

Assistant Director Report

Sarah French

September 2026



Month of August Online Statistics:

- E-newsletter active subscribers: 4,086
 - August e-newsletter unique opens: 1,743 (44%) and 0 unsubscribes
 - Website visits: 4,112
 - Facebook: 20K views; 302 content interactions; 21 new follows
 - Instagram: 12.4K views; 105 content interactions; 10 new follows
 - Top content for August: Dolly Parton RIP post - 7,169 views and 161 interactions
- Diane and I finished the mid-year check-ins with all staff.
 - On 8/29 there was a UW-Whitewater student event in our meeting room, and afterwards we signed 19 students up for library cards and talked with over 50 students. Everyone loved the space and was especially excited about the study rooms, the makerspace, and library of things.

- I created a Donations page on the library's website to make it easy for people to donate with a credit card.
- We are hosting a UW-Whitewater practicum student, Madison Ohser, for the fall semester. She will be shadowing staff and completing some projects, including collection development and archiving.
- 184 people participated in the Bridges Bigfoot Hunt program by visiting our library, which ran from June 1-August 21. Patrons were encouraged to visit all of the Bridges libraries in a scavenger-hunt type adventure.
- I applied for a Whitewater Community Foundation grant for art display panels in order for us to feature more artwork in the atrium, both from our permanent collection and to feature artists in the community.

Procedures:

- Updated the library card application procedures to allow for current UW-W Hawk Cards to be used for I.D. and proof of address, to make it easier for students to get cards.
- Created Self Checkout procedures.

Collection Development:

- New Explore Passes: we are working with The Young to offer tickets to their family shows starting in October. The Young will be donating 4, 4-packs of tickets for each show.
- Weeded Large Print
- Nonfiction: weeded and analyzed 700-921

Programs and Outreach:

- 8/7: Fiber Friday (5)
- 8/22: Family Jams w/Noelle Larson (23)
- 8/27: Somatic Prescence w/Katy Wimer (11)
- 9/8: Take & Make craft for kids (60)
- 9/11: Fiber Friday (5)
- 9/12: Family Jams w/Noelle Larson (16)
- Book a Librarian (3)

Upcoming Programs and Outreach:

- 9/18: Red Cross Blood Drive
- 9/24: Multi-Gen Finanzas w/FCCU – in Spanish
- 9/25: Seed Saving and Swapping
- Ongoing, weekly Homeschool Art & Music Class

- Ongoing, monthly Fiber Fridays
- Ongoing, IgeTS program – Mondays and Wednesdays
- Art classes with UW-W students monthly September-December

Meetings:

- Weekly management meetings
- 8/17: Library Board Meeting
- 8/18: UW-W IGeTS
- 8/21: Gavin Kelleher (City Council) and Diane – tour of library
- 8/25: Diane and Jeremiah (City Finance)
- 8/26: Andrew C. – WUSD Alternative Education Program
- 8/26: Friends of the Library board meeting
- 8/31: Jon V. – Royal Purple
- 9/1: WLA Leadership Meeting
- 9/3: UW-W IGeTS
- 9/8: Dawn L. from The Young
- 9/11: Diane and Sara M. from City HR
- 9/18: All-staff meeting – budget update

Professional Development:

- Budgeting for Libraries, UW-Madison iSchool CE course (in progress)
- *Empowering Library Staff and Customers: Building a Culture of Teamwork and Trust* by Feldmann and Hollerbach (Bloomsbury, 2026)
- 8/27: Active Threat training with Whitewater Police Department