly incident report reviews that anyone from the staff may join for. These issues take a tremendous amount of our time and addressing them in these new ways is extra taxing.... but the results have been very positive and the library's environment is benefitting from it greatly already.

--There have been tons of staff transition lately and so we are constantly working to keep up with job postings, applications, interviews and training new hires. Another one of our Public Service Assistants has been promoted into a regular role, and Elkid Alvarez Maldonado is now with us full time as an Outreach and Marketing Assistant. Another PSA, Sean O'Toole, just recently landed a job at MATC's library and, while he will stay on at the RPL as well, he'll be working fewer shifts. Lastly, Karen Weber, who has worked here over a decade and a half, has decided to fully retire at the end of this month. She has been a fantastic, kind, dedicated and generous team member since she first arrived and we are so grateful for her many years of excellent service here. All of these transitions, though, mean posting jobs and going through hiring processes, so we are pursuing 2 more PSAs to be hired near the end of the month. We also just finished a round of 6 interviews to fill two vacant Public Safety Specialists and we will be communicating offers for those positions hopefully early next week.

--Lastly, I wanted to mention and highlight that our social worker, Ashley, hosted her first program. She called it "Coffee and Conversation." As you might imagine, she provided coffee and cookies, invited anyone from the public to come, and provided a facilitated group discussion experience for those who attended. Both I and Shay King from our staff were able to be present for it, and we were both blown away with what a beautiful, powerful and yet simple experience it was. The topic Ashley led discussion on was community. It evoked very strong reactions, both positive and negative, from participants. People shared very vulnerable truths about their lives, one participant cried during the discussion...but by the end, everyone clearly felt really uplifted and like they had managed to connect with each other in a much deeper way

than most of us get to on a day to day basis. I think our library--and all libraries--would be wise to pursue more programming of this kind, which facilitates deep, cross-cultural connections and communal healing experiences, and I can't wait to see how Ashley continues to expand the program.

April Programming Statistics

The Library presented 44 programs in February, which reached a total participation of 1059 people.

All 44 programs were groups attending.

17 were for children ages 0-5.

11 Were for children ages 6-11.

3 were for young adults.

8 were for adults.

5 were for all ages.

None were virtual--all 44 were in person. Those in person programs had an average attendance of 24.

Programs	Target Age Group	Type	Format	Participan ts	# of Programs
LEGO Club	Children 6-11	Group attending	In-person	79	2
Scratch 101	Children 6-11	Group attending	In-person	9	2
Family Storytime	Children 0-5	Group attending	In-person	166	4
Coding Blocks	Children 6-11	Group attending	In-person	2	
Chess Club	General Interest (all Ages)	Group attending	In-person	22	
Senior Bingo	Adult (19+)	Group attending	In-person	17	
Open Gaming Lab	Children 6-11	Group attending	In-person	3	
Maker Monday	General Interest (all Ages)	Group attending	In-person	75	

Lapsit Storytime	Children 0-5	Group attending	In-person	22	2
Tuesday Tales	Children 0-5	Group attending	In-person	99	3
Afternoon Book Group	Adult (19+)	Group attending	Live virtual	10	
Learn to type	Children 6-11	Group attending	In-person	2	
Craft Time with Miss Keiko	General Interest (all Ages)	Group attending	In-person	50	
Thoughtful Words Poetry Workshop	Adult (19+)	Group attending	In-person	6	
Musical Storytime	Children 0-5	Group attending	In-person	106	3
Teen Craft & Chat	Young Adult (12- 18)	Group attending	In-person	4	
Schools Are Out: Craft Time with Miss Keiko	General Interest (all Ages)	Group attending	In-person	34	
Saturday Cartoon Time	Young Adult (12- 18)	Group attending	In-person	4	
Robotics Lab	Children 6-11	Group attending	In-person	4	
Gardening Classes for Beginners - Seed Starting 101	Adult (19+)	Group attending	In-person	11	
Gardening Classes for Beginners - Building Healthy Soil	Adult (19+)	Group attending	In-person	16	
Toddler & Preschool STEAM Time	Children 0-5	Group attending	In-person	8	
Young Writers Guild	Young Adult (12- 18)	Group attending	In-person	1	
Coffee and Conversation	General Interest (all Ages)	Group attending	In-person	6	

Outreach	Children 6-11	Group attending	In-person	57	2
A Brie to Disa Brie	Adult (19+)	Group attending	In-person	5	
Class visit (4K)	Children 0-5	Group attending	In-person	36	2
Cutting the Cord	Adult (19+)	Group attending	In-person	4	
Seasonal Screams	Adult (19+)	Group attending	In-person	5	
Outreach to Gifford	Children 6-11	Group attending	In-person	150	
Class Visit	Children 0-5	Group attending	In-person	46	2
TOTAL				1059	22

Patron Services

In April, staff answered 2153 questions via phone and chat and 10387 in person. A total of 12540 questions were answered across all methods of communication. 83% of the reference questions were asked in person, while 17% were received over the phone or via chat.

Main Entrance People Counter	12366
Lake Ave Entrance People Counter	1920
Overdrive Checkouts	9006
Total # of phone calls (reference)	1120
Total # of phone calls (curbside)	302
Total # of phone calls	1422
Total # of questions via phone	2094
Avg. # of calls per day	56.88
Avg. # of calls per hour	6.18
Total talk time (reference)	3670.67 min
Total talk time (curbside)	751.03 min
Total talk time	4421.7

Avg. call length (reference)	3.28 min
Avg. call length (curbside)	2.49 min
Total chats	59
Total chat messages	262
Avg. # of messages per chat	4.44
Total phone and chat questions	2153
In-person reference questions	10387
Total # of reference questions answered	12540
Computer usage - total logins	1145
Computer usage - total time	899:43:00
Computer usage - avg. time per login	47.147 min
Faxes	359
Scans	3140

Social Worker report: *submitted by Ashley Cedeño*

Month: April 2023

Bus Passes

- Total bus passes given out: 69

Patron Interactions (drop-in, by appointment or phone call): 119

**patron interactions do not include bus passes*

Year/Month	2021	2022	2023
January		24	56
February		20	71
March		28	129
April		61	119
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		Food Insecurity		Re-entry Services	
Applying for Benefits/Financial Assistance	25	General	42	Refugee Support	
Clothing/Laundry	1	Healthcare	2	Sensory Room	
COVID-19		Housing	3	Sexual Assault Services	
Domestic Abuse		Incidents/Crisis	13	Substance Use	
Education		Internet/Hotspot	22	Transportation (not including bus passes)	6
Emotional Support	1	Legal	3	Veteran Services	
Employment	1	Mental Health			

Continued Education (CE):

- NA

Other:

- Presented at WAPL Conference: **Building the Resiliency Builders: Forming a Strong Collaborative To Meet Community Psycho-Social Needs, City Library Collective.**
Presenters: Ashley Cedeño, RPL; Nick Dimassis, Beloit Public Library; Kahlil Griffin, Kenosha Public Library, and Melissa McLimans, WiLS
- Met with Sarah Clemons at the City (Health Department) to exchange Community Resources
- Hosted my first program! Coffee and Conversation was a success, total attendees: 6.

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

RPL circulated a total of 36,494 in April of 2023. 34,103 items from Main and 2,391 items from the Bookmobile. March 2023 circulation was 41,125. Approximately 7,250 holds were placed and filled. 8,010 items loaned from our collection to other libraries, and 7,772 received for RPL patrons. 400 new library cards were issued during the month of April. 1,485 items were loaned

out to patrons via our Home Delivery Service in the month of April.

Consortium sorting:

- In April circulation staff inducted 78,138 items through the automated material handler (AMH).
- Year to date circulation staff has inducted a total of 337,444 items through the AMH.

Other updates:

- Circulation staff added one additional shift covering the second floor adult service desks for a total of 5 shifts per week.
- Our open Circulation Clerk 1 position has been filled with the transfer of PSS Dominic Pedicone. This went into effect on April 13th.

Please note in monthly statistics the hours opened for Bookmobile show as 17.5 due to the unit being out for repairs for the majority of April. Bookmobile staff have been using the Techmobile to provide service.

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

In April TSD staff placed orders for 874 items and received 1210 previously ordered items. A total of 1666 items were added to the catalog.

Beyond Books Collection added:

- 25 Words or Less [board game]
- Americana : dockside marriage / Buffalo Games, LLC. [puzzle]
- Beach vibes [puzzle].
- Catching the morning air [puzzle]
- Digital film scanner [equipment]
- The farm [puzzle]
- Flashbacks: hit the road Jack [puzzle]
- France [puzzle].
- The original rummikub : brings people together : Classic. [game]
- Road trip U.S.A (300). [puzzle]
- Sports Action Camera. / [equipment]
- Throw throw burrito: a dodgeball card game / from the creators of Exploding Kittens. [game]
- Waterfall Valley / [art by] Charles Wysocki. [puzzle]

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

2023 Monthly Statistics	Jan-23	Feb-23	Mar-23	Apr-23	Total
Circulation					

Main	32,948	36,825	38,158	34,103	142,034
Bookmobile	3,333	3,032	2,967	2,391	11,723
Total	36,281	39,857	41,125	36,494	153,757
Home Delivery Service	1,183	1,111	1,435	1,485	5,214
Bulk Loans (Outreach)	335	400	515	445	1,695
Holds Placed	10,876	9,970	10,240	7,250	38,336
Interlibrary Loans					
SHARE Loaned	7,423	5,961	7,021	7,909	28,314
ILL Loaned (Wiscat Lender filled)	100	105	104	101	410
Total Loaned	7,523	6,066	7,125	8,010	28,724
SHARE Received	6,558	5,847	6,934	7,688	27,027
ILL Received (Wiscat Borrower filled)	106	99	108	84	397
Total Received	6,664	5,946	7,042	7,772	27,424
Overdrive Downloads					
Audiobooks	4,479	3,898	4,515	3,957	16,849
EBooks	5,434	4,771	5,314	4,582	20,101
Periodicals	577	477	538	467	2,059
Other					-
Total downloads	10,490	9,146	10,367	9,006	39,009
Hours Open					
Main	218	208	246	230	902
Mobile	130	110	0	17.5	257.5

Total	348	318	246	247.5	1159.5
Library Cards Issued					
Adult	176	161	239	217	793
Juvenile	56	68	96	78	298
Restricted	3	1	-	-	4
Net Only	2	-	-	1	3
Home Delivery	3	1	-	-	4
Lost Cards	108	126	108	104	446
Total	348	357	443	400	1,548
AMH Inductions	86,107	81,267	91,932	78,138	337,444

We had a reported total of 3 hours of CE from 1 staff member for April.

From one of our Public Service Assistants, Karen Weber:

“While working at the Health and Safety Fair last Saturday, May 6th, a woman approached my table and complimented Katie Day and the Home Delivery Service. Her name was Marcia Meracle and she could not say enough about Katie and how much she helped her get the Suzanna Gregory books that she loves to read. She raved about this for a few minutes about how Katie goes out of her way to meet her needs.”

From one of our Tech Team members, Matt Jerke:

“We received an odd message on the Tech Help voicemail from a woman who asked about the library and our wireless carrier. She asked if the library was in the process of changing cell phone towers, as her disabled brother relies on the library for his cell phone service. I was a little confused by the message (as the library isn't a cell phone service provider). I called her back and left a message asking if she could clarify the message.

The next day, the brother stopped by the library. Terrence started helping him, and it turns out the brother was deaf. Terrence helped him get connected to the library's Wi-Fi and it turned out he had a bunch of updates that were trying to go through. Terrence helped him update his phone multiple times, and the entire process took about an hour. Throughout that entire time, Terrence was patient and kind and helped get this patron connected. There was a bit of a struggle communicating at first, but once they figured it out, it worked out well. The brother relied on our internet for much of his communication and connectivity. When the updates slowed down his phone, it basically blocked his ability to communicate.

Terrence shows great kindness and patience while helping this patron. Observing the interaction reinforced for me why we (libraries) are here.”

From Youth Services Supervisor, Keiko Skow:

“I commend Keyontai [Redding, one of our Public Service Assistants] who is a very hard worker and tries to learn many different tasks. I really appreciate working with her.”

I would like to echo Keiko’s comment here. Keyontai has been an excellent team member. She serves the public well and respectfully, she has an excellent, kind demeanor and treats her colleagues with respect and she is always willing to take on new tasks and expand the responsibilities she takes on. I especially want to shout her out because she, since we’re down a few staff members, Keyontai has been filling in the many gaps in our service schedule and we would’ve been lost without her. Thank you, Keyontai!

Shay King, Head of Business Development

Overview

April focused overall on tightening our branding, maintaining a consistent rhythm with the e-newsletter, and reviving our paper calendar. The new paper calendar is smaller with an aesthetic redesign, courtesy of the marketing and outreach assistant, and has been in high demand for outreaches.

April and May program marketing (for static promotional venues) is complete. June/July/August program marketing is 25% done. The head of business development is participating in the planning for a series of pride and drag programs for June.

Topics for promotion during April included various closures and Bookmobile schedule changes, the May park pass program launch, our new library card expiration timeline, the April 27-29 book sale, the new blood pressure station, the May 19 health fair and renovation celebration, and ongoing promotion about the library’s new post-renovation spaces. In addition, the marketing and outreach assistant has been working with the adult services and programs librarian to develop Spanish and bilingual graphics.

Press highlights

In April, the library was referenced **in the media [at least 29 times](#)**.

Highlighted coverage:

- [Racine Public Library renovation now complete](#) - Racine County Eye, April 11
- [Community Newsletter: Racine Public Library](#) - The Journal Times, April 22

Owned media highlights

Website

April visitors: 3,532

April calendar views: 2,999

- Most-viewed April events
 - [Senior Paint 'N' Sip Tea](#) on April 25 (165 views)
 - [Spring Gardening Classes for Beginners: Building Healthy Soil For Gardening](#) on April 15 (150 views)
 - [Photography 101](#) on April 24 (148 views)

Most visited pages:

- [Home](#) - 2,302
- [Events & Happenings](#) - 128
- [Borrow from the Library](#) - 107

Google Business Listing

April calls: 395

April direction requests: 534

April website clicks: 2,382

April appearances in search results: 4,070

April business profile views: 6,546

Our Google profile's busiest day was Tuesday, April 4.

Reviews

5 stars: "Big selection & friendly workers" — 80 Bucks

5 stars: "Very helpful and saves me a lot of money." — Michael Gasperi

2 stars: "The library itself is fantastic, great resources. Nice facility and location. The staff is helpful and nice. Very impressive book selection as well as the ability to source books from surrounding libraries.

But I can't give 5 stars anymore bc I am harassed by the housing impaired whenever I am inside the facility and also outside. It's literally hard to get in without being cat-called or spare changed and it's actually quite scary around the back of the building where dozens of intoxicated people congregate regularly. Also trying to leave going up the steps is a gauntlet of harassment. While using the printers or computers inside men will blow kisses at me. It's gross and demoralizing. I don't go very often because of this obstacle." — Rama Daje

Rama Daje's review had been a five-star review some months ago. We did write a response to both the original and the updated review.

Things our viewers searched for

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

- Photos of the library (35+)

- Our hours (82+)
- The Bookmobile
- Our programs, including creative writing classes for kids
- Our services, including 3D printers and printing
- Our library cards
- Our dropboxes
- Our board

Newsletter

April open rate: 26.9%

April click rate: 1.2%

Current newsletter recipients: 18,252

Most-opened newsletter: April 6, 27.9% open rate - “Open for Spring Break” with the pre-header “Gaming Lounge, Book Sale Donations & other updates”

Most-clicked newsletter: April 6, 1.3% click rate - Most-clicked link to our [book donation policy](#) (110 clicks)

Social Media

Facebook

Current followers: 5,918

April reach: 11,531

April posts and stories: 42

Most-reached post: 3,961 reach - April 27 [book sale teaser](#)

Instagram

Current followers: 1,123

April reach: 617

April posts and stories: 5

Most-reached post: 374 reach - April 27 [book sale teaser](#)

TikTok

April followers: 209

April video views: 373

Our [most popular video](#) gained another 295 views (5,319 total).

Melissa Donaldson, Head of Digital Services and Innovation

Programming

In April the Digital Services Innovation Team held and participated in 11 programs with a total attendance of 260 participants.

Tech Support

- Digital Services and Innovation Lab staff had 137 appointments with patrons this month. This comes to about 68.5 hours of work for the staff. Patron tech help is busy for the 4th month in a row.
- DSI had 18 support tickets come in from staff.

Partnerships

- Continue to partner with IT Collaborative Group.
- Continue to partner with RUSD for various tech-related programs.; this month David Venne visited the Innovation Lab.
- Continue discussions on the Digital Divide; Met on City Hall on 4/20.

Equipment Purchases

- New Adult Patron Computers
- New Printers for 1st and 2nd floor service desks

Staff Training

- Provided staff training on Wireless Printing for Patrons; Matt created instructions for all staff and Melissa held a demo at the all staff meeting.

Tech Mobile

- Brianna and Melissa took the Tech Mobile to Gifford for National Outreach Day in collaboration with LDV.

