

July 2023 Board Packet – Executive Director and Leadership Team Reports

Angela Zimmermann, Executive Director Report

Personnel/Operations

As you may recall, I was out of the country on vacation for the past few weeks. My report is a bit shorter as a result of that. (Also, I was in contact as much as I was able to be with the staff while on vacation and checked email when able.)

As reported last month, we were working diligently at applying for [The Jerry Kline Community Impact Prize grant](#) and did submit on time for the grant. Announcements on the recipients of the grant will not be until November. Regardless of the outcome, I think this is the first time RPL has gone for such an ambitious grant and, in my opinion with all that's been done, is very well-deserving. However, it is a nationwide grant, but I'm delighted we made the attempt!

The Drag Queen Story Time took place on Friday, June 30th and overall, it went very well. We did have the expected protestors but worked with the staff, public safety and our supporters to handle everything appropriately. I've heard several staff state that this was the most well-attended program they've seen in the past 20 years within the library. While I did have to field numerous calls and emails in protest of the event, I'm extremely proud of the team at RPL who made this a success and hope the Library is able to plan another.

Building

The exterior camera installation has been completed.

We have some final landscaping and aesthetics for the Lake Avenue entrance to be handled yet and I will be bringing those options and quotes before the Building and Grounds Committee when we meet next.

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

Meetings and Activities

Outside of all of my regular meetings and prior to leaving for vacation, I conducted new trustee orientation with both of our new trustees to the Board, attended the American Library Association from June 23rd – June 26th in Chicago, had several conference calls with our capital campaign consultant who will be making his next visit to RPL on August 21st (I'll be arranging emails and such with both the Foundation Board and RPL Board in regards to this), met with the

Prairie Lakes Library System Director and the other Racine County Directors to discuss the process of the next Racine County Library Plan (we'll begin meeting regularly for this beginning August), and prepped the Library and Administration as much as possible prior to leaving for vacation.

Trustee Training Week

Trustee Training Week is coming up again (August 21st – 25th) with registration now open for webinar sessions which will be offered during the lunch hour (12:00 – 1:00 pm). Wisconsin Trustee Training Week (TTW) was developed to provide high-quality webinar to Wisconsin public library boards and trustees (open to Library staff as well). The series is supported by the Wisconsin Department of Public Instruction (DPI), Public Library Development Team with funding from the Institute of Museum and Library Services, and the Wisconsin public library systems. Please follow the link for information and registration:

<https://www.wistrusteetraining.com/>

I would encourage trustees, as possible, to take advantage of these sessions as a few, directly, are very timely to what is going on at RPL.

Nick Demske, Deputy Director

Now that school is out, June marks the beginning of our busiest season, at the library. The summer reading challenge begins, we ramp up the amount of programs we do, and we even double up on staff working the desk in the youth department for two months. Here are some of the highlights from this first month of our busiest season:

--This year we've taken on more summer interns than ever before. We have interns from both the county and city summer youth employment programs, and we're also one of only seven libraries throughout the state that was invited to be a part of the first teen internship program they've ever done. All of these young people are getting paid for their work here (but from the organizations responsible for the overall programs, not from the library's budget). Big thanks to Melissa, Carrie, Glynis, Viridiana and Sue for all helping supervise these interns.

--This month the American Library Association hosted its annual conference in Chicago and, because it was nearby, we were able to send six of our staff members to benefit from it. Most of us were only able to attend one or two days, but our Director was able to attend for the duration of the conference. This year was the second year in a row that I was invited to an invite-only pre-conference convening that San Francisco Public Library and ALA put on for library workers that serve patrons impacted by incarceration. The invite came with a \$750 stipend to help defray conference costs and, more than anything, I'm just really glad that the

RPL continues to be recognized on a national level as a library that is leading in the area of serving system-impacted patrons.

--We are still working diligently with the partner coalition we've assembled towards the goal of creating a Participatory Defense Hub in the library (referenced in the last board packet) by this fall. I mentioned that we have raised \$5,000 from a few different sources to get some community members trained by experts in this model, a training which the Johnson Foundation has offered to host for us (and help pay for). Just as an update, that training, which was originally scheduled for late July, had to be rescheduled to mid-October. We're eager to get some community members trained in this model, so we can launch it here ourselves and provide systems literacy guidance to people navigating legal cases who may be intimidated or overwhelmed by the system.

--The last thing that I'll mention is a bit outside of the scope of the library, but something worth celebrating. Our Youth Services Specialist, Rayven Craft, had an opportunity to travel to Ireland this summer to attend a prestigious acting program. She ended up canceling these plans, though, because she is also a musician and she ended up landing a very prestigious opening gig for Ne-Yo at Summerfest. We informed the whole staff ahead of time and a number of Rayven's colleagues did end up supporting her at the performance. We're very proud of Rayven and feel so fortunate to have her creativity on our staff. If you want to hear her music, you can find her as just "Rayven" on spotify and many other platforms.

June Programming Statistics

The Library presented 68 programs in June--nearly twice as many as in May--which reached a total participation of 1342 people.

67 programs were groups attending and 1 was self-directed.

13 were for children ages 0-5.

15 Were for children ages 6-11.

6 were for young adults.

14 were for adults.

20 were for all ages.

One program was virtual (hybrid)--the other 68 were in person. The virtual program had a total of 8 participants (4 virtual and 4 in person). The in person programs had an average attendance of 20.

Programs	Target Age Group	Type	Format	Participants	# of Programs
Girls Who Code - Goodland	Children 6-11	Group attending	In-person	4	1

Minecraft Club Older	Young Adult (12-18)	Group attending	In-person	9	3
Coffee and Conversation	General Interest (all Ages)	Group attending	In-person	12	3
Scratch Jr.	Children 6-11	Group attending	In-person	5	1
Maker Monday	General Interest (all Ages)	Group attending	In-person	340	4
Spontaneous window decoration	General Interest (all Ages)	Self-directed	In-person	60	1
Lapsit Storytime	Children 0-5	Group attending	In-person	24	3
Tuesday Tales	Children 0-5	Group attending	In-person	165	4
Minecraft Club Younger	Children 6-11	Group attending	In-person	13	2
Sip N Swipe	Adult (19+)	Group attending	In-person	26	3
Preschool and Toddler STEAM time	Children 0-5	Group attending	In-person	26	1
Coding, 3D printing, Robots. Lumin School 7th Grade	Young Adult (12-18)	Group attending	In-person	17	1
Coding, 3D printing, Robots. Lumin Schools 8th Grade	Young Adult (12-18)	Group attending	In-person	14	1
Coding, 3D printing, Robots. Lumin School 6th Grade	Young Adult (12-18)	Group attending	In-person	22	1
Thoughtful Words Poetry Workshop	Adult (19+)	Group attending	In-person	18	2
The Buzz on Beekeeping	General Interest (all Ages)	Group attending	In-person	35	1
Class /visit (Jefferson School)	Children 6-11	Group attending	In-person	80	1
Senior Dominoes Chickenfoot	Adult (19+)	Group attending	In-person	1	1

Community Gaming Night	General Interest (all Ages)	Group attending	In-person	24	1
Scratch 101	Children 6-11	Group attending	In-person	2	1
Open Gaming Lab	Children 6-11	Group attending	In-person	1	1
World Wide Knit in Public Day	General Interest (all Ages)	Group attending	In-person	3	1
Kevin Kluesner Author Visit	Adult (19+)	Group attending	In-person	2	1
Author Talk: Matthew Prigge	General Interest (all Ages)	Group attending	In-person	1	1
Mark's Afternoon Book Club/Author Visit: Daisy Alpert Florin	Adult (19+)	Group attending	Live virtual	8	1
Senior Dominoes	Adult (19+)	Group attending	In-person	0	1
Memory Cafe - Cafe de la memoria	Adult (19+)	Group attending	In-person	0	1
Chess Club	General Interest (all Ages)	Group attending	In-person	10	2
Outreach - Kindercare Storytime	Children 0-5	Group attending	In-person	87	2
"Community Rocks!" - Multigenerational Rock Painting	General Interest (all Ages)	Group attending	In-person	25	1
Senior Movie	Adult (19+)	Group attending	In-person	3	1
Learn to Type	Children 6-11	Group attending	In-person	1	1
Robotics Lab	Children 6-11	Group attending	In-person	4	1

Summer Scares: Chad Lewis presents Bizzare History of Wisconsin.	General Interest (all Ages)	Group attending	In-person	38	1
Learn to Code with Dash and Dot	Children 6-11	Group attending	In-person	6	2
Senior Paint n Sip	Adult (19+)	Group attending	In-person	5	1
Family Storytime	Children 0-5	Group attending	In-person	91	2
Music and Movement	Children 0-5	Group attending	In-person	44	1
Summer Scares Craft Night	General Interest (all Ages)	Group attending	In-person	8	1
StoryWagon	General Interest (all Ages)	Group attending	In-person	75	3
Scratch 101 Week 1	Children 6-11	Group attending	In-person	5	1
Cars and Drones	Children 6-11	Group attending	In-person	4	1
LEGO Club	Children 6-11	Group attending	In-person	12	1
Android 101	Adult (19+)	Group attending	In-person	4	1
Scratch 101 Week 2	Children 6-11	Group attending	In-person	6	1
Retro Anime Night	Adult (19+)	Group attending	In-person	2	1
TOTAL				1342	68

Patron Services

In June, staff answered 1823 questions via phone and chat and 11555 in person. A total of 13378 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	14004
Lake Ave Entrance People Counter	1863
Overdrive Checkouts	9176
Total # of phone calls (reference)	948
Total # of phone calls (curbside)	368
Total # of phone calls	1316
Total # of questions via phone	1803
Avg. # of calls per day	50.57
Avg. # of calls per hour	5.46
Total talk time (reference)	3405.5
Total talk time (curbside)	1130.3
Total talk time	4535.8
Avg. call length (reference)	3.59
Avg. call length (curbside)	3.07
Total chats	20
Total chat messages	74
Avg. # of messages per chat	3.7
Total phone and chat questions	1823
In-person reference questions	11555
Total # of reference questions answered	13378
Computer usage - total logins	1284
Computer usage - total time	1113:06:00
Computer usage - avg. time per login	52.014
Faxes	286
Scans	978

Social Worker report: *submitted by Ashley Cedeño*

Bus Passes

- Total bus passes given out: 126

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

Patron Interactions (drop-in, by appointment or phone call): 137

**patron interactions do not include bus passes*

Year/Month	2021	2022	2023
January		24	56
February		20	71
March		28	129
April		61	119
May		34	80
June		36	137
July		39	
August		42	

September	6	33	
October	15	40	
November	15	52	
December	19	40	

Need/Concerns:

Aging and Disability	1	Food Insecurity	Re-entry Services	
Applying for Benefits/Financial Assistance	28	General	46	Refugee Support
Clothing/Laundry		Healthcare		Sensory Room
COVID-19		Housing	7	Sexual Assault Services
Domestic Abuse		Incidents/Crisis	11	Substance Use
Education		Internet/Hotspot	17	Transportation (not including bus passes)
Emotional Support	4	Legal	3	Veteran Services
Employment	9	Mental Health		

Continued Education (CE):

- Attended ALA in Chicago on 6/25/23. Highlights:
 - Therapy Cards: Mental Health Resources at the Library
 - Social Workers in Libraries (Poster 29)
 - Counseling Theory and Skills to Support Trauma Informed Library Leadership (Poster 40)
- DEI Training on 6/20 at City Hall (3 hours)

Other:

- Coffee and Conversation Program
 - 6/1/23- **Number of attendees:** 4, **Topic:** What is your favorite art? Book, movie, painting, topic, etc. Just favorite anything basically! **Duration:** 1 hour
 - 6/15/23- **Number of attendees:** 3, **Topic:** What is your most surreal experience? Or favorite memory? **Duration:** 1 hour
 - 6/29/23 **Number of attendees:** 5, **Topic:** What is something you are most proud of?/What is your proudest accomplishment? **Duration:** 1 hour
- Led Safety and Security Debriefing on 6/16
- Met with Moranda Lopez at First Breath, WI Women's Health Foundation and discussed their program as well as the Well Badger Resource Center- exchanged resources and built connection for possible future collaboration

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

RPL circulated a total of 39,379 in June of 2023. 36,258 items from Main and 3,121 items from the Bookmobile. May 2023 circulation was 36,836. Approximately 8,663 holds were placed and filled. 8,265 items loaned from our collection to other libraries, and 7,826 received for RPL patrons. 527 new library cards were issued during the month of June. 1,969 items were loaned out to patrons via our Home Delivery Service in the month of June.

Consortium sorting:

- In June staff inducted 82,248 items through the automated material handler (AMH).
- Year to date staff has inducted a total of 504,039 items through the AMH.

The Circulation Department is hosting Justin Searcy, a participant with the Summer Youth Employment Program (SYEP). Justin began his duties on June 19th.

Circulation staff will be participating in covering 6 shifts during this summer's "Lunch Break at the Library" food truck stops.

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

In June TSD staff placed orders for 763 items and received 509 previously ordered items. A total of 1015 items were added to the catalog.

Beyond Books Collection added:

- Escape room. 3 ; the game [board game (game)]
- Video conference ring light. / [equipment] (4 copies)
- Video projector [equipment]. (2 copies)
- Hotspot [equipment] (16 additional copies)

Dawn Seeger and Stephanie Brunner began assisting Local History Librarian Rebecca Leannah with cutting, labeling and organizing a backlog of newspaper pamphlet files.

Amber Schaus began assisting Adult Services & Programs Librarian Viridiana Rocha with a substantial weeding project covering medical books in adult nonfiction. Additionally, Amber began working on a maintenance project involving acquisition records in the Workflows database.

TSD staff will be participating in covering 2 shifts during this summer's "Lunch Break at the Library" food truck stops.

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

	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Total
2023 Monthly Statistics							

Circulation							
Main	32,948	36,825	38,158	34,103	34,102	36,258	212,394
Bookmobile	3,333	3,032	2,967	2,391	2,734	3,121	17,578
Total	36,281	39,857	41,125	36,494	36,836	39,379	229,972
Home Delivery Service	1,183	1,111	1,435	1,485	1,853	1,969	9,036
Bulk Loans (Outreach)	335	400	515	445	515	425	2,635
Holds Placed	10,876	9,970	10,240	7,250	8,586	8,663	55,585
Interlibrary Loans							
SHARE Loaned	7,423	5,961	7,021	7,909	8,282	8,184	44,780
ILL Loaned (Wiscat Lender filled)	100	105	104	101	106	81	597
Total Loaned	7,523	6,066	7,125	8,010	8,388	8,265	45,377
SHARE Received	6,558	5,847	6,934	7,688	7,664	7,707	42,398
ILL Received (Wiscat Borrower filled)	106	99	108	84	75	119	591
Total Received	6,664	5,946	7,042	7,772	7,739	7,826	42,989
Overdrive Downloads							
Audiobooks	4,479	3,898	4,515	3,957	4,029	3,922	24,800
EBooks	5,434	4,771	5,314	4,582	4,782	4,670	29,553
Periodicals	577	477	538	467	494	584	3,137

Other							-
Total downloads	10,490	9,146	10,367	9,006	9,305	9,176	57,490
Hours Open							
Main	218	208	246	230	246	241.5	1389.5
Mobile	130	110	0	17.5	139	145.75	542.25
Total	348	318	246	247.5	385	387.25	1931.75
Library Cards Issued							
Adult	176	161	239	217	221	265	1,279
Juvenile	56	68	96	78	82	124	504
Restricted	3	1	-	-	1	4	9
Net Only	2	-	-	1	-	3	6
Home Delivery	3	1	-	-	5	-	9
Lost Cards	108	126	108	104	119	131	696
Total	348	357	443	400	428	527	2,503
AMH Inductions	86,107	81,267	91,932	78,138	84,347	82,248	504,039

Staff Continuing Education Activities and Positive Staff and Patron Stories

We had a reported total of 98 hours of CE from 8 staff members for June. This is because several of our staff members went to the American Library Association conference in Chicago this month, and also because nearly every member of library management staff attended an EDI training at City Hall which all supervisors in all departments were asked to take part in.

Here's an email Angie sent to one of our most veteran librarians last month after getting a call in praise of his service:

"Hi Mark,

Just wanted to let you know that I received this morning a voicemail from a patron sending along praise for you and commending you for the great job you did in assisting her. I'm assuming from her voicemail that she called in and you helped her over the phone with

something, but she commended your professionalism, manners, and said you had a great attitude.

Thanks, Mark for providing this excellent service to the patron. You clearly made her day!"

And a few things related to the Drag Queen Story Hour:

Here's an email we received a few weeks prior to the event:

"Hello,

I don't have a library card with y'all (yet) but I was checking out the event calendar and I just wanted to say how awesome it is to see the pride events. It can feel pretty alienating living out here but knowing that there are people like y'all who don't hate my existence, and would even celebrate it with me gives me a lot of hope for the future. So thanks!

With pride,
Oreas"

Here's part of an email I received after the event:

"What struck me about story hour was the way the library made the event feel both cozy and whimsical -- both fairly difficult to achieve with an audience of that size -- even though some detractors showed up to try to kill the mood. The library staff and the city officers coordinated wonderfully to keep the focus on storytime, all the while making their work seem so effortless that I would not have noticed had I not been watching from the back. To quote one of my favorite TV shows, "When you do something right, people won't be sure you've done anything at all." I am very grateful they were able to create such a welcoming atmosphere despite the obstacles."

And lastly, I'll share that I got to speak with a local LGBTQ+ elder in the community after the drag queen story hour, Jeanne Arnold. Jeanne and her partner Barb (who has passed away) have been activists pushing for equitable rights for all for many decades in this community and beyond. They created a feminist bookstore in Racine called Mother Courage Books in the 70s, when saying you were a feminist was still a very controversial statement. When Jeanne was leaving the drag queen story hour, I asked her how her experience was and she said "I wept. This was like a dream come true." I'm glad the library can play some small part in carrying on the legacy that Jeanne and so many other people have shaped here, in terms of making Racine a community where people of all identities and backgrounds are welcomed and celebrated.

<i>Evelin Garcia, Business Manager</i>

Business Office

- Incident Reports
- Being reviewed weekly at leadership meetings
 - Distributed PDF with pictures of banned patrons for staff

- Purchasing
 - Tracking expenses
 - Review of opportunities for savings
- Capital campaign
- Exterior cameras
 - Should be installed by the end of June
 - Wiring will be installed on the 5th
- Postage machine
 - Received a non-automatic
- Working on various reports / projects assigned
 - 2022 budget has not been closed
- Van needs repairs will be working on quote
- Working with DSI
 - Asset Tagging
 - On-going process
 - 2nd floor mostly done still need to asset tag furniture
- Assisting with Ruff Readers Program
 - Administrative duties
 - Session will resume in June 5th
- Assisting Marketing
 - Listing daily programs on boards
 - Lunch break kick-off May 24th
 - Need more vendors
- Safety Specialist
 - 3 New PSSs started to cover the 32 hr week

Building

- Working with the City to get the handle bars repaired
 - This will be part of a contract with IRS and is expected to start in the summer
- Maintaining the exterior clean
 - Look into landscaping for the Lake Ave entrance
 - Mike is working with Angie on this
- Exterior lighting on 2nd floor entrance
 - Mike is working with Angie on this
- Worked on Evacuation Map
 - 1st & 2nd Floor

Training

- Legistar
- CVMIC
- Evacuation

Online Store

- No activity

Shay King, Head of Business Development

Overview

Topics

Topics for promotion during June focused on our pride programming (especially the June 30 drag queen storytime), the launch of our Memory Café (which was featured in representative Greta Neubauer's newsletter alongside Lunch Break at the Library), TeenScene's schedule expansion, the Friends book sale nook's construction, and our summer-long programs: All Together Now summer reading, All Together Now Racine Monopoly, Lunch Break at the Library, Summer of Play: STEM Challenge, and Summer Scares.

Drag Queen Story Time

In anticipation of overlap with other departments' reports, I won't cover staff and attendee feedback discussed at the staff debrief. Here I'll report specifically on elements of the event that marketing teammates were responsible for coordinating or tracking.

I counted 200 attendees, not including those who remained outside for protests or those who left the event early. The response of visitors I spoke to as they left the event was overwhelmingly positive. We received numerous expressions of joy and gratitude, as well as requests for similar events.

Our partnerships with Pepi's Pub and Grill, the LGBT Center of SE Wisconsin, and the Sisters of Perpetual Indulgence resulted in a huge influx of counter-protestors in support of the Drag Queen Story Time — the number of which exceeded the number of people protesting the event. Counter-protestors were a welcome supplement to our security plan, assisting with crowd control, de-escalation, and redirecting protestors.

Negative attention picked up for the storytime in the couple of weeks preceding the event. The Head of Business Development, in addition to covering social media moderation, assisted the Executive Director in fielding emails related to the event. We did receive one hateful Google review that Google automatically deleted. Notably, the negative attention seemed to come mainly from individuals who do not currently live in our service area or, hence, fund the services we provide, particularly sourced from a number of regional and national anti-LGBTQ+

groups. The experience generated some new discussion around how the leadership team enforces policies for online vs. in-person visitors to our spaces, with the hopes of building more consistent expectations across virtual and in-person spaces. Our social media pages still need further attention to clean up inappropriate commentary and ban malicious users, but so far 30 accounts have been blocked, and all comments in violation of our social media profile are being documented and gradually deleted. No blocked accounts currently overlap with individuals whose in-person access to services is suspended.

Program Marketing

June, July and August program graphics and website calendar listings are complete. Program marketing through the end of the year is in the process of being posted as of July 1.

June Print Marketing Distribution

- June paper calendar: 240 copies
- Summer Bookmobile bookmarks: 534 copies

Press highlights

In June, the library was referenced **in the media [at least 23 times](#)**.

Highlighted coverage:

- [Racine native Rayven Craft to open for Ne-Yo at Summerfest](#) - The Journal Times, June 29
- [Bilingual Memory Café launching on June 13 at Racine Public Library](#) - Racine County Eye, June 9

Owned media highlights

Website

June visitors: 3,847 (10.7% up)

Most-visited pages:

- [Home](#) - 2,699 (12% up)
- [Events & Happenings](#) - 266 (69.4% up)
- [For Kids](#) - 170 (88.9% up)
- [Contact Us](#) - 121 (80.6% up)
- [Borrow from the Library](#) - 117 (4.9% down)

June calendar views: 7,321 (129.3% up)

Most-viewed June events:

- [All Together Now: LGBTQ+ Pride — Drag Queen Story Time](#) on June 30 (1,737 views)
- [All Together Now: Summer Reading at the Racine Public Library](#) from June 1 through Aug. 31 (612 views)
- [Summer of Play: STEM Challenge](#) from June 1 through Aug. 31 (462 views)

Google Business Listing

June calls: 318 (7.8% down)

June direction requests: 669 (29.1% up)
June website clicks: 2,646 (14% up)
June appearances in search results: 2,124 (.5% down)
June business profile views: 3,664 (3% up)

Our Google profile's busiest day was Wednesday, June 7. June 7 was a packed day for programs, including one-off programs The Buzz on Beekeeping and Medicare 101, as well as our routine Lunch Break at the Library, preschool storytime, tech help with the ADRC, Spanish citizenship exam class, Ruff Readers tutoring, Minecraft Club, and poetry workshop.

Reviews

5 stars: "Very quiet and friendly both staff and visitors" — William G Johnson Sr
5 stars: "Very helpful and saves me a lot of money." — Michael Gasperi

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 (74+)
- Misc locations throughout community
- Our programs: "Baby storytimes," "activity tickets," and "reading programs"
- Our services: Adult services, notarization, printing, and "Racine places to study"
- Our library cards
- Beanstack
- Our Bookmobile
- Our phone number

Newsletter

June open rate: 26.6% (1.1% down)
June click rate: .8% (11% down)
Current newsletter recipients: 18,132 (.3% down)

Most-opened newsletter: "PRIDE at Pepi's" with the pre-header "Upcoming food trucks, crafts times, and book clubs" - June 23, 27.9% open rate

Most-clicked newsletter: "Spark Your Summer Creativity," most clicked link to [Pride events](#) (36 clicks) - June 12, 1% click rate

Social Media

Facebook

Current followers: 6,210 (3.4% increase)
June reach: 48,816 (232% increase)
June posts and stories: 69

Most-reached post: [Maker Monday summer hours](#) - 10,972 reach, 6/5

Most-reacted-to post: [Drag queen storytime cotton candy post](#) - 462 reactions, 6/30

Community Engagement

- [Library card sign-up perks](#) - 6/21
- [Old Bookmobile visit](#) - 6/23
- [Sharing teen programs](#) - 6/27

Drag Queen Storytime Accolades

- [City of Racine share](#) - 6/22
- [Support for storytime](#) - 6/29
- [Cute kids with queens](#) - 6/30

Instagram

Current followers: 1,180 (3.1% increase)

June reach: 1,171 (31.6% increase)

June posts and stories: 2

Most-reached and -reacted-to post: [Summer Reading kick-off](#) - 144 reach, 8 reactions, 6/1

TikTok

June followers: 232 (7.4% increase)

June video views: 188 (26.3% decrease)

Our [most popular video](#) gained another 133 views (5,603 total).

Melissa Donaldson, Head of Digital Services & Innovation

Summer Programming is in full swing. The DSI team held 28 programs with a total 514 participants. Maker Mondays is being held every Monday throughout the summer from 9 am - 7 pm.

Brianna has started up her Art programs this summer. They have been a huge hit and have been filled to capacity each time.

Matt is hosting Tech Tuesday. This is drop in program where people can come to him with various issues they are having with the tech that they use.

Terrence is hosting Girls Who Code Summer Edition. Girls are learning about the different technology used in the innovation lab.

Melissa is hosting a couple learn to code classes. One is learning to code with Dash and Dot robots. The other is a six-week Scratch 101: Coding Games.

Strahinja is hosting a variety of programs this summer. From teaching the basics of coding to computer basics Adults. A new class that he started this summer is 3D Printing for Adults.

Trillian is hosting two different Minecraft Clubs. One for younger kids and the other for older kids 8-12 grades.

Tech Support

- Digital Services and Innovation Lab staff had 85 appointments with patrons this month. This comes to about 42.5 hours of work for the staff.
- DSI had 15 support tickets come in from staff.

Partnerships

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

Tech Mobile

- Visited Gateway Technical Colleges Fab Lab Summer Camp

Summer Interns

- The Digital Services and Innovation Team is once again partnering with Racine County Youth Employment Program. This summer we have one intern from this program. Her name is Grace Cahidez. She has been busy learning what the library does. She will be hosting all of the classes for Melissa the Week of July 24th.
- We have received four interns from the City of Racine Summer Youth Employment program. They are Ethan Brown, Mario Martinez, Felix Guereca, and Isaiah Furglyas. These interns are working on Cybersecurity Training for Patrons and Staff.