

## Racine Public Library Report for July 2025 Board Packet

### Library Director's Report--May and June

Prepared by Nick Demske

The RPL board doesn't often skip a month's meeting, but when it does, we have so much to catch up on. The library is so constantly active that two months are like an eternity here.

Where to start? The last two months have been chock full of activity, but I don't think anything is more significant than the fact that **we were able to fill our vacant Business Manager role in May and our vacant Deputy Director role in June**. These two roles have been vacant for a year and a year and a half, respectively. I'm thrilled to report that **Becky Crowley** was the successful candidate for the Business Manager role and **Lizzie Hjelle** was the successful candidate who is now our Deputy Director. Becky happens to be on vacation right now, so you'll have to wait until the August board meeting to meet her, but Lizzie will join us for the July meeting so you all will hear more about her then.

We have been working with a consultant for the past two months on a **compensation study** and, at this point, are at the tail end of that process. We'll have a presentation at the August board meeting regarding the results of that study and, in the meantime, I've been communicating with city Finance, HR, Payroll and the Administration so that they're kept apprised of that work and ready for further conversations regarding its results, and how the city can work with us to make sure we're funded sufficiently to accommodate the pay they recommend for our staff members going forward.

Our **summer reading program** has long-since kicked off again, which proves to be one of the busiest and most meaningful times of our year. This year's theme is "Color Our World" and many staff members have put in a ton of work to make sure children, teens and adults are engaged with the program and its many events this summer, preventing any "summer slide" from occurring in our community.

We're working on **getting a fence built near the Lake Ave doors** to prevent people from smoking near and/or throwing cigarette butts into our ventilation units. This has been a problem for years, where staff offices have cigarette smoke flowing into them sometimes, and the fire department needs to occasionally be called because of a couple of smoldering fires that have started in the vents. We're thrilled to be working towards a long term solution on that, and we've also done some construction and landscaping to make it possible **for a bike rack to be added near the Lake Ave entrance as well**. Both of these projects are paid for through CDBG funds that the city development department has generously worked with us to receive.

Countless other things have been happening over the last two months, but the last I'll mention is that we have taken on the huge undertaking of **hosting every city council meeting and city committee meeting for the months of June, July.....and now also August**. The city hall elevator needed work to be done on it, and these meetings by law have to be in an ADA

accessible space. It was--and continues to be--a lot of work to coordinate these spaces and make so many of them available for so many meetings. But we're glad to have been able to contribute in this way to keeping the functions of our local government accessible and we've heard that, because we have such a beautiful library, city council is not sure they ever want to go back to city hall. Happy as we are to host them for the summer, though.....we will be making sure they do, just so our spaces are available for the community to use more fully again.

This being our annual meeting, I just want to mention **how grateful we are to our board** for the continued support and dedication you've shown to making sure the library continues to thrive. Thank you all for your time and passion here. We know our community loves and supports its library and we are so grateful that is reflected in our board trustees, as well!

## **June 2025 Deputy Director's Report**

Prepared by Lizzie Hjelle

### **Introduction**

I am thrilled to be joining the talented and passionate team at the Racine Public Library! I earned a Master of Library Science and Master of Arts in Women's and Gender Studies from UW-Milwaukee in 2021, and have a diverse background of experience in academic libraries, public libraries, community archives, and prison libraries. Professionally, I am passionate about data-driven decision making, whole-person librarianship, and empathy-driven leadership. I very much look forward to serving the Racine community and maintaining the library's distinction as a vital community resource.

### **Deputy Director Projects**

#### *Speak Up For Libraries!*

- Public Libraries across Wisconsin are participating in an advocacy project called Speak Up For Libraries! The project encourages library users and stakeholders to write a postcard to their federal elected officials detailing why public libraries are important to them and their communities. A collection box and blank postcards are available at the adult desk, and postage will be paid for by the Prairie Lakes Library System. We will continue collecting postcards until July 19th.

#### *Library Staff Handbook Updates*

- I am working with the leadership team on a comprehensive update of the Library Staff Handbook, in large part to better align with the City of Racine Employee Handbook. This will be a long-term project, but very beneficial for the library.

### **Staff Project Spotlight**

- Adult Services Supervisor Rebecca presented her work on Summer Scares and other horror-related library programming at the annual Horror Writers Association Conference in Stanford, CT on June 13th.

- Youth Services Supervisor Keiko coordinated an incredible celebration for longtime library volunteer Gail Navratil and former Children's Librarian, Department Supervisor, and Library Board Member Loretta Life on Wednesday, June 18th. Both Loretta and Gail are dedicated early literacy advocates and master storytellers who have profoundly impacted the library and the Racine community at large.

### **DD Continuing Education**

- CVMIC Employment Law & HR - 3 hours
  - Working towards the CVMIC Emerging Leader Certification Program

### **Staff Continuing Education**

- June's all-staff training was a Diversity, Equity, and Inclusion 101 training presented by Andrew Taylor from CVMIC.
- Staff completed a total of **80** Continuing Education hours in May and June.

### **Feel-Good Moments**

- A patron called the library commending Public Service Assistant Jenny for her excellent customer service and Adult Services Supervisor Rebecca for her depth of knowledge. Both staff members had such a positive impact on this patron that she wanted to speak with myself or Nick to make sure we knew how much their assistance meant to her.
- Public Service Assistant Willow was recently crowned Miss Wisconsin! She is the first Black woman to hold the title. We are incredibly proud of her and look forward to cheering her on at the Miss America competition this fall.

### **May and June Programming Statistics**

In May, the library hosted 60 programs with a total of 969 participants.

<b>Age Range</b>	<b># of Programs</b>	<b>Total Participants</b>
<b>Adult (19+)</b>	24	188
<b>Children 0-5</b>	9	181
<b>Children 6-11</b>	4	75
<b>General Interest (All Ages)</b>	18	200
<b>Young Adult (12-18)</b>	5	325
<b>Library</b>	56	855
<b>Outreach</b>	4	114

In June, the library hosted 55 programs with a total of 914 participants.

Age Range	# of Programs	Total Participants
Adult (19+)	16	106
Children 0-5	19	485
Children 6-11	7	80
General Interest (All Ages)	6	224
Young Adult (12-18)	7	19
Library	52	837
Outreach	3	77

### **May and June Patron Services Report**

SERVICE	MAY	JUNE
Main Entrance People Counter	10931	12767
Lake Ave Entrance People Counter	2594	2656
# of phone calls (reference)	925	855
# of phone calls (curbside)	434	454
Total # of phone calls	1359	1309
Avg. # of calls per day	54.36	54.54
Avg. # of calls per hour	5.91	5.84
Talk time (reference)	3,222.82	3,058.90
Talk time (curbside)	1361.9	1426.43
Total talk time	4584.72	4485.33
Avg. call length (reference)	3.48	3.58
Avg. call length (curbside)	3.14	3.14
Phone questions	1605	1668
In-person reference questions	10001	10204

Total # of reference questions answered	11606	11872
Computer usage - total logins	1274	1316
Computer usage - total time	1198:17:00	1245:02:00
Computer usage - avg. time per login	56.434	56.76
Faxes	387	349
Scans	1474	2303

## **Social Worker's Report - May 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.

### **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	1
Education	1
Emotional Support	11
Employment	7
Food Insecurity	
Healthcare	6
Housing	12
Relating to Incident Report or Crisis	16
Internet/Hotspot	1
Legal	1
Mental Health	5
Re-entry Services	1
Refugee/Immigration Support	1
Sensory Room	
Sexual Assault Services	1
Substance Use	1
Transportation (not including bus passes)	6
Veteran Services	
General Library Assistance (Non-swk)	65

*\*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.

### **Continued Education (CE) or Training**

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

- 5/2/24- SafeTalk Training with Levi Stein (4 hours)
- 5/16/25- All Day All Staff Training

### **Programs**

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

- Youth Mental Health and Addictions Resource Fair- a great success! 240 community members attended/participated in this event.
- Coffee and Conversation
  - 5/8- 6 participants; Topic: Open discussion, what's on your mind?
  - 5/22- 8 participants; Topic: What was your first job and what did you learn?
- **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 included **15** points of 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.

### **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.

## **Social Worker's Report - June 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			
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	8
Applying for Benefits/Financial Assistance	17
Clothing/Laundry	
COVID-19	
Domestic Abuse	
Education	
Emotional Support	7
Employment	4
Food Insecurity	2
Healthcare	3
Housing	10
Relating to Incident Report or Crisis	18
Internet/Hotspot	7
Legal	5
Mental Health	2
Re-entry Services	
Refugee/Immigration Support	1
Sensory Room	
Sexual Assault Services	2
Substance Use	
Transportation (not including bus passes)	7
Veteran Services	
General Library Assistance (Non-swk)	30

*\*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: 51

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	
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.

- NA

### Programs

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

- Coffee and Conversation
  - 6/12- 3 participants; Topic: What is something on your bucket list that you have yet to do?
  - 5/22- 4 participants; Topic: If you could choose one historical figure (dead or alive) to have a conversation with, who would it be and what would you say?

- **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 included **15** points of 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.

#### **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.

## **Technical Services and Circulation Activities Report: May & June 2025**

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

### **Circulation Report of May Activities 2025**

RPL circulated a total of 33,761 in May of 2025. 31,133 items from Main and 2,628 items from the Bookmobile. April's circulation was 35,085. Approximately 8,070 holds were placed and filled. 7,753 items loaned from our collection to other libraries, and 8,099 received for RPL patrons. 350 new library cards were issued during the month of May. Circulation for Home Delivery Services was 2,938 transactions in the month of May.

Consortium sorting / AMH activity:

- In May staff inducted 76,179 items through the automated material handler (AMH).

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

In May TSD staff placed orders for 832 items and received 508 previously ordered items. A total of 839 items were cataloged and processed for the library catalog.

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

Inventory of Adult AV items has continued.

### **Circulation Report of June Activities 2025**

RPL circulated a total of 33,052 in June of 2025. 30,755 items from Main and 22,297 items from the Bookmobile. May's circulation was 33,761. Approximately 7,610 holds were placed and filled. 7,334 items loaned from our collection to other libraries, and 6,576 received for RPL patrons. 397 new library cards were issued during the month of June. Circulation for Home Delivery Services was 2,569 transactions in the month of June.

Consortium sorting / AMH activity:

- In June staff inducted 77,448 items through the automated material handler (AMH).

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

In June TSD staff placed orders for 574 items and received 636 previously ordered items. A total of 1044 items were cataloged and processed for the library catalog.

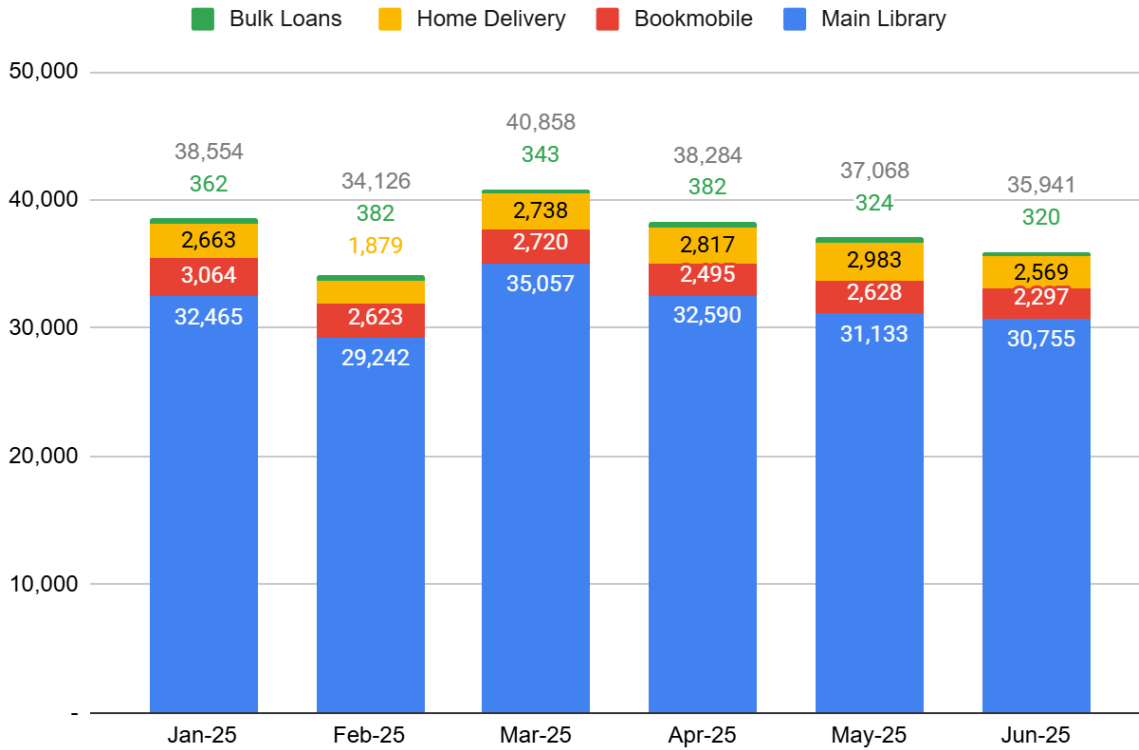
The project to label abbreviated series statements and numbers on Adult and Juvenile fiction collections has continued.

Inventory of Adult AV and fiction materials is ongoing.

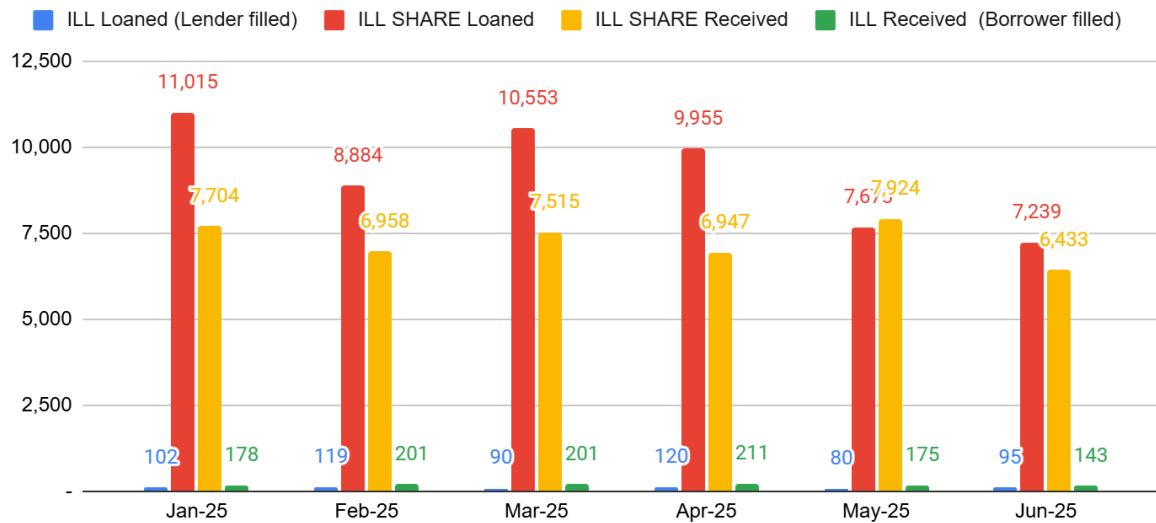
# 2025 Year to Date Library Statistics

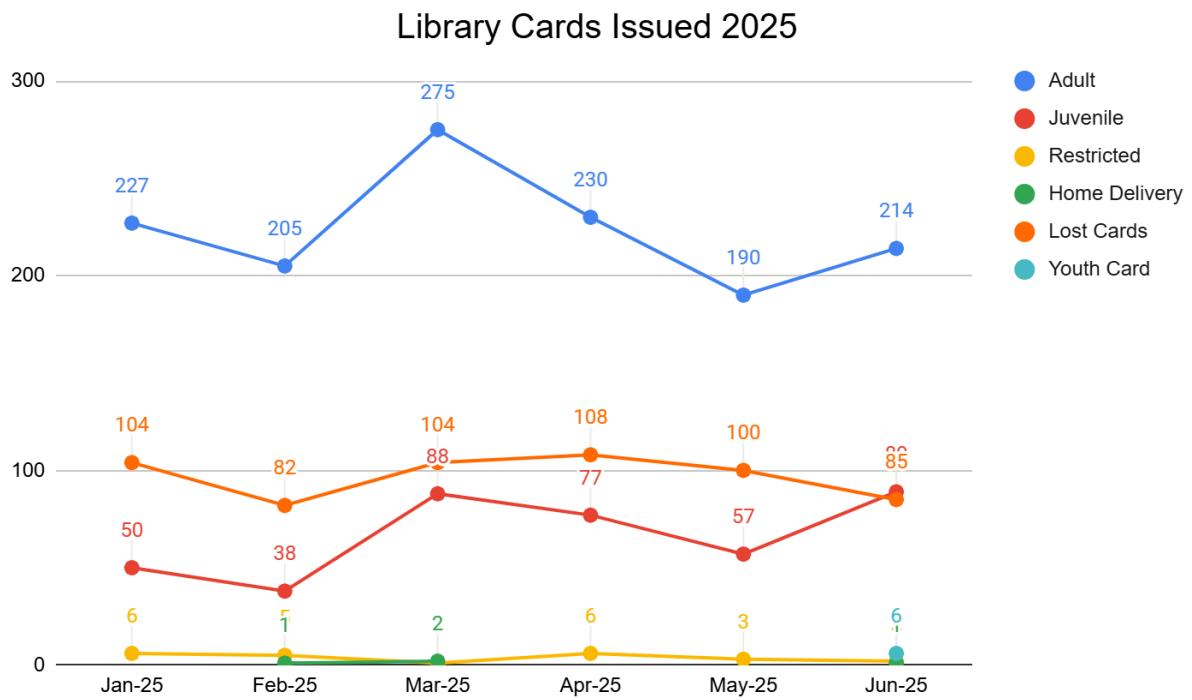
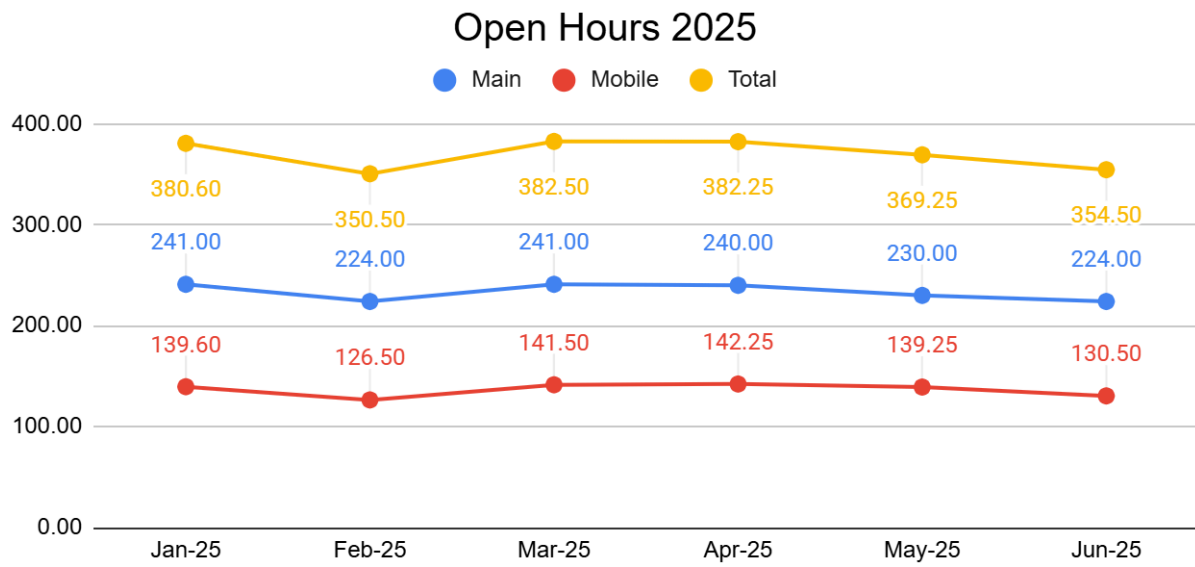
Prepared by Chris Tobias and Lizzie Hjelle

## Monthly Circulation 2025



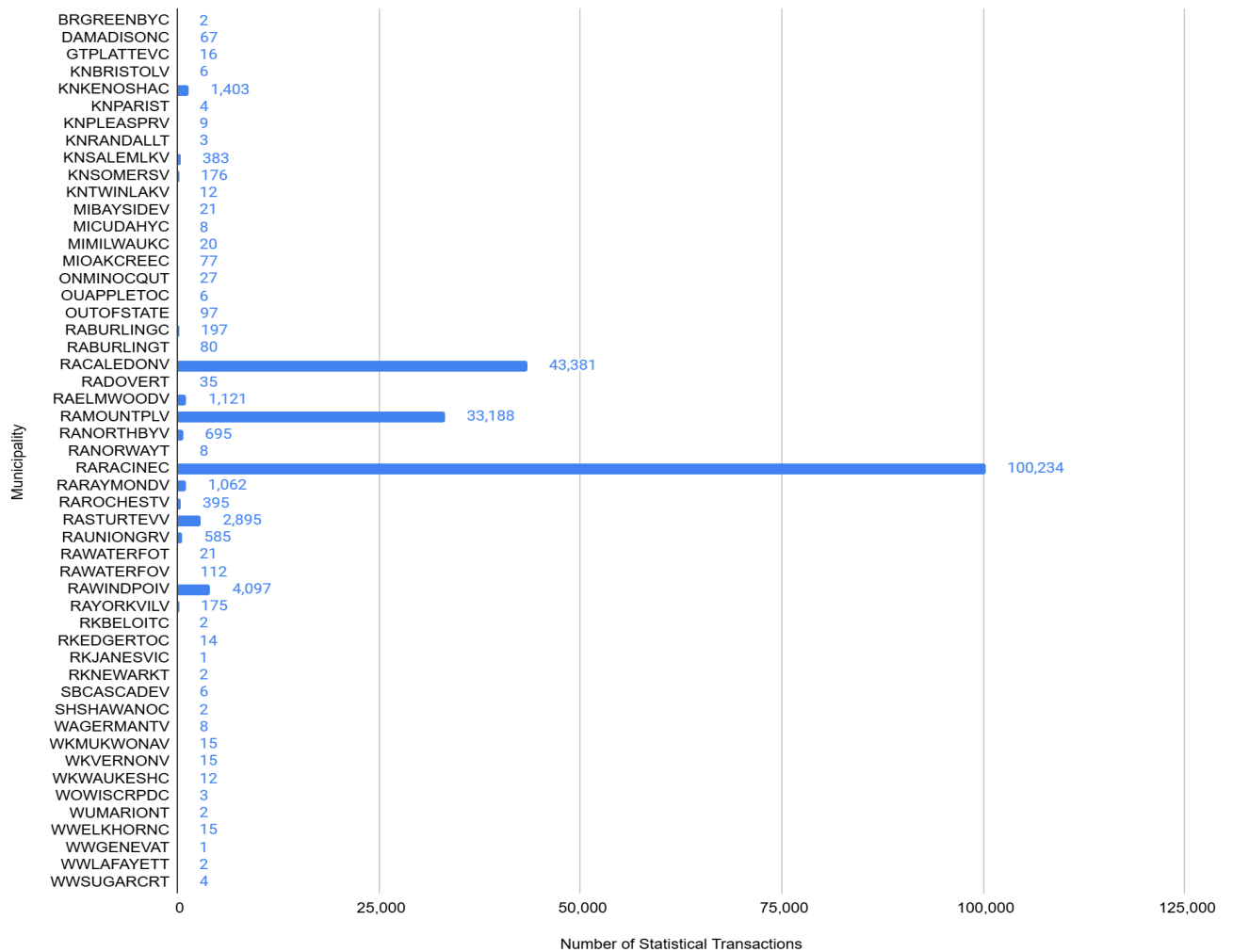
## Interlibrary Loans 2025





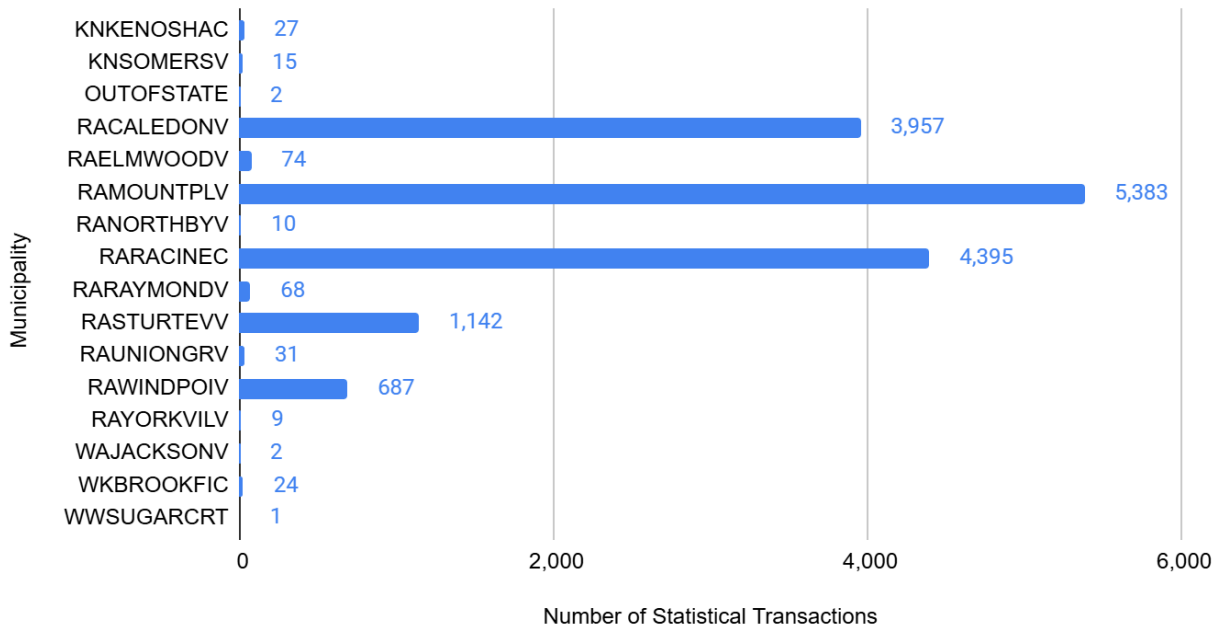
## Year to Date Circulation by Municipality

### 2025 YTD Circulation by Municipality: Main Library



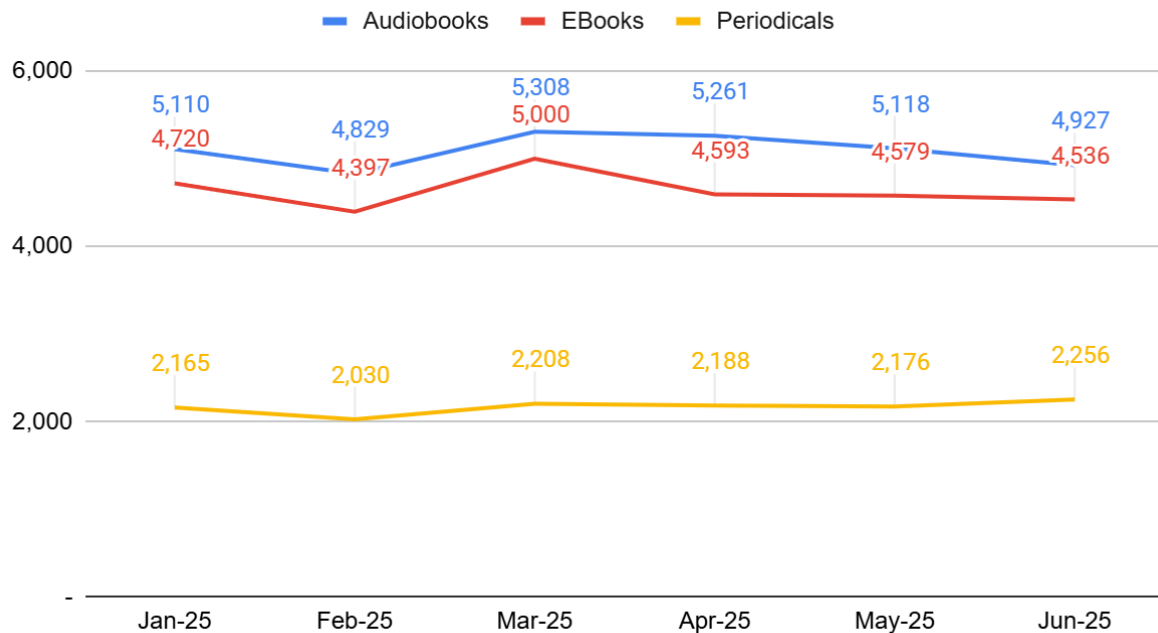


## 2025 YTD Circulation by Municipality: Bookmobile

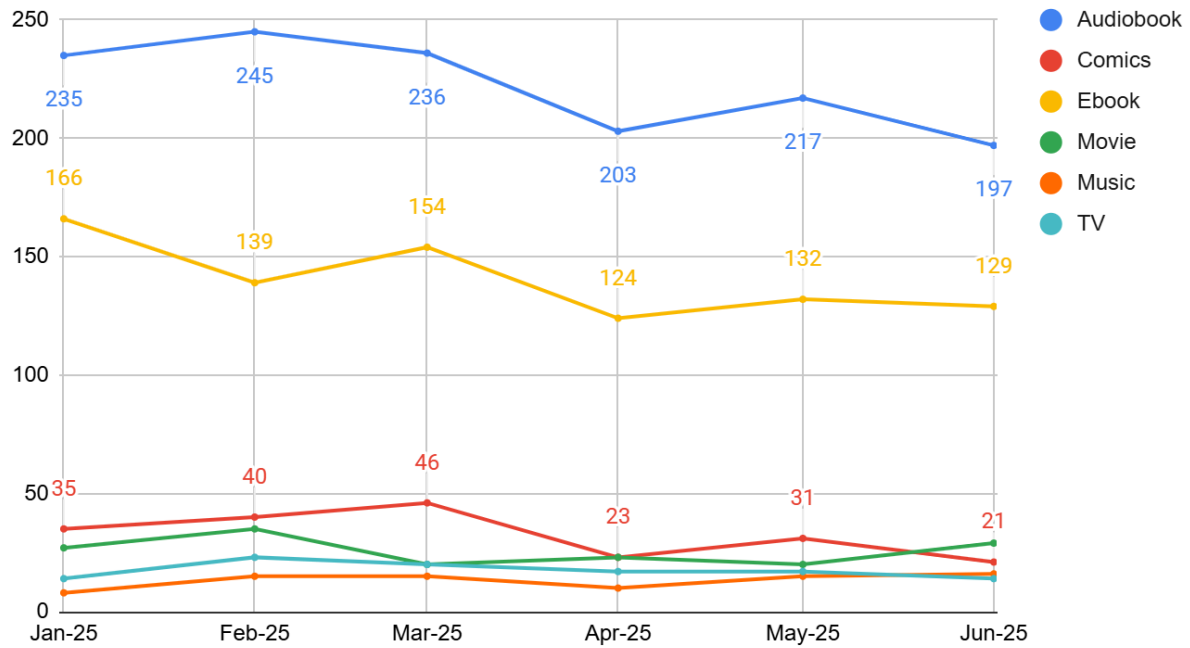


## Year to Date Digital Resource Usage

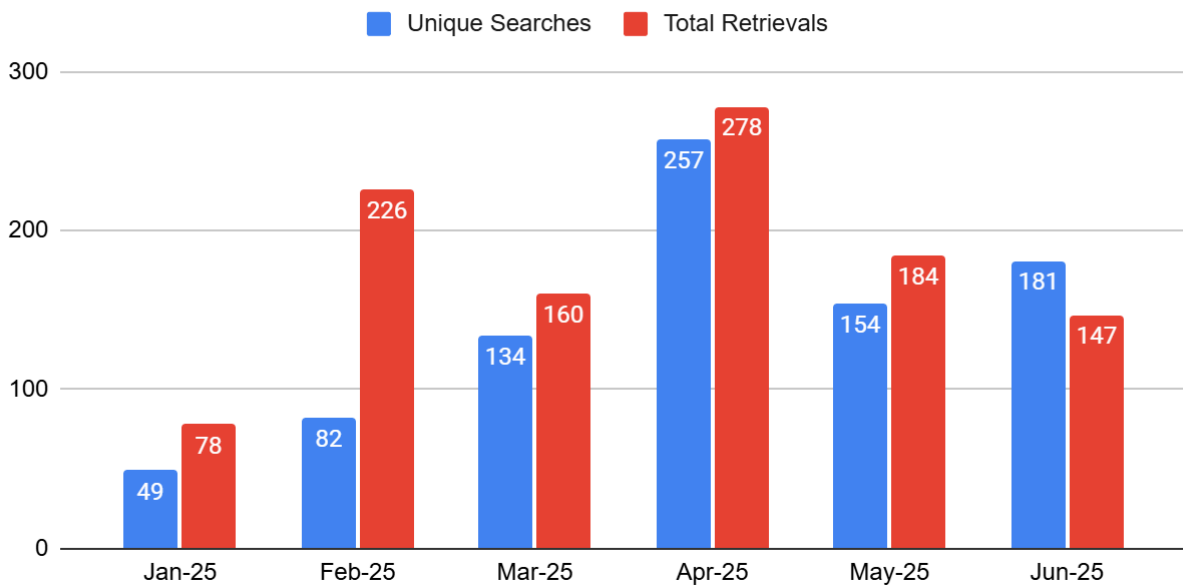
### Overdrive Downloads 2025



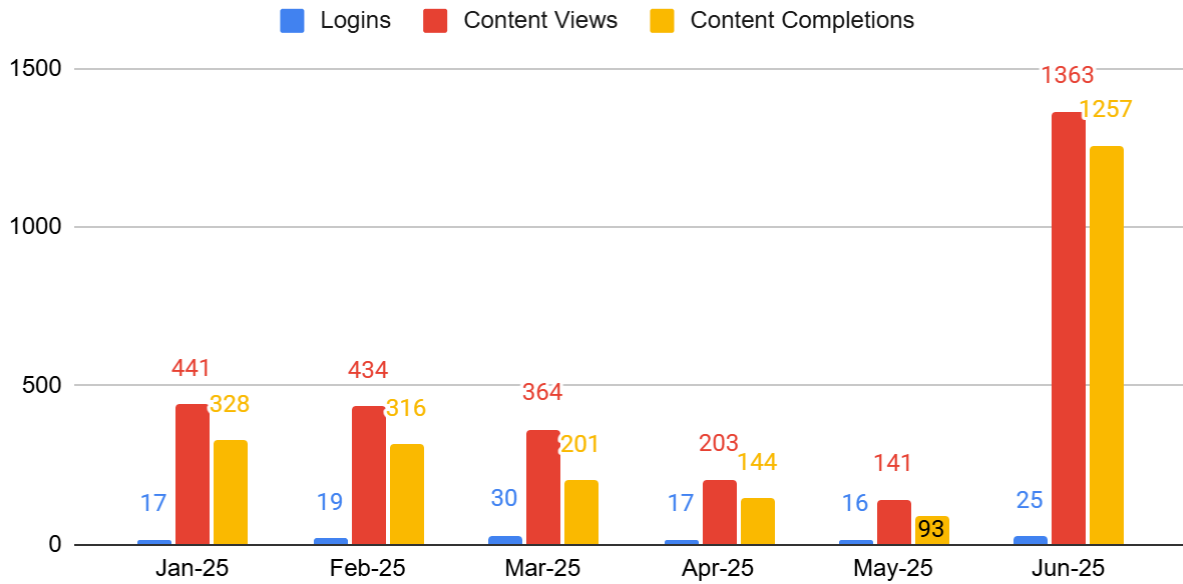
## Hoopla Downloads 2025



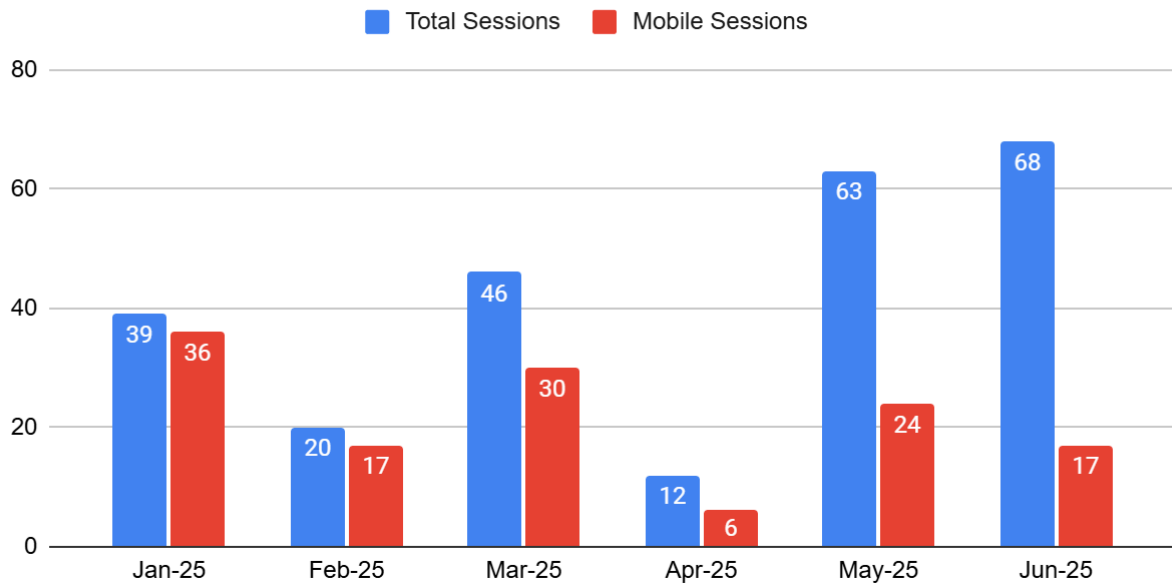
## Ancestry Usage 2025



## LinkedIn Learning Usage 2025



## Mango Languages Usage 2025



# **May 2025 Marketing Report**

Prepared by Shay King, Head of Business Development

## **Overview**

### **Communications**

May's communications focused on the May 16th training day and Memorial Day closures, an author visit from Dasha Kelly Hamilton, May's social service hours, Mango Languages, the Youth Mental Health & Addiction Resource Fair, and Resource Wednesdays.

### **Program Marketing**

Because this month's report is being prepared in July, the current program marketing report will be contained just in the June board report.

### **Training and development**

- Justice at Work debrief (1 hour each, May 9) - Marketing & Outreach Assistant; Head of Business Development
- All-staff training day (May 16) - Marketing & Outreach Assistant, 6.5 hours; Head of Business Development, 4 hours
- BIPOC Unconference (8~ hours, May 20) - Marketing and Outreach Assistant
  - Marketing and Outreach Assistant Elkid is also a member of the IDEA Project planning team that coordinated the BIPOC Unconference: <https://wvls.org/2025-bipoc-librarian-unconference/>. This conference was funded by a grant previously received from IMLS, so if renewed in 2026, it is unclear if it will remain a free conference.

## **Viewership and Engagement**

### **Press and Advertising**

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

May appearances:

- **Thursday, May 29:** Autumn Latimore, 7-8

### **Wind Point Stroll**

Our ad for the May issue promoted the Summer Reading Program. Our May article focused on May closures, Summer Reading Program, and our fiber arts programs.

Our ad for the June issue is a rerun of our Summer Reading Program ad. Our June article focuses on June closures, Summer Reading Program, Summer Scares, the seasonal closure of the Seed Library, and the Bookmobile's summer schedule.

We have renewed our ad partnership with Wind Point Stroll for another three-year cycle of ads and articles.

### **Racine Theater Guild**

Our ad in the program of the May 16 through June 1 run of "Legally Blonde" focused on the Color Our World 2025 Summer Reading Program.

## **Website**

### **2025 Views & Visitors**

#### **May most-viewed pages:**

- [Home](#) - 12,901 views
- [Calendar](#) - 2,190 views
- [Library GO!](#) - 623 views
- [Hours & Locations](#) - 499 views
- [Use Your Library](#) - 362 views

2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Views	26,544	23,669	26,896	24,176	24,475			
Visitors	7,368	6,628	7,298	6,486	6,610			

## **Google Business Listing**

**May Google profile views:** 2,055

**May appearances in search results:** 971

**May calls:** 411

**May direction requests:** 545

**May website clicks:** 2,550

### **Reviews**

Truth4Unow, 5 stars — "Great customer service"

Brynn Walk, 1 star — "Why isn't parking free????"

Jessica Sanchez, 1 star — The review is not depicted here directly since it deals with concerns related to employees concerns, 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 (554+)
- For the Racine Public Library: "racine public library, 7th street, racine, wi," (344+)
  - Also includes former locations or nonexistent branches: "library 55th racine" and other variants
  - Also includes "racine public library address"

- For our hours: “racine public library hours” (67+)
  - Also includes “library hours” (18)
- For book sales: “Book sale racine” and “racine womens booksale”
- For services we offer: “can you get from lybrary free book for reading and returning after reading,” “free notary near me” and other variants, “public printer near me,” “racine public library bookmobile”
- For nearby locations: “milwaukee library,” “racine franklin library,” “racine wisconsin zip code”
- Misc searches: “Public,” “racinenaik,” “lps rscine”

## Newsletter

The current recipients cell for May was populated 7/9/25.

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

2025	Jan	Feb	Mar	Apr	May	Jun	Jul
Open rate	36.1%	37.2%	36.7%	34.6%	38.0%		
Click rate	.8%	.7%	.8%	.9%	.8%		
Current recipients	22,280	22,286	23,168	23,179	23,427		

## Social Media

### Facebook

Current followers: 7,297 [prepared 7/9/25]

May views: 79,219

### Instagram

Current followers: 1,506 [prepared 7/9/25]

May views: 1,161

### TikTok

Current followers: 827 [prepared 7/9/25]

May views: 462

### Ads

Our current social media ads are all hosted through Meta.

- Dasha Kelly Hamilton event boost: May 13 - May 22, 2025

# **June 2025 Marketing Report**

Prepared by Shay King, Head of Business Development

## **Overview**

### **Staffing**

Two marketing interns will be with us June 24 through Aug. 8: Ellen Leuenberger, and Deandrea Pritchett. We are delighted to welcome Dea back to the library after their six-month internship with us from June through December 2024. Dea and Ellen will be assisting with program marketing graphics for the fall cycle of programs; TikTok, Instagram and Facebook social media content; photography of library programs and activities; and inventory maintenance.

### **Communications**

June's communications focused on the Bookmobile summer schedule, the Juneteenth and Fourth of July closures, Summer Reading Program, Summer Scares, the Japanese Cultural Exchange program series & display, the Speak Out for Libraries postcard project, the Seed Library's seasonal closure, and the June social work schedule.

This month, we also worked with Home Delivery Service (HDS) staff to coordinate a photoshoot with HDS patron Marcia. This is the first time, to my knowledge, that we have captured visual footage of HDS to use in promotions. Marcia was overjoyed to be a part of the process, and we took dozens of great shots of Marcia, home delivery service coordinator Maria DeGroot, and Marcia's dog. The photos are currently in review by the subjects, after which they will be eligible for use in social media, presentations, and other marketing materials.

### **Program Marketing (7/9/25)**

The June through August cycle of submissions has 88 active 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 60 on-time submissions encompassing 269 individual program sessions. We have since received 5 additional submissions encompassing 19 more program sessions. Through Aug. 1, marketing is focused on preparing copy, graphics and calendar listings for on-time submissions.

### **Training and development**

- Justice at Work debrief (1 hour each, June 6) - Marketing & Outreach Assistant; Head of Business Development

- All-staff meeting (2 hours, June 20) - Marketing & Outreach Assistant
- Fundamental Fridays (4 hours each, June 27) - Marketing Interns Dea & Ellen

## Viewership and Engagement

### Press and Advertising

In June, the library was referenced **in the media** at least 43 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](#).

June appearances:

- We did not go on air with Don Rosen in June.

Upcoming appearances:

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

### Wind Point Stroll

Our ad for the June issue was a rerun of our Summer Reading Program ad. Our June article focused on June closures, Summer Reading Program, Summer Scares, the seasonal closure of the Seed Library, and the Bookmobile's summer schedule.

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

### Racine Theater Guild

Our ad in the program of the May 16 through June 1 run of "Legally Blonde" focused on the Color Our World 2025 Summer Reading Program.

We have renewed our ad and trade partnership with the Racine Theater Guild for another year.

## 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							150,552
Visitors	7,368	6,628	7,298	6,486	6,610	6,516							40,906

June most-viewed pages:

- [Home](#) - 13,158 views



- [Calendar](#) - 2,474 views
- [Library GO!](#) - 946 views
- [Hours & Locations](#) - 437 views
- [Use Your Library](#) - 341 views

### **Changes this month:**

This list does not include smaller, routine adjustments to content, such as to update the /hours-locations page's current closures, or to swap out slides on the homepage.

- We established redirects for a fresh batch of commonly visited URLs that lead to "page not found" errors.
- Our new business manager and deputy director are now listed on the /staff page.

## **Google Business Listing**

**June Google profile views:** 1,888

**June appearances in search results:** 904

**June calls:** 369

**June direction requests:** 733

**June website clicks:** 2,678

### **Reviews**

J D, 1 star — The review is not depicted here directly since it deals with concerns related to employees concerns, but it is available for view on our Google Business page. This review has been reported for hateful language.

The Equalizer, 1 star — This edit is identical to a previous review from the same user with one new sentence added that deals with employee concerns. It is available for view on our Google Business page. This review has been reported for hateful language.

Ted Pallock, 5 stars — "It was good to have an introduction from techs with a wealth of experience. Easily answered questions from those who have no experience and those who have been 3D printing for a while."

### **Searches that led viewers to our profile**

- For libraries in general: "library," "library near me" and other variants (466+)
  - Also includes "libraries in wisconsin" and other variants
- For the Racine Public Library: "racine public library, 7th street, racine, wi" and other variants (393+)
- For our hours: "racine public library hours" (41)
  - Also includes "library hours" (18)
- For services we offer: "bookmobile," "fax machine near me," "notary racine wi," "city council meeting at racine public library," "racine library parking"

- For nearby locations: “caledonia wi library,” “cinema cerca de racine, wisconsin,” “love's travel stop”
- “friends of the racine public library”
- “is the racine library a nonprofit organization”
- “Public,” “public racine” and other variants

## 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%						
Click rate	.8%	.7%	.8%	.9%	.8%	.7%						
Current recipients	22,280	22,286	23,168	23,179	23,427	23,427						

May and June current recipients were populated 7/9/25.

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

## Social Media

### Facebook

Current followers: 7,297 [prepared 7/9/25]

June views: 60,528

### Instagram

Current followers: 1,506 [prepared 7/9/25]

June views: 3,437

### TikTok

Current followers: 827 [prepared 7/9/25]

June views: 344

### Ads

Our current social media ads are all hosted through Meta. We did not run any ads during June.

# **Digital Services and Innovation Report - May & June 2025**

Prepared by Melissa Donaldson, Head of Digital Services and Innovation

## **Programming**

The Digital Services and Innovation (DSI) team successfully hosted 9 programs and events in May, engaging 134 participants. In June, we hosted 10 programs with a total of 105 attendees. Additionally, the team produced 100 3D-printed items in May and 222 in June. We completed eight laser-engraved projects for patrons in May and eight in 8 in June.

## **Podcasting Studio**

The podcasting studio facilitated 38 appointments in May and 37 in June.

## **Tech Support**

The DSI Lab staff provided community tech support, addressing 1147 inquiries in May and 834 in June.

## **Library Technology Updates**

- New computer setup for the Deputy Director.
- New Chromebooks set up for PSAs and Summer Interns.
- New extension computer setup.
- New email accounts

## **Techmobile**

- **Participated in the Juneteenth Parade**

## **Partnerships**

- Continued collaboration with the City of Racine Digital Divide Round Table
- Finished up a partnership with Racine Montessori School to provide Code.org classes for students.

## **Continuing Education**

- Staff attended the ALL staff in-service day.