



# City of Racine

City Hall  
730 Washington Ave.  
Racine, WI 53403  
[www.cityofracine.org](http://www.cityofracine.org)

## Meeting Agenda - Final Library Board

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Thursday, August 15, 2024

4:30 PM

Racine Public Library, Lee Room

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### Call To Order

### Roll Call

### Public Comment

*Information and comments may be received from the public by the Library Board, but solely as to matters that appear on the Agenda for that meeting. The public comment session shall last no longer than 15 minutes and individual presentations are limited to (3) minutes per speaker. These time limits may be extended at the discretion of the Board President. The Library Board may have limited discussion on the information received, however, no action will be taken on issues raised during the public comment session unless they are otherwise on the agenda for that meeting. Public comments should be addressed to the Library Board as a body. Presentations shall not deal in personalities or personal attacks on members of the Board, the applicant for any Project, or Library employees. Comments, questions and concerns shall be presented in a respectful and professional manner. Any questions to an individual member of the Library Board or Staff will be deemed out of order by the Board President*

### Press Mentions

[0637-24](#)

**Subject:** Highlights from our Press Mentions

**Attachments:**

[Press Release - Nick Demske Appointment](#)

[The Don Rosen Show 07 02](#)

[MS - Nick Demske](#)

[The Don Rosen Show 07 18](#)

[RPL Names permanent ED](#)

[Musical craft time at RPL](#)

[Making musical instruments at RPL program](#)

[RPL names UWM alum as new ED](#)

[RPL Board appoints Nick Demske](#)

[Nick Demske excited to lead RPL](#)

[The Don Rosen Show 07 30](#)

[The Don Rosen Show hour 2 - 07 30](#)

[Ballot drop boxes return to Racine](#)

**Approval of Minutes**

[0645-24](#)      **Subject:** Approve Minutes from the July 18th Regular Board Meeting

**Attachments:**      [Approve Minutes from the July 18th Regular Board Meeting](#)

**Communications**

[0705-24](#)      **Subject:** Executive Director Report for August 2024

**Attachments:**      [Executive Director Report for August 2024](#)

[0706-24](#)      **Subject:** Critical Incident Review

[0707-24](#)      **Subject:** Committee & Liaison Reports

[0708-24](#)      **Subject:** Foundation Report

**Closed Session**

*It is intended that the Racine Public Library Board will convene in closed session pursuant to Wisconsin Statutes section 19.85(1)(f) to discuss medical, social or personal histories or disciplinary data of specific persons, or the investigation of charges against specific persons which, if discussed in public, would be likely to have a substantial adverse effect upon the reputation of any person referred to in such histories or data, or involved in such investigations.*

[0709-24](#)      **Subject:** Consideration of Leave Without Pay request from Sabrina Williams

**Open Session**

*The Racine Public Library Board will return to open session and may take action on any item discussed in closed session.*

**Confirmation of Next Meeting: Thursday, September 19th at 4:30 pm**

**Adjournment**

**If you are disabled and have accessibility needs or if you need information interpreted for you, please call the Library's Administrative Office at (262) 636-9170 at least 3 business days prior to the meeting.**

*You are invited to a Zoom webinar.  
When: Aug 15, 2024 04:30 PM Central Time (US and Canada)  
Every month on the Third Thu, until Jan 16, 2025, 6 occurrence(s)  
Aug 15, 2024 04:30 PM*

Sep 19, 2024 04:30 PM

Oct 17, 2024 04:30 PM

Nov 21, 2024 04:30 PM

Dec 19, 2024 04:30 PM

Jan 16, 2025 04:30 PM

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly:

[https://cityofracine-org.zoom.us/webinar/tZYoduiprzguEty5oRfe4PZzfnHfpxQ1Bo5s/ics?](https://cityofracine-org.zoom.us/webinar/tZYoduiprzguEty5oRfe4PZzfnHfpxQ1Bo5s/ics?icsToken=98tyKuGqqzorG9WWtBGPRpwQGYj4d-vzmHZbj7dEyRDXBSUHUjnsMOxqNKJnIYny)

[icsToken=98tyKuGqqzorG9WWtBGPRpwQGYj4d-vzmHZbj7dEyRDXBSUHUjnsMOxqNK](https://cityofracine-org.zoom.us/webinar/tZYoduiprzguEty5oRfe4PZzfnHfpxQ1Bo5s/ics?icsToken=98tyKuGqqzorG9WWtBGPRpwQGYj4d-vzmHZbj7dEyRDXBSUHUjnsMOxqNKJnIYny)

[JnIYny](https://cityofracine-org.zoom.us/webinar/tZYoduiprzguEty5oRfe4PZzfnHfpxQ1Bo5s/ics?icsToken=98tyKuGqqzorG9WWtBGPRpwQGYj4d-vzmHZbj7dEyRDXBSUHUjnsMOxqNKJnIYny)

Topic: Library Board

Please click the link below to join the webinar:

[https://cityofracine-org.zoom.us/j/82511113488?](https://cityofracine-org.zoom.us/j/82511113488?pwd=OqSbTNOpUKTcqX7UOZetrIrTbDK45A.zGFGHp8jnzpkt3Cc)

[pwd=OqSbTNOpUKTcqX7UOZetrIrTbDK45A.zGFGHp8jnzpkt3Cc](https://cityofracine-org.zoom.us/j/82511113488?pwd=OqSbTNOpUKTcqX7UOZetrIrTbDK45A.zGFGHp8jnzpkt3Cc)

Passcode: 437367

Or iPhone one-tap :

US: +13017158592,,82511113488#,,,,\*437367# or

+13052241968,,82511113488#,,,,\*437367#

**Contact:**  
Shay King  
Head of Business Development  
(262) 321-9303  
shay.king@racinelibrary.info



### **FOR IMMEDIATE RELEASE**

Nick Demske Appointed Permanent Executive Director of Racine Public Library

**Thursday, July 18, 2024 (Racine, WI)** — Effective July 17, Nick Demske has accepted an offer from the board of the Racine Public Library to become the library’s permanent executive director. Demske transitions into this role after a 17-year career with the library, most recently serving since July 2023 as the library’s interim executive director.

“On behalf of the Racine Public Library board of trustees, I am so very pleased to announce that we have officially hired Nick Demske as our permanent executive director!” writes Brian O’Connell, president of the library board. “We look forward to working with Nick as the library turns the page to this new chapter, and I’m positive that the story will be a good one. I’m proud of Nick, and I’m confident in his leadership.”

Demske’s work with the library began in early 2007. Prior to applying, Demske used the library as a workspace and a warming shelter. At the time, he had no permanent address, so he came to the library to complete job applications. One day, a library teammate added an application for a circulation opening to Demske’s stack; shortly after, he joined the team of the Racine Public Library. When he thinks back to this time, Demske describes himself as a “living success story of libraries.”

After some time in circulation, Demske transitioned into a role as a youth services librarian. It was here that the families frequenting his storytimes began to call Demske by the fond title of “library Nick.” Later, Demske stepped into a position as Racine’s community resource librarian. During this time, he earned his Master’s in Library and Information Science from the University of Wisconsin-Milwaukee, a degree sponsored in part by the library’s continuing education endowment. Then, in late 2021, Demske became the library’s first deputy director.

Demske brings a focus on equity, diversity, inclusion (EDI) and anti-racism to his career, particularly in the fields of transformative justice and sustainability. This includes work such as helping to build the first Participatory Defense Hub in the country to be housed at a library, founding the BONK! Arts and Culture series, hosting the annual Mary Finley and Marcie Eanes Black History Month Read-In, and planting the seeds that would become the Racine Public Library’s literal “seed library.” His EDI and anti-racism efforts also included a push for increasingly inclusive hiring practices. For example, Demske has advocated to no longer require a master’s in library science for the majority of the library’s positions, observing that it was a barrier to introducing teammates of color, and Racine community members in general, to the building and the librarianship field.

When asked about his approach to leadership, Demske responds that if you want to accomplish remarkable things, leadership needs to be shared. “The library’s leadership team, management team, and entire staff is visionary in terms of what a library can and should be. I’m so grateful to those helping lead and run the library. So much more is possible for us because of their

leadership, to the point that people from libraries across the country have asked our guidance on how we do what we do.”

Now that he has been appointed, Demske envisions an early next step to be engaging staff and stakeholders in a new strategic planning process. “We’ve got no shortage of great ideas for new and better ways to serve the community, and a strategic planning process will help us prioritize and put a timeline to those goals,” says Demske. He also plans to continue cultivating support for the Racine Public Library. “We have a world-class team guiding this library, so my role is to support them in the amazing work they do and galvanize our community to do the same. I hope to inspire the whole community to build this library’s capacity and impact so we can change and uplift more and more lives every day.”

“The Racine Public Library has changed the whole trajectory of my life, and it has been the foundation for everything I’ve ever contributed to this community,” Demske shares. “I want to realize the library’s power to have the same impact for the countless others whose lives are intertwined with this institution.”



*The Racine Public Library’s mission is to lift up the lives of the people of the Racine community by embracing community diversity, promoting inclusion, creating opportunity and by supporting the development of community literacy through a love of literature, learning and civic engagement. Located on the beautiful shores of Lake Michigan, the library first opened its doors in 1897 and has served the community from its 75th Street location since 1958.*



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## Meeting Minutes - Draft

### Library Board

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Thursday, July 18, 2024

4:30 PM

Racine Public Library, Lee Room

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#### Call To Order

*at 4:39 p.m.*

#### Roll Call

**PRESENT:** 5 - Trick, Huerta, Hubbard, Pfeifer and Alder Peete

**EXCUSED:** 5 - Hargrove, Allen, Cruz, Vice President Taft and Williams

#### Public Comments

*None*

#### Press Mentions

[0625-24](#)

**Subject:** Highlights from our May Press Mentions

Filed

[0626-24](#)

**Subject:** Highlights from our June Press Mentions

Filed

#### Approval of Minutes

[0539-24](#)

**Subject:** Approve Minutes from the May 16th Regular Board Meeting

**A motion was made by Peete, seconded by Pfeifer, that this file be Approved**

[0547-24](#)

**Subject:** Approve Minutes from the June 6th Special Board Meeting

**A motion was made by Peete, seconded by Pfeifer, that this file be Approved**

#### Communications

[0627-24](#)

**Subject:** Comments from the Board President

Filed

[0628-24](#)

**Subject:** Approve Credit Card Purchases from April, May & June

A motion was made by Pfeifer, seconded by Hubbard, that this file be Approved

[0629-24](#)

**Subject:** Financial Executive Summary Report for April, May & June

A motion was made by Trick, seconded by Hubbard, that this file be received and filed

[0630-24](#)

**Subject:** Interim Executive Director Report

A motion was made by Peete, seconded by Trick, that this file be received and filed

[0631-24](#)

**Subject:** Committee & Liaison Reports

Filed

[0632-24](#)

**Subject:** Foundation Report

Filed

**Confirmation of Next Meeting: Thursday, August 15th at 4:30 pm**

**Adjournment**

*Motion to adjourn at 5:15 p.m.*

## **Library Director Report for August 2024 Board Packet**

### **NICK DEMSKE, INTERIM EXECUTIVE DIRECTOR REPORT**

July rushed by frighteningly fast. There were countless small things adding up to a great month at the library, as usual. Here's just a few of the highlights:

--The Digital Services and Innovation department hosted interns from both city and county summer youth employment programs again. Our Marketing department also made room for two marketing interns. Some of them proved so valuable that we're in conversation now with the city to try to extend their internships through the rest of the year.

--Speaking of interns, we received a surprise visit from Michael Smith, who interned for a year with us through the Public Allies program back in 2022. Michael is working at Shorewood PL, where he lives, and he's studying English at UW Milwaukee, with the intent to get his MLIS afterwards and become a librarian. We were thrilled to see him, and honored that he took *the bus* all the way from Milwaukee just to let us know he's still pursuing his library dreams.

-- Boswell Books reached out to us about collaborating for a book release and signing, with Racine's own NBA All Star Caron Butler and critically acclaimed author and illustrator Jason Reynolds, who are releasing their second collaborative YA novel next month. We will have them at the library on the evening of Wednesday Sept 11th. Registration is required, so mark your calendars, and register yourself and all the basketball-and/or-literature-loving young people in your life.

Of course, the biggest news the library had in July was the announcement of you all appointing a permanent executive director. I really thought no one would be more excited than me at that milestone.....but I think I was wrong. The response from the community at the announcement has been overwhelming. Shay King produced a great press release for the news, the Journal Times ran an article based on it, and then did a more in-depth feature later that week. A number of other sources have covered the news as well, and all the coverage has been incredibly uplifting. But, in all sincerity, the most uplifting piece of it was the comments community members added to these stories and social media post announcements. While comment sections are typically where human decency goes to die nowadays, the kindness, generosity and encouragement that trailed each one of these stories was overwhelming.

The original Journal Times story was shared 26 times on Facebook alone, and had just under 200 reactions. Many people shared the story before I got a chance to myself (I was still at work!). The post that I made sharing the article received 924 reactions, 9 shares and 388 comments. This was all just from one of the two articles that the JT published, let alone anything any other sources posted (or the posts we at the RPL ourselves made).

I'm so grateful to our team for their support through this long transition, and to you all--the Trustees--for putting your faith in me to continue to lead. And I hope the community's



resounding approval is encouraging to you all in the wake of that major decision. It certainly is encouraging to me.....and I will do everything I can to live up to all the generous words people have offered at this news.

### **July Programming Statistics**

The Library presented 54 programs in July, which reached a total participation of 918 people.

54 programs were groups attending and 0 were self-directed.

21 were for children ages 0-5.

6 Were for children ages 6-11.

6 were for young adults.

9 were for adults.

12 were for all ages.

All 54 programs were in person. They had an average attendance of 17 .

<b>Programs</b>	<b>Target Age Group</b>	<b>Type</b>	<b>Format</b>	<b>Participants</b>	<b># of Programs</b>	<b>In House or Outreach</b>
STEAM Time	Children 0-5	Group attending	In-person	25	1	Library
Lapsit storytime	Children 0-5	Group attending	In-person	5	1	Library
STEAM Outreach (Techmobile)	Children 6-11	Group attending	In-person	47	1	Outreach
Racine Fiber Arts: Facts on Fabric	Adult (19+)	Group attending	In-person	2	1	Library
Tuesday Tales	Children 0-5	Group attending	In-person	42	1	Library
Variety lab	General Interest (all Ages)	Group attending	In-person	18	1	Library
Kids Cove Tech Mobile	General Interest (all Ages)	Group attending	In-person	5	1	Outreach
Stitch N Bitch	Adult (19+)	Group attending	In-person	6	1	Library
Girls Who Code Summer Edition 2024	Young Adult (12-18)	Group attending	In-person	6	1	Library

Tuesday Tales	Children 0-5	Group attending	In-person	35	1	Library
Family Storytime	Children 0-5	Group attending	In-person	33	1	Library
Craft with Miss Keiko	Children 0-5	Group attending	In-person	55	1	Library
Scratch 101	Children 6-11	Group attending	In-person	6	1	Library
StoryWagon (day performance)	General Interest (all Ages)	Group attending	In-person	38	1	Library
StoryWagon..Fox and Branches (Night performance)	General Interest (all Ages)	Group attending	In-person	14	1	Library
Tandem Language Program	General Interest (all Ages)	Group attending	In-person	1	1	Library
Techmobile Summer Stop @ Pritchard Park Pool	General Interest (all Ages)	Group attending	In-person	6	1	Outreach
Coffee and Conversation	Adult (19+)	Group attending	In-person	5	1	Library
STEAM Time	Children 0-5	Group attending	In-person	10	1	Library
Introduction to 3D Printing	Adult (19+)	Group attending	In-person	5	1	Library
Tuesday Tales Storytime	Children 0-5	Group attending	In-person	33	1	Library
Make Some Noise Craft	Children 6-11	Group attending	In-person	16	1	Library
Techmobile Summer Stop - North Beach by Kids Cove	General Interest (all Ages)	Group attending	In-person	3	1	Outreach
Girls Who Code Summer Edition 2024	Young Adult (12-18)	Group attending	In-person	6	1	Library
Melody Makers	Children 0-5	Group attending	In-person	11	1	Library
Hooks & Needles	Young Adult (12-18)	Group attending	In-person	2	1	Library
Outreach at Cesar Chavez Community Center, Racine	Young Adult (12-18)	Group attending	In-person	8	1	Outreach
Family Storytime	Children 0-5	Group attending	In-person	18	1	Library
Melody Makers	Children 0-5	Group attending	In-person	24	1	Library

STEAM Outreach	Children 6-11	Group attending	In-person	45	1	Outreach
Musical Storytime	Children 0-5	Group attending	In-person	27	1	Library
Outreach - Kindercare Storytime	Children 0-5	Group attending	In-person	21	1	Outreach
A Brie to DisaBrie	Adult (19+)	Group attending	In-person	5	1	Library
Musical Storytime	Children 0-5	Group attending	In-person	26	1	Library
Techmobile Summer Stop @ Pritchard Park Pool	General Interest (all Ages)	Group attending	In-person	5	1	Outreach
Variety Lab	General Interest (all Ages)	Group attending	In-person	8	1	Library
LEGO Club	Children 0-5	Group attending	In-person	13	1	Library
Lapsit Storytime	Children 0-5	Group attending	In-person	22	1	Library
Stitch N Bitch	Adult (19+)	Group attending	In-person	5	1	Library
Tuesday Tales Storytime	Children 0-5	Group attending	In-person	34	1	Library
Techmobile Summer Stop - North Beach by Kids Cove	General Interest (all Ages)	Group attending	In-person	9	1	Outreach
Girls Who Code Summer Edition 2024	Young Adult (12-18)	Group attending	In-person	6	1	Library
Summer Scares Adult Craft Night	Adult (19+)	Group attending	In-person	12	1	Library
Camp Explore Outreach	Children 6-11	Group attending	In-person	42	1	Outreach
Scratch 101	Children 6-11	Group attending	In-person	3	1	Library
Musical Storytime	Children 0-5	Group attending	In-person	17	1	Library
Outreach - Kindercare Storytime	Children 0-5	Group attending	In-person	32	1	Outreach
Summer Scares - Adult Movie Night	Adult (19+)	Group attending	In-person	1	1	Library
Techmobile Summer Stop @ Pritchard Park Pool	General Interest (all Ages)	Group attending	In-person	6	1	Outreach

Coffee and Conversation	Adult (19+)	Group attending	In-person	8	1	Library
Lapsit Storytime	Children 0-5	Group attending	In-person	12	1	Library
Storytime Adventures with UW Extension	Children 0-5	Group attending	In-person	60	1	Library
Techmobile Summer Stop - North Beach by Kids Cove	General Interest (all Ages)	Group attending	In-person	8	1	Outreach
Girls Who Code Summer Edition 2024	Young Adult (12-18)	Group attending	In-person	6	1	Library
TOTAL				918	54	

### **Patron Services**

In July, staff answered 1717 questions via phone and 12748 in person. A total of 14465 questions were answered across all methods of communication. 88% of the reference questions were asked in person, while 12% were received over the phone or via chat.

Main Entrance People Counter	96057
Lake Ave Entrance People Counter	2993
Libby Checkouts	10197
Hoopla Checkouts	435
Total # of phone calls (reference)	901
Total # of phone calls (curbside)	446
Total # of phone calls	1347
Total # of questions via phone	1717
Avg. # of calls per day	51.81
Avg. # of calls per hour	5.52
Total talk time (reference)	3456.88 mins
Total talk time (curbside)	1390.55 mins
Total talk time	4847.43 mins
Avg. call length (reference)	3.84 mins
Avg. call length (curbside)	3.12 mins
In-person reference questions	12748

Total # of reference questions answered	14465
Computer usage - total logins	1778
Computer usage - total time	1826:41:00
Computer usage - avg. time per login	61.643
Faxes	862
Scans	2147

### **Social Worker report**

submitted by Ashley Cedeño

**Month:** July 2024

### **Bus Passes**

- Total bus passes given out: 97

Year/Month	2022	2023	2024
January		27	0*
February		45	0
March		54	10
April		72	93
May		99	86
June		126	81
July		101	97
August		111	
September	62	107	
October	72	118	
November	44	18	
December	31	0 *	

\*No bus passes available

**Patron Interactions (drop-in, by appointment or phone call and non-swk library interactions): 238**

*\*patron interactions do not include bus passes  
 \* prior to mid-2023, non-swk interactions were not tracked*

Year/Month	2021	2022	2023	2024
January		24	56	137
February		20	71	249
March		28	129	287
April		61	119	290
May		34	80	215
June		36	137	222
July		39	111	238
August		42	211	
September	6	33	159	
October	15	40	189	
November	15	52	180	
December	19	40	118	

**Social Work Service Interactions: 79**

**General Non-Social Work Interactions (Library Assistance): 159**

**Need/Concerns:**

Aging and Disability Resources	4
Applying for Benefits/Financial Assistance	3
Clothing/Laundry	
COVID-19	
Domestic Abuse	
Education	1
Emotional Support	3
Employment	12
Food Insecurity	2
General Library Assistance provided	159

by social worker	
Healthcare	6
Housing	13
Relating to Incident Report or Crisis	8
Internet/Hotspot	2
Legal	6
Mental Health	1
Re-entry Services	1
Refugee Support	1
Sensory Room	1
Sexual Assault Services	
Substance Use	1
Transportation (not including bus passes)	14
Veteran Services	
***Library Social Work Expertise requested	

*\*General: Anything that falls under this category are interactions I have with patrons that do not relate to social services, such as assisting patrons with printing, certain reference questions, etc during desk coverage or rounds. These interactions also get reported under the general library data gathering of interactions.*

*\*\*Relating to Incident Report or Crisis: Anything that falls under this category are interactions I have with patrons that either directly result in an Incident Report, or in which I speak to a patron regarding their suspension, meet with a patron prior to the end of their suspension, or any other incident that occurs that may not result in an Incident report.*

*\*\*\*Starting in 2024, I will begin to track the times in which library professionals, social workers, social work students, etc., reach out to me requesting my expertise on library social work related issues/questions.*

**Continued Education (CE) or Training:**

- N/A

**Other:**

- 7/29- Met with Jean from the Racine Diaper Ministry to discuss potential collaboration/having RPL be a donation site for their cause
- Coffee and Conversation program
  - 7/11/24- 5 participants; Topic: What kind of leadership do you think our country needs?
  - 7/25/24- 8 participants; Topic: If you could do something knowing you wouldn't fail, what would you do?

**CHRIS TOBIAS, CIRCULATION, OUTREACH AND TECHNICAL SERVICES SUPERVISOR**

**Circulation Report of July Activities 2024**

RPL circulated a total of 38,641 in July of 2024. 36,150 items from Main and 2,491 items from the Bookmobile. June circulation was 36,828. Approximately 8,101 holds were placed and filled. 9,299 items loaned from our collection to other libraries, and 7,307 received for RPL patrons. 487 new library cards were issued during the month of July. Circulation for Home Delivery Services was 1,910 transactions in the month of July.

Consortium sorting / AMH activity:

- In July staff inducted 88,029 items through the automated material handler (AMH).
- On July 11th maintenance was performed on the AMH by a Lyngsoe service technician to make a repair.

**Technical Services Report of July Activities 2024**

In July TSD staff placed orders for 853 items and received 1024 previously ordered items. A total of 1231 items were added to the library catalog.

**Circulation Statistics Year to Date**

<b>2024 Monthly Statistics</b>	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Total
<b>Circulation</b>								
Main	34,417	34,913	35,817	35,559	34,087	34,238	36,150	245,181
Bookmobile	3,281	3,155	3,042	3,153	2,961	2,590	2,491	20,673
Total	37,698	38,068	38,859	38,712	37,048	36,828	38,641	265,854
Home Delivery Service (circ count)	2,216	2,241	2,735	2,201	2,516	1,896	1,910	15,715



Bulk Loans (Outreach delivered)	350	310	405	330	475	425	515	2,810
<b>Holds Placed</b>	10,673	8,698	9,030	9,029	8,281	8,475	8,101	62,287
<b>Interlibrary Loans</b>								
SHARE Loaned	10,610	8,531	7,936	8,764	7,637	8,142	9,222	60,842
ILL Loaned (Lender filled)	158	98	105	128	80	73	77	719
Total Loaned	10,768	8,629	8,041	8,892	7,717	8,215	9,299	61,561
SHARE Received	8,870	8,068	8,447	7,275	6,873	6,523	7,109	53,165
ILL Received (Borrower filled)	166	170	347	243	202	145	198	1,471
Total Received	9,036	8,238	8,794	7,518	7,075	6,668	7,307	54,636
<b>Overdrive Downloads</b>								
Audiobooks	4,487	4,050	4,701	4,569	4,761	4,348	4,443	31,359
EBooks	5,100	4,553	4,934	4,627	4,496	4,378	4,602	32,690
Periodicals	2,098	1,934	1,962	1,034	1,612	1,516	1,476	11,632
Total downloads	11,685	10,537	11,597	10,230	10,869	10,242	10,521	75,681
<b>Hours Open</b>								
Main	240	235	230	246	246	219	246	1662
Mobile	135.5	142	115	148.5	140.75	129	146.5	957.25
Total	375.5	377	345	394.5	386.75	348	392.5	2619.25

<b>Library Cards Issued</b>									
Adult	176	223	238	238	179	232	245	1,531	
Juvenile	49	80	74	63	43	73	93	475	
Restricted	4	2	9	5	6	9	12	47	
Net Only	1	3	1	-	-	-	1	6	
Institute	-	-	-	-	-	-	2	2	
Home Delivery	1	3	1	-	1	3	1	10	
Lost Cards	117	115	119	115	87	123	133	809	
Total	348	426	442	421	316	440	487	2,880	
<b>AMH Inductions</b>	86,526	81,306	80,739	86,438	80,082	75,884	88,029	579,004	

### **Circulation by Municipality Year to Date**

<b>Main</b>		
BRGREENBYC	29	0.01%
COPOYNETTV	12	0.01%
DAMADISONC	245	0.10%
DOWAUPUNC	4	0.00%
ECEAUCLAIC	4	0.00%
GTPLATTEVC	55	0.02%
KNBRISTOLV	35	0.01%
KNKENOSHAC	1,421	0.58%
KNPADDCKLV	26	0.01%
KNPARIST	20	0.01%
KNPLEASPRV	106	0.04%
KNSALEMLKV	264	0.11%
KNSOMERST	1	0.00%
KNSOMERSV	129	0.05%

KNTWINLAKV	19	0.01%
KNWHEATLAT	2	0.00%
MIBAYSIDEV	13	0.01%
MICUDAHYC	1	0.00%
MIMILWAUKC	35	0.01%
MIOAKCREEC	95	0.04%
MNWAUSAUC	1	0.00%
OCOCONTOFT	1	0.00%
ONMINOCQUT	11	0.00%
OUAPPLETOC	10	0.00%
OUHORTONVV	4	0.00%
OUTOFSTATE	11	0.00%
OZFREDONIV	51	0.02%
RABURLINGC	119	0.05%
RABURLINGT	108	0.04%
RACALEDONV	58,069	23.68%
RADOVERT	22	0.01%
RAELMWOODV	1,500	0.61%
RAMOUNTPLV	44,238	18.04%
RANORTHBYV	658	0.27%
RANORWAYT	31	0.01%
RARACINEC	122,720	50.05%
RARAYMONDV	628	0.26%
RAROCHESTV	354	0.14%
RASTURTEVV	3,084	1.26%
RAUNIONGRV	426	0.17%
RAWATERFOT	39	0.02%
RAWATERFOV	93	0.04%
RAWINDPOIV	8,159	3.33%
RAYORKVILV	1,372	0.56%
RKBELOITC	101	0.04%
RKJANESVIC	12	0.01%
RKMILTONC	1	0.00%
SBSHEBOYGC	12	0.01%
WAFARMINGT	2	0.00%

WBOSHKOSHC	22	0.01%
WKDELAFIEC	3	0.00%
WKMENOMON V	30	0.01%
WKPEWAUKEC	4	0.00%
WKWAUKESH	5	0.00%
WWBURLINGC	9	0.00%
WWDARIENT	1	0.00%
WWDARIENV	2	0.00%
WWDELAVANC	27	0.01%
WWGENEVAT	24	0.01%
WWLAKEGENC	3	0.00%
WWLINNT	1	0.00%
WWLYONST	27	0.01%
WWSHARONT	1	0.00%
WWSHARONV	7	0.00%
WWSUGARCR T	1	0.00%
WWWHITEWAC	19	0.01%
WWWHITEWAT	6	0.00%
	636	0.26%
Total	245,181	100.00%

<b>Bookmobile</b>		
KNKENOSHAC	39	0.19%
KNPLEASPRV	1	0.00%
KNSOMERSV	6	0.03%
RACALDONV	4,998	24.18%
RAELMWOOD V	53	0.26%
RAMOUNTPLV	7,401	35.80%
RARACINEC	5,987	28.96%
RARAYMOND V	75	0.36%

RASTURTEVV	1,247	6.03%
RAUNIONGRV	70	0.34%
RAWINDPOIV	768	3.71%
RAYORKVILV	16	0.08%
	12	0.06%
Total	20,673	100.00%

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

We had a reported total of 6 hours of CE from 1 staff member and 2 City Youth Employment Program participants.

From Matt Jerke, of our DSI department:

“Hi Nick,

I'm not sure if you are familiar with John Veenstra, but he is a patron who has been coming to the library looking for help applying for jobs for several years now. He has gotten one or two jobs, but they just haven't worked out for various reasons. He stopped me last week and just wanted to thank me and everyone here who has helped him as he has found a full-time job in town. He said the company treats him like "gold". He was very appreciative of all of the help he has gotten and said that he couldn't have done it without the library.

It was one of those moments that hit home about why libraries are important. It made my week.”

From Melissa Donaldson, Head of our DSI department:

“We were helping one of our regular patrons in the Innovation Lab. She told me that we need to have other libraries come and visit us to see how we do things. She has lived in many places, and she said that we were the only ones providing tech help services the way we do. She thought what we do is incredible.”

### **SHAY KING, HEAD OF BUSINESS DEVELOPMENT**

## **Overview**

### **Staffing (8/8/24)**

Marketing Interns Azuri Lawson and Dea Pritchett's summer internships will conclude on Aug. 16. The internship has gone so well that we're working on a schedule that would allow them to stay with the Racine Public Library through at least the end of the year. In their time here, they've (each) designed 20+ program graphics, 10+ pieces of print media, 5+ themed program graphics, drafted a number of merchandise designs, added a collection of program photos to our visual content library, and launched a social media video schedule. They've demonstrated themselves to be creative, collaborative and bright teammates who've made the workload of the marketing department feel a lot lighter in recent weeks.

### **Communications**

July communications focused on Nick's executive director appointment, the Aug. 6 Bill Konigsberg author visit, the August session of NAMI Racine's Teen Talks, the Innovation Lab's virtual coding classes, the Digital Navigators partner program, the upcoming Lakefront Expo, the Techmobile's summer hours, and Quilting with Pride.

### **Program Marketing (8/8/24)**

There are 46 programs remaining through August. Copy, graphics, calendar listings, paper calendars, and Facebook events are complete for all.

Our September through December cycle of programs has 65 submissions. All copy, graphics and calendar listings are posted for on-time submissions without pending information. Over the next couple of weeks, marketing will prepare the September through December paper marketing calendar, prepare 8 remaining submissions, and post events to Facebook.

### **Training and development**

- Fundamental Fridays - (4 hours) (3 sessions) (Marketing Interns)
- Marketing Internship Workshop (1.5 hours) (Marketing Interns)

## **Viewership and Engagement**

### **Press and Advertising**

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

### **Don Rosen Show Appearances**

Listen live in Racine at 99.9FM & 1400AM, or in Kenosha at 98.1FM. Listen to previous appearances at [CivicMedia.us/shows/don-rosen-show](http://CivicMedia.us/shows/don-rosen-show).

July appearances:

- Tuesday, July 2: Interlibrary Loan Coordinator Brianna Fuentes
- Thursday, July 18: Programming Librarian Viridiana Rocha and representatives from the ADRC

- Tuesday, July 30: Head of Business Development Shay King

Upcoming appearances:

- Tuesday, Aug. 27: Viridiana Rocha and Edward Larkin from Chess Mates, 7-8

### Wind Point Stroll

For the August issue, we submitted an ad promoting the Audio and Podcasting Studio. Our article focused on when to donate, discard or recycle books, along with the study room and TeenScene.

### Racine Theater Guild

For the Guild’s July 19 - 28 run of “First Date,” we submitted a program ad promoting our Summer Reading Program.

### Racine Concert Band

For the Racine Concert Band’s 2024 summer program, we included an ad promoting the Beyond Books Collection.

## Website

### 2024 Views & Visitors

2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Visitors	8,921	7,502	7,741	7,845	7,742	7,159	8,209						47,377
Views	28,427	24,609	25,988	26,691	25,108	25,133	24,658						155,506

### July’s most-viewed pages:

- [Home](#) - 12,508 views
- [Calendar](#) - 1,723 views
- [Nick Demske Appointed Executive Director](#) - 1,611 views
- [Library GO!](#) - 569 views
- [Hours & Locations](#) - 480 views

The uptick in visitors in July to our website, as well as increased views on our Google Business listing, is likely due to the executive director announcement.

## Google Business Listing

**July Google profile views:** 2,258

**July appearances in search results:** 1,142

**July direction requests:** 653

**July website clicks:** 3,155

The statistics for calls placed from our Google profile are no longer available on Google.

## Reviews

Duncan Bell (Dunk the Engineer), 5 Stars — “Great\*\*\*\*”

There is also a 1-star review from “K” detailing her perspective on a visit she had to the library. The review is not included here but is available on our Google Business page for anyone interested. The experience has been addressed with the relevant supervisors and employees.

## Searches that led viewers to our profile

- For libraries: “library,” “library near me” and other variants (608+)
  - “biblioteca”
- For the Racine Public Library: “racine public library, 7th street, racine, wi,” “racine public library” and other variants (475+)
- For our hours: “racine public library hours,” “racine library hours” and other variants (73+)
- For community locations: “617 wisconsin ave, racine, wi” and “city hall racine wisconsin”
- For services we offer: archives, a Bookmobile, various searches for notaries, “racine book,” printing, and library cards
  - “racine biblio”
- For planning a visit: “racine library address” and various searches for parking at the library
- For libraries in cities that don’t have a branch: Mount Pleasant, Sturtevant and Caledonia
- “libraries in wi with rissian books”
- “racine public library bookmobile”
- “racine public library, 75 7th street, racine, wi 53403, the lee room - atrium, 1st floor
- “racine zip code”
- “racinelibrary”
- “voter registration libraries in wi”

## Newsletter

**July open rate:** 24.2%

**July click rate:** .5%

**Current newsletter recipients:** 20,361

## Social Media

### Facebook

Current followers: 6,960

July reach: 19,394

### Instagram

Current followers: 1,344

July reach: 552



## **Ads**

In July, we ran Meta ads for the Bill Konigsberg programs.

## **MELISSA DONALDSON, HEAD OF DIGITAL SERVICES AND INNOVATION**

### **Programming**

DSI Team hosted 20 programs in July with a total attendance of 209.

The DSI Team printed 133 items on the 3D printers for patrons.

The DSI Team did one laser-engraved project for patrons.

### **Podcasting Studio**

- 47 appointments for the podcasting studio in July.

### **Tech Support**

- Digital Services and Innovation Lab staff had 209 appointments with patrons this month, which is about 104 hours of work.

### **Partnerships**

- Continue discussions on the Digital Divide. Melissa is on the City's Steering Committee to help write the City of Racine's Digital Equity Plan
- Partnering with Racine County Youth Summer Employment - Two interns, Elijah Stevens-Craft and Brian Phillips
- Partnering with the City of Racine Youth Employment Program - Two interns, Josiah Said and Jaylen Jones.
- Partnering with African American Chamber of Commeres of Greater Racine for the Lake Front Expo on 9/7.

### **Techmobile**

- Hosted 7 Techmobile Stops
- Attended 3 outreach events

