

Executive Director Report for December 2024 Board Packet

NICK DEMSKE, EXECUTIVE DIRECTOR

Well, November was a doozy. It really captured in a single month what it feels like to lead a public library in 2024---there are really inspiring, exciting, powerful successes every single day. And there are also remarkable challenges every single day. It is not just true in Racine; I'm fortunate to be in enough national library spaces to know that, while our challenges are very real and very present, the RPL still has it quite easy compared to many public libraries all over the country.

Obviously the biggest noteworthy events in November had to do with the budget process. The library faced some amendments that would have removed some proposed funding in the budget. But the community showed up and made it known they didn't want that to happen. It was an overwhelming and, ultimately, incredibly inspiring display of passion for the library. Our staff members felt more appreciated than ever after getting to hear the public comments. But I have been very clear to all of them that, while we are fortunate and grateful for the decision of the city council to not decrease the proposed funding in the 2025 budget, this is only the start of a conversation, not the end of one. The community did buy us another year to have those many conversations that are apparently needed now, though, and I intend to talk with the administration and every single council member who is willing to talk with me to understand their concerns as much as possible, and to see how we can work towards a goal that is best for the city, the library and the community, all at the same time.

Aside from that challenge, the last weeks of November (and the first weeks of December) brought so many incident reports into our building that it was nearly unmanageable. The cold weather and who knows what else seems to be contributing to these dynamics, and our team has remained a model for how to deal with these serious issues professionally. But it takes its toll.

While I was slogging through budget meetings for most of the month, our team was continuing to provide dependably excellent service to the public in the usual myriad of ways. We were the host site for a conference put on by the local organization *BeLeaf Survivors*, who helps people heal and restore their own empowerment after experiencing sexual assault. We partnered with RUSD's "SEE Your Future" event, where hundreds of 9th graders came to learn from area organizations such as ours what career opportunities exist locally, which they could pursue after graduation. We started promoting a new digital resource offering--Mango Languages--which all libraries in our system get to offer to our patrons starting this month (December), a great addition to our digital resources!

As always, there were countless wins in the last month. One that I will be sure to highlight at our meeting, though, is that the Public Library Association is hosting a virtual town hall at the beginning of 2025 called "Public Libraries Standing Up and Standing Together," in order to have a kind of national state-of-the-library-field address prior to the inauguration of a new Presidency.

I was honored and shocked that PLA asked me to be one of the 4 speakers for the event panel. This shows that not only does our community here in Racine know what incredible work the RPL is doing, but the professional organizations leading the field even recognize us as a model. They had every public library in the entire country to tap for this program, and I'm really grateful and humbled that they chose to ask Racine to bring our voice to the table.

Lastly I'll just thank you all--our board members--as always, for your service to the RPL and for a year of being true advocates with and for us, through all the ups and downs. There have been plenty of both, and you all have been there with us every step of the way. Thank you for this recent calendar year of your leadership.

November Programming Statistics

The Library presented 39 programs in November, which reached a total participation of 781 people.

Programs	Target Age Group	Type	Format	Participants	# of Programs	In House or Outreach
BeLeaf Conference - Safe with Me	Adult (19+)	Group attending	In-person	50	1	Library
STEAM Time	Children 0-5	Group attending	In-person	17	1	Library
Tuesday Tales	Children 0-5	Group attending	In-person	35	1	Library
Racine Fiber Arts: Facts on Fabric	Adult (19+)	Group attending	In-person	0	1	Library
Minecraft Survival	Young Adult (12-18)	Group attending	In-person	4	1	Library
Print your own Minecraft World	General Interest (all Ages)	Group attending	In-person	5	1	Library
See Your Future Expo	Young Adult (12-18)	Group attending	In-person	219	1	Outreach
Outreach at RMS	Young Adult (12-18)	Group attending	In-person	25	1	Library
Family Storytime	Children 0-5	Group attending	In-person	25	1	Library

Little Women Event	General Interest (all Ages)	Group attending	In-person	50	1	Outreach
Outeach @ RMS	Young Adult (12-18)	Group attending	In-person	25	1	Outreach
Girls Who Code @ Schulte	Young Adult (12-18)	Group attending	In-person	11	1	Library
Outreach to Racine Theater Guild	General Interest (all Ages)	Group attending	In-person	16	1	Outreach
Memories Cafe - Cafe de los recuerdos	Adult (19+)	Group attending	In-person	4	1	Outreach
Stitch N Bitch	Adult (19+)	Group attending	In-person	7	1	Library
Introduction to 3D printing	Adult (19+)	Group attending	In-person	1	1	Library
Tuesday Tales	Children 0-5	Group attending	In-person	24	1	Library
Fabric Stamping	Adult (19+)	Group attending	In-person	6	1	Library
Outreach @ RMS	Young Adult (12-18)	Group attending	In-person	25	1	Outreach
Chess Mates	Adult (19+)	Group attending	In-person	7	1	Library
Make Stuff Series: Laser Engraved Signs	General Interest (all Ages)	Group attending	In-person	13	1	Library
Family Storytime	Children 0-5	Group attending	In-person	22	1	Library
Coffee and Conversation	Adult (19+)	Group attending	In-person	4	1	Library
Outreach @ RMS	Young Adult (12-18)	Group attending	In-person	25	1	Outreach
Pre-publication reading for the forthcoming anthology "I didn't Know there were Latinos in Wisconsin"	General Interest (all Ages)	Group attending	In-person	20	1	Library
Preschool STEAM Time	Children 0-5	Group attending	In-person	6	1	Library
Resin Printing 101	General Interest (all Ages)	Group attending	In-person	2	1	Library
Tuesday Tales	Children 0-5	Group attending	In-person	26	1	Library

Minecraft Parkour	General Interest (all Ages)	Group attending	In-person	2	1	Library
Outreach @ RMS	Young Adult (12-18)	Group attending	In-person	25	1	Outreach
3D Printing Adults	Adult (19+)	Group attending	In-person	4	1	Library
Girls Who Code @ Real School	Young Adult (12-18)	Group attending	In-person	9	1	Outreach
Outreach @ RMS	Young Adult (12-18)	Group attending	In-person	25	1	Outreach
Girls Who Code @ Schulte	Young Adult (12-18)	Group attending	In-person	11	1	Outreach
Print Your Own Minecraft World	General Interest (all Ages)	Group attending	In-person	4	1	Library
Get in Touch: Cutting the Cord	Adult (19+)	Group attending	In-person	7	1	Library
Stitch N Bitch	Adult (19+)	Group attending	In-person	8	1	Library
Minecraft Survival	General Interest (all Ages)	Group attending	In-person	4	1	Library
Seasonal Screams	Adult (19+)	Group attending	In-person	8	1	Library
TOTAL				781	39	

Patron Services

In November, staff answered 1443 questions via phone and 10635 in person. A total of 12078 questions were answered across all methods of communication. 88% of the reference questions were asked in person, while 12% were received over the phone.

Main Entrance People Counter	12557
Lake Ave Entrance People Counter	2575
Libby Checkouts	10,407
Hoopla Checkouts	517
Total # of phone calls (reference)	695
Total # of phone calls (curbside)	341

Total # of phone calls	1036
Total # of questions via phone	1443
Avg. # of calls per day	43.17
Avg. # of calls per hour	4.73
Total talk time (reference)	2177.33 min
Total talk time (curbside)	983.72 min
Total talk time	3161.05 min
Avg. call length (reference)	3.13 min
Avg. call length (curbside)	2.88 min
In-person reference questions	10635
Total # of reference questions answered	12078
Computer usage - total logins	1367
Computer usage - total time	1485:20:00
Computer usage - avg. time per login	65.194 min
Faxes	531
Scans	1874

Social Worker report

submitted by Ashley Cedeño

Month: November 2024

Bus Passes

- Total bus passes given out: 62

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 *	

*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	

Social Work Service Interactions: 99

General Non-Social Work Interactions (Library Assistance): 102

Need/Concerns:

Aging and Disability Resources	13
--------------------------------	----

Applying for Benefits/Financial Assistance	12
Clothing/Laundry	1
COVID-19	
Domestic Abuse	
Education	1
Emotional Support	5
Employment	8
Food Insecurity	2
General Library Assistance provided by social worker	
Healthcare	6
Housing	16
Relating to Incident Report or Crisis	6
Internet/Hotspot	4
Legal	3
Mental Health	8
Re-entry Services	1
Refugee Support	
Sensory Room	1
Sexual Assault Services	
Substance Use	1
Transportation (not including bus passes)	10
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:

- 11/12: CVMIC Training:Employee Differences, 4 hours
- 11/19: CVMIC Training: Ethical Leader, 4 hours

Other:

- 11/15: Met with Rachel Gage at Caregiver Compass. Discussed potential collaborations with RPL. Scheduled Staff Training for March 2025
- Coffee and Conversation
 - 11/14- 4 participants; Topic: What is your relationship with Lake Michigan? Any fond memories?
 - *Staff C&C*: 11/18- 8 staff attendees; Topic: Self care practices in the midst of this election season

CHRIS TOBIAS, CIRCULATION, OUTREACH AND TECHNICAL SERVICES SUPERVISOR
Circulation Report of November Activities 2024

RPL circulated a total of 33,984 in November of 2024. 31,208 items from Main and 2,276 items from the Bookmobile. October circulation was 36,848. Approximately 8,233 holds were placed and filled. 7,788 items loaned from our collection to other libraries, and 7,251 received for RPL patrons. 353 new library cards were issued during the month of November. Circulation for Home Delivery Services was 2,277 transactions in the month of November.

Consortium sorting / AMH activity:

- In November staff inducted 72,266 items through the automated material handler (AMH).

Technical Services Report of November Activities 2024

In October TSD staff placed orders for 883 items and received 527 previously ordered items. A total of 817 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	Total
	4	4	4	4	4	4						

Circulation												
Main	34,417	34,913	35,817	35,559	34,087	34,238	36,150	36,587	30,772	33,332	31,208	377,080
Bookmobile	3,281	3,155	3,042	3,153	2,961	2,590	2,491	2,714	2,901	3,516	2,776	32,580
Total	37,698	38,068	38,859	38,712	37,048	36,828	38,641	39,301	33,673	36,848	33,984	409,660
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	25,016
Bulk Loans (Outreach delivered)	350	310	405	330	475	425	515	310	302	310	364	4,096
Holds Placed	10,673	8,698	9,030	9,029	8,281	8,475	8,101	9,002	8,206	8,819	8,233	96,547
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	93,165
ILL Loaned (Lender filled)	158	98	105	128	80	73	77	128	153	70	100	1,170
Total Loaned	10,768	8,629	8,041	8,892	7,717	8,215	9,299	8,393	8,097	8,496	7,788	94,335
SHARE Received	8,870	8,068	8,447	7,275	6,873	6,523	7,109	7,397	7,277	7,626	7,105	82,570
ILL Received (Borrower filled)	166	170	347	243	202	145	198	207	98	205	146	2,127
Total Received	9,036	8,238	8,794	7,518	7,075	6,668	7,307	7,604	7,375	7,831	7,251	84,697
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	50,071
EBooks	5,100	4,553	4,934	4,627	4,496	4,378	4,602	4,320	4,242	4,163	4,231	49,646
Periodicals	2,098	1,934	1,962	1,034	1,612	1,516	1,476	1,193	1,652	1,615	1,901	17,993

Total downloads	11,685	10,537	11,597	10,230	10,869	10,242	10,521	10,260	10,439	10,567	10,763	117,710
Hours Open												
Main	240	235	230	246	246	219	246	247	224	257	219	2609
Mobile	135.5	142	115	148.5	140.75	129	146.5	151.5	134	152	130	1524.75
Total	375.5	377	345	394.5	386.75	348	392.5	398.5	358	409	349	4133.75
Library Cards Issued												
Adult	176	223	238	238	179	232	245	227	246	246	203	2,453
Juvenile	49	80	74	63	43	73	93	71	333	122	57	1,058
Restricted	4	2	9	5	6	9	12	3	14	11	2	77
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	1,266
Total	348	426	442	421	316	440	487	425	735	484	353	4,877
AMH Inductions	86,526	81,306	80,739	86,438	80,082	75,884	88,029	83,854	77,089	82,851	72,266	895,064

Circulation by Municipality Year to Date

Main		
Municipal Code	Circ #s	%
BRGREENBYC	29	0.01%
COPOYNETTV	12	0.00%
DAMADISONC	489	0.13%
DOWAUPUNC	4	0.00%
ECEAUCLAIC	5	0.00%
GTPLATTEVC	67	0.02%
KNBRISTOLV	47	0.01%
KNKENOSHAC	2,247	0.60%

KNPADDCKLV	29	0.01%
KNPARIST	20	0.01%
KNPLEASPRV	143	0.04%
KNSALEMLKV	394	0.10%
KNSOMERST	1	0.00%
KNSOMERSV	217	0.06%
KNTWINLAKV	21	0.01%
KNWHEATLAT	2	0.00%
MIBAYSIDEV	53	0.01%
MICUDAHYC	1	0.00%
MIFRANKLIC	3	0.00%
MIMILWAUKC	58	0.02%
MIOAKCREEC	188	0.05%
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	313	0.08%
RABURLINGT	126	0.03%
RACALEDONV	88,681	23.52%
RADOVERT	41	0.01%
RAELMWOODV	2,087	0.55%
RAMOUNTPLV	68,025	18.04%
RANORTHBYV	1,745	0.46%
RANORWAYT	45	0.01%
RARACINEC	188,485	49.99%
RARAYMONDV	1,128	0.30%
RAROCHESTV	495	0.13%
RASTURTEVV	5,013	1.33%
RAUNIONGRV	597	0.16%
RAWATERFOT	72	0.02%
RAWATERFOV	127	0.03%

RAWINDPOIV	12,523	3.32%
RAYORKVILV	1,994	0.53%
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%
WKMENOMON V	30	0.01%
WKMUKWONAV	6	0.00%
WKPEWAUKEC	28	0.01%
WKWAUKESHC	5	0.00%
WOWISCRPDC	10	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%
WWSPRINGPT	3	0.00%
WWSUGARCRT	1	0.00%
WWWHITEWAC	19	0.01%

WWWWHITEWAT	6	0.00%
	989	0.26%
Total	377,080	100.00%

Bookmobile		
Municipal Code	Circ #s	%
KNKENOSHAC	62	0.19%
KNPLEASPRV	1	0.00%
KNSOMERSV	16	0.05%
MICUDAHYC	1	0.00%
RACALEDONV	7,644	23.46%
RAELMWOOD V	69	0.21%
RAMOUNTPLV	11,527	35.38%
RANORTHBYV	1	0.00%
RARACINEC	9,730	29.86%
RARAYMOND V	101	0.31%
RASTURTEVV	2,071	6.36%
RAUNIONGRV	87	0.27%
RAWINDPOIV	1,233	3.78%
RAYORKVILV	16	0.05%
RKEVANSVIC	1	0.00%
WKBROOKFIC	8	0.02%
	12	0.04%
Total	32,580	100.00%

SHAY KING, HEAD OF BUSINESS DEVELOPMENT

Overview

Communications

November's communications focused on a profile of Ken Michur, one of the facilitators of Shannon Matuch's senior art series; the Thanksgiving closure; GivingTuesday; the I Didn't Know There Were Latinos in Wisconsin program; the Racine City Council's proposed reduction of the library's funding; and our partnership with the Racine Theater Guild on their run of "Little Women."

Program Marketing (12/13/24)

Our September through December cycle of programs has 18 programs left. Copy, graphics, calendar listings and Facebook events are complete. The September through December paper calendar is in print and available to patrons.

The January through March cycle has 68 on-time submissions and 2 late submissions. Copy and graphics are complete for all on-time submissions; calendar listings are complete for 64; Facebook events are complete for 7.

Training and development

- Color Mixing Principles - 1 hour (Head of Business Development) (Marketing and Outreach Assistant)

Viewership and Engagement

Press and Advertising

In November, the library was referenced **in the media [at least 16 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.

November appearances:

- **Tuesday, Nov. 19** — Executive Director Nick Demske

Wind Point Stroll

Our December ad focused on the Beyond Books Collection. 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" 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		74,352
Views	28,427	24,609	25,988	26,691	25,108	25,133	24,658	24,274	22,658	23,295	21,120		246,853

November's most-viewed pages:

- [Home](#) - 11,824 views
- [Calendar](#) - 1,365 views
- [Library GO!](#) - 552 views
- [Read, Watch and Listen](#) - 335 views
- [Hours & Locations](#) - 312 views

Google Business Listing

November Google profile views: 2,017

November appearances in search results: 996

November calls: 353

November direction requests: 516

November website clicks: 2,245

Reviews

There were no new reviews in November, but we received a new five-star rating.

Searches that led viewers to our profile

- For libraries: "library," "library near me" and other variants (561+)
 - "Biblioteca pública"
- For the Racine Public Library: "racine public library, 7th street, racine, wi," "racine public library" and other variants (377+)
 - "Library on 53 racine" and "library on 55th racine"
- For our hours: "racine public library hours," "racine library hours" and other variants (44+)
- "Racine library events" (20+), including "Racine book sale" and "book sale racine"
- For services we provide: "notary public near me"
- For nearby locations: "escuela de inglés cerca de racine, wisconsin," "oak creek public library," and "y racine wi"
 - "racine wi zip code," "racine wisconsin zip code" and other variants
- For our parking
- For our book drops: "racine public library where to drop off"

Newsletter

November open rate: 34.9%

November click rate: .5%

Current newsletter recipients: 22,223

Social Media

Facebook

Current followers: 7,081

November reach: 9,883

Instagram

Current followers: 1,414

November reach: 448

TikTok

Current followers: 652

November views: 1,909

Ads

We ran one Meta ad in November for LOUD's presentation of "I Didn't Know There Were Latinos in Wisconsin."

MELISSA DONALDSON, HEAD OF DIGITAL SERVICES AND INNOVATION

Digital Services and Innovation December Updates

Programming

The DSI Team successfully hosted 23 programs and events in November, attracting 474 participants. Additionally, the team produced 342 items using the 3D printers and completed 19 laser-engraved projects for patrons and outreach events.

Podcasting Studio

The podcasting studio managed 39 appointments in October.

Tech Support

The Digital Services and Innovation Lab staff provided tech support through 691 questions asked.

Partnerships

- Continues to Partner with the City of Racine Digital Divide Round Table.
- Finished up the Girls Who Code session at Schulte K-8.
- Started Girls Who Code Club at Real School
- Code.org Computer Science Class continues at Racine Montessori.
- Melissa attended the HEAL meeting at RUSD - Advisory Committee for the academics.

Techmobile

- Conducted 1 Techmobile stops.
- Attended the one outreach stop throughout the community.

Continuing Education

- Michael Taylor: iOS18: iPhone and iPad Essential Training: 5 hours
- Rastko Marinkovic: iOS18: iPhone and iPad Essential Training: 5 hours
- Melissa Donaldson: Ethical Leader ELM3D3 - 3 Hours

Other Updates

- December 30 will be the last day for our Youth Employment Program Interns.
- Ethan Brown , Felix Guereca , Josiah Said , and Jaylen Jones will no longer be working at the library. Losing staff will affect the service that we are providing. The Techmobile will be very limited in 2025, and we will have fewer staff members helping patrons with their technology needs and programming, especially since we are still short, with one position left open when Brianna Fuentes left the department in 2023.