

**Interim Executive Director Report for June 2024 Board Packet** (no June Board meeting)

**May Programming Statistics**

The Library presented 36 programs in May, which reached a total participation of 731 people.

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

2 were for children ages 0-5.

9 Were for children ages 6-11.

3 were for young adults.

12 were for adults.

10 were for all ages.

All programs were in person. The programs had an average attendance of 20.

<b>Programs</b>	<b>Target Age Group</b>	<b>Type</b>	<b>Format</b>	<b>Participants</b>	<b># of Programs</b>	
Family Storytime	Children 0-5	Group attending	In-person	31	1	Library
Chess Mates	General Interest (all Ages)	Group attending	In-person	5	1	Library
Outreach to RMS	Children 6-11	Group attending	In-person	15	1	Outreach
Senior Bingo	Adult (19+)	Group attending	In-person	11	1	Library
Python Programming Lab	Children 6-11	Group attending	In-person	5	1	Library
May 4th Star Wars Day Lightsaber Forge	General Interest (all Ages)	Group attending	In-person	17	1	Library
Variety lab	General Interest (all Ages)	Group attending	In-person	7	1	Library
Gardening Class - Intro to Vegetable Gardening	Adult (19+)	Group attending	In-person	12	1	Library

STEAM Time	Children 0-5	Group attending	In-person	13	1	Library
Minecraft Junior	Children 6-11	Group attending	In-person	8	1	Library
Red Apple Cass Visit Session 1	Children 6-11	Group attending	In-person	22	1	Library
Red Apple Class Visit Session 2	Children 6-11	Group attending	In-person	27	1	Library
Outreach to RMS	Young Adult (12-18)	Group attending	In-person	19	1	Outreach
Make Stuff Series: Laser Engraved Signs	General Interest (all Ages)	Group attending	In-person	16	1	Library
Black Cinema Series	Adult (19+)	Group attending	In-person	5	1	Library
Craft & Chat: Stress Pets	Young Adult (12-18)	Group attending	In-person	3	1	Library
Senior Dominoes	Adult (19+)	Group attending	In-person	7	1	Library
Programming Robots with Python	Children 6-11	Group attending	In-person	5	1	Library
Outreach to Racine Montisorri	Young Adult (12-18)	Group attending	In-person	20	1	Outreach
Racine Prime Timers - Racine Lutheran Church of the Resurrection	Adult (19+)	Group attending	In-person	20	1	Outreach
Stitch N Bitch	Adult (19+)	Group attending	In-person	13	1	Library
Chess Mates	General Interest (all Ages)	Group attending	In-person	6	1	Library

chromebooks for beginners	Adult (19+)	Group attending	In-person	1	1	Library
Red Apple STEAM Fair	Children 6-11	Group attending	In-person	65	1	Outreach
Audio and Podcasting Studio Grand Opening	General Interest (all Ages)	Group attending	In-person	30	1	Library
Digital Literacy Fair	General Interest (all Ages)	Group attending	In-person	100	1	Library
Marian Housing Outreach	Adult (19+)	Group attending	In-person	6	1	Outreach
A Brie to Disabrie	Adult (19+)	Group attending	In-person	5	1	Library
LEGO Club	Children 6-11	Group attending	In-person	6	1	Library
Minecraft Junior	Children 6-11	Group attending	In-person	6	1	Library
Stitch N Bitch	Adult (19+)	Group attending	In-person	11	1	Library
Seasonal Screams	Adult (19+)	Group attending	In-person	6	1	Library
Chess Mates	General Interest (all Ages)	Group attending	In-person	9	1	Library
Starbuck STEAM Family Night & Culture Fair	General Interest (all Ages)	Group attending	In-person	150	1	Outreach
Techmobile Outreach to Starbuck School	General Interest (all Ages)	Group attending	In-person	44	1	Outreach
Anime Night for Adults	Adult (19+)	Group attending	In-person	5	1	Outreach

TOTALS				731	36	

### **Patron Services**

In May, staff answered 1544 questions via phone and 10629 in person. A total of 12173 questions were answered across all methods of communication. 87% of the reference questions were asked in person, while 13% were received over the phone or via chat.

Main Entrance People Counter	24684
Lake Ave Entrance People Counter	2575
Libby Checkouts	10478
Hoopla Checkouts	448
Total # of phone calls (reference)	800
Total # of phone calls (curbside)	377
Total # of phone calls	1177
Total # of questions via phone	1544
Avg. # of calls per day	47.08
Avg. # of calls per hour	5.01
Total talk time (reference)	3152.33 mins
Total talk time (curbside)	1189.33 mins
Total talk time	4341.66 mins
Avg. call length (reference)	3.94 mins
Avg. call length (curbside)	3.15 mins
In-person reference questions	10629
Total # of reference questions answered	12173
Computer usage - total logins	1230
Computer usage - total time	114:03:00
Computer usage - avg. time per login	54.344 mins
Faxes	328
Scans	1029

### **Social Worker report**

submitted by Ashley Cedeño

**Month: May 2024**

**Bus Passes**

- Total bus passes given out: 86

Year/Month	2022	2023	2024
January		27	0*
February		45	0
March		54	10
April		72	93
May		99	86
June		126	
July		101	
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): 287**

*\*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	
July		39	111	
August		42	211	
September	6	33	159	
October	15	40	189	
November	15	52	180	
December	19	40	118	

**Social Work Service Interactions: 72**

**General Non-Social Work Interactions (Library Assistance): 143**

**Need/Concerns:**

Aging and Disability Resources	1
Applying for Benefits/Financial Assistance	10
Clothing/Laundry	
COVID-19	
Domestic Abuse	
Education	
Emotional Support	2
Employment	5
Food Insecurity	
General Library Assistance provided by social worker	143
Healthcare	2
Housing	9
Relating to Incident Report or Crisis	12
Internet/Hotspot	
Legal	9
Mental Health	2
Re-entry Services	
Refugee Support	
Sensory Room	2

Sexual Assault Services	
Substance Use	
Transportation (not including bus passes)	15
Veteran Services	
***Library Social Work Expertise requested	2

*\*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.*

#### **Library Social Work Expertise Requested:**

- 5/14/24- Conversed with Samie Iverson, Tacoma Public Library- she had questions about our Public Safety Specialists role, as Tacoma Public Library is looking into moving away from a contracted security agency and wanting to adopt for ethical, equitable security practices.
- 5/23/24- Met with Alexis Torchia, occupational therapy student at Marquette University. Alexis is collaborating with the Milwaukee Public Museum to develop a sensory room and sensory kits, and wanted insight on RPL's Sensory Room and Sensory Kits.

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

- Webinar, 5/6/24; Beyond Books: Supporting Social Workers in Libraries
- Webinar, 5/14/24; Leadership Strategies for Building Connection & Defusing Difficult Situations

#### **Other:**

- Coffee and Conversation program
  - 5/9/24- participants; Topic: When is the last time you cried?
  - 5/23/24- 1 participants; Topic: If you wrote an autobiography, what would its name be? And what would you want the message to be?
- Staff Coffee and Conversation
  - 5/10/24- 3 participants; Topic: When was the last time you cried?
- Started partnership with UMOS (United Migrant Opportunity Services, Inc). a non-profit organization that provides services and programs to improve the lives of under-served

populations. Specifically, we organized a recurring monthly schedule for pop ups for patrons to receive information on employment resources.

- Was a part of interview committee for PSA roles

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

**Circulation Report of May Activities 2024**

RPL circulated a total of 37,048 in May of 2024. 34,087 items from Main and 2,961 items from the Bookmobile. April circulation was 38,712. Approximately 8,281 holds were placed and filled. 7,717 items loaned from our collection to other libraries, and 7,075 received for RPL patrons. 316 new library cards were issued during the month of May. Circulation for Home Delivery Services was 2,516 transactions in the month of May.

Consortium sorting:

- In May staff inducted 80,082 items through the automated material handler (AMH).

Circulation Clerk Matthew Klug submitted his resignation to be in effect 5/54/2024. Matt has left the RPL to pursue a career path related to his studies.

Circulation Clerk Grayson Trzcinko submitted his resignation to be in effect 6/4/2024. Grayson will be leaving the RPL to continue pursuing his masters of library science degree at another library more conveniently located to his residence.

**Technical Services Report of May Activities 2024**

In May TSD staff placed orders for 1175 items and received 801 previously ordered items. A total of 1175 items were added to the library catalog.

**Circulation Statistics Year to Date**

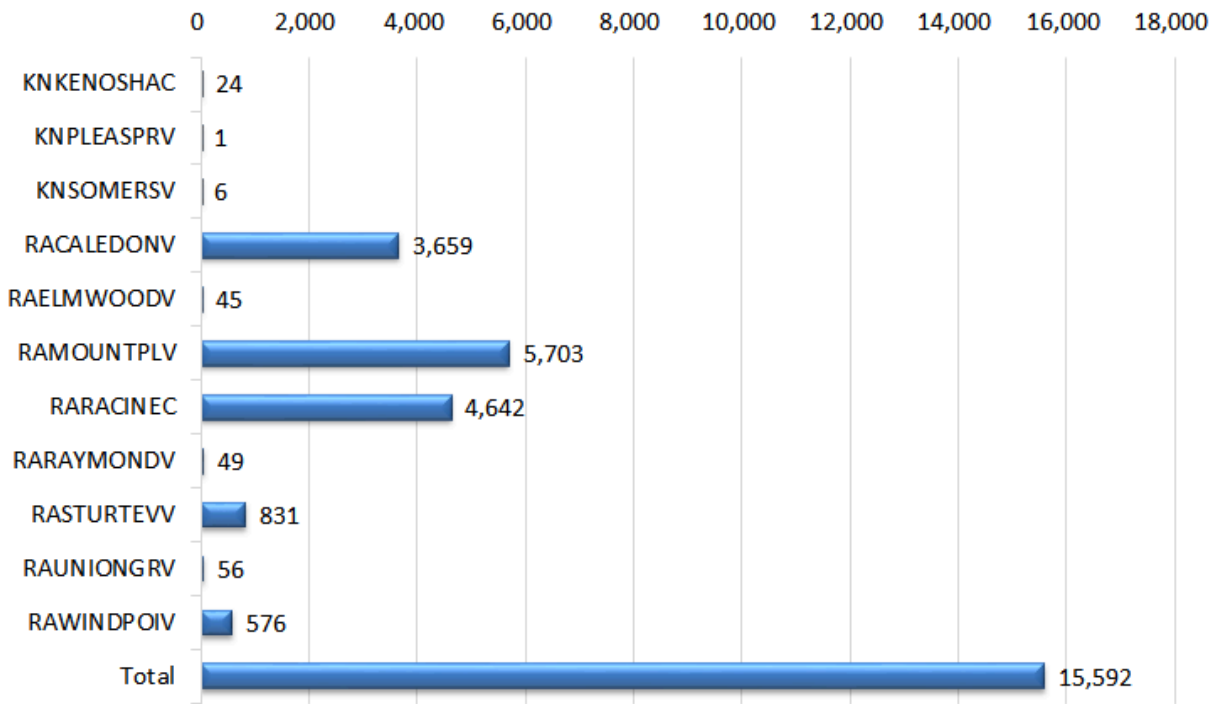
<b>2024 Monthly Statistics</b>	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Total
<b>Circulation</b>						



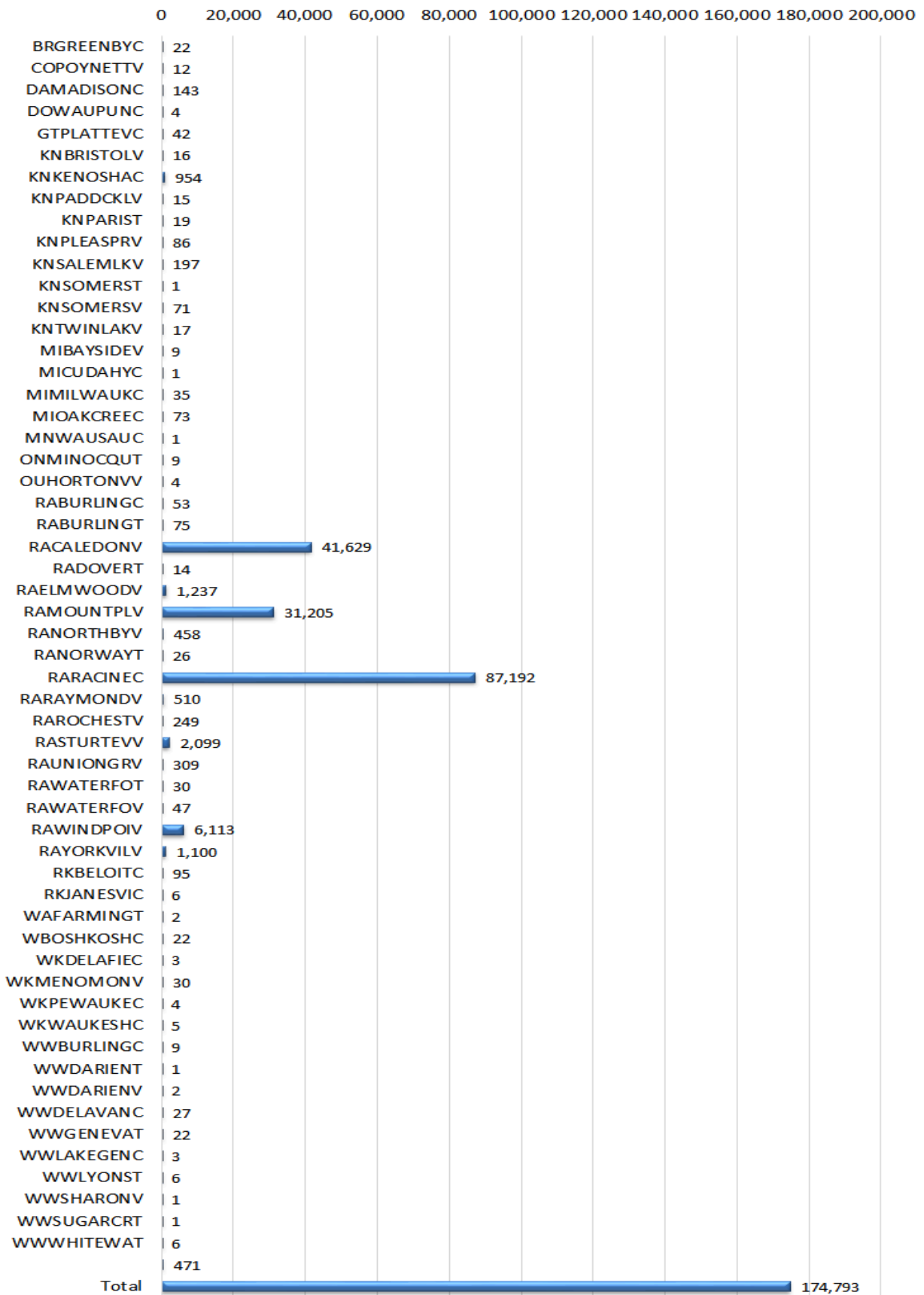
Main	34,417	34,913	35,817	35,559	34,087	174,793
Bookmobile	3,281	3,155	3,042	3,153	2,961	15,592
Total	37,698	38,068	38,859	38,712	37,048	190,385
Home Delivery Service	2,216	2,241	2,735	2,201	2,516	11,909
Bulk Loans (Outreach)	350	310	405	330	475	1,870
<b>Holds Placed</b>	10,673	8,698	9,030	9,029	8,281	45,711
<b>Interlibrary Loans</b>						
SHARE Loaned	10,610	8,531	7,936	8,764	7,637	43,478
ILL Loaned (Lender filled)	158	98	105	128	80	569
Total Loaned	10,768	8,629	8,041	8,892	7,717	44,047
SHARE Received	8,870	8,068	8,447	7,275	6,873	39,533
ILL Received (Borrower filled)	166	170	347	243	202	1,128
Total Received	9,036	8,238	8,794	7,518	7,075	40,661
<b>Overdrive Downloads</b>						
Audiobooks	4,487	4,050	4,701	4,569	4,761	22,568
EBooks	5,100	4,553	4,934	4,627	4,496	23,710

Periodicals	2,098	1,934	1,962	1,034	1,612	8,640
Total downloads	11,685	10,537	11,597	10,230	10,869	54,918
<b>Hours Open</b>						
Main	240	235	230	246	246	1197
Mobile	135.5	142	115	148.5	140.75	681.75
Total	375.5	377	345	394.5	386.75	1878.75
<b>Library Cards Issued</b>						
Adult	176	223	238	238	179	1,054
Juvenile	49	80	74	63	43	309
Restricted	4	2	9	5	6	26
Net Only	1	3	1	-	-	5
Home Delivery	1	3	1	-	1	6
Lost Cards	117	115	119	115	87	553
Total	348	426	442	421	316	1,953
<b>AMH Inductions</b>	86,526	81,306	80,739	86,438	80,082	415,091

### Bookmobile Circulation by Municipality : Year to Date



### Main Circulation by Municipality : Year to Date



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

### **Overview**

#### **Communications**

May communications focused on the June 8 Friends donation day, the summer Bookmobile schedule, the Beyond Books Collection, the Asian American Pacific Heritage reading challenge, the Memorial Day and training day closures, the Digital Literacy Fair, and service schedule changes.

#### **Program Marketing (6/17/24)**

There are 83 programs remaining through August. Copy and graphics are complete for all, and calendar listings are complete for all but 3. Facebook events have taken a backseat as we prepare to begin producing paper calendars that encompass multiple months of programs at once; so far, Facebook events are live for 39.

#### **May Print Marketing Distribution**

- May paper calendar: 65
- Summer Bookmobile bookmarks: 400
- Stickers: 89
- Libby cards: 140
- Hoopla cards: 20
- Total: 714

#### **Training and development**

- All staff training day (6.5 hours) (Head of Business Development, Marketing and Outreach Assistant)
- Project management fundamentals for librarians (4 hours) (Head of Business Development)
- Social media roundtable (3.5 hours) (Head of Business Development)

### **Viewership and Engagement**

#### **Press and Advertising**

In May, the library was referenced **in the media [at least 21 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).

May appearances:

- Tuesday, May 7: Melissa Donaldson from the Innovation Lab, 7-8 a.m.
- Thursday, May 23: Shay King from Marketing, 6:30-7:30 a.m.

Upcoming appearances:

- Tuesday, July 2, 7-8 a.m. - Brianna Fuentes from Interlibrary Loans
- Thursday, July 18, 7-8 a.m. - Viridiana Rocha from Adult Services and Diane Rogstad from the ADRC
- Tuesday, July 30, 6:30-7:30 a.m. - Shay King from Marketing

**Wind Point Stroll**

In the June issue, we ran an ad promoting the Summer Reading Program and an article covering digital literacy.

**Racine Theater Guild**

We did not run an ad with the guild in June since they did not have any mainstage performances. We have renewed a one-year ad commitment with them for the 2024-2025 season.

**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								32,009
Views	28,427	24,609	25,988	26,691	25,108								105,715

**May's most-viewed pages:**

- [Home](#) - 12,726 views
- [Calendar](#) - 2,296 views
- [Library GO!](#) - 572 views
- [Hours & Locations](#) - 392 views
- [Use Your Library](#) - 377 views

**Google Business Listing**

- May Google profile views:** 1,921
- May appearances in search results:** 943
- May calls from Google profile:** 345
- May direction requests:** 520
- May website clicks:** 2,308

## Reviews

We received no written reviews in May.

## Searches that led viewers to our profile

- “Library,” “library near me” and other variants (494+)
  - “Biblioteca”
- “Racine Public Library, 7th Street, Racine, WI” and other variants (386+)
  - “Library on 55th Racine”
- Various searches for our hours (55+)
- Searches for community locations: 840 Lake Avenue, “Gateway Technical College Racine Library”
- Searches for our services: The Bookmobile, our events
- Searches for libraries in Caledonia and Raymond
- “Library with study rooms near me”
- “Racine public library phone number”
- “Racine zip code”

## Newsletter

**May open rate:** 26.3%

**May click rate:** .8%

**Current newsletter recipients:** 20,996

## Social Media

### Facebook

Current followers: 6,942

May reach: 37,349

### Instagram

Current followers: 1,339

May reach: 380

### Ads

In May, we ran Meta ads for the Amazing Library Race, the Digital Literacy Fair, and the Bill Konigsberg author visit.

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

## **Programming**

DSI Team hosted 19 programs in May with a total attendance of 425.  
The DSI Team printed 103 items on the 3D printers for patrons.  
The DSI Team did 18 laser-engraved projects for patrons.

### **Tech Support**

- Digital Services and Innovation Lab staff had 152 appointments with patrons this month, about 76 hours of work.
- DSI had four support tickets come in from staff.

### **Partnerships**

- Continue discussions on the Digital Divide.
- Hosted Digital Literacy Fair on May 18th in partnership with the Digital Divide Round Table.
- Melissa and Josiah completed our year-long partnership with Racine Montisorri to teach Computer Science Discoveries.
- Girls Who Code - 5-week session at Starbuck Middle School
- Red Apple Class Visit on May 7th, 2024.
- Attended Red Apple STEAM Fair

### **Techmobile**

- Techmobile attended an event at RUSD - Starbuck Middle School on 5/30.
- Techmoible will have some regular stops starting in July.

### **Continuing Education**

Melissa

- Attended All-Staff Inservice Day

Matt

- Attended All-Staff Inservice Day
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Josiah

- Attended All-Staff Inservice Day

Felix

- Attended All-Staff Inservice Day



Terrence

- Attended All-Staff Inservice Day
- Garage Band Demos 2hr
- Ipad M4 demos 45 mins
- Lychee slicer demos again 3.5 hrs
- More Orca Slicer demo videos 2.5 hrs
- Ozobot activity videos 1.5 hours
- PETG 3D filament use video 1.5 hours Youtube