August 2023 Board Packet--Interim Director and Leadership Team Reports

NICK DEMSKE, INTERIM EXECUTIVE DIRECTOR REPORT

Personnel/Operations

Obviously, the biggest personnel and operations impact from July was that our previous director resigned rather unexpectedly. Given that, I have been blown away with how hard the staff has been working to keep the organization stable during this time. The director had left the country in late June and, ultimately, never really returned. It was somewhat fortunate for us that we were all accustomed to keeping the library operational with her absence, when her resignation was announced. Despite that, though, it comes with an enormous amount of changes, questions and big emotions for staff members, which we're all trying to navigate as compassionately with one another as possible.

July was the month that our 6 City summer youth employees started, as well as a teen intern we brought on board through a Department of Public Instruction program from the state. These programs are all paid (\$15/hr or more) and so, along with the county summer youth employees who started in June, we have gotten to offer work experiences to a ton of young people in the community and have benefitted from having them around to help in ways that range from tech services to answering patron questions at the desk.

Building

There are a lot of details and flaws still being addressed from the major construction project. I have only been brought into those email threads as of becoming Interim Director a couple weeks ago and they're murky waters to navigate, but between our business office and Mike, our Stationary Engineer--as well as a lot of help from City of Racine facilities staff--every issue that has come up is getting addressed.

We also, as I write this report, are in the final days of the Friends of the Library Book Boutique area being finalized. It looks great so far and the Friends are going to plan a sort of grand opening event for it, date TBD. There has also been a lot of progress on the side room in our Technical Services Department, though it is not as close as the book boutique to completion.

July marked the second month that the RPL held a bilingual Memory Cafe, which is the first of its kind in Racine. The establishment of this café was made possible by partnerships with the RPL, <u>Aging & Disability Resource Center of Racine County</u>, <u>Alzheimer's Association Wisconsin</u> <u>Chapter</u>, <u>Assisted Living Locators</u>, and <u>Senior Helpers</u>. It's an hour and a half long experience

once a month designed for people with memory loss (and their loved ones). It exists to create comfortable opportunities for people experiencing memory loss to socialize in a judgment-free zone, since memory loss can so often be a socially isolating experience. We have heard great feedback about it thus far. The Racine County Eye did a promotional article about it in June and, just this week, the Journal Times published a front page article about it as well. Enormous thanks to our head of programming, Viridiana, and to everyone else who has been a part of bringing this program to life.

Meetings and Activities

Because the budget is due at the end of this month, as you all can imagine, many of my meetings since becoming interim director have focused on that, and those are far from over. For the month of July, though, I was still in my deputy director role and mainly trying to keep the library running smoothly while our previous director was out of the country for the month. One noteworthy meeting that we did have, while our director was absent, unfortunately, was a debrief from the Drag Queen Story Hour. It was held on the 11th and, while it was open to any staff member, the meeting ended up just being the 8 or 9 people who were on the planning committee of the event. While I have heard basically nothing but overwhelmingly positive feedback from the community members who got to attend the event, several of the staff who were working the event that day were upset about how the day-of logistics and operations went and so the meeting (and some subsequent meetings from it) ended up being a very different review of the program, compared to the reviews I was getting from community members collectively.

The end of July was also when I left for LA to attend the Radical Librarianship Institute weeklong training intensive at UCLA, which was part of our responsibility to make good on a \$10K grant which I successfully wrote a proposal for back in April. The training was an overwhelming amount of work--some 12 hour days plus homework, at times--but an incredibly valuable experience, and one which resulted in some really meaningful networking opportunities, which I hope to leverage for the RPL's benefit as time goes on. One of our instructors, in fact, was the current President of the American library Association, even.

Trustee Training Week

Trustee Training Week takes place later this month and I highly encourage all of you to take advantage of some of the offerings that exist for people *serving in your exact capacities* this August. To give you more information on what options will be provided in the state this month, I've copied the entirety an email that went out to the "wispublib" email listserv this month below (I'll forward it as an email to all of you as well, separately):

"Hi Everyone,

Hard to believe it's almost time for <u>TTW 2024</u>! I hope you can join us for one (or more) of next week's webinars:

- Monday, August 21 <u>No More Neutral: How to Use Marketing to Position Your Library in</u> <u>Challenging Times</u> with Angela Hursh
 - On top of everything else they need to do, libraries increasingly find themselves at the center of controversy. The American Library Association reports a substantial increase in the number of book bans and challenges in 2022 (double the number of reports from 2021). Oftentimes, the library's efforts to create collection and service policies that fulfill its mission statement of inclusion are the focus of these challenges. These attacks cost money, lower morale, and reduce productivity amongst the staff. They also threaten the very existence of libraries. But libraries do have some power, and it comes in the form of promotion. In this session, you'll learn marketing tactics you can use now to clarify your library's policies, solidify your library's positions, and clearly communicate your mission, vision, and values. And you'll hear tactics to use to rally community and stakeholder support if your library should face such a challenge.
- Tuesday, August 22 Wisconsin Library Law with Kris Turner
 - Reading and understanding laws and regulations can be daunting, even more so when you are a trustee or on a library board. This session will focus on demystifying the law and focus on specific statutes and cases that affect Wisconsin libraries as well as a discussion of how to best answer legal questions when they inevitably arise. Topics covered include open meeting laws, statutory delegation of library board authority, basics of legal research, and more. When the session has concluded, you will be able to better locate and answer legal questions that you may face as a library board member and also know what resources are available to you to get these difficult and stressful questions answered.
- Wednesday, August 23 <u>Nurturing Your Library Culture</u> with Jeannie Dilger
 - Culture is all around us it's the water for the fish!
 In 2022, library science graduates looking for jobs ranked a positive, healthy workplace culture as being an even more important attribute than salary. A toxic workplace culture can impact mental health, decrease productivity, and lead good employees to leave for other jobs. Join Library Director Jeannie Dilger for a look at what culture is, why it's important, and how to support the director and staff in creating or revising a culture statement. We'll talk about setting the tone with policies, decision-making, and hiring and evaluating the director. Learn how

the work you do as trustees can influence the culture throughout the library.

- Thursday, August 24 <u>LGBTQ-Inclusive Trusteeship</u> with Ray Lockman
 - Ray Lockman (they/them) will equip Wisconsin trustees and library directors to be queer- and trans-inclusive advocates for their library communities.
 Participants will learn helpful language and practical tips before we put our new skills to work by grappling with tough real-world scenarios.
- Friday, August 25 Elected Officials are People, Too with Lori Fisher
 - Strong relationships with your elected officials are key to library advocacy. Learn how to connect with your electeds (and their staffs) and consistently demonstrate the value of your library, whether you are a library Trustee/board member, Friends of the Library, affiliated with a library Foundation, or are a library staff member. Find out valuable tips, whether you are making your first contacts, or continuing longstanding relationships.

Thank you and have a great rest of your week!

Jean

Jean Anderson (she/her/hers) Consulting Services Coordinator Continuing Education & Multitype Consultant South Central Library System Past President, Wisconsin Library Association 608-246-5613"

July Programming Statistics

The Library presented 54 programs in June--nearly twice as many as in May--which reached a total participation of 883 people.

54 programs were groups attending and 0 were self-directed.
11 were for children ages 0-5.
15 Were for children ages 6-11.
6 were for young adults.
12 were for adults.
10 were for all ages.

One program was virtual--the other 53 were in person. The virtual program had a total of 9 participants. The in person programs had an average attendance of 17.

Target Age Group	Туре	Participa Format nts		# of Program s	
Children 6-11	Group attending	In-person	5	1	
Adult (19+)	Group attending	In-person	5	1	
Adult (19+)	Group attending	In-person	6	1	
Young Adult (12-18)	Group attending	In-person	18	3	
General Interest (all Ages)	Group attending	In-person	13	1	
Children 0-5	Group attending	In-person	33	3	
General Interest (all Ages)	Group attending	In-person	252	4	
Adult (19+)	Group attending	In-person	6	1	
Adult (19+)	Group attending	In-person	8	1	
Children 6-11	Group attending	In-person	9	3	
Adult (19+)	Group attending	In-person	3	1	
Children 0-5	Group attending	In-person	102	3	
Children 6-11	Group attending	In-person	23	3	
General Interest (all Ages)	Group attending	In-person	9	1	
General Interest (all Ages)	Group attending	In-person	15	1	
Children 0-5	Group attending	In-person	90	2	
	Children 6-11 Adult (19+) Adult (19+) Young Adult (12-18) General Interest (all Ages) Children 0-5 General Interest (all Ages) Adult (19+) Adult (19+) Children 6-11 Adult (19+) Children 0-5 Children 0-5 Children 0-5 Children 1nterest (all Ages) General Interest (all Ages)	CCCChildren 6-11Group attendingAdult (19+)Group attendingAdult (19+)Group attendingYoung Adult (12-18)Group attendingGeneral Interest (all Ages)Group attendingGeneral Interest (all Ages)Group attendingGeneral Interest (all Ages)Group attendingGeneral Interest (all Ages)Group attendingAdult (19+)Group attendingAdult (19+)Group attendingAdult (19+)Group attendingAdult (19+)Group attendingAdult (19+)Group attendingChildren 6-11Group attendingAdult (19+)Group attendingChildren 0-5Group attendingAdult (19+)Group attendingGeneral Interest (all Adult (19+)Group attendingChildren 0-5Group attendingGeneral Interest (all Ages)Group attendingGeneral Interest (all Ages)Group attendingGeneral Interest (all Ages)Group attending	Children 6-11Group attendingIn-personAdult (19+)Group attendingIn-personAdult (19+)Group attendingIn-personAdult (19+)Group attendingIn-personYoung Adult (12-18)Group attendingIn-personGeneral Interest (all Ages)Group attendingIn-personGeneral Interest (all Ages)Group attendingIn-personGeneral Interest (all Ages)Group attendingIn-personGeneral Interest (all Ages)Group attendingIn-personGeneral Interest (all Adult (19+)Group attendingIn-personAdult (19+)Group attendingIn-personAdult (19+)Group attendingIn-personAdult (19+)Group attendingIn-personAdult (19+)Group attendingIn-personChildren 6-11Group attendingIn-personChildren 0-5Group attendingIn-personChildren 6-11Group attendingIn-personChildren 6-11Group attendingIn-personGeneral Interest (all Ages)Group attendingIn-personGeneral Interest (all Ages)Group attendingIn-personGeneral Interest (all Ages)Group attendingIn-person	Target Age GroupTypeFormatntsChildren 6-11Group attendingIn-person5Adult (19+)Group attendingIn-person5Adult (19+)Group attendingIn-person6Young Adult (12-18)Group attendingIn-person6Young Adult (12-18)Group attendingIn-person18General Interest (all Ages)Group attendingIn-person13Children 0-5Group attendingIn-person33General Interest (all Ages)Group attendingIn-person252Adult (19+)Group attendingIn-person6Adult (19+)Group attendingIn-person6Adult (19+)Group attendingIn-person6Adult (19+)Group attendingIn-person3Children 6-11Group attendingIn-person3Children 0-5Group attendingIn-person3Children 0-5Group attendingIn-person3Children 0-5Group attendingIn-person3General Interest (all Ages)Group attendingIn-person9General Interest (all Ages)Group attendingIn-person9General Interest (all Ages)Group attendingIn-person9General Interest (all Ages)Group attendingIn-person15	

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Outreach	Children 0-5	Group attending	In-person	45	1
Scratch Week 3	Children 6-11	Group attending	In-person	1	1
Minecraft Club Older	Young Adult (12-18)	Group attending	In-person	9	3
Coffee and Conversation	Adult (19+)	Group attending	In-person	8	2
Summer Scares: Ghost Hunt in the Library with SEWPIT	Adult (19+)	Group attending	In-person	23	1
Coding Blocks	Children 6-11	Group attending	In-person	1	1
Outreach to Family Day at Island Park	General Interest (all Ages)	Group attending	In-person	43	1
Class visit (21st Century)	Children 6-11	Group attending	In-person	15	1
RUSD Teacher Externship	Adult (19+)	Group attending	In-person	11	1
Preschool and Toddler STEAM Time	Children 0-5	Group attending	In-person	5	1
Outreach Storytime - Kindercare	Children 0-5	Group attending	In-person	36	1
Brie to Disa Brie Adult (19+)		Group attending	In-person	2	1
Code with Drawing	Children 6-11	Group attending In-person		1	1
Open Gaming Lab	Children 6-11	Group attending	•		1
LEGO Club	Children 6-11	Group attending	In-person	16	1
Cutting the Cord	Adult (19+)	Group attending In-person		3	1
Art With Bri- Bubble Art	General Interest (all With Bri- Bubble Art Ages)		In-person	26	1
Summer Scares: Author Talk/Adult Discussion with Elisabeth Thomas	Adult (19+)	Group attending	Live virtual	9	1
Coding Games in Scratch			In-person	1	1
SPR-Bubble	General Interest (all Ages)	Group attending	In-person	27	1

Scratch Jr.	Group attending	In-person	1	1
TOTALS			883	54

Patron Services

In July, staff answered 1827 questions via phone and chat and 11216 in person. A total of 13043 questions were answered across all methods of communication. 86% of the reference questions were asked in person, while 14% were received over the phone or via chat.

Main Entrance People Counter	13069
Lake Ave Entrance People Counter	2562
Overdrive Checkouts	9176
Total # of phone calls (reference)	958
Total # of phone calls (curbside)	511
Total # of phone calls	1469
Total # of questions via phone	1790
Avg. # of calls per day	58.76
Avg. # of calls per hour	6.39
Total talk time (reference)	3735.5 mins
Total talk time (curbside)	1564.9 mins
Total talk time	5300.4 mins
Avg. call length (reference)	3.9 mins
Avg. call length (curbside)	3.06 mins
Total chats	37
Total chat messages	80
Avg. # of messages per chat	2.16
Total phone and chat questions	1827
In-person reference questions	11216
Total # of reference questions answered	13043
Computer usage - total logins	1344
Computer usage - total time	1071:53:00
Computer usage - avg. time per login	47.852 mins
Faxes	615

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Social Worker report

submitted by Ashley Cedeño Month: July 2023

Bus Passes

• Total bus passes given out: 101

Year/Month	2022	2023
January		27
February		45
March		54
April		72
Мау		99
June		126
July		101
August		
September	62	
October	72	
November	44	
December	31	

Patron Interactions (drop-in, by appointment or phone call): 111

*patron interactions do not include bus passes

Year/Month	2021	2022	2023
January		24	56
February		20	71
March		28	129

April		61	119
Мау		34	80
June		36	137
July		39	111
August		42	
September	6	33	
October	15	40	
November	15	52	
December	19	40	

Need/Concerns:

Aging and Disability Resources	1
Applying for Benefits/Financial Assistance	9
Clothing/Laundry	
COVID-19	
Domestic Abuse	
Education	
Emotional Support	3
Employment	1
Food Insecurity	
General	55
Healthcare	
Housing	9
Relating to Incident Report or Crisis	5
Internet/Hotspot	21
Legal	1
Mental Health	
Re-entry Services	
Refugee Support	
Sensory Room	

Sexual Assault Services	
Substance Use	
Transportation (not including bus passes)	6
Veteran Services	

*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.

**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, speaking to a patron regarding their suspension, meeting with a patron prior to the end of their suspension, or any other incident that occurs that does not result in an Incident report.

Continued Education (CE):

• NA

- Other:
 - Coffee and Conversation Program
 - 7/13/23- Number of attendees: 4; Topic: If you had \$100 billion to help make a better world, what would you spend it on?; Duration: 1 hour
 - 7/27/23- Number of attendees: 4; Topic: What's on your mind or heart today?
 Duration: 1 hour
 - CPI Verbal De-escalation Training- Co-facilitated training for 14 staff on Verbal De-escalation on July 2st, 2023
 - Met with Lexi Brunkow, Social Work Consultant and Leslie Mehle, Programming and Partnerships Manager at Superior Public Library to share information about our Sensory Room (they reached out to gather information to build their own Sensory Room).

Circulation Report of July Activities 2023

RPL circulated a total of 38,068 in July of 2023. 35,174 items from Main and 2,894 items from the Bookmobile. June 2023 circulation was 39,379. Approximately 8,798 holds were placed and filled. 8,100 items loaned from our collection to other libraries, and 9,177 received for RPL patrons. 457 new library cards were issued during the month of July. Circulation for Home Delivery Service was 1,761 items in the month of July.

Consortium sorting:

- In July staff inducted 83,552 items through the automated material handler (AMH).
- Year to date staff has inducted a total of 587,591 items through the AMH.

Technical Services Report of July Activities 2023

In July TSD staff placed orders for 774 items and received 1153 previously ordered items. A total of 1348 items were added to the library catalog.

TSD staff has begun an inventory of our collections to reconcile against our catalog holdings.

Beyond Books Collection added:

- Disc golf target set [equipment]
- Horseshoes set. [game]

Circulation Statistics Year to Date

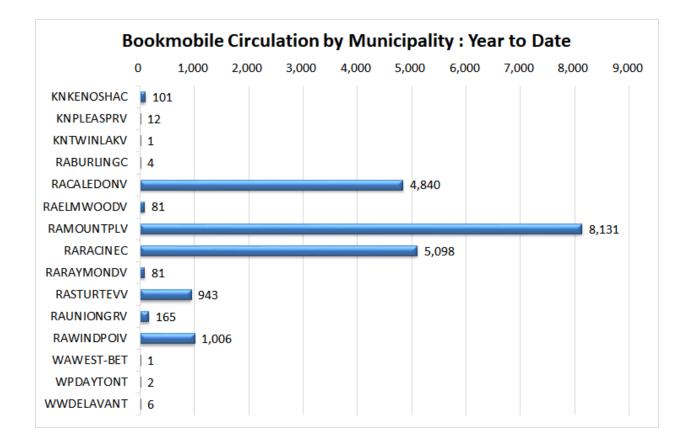
2023 Monthly Statistics	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Total
Circulation								
Main	32,948	36,825	38,158	34,103	34,102	36,258	35,174	247,568
Bookmobile	3,333	3,032	2,967	2,391	2,734	3,121	2,894	20,472
Total	36,281	39,857	41,125	36,494	36,836	39,379	38,068	268,040
Home Delivery Service	1,183	1,111	1,435	1,485	1,853	1,969	1,761	10,797
Bulk Loans (Outreach)	335	400	515	445	515	425	515	3,150
Holds Placed	10,876	9,970	10,240	7,250	8,586	8,663	8,798	64,383
Interlibrary Loans								
SHARE Loaned	7,423	5,961	7,021	7,909	8,282	8,184	8,025	52,805
ILL Loaned (Wiscat Lender filled)	100	105	104	101	106	81	75	672

Total Loaned	7,523	6,066	7,125	8,010	8,388	8,265	8,100	53,477
	7,525	0,000	7,125	0,010	0,300	0,200	0,100	55,477
SHARE								
Received	6,558	5,847	6,934	7,688	7,664	7,707	9,048	51,446
ILL Received (Wiscat Borrower filled)	106	99	108	84	75	119	129	720
Total	100		100				120	. 20
Received	6,664	5,946	7,042	7,772	7,739	7,826	9,177	52,166
Overdrive Downloads								
Audiobooks	4,479	3,898	4,515	3,957	4,029	3,922	4,072	28,872
EBooks	5,434	4,771	5,314	4,582	4,782	4,670	5,142	34,695
Periodicals	577	477	538	467	494	584	443	3,580
Other								-
Total downloads	10,490	9,146	10,367	9,006	9,305	9,176	9,657	67,147
Hours Open								
Main	218	208	246	230	246	241.5	230	1619.5
Mobile	130	110	0	17.5	139	145.75	133	675.25
Total	348	318	246	247.5	385	387.25	363	2294.75
Library Cards Issued								
Adult	176	161	239	217	221	265	227	1,506
Juvenile	56	68	96	78	82	124	95	599
Restricted	3	1	-	-	1	4	2	11
Net Only	2	-	-	1	-	3	2	8

Home Delivery	3	1	-	-	5	-	1	10
Lost Cards	108	126	108	104	119	131	130	826
Total	348	357	443	400	428	527	457	2,960
AMH Inductions	86,107	81,267	91,932	78,138	84,347	82,248	83,552	587,591

Municipality Circulation YTD

Main Circulation by Municipality : Year to Date											
	0	20,00	0 40,0	000 60,	000 80	,000 100	,000 120,	,000 140,0	000		
DAALBIONT	1										
DAMADISONC	937										
DOWAUPUNC	1										
GTPLATTEVC	89										
KNBRISTOLV	1										
KNKENOSHAC	1,247										
KNPADDCKLV	6										
KNPARIST	1										
KNPLEASPRV	94										
KNRANDALLT	3										
KNSALEMLKV	177										
KNSOMERSV	213										
KNTWINLAKV	94										
KNWHEATLAT	6										
MICUDAHYC	17										
MIGREENDAV	2										
MIMILWAUKC	1										
MIOAKCREEC	55										
MISHOREWOV	6										
ONMINOCQUT	142										
OUTOFSTATE	9										
RABURLINGC	128										
RABURLINGT	132										
RACALEDONV				54	,057						
RADOVERT	32										
RAELMWOODV	1,802										
RAMOUNTPLV		_		52,	636						
RANORTHBYV	1,177										
RANORWAYT	75										
RARACINEC		_						119,326			
RARAYMONDV	627										
RAROCHESTV	98										
RASTURTEVV	3,95	1									
RAUNIONGRV	552										
RAWATERFOT	26										
RAWATERFOV	36										
RAWINDPOIV	8,	,063									
RAYORKVILV	700										
RKJANESVIC	47										
WPDAYTONT	26										
WWDARIENT	-										
WWDELAVANC	13										
WWEASTTRYV											
WWGENEVAT											
WWLAKEGENC	12										
WWLYONST	111										
WWSHARONT	6										
WWSHARONV	11										
WWSUGARCRT WWWALWORTT	11										
	1										
WWWILLIAMV	14										
	854										



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

- Incident Reports (July)
 - 19 reports
 - 7 disturbance
 - 3 harassment
 - o 5 safety
 - 1 trespassing
 - 1 vandalism
 - 1 influence
 - 1- not responsible for caregiving
 - Being reviewed weekly at leadership meetings
 - To determine sanction for the offense
- Purchasing
 - Tracking expenses
 - \circ $\;$ Review of opportunities for savings
- Capital campaign
 - Process on hold until further notice
- Working on 2024 budget
 - Projections
 - Update 2023
 - Munis entries
- Van needs repairs
 - Will be getting fixed on 8/10
- Request permits for Atty's office for party on the pavement
- Submit request for laptop and access to munis for Interim Director
- Submit request for new Board President to get access to financials Johnson Bank
- Notarize
- Assist with Ruff Readers Program
 - Administrative duties
 - Registration
 - Promoting program
- Assist Marketing
 - Listing daily programs on boards
 - Following up on needed flyers, calendars
- Safety Specialist
 - 1 New PSS Tiffany Davis
- Assist with Personnel issues
 - HR Functions
 - Onboarding
 - TMS
- Reviewing Software

- Legistar
 - Agenda
 - Minutes
- Financials
 - Meet w/Interim Director
 - Meet w/Finance Director, Board President and Vice President
- Lunch at the Library
 - Find food trucks
 - Assist environmental health
 - Obtain permits from food truck
 - Assist if inspection issue arises

<u>Building</u>

- 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 for bike rack for the lake avenue entrance
- Exterior lighting on 2nd floor entrance
- Cameras
- Finalize 2nd floor check-off's for final payment
- Assist w/FOL new space and TSD

Training

- CVMIC
- CPI

Online Store

- Added New Items
- No Sales Activity

SHAY KING, HEAD OF BUSINESS DEVELOPMENT

Overview

Topics

Topics for promotion during July focused on the director transition, ongoing summer programs, the upcoming Lakefront Expo, senior programs, chess club, Ruff Readers, and keeping library cards up-to-date.

Program Marketing

Program marketing for programs submitted before the September through December deadline is complete. For all 92 programs (inclusive of late submissions), copy is complete, all graphics are 75% complete, and calendar events are 52% complete.

July Print Marketing Distribution

- July paper calendar: 286 copies
- Summer Bookmobile bookmarks: 117 copies

Press highlights

In July, the library was referenced in the media at least 25 times.

Highlighted coverage:

- Racine Public Library offers Lunch Break every Wednesday TMJ4, July 17
- Library chess club creates learning, connections The Journal Times, July 20
- <u>Welcome to Racine | International students visit the Dairy State</u> The Journal Times, July 27

Owned media highlights

Website

July visitors: 3,676 (4.4% down)

Most-visited pages:

- <u>Home</u> 2,521 (6.6% down)
- Events & Happenings 151 (43.2% down)
- <u>Get a Library Card</u> 127 (not in top five before)
- Borrow from the Library 108 (7.7% down)
- For Kids 102 (40% down)

New pages:

- Farewell to a dedicated director (blog post)
- Nick Demske appointed interim director (blog post)

July calendar views: 2,772 (62.1% down)

Most-viewed July events:

- <u>Summer Scares: Ghost Hunt in the Library with Southeast Wisconsin Paranormal</u> <u>Investigation Team</u> on July 14 (220 views)
- <u>Camp NaNoWriMo</u> from July 1-July 30 (194 views)
- <u>All Together Now: "Community Rocks" Scavenger Hunt</u> from July 1-July 15 (184 views)

Google Business Listing

July calls: 393 (23.6% up) July direction requests: 586 (12.4% down) July website clicks: 2,611 (1.3% down) July appearances in search results: 2,008 (5.5% down) July business profile views: 3,632 (.8% down)

Our Google profile's busiest day was Wednesday, July 19. July 19 was among our busiest days for programming in July, featuring new sessions of Spice It Up! and the Thoughtful Words Poetry Workshop, as well as routine sessions of Family Storytime, Lunch Break, STEAM Time, citizenship exam classes, Ruff Readers and Minecraft Club.

Reviews

5 stars: "Had been a few years since I went in, was nice and easy. Staff was very friendly as I did have a few ??, overall very satisfied. Check it out" — David Weathersby 5 stars: "Poeple that work there are always friendly" — Jose Lemus

5 stars: "This is great library. One of the hidden gems of Racine. Well organized. Children's books are on the first level and adults are on the second. The views out the windows towards the lake are incredible! It is super clean. Easy to find. Plenty of parking. If you have young children or grandchildren (like us), the first level is the highlight of this library. There is an area where kids can play. All kinds of constructive, educational, and fun toys. There are even a few computers for them to play educational games on. Our granddaughter loves going to the library... Especially when they have reading time. I highly recommend going to the Racine Public Library." — Steve Reeves

5 stars: "Great place to bring the kids. Excellent, helpful staff. Great activities and resources." — Eli Martinez

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 (73+)
- Other locations throughout the community, including the post office, the jail and walmart
- Various searches for "Angela Zimmerman"
- Our bathrooms
- Our library cards
- "racine library wednes bbq gibbys"

• Our board

Newsletter

July open rate: 27.6% (3.8% up) July click rate: 1% (25% up) Current newsletter recipients: 19,108 (5.4% up)

Most-opened newsletter: "Have We Got Some News For You" with the preheader "Cool down with some movies, book clubs, and Kendo" - July 21, 29.1% open rate **Most-clicked newsletter**: "Time to draw the Chance Card for Racine Monopoly," most-clicked link to <u>Senior Paint N Sip</u> (91) - July 28, 1.2% click rate

Social Media

Facebook

Current followers: 6,297 (1.4% increase) July reach: 40,820 (16.4% decrease) July posts and stories: 56

Most-reached and -reacted-to post: <u>Drag Queen Story Time photodump</u> - 15,478 reach, 679 reactions, 7/5

Community Engagement

- Kendo presentation and visit 7/26
- Youth volunteer corps visit 7/20
- Friends of Library fundraiser at Main Hub 7/30

Instagram

Current followers: 1,196 (1.4% increase) July reach: 640 (45.3% decrease) July posts and stories: 5

Most-reached and -reacted-to post: <u>Angela Zimmermann resignation</u> - 480 reach, 18 reactions, 7/28

TikTok

July followers: 234 (.8% increase) July video views: 192 (2.1% increase)

Our most popular video gained another 142 views (5,745 total).

MELISSA DONALDSON, HEAD OF DIGITAL SERVICES AND INNOVATION

Programming

DSI Team hosted 29 programs in July. 432 people participated in these programs.

We hosted 11 RUSD teachers for a teacher externship this year. Talked about the Innovation Lab and how we can be a place for teachers to take a fieldtrip to with a class. Showed the various digital services that are available to the students with their student IDs on our website.

Tech Support

- Digital Services and Innovation Lab staff had 81 appointments with patrons this month. This comes to about 40.5 hours of work for the staff.
- DSI had 11 support tickets come in from staff.

Partnerships

- Continue to partner with RUSD for various tech-related programs.
- Continue discussions on the Digital Divide
- Continue to partner with Tech Prize

Techmobile

• Attended Family Fun Day at Island Park. We were able to bring a child in a wheelchair up into the Techmobile because we have a wheelchair lift.

Summer Interns

- Grace finished her time here on July 27th. She was a great help this summer.
- Ethan Brown, Mario Martinez, Felix Guereca, and Isaiah Furglyas. They have finished up the patron website cyber training and now are working on the staff training.

Innovators in Residence

- Trillian Hunt and Strahinja Marinkovic are leaving the Library this August. They are off to college this fall.
- Two new staff have been hired. Rastko Marinkovic and Michael Taylor are the new Innovators in Residence.

Continuing Education

- Melissa attended Code.org training at Marquette University July 24-28th.
- Brianna has been working on learning the new embroidering machines that we have, learning more advanced features of Canva, and working on the Explore a career in IT Support Pathway in LinkedIn Learning.

