

Racine Public Library Report for September 2025 Board Packet

Library Director's Report - August

Prepared by Nick Demske

Many great things came to the library during the month of August. But none of them were more important than.....the city hall elevator repairs getting finished at the end of the month! August was the third month in which **we hosted every city council and committee meeting** and, while it was definitely a huge burden on our resources, we're very glad we were able to contribute in this way and offer the public an accessible space for its government meetings. Huge thanks to all the staff for the extra work it took to make it possible for those meetings to occur in the library.

Some of the other highlights from last month include:

- We held **3 “town hall” sessions for staff members** to discuss in more detail the results of the **staff satisfaction survey** we sent out in June, gathering more granular information to better understand what the biggest priorities are that staff members as a whole would like to see change. Thank you to Lizzie, Becky and Shay for helping facilitate these. We'll be reporting out at our all staff meeting about action steps we'll pursue, based on the results of these conversations.
- Tom and Kristi Manus, authors of *Secret Wisconsin* and *Lost Treasures of Wisconsin*, filmed **a news segment with TMJ 4 Milwaukee, highlighting our collection of Little Golden Books** at the RPL. These books, which changes the world landscape of children's literature, were printed right here in Racine at Western Publishing. The spot didn't air until September--so it will be included in next month's links--but if you can't wait to see it, just do a web search for “little golden books TMJ4”.
- **We replaced and reinstalled the two Ohio street book drops** which were ruined earlier this summer when a car hit them. Big thanks to Mike and Becky for coordinating all the details of that work (and other team members for keeping the public apprised of the progress. We've also been in touch with the city attorney's office about trying to pursue compensatory damages for those expensive pieces of equipment.
- I was able to attend the **annual SEWI Libraries Director's retreat** at New Berlin Public Library. The day featured talks on amplifying personal patron stories, getting the most out of your library's relationship with the Wisconsin Department of Public Instruction, and a presentation from the state agency Focus on Energy related to financial incentives around energy efficient library facilities. I've already followed up with FOE since and Mike, our facilities lead, recently met with one of their reps about low-hanging-fruit options we could implement to lower our utility bills and increase our energy efficiency.

- Lastly, the newly formed **Wellness committee** had its first ever event, which was a **send off celebration for our own Willow Newell** (Miss Wisconsin), who recently traveled to Florida to compete for the title of Miss America. The send off was open to both colleagues and the public, and it was just a beautiful, fun, life-giving experience for all those who stopped in. We made and decorated crowns together, some people gave Willow gifts, and we were grateful for something so positive to contribute to and feel proud about. The RPL family as a whole was so excited for Willow. Thanks to Willow for allowing us to honor her achievements, and to the Wellness committee for organizing the event.



Deputy Director's Report - August 2025

Prepared by Lizzie Hjelle

- **Deputy Director Projects**

- *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 month, I continued working on revisions to the employee handbook, officially oversaw the launch of a new statistics tracker, and continued initial setup of a library-wide staff scheduling system.

- *Community Connections*

- I attended a CommuniTABLE event at Hospitality Center along with Library Social Worker Ashley Cedeno in August, where we connected with several downtown business owners, representatives, and volunteers.
 - Myself and Circulation Clerk Alex T. attended the bimonthly Expanding Information Access for Incarcerated People meeting, a workgroup that includes library workers from across the country who are involved in providing library services to incarcerated individuals.

- **Deputy Director Continuing Education**

- CVMIC Leadership (Soft Skills) - 3 hours
 - Teens with Trauma/Adverse Childhood Experiences - 1 hour
 - CVMIC Leadership (People View) - 3 hours
 - ALA: Utilizing Outcome Measurement to Improve Library Services - 1 hour

- **Staff Continuing Education**

- Staff completed a total of 48 continuing education hours in August.

- **Feel-Good Moments**

- We received the following patron praise via the "Contact Us" form on our website:
 - *You are so nice. I was at your library today and got Renegade. I read a book written by her and James Patterson. So I wanted to read one of her own. Thank-you so much. I will be praising our Public Library from now on because of you!*

August Programming Statistics

This month, the library hosted 65 programs with a total of 1,059 participants.

Age Range	# of Programs	Total Participants
Adult (19+)	36	469
Children 0-5	9	283
Children 6-11	3	123
General Interest (All Ages)	11	156
Young Adult (12-18)	6	33
Library	58	883
Outreach	6	162

Social Worker's Report - August 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	91	152	243
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	6
Applying for Benefits/Financial Assistance	12
Clothing/Laundry	
COVID-19	
Domestic Abuse	
Education	1
Emotional Support	3
Employment	7
Food Insecurity	
Healthcare	4
Housing	12
Relating to Incident Report or Crisis	12
Internet/Hotspot	17
Legal	4
Mental Health	1
Re-entry Services	1
Refugee/Immigration Support	4
Sensory Room	1
Sexual Assault Services	
Substance Use	
Transportation (not including bus passes)	6
Veteran Services	
General Library Assistance (Non-swk)	152

**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: 83

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	83
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.

- LIFT WI Training Module- Driver's License 101 (Suspensions): 1 hour

Programs

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

- Coffee and Conversation
 - 8/14 - 3 participants; Topic: What are some of your favorite childhood memories?
 - 7/28 - 2 participants; Topic: Do you tend to remember your dreams? What do you usually dream about?

Other/Miscellaneous

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

- **Digital Navigators Program-** A significant portion of my time is being dedicated to supporting the Digital Navigator program. While the level of involvement has grown beyond what I originally anticipated and agreed to, I'm glad to contribute because it's such a valuable program. This update is to inform that this program has continued to take up a considerable amount of time and attention.
 - Completed 14 Intake applications
- 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 - August 2025

Prepared by Shay King, Head of Business Development

Overview

Staffing (9/3/25)

Marketing interns Ellen Leuenberger and Dea Pritchett completed their internships on Aug. 8. Please see the July board report for more detail about the conclusion of their work.

Communications

August's communications focused on schedule updates for TeenScene, bus pass hours, and the Lake Ave doors; the transition from the Bookmobile summer schedule to the school-year schedule; the arrival of replacement dropboxes; and significant events — the Next Chapter fundraiser, the Labor Day closure, the Lakefront Expo, the Friends' Fall Donation Day, and the conclusions of Summer Scares and Summer Reading Program.

Program Marketing (9/3/25)

The June through August cycle of programs is complete.

The September through December cycle of programs has 72 total submissions. Six late submissions are pending graphics; seven are pending calendar listings; three are pending Facebook events; two are pending copy. The paper calendar is in circulation.

We are revising our criteria for which programs we post as Facebook events. While all programs will continue to be posted to our website calendar, only programs flagged as having the highest potential for attendance, fundraising or recognition will be posted as Facebook events. This is based on data showing that the programs most likely to gain traction as Facebook events are partner programs and programs focused on community figures.

Training and development

- Fundamental Fridays (4 hours each, Aug. 1 & 8) - Marketing Interns Dea & Ellen
- All-staff meeting (2 hours each, Aug. 15) - Marketing & Outreach Assistant, Head of Business Development
- Utilizing Outcome Measurement to Improve Library Services (1 hour, Aug. 28) - Head of Business Development

Viewership and Engagement

Press and Advertising

In August, the library was referenced **in the media** [at least 40 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](#).

August appearances:

- **Thursday, Aug. 21:** Shay King, 7-8 — "[End of Summer at the Library](#)"

Upcoming appearances:

- **Thursday, Sept. 25:** Autumn Latimore, 7-8
- **Tuesday, Nov. 4:** Melissa Donaldson, 7-8

Wind Point Stroll

Our August article covered Summer Reading, the Bookmobile summer schedule, and upcoming programs and closures. Our August ad was a re-run of our Summer Reading Program ad.

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	24,066					199,114
Visitors	7,368	6,628	7,298	6,486	6,610	6,516	6,337	6,437					53,680

August most-viewed pages:

- [Home](#) - 12,793 views
- [Calendar](#) - 1,932 views
- [Library GO!](#) - 834 views
- [Friends of the Racine Public Library](#) - 559
- [Hours & Locations](#) - 442 views

The Friends' page was a new addition to the list, up from 83 views in July. Typically, this is used as the landing page for new Friends memberships and donations, as well as a reference for the Friends' board members and achievements. In August, we added the event information for The Next Chapter, an author event and fundraisers in which award-winning authors Avery Flynn, Lyssa Kay Adams and Abigail Owen donated their time to the library.

Google Business Listing

August Google profile views: 2,548

August appearances in search results: 1,026

August calls: 359

August direction requests: 816

August website clicks: 2,508

Reviews

We received no new reviews in August.

Searches that led viewers to our profile

- For libraries in general: “library,” “library near me” and other variants (598+)
 - Includes: “biblioteca,” “library hours”
- For the Racine Public Library: “racine public library, 7th street, racine, wi,” “racine public library” and other variants (377+)
 - Including “library on 76 racine” [likely a mistype of our street address, 75 7th street]
- For our hours: “racine public library hours,” “racine library hours” and other variants (45+)
- For other libraries: “kenosha library” and four other variants, “how many public libraries in wi” and another variant, “law library near racine, wi,” “library 72 racine chicago,” and “milwaukee public library” (31+)
 - Including for libraries that don’t exist, or don’t exist anymore: “library in stunavent” [misspelling of sturtevant], “library on 55th racine”
 - “racine county library affiliated with milwaukee county library system”
- For services we offer: “Free things to do in racine wi,” “Library time for toddlers near me,” “library mobile,” “notary racine wi,” “racine public wifi,” “racine wi basic computer skills classes for adults”
- For nearby locations: “Racine” and “racine wisconsin zip code”
- “Public”
- “Pulphed essay book library”

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%	35.0%				
Click rate	.8%	.7%	.8%	.9%	.8%	.7%	.7%	.6%				
Current recipients	22,280	22,286	23,168	23,179	23,427	23,427	23,992	24,153				

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

Social Media

Prepared 9/3/25

Facebook

Current followers: 7,367

August views: 59,663

Instagram

Current followers: 1,533

August views: 2,303

TikTok

Current followers: 1,003

August views: 1,086

Ads

- Lakefront Expo event (first version): Boosted from July 29 through Aug. 4.
- Lakefront Expo event (second version): Boosted from Aug. 4 through Sept. 13.
- A Celebration of Kevin Henkes event: Boosted from Aug. 7 through Oct. 9.
- The Next Chapter event: Boosted from Aug. 21 through Sept. 5.

Technical Services and Circulation Activities Report - August 2025

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

Circulation Report of August Activities 2025

RPL circulated a total of 35,867 items in August. 33,289 items from Main and 2,578 items from the Bookmobile. July's circulation was 37,977. Approximately 8,162 holds were placed and filled. 8,501 items were loaned from our collection to other libraries, and 7,546 were received for RPL patrons. 388 new library cards were issued. Circulation for Home Delivery Services was 3,500 transactions.

Consortium sorting / AMH activity:

- In August staff inducted 78,668 items through the automated material handler (AMH).
- Beginning in September Hedberg Public Library will begin sorting items for Rock County. This will allow us to send several Rock County libraries materials in commingled bins in lieu of sorting those items twice.

Technical Services Report of August Activities 2025

In August TSD staff placed orders for 918 items and received 735 previously ordered items. A total of 1072 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.

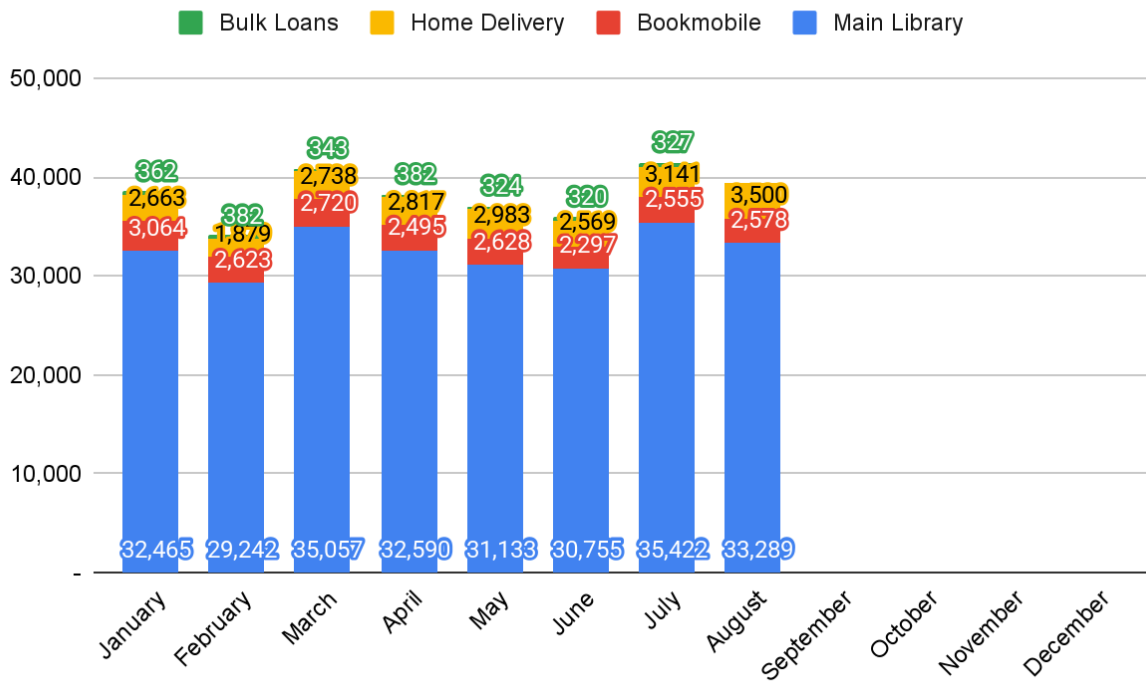
Inventory of various library collections continues.

2025 Year to Date Library Services Statistics

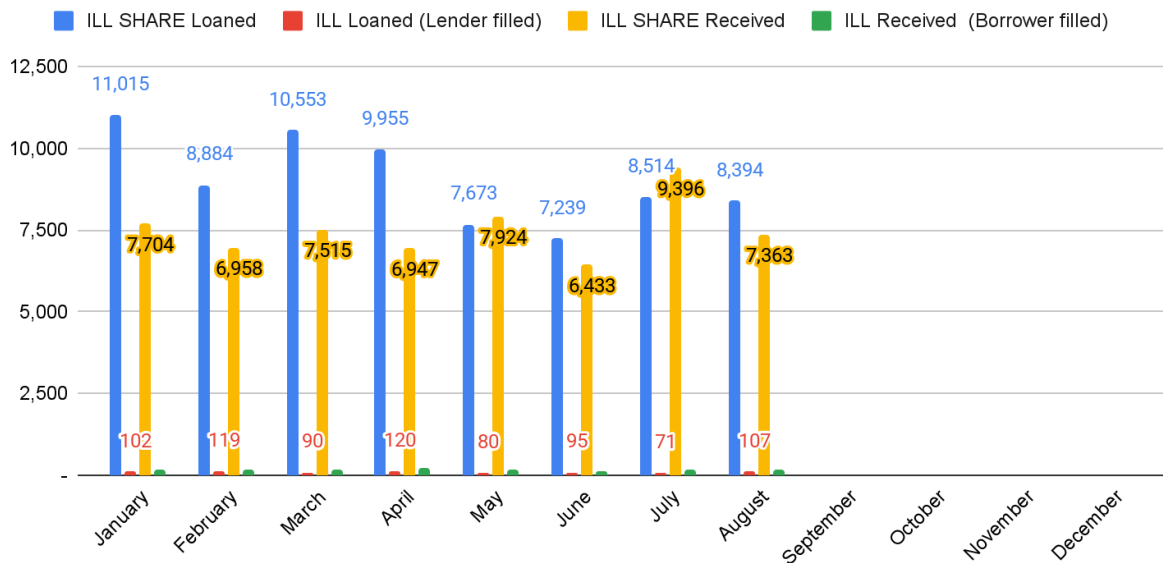
Prepared by Chris Tobias, Matt Jerke, and Lizzie Hjelle

Physical Circulation Statistics

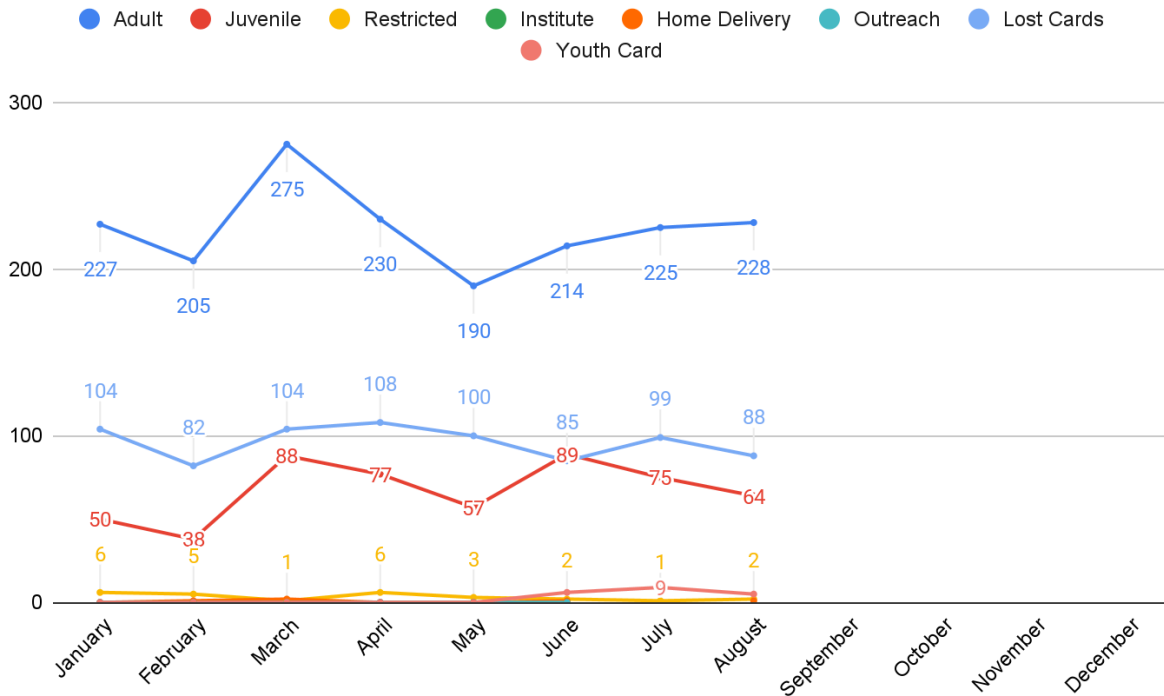
2025 Monthly Circulation



Interlibrary Loans 2025



2025 Library Cards Issued



Year to Date Circulation by Municipality

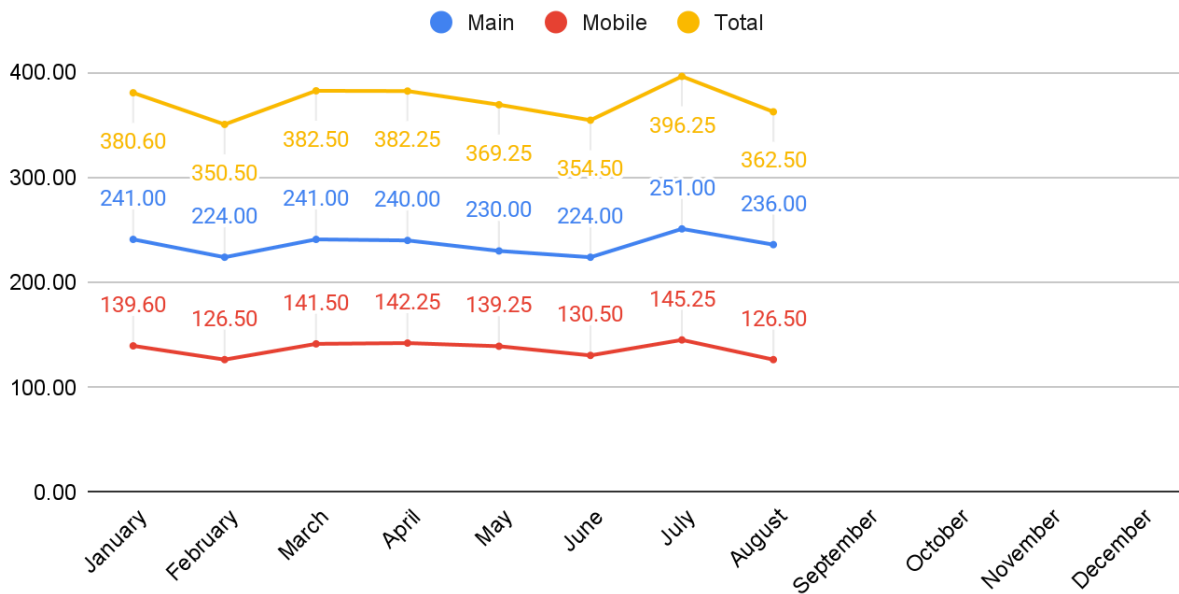
Main Library		Bookmobile	
BRASHWAUBV	7	Municipal Code	Circ #s
BRGREENBYC	2	KNKENOSHAC	31
DAMADISONC	120	KNSOMERSV	15
GTPLATTEVC	34	MICUDAHYC	1
KNBRISTOLV	8	OUTOFSTATE	13
KNKENOSHAC	1,823	RACALEDONV	5,391
KNPARIST	4	RAELMWOODV	77
KNPLEASPRV	20	RAMOUNTPLV	7,058
KNRANDALLT	3	RANORTHBYV	58
KNSALEMLKV	446	RANORWAYT	1
KNSOMERSV	206	RARACINEC	5,765
KNTWINLAKV	12	RARAYMONDV	112

MIBAYSIDEV	21	RASTURTEVV	1,462
MICUDAHYC	14	RAUNIONGRV	31
MIMILWAUKC	20	RAWINDPOIV	903
MIOAKCREEC	110	RAYORKVILV	10
ONMINOCQUT	27	RKJANESVIC	4
OUAPPLETOC	6	WAJACKSONV	2
OUTOFSTATE	100	WKBROOKFIC	25
RABURLINGC	260	WWSUGARCRT	1
RABURLINGT	89	Total	20,960
RACALEDONV	57,949	Municipal Code	Circ #s
RADOVERT	46		
RAELMWOODV	1,514		
RAMOUNTPLV	45,052		
RANORTHBYV	1,162		
RANORWAYT	13		
RARACINEC	137,042		
RARAYMONDV	1,691		
RAROCHESTV	479		
RASTURTEVV	3,665		
RAUNIONGRV	693		
RAWATERFOT	30		
RAWATERFOV	136		
RAWINDPOIV	5,693		
RAYORKVILV	259		
RKBELOITC	14		
RKCLINTONV	1		
RKEDGERTO	14		
RKJANESVIC	5		
RKNEWARKT	2		
SBCASCADEV	7		
SHSHAWANOC	11		
WAGERMANTV	9		
WAJACKSONV	1		
WKBROOKFIC	2		
WKMUKWONAV	18		

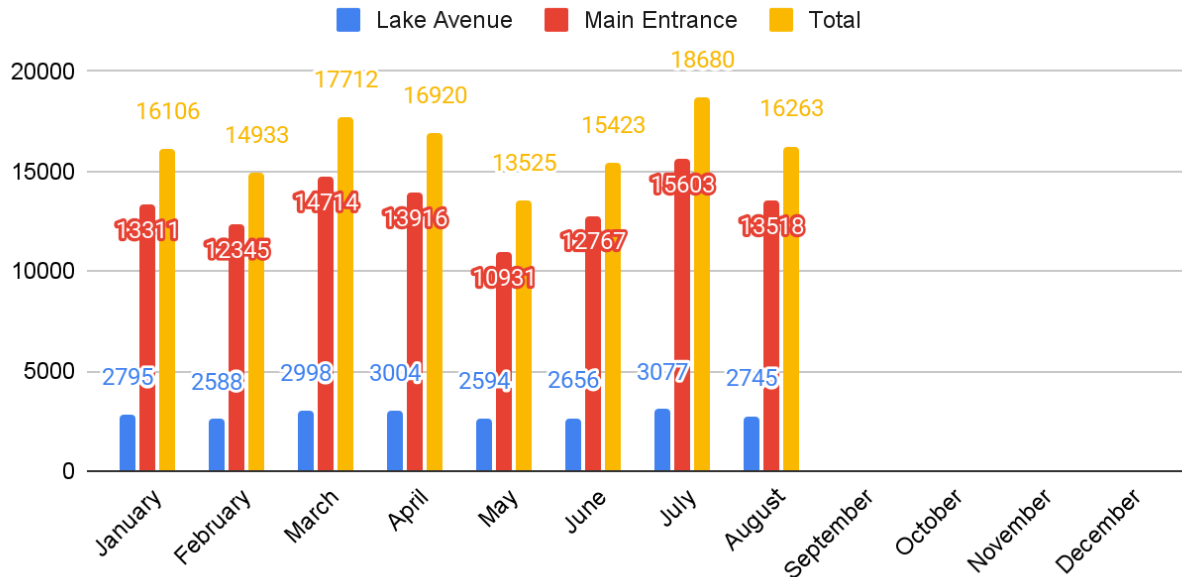
WKOCONOMOC	22		
WKVERNONV	18		
WKWAUKESHC	12		
WOWISCRPDC	3		
WUMARIONT	3		
WWELKHORNC	22		
WWGENEVAT	1		
WWLAFAYETT	4		
WWSUGARCRT	4		
WWTROYT	1		
WWWALWORTT	1		
	1,022		
Total	259,953		

Building Usage Statistics

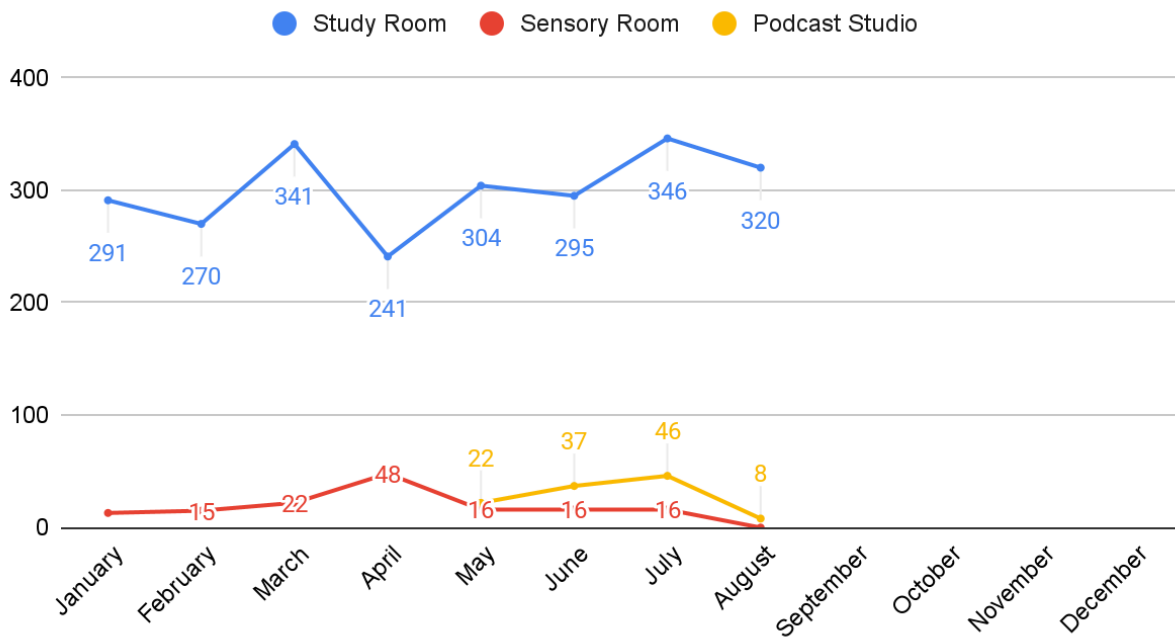
2025 Open Hours



People Counter 2025

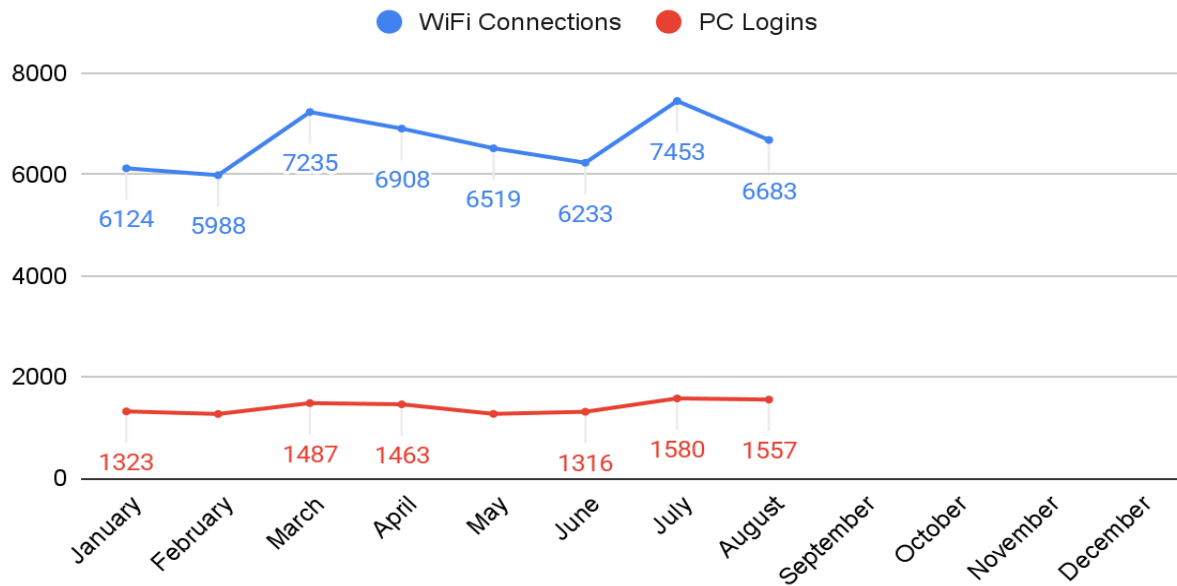


2025 Public Room Use



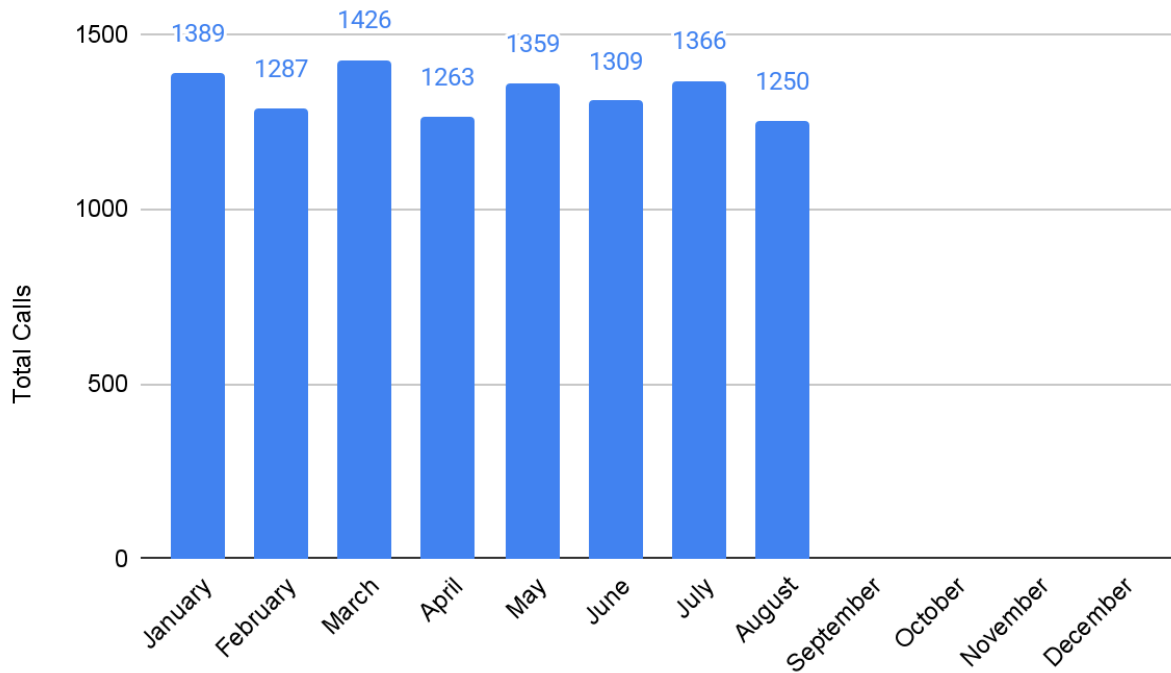
Technology Statistics

WiFi Connections and PC Logins

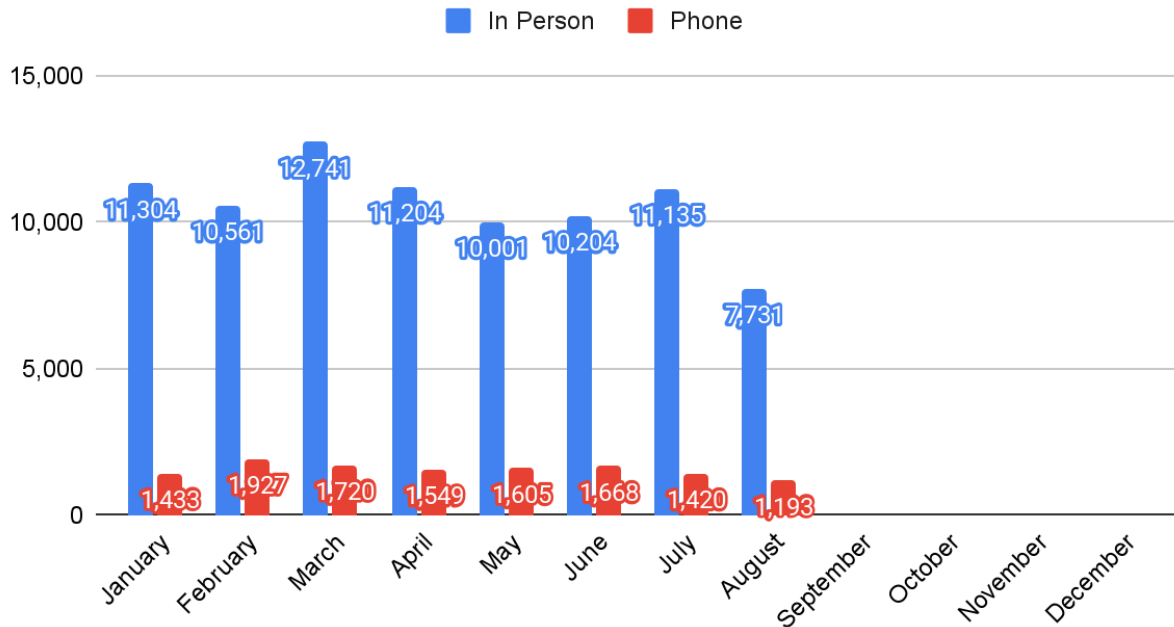


Reference Statistics

2025 Call Center Total Calls

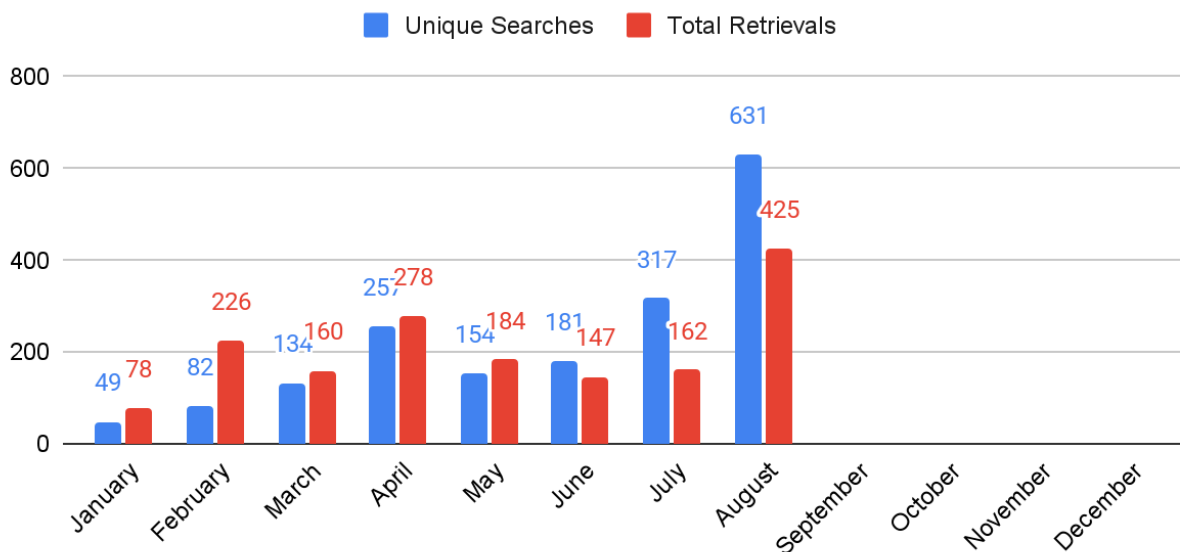


2025 Reference Interactions

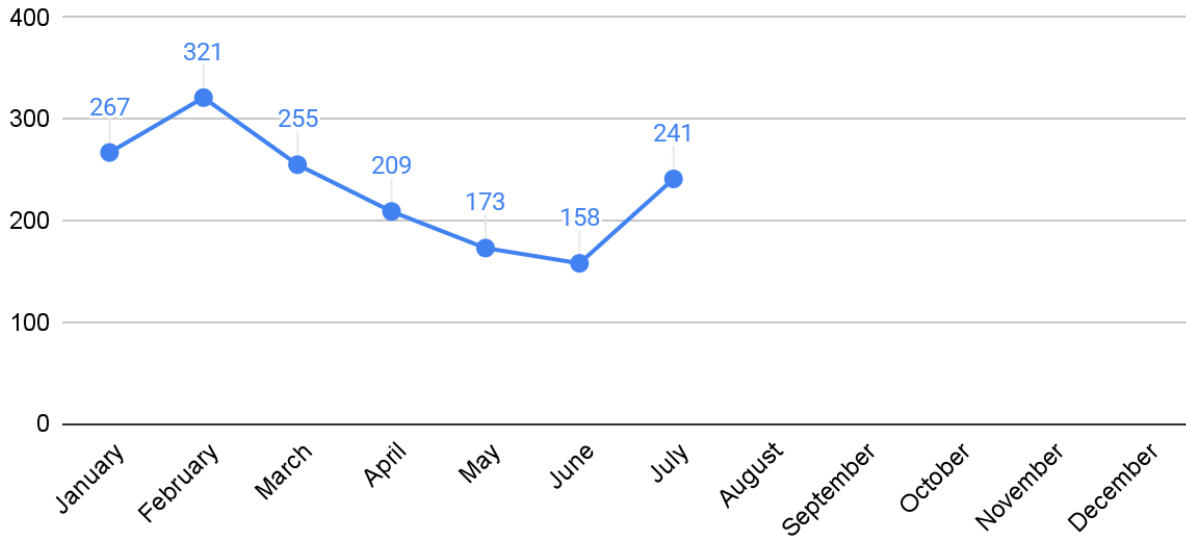


Digital Resource Usage Statistics

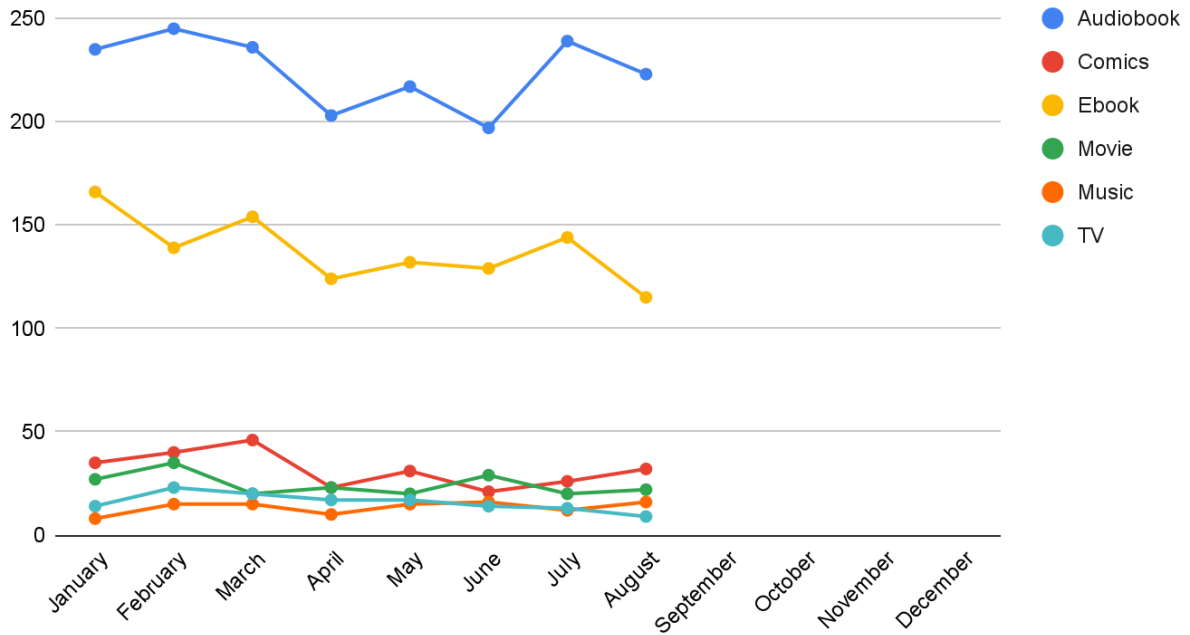
Ancestry Usage 2025



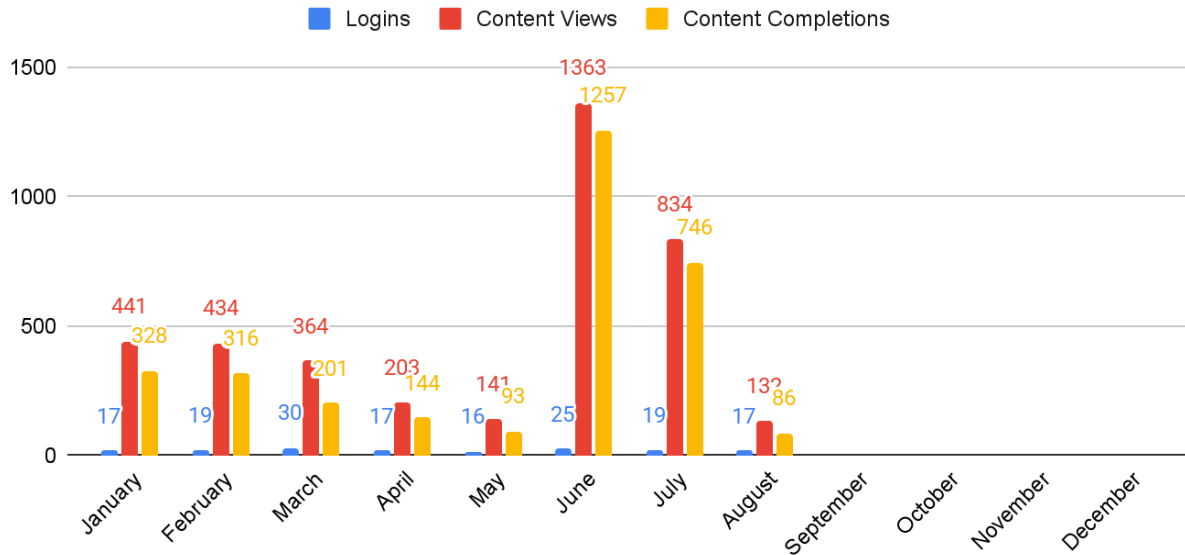
Comics Plus Checkouts 2025



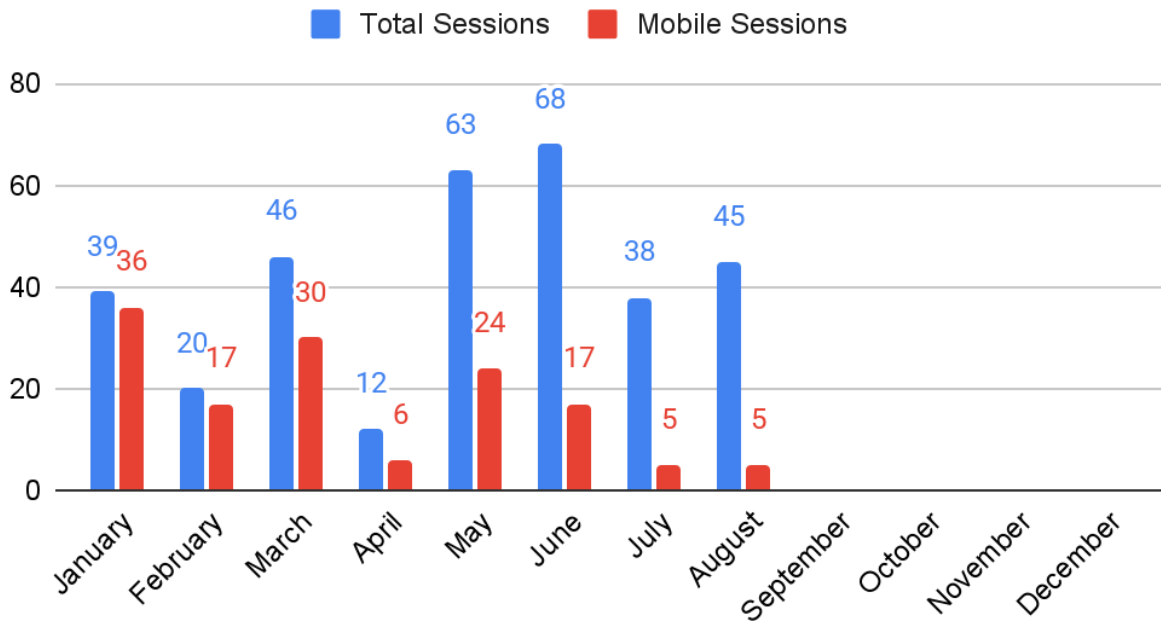
Hoopla Downloads 2025



LinkedIn Learning Usage 2025



Mango Languages 2025



Overdrive Downloads 2025

