

Assistant Director Report

Sarah French

August 2026



- Month of July Online Statistics:
 - E-newsletter active subscribers: 4,019
 - July e-newsletter unique opens: 1,618 (40.64%) and 0 unsubscribes
 - Website visits: 4,343 (8.67K total impressions)
 - Facebook: 25K views; 171 content interactions; 22 new follows
 - Instagram: 6.9K views; 98 content interactions; 3 new follows
 - Top content for July: Summer Reading Program survey link with 4,347 views
- I facilitated an all-staff meeting on August 6 to begin discussing and developing Library Service Standards.
- Diane and I are completing Mid-Year Reviews with all staff members.
- A display about Lavinia Goodell, Wisconsin's first female lawyer, is up in the atrium through August 31. The Walworth County Health Department has a display up in the atrium as well.

Donations:

- Former library director Virginia Follstad donated her archive of correspondence with Fred Kraege, which will be added to our local history collection in the Kraege Room.
- A patron donated a treasure trove of wool roving and dyes that will be used to stock the makerspace's needle felting kit and can also be used for various fiber arts programs.

Programs and Outreach:

- 7/24: Books and Blooms (10)
- 7/31: Books and Blooms (3)
- 8/3: Kids take & make crafts (60)
- 8/7: Books and Blooms (4)
- Book a Librarian (5)

Adult Summer Reading Program Statistics:

Week 6: 64 entries, 34 participants

Week 7: 101 entries, 32 participants

Week 8: 65 entries, 29 participants

Total entries: 640 | Total participants: 106

Staff Summer Reading Program: We had 9 participants and a total of 64 entries! Small prizes were provided by the Friends of the Library.

Upcoming Programs and Outreach:

- 8/20: Multi-Gen Finanzas with FCCU (in Spanish)
- 8/22: Family Jams with Noelle Larson
- 8/27: Somatic Prescence with Katy Wimer
- 9/18: Red Cross Blood Drive
- Ongoing, select Fridays: Books & Blooms
- Ongoing, select Mondays and Tuesdays: Garden Club
- Ongoing, monthly Fiber Fridays
- Art classes with UW-W students monthly September-December

Meetings:

- Weekly management meetings
- 7/20: Meeting with Diane and Rachelle, head of city Finance dept.
- 7/20: Library Board meeting
- 7/21: UW-W CBL Partnership meeting
- 7/24: Michelle Dennis, Hedberg Public Library
- 7/31: Dylan, UW-W Civic Action Project

Professional Development:

- Budgeting for Libraries, UW-Madison iSchool CE course (in progress)
- Webinar: Return on Investment (ROI): Beyond What Your Library is Worth
- Webinar: A Closer Look at Vega Discover: New Enhancements, Deeper Impact
- Webinar: The Wisconsin Library Funding Model: Navigating the Legal and Financial Framework Under Chapter 43 with Bill Oemichen, UW-Madison Extension