

# Racine Public Library Report for December 2025 Board Packet

## Executive Director's Report - November

Prepared by Nick Demske

We've been looking forward to an "end of the year wind down" here at the RPL but, for better or worse, November still had us in high gear. Last month brought the final budget meetings for the city, a lot of wrap up work with the compensation study before final communications on it, the hiring of a new Innovator in Residence, posting to fill a bookmobile clerk role and countless other programs and initiatives. November also brought the birth of deputy director Lizzie's new baby, Aeden. **Huge congratulations to Lizzie and her husband on their new addition and welcome to the RPL family, Aeden!** Obviously it took a lot of work to prepare for Lizzie's leave (she's gone until late January), but she prepared us very well for it. It has definitely been hard to have her missing, but it sure helps to know it's temporary. And we can't wait to meet baby Aeden!

One other out-of-the-ordinary item worth highlighting (not at all as exciting as baby Aeden) is this fall I was appointed to the **Wisconsin Public Library Standards Revision Committee**, coordinated by the state of Wisconsin and its Bureau of Libraries (under the Department of Public Instruction). In essence, the state of Wisconsin has standards for Public Libraries. Those standards have not been revisited or revised since before the pandemic.....and a lot has changed with the world (and with libraries) since then. I'm honored to get to represent the RPL in this way, on this statewide committee, and after our first meeting in November, I feel like I'm already learning a lot in the process.

I'll keep this month's report short, though.....because I want to devote a little space here just to honoring **Brian O'Connell** this month, in what will be his last RPL board meeting after more than **ten years of service**. Brian is a humble leader. So humble that I think he probably doesn't even want to be called a leader. But he is not only the most veteran member of our board, he's also someone whose humility and modesty have made him an incredibly approachable leader for newer members to ask questions of and learn from. While he's someone who mainly likes to work in the background and actively follow, he was brought into the forefront on this board because of his demeanor, his respectfulness, his experience.....and because people knew he was the right person for the moment. I don't think he or anyone else could've guessed that the director of the RPL at the time would resign at his first meeting as board President, but **he had to lead the library out of a very challenging time of transition** and he did so with diligence, grace and with the utmost professionalism. During his two years as board President, I knew I could depend on him to answer me no matter what day of the week or what time I was reaching out to him.....and occasionally time sensitive things did come up that I did not have to navigate alone, because Brian was so dependable and understood his assignment. So much more could be said in praise of the work he has done for the RPL, but I just want to conclude by personally thanking Brian O for the decade he gave this institution and this community, and for what a great partner he was for me to work with in my first two years in the library director's seat.

December 2025

Thank you, Brian. You leave big shoes to fill and you will be sorely missed!



Speaking of big shoes to fill.....it's baby Aeden in his dino shoes!!!!

## **November Programming Statistics**

This month, the library hosted 40 programs with a total of 786 participants.

<b>Age Range</b>	<b># of Programs</b>	<b>Total Participants</b>
<b>Adult (19+)</b>	18	134
<b>Children 0-5</b>	8	129
<b>Children 6-11</b>	1	21
<b>General Interest (All Ages)</b>	8	478
<b>Young Adult (12-18)</b>	5	24
<b>Library</b>	40	786
<b>Outreach</b>	0	

# Social Worker's Report - November 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.

## **Month: November 2025**

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### **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.

Please note: Library Social Worker was out of the office (PTO) from November

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	177	192	369
October	15	40	189	271	130	235	365
November	15	52	180	201	76	70	146
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	9
Clothing/Laundry	
COVID-19	
Domestic Abuse	
Education	2
Emotional Support	
Employment	2
Food Insecurity	1
Healthcare	1
Housing	4
Relating to Incident Report or Crisis	12
Internet/Hotspot	1
Legal	1
Mental Health	1
Re-entry Services	1
Refugee/Immigration Support	3
Sensory Room	
Sexual Assault Services	
Substance Use	
Transportation (not including bus passes)	2
Veteran Services	
Library Social Work Expertise requested	
General Library Assistance (Non-swk)	70
Digital Navigator Program (all interactions)	4
Communication w/ community org	26

*\*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: 95

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	64
October	72	118	132	95
November	44	18	62	68
December	31	0 *	83	

\*=No bus passes available

### Continued Education (CE) or Training

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

- 11/14/25: Child Support LIFT Module Training (1 hour)

### Programs

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

- Coffee and Conversation

- 11/13- 5 participants; Topic: What are some self care activities you do around the holidays?
- *No Staff Coffee and Conversation this month*

### **Other/Miscellaneous**

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

- 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
  - **12** interactions related to safety and security
- **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.
- Hosting a BSW Carthage Social Work Student- **Field Placement/Internship**- Library Social Worker has agreed to host an intern for the 2025-2026 academic year. The purpose of the internship is to provide an under-grad level student with hands-on experience in a nontraditional social work setting, while learning to apply social work values in a community based environment. **Completed interns End of Year Review with their Field Instructor, Debbie Minsky-Kelly. The review was one hour long, and we discussed interns completed activities in the Learning Contract as well as areas for growth for 2nd semester.**
  - Library Social Worker to provide weekly one-hour supervision
  - During the month of November, supervision of the social work intern has continued to require significant time and support as the student works toward achieving their learning goals and on-site responsibilities. I have provided direct guidance and hands-on assistance with several activities, including:
    - Updating the blood pressure monitoring station
    - Setting up a mental health book display
    - Revising internal resource referral information
    - Participating in safety-related discussions through the Safety Committee

# **Marketing Report - November 2025**

Prepared by Shay King, Head of Business Development

## **Overview**

### **Communication Topics**

November's communications focused on the Ink and Imagination passport program, Thanksgiving and year-end closures, the Foundation's winter fundraiser, and the Colombian Dance workshops.

### **Program Marketing (12/12/25)**

The September through December cycle of programs has 17 active submissions remaining.

The January through March cycle of programs has 58 submissions encompassing 287 program sessions. We have launched our new set of programming bookmarks to positive feedback from staff and patrons. We're hearing that bookmarks are facilitating engagement between staff and patrons and are making it easier for patrons to find programs they're interested in.

### **Training and development**

- All-staff meeting (2 hours, Nov. 21) - Marketing & Outreach Assistant

## **Viewership and Engagement**

### **Press and Advertising**

In November, the library was referenced **in the media [at least 25 times](#)**.

#### **Press highlights:**

- **Community updates:**
  - [Racine County sets \\$62.7 million property tax levy for 2026](#) - Journal Times, Nov. 12
- **Library updates:**
  - [PLLS Libraries Shine Bright: Multiple WiLS Ideas to Action Grants Awarded Across PLLS](#) - PLLS News, Nov. 3
  - [Racine Public Library Announces Holiday Fundraiser and November Events](#) - Racine County Eye, Nov. 7
  - [Children's Author Kevin Henkes Visits Racine Public Library](#) - Media Milwaukee, Nov. 10
  - [BRIEFS](#) - The Journal Times, Nov. 13
  - [Having Fun Is Never Hard With A Library Card](#) - CivicMedia, Nov. 13
  - [WHAT'S HAPPENING](#) - The Journal Times, Nov. 13

- [Racine Public Library announces holiday closure, opens Local Author Showcase applications](#) - Racine County Eye, Nov. 26
- [Area events, exhibits fill schedules in southeast Wisconsin](#) - The Journal Times, Nov. 26

### 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](#).

November appearances:

- **Thursday, Nov. 13:** Melissa Donaldson, 7-8

Upcoming appearances:

- Coming soon

### Wind Point Stroll

Our November article covered year-end closures, the holiday fundraiser, the podcasting studio's reopening, and the Ink and Imagination library passport program, and our discontinuation of hoopla in 2026.

Our November ad focused on the Foundation's holiday fundraiser.

### Racine Theater Guild

In the "Dracula: A Comedy of Terrors" playbill (Oct. 24 - Nov. 9) we ran an ad focused on the Foundation's holiday fundraiser.

## 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	25,055	24,000	21,826		270,995
Visitors	7,368	6,628	7,298	6,486	6,610	6,516	6,337	6,437	7,343	6,799	7,432		75,254

### November's most-viewed pages:

- [Home](#) - 10,853 views
- [Calendar](#) - 1,295 views
- [Hours & Locations](#) - 475 views
- [Library GO!](#) - 438 views
- [Borrow from the Library](#) - 240 views

November's fifth- and sixth-most viewed pages are technically for our error page and our search results pages, respectively. The pages listed above our top five static webpages only.

## Google Business Listing

November Google profile views: 2,573

November appearances in search results: 959

November calls: 302

November direction requests: 605

November website clicks: 2,001

## Reviews

We received no new reviews in November, but we did receive a new 5-star rating.

## Searches that led viewers to our profile

- For the Racine Public Library: "racine public library, 7th street, racine, wi", "racine public library" and other variants (413+)
  - For branches that don't exist: "caledonia wi library", "library near me 56 racine"
  - For branches that no longer exist: "carnegie libraries in wisconsin", "library 55 racine" and one other variant
  - "public library racine county"
- For libraries in general: "library", library near me and other variants (468+)
  - In Spanish: "biblioteca cerca de mi" (library near me)
- For our hours: "racine library hours", "racine public library hours" and other variants (70+)
  - Including on specific days: "racine public library hours 29nov hours"
- For events we host:
  - "racine book sale", "book sale in racine", and three other variants (32+)
  - "community driven programming offering coding and robotics to classes in your library mary carrier"
  - "donations day racine library"
- For nearby locations: "2825 4 1/2 mile rd, racine, wi 53402", "6943 whitewater st racine wi 53402",
  - Including nearby libraries: "kenosha library", "library near me madison on whynite way", "mcpl" and "milwaukee library", and "oak creek public library"
- For services we offer:
  - "activities", "free things to do in racine, wi", "fun things to do near me" and one other variant
  - For kids' activities: "indoor play places near me" and two other variants, "kid friendly activities near me" and one other variant, and "places to take kids near me"
  - "places to study near me"
  - "racine library sensory room"

- “things to do indoors near me” and one other variant
- “where can i get copies made near me” and one other variant
- For community activities: “bingo with vfw post 1391 tuesday, november 11th 6 pm - 8 pm memorial hall 72 7th st., racine”, “escape rooms”, “kid activities kenosha”, and “things to do in caledonia wi”
- For our materials: “good books to read at the library”
- For our parking: “Library racine parking” and “racine wi can i park in the library lot when the library is closed”

## 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%	37.2%	29.4%	34.4%	
Click rate	.8%	.7%	.8%	.9%	.8%	.7%	.7%	.6%	.6%	.6%	.8%	
Current recipients	22,280	22,286	23,168	23,179	23,427	23,427	23,992	24,153	24,165	24,178	24,192	

To sign up for our newsletter or view previous issues, visit [RacineLibrary.info/newsletters](https://RacineLibrary.info/newsletters).

## Social Media

Prepared 12/12/25

### Facebook

Current followers: 7,540

November views: 26,996

### Instagram

Current followers: 1,546

November views: 892

### TikTok

Current followers: 1,028

November views: 333

### Ads

- Colombian Dance Workshops event: Boosted from Oct. 23 through Nov. 6

# **Technical Services and Circulation Activities Report - November 2025**

Prepared by Chris Tobias, Circulation and Technical Services Supervisor

## **Circulation Report of November Activities 2025**

RPL circulated a total of 31,005 items in November—28,621 items from Main and 2,384 items from the Bookmobile. October circulation was 35,817. Approximately 7,165 holds were placed and filled. 7,526 items were loaned from our collection to other libraries, and 5,408 were received for RPL patrons. 218 new library cards were issued. Circulation for Home Delivery Services is 2,862 transactions.

Consortium sorting / AMH activity:

- In November staff inducted 67,488 items through the automated material handler (AMH).
- On November 6th a Lyngsoe Systems service engineer replaced a malfunctioning track on AMH. Downtime was approximately 5 hours with all repairs completed under warranty.

## **Technical Services Report of November Activities 2025**

In November, TSD staff placed orders for 944 items and received 715 previously ordered items. A total of 997 items were cataloged and processed for 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.

# **Digital Services and Innovation Activities Report - November 2025**

Prepared by Melissa Donaldson, Head of Digital Service and Innovation

## **Programming**

The Digital Services and Innovation (DSI) team successfully hosted 1 program in November, engaging 17 participants. Additionally, the team produced 24 3D-printed items and completed six laser-engraved projects for patrons this month.

## **Podcasting Studio**

The podcasting studio facilitated 14 appointments in November.

## **Tech Support**

The DSI Lab staff provided community tech support, addressing 428 inquiries in November.

## **Usage Trends**

Overall library usage across technology and digital access indicators declined from October to November, which aligns with typical seasonal patterns as holiday schedules, school breaks, and colder weather influence patron behavior. While most categories experienced reductions, a few digital tools and resources showed modest growth, highlighting ongoing interest in self-directed online learning and specialized digital collections.

## **Building Traffic & Technology Access**

Visitor counts at both the Main Library and Lake Avenue entrances dropped significantly in November, with total foot traffic declining by 3,723 visits. This decrease corresponds closely with reduced PC usage, where total public computer sessions fell by 402 sessions. Unique logins, student ID use, and guest passes all decreased as well. Despite fewer users, the **average session length increased slightly**, suggesting that patrons who continue to rely on in-library technology are staying longer per visit and using computers for more sustained tasks.

WiFi connections also saw a notable drop of 1,237 connections. Combined with lower in-building visits, these numbers indicate an overall slowdown in physical engagement with library technology spaces during the month.

## **Printing, Scanning & Document Services**

Demand for printing and scanning services fell across all categories. Print jobs decreased by 1,268 jobs and more than 3,000 fewer pages were printed. Scanning activity also dropped significantly, including general scans, transfers, and outgoing faxes. However, one notable exception was **scan-to-email usage**, which increased by 151 actions. This may reflect patrons shifting toward digital document submission needs or using library services to navigate more online-only workflows.

### **Study Rooms, Sensory Room & Creative Spaces**

Study room reservations decreased by 59 bookings, and the Audio/Podcasting Studio saw 11 fewer uses. Sensory Room usage remained steady, and Ruff Readers participation declined slightly. These dips follow the broader trend of reduced in-person library activity during November, likely influenced by holiday travel and changing academic schedules.

### **Digital Circulation & Online Learning**

Digital circulation showed mixed patterns. Libby and Hoopla checkouts declined modestly, while **Comics Plus checkouts increased by 58**, demonstrating growing interest in this niche digital resource. Mango Languages also experienced a small uptick of 22 additional sessions, suggesting continued community interest in self-paced language learning.

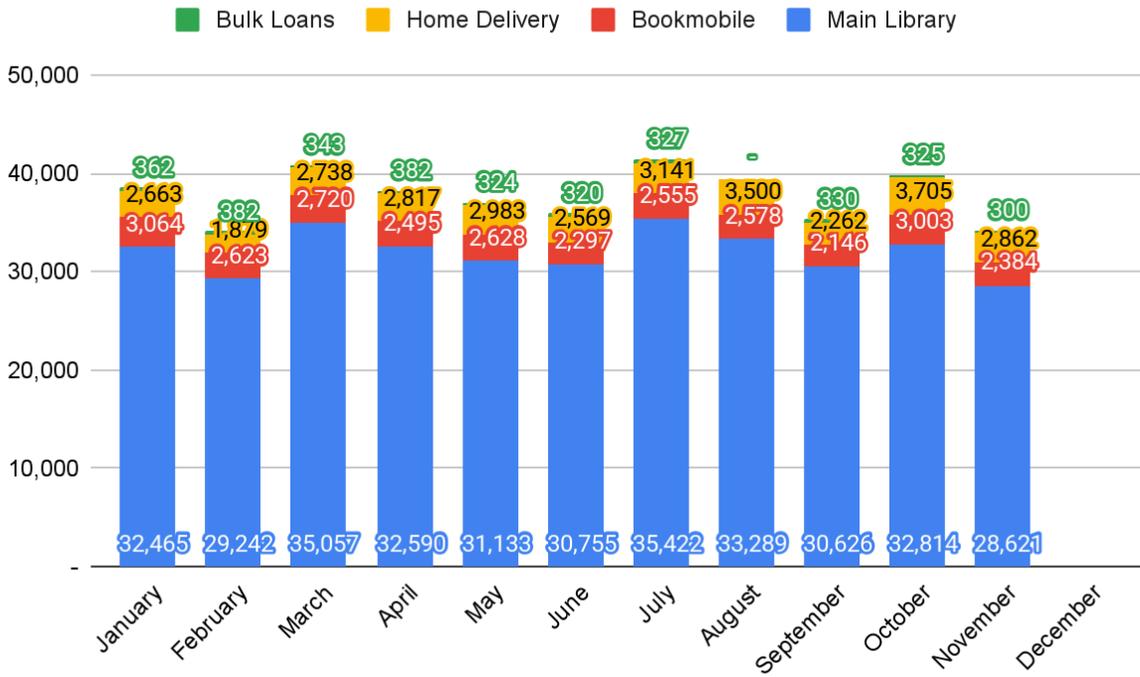
LinkedIn Learning engagement declined across all measurable categories, including logins, content views, and course completions. This trend may be tied to reduced professional development activity during the holiday season.

# 2025 Year to Date Library Services Statistics

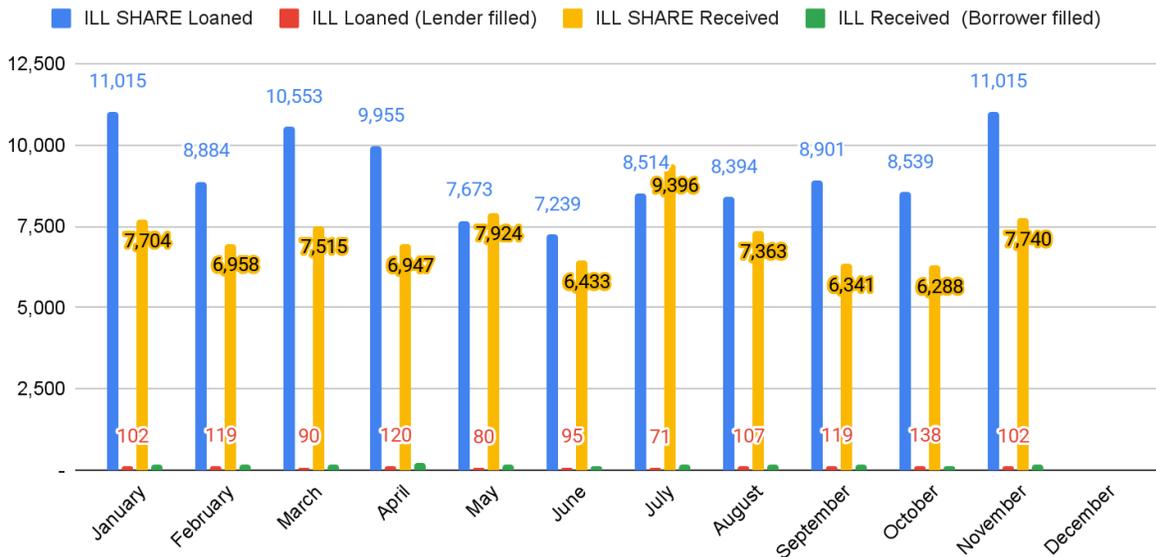
Prepared by Chris Tobias, Matt Jerke, and Lizzie Hjelle

## Physical Circulation Statistics

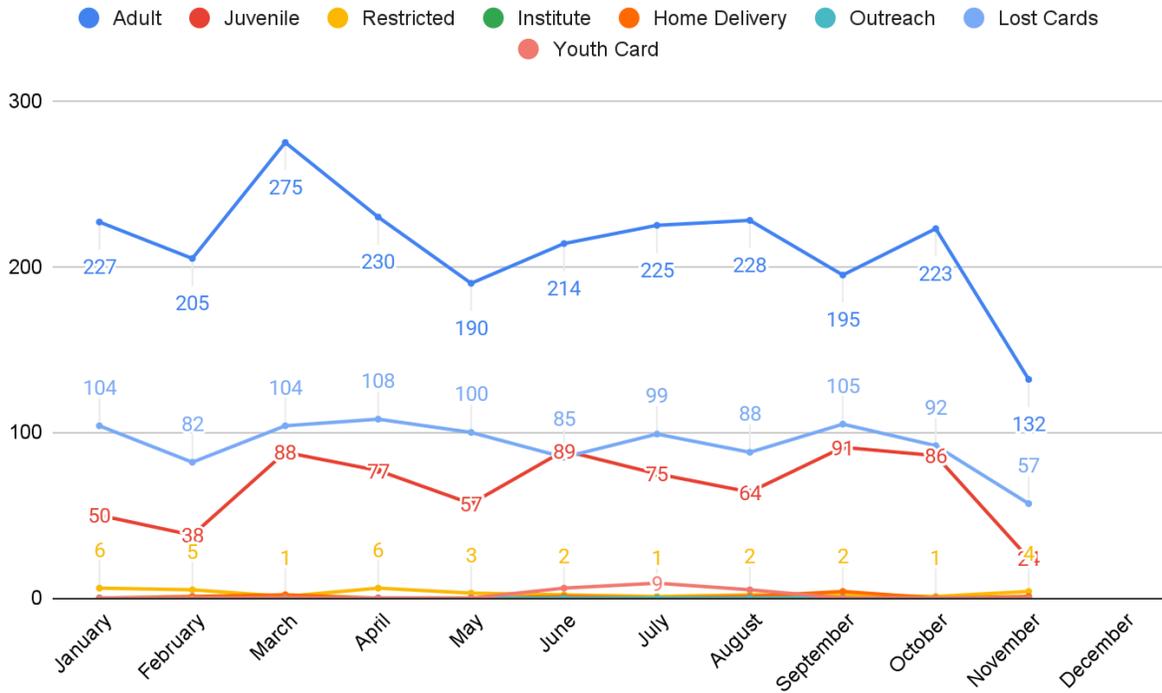
### 2025 Monthly Circulation



### Interlibrary Loans 2025



## 2025 Library Cards Issued



## Year-to-Date Circulation by Municipality

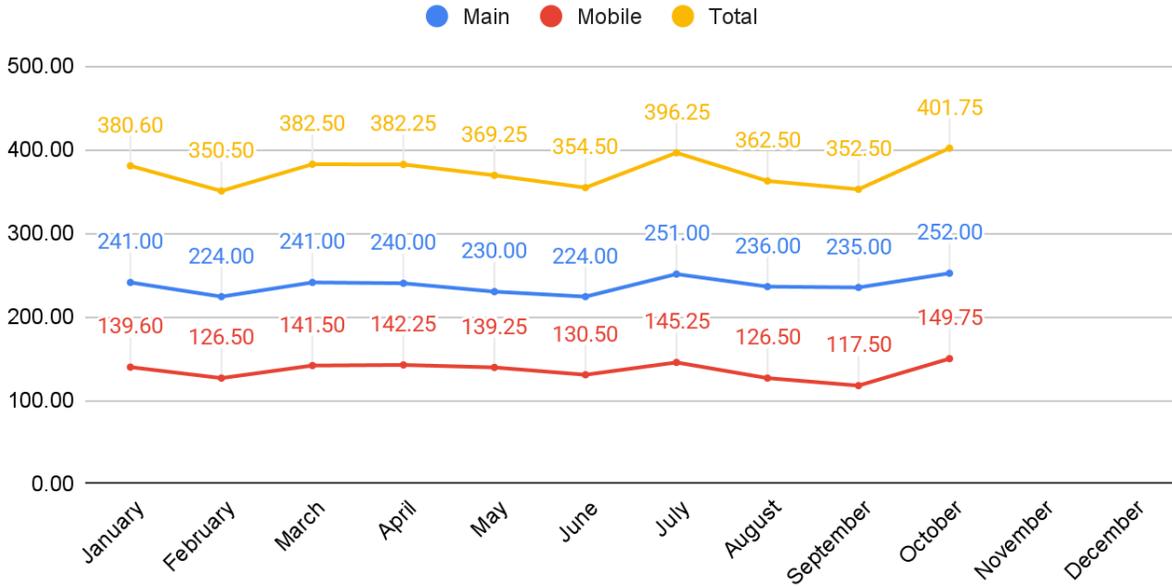
Main		Bookmobile	
Municipal Code	Circ #s	Municipal Code	Circ #s
BRASHWAUBV	7	KNKENOSHAC	52
BRGREENBYC	2	KNSOMERSV	16
DAMADISONC	210	MICUDAHYC	7
GTPLATTEVC	63	OUTOFSTATE	16
KNBRISTOLV	8	RACALEDONV	7,402
KNKENOSHAC	2,487	RAELMWOODV	91
KNPARIST	11	RAMOUNTPLV	9,535
KNPLEASPRV	46	RANORTHBYV	95
KNRANDALLT	3	RANORWAYT	1
KNSALEMLKV	506	RARACINEC	7,806

KNSOMERSV	261			RARAYMONDV	138
KNTWINLAKV	12			RASTURTEVV	1,977
MIBAYSIDEV	21			RAUNIONGRV	32
MICUDAHYC	14			RAWINDPOIV	1,267
MIMILWAUKC	23			RAYORKVILV	13
MIOAKCREEC	146			RKBELOITC	1
ONMINOCQUT	41			RKJANESVIC	4
OUAPPLETOC	6			WAJACKSONV	2
OUTOFSTATE	100			WKBROOKFIC	25
RABURLINGC	416			WWSUGARCRT	1
RABURLINGT	120				12
RACALEDONV	78,079			Total	28,493
RADOVERT	54				
RAELMWOODV	1,868				
RAMOUNTPLV	61,125				
RANORTHBYV	1,695				
RANORWAYT	33				
	186,02				
RARACINEC	6				
RARAYMONDV	2,444				
RAROCHESTV	599				
RASTURTEVV	5,049				
RAUNIONGRV	899				
RAWATERFOT	49				
RAWATERFOV	148				
RAWINDPOIV	7,544				
RAYORKVILV	267				
RKBELOITC	14				
RKBELOITT	3				
RKCLINTONV	1				
RKEDGERTO	14				
RKJANESVIC	13				
RKJANESVIT	2				
RKNEWARKT	2				
RKSPRINGVT	1				

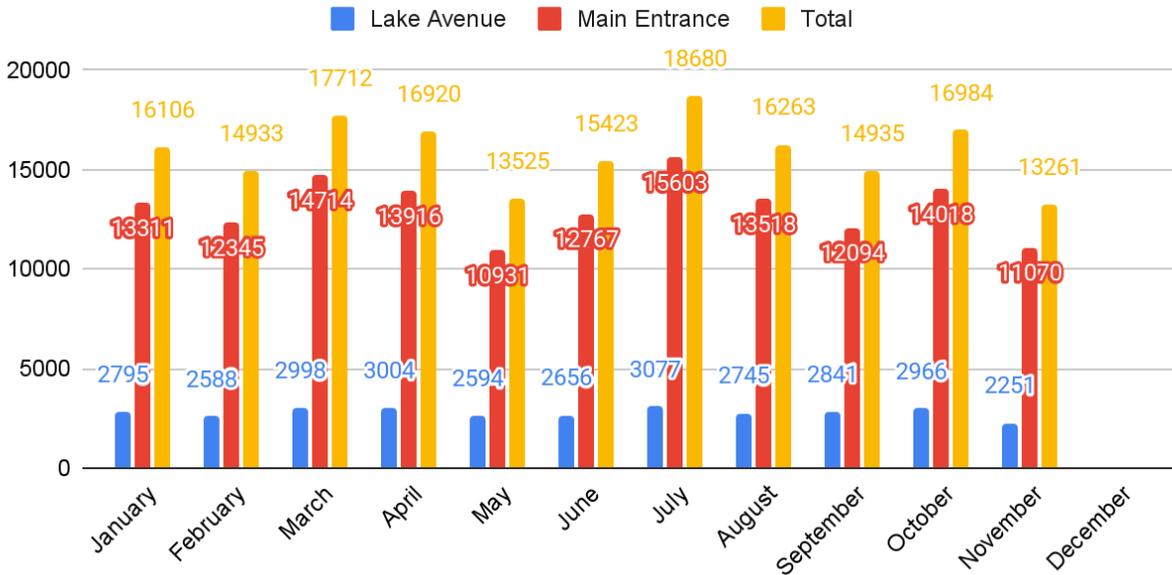
RKUNIONT	12				
SBCASCADEV	7				
SHSHAWANOC	11				
WAGERMANTV	9				
WAJACKSONV	2				
WKBROOKFIC	2				
WKMUKWONAV	32				
WKOCONOMOC	22				
WKVERNONV	21				
WKWAUKESHV	12				
WOWISCRPDC	3				
WUMARIONT	4				
WWDARIENT	1				
WWDELAVANC	6				
WWEASTTRYV	8				
WWELKHORNC	27				
WWGENEVAT	1				
WWLAFAYETT	4				
WWLAKEGENC	2				
WWLINNT	1				
WWLYONST	8				
WWSUGARCRT	10				
WWTROYT	1				
WWWALWORTT	1				
WWWILLIAMV	11				
	1,364				
Total	352,014				

## Building Usage Statistics

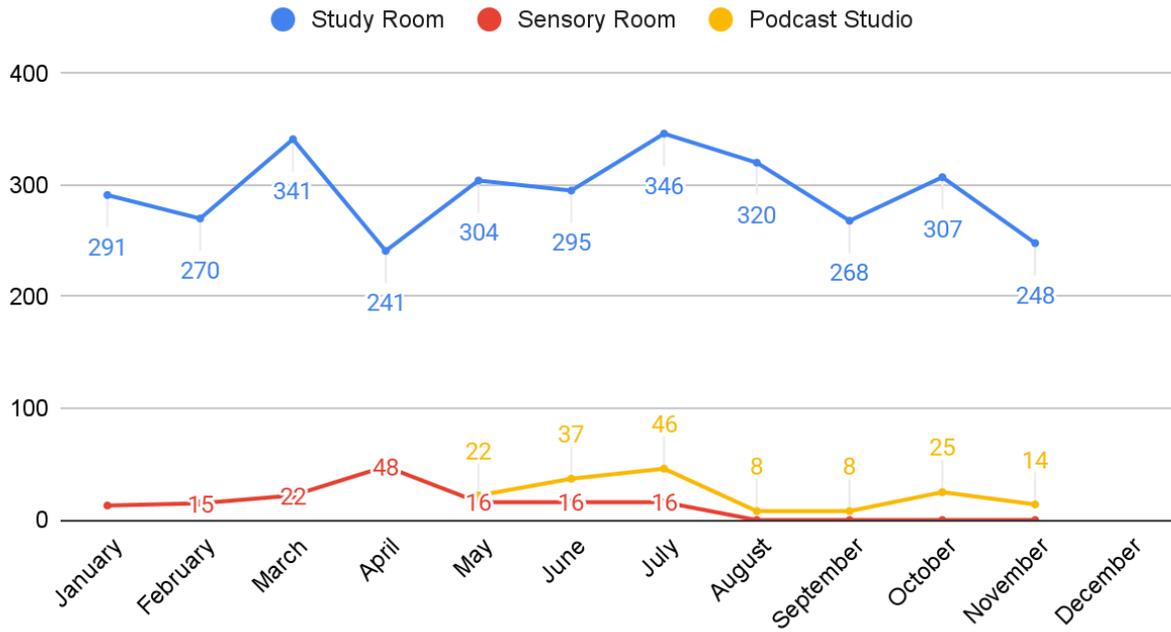
### 2025 Open Hours



### People Counter 2025



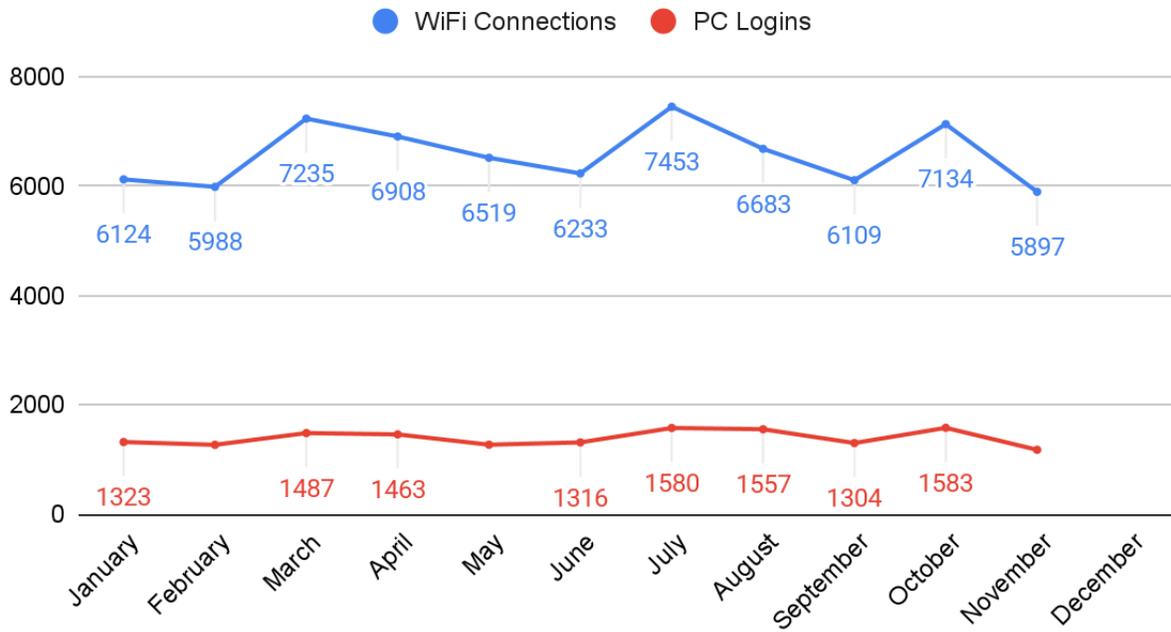
## 2025 Public Room Use



\*Sensory Room has been closed for maintenance since August 2025.

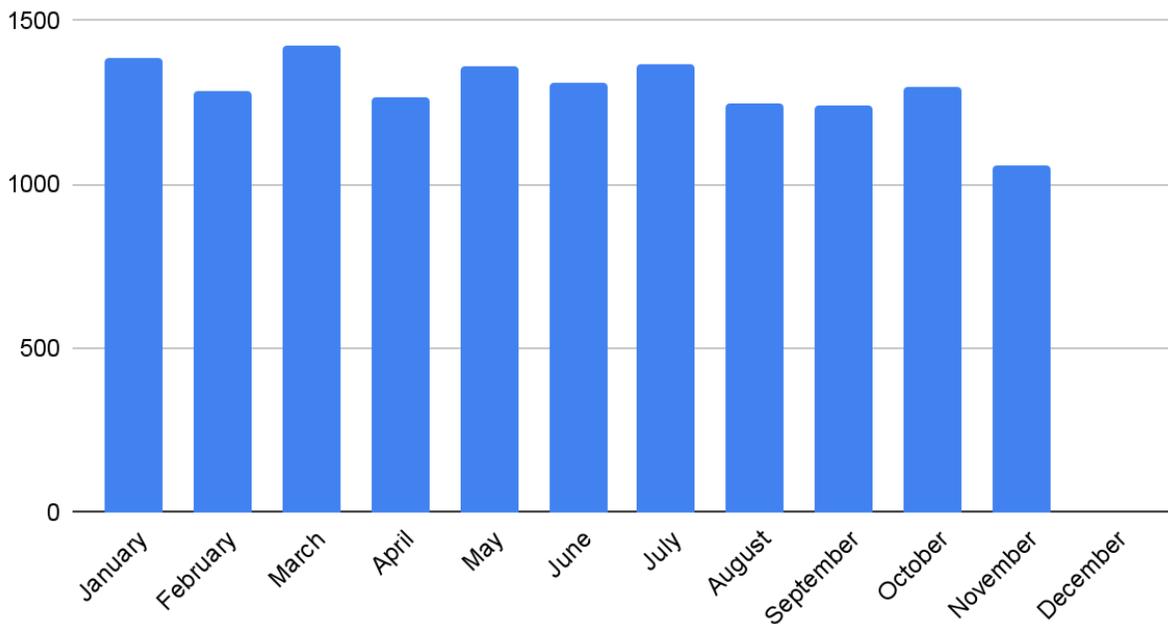
## Technology Statistics

### WiFi Connections and PC Logins

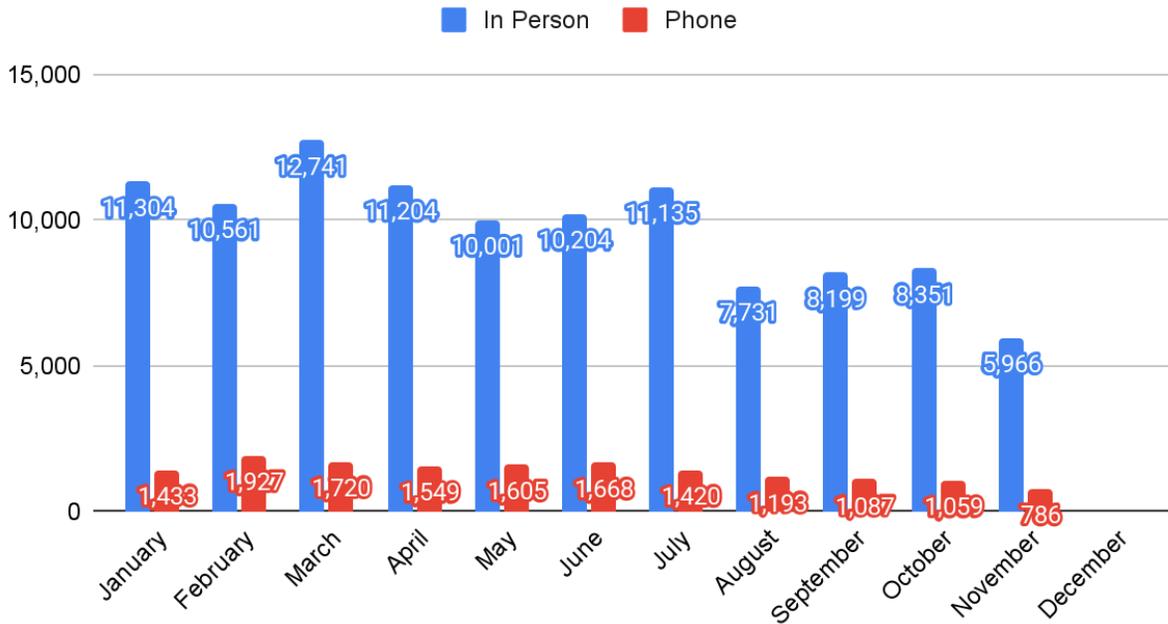


## Reference Statistics

### 2025 Call Center Totals

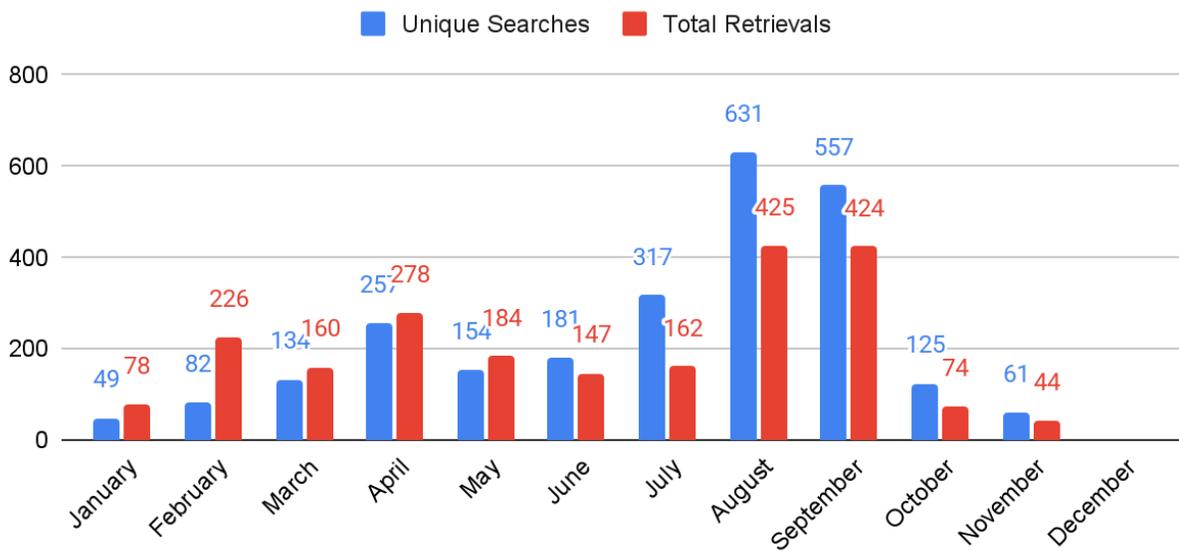


## 2025 Reference Interactions

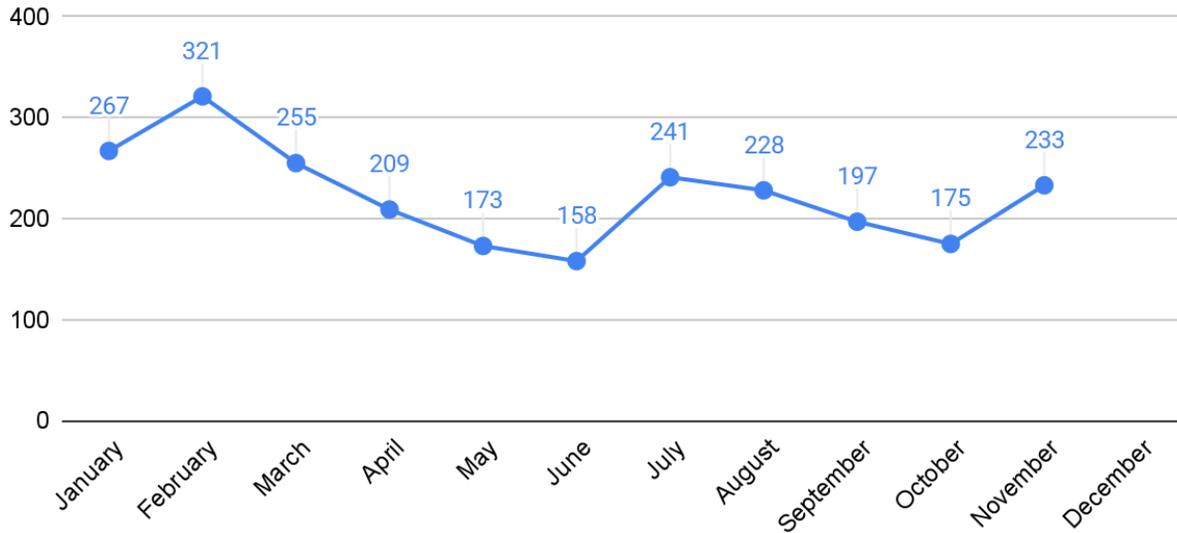


## Digital Resource Usage Statistics

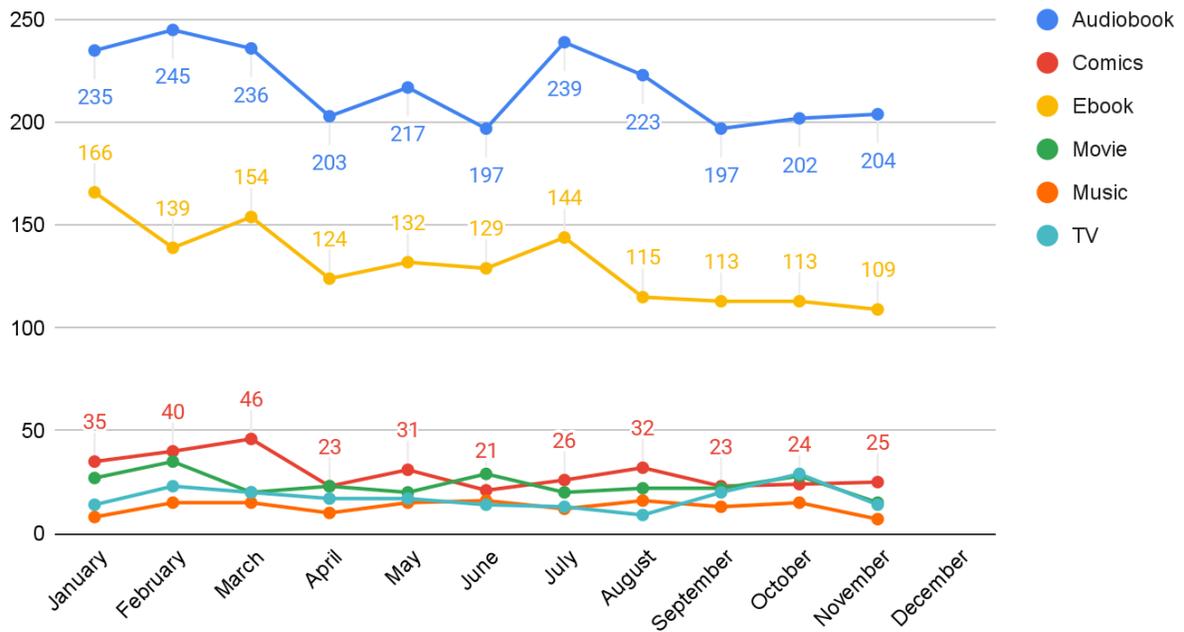
### Ancestry Usage 2025



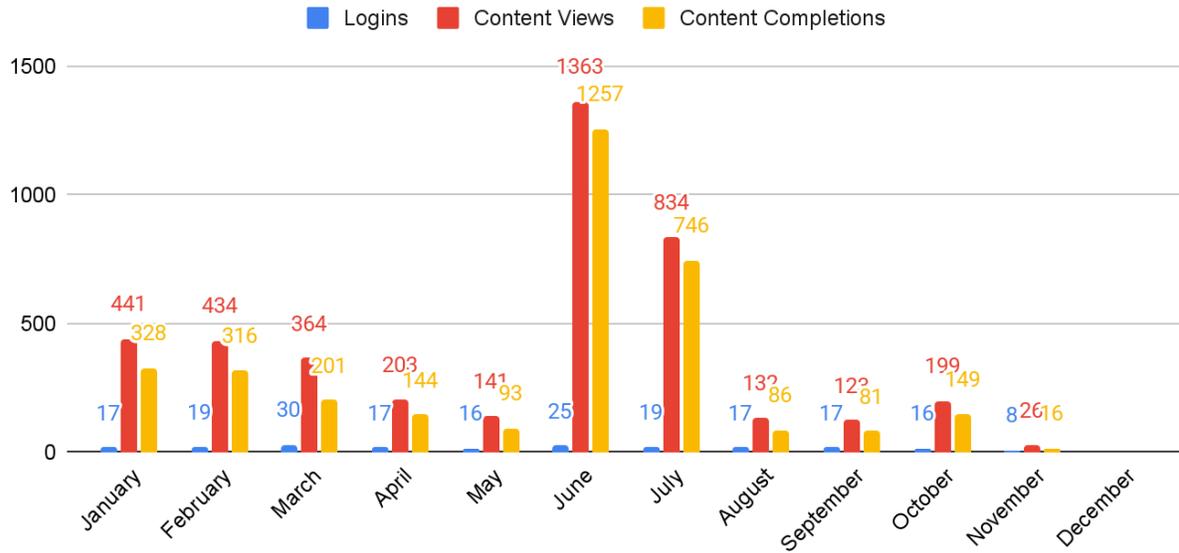
## Comics Plus Checkouts 2025



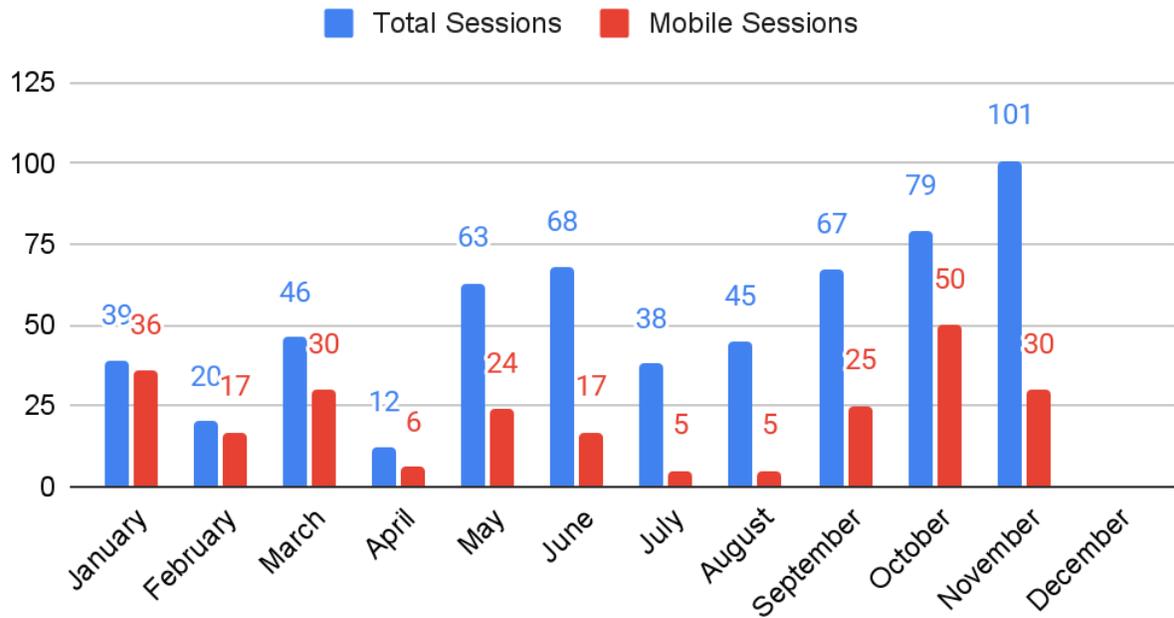
## Hoopla Downloads 2025



## LinkedIn Learning Usage 2025



## Mango Languages 2025



# Overdrive Downloads 2025

