Assistant Director Report
Sarah French
November 2026



Month of October Online Statistics:

- E-newsletter active subscribers: 4,237
- October e-newsletter unique opens: 1,731 (41.32%) and 0 unsubscribes
- Website visits: 3,612
- Facebook: 64.5 K views; 908 content interactions; 48 new follows
- Instagram: 16.7 K views; 402 content interactions; 15 new follows
- Top content for October: Wisconsin Paranormal post with 5.3 K views.

- Completed Public Service Standards which were created with staff input. The standards will be implemented immediately upon board approval with the first training session scheduled for January 2027 (waiting until then because of anticipated new hires).

- Our Mascot on Main video with Chancellor King and Willie Warhawk is now available here: Mascot on Main at Whitewater Public Library - YouTube. I created a blog post for the library's website about it, and shared on our social media.

- I offered a tour to Seniors in the Park on 10/20. I only had one participant – but that person was the former library board president from when our current building was being built in 1990. It was very nice to meet and connect with her! I also offered a tour to an adult ELL class on 10/22. About 12 students were in attendance and several got library cards. They were all very excited to learn more about library resources, especially the Spanish collection and the children's area!

Procedures/Staff Training

- Printing, Copying, Scanning, and Laminating procedures
- Public Services Onboarding
- Public Services Expectations
- Monitoring the Library procedures
- Shelver Onboarding
- Interlibrary Loan procedures
- Updated Explore Pass procedure to include WAFC passes

Collection Development:

- NEW Explore Passes for the Whitewater Aquatic and Fitness Center are now available
- Fiction weeding

Programs, Partnerships, and Outreach:

- 10/14: LWV -- Understanding Health Policies to Support Personal Wellness (9)
- 10/16: Fiber Friday (2)
- 10/23: Garlic Bulb Planting (3)
- 10/27: Homeschool Art class (7)
- 10/27: Art Class w/UW-W (9)
- 10/29: Ghouls' Night Out – we saw quite a bit of traffic and fun costumes! Treats and slap bracelets were provided by the Friends of the Library. We continued handing out treats at the desk through Halloween.
- 11/6: Fiber Friday (2)
- November-December: Working with the American Legion to set up a card-making station for deployed service members and coordinate two public events.
- Book a Librarian (4)
    - Test proctoring

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

Meetings:

- Weekly management meetings
- Monthly one-on-ones with direct reports
- 10/14: Diane and Steven C. – city attorney
- 10/19: Library Board meeting
- 10/21: Riley, UW-W student
- 10/27, Rachel Arndt, consultant (strategic plan)
- 10/29: Libraria Demo (book vendor)
- 11/2: Shayla K, FOTL
- 11/6: Envisionware (self checkout)
- 11/9: WLA Leadership Committee
- 11/10: Library board meeting prep

Professional Development:

- Completed *Budgeting for Libraries*, UW-Madison iSchool CE course (14 contact hours)
- *Small Public Library Management, 2nd edition* by Cindy Fesemyer and Christina Jones, ALA Editions, 2026 (I met Cindy at a conference during a workshop about library partnerships. At that time, we had just developed our Partnership Policy. She used our policy as an example in chapter 8 of this book!)
- WebJunction Course: Providing Constructive Employee Feedback