

Racine Public Library Report for August 2025 Board Packet

Library Director's Report - July

Prepared by Nick Demske

Summer is the quiet season for the schools.....but not for the library. The RPL was all-systems-go for the month of July, giving families great programs to attend and community members a much-needed refuge from the heat. Not only was our summer reading program and Story Wagon performance series in full swing this month, but this was really the month where Lizzie and Becky, our two new administrators, really got their rhythm.....and the benefits have been felt throughout the whole organization.

Some of the highlights from this month included:

- We really buckled down and and dove into the **budgeting process for 2026**. Despite the always real budget challenges--this year being no different--and the fact that we've still got a lot of work to do, working on the budget this year felt *infinitely* easier, thanks to business manager Becky Crowley's presence at the RPL. Thank you, Becky!
- In addition to the budget, we also **concluded the bulk of a compensation study** (which you all will hear more about in a presentation at this meeting). It definitely complicates the budgeting process and took a lot of time and energy, but has already been extremely helpful in helping us understand where we are and what we would need to do in order to make sure *all* of our staff are being appropriately compensated, even if the majority of them already are.
- Last month we closed out the second **Staff Satisfaction Survey**, the first one having been sent out in January. These surveys have been valuable in understanding what staff members feel are the high and low points of working at the RPL for them. Among the many themes, one that we heard the most was that there was not enough report out from administration after the *first* staff survey. Because of that, the leadership team this time around has created a number of ways to engage further on the survey topics, including **3 "town hall" sessions** organized by our DD, Lizzie (with facilitation help from Becky). These town halls have been happening in August and we have a note taker at each one to try to capture the more granular data staff report there regarding their experiences at the RPL. Huge thanks to our social worker, Ashley, for leading on the staff survey effort.
- Other highlights include **the creation of a "wellness committee"** by DD Lizzie; connecting with a few different consultants to **price out potential strategic plan support for 2026**; attending a **United Way "united horizons" graduation at Wingspread**, which marked the end of a program where they trained diverse community members how to be effective board members; and of course **continuing to host every single city council and city committee meeting**---which we have continued to do for the month of August, because of delays in the city hall elevator repair project (which we fortunately guessed would happen).

I'll conclude by mentioning a **few really significant programs we have coming up**, which I want to be on your radar.

1. **Fri September 5th**, The Friends of the RPL are hosting some **fundraiser events for the RPL, focused on a day-long visit from 3 best selling romance writers** (Lyssa K Adams, Avery Flynn and Abigail Owen). They will offer writing workshops, an author panel and book signing, and an exclusive dinner with the authors, all at different prices. Huge thanks to the Friends and to DD Lizzie for helping drive this event. But also HUGE thanks to the authors, who are donating all their time and talents for this purpose! See our website for times and full details.
2. **Sat September 13th** will be the **5th Annual Racine Lake Front Expo** at the RPL, hosted by the African American Chamber of Commerce and Professional Women's Network for Service. This is a huge event every year and we will be holding it *inside* the library (not outside) this year for the first time. Most importantly--I want to note **we will be honoring a community elder and former RPL Supervisor, Loretta Life**, for the work she did at the RPL, as well as her civil rights work in the community, including her efforts to help desegregate RUSD. The event is all day, but that segment of the event will be held from **1:30-2:15pm**
3. Lastly, we will be hosting **children's author legend Kevin Henkes**, who is from Racine originally, on **Friday October 10th at 11am**. It will be a big celebration which will include the installation of a display case that will feature some special collectibles and memorabilia from Kevin's career. We're really honored to get to celebrate a home town hero in this way, and grateful we get to recognize Kevin in this small way, at least.

Mark these events on your calendars and hope to see you there!

Deputy Director's Report - July 2025

Prepared by Lizzie Hjelle

- **Deputy Director Projects**

- *Racine Public Library's Return on Investment*

- One of my professional passions is data-analysis, and I was able to put that passion to use spearheading a project that would determine the library's return on investment. Using the library's 2024 statistics and budget, I was able to calculate that the Racine Public Library provided **\$13,461,263.36** worth of services to the community. We received **\$4,396,136** in taxpayer dollars in 2024, generating a **207% return on investment** of taxpayer dollars invested in the library. A more detailed breakdown can be seen in the attached infographic.

- *Updating Internal Infrastructure*

- I have continued working to strengthen and update the library's internal infrastructure to better support staff and improve patron service. This has included implementing updated statistic tracking, reviewing policies and procedures, and continuing to review and revise the staff handbook.

- **Staff Project Spotlight**

- Youth Services Supervisor Keiko, Programming Librarian Viridiana, and Library Circulation Assistant Kiyomi hosted a series of Japanese cultural programs using a grant from the Center for East Asian Studies at UW-Madison. Programs such as Japanese calligraphy workshops, origami workshops, and a Kodokan judo demonstration were held in advance of a visit from exchange students from Racine's Sister City, Oiso, Japan.

- **Deputy Director Continuing Education**

- CVMIC Coaching & Feedback - 3 hours
- CVMIC Leadership (Technical View) - 3 hours
- CVMIC Mentoring for Leaders - 3 hours

- **Staff Continuing Education**

- This month's all-staff training featured a presenter from LIFT WI who walked library staff through a new tool they offer called Legal Tune Up.
- Staff completed a total of 39 continuing education hours this month.

- **Feel-Good Moments**

- The following praise was shared with our Home Delivery Coordinator, Katie:
 - *“[Patron] has used the bookmobile for a long time and is so grateful for the amazing job the crew has always done to keep her connected to the library and reading. When she could no longer use the stairs on the bookmobile, they would bring her holds out to her car. She specifically shouted out Corey and Sabrina and the wonderful service they have provided for her. It is a hard transition time for her as she is 94 and no longer drives and has very limited help to give her rides when she needs. She is very thankful that we are able to bring them directly to her home now, but is sad that she will miss her bookmobile crew and just wanted them to know what a positive impact they have had on her.”*

July Programming Statistics

This month, the library hosted 64 programs with a total of 967 participants.

Age Range	# of Programs	Total Participants
Adult (19+)	17	88
Children 0-5	23	567
Children 6-11	6	70
General Interest (All Ages)	7	209
Young Adult (12-18)	11	33
Library	59	765
Outreach	5	202

HOW THE RACINE PUBLIC LIBRARY Changes Lives

OUR IMPACT IN 2024



2024 taxpayer dollars:
\$4,396,136



Our 2024 value:
\$13,461,263.36

For every dollar you invest in the public library,
we triple the value to our community.



QUESTIONS
ANSWERED:
129,196



HOURS OF
COMPUTER USE:
16,643



ADULT BOOKS
CHECKED OUT:
116,436



BEYOND BOOKS
CHECKOUTS:
2,670



PROGRAM
ATTENDEES:
9,410



WIFI
USERS:
90,127



CHILDREN'S BOOKS
CHECKED OUT:
119,039



DIGITAL ITEMS
CHECKED OUT:
128,123



VISITS TO THE
LIBRARY:
332,968



3D PRINTS AND
LASER ENGRAVINGS:
1,529



HOME DELIVERY
CHECKOUTS:
27,147

RacineLibrary.info • (262) 636-9217 • 75 7th Street, Racine, WI 53403

Social Worker's Report - July 2025

Prepared by Ashley Cedeno, Library Social Worker

The purpose of the library social worker's monthly report is to document and analyze the social services provided within the library setting. This report tracks key aspects of the social worker's role, ensuring accountability, identifying trends, and improving services.

Patron Interactions

Summarizes the number of interactions with patrons. "SWK" interactions include social service appointments by phone or in person. "General" refers to library assistance of patrons not social service related. Starting in 2025, the distinction between the two is relayed in the below chart. Bus Passes do not count towards patron interaction totals.

Year/Month	2021	2022	2023	2024	2025		
					SWK	General	Total
January		24	56	137	68	125	193
February		20	71	249	69	74	143
March		28	129	287	66	68	134
April		61	119	290	60	124	184
May		34	80	215	86	65	151
June		36	137	222	93	30	123
July		39	111	238	95	120	215
August		42	211	197			
September	6	33	159	211			
October	15	40	189	271			
November	15	52	180	201			
December	19	40	118	131			

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

Need/Concerns

Highlights recurring or emerging issues affecting patrons, helping to inform future service improvements. Includes assistance provided and common issues addressed.

Aging and Disability Resources	13
Applying for Benefits/Financial Assistance	8
Clothing/Laundry	2
COVID-19	
Domestic Abuse	
Education	1
Emotional Support	17
Employment	2
Food Insecurity	2
Healthcare	5
Housing	7
Relating to Incident Report or Crisis	13
Internet/Hotspot	2
Legal	8
Mental Health	4
Re-entry Services	1
Refugee/Immigration Support	3
Sensory Room	1
Sexual Assault Services	
Substance Use	1
Transportation (not including bus passes)	5
Veteran Services	
General Library Assistance (Non-swk)	

**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.*

Bus Passes

Tracks the distribution of transportation assistance, ensuring proper allocation and identifying demand.

Total bus passes distributed this month: 93

Year/Month	2022	2023	2024	2025
January		27	0*	123
February		45	0	59
March		54	10	54
April		72	93	77
May		99	86	80
June		126	81	51
July		101	97	93
August		111	95	
September	62	107	66	
October	72	118	132	
November	44	18	62	
December	31	0 *	83	

*=No bus passes available

Continued Education (CE) or Training

Documents professional development efforts, such as courses or certifications completed.

- Ethics and Technology in a Post-Covid World- 7/8/25, 4 hours

Programs

Information on programming events led by or assisted by the Library Social Worker.

- Coffee and Conversation
 - 7/10 - 7 participants; Topic: What is an animal encounter that has stuck with you?
 - 7/24 - 3 participants; Topic: If you were handed \$10k cash right now, what would you do with it?

Other/Miscellaneous

Captures additional relevant activities or observations that do not fit under the other categories.

- **Digital Navigators Program**- This month, I was asked to assist with the new DNP program through a partnership with the City of Racine. I have completed intakes with patrons to determine eligibility.
- Continued efforts in the **Safety Committee (SC)**-weekly meetings focused on reviewing incidents and improving library safety protocols. As safety-related concerns arise, my role as a library social worker continues to be a valuable resource in addressing these issues.
- **Resource Wednesdays** initiative has continued this month. I have remained actively engaged in refining protocols and procedures, managing agency registrations, and addressing inquiries from participating organizations. My work has included communication with local non-profits to coordinate event logistics, table availability, and overall planning to meet the diverse needs of our partners. Additionally, I maintained and distributed the Resource Wednesday calendar to all partner agencies.

Marketing Report - July 2025

Prepared by Shay King, Head of Business Development

Press highlights:

- **Community updates:**
 - [Shirley Reynolds, social justice champion and speech pathologist, dies at 83](#) - Racine County Eye, July 7
 - [The groundbreaking, arts-loving, emo-listening Miss Wisconsin](#) - Radio Milwaukee, July 24
 - * While this article doesn't directly mention the library, it features one of our employees.
- [Racine & Me: Color Our World Summer Reading Program and more at Racine Public Library](#) - CBS58, July 6
- [Grant supports Japanese cultural events at Racine Public Library](#) - CBS58, July 8
- [Racine Public Library Hosts Japanese Cultural Exchange Programming in July](#) - Racine County Eye, July 10
- [Children's Books for Fall 2025: All Our Coverage](#) - Publishers Weekly, July 11
- [Meet Team Racine Public Library!](#) - Recollection Wisconsin, July 11
- [Libraries face funding uncertainty amid federal cuts](#) - Journal Times, July 13
- [Racine Public Library Announces Full Slate of Summer Events for July](#) - BooksToReadOnline, July 13
- [Back to school 2025: Your complete guide for Racine County families](#) - Racine County Eye, July 14
- [Racine Public Library's Japanese Cultural Exchange announces July 2025 events](#) - Journal Times, July 15
- [Cooling centers: Where to stay safe during heat this week](#) - WISN12 ABC, July 23
- [Developments at the Library](#) - WRJN, July 24
- [7/25/25 Racine Public Library Japanese Exchange Program](#) - iHeart, July 25

Overview

Staffing (8/14/25)

Marketing interns Ellen Leuenberger and Dea Pritchett completed their internships on Aug. 8. During her time with the library, Ellen designed 10+ program graphics, developed print calendars for July through October, and gained experience with working on projects with a team. Dea developed a TikTok content plan, designed nearly 50 program graphics, and gained experience with project management. Both of their work enabled us to quickly complete our September through December queue of program marketing and made our social media content more engaging and informative. We're grateful for all their assistance throughout their internships, and we wish them all the best in their next steps.

Communications

July's communications focused on the Ohio & Graceland dropbox replacement, our Japanese Cultural Exchange program series & display, our social worker schedule, and the Speak Up for Libraries postcard project.

Program Marketing (8/14/25)

The June through August cycle of submissions has 43 remaining program listings. The paper calendar is complete and in circulation. Copy, graphics, calendar listings and Facebook events are complete. This huge batch of submissions dramatically increased the volume of marketing's regular workload, upping weekly press releases from 5-10 pages to 15 pages on average, and upping the paper calendar to a new record of 7 sheets of paper (aka 28 pages).

The September through December cycle of submissions has 54 (decreased due to six canceled/duplicate programs) on-time submissions encompassing 250 individual program sessions. One program is pending programmer revisions. For all others, copy, calendar listings and Facebook events are complete, and four graphics are undergoing edits. The paper calendar is printing.

We have since received 17 additional submissions encompassing 48 more program sessions, which marketing is currently developing copy and graphics for.

Training and development

- Fundamental Fridays (4 hours each, July 11, 18 & 25) - Marketing Interns Dea & Ellen
- All-staff meeting (2 hours, July 18) - Marketing & Outreach Assistant, Head of Business Development

Viewership and Engagement

Press and Advertising

In July, the library was referenced **in the media [at least 45 times](#)**.

Don Rosen Show Appearances

Listen live in Racine at 99.9FM & 1400AM, or in Kenosha at 98.1FM. Find previous appearances in our [media placements log](#).

July appearances:

- **Thursday, July 24:** Shay King, 7-8, in studio

Wind Point Stroll

Our ad for the July issue is a rerun of our Summer Reading Program ad. We did not run an article in July.

Racine Theater Guild

We have renewed our ad and trade partnership with the Racine Theater Guild for another year. Our next ad with them will be in The Importance of Being Earnest's playbill, which runs Sept. 5 - 21.

Website

2025 Views & Visitors

2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Views	26,544	23,669	26,896	24,176	24,475	24,792	25,496						175,048
Visitors	7,368	6,628	7,298	6,486	6,610	6,516	6,337						47,243

July most-viewed pages:

- [Home](#) - 14,040 views
- [Calendar](#) - 1,903 views
- [Library GO!](#) - 854 views
- [Hours & Locations](#) - 480 views
- [Use Your Library](#) - 308 views

Google Business Listing

July Google profile views: 2,028

July appearances in search results: 1,008

July calls: 335

July direction requests: 794

July website clicks: 2,648

Reviews

Isis Abbas, 2 stars — The review is not depicted here directly since it deals with concerns related to specific employees, but it is available for view on our Google Business page. It has been reported for attacking an individual.

Azure Kremer, 5 stars — “Very helpful and friendly staff. And it seems like you can renew your books endlessly. I renewed a bunch of them over a period of six months!!”

Lisa Marie, 5 stars — “The people are very sweet down there”

Laura Mai, 4 stars — The review is not depicted here directly since it deals with concerns related to specific employees, but it is available for view on our Google Business page.

Searches that led viewers to our profile

- For libraries in general: “library,” “library near me” and other variants (492+)
 - Includes a search for “public”
- For the Racine Public Library: “racine public library, 7th street, racine, wi,” “racine public library” and other variants (391+)
 - Includes a search for our library in Japanese: “ラシーン図書館”
- For our hours: “racine public library hours,” “racine library hours” and other variants (80)
- “carnegie library wisconsin” and two other variants (41+)
- For nearby locations: “kenosha libraries” and two other variants, “kenosha, wi,” “libraries in milwaukee county wi” and one other variant, “libraries in wisconsin”, and “restaurants”
- For notaries: “Notary racine wi,” “where can i get something notarized for free” and two other variants (19+)

Newsletter

2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Open rate	36.1%	37.2%	36.7%	34.6%	38.0%	36.4%	36.3%					
Click rate	.8%	.7%	.8%	.9%	.8%	.7%	.7%					
Current recipients	22,280	22,286	23,168	23,179	23,427	23,427	23,992					

To sign up for our newsletter or view previous issues, visit RacineLibrary.info/newsletters.

Social Media

Prepared 8/13/25

Facebook

Current followers: 7,349

July views: 39,947

Instagram

Current followers: 1,525

July views: 7,351

TikTok

Current followers: 1,002

July views: 12,279

Ads

From July 29 through Aug. 4, we ran an ad on a Facebook event for the Lakefront Expo.

Digital Services and Innovation Report - July 2025

Prepared by Melissa Donaldson, Head of Digital Services and Innovation

Program Summary

In July, the Digital Services and Innovation department hosted **14 programs**, attracting a total of **143 attendees**. The programming mix included a variety of tech-forward and hands-on learning experiences that engaged youth, families, and adults alike.

Highlights included:

- **Family Fun Day**, the most attended event of the month, drew **49 participants**, showcasing strong community interest in family-friendly technology activities.
- **Girls Who Code** continued to empower young women in tech with **17 attendees** across multiple sessions.
- **Maker Monday** engaged **21 participants**, offering creative opportunities in a tech-friendly environment.
- Additional programs like **STEAM Time**, **Minecraft Club Survival**, and **3D printing workshops** supported digital literacy and exploration in fun, accessible ways.

These programs demonstrate the department's commitment to fostering innovation, digital skills, and community engagement through diverse, inclusive offerings.

Podcasting Studio

The podcasting studio facilitated 45 appointments throughout July.

Tech Support

Overall Support Provided:

In July 2025, Digital Services and Innovation staff answered a total of **741 tech help questions**, compared to **754 in June**, reflecting a slight **1.7% decrease** in overall activity. This modest dip is attributed to staff vacation schedules in July.

The staff completed 125 3D printed projects and 2 laser engraved projects for patrons.

Digital Services and Innovation Lab staff received 5 Help Desk tickets from RPL staff during the month of July.

Summary:

While overall tech help interactions dipped slightly in July, key creative services like **laser**

engraving remained active. The steady demand demonstrates continued community interest in the library's advanced tech services, even during seasonal fluctuations.

Continuing Education

Melissa and Felix attended the June all staff meeting.

Digital Usage Trends: June vs. July 2025

In July, the library experienced notable shifts in digital platform engagement compared to June:

- **Digital Checkouts:**
 - **Libby** checkouts surged by **24%**, rising from **9,463 in June** to **11,719 in July**, marking a strong rebound in digital reading interest.
 - **Hoopla** usage also climbed slightly, with checkouts increasing from **407** to **454**, a **12% gain**.
 - **Comics Plus** saw a **52% increase**, jumping from **158** to **241** checkouts, reflecting growing interest in graphic content.

Technical Services and Circulation Activities Report - July 2025

Prepared by Chris Tobias, Circulation, Outreach, and Technical Services Supervisor

Circulation Report of July Activities 2025

RPL circulated a total of 35,422 items in July. 35,422 items from Main and 2,555 items from the Bookmobile. June's circulation was 33,052. Approximately 8,817 holds were placed and filled. 8,585 items were loaned from our collection to other libraries, and 9,569 were received for RPL patrons. 409 new library cards were issued during July. Circulation for Home Delivery Services was 2,569 transactions.

Consortium sorting / AMH activity:

- In July staff inducted 85,438 items through the automated material handler (AMH).

Technical Services Report of July Activities 2025

In July TSD staff placed orders for 720 items and received 1310 previously ordered items. A total of 1947 items were cataloged and processed for the library patrons.

The project to label abbreviated series statements and numbers on Adult and Juvenile fiction collections has continued.

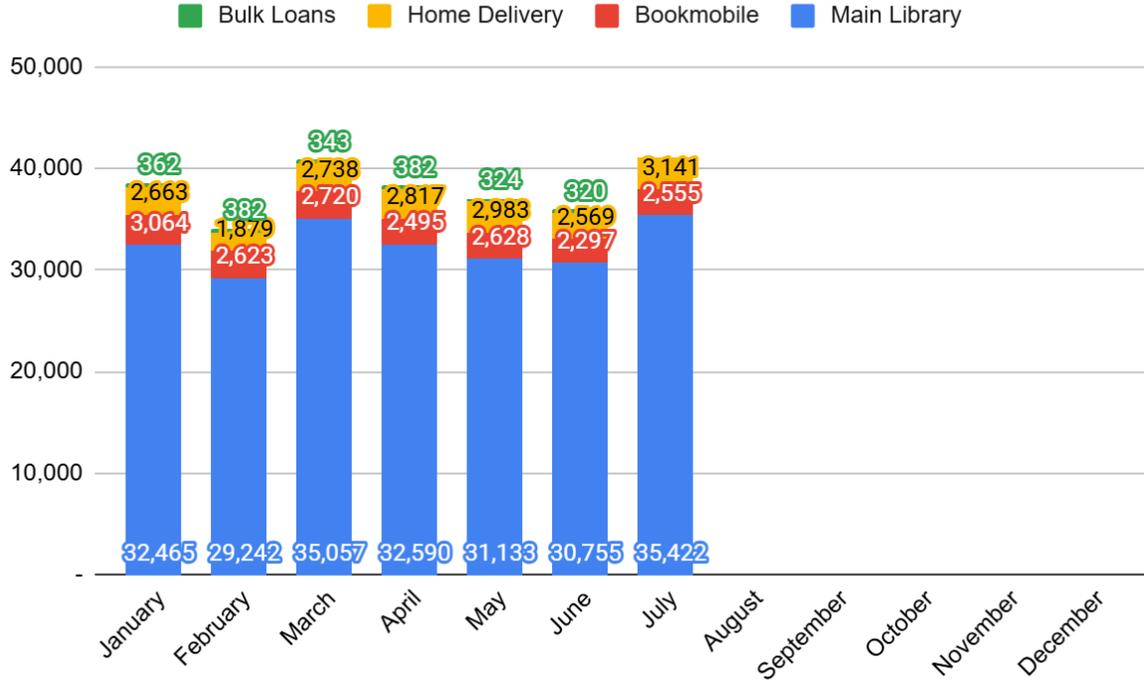
Inventory of Adult AV and fiction materials is ongoing.

2025 Year to Date Library Services Statistics

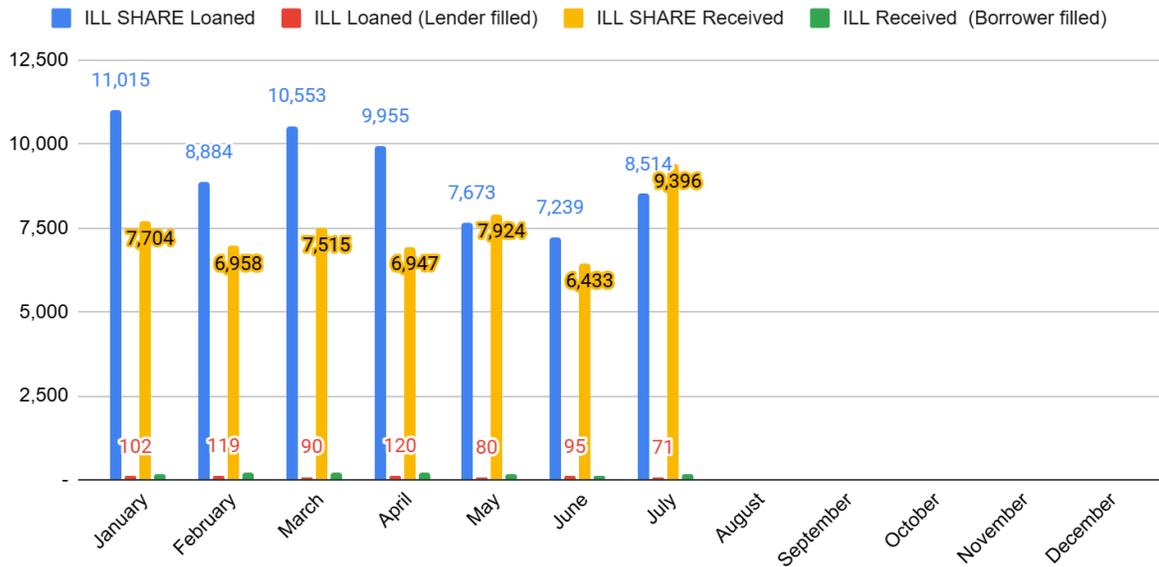
Prepared by Chris Tobias, Matt Jerke, and Lizzie Hjelle

Physical Circulation Statistics

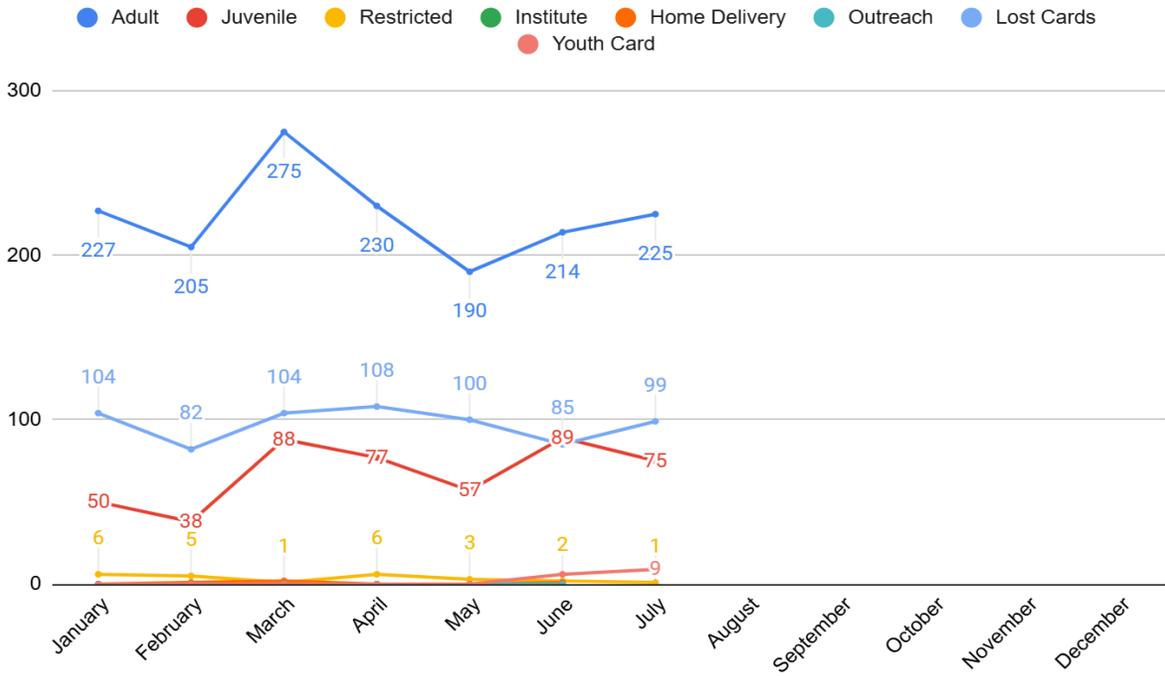
2025 Monthly Circulation



Interlibrary Loans 2025



2025 Library Cards Issued



Year to Date Circulation by Municipality

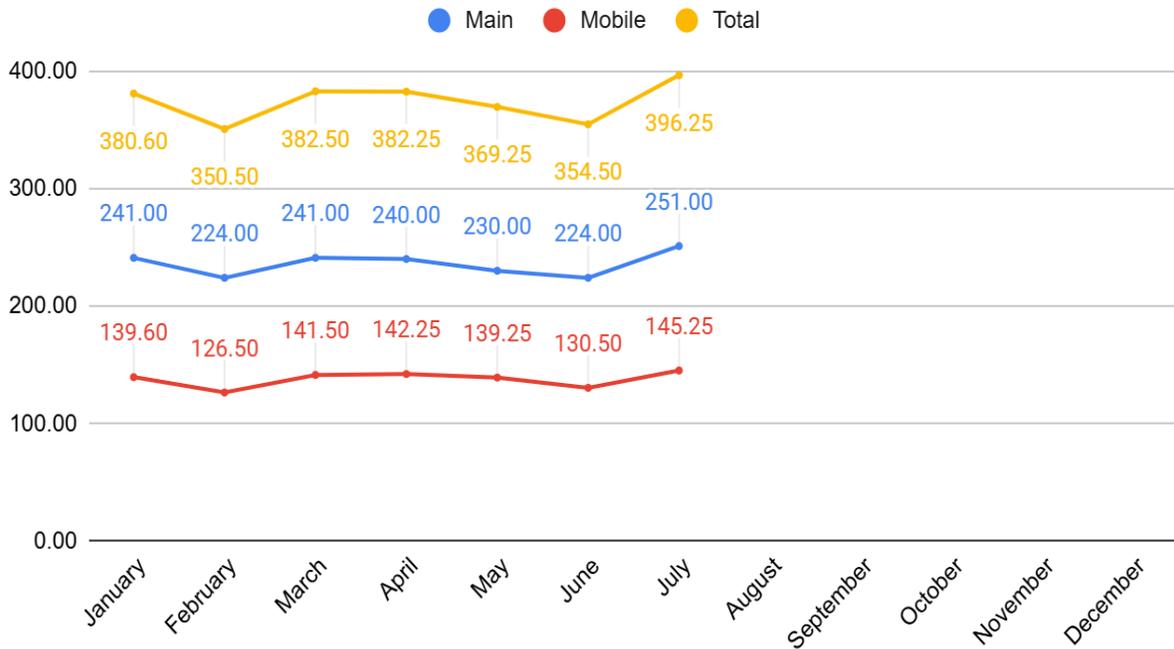
Main Library		Bookmobile	
Municipal Code	Circ #s	Municipal Code	Circ #s
BRASHWAUBV	7	KNKENOSHAC	29
BRGREENBYC	2	KNSOMERSV	15
DAMADISONC	102	MICUDAHYC	1
GTPLATTEVC	22	OUTOFSTATE	8
KNBRISTOLV	8	RACALEDONV	4,687
KNKENOSHAC	1,619	RAELMWOODV	75
KNPARIST	4	RAMOUNTPLV	6,191
KNPLEASPRV	9	RANORTHBYV	42
KNRANDALLT	3	RARACINEC	5,066
KNSALEMLKV	407	RARAYMONDV	92
KNSOMERSV	184	RASTURTEVV	1,306
KNTWINLAKV	12	RAUNIONGRV	31

MIBAYSIDEV	21	RAWINDPOIV	799
MICUDAHYC	14	RAYORKVILV	10
MIMILWAUKC	20	RKJANESVIC	2
MIOAKCREEC	105	WAJACKSONV	2
ONMINOCQUT	27	WKBROOKFIC	25
OUAPPLETOC	6	WWSUGARCRT	1
OUTOFSTATE	100	Total	18,382
RABURLINGC	229		
RABURLINGT	88		
RACALEDONV	50,938		
RADOVERT	44		
RAELMWOODV	1,368		
RAMOUNTPLV	39,171		
RANORTHBYV	931		
RANORWAYT	10		
RARACINEC	119,086		
RARAYMONDV	1,382		
RAROCHESTV	445		
RASTURTEVV	3,303		
RAUNIONGRV	650		
RAWATERFOT	23		
RAWATERFOV	122		
RAWINDPOIV	4,965		
RAYORKVILV	211		
RKBELOITC	14		
RKCLINTONV	1		
RKEDGERTO	14		
RKJANESVIC	5		
RKNEWARKT	2		
SBCASCADEV	7		
SHSHAWANOC	11		
WAGERMANTV	9		
WAJACKSONV	1		
WKBROOKFIC	1		
WKMUKWONAV	15		

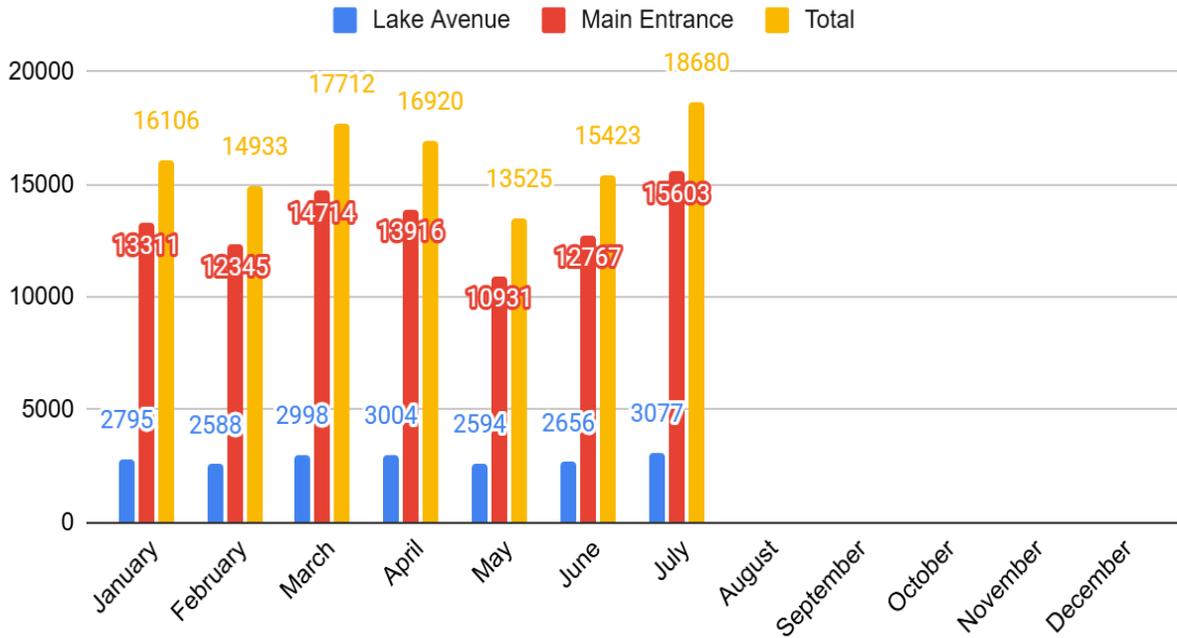
WKOCONOMOC	21		
WKVERNONV	17		
WKWAUKESH	12		
WOWISCRPDC	3		
WUMARIONT	2		
WWELKHORNC	15		
WWGENEVAT	1		
WWLAFAYETT	4		
WWSUGARCRT	4		
WWWALWORTT	1		
	866		
Total	226,664		

Building Usage Statistics

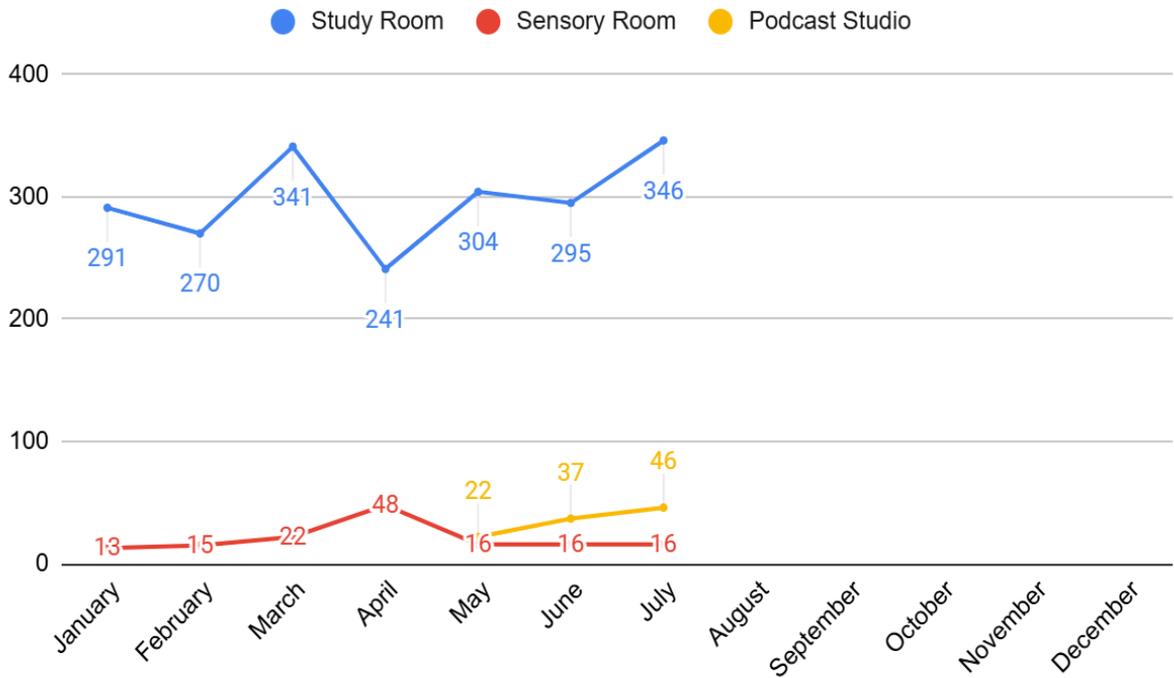
2025 Open Hours



People Counter 2025

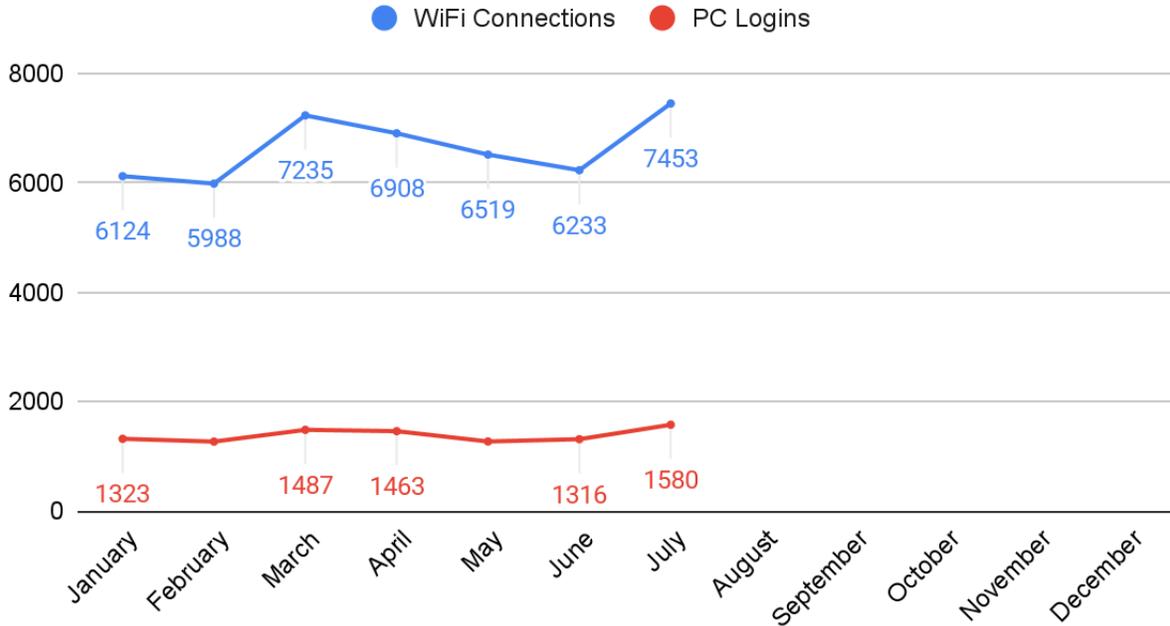


2025 Public Room Use



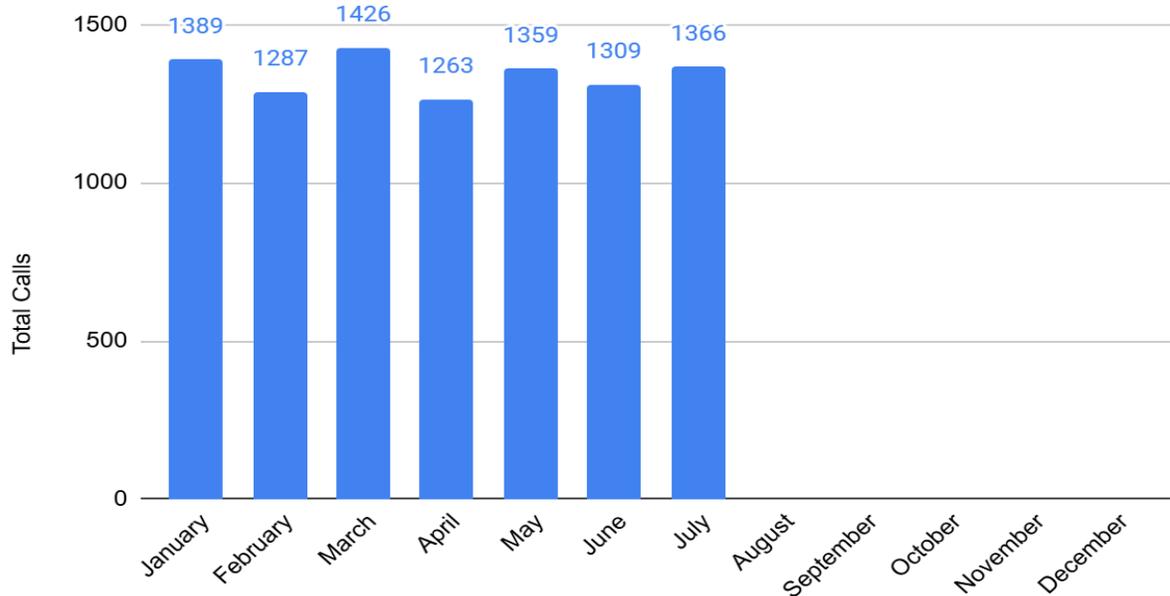
Technology Statistics

WiFi Connections and PC Logins

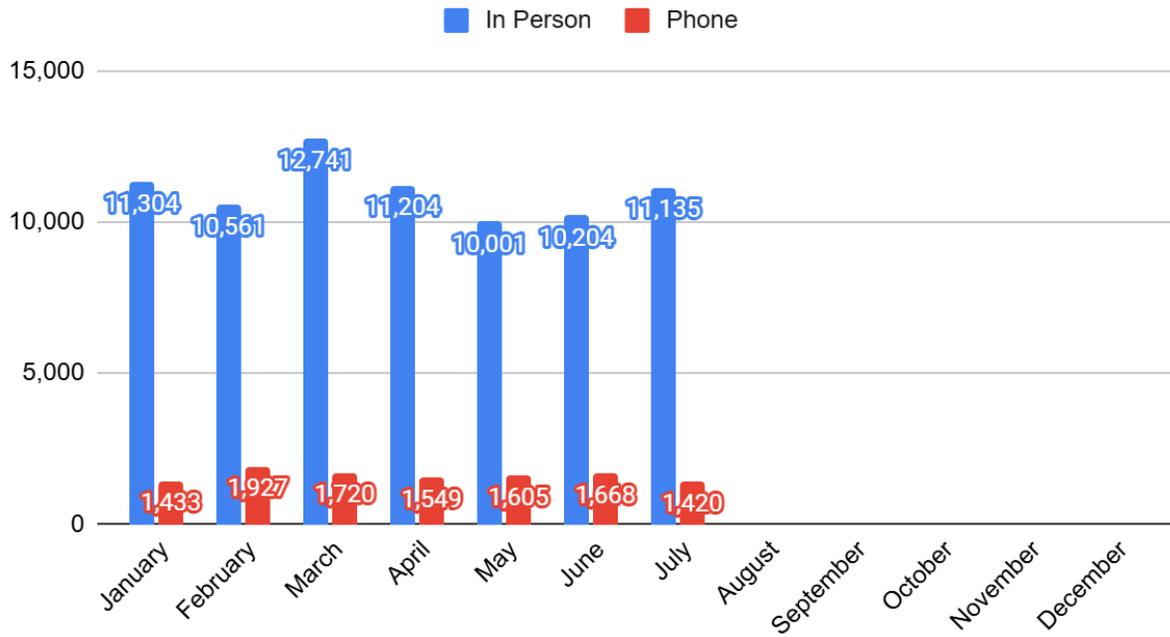


Reference Statistics

2025 Call Center Total Calls

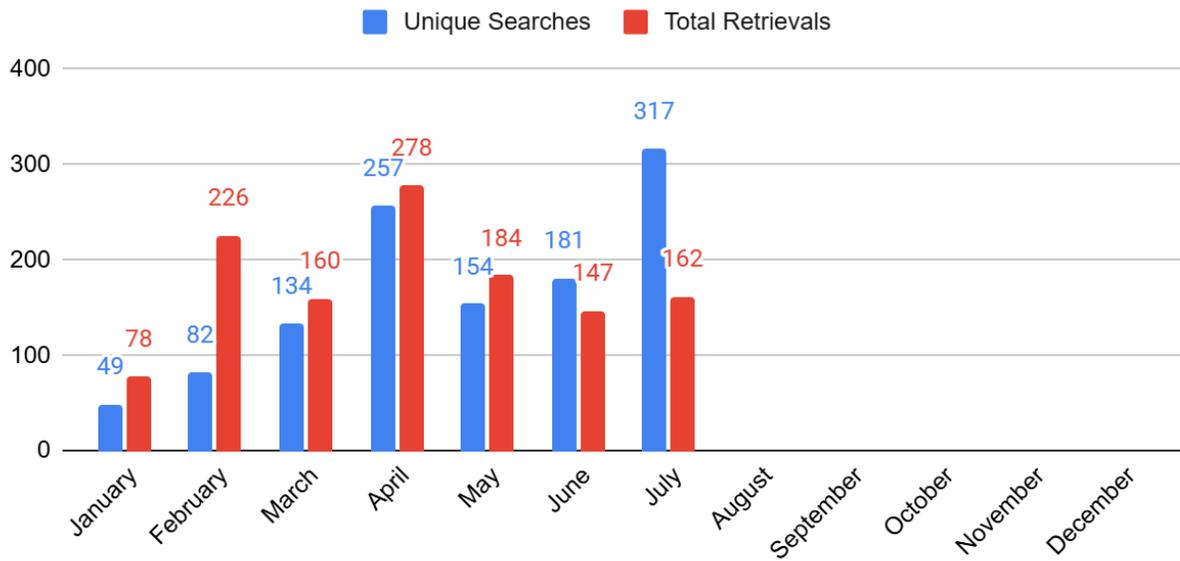


2025 Reference Interactions

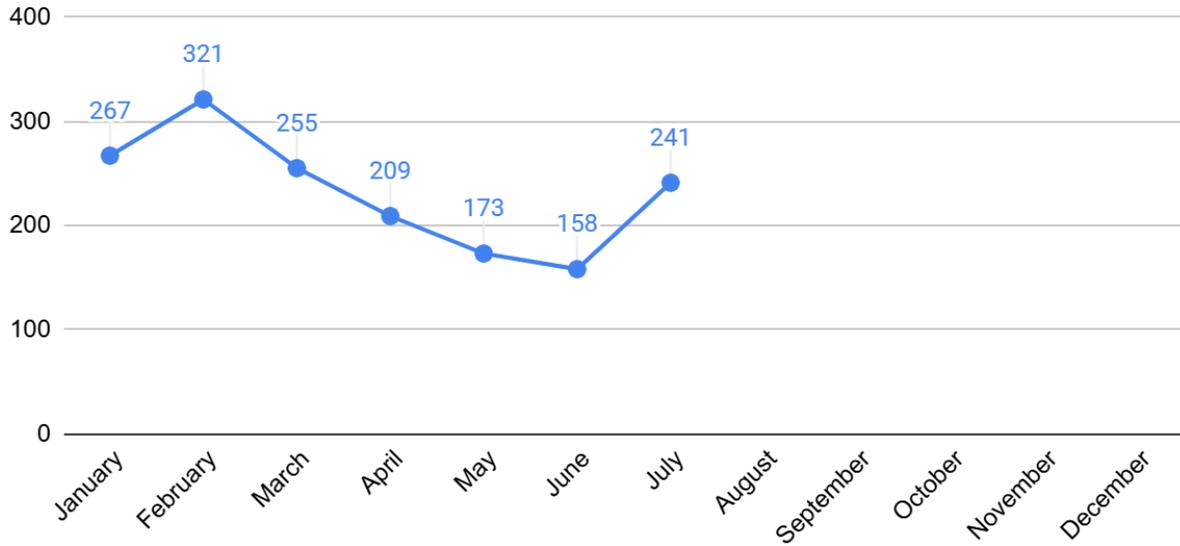


Digital Resource Usage Statistics

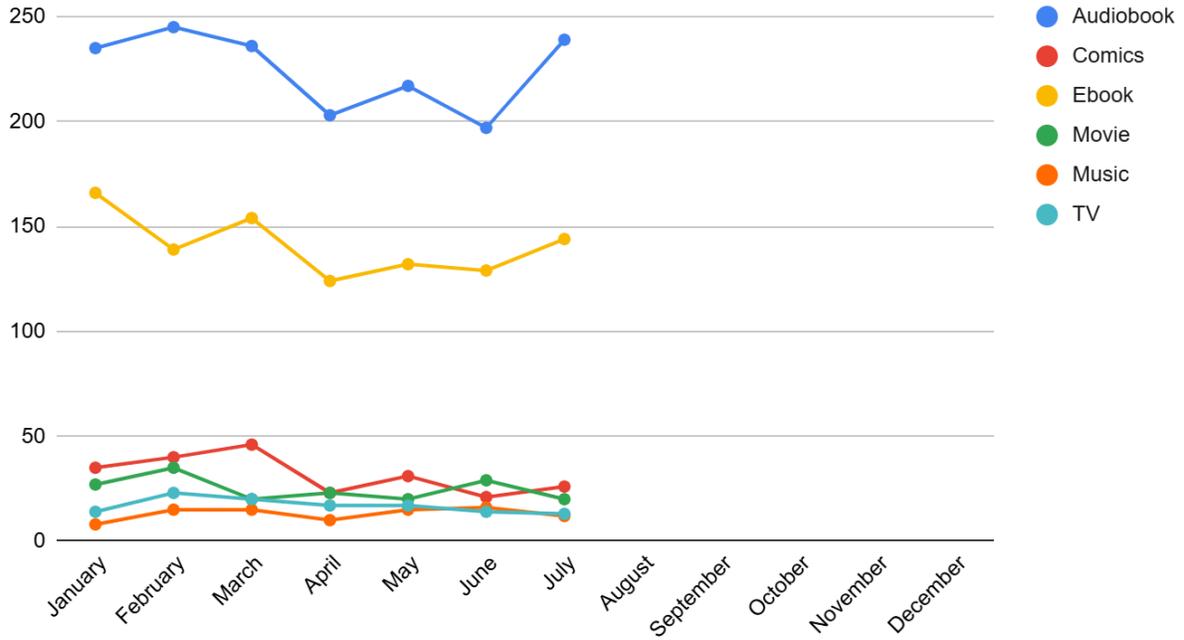
Ancestry Usage 2025



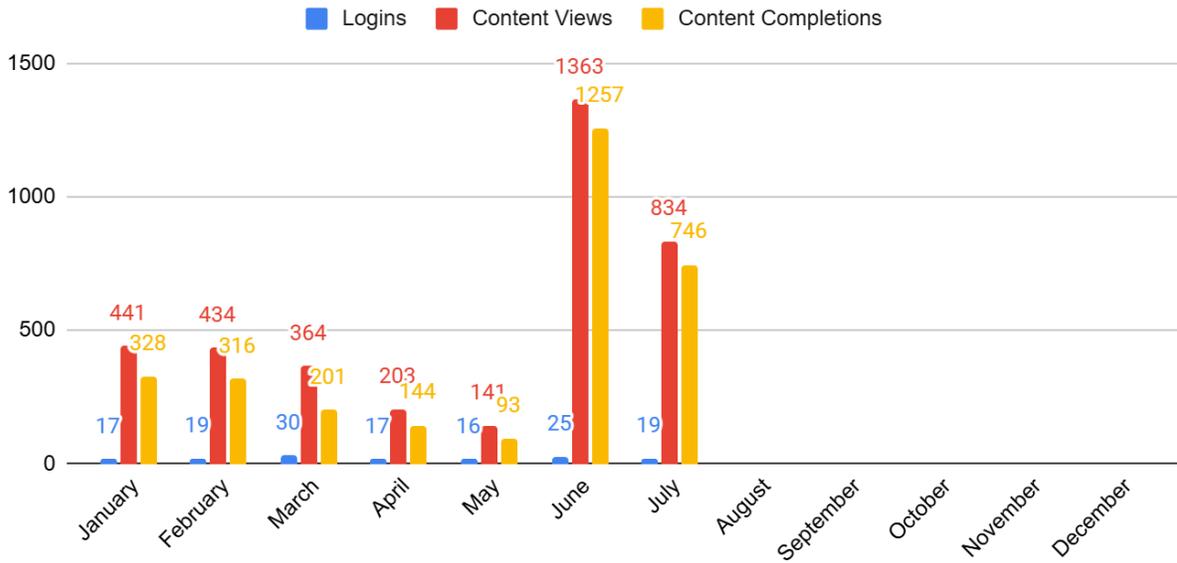
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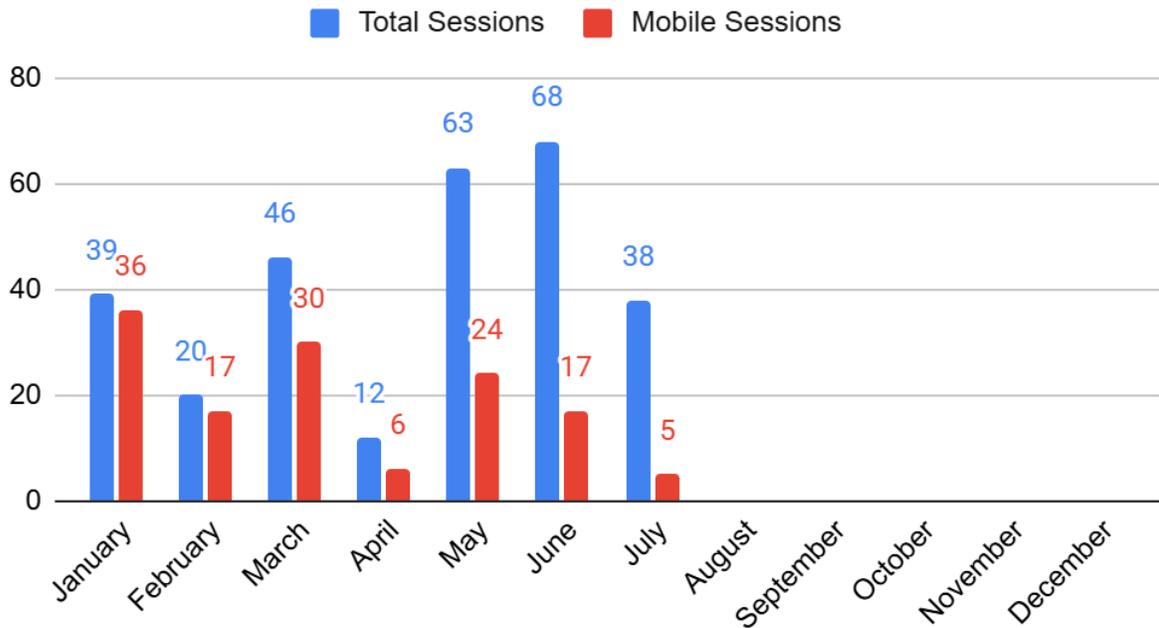
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