

June 2023 Board Packet – Executive Director and Leadership Team Reports

Angela Zimmermann, Executive Director Report

Personnel/Operations

As reported out at the last Board meeting, I'd still report that a decent amount of mine and the Leadership Team's time is in dealing with incident reports as we continuously work to refine the incident report process, expectations of all staff when filing an incident report, expectations of community members within the building and on the Library premises, tweaking the suspension letter, and upholding the Library's Commitment to Excellence for All Policy while creating and ensuring a welcoming environment for all.

We have recently brought on three new Public Safety Specialists (thank you to Evelin, Ashley and Nick for working through that process) and all three have already done a commendable job while on staff, will go through the CPI Training and will part of the monthly incident report debriefing sessions going forward. I'm happy to answer any questions about any of this at the Board meeting on Thursday.

The Health and Resource Fair and Grand Reopening was held on Saturday, May 20th. I'd like to take a moment to commend Ashley (Social Worker) and Viridiana (Programming Librarian) who led the planning and implementation of this program. I'd also like to recognize Pam (Administrative Assistant) who worked to ensure everyone was well-nourished for the event. It was great to see the new space to be filled with 30+ vendors and an entirely very active Library. All spaces of the new 2nd floor were open for community members to explore.

A decent amount of mine and Deputy Director Nick's time has been filled with working on applying for [The Jerry Kline Community Impact Prize grant](#). We contemplated going for this grant last year but I ultimately decided it'd be better to wait for the renovation be completed rather than in upheaval with construction. The deadline to apply is the end of the day on Friday, July 16th. According to Nick, this is the most ambitious grant this library has gone for. I feel we have a pretty powerful story to tell so I think we do have a great chance at receiving it. I believe the winning library will be announced towards the end of the year.

Drag Queen Storytime

Shay King, Head of Business Development, also touches on this in their report as well but I would just like to say here how proud I am of this Library and of the team we have compiled to implement this event (June 30th from 3:30 – 4:30 pm). Again, I'm happy to answer any questions around this. We've received minimal if any pushback on this event thus far. With the packet, I will also send along the talking points again to the Board.

Building

The construction on the expansion of the book sale nook shall begin on Monday, June 19th. I do not anticipate too much interruption with day-to-day activities and I have allowed the Friends of the Library to place as much items as possible (and as is reasonable) in the Lobby area.

The exterior camera installation began this past week, and Evelin and I spent some time with ClearCom ensuring the placement of the cameras makes sense for the Library.

We have some final landscaping and aesthetics for the Lake Avenue entrance to be handled yet and I will be bringing those options and quotes before the Board.

HVAC issues and incredible problems with the heat on the 2nd floor. We're still working with the contractor, DPW, and the third party (enlisted by the contractor during the construction) on the HVAC issue on the 2nd floor. Everyone is aware of the problems and we're attempting to rectify the issue ASAP.

Meetings and Activities

Outside of all of my regular meetings, I've met with the capital campaign consultant, attended DEI training through the City (all Department Heads and Supervisors will also attend this in the coming weeks), attended the monthly Prairie Lakes Advisory Directors' Committee meeting (discussion mostly centered on the 2024 budget), met with Damian Evans to discuss the Library's Equity Workforce Plan goals, worked three Saturdays in a row, and attended several virtual continuing education opportunities.

Harbor Market: Please note that we do have a spot at Harbor Market each time. We had some last minute scheduling issues this first time. We will be in attendance at the next one.

TMJ4: Positively Milwaukee came and interviewed the Library on Wednesday, June 7th for the Lunch Break at the Library. They spoke with community members and the food truck vendor as well. As the time of this report, the interview was not yet made live.

I will be attending the [American Library Association's conference this year in Chicago](#) (as well as six other staff members as previously reported). The ALA Conference this year will be held from June 22nd to the 27th.

<i>Nick Demske, Deputy Director</i>
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Here are some of the highlights from this last month at the RPL:

--The summer reading program is underway, which always requires a lot of preparation.... but for 2023 we're doing even more. This year, the summer reading theme is "All Together Now."

We're kicking off the activity with a round of Racine Monopoly, where you can visit locations around Racine to try activities and be entered to win prizes like a one-year family pass to the Racine Art Museum, gift cards to local businesses, plants and more. We've talked about doing this sort of thing for years, but it requires so much work that we've never made the commitment. This year, we're really indebted to Rebecca and Viridiana for committing to making this effort a success. It really is a pretty amazing, wide-ranging community collaboration they've put together which will benefit so many organizations in the community--not just the library.

---. We are just wrapping up a recruitment and hiring process for three Public Service Assistants. We had an excellent pool of candidates and anticipate bringing on three new staff members in those roles, also.

--After a long, involved application process for the RPL to be part of the first cohort of UCLA's Radical Librarianship Institute, we learned that our application was accepted this past month! This was an incredibly competitive process, so we are honored and humbled to have been among the 25 libraries nationwide to have been selected. This means we'll be part of what is basically a year-long fellowship, I will be going to UCLA in person for a week long intensive in early August and we will be receiving a \$10K grant from them in order to support the Participatory Defense Hub we are working to create by fall. This is great news and it's never a guarantee that the work of a grant will pay off in this way, but we're thrilled it did this time.

--Lastly, in conjunction with the RLI grant, the group of community organizations we have helped to organize for the purposes of creating the Participatory Defense Hub (The Racine Participatory Defense Coalition) is working on finalizing logistics to hopefully bring two trainers from San Jose to train more than 30 community members on how to create and run a participatory defense hub. The Johnson Foundation at Wingspread has agreed to host this event, as well as share some of the \$5000 expense of the training. A local law firm, Patton Law, has also agreed to sponsor \$1000 for the training, and we're hoping to get at least one more sponsor before the training takes place, tentatively in late July.

May Programming Statistics

The Library presented 37 programs in May, which reached a total participation of 1556 people.

All 37 programs were groups attending.

4 were for children ages 0-5.

12 Were for children ages 6-11.

4 were for young adults.

4 were for adults.

13 were for all ages.

None were virtual--all 37 were in person. Those in person programs had an average attendance of 42.

Programs	Target Age Group	Type	Format	Participants	# of Programs
Preschool and Toddler STEAM Time.	Children 0-5	Group attending	In-person	10	1
Mario Kart Gaming	General Interest (all Ages)	Group attending	In-person	12	1
May Craft #1	General Interest (all Ages)	Group attending	In-person	15	1
Family Storytime	Children 0-5	Group attending	In-person	55	2
Senior Bingo	Adult (19+)	Group attending	In-person	6	1
May Craft #2	General Interest (all Ages)	Group attending	In-person	14	1
Robotics Lab	Children 6-11	Group attending	In-person	10	1
Health Fair (on Erie Street)/Outreach program	General Interest (all Ages)	Group attending	In-person	100	1
RUSD World Travelers at Mitchell Academy	General Interest (all Ages)	Group attending	In-person	125	1
Maker Monday	General Interest (all Ages)	Group attending	In-person	24	1
Outreach to Gifford	Young Adult (12-18)	Group attending	In-person	138	1
Scratch Jr.	Children 6-11	Group attending	In-person	6	2
Literacy Fest at Gifford School (Our programs were for 2nd, 3rd, 4th and 5th graders)	Children 6-11	Group attending	In-person	600	1
Girls Who Code - Goodland	Children 6-	Group	In-person	19	3

	11	attending			
Women's Shelter Outreach	General Interest (all Ages)	Group attending	In-person	9	1
3D printing 101	Children 6-11	Group attending	In-person	7	1
Preschool and Toddler STEAM time	Children 0-5	Group attending	In-person	17	1
Cutting the Cord	Adult (19+)	Group attending	In-person	4	1
Teen Game Night: Tower Challenge	Young Adult (12-18)	Group attending	In-person	2	1
Teen Craft & Chat: Shrinky Dinks	Young Adult (12-18)	Group attending	In-person	3	1
A Brie to Disa Brie	Adult (19+)	Group attending	In-person	8	1
Robot coding, 3D printing, Spheros, Cublets	Children 6-11	Group attending	In-person	18	1
Coffee and Conversation	General Interest (all Ages)	Group attending	In-person	10	1
Health and Family Resource Fair/Grand Reopening	General Interest (all Ages)	Group attending	In-person	150	1
Young Writers Guild	Children 6-11	Group attending	In-person	3	1
Senio Paint N Sip	Adult (19+)	Group attending	In-person	9	1
Meaningful Locations Exhibit	General Interest (all Ages)	Group attending	In-person	3	1
Scratch 101	Children 6-11	Group attending	In-person	1	1
Outreach at West Ridge School	General Interest (all Ages)	Group attending	In-person	50	1

Class Visits	Young Adult (12-18)	Group attending	In-person	26	1
Women's Shelter Story Time/Craft	General Interest (all Ages)	Group attending	In-person	10	1
Gifford Elementary School- Class Visit	General Interest (all Ages)	Group attending	In-person	68	1
LEGO Club	Children 6-11	Group attending	In-person	24	1
TOTAL				1556	37

Patron Services

In May, staff answered 2158 questions via phone and chat and 10814 in person. A total of 12972 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	11751
Lake Ave Entrance People Counter	1833
Overdrive Checkouts	9305
Total # of phone calls (reference)	1092
Total # of phone calls (curbside)	299
Total # of phone calls	1391
Total # of questions via phone	1980
Avg. # of calls per day	55.64
Avg. # of calls per hour	5.79
Total talk time (reference)	3585.82 min
Total talk time (curbside)	778.9 min
Total talk time	4364.72 min
Avg. call length (reference)	3.28 min
Avg. call length (curbside)	2.61 min
Total chats	49

Total chat messages	178
Avg. # of messages per chat	3.63
Total phone and chat questions	2158
In-person reference questions	10814
Total # of reference questions answered	12972
Computer usage - total logins	1065
Computer usage - total time	994:14:00
Computer usage - avg. time per login	56.013
Faxes	545
Scans	1828

Social Worker report: *submitted by Ashley Cedeño*

Month: May 2023

Bus Passes

- Total bus passes given out: 99

Year/Month	2022	2023
January		27
February		45
March		54
April		72
May		99
June		
July		
August		
September	62	
October	72	
November	44	

December	31	
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Patron Interactions (drop-in, by appointment or phone call): 80

**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	80
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	13	General	31	Refugee Support	
Clothing/Laundry		Healthcare	1	Sensory Room	
COVID-19		Housing	12	Sexual Assault Services	
Domestic Abuse		Incidents/Crisis	8	Substance Use	2
Education		Internet/Hotspot	5	Transportation (not including bus passes)	3
Emotional Support	1	Legal		Veteran Services	

Employment	4	Mental Health		
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Continued Education (CE):

- NA

Other:

- Coffee and Conversation Program; 5/18- 10 participants
- BSW Intern completed Internship at RPL! 468 hours completed throughout her internship
- 5/20/23- Health and Family Resource Fair was a huge success! Took many months of planning, but the bulk of the work was done this month.
 - Total of 31 community organizations participated as vendors.
 - Collected surveys from participants (asked for zip code and satisfaction questions), and we had people from throughout the entire county of Racine, Milwaukee, Waterford and New Berlin attend!
- Consulate of Mexico in Milwaukee interviewed me on 5/3/23 to inquire about the services I offer, and live streamed it on their website, Facebook page, YouTube and their consulate waiting room office
- Was a part of the interview committee for the Public Safety Specialist positions
- Was asked to speak to a class at Carthage College (Social Work Department). Spoke to class on 5/16/23 and discussed my role at the library and the growing field of library social work
- Met with RUSD Elementary School Social Workers on 5/17/23 to share the resources I offer, as well as obtain RUSD resources
- Columbia College Chicago Library reached out to inquire about RPL's Sensory Room. I conducted a tour with them on 5/23/23, and answered questions for them to begin the process of implementing a Sensory Room in their library

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

RPL circulated a total of 36,836 in May of 2023. 34,102 items from Main and 2,734 items from the Bookmobile. April 2023 circulation was 36,494. Approximately 8,282 holds were placed and filled. 8,388 items loaned from our collection to other libraries, and 7,664 received for RPL patrons. 428 new library cards were issued during the month of May. 1,853 items were loaned out to patrons via our Home Delivery Service in the month of May.

Consortium sorting:

- In May staff inducted 84,347 items through the automated material handler (AMH).
- Year to date staff has inducted a total of 421,791 items through the AMH.

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

In May TSD staff placed orders for 966 items and received 697 previously ordered items. A total of 921 items were added to the catalog.

Beyond Books Collection added:

- 4 in 1 soil tester. [equipment]
- Compass and orienteering handbook kit [kit] (x2)
- Food trucks: ice cream truck [puzzle]
- Food trucks: taco truck [puzzle]
- Jewel of the jungle puzzle [puzzle]
- Lake cottage retreat [puzzle]
- Memory lane: a delightful day [puzzle]
- Patriotic parade: old glory [puzzle]
- The quiltmakers [puzzle]
- Scenic photography: Arizona [puzzle]
- Selfies: udderly cool [puzzle]
- Tapple: name it, tap it, pass it. [game (board games)]
- Tour the States [puzzle]

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

2023 Monthly Statistics	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Total
Circulation						
Main	32,948	36,825	38,158	34,103	34,102	176,136
Bookmobile	3,333	3,032	2,967	2,391	2,734	14,457
Total	36,281	39,857	41,125	36,494	36,836	190,593
Home Delivery Service	1,183	1,111	1,435	1,485	1,853	7,067
Bulk Loans (Outreach)	335	400	515	445	515	2,210
Holds Placed	10,876	9,970	10,240	7,250	8,586	46,922
Interlibrary Loans						
SHARE Loaned	7,423	5,961	7,021	7,909	8,282	36,596

ILL Loaned (Wiscat Lender filled)	100	105	104	101	106	516
Total Loaned	7,523	6,066	7,125	8,010	8,388	37,112
SHARE Received	6,558	5,847	6,934	7,688	7,664	34,691
ILL Received (Wiscat Borrower filled)	106	99	108	84	75	472
Total Received	6,664	5,946	7,042	7,772	7,739	35,163
Overdrive Downloads						
Audiobooks	4,479	3,898	4,515	3,957	4,029	20,878
EBooks	5,434	4,771	5,314	4,582	4,782	24,883
Periodicals	577	477	538	467	494	2,553
Other						-
Total downloads	10,490	9,146	10,367	9,006	9,305	48,314
Hours Open						
Main	218	208	246	230	246	1148
Mobile	130	110	0	17.5	139	396.5
Total	348	318	246	247.5	385	1544.5
Library Cards Issued						
Adult	176	161	239	217	221	1,014
Juvenile	56	68	96	78	82	380

Restricted	3	1	-	-	1	5
Net Only	2	-	-	1	-	3
Home Delivery	3	1	-	-	5	9
Lost Cards	108	126	108	104	119	565
Total	348	357	443	400	428	1,976
AMH Inductions	86,107	81,267	91,932	78,138	84,347	421,791

Staff Continuing Education Activities and Positive Staff and Patron Stories

We had a reported total of 5 hours of CE from 2 staff members for May.

From Circulation Lead Worker Glynis Kimbrough:

"I just wanted to pass on some praise about Viri that I received! Kelly from Lakeview Pharmacy stopped in yesterday to pick up her holds. She wanted to tell me about the pleasant experience she had when Viri helped her over the phone! She was very pleased at the help Viri provided and the many options that were given to her that she needed to let someone know. So I wanted to make sure I passed on this compliment about the wonderful service she received! Way to go Viri!"

From Karen Weber, recently retired Public Services Assistant. One of her last official acts as an employee was communicating praise for one of her colleagues:

"I wanted to give one more employee a positive compliment before my last day next week. Taylor (one of our shelvers) helped myself and a patron find a book on the shelf that was marked as new, but shelved with the regular nonfiction. Not only did she find the book for the patron, she showed me how to change the status to regular nonfiction instead of new in the online catalog. She is one of those quiet workers who is so nice, never complains, works diligently at her job and steps in whenever needed to do whatever is needed (especially when I need a restroom break) or when helping someone else. She goes above and beyond to help the patrons and fellow employees and is a real team player. RPL is lucky to have her."

And some info from Keyontai Redding, another Public Services Assistant, who has been helping out a lot with different outreach events lately:

"Friday I had the pleasure of leading a class visit with Gifford Elementary School, and we had a blast. I have been considering our numbers in YSD and how they are said to be a little low and I

have come up with a solution. Introducing.....sticker books! Ha! Keiko mentioned she and Carrie already made some for a program and I thought that we should make this a global thing. Gifford and the Women's Shelter were the first classes to be introduced to the sticker books.

They all received a colorful sticker book they get to fill up by attending the library to check out books or come to programs or just to visit with a parent. If you see our YSD babies upstairs with a sticker book Sue or out in the vestibule Nick, please offer them a sticker or send them to retrieve one. Every 20 stickers the YSD kids will receive a gift. I am going to a dollar tree and fill up on kids' favorite little knick knacks and put them in a container in YSD for them to retrieve. So, yes I will be making more sticker books and we should probably get ready to add this into the budget somehow.

I don't want to brag too soon, but just Saturday we had some kids from Gifford and the women's shelter return with the sticker books. I have a feeling this will get us more numbers :)."

Evelin Garcia, Business Manager

Business Office

- Incident Reports
 - Being reviewed weekly at leadership meetings
 - Distributed PDF with pictures of banned patrons for staff
 - Purchasing
 - Tracking expenses
 - Review of opportunities for savings
 - Capital campaign
 - Exterior cameras
 - Should be installed by the end of June
 - Wiring will be installed on the 5th
 - Postage machine
 - Received a non-automatic
 - Working on various reports / projects assigned
 - 2022 budget has not been closed
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- Van needs repairs will be working on quote for Executive Director to review
 - Working with 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
 - Session will resume in June 5th
- Assisting Marketing
 - Listing daily programs on boards
 - Lunch break kick-off May 24th
 - Need more vendors
- Public Safety Specialist
 - 3 New PSSs started to cover the 32 hr week

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 with Angie on this
- Exterior lighting on 2nd floor entrance
 - Mike is working with Angie on this
- Worked on Evacuation Map
 - 1st & 2nd Floor

Training

- Legistar
- CVMIC
- Evacuation

Online Store

- No activity

Shay King, Head of Business Development

Overview

Topics

Topics for promotion during May focused on closures and service schedule changes, the Bookmobile's new summer schedule, the health fair and renovation celebration, the park pass program, and upcoming summer-long programs: All Together Now summer reading, All Together Now Racine Monopoly, Lunch Break at the Library, Summer of Play: STEM Challenge, and Summer Scares.

Drag Queen Storytime Planning

The head of business development is participating in the planning of the library's June 30 drag queen storytime, assisting with partnerships and a contingency plan as well as marketing. The storytime will be facilitated by Princess Janelza and Carmel Bliss, also known as Miss Kenosha Pride 2023. The event is hosted in partnership with Pepi's Pub and Grill and their annual drag show on June 24, 9 p.m. Coverage so far has primarily consisted of social media (paid and organic) and word-of-mouth marketing. Online responses have been overwhelmingly positive and generated enthusiastic engagement. A handful of bigoted comments resulted in blocking 3 users from our Facebook profile. Staff have not reported more than a few negative phone or in-person interactions.

The drag queen storytime — as well as a few other programs with the potential to incur questions from patrons — led to the development of [talking points](#) for employees to use during patron interactions. This document is a living document, intended to grow with the staff's needs and our upcoming programming.

Program Marketing

June, July and August program graphics and website calendar listings are complete. Program marketing through the end of the year will begin on July 1.

Print Marketing Distribution

- Bookmobile bookmarks - 151 distributed
- hoopla cards - 50 distributed
- May paper calendars - 140 distributed
- Program flyers - 50 distributed
- Summer event bookmarks - 100 distributed

Continuing Education

Critical Pedagogy Symposium: A Focus On Critical Race Theory (May 17-19) - Head of Business Development

Press highlights

In May, the library was referenced **in the media** [at least 24 times](#).

Highlighted coverage:

- [Racine Public Library to host Resource Fair and Renovation Celebration](#) - CBS58, May 15
- [Racine Public Library renovation now complete, celebration on May 20](#) - The Journal Times, May 16

Owned media highlights

Website

May visitors: 3,476

May calendar views: 3,192

- Most-viewed May events
 - [Health and Family Resource Fair](#) on May 20 (486 views)
 - [Meaningful Locations Photography](#) on May 5 (275 views)
 - [Renovation Celebration and Open House](#) on May 20 (191 views)

New pages:

- [The Renovation Is Now Complete](#)

Most visited pages:

- [Home](#) - 2,410
- [Events & Happenings](#) - 157
- [Borrow from the Library](#) - 123

Google Business Listing

May calls: 345

May direction requests: 518

May website clicks: 2,320

May appearances in search results: 2,136

May business profile views: 3,588

Our Google profile's busiest day was Monday, May 8. On this day we hosted Maker Monday and a health pop-up.

Reviews

5 stars: "Very nice library right on the lake. Great selection of books and magazines. Employees are some of the best people I've ever met!" — Jon Dezek

5 stars: "This Library has been updated to stay current with the changing world. So glad to see folks still using L.

Very helpful understanding help." — JE G

4 stars: "I stop here 1-2 days a week. Can do what I need to do in peace." — Michael Cobb

4 stars: "Lots of renovations and activities. They just need free parking!" — Nichole Taylor

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.

- Our hours (78+)
- Misc locations throughout community
- Free library notary
- Our computers

- Printing
- The Bookmobile

Newsletter

May open rate: 26.9%

May click rate: .9%

Current newsletter recipients: 18,201

Most-opened newsletter: May 11, 28.6% open rate - “Cutting the Ribbon at RPL” with the pre-header “We’re kicking cable to the curb & conversing over coffee”

Most-clicked newsletter: May 11, 1.2% click rate - Most-clicked link to [All Together Now programming](#) (39 clicks)

Social Media

Facebook

Current followers: 6,063

May reach: 20,965

May posts and stories: 76

Most-reached post: 5,887 reach - May 20 [opening and health fair post](#)

Instagram

Current followers: 1,144

May reach: 890

May posts and stories: 20

Most-reached post: 499 reach - May 20 [opening and health fair post](#)

TikTok

May followers: 216

May video views: 255

Our [most popular video](#) gained another 159 views (5,470 total).

Melissa Donaldson, Head of Digital Services & Innovation

Programming

In May, the Digital Services and Innovation Services Team hosted 16 programs with a total of 292 participants.

Tech Support

- Digital Services and Innovation Lab staff had 106 appointments with patrons this month. This comes to about 53 hours of work for the staff.
- DSI had 14 support tickets come in from staff.

Partnerships

- Continue to partner with RUSD for various tech-related programs.; this month Girls Who Code was held at Goodland Montessori.
- Continue discussions on the Digital Divide; Met on City Hall on 5/22. Talked about the Techmobile and showed the various organizations where they can go and request a visit.

Techmobile

- DSI Team took the Techmobile to Gifford for their Read-a-thon. We worked with 6th graders and showed them the technology that we have. The biggest hit was the robot races that Terrence did.

