

Angela Zimmermann, Executive Director Report

Racine Public Library Foundation Capital Campaign

The RPL Foundation case statements have been printed (I'll have a hard copy for each of you at the Board meeting on Thursday, if you'd like to take a look) and the work will now continue in earnest in 'discovering, cultivating, ready to invite/ask and stewardship/cultivation' to encourage donations to our campaign. I have several meetings scheduled in the coming weeks with community members to present them with our case statement. We're also working on building our most promising prospect list and developing an annual fundraising plan.

Personnel/Operations

As you'll also see in the Deputy Director's report, we opened the Lake Avenue access doors on February 13th, and it's been received with rave reviews from community members. Since the opening of the doors and having an additional service desk, we are also currently assessing library usage times when we're busiest to staff the library (Bookmobile and Techmobile) appropriately and in a budget-friendly manner as we continue to see an uptick in library usage.

Our next all-staff meeting will be Friday, March 17th. We'll be joined by the City of Racine police will be joining us and providing active shooter training and what to expect from police if there is an active shooter, what to do, and not to do, when it comes to police response.

After the February Board meeting and the approval from the Board, the 2022 State Annual Report and all end of the year financials concerning our trust funds were filed with the state.

Meetings and Activities

Outside of all of my regular meetings, I've had meetings with the African American Chamber of Commerce Greater Racine, the Urban League of Racine and Kenosha, with members from TEMPO Racine, members from the Racine Catholic Women's Club, Racine Literacy Council, conducted new trustee orientation with Greg Holding, held final meetings with the contractor to complete the punch list of the 2nd floor, and the City Library Collective. Otherwise, I was also out sick there for several days and am still playing a bit of catch up.

As an aside, I have given a fair amount of tours of the renovated 2nd floor and am frequently being asked when we will have a grand opening/ribbon cutting for the new spaces. We were thinking of having something towards the middle of April but we'll see if we're able to pull something together so quickly.

Upcoming Continuing Education / Conferences

[Public Library Safety Summit](#)

Dates: Thursday, April 27th – Friday, April 28th
Place: Columbus Metropolitan Library, OH
(Evelin, Business Manager will be attending this conference)

[Wisconsin Association of Public Libraries \(WAPL\)](#)

Dates: Wednesday, April 26th – Friday, April 28th
Place: Best Western Premier Waterfront Hotel & Convention Center in Oshkosh
(Ashley, Social Worker will be attending this conference)

<i>Nick Demske, Deputy Director</i>
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Here are some highlights from last month at the RPL:

--Sue (ASD Supervisor) and Chris (TSD and Circulation Supervisor), as well as their team members, did extremely heroic work in preparation for opening the new entrance on Lake Avenue. With a new entrance, we need a new desk with a staff member seated there during every single hour we're open. In essence, that means with this new entrance, our staff had to create a third more service desk coverage in this building while not hiring any new staff members and trying to remain budget-neutral. Sue, Chris and I worked to create a number of alternative proposals to making this possible and, while it definitely stretches all of our capacity, we came up with a combination of solutions that have made it work and presented it to Angie. There's a number of people taking on more desk shifts, or desk shifts for their first time and even Ashley--our Social Worker--and Dominic--one of our Public Service Assistants--as well as some members of the YSD staff have pitched in to make this work. It was a big (and still evolving) effort to create this new staffing model, and I'm incredibly grateful and impressed with the whole staff for making it work.

--Separate, but related to this--Angie has implemented a system where there is now always a Leadership Team member here on a Saturday. This is an important change as it has basically been a request from staff for many years that has gone unanswered, just for a feeling of stability for if any major incidents occur on the weekend. However, it's also proven to be incredibly helpful as our usage continues to ramp up--especially with Saturday being one of our busiest days--because LT members are now able to add another person on the service desk, when it's clear we're busy. Again, it has been a helpful, budget neutral capacity building tactic to meet the growing usage of library services.

--One of our Public Service Assistants, Keyontai, and I submitted and got approved for a small \$300 grant from the Racine County Farm Bureau, which Angie referred us to. This money, along with some other funds, will be going towards purchasing an indoor hydroponic growing tower, which will hopefully be kept upstairs for the public to see and will complement our seed library.

February Programming Statistics

The Library presented 37 programs in February, which reached a total participation of 701 people.

Programs	Target Age Group	Type	Format	Participants	# of Programs
Girls Who Code Walden	Young Adult (12-18)	Group attending	In-person	6	1
Valentine event	General Interest (all Ages)	Self-directed	In-person	136	1
Musical Storytime	Children 0-5	Group attending	In-person	67	3
Senior Bingo	Adult (19+)	Group attending	In-person	15	1
3D printing	Children 6-11	Group attending	In-person	6	1
LEGO Club	Children 6-11	Group attending	In-person	60	1
Classic Book Group	Adult (19+)	Group attending	In-person	4	1
Lapsit Storytime	Children 0-5	Group attending	In-person	18	3
Podcast 101 with Community Powered	Adult (19+)	Group attending	In-person	13	1
Tuesday Tales	Children 0-5	Group attending	In-person	72	3
Chess Club	General Interest (all Ages)	Group attending	In-person	11	1
Family Storytime	Children 0-5	Group attending	In-person	81	3
Craft Time with Miss Keiko	Children 0-5	Group attending	In-person	25	1
Senior Dominoes Day	Adult (19+)	Group attending	In-person	7	1
Scratch 101	Children 6-11	Group attending	In-person	3	2

Saturday Cartoon Time	Young Adult (12-18)	Group attending	In-person	3	1
Maker Monday	General Interest (all Ages)	Group attending	In-person	55	1
Class Visit to the Innovation Lab: Grades 1 - 3 from Racine Montessori	Children 6-11	Group attending	In-person	25	1
Teen Karaoke Night	Young Adult (12-18)	Group attending	In-person	3	1
Scratch Jr.	Children 6-11	Group attending	In-person	2	1
Spice It Up!	Adult (19+)	Self-directed	In-person	20	1
Senior Movie Day	Adult (19+)	Group attending	In-person	2	1
(Saturday Free Craft)	General Interest (all Ages)	Self-directed	In-person	12	1
Senior Paint n Sip	Adult (19+)	Group attending	In-person	5	1
Seasonal Screams	Adult (19+)	Group attending	Live virtual	6	1
8th Annual Mary Finely and Marcie Eanes black history month Read in	General Interest (all Ages)	Group attending	Live virtual	35	1
A Brie to Disa-Brie	Adult (19+)	Group attending	In-person	4	1
Cutting the Cord	Adult (19+)	Group attending	In-person	5	1
TOTALS				701	37

Patron Services

In February, staff answered 2758 questions via phone and chat and 9266 in person. A total of 12024 questions were answered across all methods of communication. 77% of the reference questions were asked in person, while 23% were received over the phone or via chat.

Main Entrance People Counter	12257
Lake Ave Entrance People Counter	1049
Overdrive Checkouts	9146
Total # of phone calls (reference)	1208
Total # of phone calls (curbside)	201
Total # of phone calls	1409
Total # of questions via phone	2730
Avg. # of calls per day	59.5
Avg. # of calls per hour	6.97
Total talk time (reference)	3719.03
Total talk time (curbside)	632.67
Total talk time	4351.7
Avg. call length (reference)	3.08
Avg. call length (curbside)	3.15
Total chats	28
Total chat messages	124
Avg. # of messages per chat	4.43
Total phone and chat questions	2758
In-person reference questions	9266
Total # of reference questions answered	12024
Computer usage - total logins	911
Computer usage - total time	765:35:00
Computer usage - avg. time per login	50.423
Faxes	315
Scans	1087

Social Worker report: *submitted by Ashley Cedeño*

Month: February 2023

Bus Passes

- Total bus passes given out: 46

Patron Interactions (drop-in, by appointment or phone call): 71

**patron interactions do not include bus passes*

September 22': 6

October: 15

November: 15

December: 19

January 22': 24

February: 20

March: 28

April: 61

May: 34

June: 36

July: 39

August: 42

September: 33

October: 40

November: 52

December: 40

2022 Total Interactions (appointments and walk-ins): 449

January 23': 56

February: 71

Need/Concerns:

Aging and Disability	
Applying for Benefits/Financial Assistance	17
COVID-19	
Domestic Abuse	
Education	
Emotional Support	
Employment	3
Food Insecurity	
General	12
Healthcare	2
Housing	31
Incidents/Crisis	1
Internet/Hotspot	1

Legal	
Mental Health	
Re-entry Services	
Refugee Support	1
Sensory Room	
Sexual Assault Services	
Substance Use	
Transportation (not including bus passes)	3
Veteran Services	

Continued Education (CE):

- N/A

Other:

- Facilitated CPI Training with staff on 2/17/23
- The Racine County Housing Authority opened their Housing Wait List on 2/20/23, and the social work department (Library Social worker and Intern) were available all day assisting patrons with wait list applications. Assisted a total of 18 patrons with waitlist applications on that day.
- Sponsoring Aurora Healthcare and Familia Dental Health monthly pop ups at library- first one was held on 2/14/23 on Heart Health and Blood Pressure, as well as Children's Oral Health. Every month's topic will be related to the "National month," it is. February was National Children's Dental Health Month, and National Heart Month.
- Started regular weekly desk shifts at Lake Ave. entrance (Wednesdays 3-5:30pm)

Circulation Report of February Activities 2023: *submitted by Chris Tobias*

RPL circulated a total of 39,857 in February of 2023. 36,825 items from Main and 3,032 items from the Bookmobile. January 2023 circulation was 36,281. Approximately 9,970 holds were placed and filled. 6,066 items loaned from our collection to other libraries, and 5,946 received for RPL patrons. 357 new library cards were issued during the month of February. 1,111 items were loaned out to patrons via our Home Delivery Service in the month of January.

Consortium sorting:

- In February circulation staff inducted 81,267 items through the automated material handler (AMH).
- Year to date circulation staff has inducted a total of 167,374 items through the AMH.

Other updates:

- Upon opening the second floor entrance circulation staff began covering three shifts at the adult service desks.

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Technical Services Report of February Activities 2023: *submitted by Chris Tobias*

In February TSD staff placed orders for 1491 items and received 370 previously ordered items. A total of 745 items were added to the catalog.

Dawn Seeger has restocked the Seed Catalog for the 2023 growing season. Dawn has packaged nearly 7800 seed packets.

Best practices for processing the Beyond Books Collection are being re-evaluated to fit their new location on the second floor.

Beyond Books Collection added:

- Boogle : the 3 minute word search game
- DOS game
- Paper and credit card shredder
- Scrabble slam! Card game
- Sorry! Revenge card game
- When I dream board game
- White noise sound machine
- Wordquest! The multiplayer word search game

Circulation Statistics Year to Date: *submitted by Chris Tobias*

2023 Monthly Statistics	Jan-23	Feb-23	Total
Circulation			
Main	32,948	36,825	69,773
Bookmobile	3,333	3,032	6,365
Total	36,281	39,857	76,138
Home Delivery Service	1,183	1,111	2,294
Bulk Loans (Outreach)	335	400	735
Holds Placed	10,876	9,970	20,846

Interlibrary Loans			
SHARE Loaned	7,423	5,961	13,384
ILL Loaned (Wiscat Lender filled)	100	105	205
Total Loaned	7,523	6,066	13,589
SHARE Received	6,558	5,847	12,405
ILL Received (Wiscat Borrower filled)	106	99	205
Total Received	6,664	5,946	12,610
Overdrive Downloads			
Audiobooks	4,479	3,898	8,377
EBooks	5,434	4,771	10,205
Periodicals	577	477	1,054
Other			
Total downloads	10,490	9,146	19,636
Hours Open			
Main	218	208	426
Mobile	130	110	240
Total	348	318	666
Library Cards Issued			
Adult	176	161	337
Juvenile	56	68	124
Restricted	3	1	4
Net Only	2		2
Home Delivery	3	1	4
Lost Cards	108	126	234
Total	348	357	705

AMH Inductions	86,107	81,267	167,374
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Staff Continuing Education Activities and Positive Patron Stories

We had a reported total of 22 hours of CE from 6 staff members for February. This includes 17.5hrs that 5 staff members did of training with Ashley, Glynis and Evelin, who are our internal Crisis Prevention Institute (de-escalation) trainers.

We received the following letter in January, but I didn't learn of it until February. It came from a patron housed at a drug abuse correctional center in Phoenix, MD, and it felt inspiring to read such positive words from such a challenging place. It also is an excellent example of how this library and its staff manage to serve members of this community, even when they're far removed from it for a variety of different reasons.

Evelin Garcia, Business Manager

Business Office

- Working on processes w/ Director
 - Meeting room rental
 - \$100 for community room
 - \$25 for lee room
 - Purchasing
 - All programming purchases will be done by business office
 - Capital campaign
 - Work on a vendor list
 - Getting the bikes refinished
 - 1st bike has been completed
 - 2nd bike should be done in the next month or so
 - Ordering needed items for 2nd floor
 - Pam is working closely with Angie on this
 - Received quote for exterior cameras
 - Board approved and will be installed in the next couple of months

- Quote for postage machine
 - We will be moving forward with proposed quote
 - Working on various reports
 - Expenses
 - Revenues
 - Wages
 - 2022 budget has not been closed
- Quotes for Van have been gathered and given to Angie
 - New / Used
- Working with DSI
 - Asset Tagging
 - On-going process
 - 2nd floor mostly done still need to asset tag furniture
- Assisting with Ruff Readers Program
 - Administrative duties
 - 2nd session will start on session March 20, 2023
 - Need ideas for marketing program
 - sent flyer to 5 private schools
- Assisting Marketing
 - Listing daily programs on boards
 - Lunch break kick-off May 24th
- Public Safety Specialist
 - 2 Public Safety Specialists started to cover the 32hr week
 - Korrin, Dominic

Building

- Working with the City to get the handle bars repaired
 - This will be part of a contract with IRS and is expected to start in the summer
- Maintaining the exterior clean
 - Look into landscaping for the Lake Ave entrance
- Check into the front doors
 - Will be getting a quote for alternatives on doors
- Will be getting a quote for blinds to be cleaned
 - 29 blinds quote at \$1,800 will be done once a year
- Quote to get carpets washed yearly
 - Pam is still working on it
- Will need to check cost on the glass cleaning for 2nd floor
- Exterior lighting on 2nd floor entrance

Training

- Active Shooter
 - Will be taking place on the 17th

Online Store

- Offering a 10% discount through end of April - online only

Shay King, Head of Business Development

Overview

Hiring is in process to fill the marketing and outreach assistant position. The interim has served as a good opportunity to refresh marketing best practices and guides.

Marketing throughout February has focused on renovation updates, various closures and building/service schedule changes, and Innovation Lab activities and programming.

New, evergreen program flyers linking to the website calendar are available at all service stations. The paper calendar is being reconfigured and will be available again soon.

Fundraising

500 copies of the capital campaign [case statement](#) have been printed for use in meetings with prospective investors. The capital campaign planning team is looking ahead to an annual fundraising plan, including a strategy for sponsorships.

Press highlights

In February, the library was referenced **in the media** [at least 33 times](#).

Highlighted coverage:

- [Housing Crisis in Racine panel discussion coming to Gateway Technical College on March 6](#) - The Journal Times, Feb. 17
- [Building Unity: Wisconsin tour for justice & democracy](#) - WISPolitics, Feb. 17

Owned media highlights

Website

February visitors: 3,493

February calendar views: 6,882

- Most-viewed February event: Maker Monday on Feb. 13 (275 views)

New pages:

- [Meeting rooms](#)
- [Opening 8 a.m. on Monday, Feb. 20](#)

Updated pages:

- [Homepage](#)
- [Board](#)
 - [Board meetings](#)
- [Contact Us](#)
- [Hours & locations](#)
- [Jobs](#)
- [Library GO!](#)
- [Newsletters](#)
- [Policies and procedures](#)
- [Printing](#)
- [Renovation](#)
- [Social services](#)
 - [Sensory room](#)
- [Teens](#)
 - [YALL](#)

[Report normally includes page views and most visited pages, but Google Analytics 4 is showing a false measurement of 2 page views for February.]

Google Business Listing

February calls: 416

February direction requests: 406

February website clicks: 2,289

February appearances in search results: 3,883

February business profile views: 6,666

Our Google profile's busiest day was Feb. 23, when we opened at 1 p.m. after our Feb. 22 closure.

Recent reviews

5 stars: "I stop here 1-2 days a week. Can do what I need to do in peace." — Michael Cobb

Search terms that revealed the library's page

* This excludes searches for our library or libraries in general. Any searches without a number were shown on Google as "<15" searches.

- Our hours (49+) - 4 variants, including "racine public library hours tomorrow"
- The Bookmobile (42+) - 4 variants
- Racine Public Library photos (44+) - 5 variants
- Searches for locations: "2800 wynfield lane, brookfield, wi," 52001, "Caledonia Wisconsin public library"
- Notaries - 2 variants

- “google's would you please give me some help or i can get through to the racine public library please”
- Printing cost
- “One seed one Wisconsin public library”
- Racine Library board - 2 variants
- Book drops - 3 variants
- Library cards
- “racine public library central library reviews” - 2 variants
- “Racine public library ruff”
- Our services
- “Stuff to do with kids Racine”
- “Wisconsin library guy”

Newsletter

January open rate: 30.1%

January click rate: 1.7%

Current newsletter recipients: 18,337

Most-opened newsletter: Feb. 10, 30.1% open rate - “New doors open Feb. 13 • Opening 8 a.m. Feb. 20 for housing vouchers” with the preheader “Tax help, sensory kits & more social services”

Most-clicked newsletter: Feb. 10, 1.7% - Most-clicked link to the [renovation webpage](#) (71 clicks)

Social Media

Facebook

Current followers: 5,731

February reach: 22,023

February posts and stories: 79

Most-reached post: 9,894 reach - Feb. 2 [TeenScene reveal](#)

Instagram

Current followers: 1,087

February reach: 678

February posts and stories: 11

Most-reached post: 456 reach - Feb. 13 [new spaces post](#)

TikTok

February followers: 200

February video views: 371

Our [most popular video](#) gained another 202 views (4,831 total).

<i>Melissa Donaldson, Head of Digital Services and Innovation</i>
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Programming

In January the Digital Services Innovation Team held and participated in 8 programs with a total attendance of 119 participants.

We held our first Maker Monday in the new Innovation this month. Everyone who participated really loved the new space.



Racine Montessori visited the Innovation lab to try out various tech and learn a bit about coding. Looking forward to inviting more classrooms to the Innovation lab for STEAM learning.

Tech Support

- Digital Services and Innovation Lab staff had 105 appointments with patrons this month. This comes to about 52.5 hours of work for the staff. Patron tech help is busy for the 2nd month in a row. Even though we closed early and opened late due to weather, we still had more appointments this month.
- DSI had 9 support tickets come in from staff.

Partnerships

- Continue to partner with IT Collaborative Group.
- Continue to partner with RUSD for various tech-related programs.
- RPL will be hosting the Digital Divide meeting in the Innovation Lab on 3/6

Equipment Purchases

- Monitors were purchased for the Adult Patron Computers.
- Creality Resin 3D printer
- Ender 3 3D printer

Continuing Education

- *Melissa*
 - Communication Foundations
 - Project Management: Solving Common Project Problems
 - Note-taking for Business Professionals
- *Terrence*
 - Apple Pages tutorial
 - Tutorials for new slicing software for the new 2D printers
 - Excel Tutorial
- *Matt*
 - Resin Printing tutorial
 - Resin Slicing tutorial
 - Using the Halot Box Slicer tutorial
 - Using the Creality Slicer tutorial
 - Setting up and optimizing Ender 3 Neo tutorial
 - TPU filament tips tutorial