

Executive Director Report for January 2025 Board Packet

NICK DEMSKE, EXECUTIVE DIRECTOR

I really love the holiday season at the RPL. In order to help make it work for as many team members as possible to leave town (or the country) to visit family, a few of us have long played the role of working most of the inbetween holiday days--and it's become a tradition I actually really love. The feeling is different in the library, the community members are usually a little happier, most other people are not working in the world, so I get far less emails and can catch up on backlog, and I get to witness firsthand the other dedicated library staff who keep our services going on these cold, inbetween holiday days. I'm really grateful to all of them every year.

We closed out the year with plenty of good things. The Foundation held its second annual holiday fundraiser, which only raised over \$800 the night of, but brought the Foundation to a number of community member's minds again, fortunately, who also donated outside of that particular event. One community member who had reached out to make a \$10,000 donation prior to the last director leaving fortunately decided to reach out again. Since none of us who were still at the RPL knew about this potential donor, it was the first we learned of him and we're thrilled to reconnect with him for this purpose. Beyond the funds the event helped raise, though, the event is always just a really positive time for people who love the library to get together, meet each other, hear about the wins and challenges the RPL is having, and support a resource they love in their community.

Other additions in December included:

--Keiko and Viridiana successfully received an \$800 grant from UW-Madison to support East Asian programs or collection development in the library. They plan to use the funds, in part, for programming related to Racine's sister city, Osio, Japan.

--We successfully started up and got the library's hydroponic veggie growing tower out into the public. And boy is it producing! It's a really interesting and beautiful addition to the RPL and we look forward to creatively incorporating it into programs and strategizing on how it can even more directly benefit the public. In the meantime, Kiyomi and Joana have harvested from it multiple times and so the RPL staff have never been healthier!

--We had our first RPL appearance in years on CBS 58's "Racine and Me," where I promoted our sound studio, our new addition of the virtual language learning resource Mango Languages, and our upcoming 10th annual "Mary Finley and Marcie Eanes Memorial Black History Month Read-in", in February.

--We continued to deal with a real challenging spike in incident reports, as the cold weather emerged. It's resulted in a number of community members having their library privileges suspended and it has taken a toll on staff. Fortunately, we have also been working for the past

couple months to redesign a few different safety and security protocols, including the creation of a new safety committee. While for the past few years the leadership team has solely made safety decisions in the wake of incident reports, this committee includes representatives from all relevant departments and is made especially of people who work much more on the frontlines than myself and some other leadership team members. The committee has been off to a great start and I'm hugely grateful to the team members who have offered to serve on it.

--Lastly, as I mentioned last month, in December the Public Library Association reached out and asked me to be one of 4 speakers at a virtual town they just held this week, called "Public Libraries Standing Up and Standing Together." I was really surprised to be among such a small group to have this honor, which included the current PLA president, the immediate past president, and some other leaders in the field who have helped champion big legislative wins in their states around anti-censorship and intellectual freedom. I look forward to reporting out more about this opportunity and some others coming up, that really demonstrate that the RPL is simply punching above its weight class right now in the national library landscape.

December Programming Statistics

The Library presented 26 programs in December, which reached a total participation of 345 people.

Programs	Target Age Group	Type	Format	Particip ants	# of Progra ms	In House or Outreach
STEAM Time	Children 0-5	Group attending	In-person	2	1	Library
Racine Fiber Arts: Facts on Fabric	Adult (19+)	Group attending	In-person	0	1	Library
Tuesday Craft	General Interest (all Ages)	Group attending	In-person	24	1	Library
Digital Divide Roundtable	Adult (19+)	Group attending	In-person	9	1	Library
Outreach @ RMS	Young Adult (12-18)	Group attending	In-person	25	1	Library
Future Focus	General Interest (all Ages)	Group attending	In-person	4	1	Library
Family Storytime	General Interest (all Ages)	Group attending	In-person	30	1	Library
Craft with Miss Keiko	Children 0-5	Group	In-person	30	1	Library

		attending	n			
Girls Who Code @ Real School	Young Adult (12-18)	Group attending	In-person	8	1	Outreach
LEGO Club	Children 6-11	Group attending	In-person	14	1	Library
Stitch N Bitch	Adult (19+)	Group attending	In-person	11	1	Library
Minecraft club parkour	Children 6-11	Group attending	In-person	2	1	Library
Tuesday Craft	General Interest (all Ages)	Group attending	In-person	26	1	Library
Walgreens Flu Clinic	General Interest (all Ages)	Group attending	In-person	10	1	Library
Outreach @ RMS	Young Adult (12-18)	Group attending	In-person	25	1	Outreach
Family Storytime	Children 0-5	Group attending	In-person	15	1	Library
Girls Who Code @ Real School	Young Adult (12-18)	Group attending	In-person	5	1	Outreach
3D printing for Kids	Children 6-11	Group attending	In-person	3	1	Library
Laser engraving open lab	General Interest (all Ages)	Group attending	In-person	5	1	Library
Coffee and Conversation	Adult (19+)	Group attending	In-person	3	1	Library
Outreach @ RMS	Young Adult (12-18)	Group attending	In-person	25	1	Outreach
Class Visit	Children 0-5	Group attending	In-person	10	1	Library
Empowerment Center Calendar Unveiling	General Interest (all Ages)	Group attending	In-person	25	1	Library
Girls Who Code @ Real School	Young Adult (12-18)	Group attending	In-person	5	1	Outreach
Outreach @ RMS	Young Adult (12-18)	Group attending	In-person	25	1	Outreach
Tinkering with Tinkercad	General Interest (all Ages)	Group attending	In-person	4	1	Library
TOTAL				345	26	

Patron Services

In December, staff answered 1359 questions via phone and 7900 in person. A total of 9257 questions were answered across all methods of communication. 85% of the reference questions were asked in person, while 15% were received over the phone.

Main Entrance People Counter	10870
Lake Ave Entrance People Counter	2310
Libby Checkouts	12,236
Hoopla Checkouts	466
Total # of phone calls (reference)	751
Total # of phone calls (curbside)	381
Total # of phone calls	1132
Total # of questions via phone	1359
Avg. # of calls per day	49.21
Avg. # of calls per hour	5.31
Total talk time (reference)	2592.63 min
Total talk time (curbside)	1168.8 min
Total talk time	3761.43 min
Avg. call length (reference)	3.45 min
Avg. call length (curbside)	3.07 min
In-person reference questions	7900
Total # of reference questions answered	9254
Computer usage - total logins	1221
Computer usage - total time	1311:13:00
Computer usage - avg. time per login	64.43 min
Faxes	487
Scans	1797

Social Worker report

submitted by Ashley Cedeño

Month: December 2024

Bus Passes

- Total bus passes given out: 83

Year/Month	2022	2023	2024
January		27	0*
February		45	0
March		54	10
April		72	93
May		99	86
June		126	81
July		101	97
August		111	95
September	62	107	66
October	72	118	132
November	44	18	62
December	31	0 *	83

*No bus passes available

Patron Interactions (drop-in, by appointment or phone call and non-swk library interactions): 201

**patron interactions do not include bus passes*

** prior to mid-2023, non-swk interactions were not tracked*

Year/Month	2021	2022	2023	2024
January		24	56	137
February		20	71	249
March		28	129	287
April		61	119	290
May		34	80	215
June		36	137	222

July		39	111	238
August		42	211	197
September	6	33	159	211
October	15	40	189	271
November	15	52	180	201
December	19	40	118	131

Social Work Service Interactions: 64

General Non-Social Work Interactions (Library Assistance): 67

Need/Concerns:

Aging and Disability Resources	5
Applying for Benefits/Financial Assistance	6
Clothing/Laundry	1
COVID-19	
Domestic Abuse	
Education	3
Emotional Support	1
Employment	5
Food Insecurity	
General Library Assistance provided by social worker	67
Healthcare	
Housing	5
Relating to Incident Report or Crisis	27
Internet/Hotspot	3
Legal	1
Mental Health	1
Re-entry Services	
Refugee Support	
Sensory Room	
Sexual Assault Services	

Substance Use	1
Transportation (not including bus passes)	5
Veteran Services	1
***Library Social Work Expertise requested	

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

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

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

Continued Education (CE) or Training:

- 12/3: CVMIC Training: External Communication for Leaders, 4 hours
- 12/12: CVMIC Training: Internal Communication for Leaders, 4 hours
- 12/17: CVMIC Training: Professional Communication for Leaders, 4 hours
 - Fully completed CVMIC Leadership Track courses (12 courses)

Other:

- 12/6- Attended staff field trip to Janesville Library
- Coffee and Conversation
 - 12/12- 3 participants; Topic: What are some of your favorite holiday traditions?
 - *Staff C&C:* 12/13- 5 staff attendees; Topic: What are some of your favorite holiday traditions and holiday foods?

CHRIS TOBIAS, CIRCULATION, OUTREACH AND TECHNICAL SERVICES SUPERVISOR

Circulation Report of December Activities 2024

RPL circulated a total of 28,937 in December of 2024. 26,955 items from Main and 1,982 items from the Bookmobile. November circulation was 33,984. Approximately 6,782 holds were placed and filled. 8,512 items loaned from our collection to other libraries, and 6,157 received for RPL

patrons. 213 new library cards were issued during the month of December. Circulation for Home Delivery Services was 2,131 transactions in the month of December.

Consortium sorting / AMH activity:

- In December staff inducted 73,785 items through the automated material handler (AMH).

Technical Services Report of December Activities 2024

In December TSD staff placed orders for 1425 items and received 1304 previously ordered items. A total of 1366 items were cataloged and processed for the library catalog.

The project to label abbreviated series statements and numbers on Adult Department fiction collections continues..

Circulation Statistics Year to Date

2024 Monthly Statistics	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total
Circulation													
Main	34,417	34,913	35,817	35,559	34,087	34,238	36,150	36,587	30,772	33,332	31,208	26,955	404,035
Bookmobile	3,281	3,155	3,042	3,153	2,961	2,590	2,491	2,714	2,901	3,516	2,776	1,982	34,562
Total	37,698	38,068	38,859	38,712	37,048	36,828	38,641	39,301	33,673	36,848	33,984	28,937	438,597
Home Delivery Service (circ count)	2,216	2,241	2,735	2,201	2,516	1,896	1,910	2,306	1,960	2,758	2,277	2,131	27,147
Bulk Loans (Outreach delivered)	350	310	405	330	475	425	515	310	302	310	364	190	4,286
Holds Placed	10,673	8,698	9,030	9,029	8,281	8,475	8,101	9,002	8,206	8,819	8,233	6,782	103,329
Interlibrary Loans													
SHARE Loaned	10,610	8,531	7,936	8,764	7,637	8,142	9,222	8,265	7,944	8,426	7,688	8,402	101,567
ILL Loaned (Lender filled)	158	98	105	128	80	73	77	128	153	70	100	110	1,280
Total Loaned	10,768	8,629	8,041	8,892	7,717	8,215	9,299	8,393	8,097	8,496	7,788	8,512	102,847
SHARE Received	8,870	8,068	8,447	7,275	6,873	6,523	7,109	7,397	7,277	7,626	7,105	6,012	88,582

ILL Received (Borrower filled)	166	170	347	243	202	145	198	207	98	205	146	145	2,272
Total Received	9,036	8,238	8,794	7,518	7,075	6,668	7,307	7,604	7,375	7,831	7,251	6,157	90,854
Overdrive Downloads													
Audiobooks	4,487	4,050	4,701	4,569	4,761	4,348	4,443	4,747	4,545	4,789	4,631	4,275	54,346
EBooks	5,100	4,553	4,934	4,627	4,496	4,378	4,602	4,320	4,242	4,163	4,231	4,319	53,965
Periodicals	2,098	1,934	1,962	1,034	1,612	1,516	1,476	1,193	1,652	1,615	1,901	1,819	19,812
Total downloads	11,685	10,537	11,597	10,230	10,869	10,242	10,521	10,260	10,439	10,567	10,763	10,413	128,123
Hours Open													
Main	240	235	230	246	246	219	246	247	224	257	219	213	2822
Mobile	135.5	142	115	148.5	140.75	129	146.5	151.5	134	152	130	112.5	1637.25
Total	375.5	377	345	394.5	386.75	348	392.5	398.5	358	409	349	325.5	4459.25
Library Cards Issued													
Adult	176	223	238	238	179	232	245	227	246	246	203	122	2,575
Juvenile	49	80	74	63	43	73	93	71	333	122	57	27	1,085
Restricted	4	2	9	5	6	9	12	3	14	11	2	2	79
Net Only	1	3	1	-	-	-	1	-	-	1	-	-	7
Institute	-	-	-	-	-	-	2	-	-	1	-	-	3
Home Delivery	1	3	1	-	1	3	1	1	1	1	-	-	13
Lost Cards	117	115	119	115	87	123	133	123	141	102	91	62	1,328
Total	348	426	442	421	316	440	487	425	735	484	353	213	5,090
AMH Inductions													
AMH Inductions	86,526	81,306	80,739	86,438	80,082	75,884	88,029	83,854	77,089	82,851	72,266	73785	968,849

Circulation by Municipality Year to Date

Main		
Municipal Code	Circ #s	%
BRGREENBYC	29	0.01%
COPOYNETTV	12	0.00%

DACOTTAGEV	6	0.00%
DAMADISONC	549	0.14%
DOWAUPUNC	4	0.00%
ECEAUCLAIC	5	0.00%
GTPLATTEVC	72	0.02%
KNBRISTOLV	47	0.01%
KNKENOSHAC	2,493	0.62%
KNPADDCKLV	31	0.01%
KNPARIST	20	0.01%
KNPLEASPRV	143	0.04%
KNSALEMLKV	451	0.11%
KNSOMERST	1	0.00%
KNSOMERSV	247	0.06%
KNTWINLAKV	21	0.01%
KNWHEATLAT	2	0.00%
MIBAYSIDEV	63	0.02%
MICUDAHYC	1	0.00%
MIFRANKLIC	4	0.00%
MIMILWAUKC	62	0.02%
MIOAKCREEC	208	0.05%
MISTFRANCC	6	0.00%
MNWAUSAUC	1	0.00%
OCOCONTOFT	1	0.00%
ONMINOCQUT	15	0.00%
OUAPPLETOC	10	0.00%
OUHORTONVV	4	0.00%
OUTOFSTATE	16	0.00%
OZFREDONIV	78	0.02%
RABURLINGC	330	0.08%
RABURLINGT	132	0.03%
RACALEDONV	95,870	23.73%
RADOVERT	45	0.01%
RAELMWOODV	2,201	0.55%
RAMOUNTPLV	72,704	17.99%
RANORTHBYV	1,829	0.45%

RANORWAYT	52	0.01%
RARACINEC	201,338	49.83%
RARAYMONDV	1,222	0.30%
RAROCHESTV	624	0.15%
RASTURTEVV	5,376	1.33%
RAUNIONGRV	708	0.18%
RAWATERFOT	92	0.02%
RAWATERFOV	140	0.04%
RAWINDPOIV	13,270	3.28%
RAYORKVILV	2,004	0.50%
RKBELOITC	104	0.03%
RKJANESVIC	14	0.00%
RKMILTONC	1	0.00%
SBSHEBOYGC	12	0.00%
WAFARMINGT	2	0.00%
WAGERMANTV	1	0.00%
WBOSHKOSHC	22	0.01%
WKBROOKFIC	11	0.00%
WKDELAFIEC	3	0.00%
WKMENOMONV	30	0.01%
WKMUKWONAV	10	0.00%
WKPEWAUKEC	28	0.01%
WKWAUKESHK	5	0.00%
WOWISCRPDC	15	0.00%
WWBURLINGC	9	0.00%
WWDARIENT	7	0.00%
WWDARIENV	2	0.00%
WWDELAVANC	28	0.01%
WWDELAVANT	5	0.00%
WWEASTTRYT	1	0.00%
WWEASTTRYV	10	0.00%
WWELKHORNC	10	0.00%
WWGENEVAT	34	0.01%
WWLAKEGENC	3	0.00%
WWLINNT	1	0.00%

WWLYONST	40	0.01%
WWRICHMONT	3	0.00%
WWSHARONT	1	0.00%
WWSHARONV	7	0.00%
WWSRINGPT	3	0.00%
WWSUGARCRT	1	0.00%
WWWHITEWAC	19	0.01%
WWWHITEWAT	6	0.00%
	1,048	0.26%
Total	404,035	100.00%

Bookmobile		
Municipal Code	Circ #s	%
KNKENOSHAC	68	0.20%
KNPLEASPRV	1	0.00%
KNSOMERSV	23	0.07%
MICUDAHYC	1	0.00%
RACALEDONV	8,070	23.35%
RAELMWOODV	77	0.22%
RAMOUNTPLV	12,133	35.11%
RANORTHBYV	1	0.00%
RARACINEC	10,374	30.02%
RARAYMONDV	136	0.39%
RASTURTEVV	2,208	6.39%
RAUNIONGRV	92	0.27%
RAWINDPOIV	1,331	3.85%
RAYORKVILV	16	0.05%
RKEVANSVIC	1	0.00%
WKBROOKFIC	18	0.05%
	12	0.03%
Total	34,562	100.00%

Staff Continuing Education Activities and Positive Staff and Patron Stories

We had a reported total of 2 hours of CE from 2 staff members for December.

Here's a pretty darn heartwarming report from a team member I don't think we've ever received an anecdote from before--Keyontai Redding, one of our Public Services Assistants. I've heard a LOT of really positive comments regarding the cookie decorating program that Xavier, a team member who has never done programming for us before, put together last month:

"I like to say that it was an honor to witness the love, and togetherness from the community that was shown the day of the Xavier's Cookie Decorating event. It took place on or about December 14, 2024. Home Alone was playing on the projector, laughs could be heard, and cookies and drinks were going around. Before long, we had to send Joanna's roommate to get more cookies from the store, staff came scrambling from Youth Services to help set up more chairs and tables and we even introduced Christmas crafts to the event. The community room had to be at capacity because we opened the doors and all the togetherness spilled out into the foyer nearby. I saw some of the "Friends" of the library, some of our homeless neighbors and even some new patrons enjoying the moment. Watching different families, staff, and single patrons all mingling, laughing, crafting and decorating cookies became a scene to see and not just be a part of. At that moment, it brought the warmth of Christmas time back to me. I remember voicing my thoughts out loud and Joanna and another patron was next to me and we all commented that we hadn't had the feeling in a while and felt grateful the cookie decorating event did just that. Who would have thought something so small as cookie decorating can do something so big as making a person/people feel something they had been lacking.

If I had to title this story it would be " Cookies, Conversation and Community: A Christmas Love Story""

SHAY KING, HEAD OF BUSINESS DEVELOPMENT

Overview

Staffing

Dea Pritchett and Azuri Lawson's five-month internship with the Racine Public Library concluded at the end of 2024. They both brought initiative, creativity and thoughtfulness to positions in a field new to them. We wish them the best as they work towards their bachelor's degrees, and we hope to welcome them back during the summer 2025 Youth Employment Program.

Communications

December's communications focused on sign-up for authors to participate in the Local Author showcase and nonprofits to participate in the new Resource Wednesdays program. Also

covered were the Foundation's winter fundraiser, end-of-year free printing, the launch of Mango Languages, and winter closures and social services schedule changes.

Program Marketing (1/8/24)

The January through March cycle of programs has 71 submissions. Copy, graphics and calendar listings are complete for all except one submission with pending information. Facebook events are complete for 16. The January through March paper calendar is printed and circulating.

Marketing will begin posting the April and May cycle of programming on Monday, Feb. 3.

Training and development

- Sacred Librarianship, Indigenous Knowledge for Sustainable Practice - 1 hour (Head of Business Development)
- Color Mixing Principles - 1 hour (Head of Business Development)

Viewership and Engagement

Press and Advertising

In December, the library was referenced **in the media [at least 22 times](#)**. Press mentions have decreased due to local papers' recent staffing challenges and influx of media requests.

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.

December appearances:

- **Thursday, Dec. 12:** Melissa Donaldson, 7-8, in studio

Upcoming appearances:

- **Tuesday, Jan. 21:** Viridiana Rocha and Ed Larkin (Chess Mates), 7-8, in studio

Wind Point Stroll

Our January ad focused on Mango Languages. We did not include an article in the December issue of Wind Point Stroll.

Racine Theater Guild

Our ad in the program of the Dec. 13-22 run of "The Best Christmas Pageant Ever: The Musical" focused on requesting donations for the Foundation.

Our ad in the program of the Jan. 10-26 run of “Over the River and Through the Woods” focuses on requesting donations for the Foundation.

Website

2024 Views & Visitors

2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Visitors	8,921	7,502	7,741	7,845	7,742	7,159	8,209	7,251	6,778	6,842	6,104	5,608	73,907
Views	28,427	24,609	25,988	26,691	25,108	25,133	24,658	24,274	22,658	23,295	21,120	20,445	292,451

December most-viewed pages:

- [Home](#) - 11,570 views
- [Calendar](#) - 980 views
- [Hours & Locations](#) - 516 views
- [Library GO!](#) - 426 views
- [Read, Watch and Listen](#) - 299 views

2024 most-viewed pages:

- [Home](#) - 158,017 views
- [Calendar](#) - 21,044 views
- [Library GO!](#) - 6,540 views
- [Hours & Locations](#) - 5,749 views
- [Libby vs. hoopla](#) - 4,398 views

Google Business Listing

December Google profile views: 1,803

December appearances in search results: 845

December calls: 304

December direction requests: 450

December website clicks: 2,304

Reviews

Derrick Phillips: 5 stars — “Nice people in Racine”

Searches that led viewers to our profile

- For libraries: “library,” “library near me” and other variants (484+)
 - “Biblioteca” and “biblioteca pública”
 - “wisconsin library”
- For the Racine Public Library: “racine public library, 7th street, racine, wi,” “racine public library” and other variants (316+)

- For locations that don't have libraries: "library on 55th racine" and "caledonia wi library"
- For our hours: "racine public library hours," "racine library hours" and other variants (65+)
- For nearby locations: "kfc," "madison, wi," "oak creek public library," "racine wisconsin zip code" and "racine, wisconsin, ee. uu."
- For services we offer:
 - "notary in racine" and "notary racine wi"
 - "racine book"
 - "Racine library events"
- "Ann rezutek library"
- "racine public library book binding"

Newsletter

December open rate: 34.5%

December click rate: .5%

Current newsletter recipients: 22,259

Social Media

Facebook

Current followers: 7,128

December reach: 18,795

Instagram

Current followers: 1,426

December reach: 378

TikTok

Current followers: 677

December views: 1,247

Ads

We ran no Meta ads in December.

MELISSA DONALDSON, HEAD OF DIGITAL SERVICES AND INNOVATION

Digital Services and Innovation December Updates

Programming

The DSI Team successfully hosted 13 programs and events in December, attracting 143 participants. Additionally, the team produced 58 items using the 3D printers and completed 6 laser-engraved projects for patrons and outreach events.

Podcasting Studio

The podcasting studio managed 27 appointments in December.

Tech Support

The Digital Services and Innovation Lab staff provided tech support through 848 questions asked.

Partnerships

- Continues to Partner with the City of Racine Digital Divide Round Table.
- Continues to Partner with Racine Montessori School to provide code.org classes to their students.

Continuing Education

- Melissa, Rastko, Felix, Ethan attended the Field Trip to Hedberg Public Library in Janesville.

Other Updates

- Our YEP employees have finished their time with the library. We are working with the youth to help them fill open positions within the library and the city.