

Assistant Director Report

Sarah French

October 2026



Month of September Online Statistics:

- E-newsletter active subscribers: 4,143
 - September e-newsletter unique opens: 1,674 (41%) and 0 unsubscribes
 - Website visits: 3,919
 - Facebook: 46.1K views; 448 content interactions; 15 new follows
 - Instagram: 8.4K views; 270 content interactions; 6 new follows
 - Top content for September:
 - Our Donor Wall has been completed (3,032 views)
 - New podcasting equipment (2,352 views)
- Diane and I met with each staff member individually to go over the plans for their positions starting on January 1 with the new changes, schedules, expectations, priorities and to answer questions.
 - Comment from patron about the art classes offered in partnership with UW-W students: "I think this is so cool. I've been totally WOWED by the depth and variety of programs offered at the library. Totally unlike the Whitewater Library I (sorta) remember when we moved here in 1990."

- We had our first donation via our new website portal, from a patron I helped with a genealogy question who was very appreciative.
- I designed and purchased a quarter-page ad for the 2027 Chamber of Commerce guide book with a cost of \$500. However, we received a Library Access and Engagement Grant from Bridges to cover \$400 of the cost. Last year they distributed over 1500 guide books.
- VIP Services out of Elkhorn hosted a food drive and provided items for the library's pantry.
- Our practicum student, Madi, is working on the following projects:
 - Research project about the library's history including a timeline
 - Creating new library cards for the WUSD opt-in card program

Procedures:

- Revised the Explore Pass procedure to include The Young tickets.
- Revised the Unclaimed Holds procedure.

Collection Development:

- Nonfiction: weeded and analyzed 922-999. This project was one of my SMART goals for the year and is now complete.

Programs, Partnerships, and Outreach:

- 9/25: Seed Saving & Swapping (3)
- 9/29: UW-W Art class (14)
- 9/30: LWV Dr. Carolyn Long Presentation (20)
- 10/6: Homeschool Music Class (37)
- 10/13: Homeschool Art Class (34)
- 10/14: UW-W Resource Fair outreach
- 10/15: Guided Journaling & Tarot w/Katy Wimer (15)
- 10/16: Fiber Friday
- Book a Librarian (4)
 - Stock market research
 - Genealogy research
 - Technology help
 - A/V testing

Upcoming Programs, Partnerships, and Outreach:

- Ongoing, weekly Homeschool Art & Music Class
- Ongoing, monthly Fiber Fridays
- Ongoing, IgeTS program – Mondays and Wednesdays

- Art classes with UW-W students monthly through December
- Partnership with Urban Rural Action for upcoming events promoting civic dialogue, community building, and overcoming differences.
- Partnership with League of Women Voters to be more involved in their public events held at the library.
- 10/29: participating in Ghoul's Night Out. The library is also the rain location for the trunk or treat.
- 11/7: Teen Tutoring and Q&A with UW-Whitewater students

Meetings:

- Weekly management meetings
- 9/18: Shayla K. - FOTL
- 9/21: Maryann Zimmerman, Urban Rural Action
- 9/21: Library board meeting
- 9/28: Kristyn -- League of Women Voters
- 9/29: Abby A. -- Mukwonago Library director
- 10/1: 3 UW-W students
- 10/1: Katy Wimer - FOTL
- 10/5: Colleen - FOTL
- 10/5: Shayla K. - FOTL
- 10/7: Monica Los
- 10/13: Miron/Studio GC - roofing
- 10/13: Diane and Kelly

Professional Development:

- Budgeting for Libraries, UW-Madison iSchool CE course (in progress)
- 9/29: CPR Training @ Whitewater Fire Dept.
- Infosec: Social Engineering