

Interim Executive Director Report for May 2024 Board Packet

NICK DEMSKE, INTERIM EXECUTIVE DIRECTOR REPORT

There were a lot of great things that happened at the library during the month of April. We re-instituted our free bus pass service for the whole month again. We had 28 appointments for the Jessica MacPhail sound studio. Between our Solar Eclipse viewing party and our Local Author showcase, we had nearly 400 people attend just those two programs alone. We fixed the Lake Ave security gates and the upstairs automatic men's room door, replaced our staff room refrigerator after it broke, continued doing promotional appearances on the Don Rosen radio show and got a ton of attention for our seed library being fully restocked for spring. We had an all staff meeting with a training on Interlibrary loan procedure and a webinar on making boundaries at the library. We even ran out of hotspots that we've been giving away with free service for two years, through a strategic partnership with Racine County. All these things took place in the month of April, and they were just the tip of the iceberg.

The biggest news of the month, though, is that in April our beloved Business Manager, Evelin Garcia, submitted her two weeks notice to take a role at a competing municipality. We're thrilled for her, but devastated to lose her. The transition happens obviously while we have still not resolved the appointment for our director position, and while the deputy director role is also vacant. This means that the library is down both the second and third in charge in the building now.

There are a lot of decisions to be made at this junction with this new administrative vacancy. For me, it's an overwhelming and intimidating time, and a period where I'm struggling to not just do what feels easiest and quickest, but what would be right for the institution long term. As we gear up to have our annual all staff training day this Friday, I am having ongoing conversations with the leadership team, HR and the city finance department about what moving forward most responsibly looks like from here. It is definitely a moment where the path forward feels like it has less clarity than normal, though.

In the meantime, in April we also posted for a Public Service Assistant role(s), and Rebecca and Keiko have been leading that effort to replace the vacancies resulting from some recent promotions. Interviews should take place next week, and the community will continue to feel like this library hasn't skipped a beat. Because our team is that committed, that dedicated and that expert at creating positive experiences for patrons, even during times of challenging transition. The staff here are no strangers, at this point, to challenging transition, and I thank them for keeping the library a shining example of community service, even during those periods.

November Programming Statistics

The Library presented 40 programs in April, which reached a total participation of 742 people.

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

3 were for children ages 0-5; attendance 57

3 Were for children ages 6-11; attendance 39

7 were for young adults; attendance 65

18 were for adults; attendance 138

9 were for all ages; attendance 443

All programs were in person and had an average attendance of 18.5

Programs	Target Age Group	Type	Format	Participa nts	# of Program s
Chess Mates	General Interest (all Ages)	Group attending	In-person	8	1
Senior BINGO	Adult (19+)	Group attending	In-person	11	1
Smash Bash!	Young Adult (12-18)	Group attending	In-person	0	1
Variety lab	General Interest (all Ages)	Group attending	In-person	6	1
Coding Classes: Programming Games and More with Python	Young Adult (12-18)	Group attending	In-person	1	1
Solar Eclipse Viewing - Library Blackout	General Interest (all Ages)	Group attending	In-person	203	1
Sip N Swipe	Adult (19+)	Group attending	In-person	10	1
Stitch N Bitch	Adult (19+)	Group attending	In-person	10	1
Minecraft Jr.	Children 6-11	Group attending	In-person	7	1
Afternoon Book Club	Adult (19+)	Group attending	In-person	7	1
Outreach to Racine Montessori	Young Adult (12-18)	Group attending	In-person	20	1
"Hospice 101" with Colson Leach of COMPASSUS	Adult (19+)	Group attending	In-person	2	1
Make Stuff Series: Spring Wreath	Adult (19+)	Group attending	In-person	16	1

Black Cinema Series: The Creator	General Interest (all Ages)	Group attending	In-person	1	1
Coffee and Conversation	General Interest (all Ages)	Group attending	In-person	5	1
Senior Dominoes	Adult (19+)	Group attending	In-person	5	1
iphone 101	Adult (19+)	Group attending	In-person	0	1
Coffee and Conversation	Adult (19+)	Group attending	In-person	5	1
Coding Classes: Programming Games and More with Python	Young Adult (12-18)	Group attending	In-person	5	1
Toddler and Preschool STEAM Time	Children 0-5	Group attending	In-person	8	1
Sip N Swipe	Adult (19+)	Group attending	In-person	10	1
Windows 11 Basics	Adult (19+)	Group attending	In-person	5	1
Tech Prize Founders Meeting	Adult (19+)	Group attending	In-person	15	1
Smash Bash!	Young Adult (12-18)	Group attending	In-person	0	1
Senior UNO	Adult (19+)	Group attending	In-person	3	1
Variety lab	General Interest (all Ages)	Group attending	In-person	7	1
Sip N Swipe	Adult (19+)	Group attending	In-person	12	1
Sip N Swipe @ Fountain Hills	Adult (19+)	Group attending	In-person	5	1
Racine Montessori Class Visit Grades 1 - 3	Children 6-11	Group attending	In-person	25	1
Shannon	Adult (19+)	Group attending	In-person	7	1
Stitch N Bitch	Adult (19+)	Group attending	In-person	15	1
Family Storytime	Children 0-5	Group attending	In-person	28	1
Outreach to Racine Montessori	Young Adult (12-18)	Group attending	In-person	19	1

Iphone 101	Adult (19+)	Group attending	In-person	0	1
Coffee and Conversation	General Interest (all Ages)	Group attending	In-person	1	1
Techmobile: Every Child Matters Outreach Event	General Interest (all Ages)	Group attending	In-person	30	1
Open Robot Lab	Children 6-11	Group attending	In-person	7	1
Local Author Showcase	General Interest (all Ages)	Group attending	In-person	182	1
Outreach to Racine Montessori	Young Adult (12-18)	Group attending	In-person	20	1
Tuesday Craft	Children 0-5	Group attending	In-person	21	1
TOTAL				742	40

Patron Services

In April, staff answered 2348 questions via phone and chat and 12507 in person. A total of 14855 questions were answered across all methods of communication. 84% of the reference questions were asked in person, while 16% were received over the phone or via chat.

Main Entrance People Counter	17108
Lake Ave Entrance People Counter	1736
Libby Checkouts	10230
Hoopla Checkouts	502
Total # of phone calls (reference)	1294
Total # of phone calls (curbside)	460
Total # of phone calls	1754
Total # of questions via phone	2348
Avg. # of calls per day	67.46
Avg. # of calls per hour	7.13
Total talk time (reference)	4215.2 mins
Total talk time (curbside)	1381.42 mins
Total talk time	5596.62 mins

Avg. call length (reference)	3.26 mins
Avg. call length (curbside)	3 mins
In-person reference questions	12507
Total # of reference questions answered	14855
Computer usage - total logins	1428
Computer usage - total time	1320:34:00
Computer usage - avg. time per login	55.486 mins
Faxes	485
Scans	1891

Social Worker report

submitted by Ashley Cedeño

Month: April 2024

Bus Passes

- Total bus passes given out:

Year/Month	2022	2023	2024
January		27	0*
February		45	0
March		54	10
April		72	93
May		99	
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	
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: 66

General Non-Social Work Interactions (Library Assistance): 224

Need/Concerns:

Aging and Disability Resources	1
Applying for Benefits/Financial Assistance	12
Clothing/Laundry	
COVID-19	
Domestic Abuse	
Education	1
Emotional Support	7

Employment	6
Food Insecurity	1
General Library Assistance provided by social worker	224
Healthcare	2
Housing	4
Relating to Incident Report or Crisis	10
Internet/Hotspot	3
Legal	3
Mental Health	
Re-entry Services	
Refugee Support	
Sensory Room	
Sexual Assault Services	
Substance Use	
Transportation (not including bus passes)	13
Veteran Services	
***Library Social Work Expertise requested	3

**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:

- Ashley Hammond- Boise Public Library; Ashley Hammond reached out to me to discuss safety and security concerns and how they relate to and affect the library social work role. On multiple occasions, I spent time reviewing a document she sent over that she plans to send to administration regarding her concerns.

Continued Education (CE) or Training:

NA

Other:

- Coffee and Conversation program
 - 4/11/24- 5 participants; Topic: What are your priorities in life right now?
 - 4/25/24- 1 participants; Topic: What is one thing that never fails to make you feel better, and one thing that makes you automatically feel worse/pet peeve?
- Staff Coffee and Conversation
 - 4/12/24- 3 participants; Topic: Outside of work, what are your priorities in life?

CHRIS TOBIAS, CIRCULATION, OUTREACH AND TECHNICAL SERVICES SUPERVISOR

Circulation Report of April Activities 2024

RPL circulated a total of 38,712 in April of 2024. 35,559 items from Main and 3,153 items from the Bookmobile. March circulation was 38,712. Approximately 9,029 holds were placed and filled. 8,892 items loaned from our collection to other libraries, and 7,518 received for RPL patrons. 421 new library cards were issued during the month of April. Circulation for Home Delivery Services was 2,201 transactions in the month of April..

Consortium sorting:

- In April staff inducted 86,438 items through the automated material handler (AMH).

Technical Services Report of April Activities 2024

In April TSD staff placed orders for 816 items and received 525 previously ordered items. A total of 994 items were added to the library catalog.

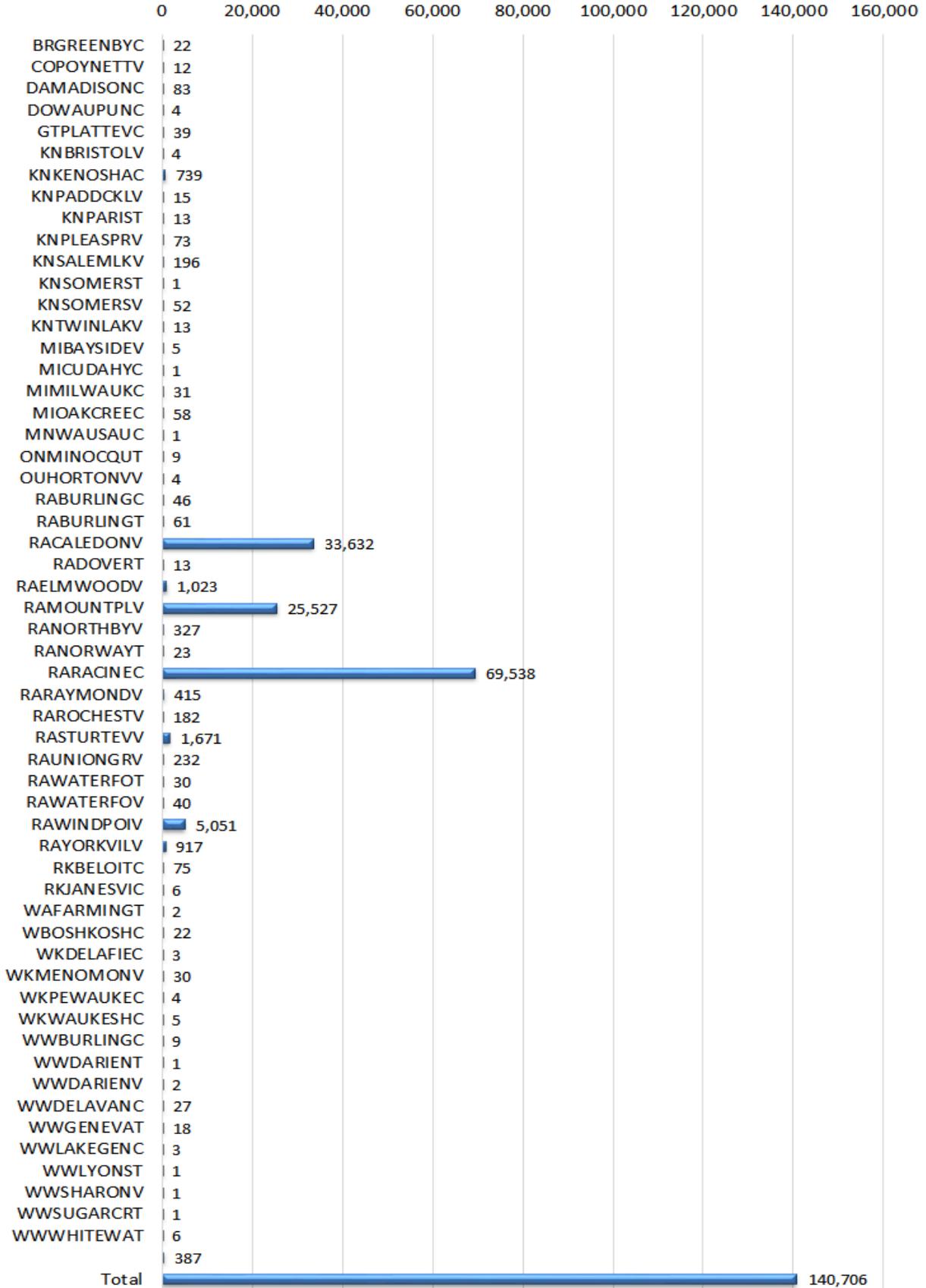
Circulation Statistics Year to Date

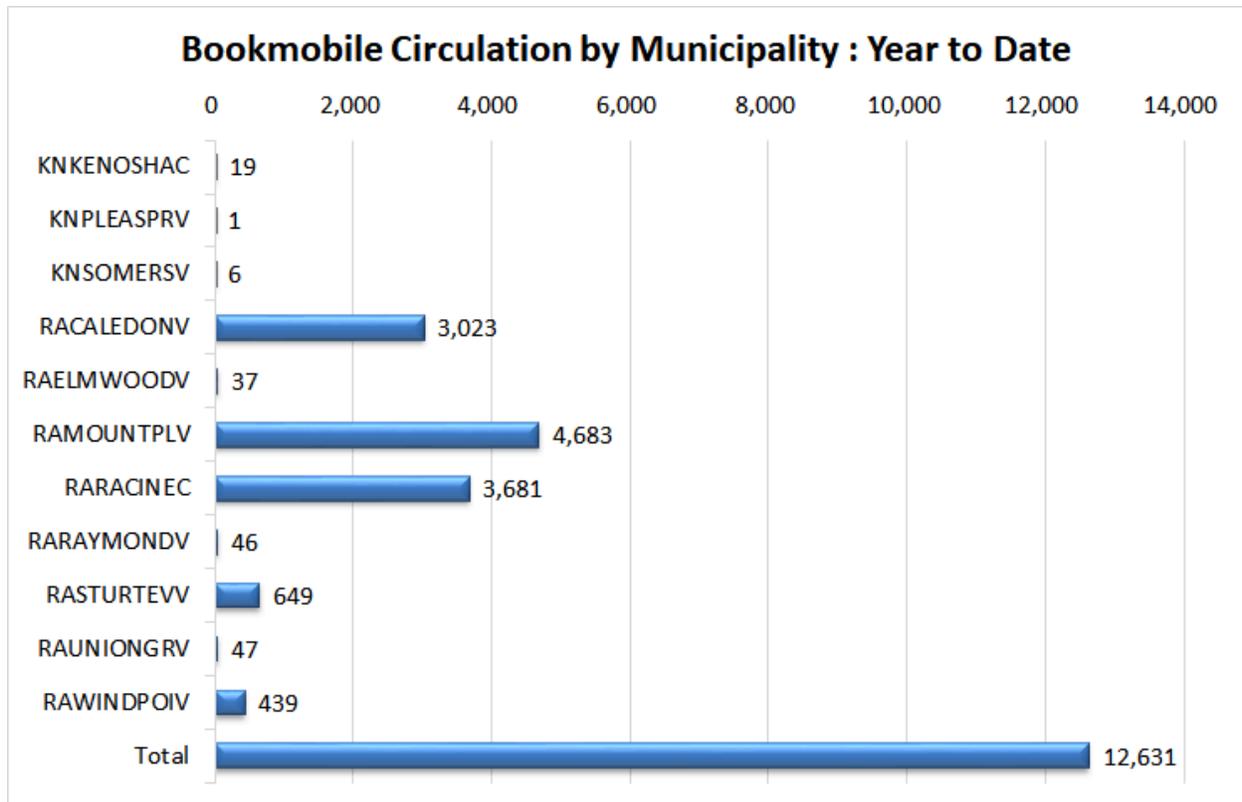
2024 Monthly Statistics	Jan-24	Feb-24	Mar-24	Apr-24	Total
Circulation					
Main	34,417	34,913	35,817	35,559	140,706
Bookmobile	3,281	3,155	3,042	3,153	12,631
Total	37,698	38,068	38,859	38,712	153,337

Home Delivery Service	2,216	2,241	2,735	2,201	9,393
Bulk Loans (Outreach)	350	310	405	330	1,395
Holds Placed	10,673	8,698	9,030	9,029	37,430
Interlibrary Loans					
SHARE Loaned	10,610	8,531	7,936	8,764	35,841
ILL Loaned (Lender filled)	158	98	105	128	489
Total Loaned	10,768	8,629	8,041	8,892	36,330
SHARE Received	8,870	8,068	8,447	7,275	32,660
ILL Received (Borrower filled)	166	170	347	243	926
Total Received	9,036	8,238	8,794	7,518	33,586
Overdrive Downloads					
Audiobooks	4,487	4,050	4,701	4,569	17,807
EBooks	5,100	4,553	4,934	4,627	19,214
Periodicals	2,098	1,934	1,962	1,034	7,028
Total downloads	11,685	10,537	11,597	10,230	44,049
Hours Open					
Main	240	235	230	246	951
Mobile	135.5	142	115	148.5	541
Total	375.5	377	345	394.5	1492

Library Cards Issued					
Adult	176	223	238	238	875
Juvenile	49	80	74	63	266
Restricted	4	2	9	5	20
Net Only	1	3	1	-	5
Home Delivery	1	3	1	-	5
Lost Cards	117	115	119	115	466
Total	348	426	442	421	1,637
AMH Inductions	86,526	81,306	80,739	86,438	335,009

Main Circulation by Municipality : Year to Date





Staff Continuing Education Activities and Positive Staff and Patron Stories

We had a reported total of 97 hours of CE from 16 staff members for June. This is because we had 14 staff members go through another Crisis Prevention Institute training which Evelin, Ashley and Glynis have been facilitating over the last year now for other staff members. Thanks to those three for helping get so many on staff trained in crisis prevention and deescalation techniques. It also includes a 40 hour code.org training which Melissa Donaldson did at Marquette University in July.

EVELIN GARCIA, BUSINESS MANAGER

Business Office

17 Incident Reports (April)

- reports
 - 4 - disturbance
 - 3 - harassment
 - 2 - alcohol
 - 1 - tobacco

- 2 - theft
- 5- other
 - 1 - informational
 - 4 - medical attention
- Being reviewed weekly at leadership meetings
 - 6 - patrons will have privileges suspended for a year
 - 2 - patron will be suspended for a month

2024

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
Total	15	28	44	22	0	109							
disturbance	5	12	5	4									26
harassment	3	1	4	3									11
vandalism	1												1
alcohol	1	7	4	2									14
tobacco, vaping				1									1
trespassing		3	15										18
theft	1	2	3	2									8
endangered health		1	3										4
other	2	1	5	5	0	13							
Informational	2		2	1									5
Inappropriate behavior/comments			1										1
Left personal belongings		1	1										2
Medical attention needed				4									4
Bomb threat													0
Patron's in building after hrs													0
Sexual			1										1
Bed bugs													0
Suspension letter													0
Sleeping at computer													0
Mental concern													0
Not dressed properly													0
Suspensions	4	1	8	8	0	21							
1-month	0	0	1	2									3
12-months	4	1	7	6									18

Historical Data 2023													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
Total	6	12	36	45	36	22	18	30	11	13	18	16	263
disturbance	1	7	16	8	10	10	8	13	4	4	8	7	96
harassment	2		2	2	3	3	3	3	1	2	2	3	26
alcohol		2	4	5	5		1	1	1	1	3	2	25
tobacco, vaping			2	7	1								10
trespassing			3	10	9		1	1		2		3	29
theft		1	5		3	3		5	2	2	2	1	24
endangered health				2	2	1	1	2	2				10
vandalism							1	2			1		4
other	3	2	4	11	3	5	3	3	1	2	2	2	39
Left personal belongings						2		1				1	4
Medical attention needed		2	1	2			2	1		1	1		10
Bomb threat			1										1
Patron's in building after hrs			1			1							2
Sexual			1										1
Bed bugs				1									1
Suspension letter				1									1
Sleeping at computer				2									2
Mental concern				4	1			1	1	1			8
Not dressed properly				1		1	1						3
Panhandlers					1	1							
Eating in restricted area					1								
Suspensions													41
1-month	-	-	-	12	-	2	4	-	-	2	3	-	23
12-months	-	-	-	1	7	2	3	1	1	1	1	1	18

Purchasing

- Monthly supplies request
- Review of opportunities for savings

- Lease on copier term is ending
 - Analyzing if buying is better than leasing
 - Purchasing request form / processes
- Foundation
- Deposits
 - Accounts Receivable
 - Payables
 - Square Store
- Notary Services
- 20
 - Assist with Ruff Readers Program
 - Schedule Ruff Pals
 - Sessions are held M-TH
 - New sessions will start June 3rd - August 22
 - Wednesday Lunch at the Library
 - Seeking vendors
 - Still have 7 dates to fill
 - Liaison between environmental health and food vendor
 - Assist with Personnel issues
 - HR Functions
 - Onboarding
 - TMS
 - Legistar
 - Agenda
 - Minutes
 - Financials
 - Working on accounts with Finance to keep better track of expenditures
 - Analyze reports
 - 2025 projection

Building

- Reviewing quotes for landscape around the building

Training

- CVMIC
 - Internal Communication for Leaders (180 min)
 - Dealing with grief and loss in the workplace (15 min)

Online Store

- No- activity
- 125th Shirts have been reduced to \$10 for quicker sale

SHAY KING, HEAD OF BUSINESS DEVELOPMENT

Overview

Communications

April communications focused on the hard launch of the podcasting studio, new additions to the Beyond Books Collection, the Local Authors Showcase, the spring book sale, the renewal of our free bus pass service, the Lit Literacy Bonanza hosted by Racine County Youth-in-Governance representatives, and closures and service schedule changes.

Program Marketing (5/9/24)

There are 58 programs remaining through the end of May. Copy, graphics, calendar events and Facebook listings are complete for all.

83 programs are scheduled for June through August. Copy is complete for all, calendar listings are posted for all but 3, graphics are ready for 54, and Facebook events are ready for 7.

Facebook events are posted a few a day on an ongoing basis until complete. Programs not yet posted are recent submissions or programs with pending information.

April Print Marketing Distribution

- April paper calendar: 133
- Bookmobile school-year schedule: 121
- Online calendar of events QR code flyers: 60
- Miscellaneous stickers: 34
- hoopla cards: 30
- Magnets: 25
- I Love my Wisconsin Public Library stickers: 30
- Local author flyers: 10
- More Than Just Books stickers: 10
- Thank You stickers: 10
- Home delivery bookmarks: 10
- Libby bookmarks: 10
- hoopla handouts: 10
- Total: 493

Training

- Inclusive Services Webinar (1 hour) (Marketing and Outreach Assistant)
- Internal communication for leaders - Emerging Leaders (3 hours) (Head of Business Development)
- Leadership strategies for building connection and diffusing difficult situations (1 hour) (Head of Business Development)
- Project management fundamentals for librarians (4 hours) (Head of Business Development)

Viewership and Engagement

Press and Advertising

In April, the library was referenced **in the media** [at least 28 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.

April appearances:

- Tuesday, April 9: Nick Demske, Interim Director, 7-8 a.m.
- Thursday, April 25: Evelin Garcia from the Business Office, 7-8 a.m.

Upcoming appearances:

- Thursday, May 23: Shay King from Marketing, 6:30-7:30 a.m.

Wind Point Stroll

Our May ad promotes the Digital Literacy Fair on May 18. The May issue was a special issue, so we did not run an article in it this month.

Racine Theater Guild

The Cabaret Playbill, which runs May 17 through June 2, features 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									32,009
Views	28,427	24,609	25,988	26,691									105,715

April's most-viewed pages:

- [Home](#) - 14,297 (.3% up)
- [Calendar](#) - 2,235 (21.2% up)
- [Hours & Locations](#) - 488 (1.6% down)
- [Library GO!](#) - 476 (15.3% down)
- [Use Your Library](#) - 424 (10.7% up)

Google Business Listing

April Google profile views: 2,211 (8.6% up)

April appearances in search results: 1,114 (10.3% up)

April calls from Google profile: 655 (78% up)

April direction requests: 687 (24.7% up)

April website clicks: 2,577 (2.4% up)

Reviews

Bluvsu2, 5 stars — “Love it. Very nice and clean. The chairs are a bit uncomfortable.”

Goblin, 5 stars — “Cool but sometimes the printers be buggin”

Seagull iscool, 5 stars — “Very Good book selection, but watch out for a dude that was banned from all libraries on earth, he lurks here watch out, hide yo parents.”

Searches that led viewers to our profile

- “Library,” “library near me” and other variants (595+)
 - “Biblioteca”
- “Racine Public Library, 7th Street, Racine, WI” and other variants (437+)
 - “Fields of Racine libraries”
- Searches specifically for our services: the Bookmobile, our events, and printing
- Searches for non-RPL-specific services: “Free notary public library near me,” “Free wifi in Racine Wisconsin,” “School library equipment”
- Our hours (95+)
- Searches for libraries in Caledonia, Mount Pleasant, Sturtevant and Wauwatosa
 - “Racine County Library calendar”
 - “The list of libraries in Racine County”
- Searches in English and Spanish for nearby bookstores and book sales
- Our address
- Searches for Racine
- Friends of the Racine Public Library

Newsletter

April open rate: 26.9% (9.7% down)

April click rate: .9% (no change)

Current newsletter recipients: 20,520 (9.8% up)

The list of newsletter recipients increased significantly this month due to catching up on a backlog of manual email imports. Read past issues of newsletters at RacineLibrary.info/newsletter.

Social Media

Facebook

Current followers: 6,912 (2.0% up)

April reach: 28,107 (31.9% up)

April posts and stories: 43

Instagram

Current followers: 1,312 (2.9% up)

April reach: 393 (8.6% up)

April posts and stories: 15

Ads

In April, we ran Meta ads to gain responses on the Facebook events for the Local Authors Showcase and Digital Literacy Fair.

MELISSA DONALDSON, HEAD OF DIGITAL SERVICES AND INNOVATION

Programming

DSI Team hosted 20 programs in April with a total attendance of 229.

The DSI Team printed 46 items on the 3D printers for patrons.

The DSI Team did two laser-engraved projects for patrons.

Tech Support

- Digital Services and Innovation Lab staff had 124 appointments with patrons this month, which is about 62 hours of work.
- DSI had four support tickets come in from staff.

Partnerships

- Continue discussions on the Digital Divide. Planning a Digital Literacy Fair for May 18th from 10 am - 2 pm.
- Continue to partner with Tech Prize. Hosted Tech Prize Founders Meeting on 4/17 in the Innovation Lab.
- Melissa and Josiah continue our year-long partnership with Racine Montessori to teach Computer Science Discoveries.
- Class Visit from Racine Montessori 1st - 3rd grade class
- Ethan and Felix provided three workshops at Gifford Academy High Interest Day.

Techmobile

- Ethan and Josiah took the Tech Mobile to the Every Child Matters Event on 4/27

Continuing Education

Melissa

- 30-minute webinar on Princh through Envisionware

- Internal Communication for Leaders: 3 hrs

Matt

- 30-minute webinar on Princh through Envisionware

Josiah

- 30-minute webinar on Princh through Envisionware

Felix

- 30-minute webinar on Princh through Envisionware

Terrence

- Adventure M5 slicer tips and tricks 2 hrs
- Expert Mode on the AnkerMake Slicer video 1.5 hours
- Orca slicer demo on how to low poly 3D prints 1.5 hrs
- 30 cool 3d print ideas 1 hour
- Android 15 feature speculation 20 mins
- Chrome OS 123 Features 1.5 hrs
- Professional Google Slide Creation 1.5 hours on Youtube
- AnkerMaker slicer refresher video Youtube 1hr
- Bambu Labs slicer demo 1.5 hours
- Quality of prints when nozzle switches from .4 to .2 1 hour
- Bambu Labs A1 mini leveling process explained 1.5 hrs
- Chitubox resin printing using the proper angles for print file supports 2 hours