

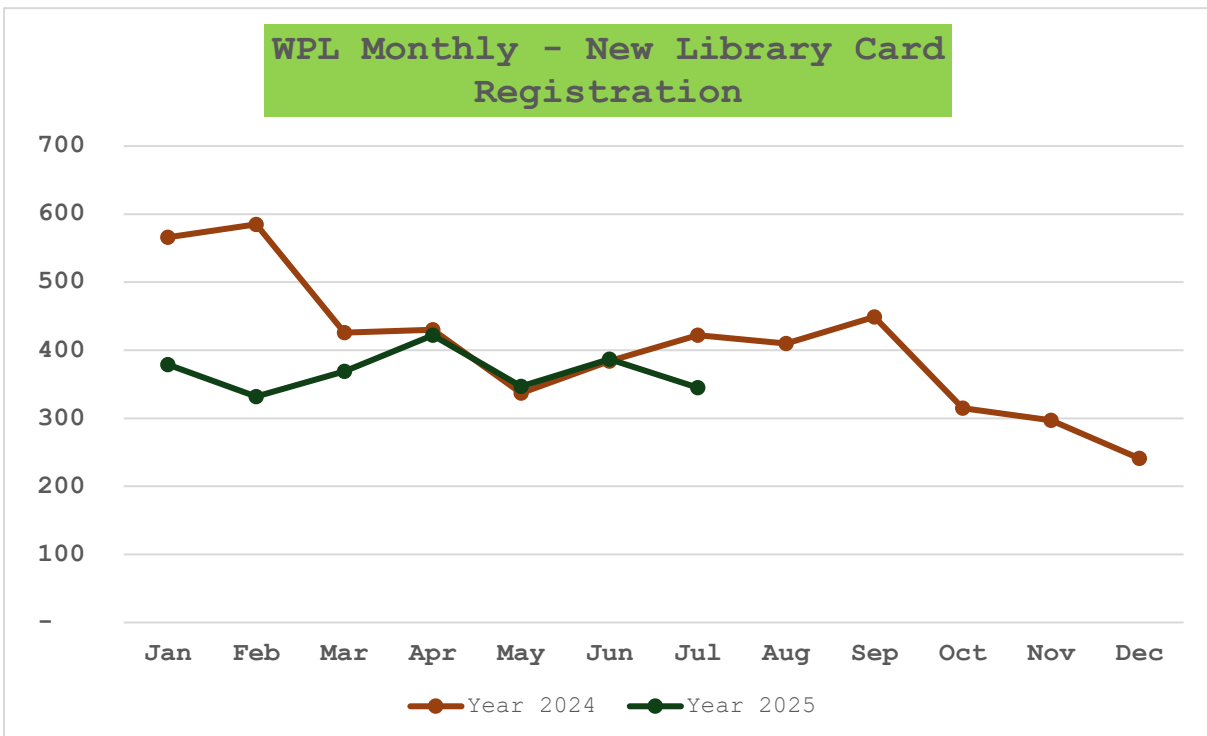
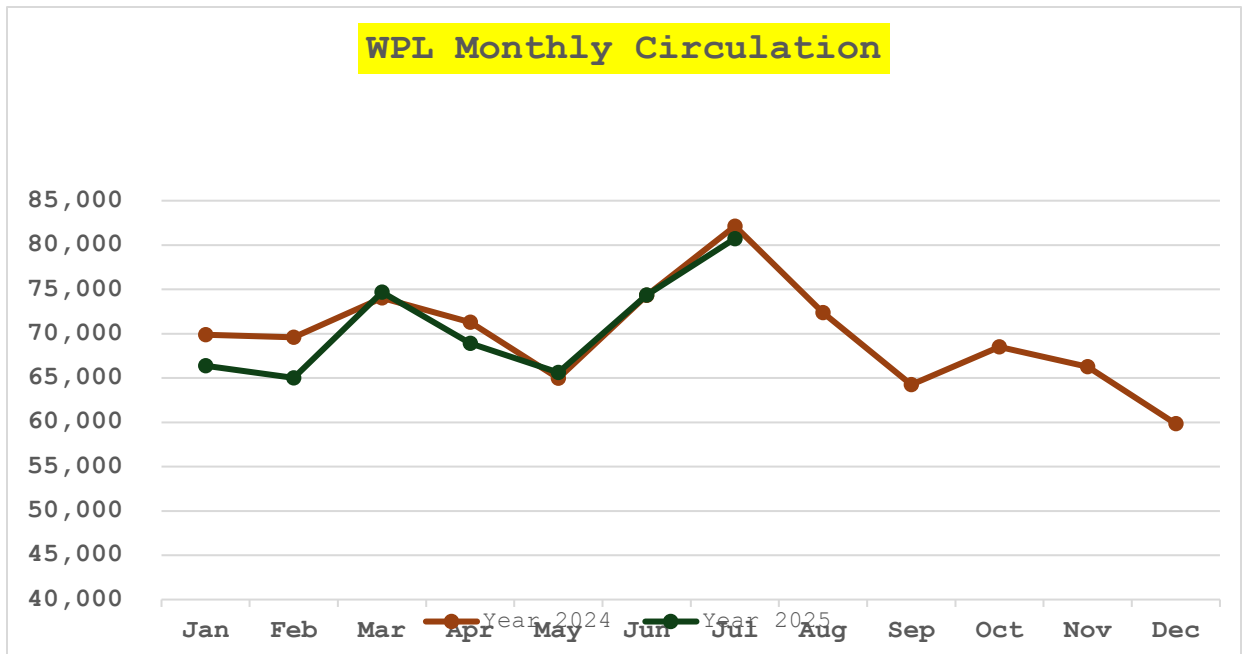
Administrative and Staff Reports for August 14, 2025 Board Meeting

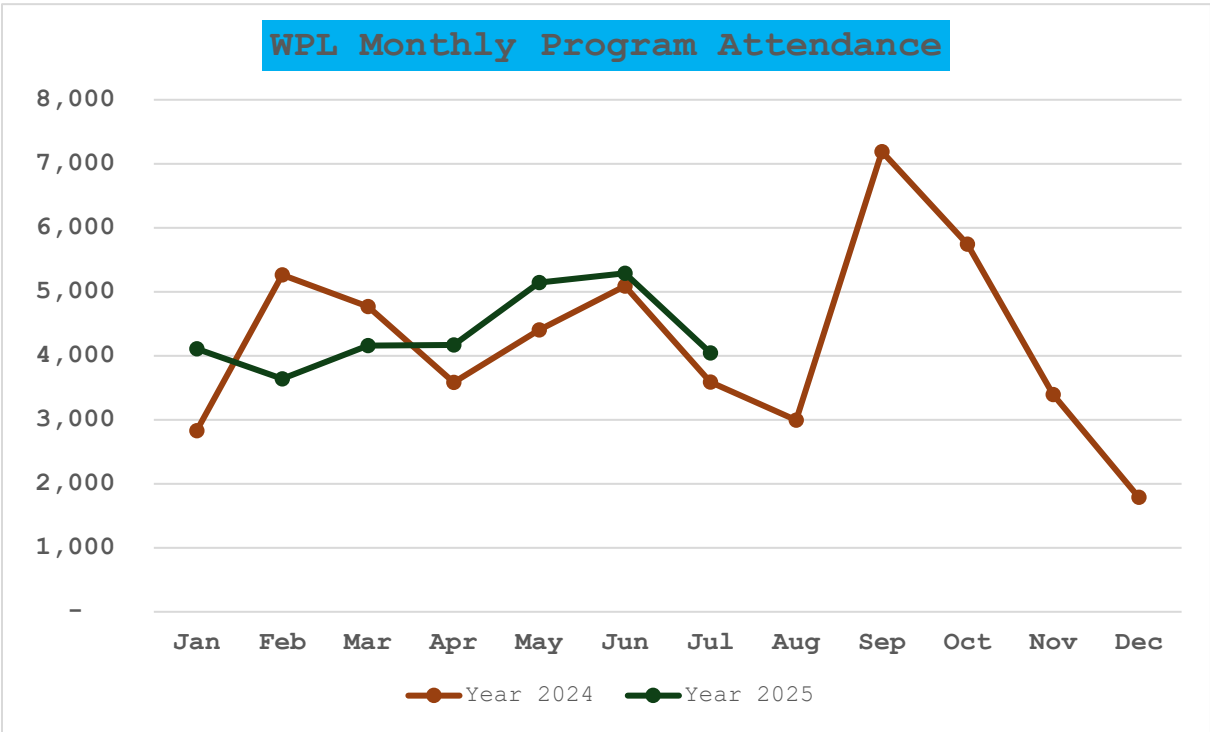
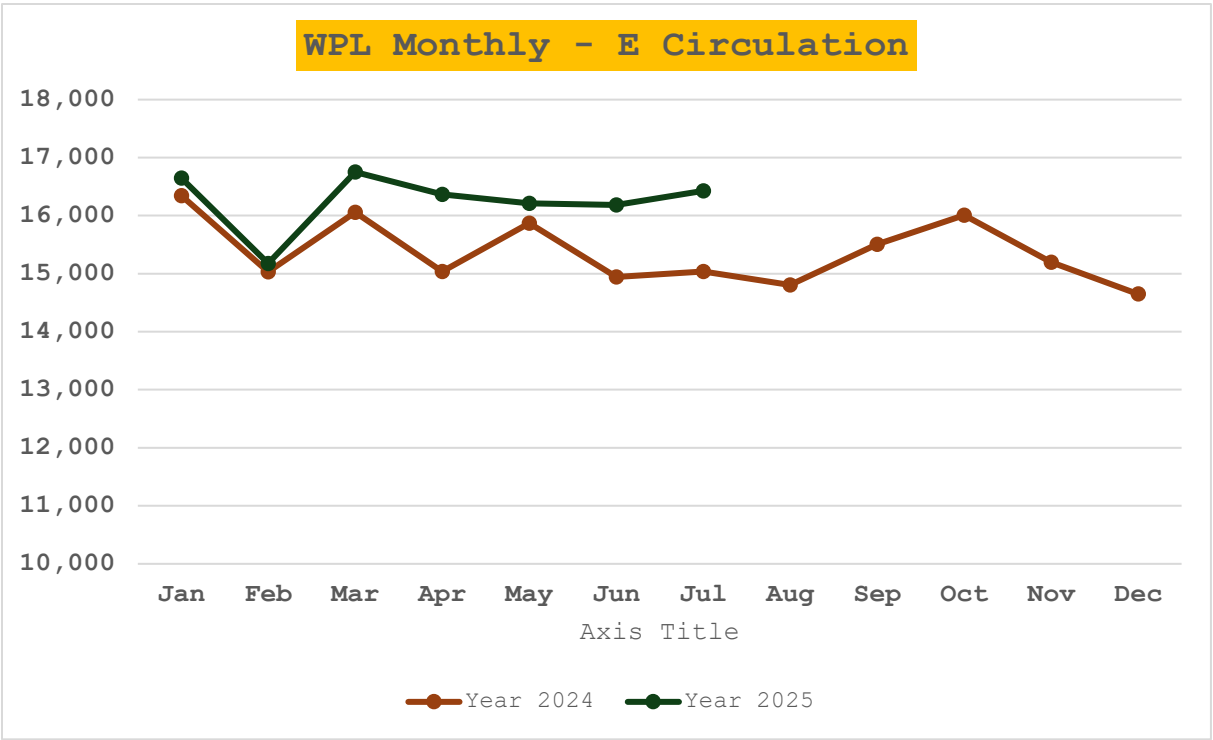
LIBRARY DIRECTOR, BRUCE GAY

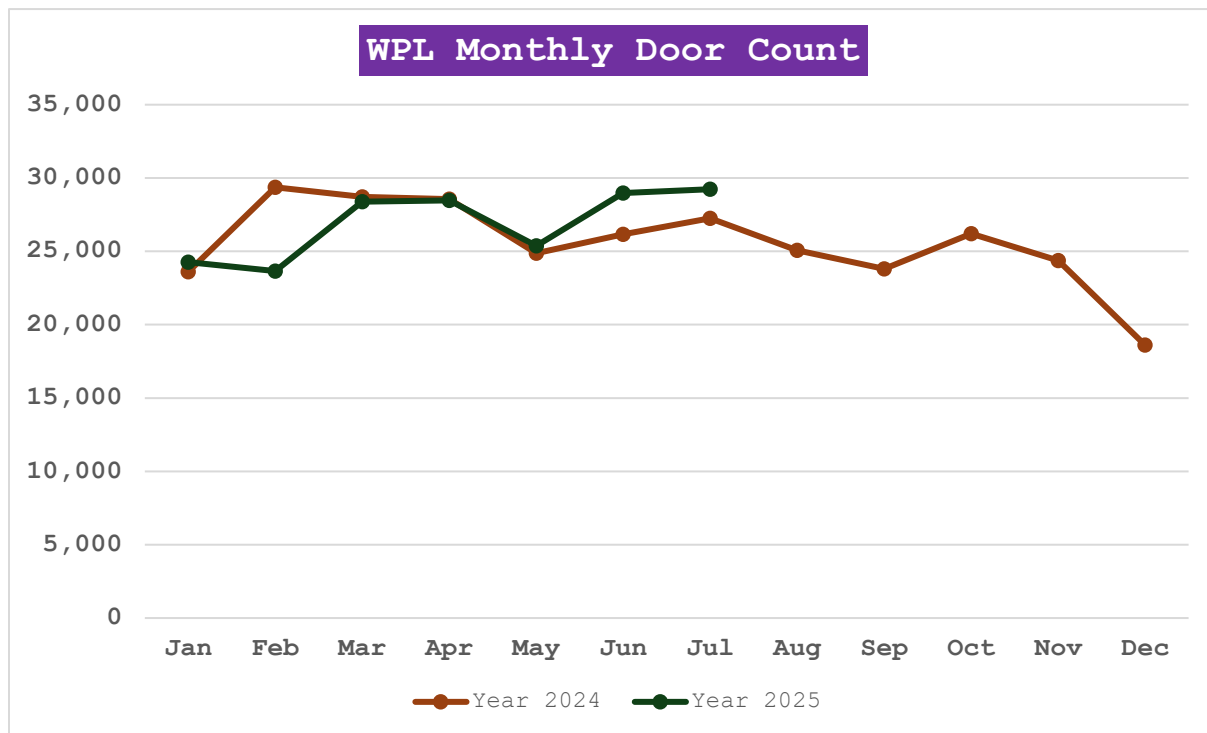
June and July have been busy months at the Library! The Summer Reading Program has been extremely well attended this year, which has meant lines at each service desk, lots of happy readers, and fun programs (a lot of animals have been in the library this summer). Credit needs to go to staff in all departments: Materials Collections for both the new collections, the Lucky Day items, and the "regular" books, dvds, and cds; Public Services for all the direct support of the patrons, and all the carts to reshelve; Marketing for getting the word out about programs and having them filled up; our custodial staff for the efforts made to keep the building in great shape; IT and the Makerspace for keeping our leading edge technology working and accessible; and Community Engagement for the programming and care given to readers of all ages.

- **Waukesha County Act 150 Committee:** I have been appointed to a committee that will review the Waukesha County Library Services plan. The current plan expires at the end of 2026, and includes the requirements for libraries to exempt from the county library tax. This includes all the minimums (collection size, hours, number of staff, etc) that the library approves in May and the guarantee from the City that it will spend at least as much on the library as the county "true non-residents" give for library services. The first committee meeting is August 12 here at Waukesha. The committee has an ambitious goal of finishing its work by the end of the year. The new plan will need to be approved by the Waukesha Public Library Board as part of its process.
- **Public Art Additions:** The Public Art Committee's fundraising efforts were successful! All of the Committee has donated or pledged, and Committee members helped raise \$5,000 to purchase Robin Jebavy's "Amber," which now hangs on the elevator shaft pillar. Make sure to look at this stunning piece. We will also be celebrating twenty years of having a Library Public Art Committee on September 20 at 3pm. All are invited!
- **Matching Campaign:** We have been planning a "matching campaign" to run in August and early September. The library's endowment received promises of donations up to \$10,000 each from Tony and Andrea Bryant and the Donald J. and Betty Lou Tikalsky Community Fund and have decided to ask for community support to match those contributions and "double your donation." Letters celebrating Summer Reading and a postcard have been mailed to start the campaign.

WPL By the Numbers:







ADMINISTRATIVE SERVICES, THERESE LYONS

Staff Training, Engagement and Continuing Education

- In June, we've hosted staff development/THAM sessions on these topics: Bridges Marketing efforts, Eras Senior Network-Mobility Matters, and Customer Service Standards.
- In July, we've hosted staff development / THAM sessions on these topics: Summer Reading Readers Advisory, WPL Volunteer Program, Service Standard #1: We Celebrate Our Space, and United for Waukesha Resiliency Center.
- We also hosted Ryan Dowd Training Teenagers (Part 1): Basics of Teenage Behavior for staff and Kelly presented to Managers about her work related to Board (workflow, creating agendas, etc.)
- Kelly attended the More Money, More Programs: Getting More Funding for Your Library Through Grants, Fundraisers, and City Officials webinar hosted by Niche Academy.
- Kelly and I attended an HR series entitled "The Life Cycle of a Library Employee" presented by Kathy Parker which covered everything from new staff onboarding to staff offboarding either through mutual agreement or through termination.
- On June 18, we had our first Staff Book Club meeting! We discussed the book, *The Seven Husbands of Evelyn Hugo*. Our next book club is August 20.
- I attended Ryan Dowd training on how to Back Up coworkers during conflict and a webinar on Compensation and Benefits Law. Specific topics covered involved application of FLSA and FMLA laws.
- I attended two Niche webinars, one on running an effective meeting and the second on writing effective work emails.

Meetings

On June 11, I attended a kickoff Safety Committee meeting at City Hall. Representatives from all the city departments attended. The purpose of this group is to create consistent safety standards across city departments.

Friends

The Friends met in June and appointed Margo Quiero as the President of the Board for the rest of the year. The Board heard lots of great updates from fellow Board members and Library staff updates. The Board also unanimously voted to add Kim Stevenson to the Board (Justin's wife). The Friends are delighted to have her join the team!

The Friends Waukesha Reads sponsorship fundraising efforts were successful! Their efforts raised to date \$10,400!! Last year they raised \$6,809 so this is a huge leap in support! The Friends aren't done yet! Donations are still being accepted, and donors will receive a copy of the book and tote bag but won't be listed in print.

Human Resources

We conducted onboarding for the library's new summer intern, Kay Kim. She was the first new staff person to see our orientation video.

July was a busy month for Human Resources. The city decided early in the month to complete the ongoing compensation study for all city positions by the end of 2025. Therefore, all library positions will be evaluated by the end of the year. We are in the process of reviewing Job Descriptions and filling out JDQs (Job Description Questionnaires) for the library positions that weren't reviewed earlier this year. These positions include Managers, librarians, and page/shelvers.

We are also finalizing the Job Description for a library security guard. Adding this position would provide consistent library security and eliminate the need for contracted security services.

Finally, we bid farewell to Anna, our 20-hour custodian. She has accepted an offer from the city of Waukesha Parks and Forestry department for a full-time maintenance position. Anna has done a tremendous job for us and although we are sad to see her go, we're happy she's staying with the city, and wish her the best of luck.

We have completed the requisition process for the part-time custodian position and hope to have it filled by the middle of September.



Building

Maintenance staff continue to make improvements to the interior library space, including continuing touch-up painting in the entrance area of the library and Program Rooms A/B, installation of corner protectors... and installation of a new slat wall near the Friends bookshelf displaying Friends information!



We had our initial Administrative Space Needs Study meeting with Joe Welter from city engineering and Eddy and Alyssa from ISG, the engineering firm the city has contracted to do the study. We walked around the spaces so that the ISG team could get an idea of the library's needs. The next step will be a follow-up meeting in September.

Robin, a Master Gardener candidate at UW Madison, has opted to do her volunteer hours at the library. She started volunteering in July. She is continuing the work started by our staff member, Laura, who has already added plants and flowers to beautify the front of the library.



Maintenance continues to work on the chiller to keep the building cool on hot summer days. They are also continuing their project of repairing the walls and have started installing wall protectors for damage caused by patrons pushing objects against the walls, like chairs.

COMMUNITY ENGAGEMENT, ALYSSA PISARSKI

In June, the Library hosted 98 programs with 5,289 attendees

- Children's Programs: 36 programs, 3,471 attendees
- Teen Programs: 7 programs, 201 attendees
- Adult Programs: 12 programs, 313 attendees
- General Interest: 43 programs, 1304 attendees

In July, the Library hosted 102 programs with 4,042 attendees

- Children's Programs: 47 programs, 2,746 attendees
- Teen Programs: 6 programs, 68 attendees
- Adult Programs: 14 programs, 491 attendees
- General Interest: 35 programs, 737 attendees

Program Highlights

- **Family Fun Day** – WPL kicked off the first Family Fun Day this summer with Snake Discovery. 193 kids and their families watched in awe as animal experts shared enriching information about the behaviors of snakes and turtles.
- **Barbara Bush Foundation Outdoor Storytime** – A special storytime in partnership with The Barbara Bush Foundation for Family Literacy was attended by 54 patrons. Attendees listened to silly stories including, “The Wrong Book” by Drew Daywalt. Following storytime, children had the opportunity to decorate a book tote that was filled with a free book, a pencil, a bookmark and library program information. Children enjoyed an early literacy obstacle course where they “Bounced like Tigger”, “Crawled under Mr. McGregor’s Gate”, and “Fed the Very Hungry Caterpillar”. Guests had the opportunity to win one of three book prizes provided by the Barbara Bush Foundation for Family Literacy.



- **Colorín Colorado**— We kicked off our 6-week summer Spanish story time series “Colorín Colorado: Cuentos en español” led by our storyteller Natalia. 27 participants joined the first two sessions, including a dual language kindergarten group from La Casa de Esperanza Charter School’s summer program. Everyone enjoyed the fun stories (and a popsicle).
- **Book Club Summer Camp**- WPL ran two book club camps this summer, serving 23 children. We completed book themed scavenger hunts, explored STEAM projects, and enjoyed snacks. There was glowing family feedback on the programs that met for a total of six days.





- **All Ages Tie Dye** – 272 children and their families were colorfully creative with Tie Dye. Shirts, Pants, sweatshirts, handkerchiefs, and bandanas went from white to all the colors of the rainbow. What a great way to enjoy this year's summer reading program theme, Color Our World.
- **Teen Nerf Wars** – WPL partnered with M.A.N.O. (Milwaukee Area Nerf Outings) for an absolute blast of a program. 20 teens pelted each other with foam darts to help their team achieve glory!



- **Memory Cafe** - Our June Memory Cafe welcomed "Mourning Dayze". This Wisconsin Garage Band that's been jamming since 1965 was enjoyed by all. Attendees clapped, tapped, danced, and sang along to some of their favorite songs like Yummy Yummy Yummy I've Got Love in my Tummy. The band featured Rick playing guitar, Rise playing piano & singing, Doug sharing stories about the band, and Jerry setting up and taking down all the band equipment, like he's been doing since the beginning of the band. Attendees also enjoyed cookies, pretzels, grapes and coffee. A groovy time was had by all!
- **Lincoln Visits the Library** – The library invited President Abraham Lincoln for two presentations for kids and adults. 63 kids and their families were transported in time that early afternoon, as Lincoln shared stories about his time in the White House and other aspects of history at that time.



Later that evening 137 adults were enraptured by Lincoln's multifaceted perspectives on slavery, equality and emancipation. Lincoln was portrayed by historian Kevin Wood.

- Kids Fun Zone** – Kids Fun Zone returned in July with a total of 643 attendees participating in self directed activities every Thursday. "Rounds" of Mini golf were a hit with 170 attendees! We had themed golf holes like Twinkle Little Star, Super Mario, Lego Construction, Star Wars and a putting green. 136 patrons and their families dropped by a "Rainbow of Animals" Kid's Fun Zone. Attendees completed an animal obstacle course where they walked across a crocodile, jumped over purple sea urchins and crab walked. Animal masks were decorated, animal habitats were built with blocks, popsicle sticks, cups and clothespins and free play with a zoo, a farm and puppet theater was enjoyed.
- Art Explorers** – Registration was full for both of our Art Explorers programs in Studio 321. Children created abstract paintings in the style of Hilma af Klint and Surrealism Sculptures inspired by Salvador Dali. Families loved learning about Art Masters and the hands-on exploration.
- Kids in the Kitchen** – 64 kids and family members learned how to make pizza dough. We learned about yeast, measured ingredients, and kneaded dough. The kids got their hands dirty and took their dough home.
- Idyllic Bubble Tea** – 26 attendees had the chance to learn all about bubble tea and its many varieties from Idyllic Bubble Tea House, a local downtown tea shop. Patrons had the opportunity to sample 4 different specialty drinks with unique and fresh ingredients.
- Adult Book Discussion** – We welcomed 34 Barefoot Contessa fans to our discussion of *Be Ready When the Luck Happens: A Memoir* by Ina Garten, which included a mini demo of Garten's nutritious blueberry bran muffins! Participants enjoyed a delicious muffin and conversing about baking and Ina's inspiring life story.
- Tiny Art Show** – 51 Tiny Canvases were returned to be displayed in the library for the month of August. Each Tiny Art Kit included a 3"x3" canvas, paint brushes, and acrylic paint.
- Teen Tabletop Terrariums** – 15 teens put their gardening skills and creativity to work while making whimsical terrariums using succulents, mason jars, potting soil, river pebbles, seashells, ceramic mushrooms, and clay.



art



Outreach Highlights

- **Total outreach circulation (June):** 886 items were delivered to and borrowed by Waukesha Outreach Patrons. The Outreach Services team had 90 in person interactions with outreach patrons in June, and received 127 phone, text, and email requests.
- **Farmers Market Storytime** WPL hosted the family tent at the Farmer's Market on June 21st. 250 community members stopped by to decorate a tote bag, listen to a story, and play Plinko (Which Book Character Are You?). Library staff created library cards and registered participants for the summer library program. Books from our "Lucky Day" collection were available for check-out from a display on our book bike along with information about library services.



- **Total outreach circulation (July)** – 837 items were delivered to and borrowed by Waukesha Outreach Patrons. The Outreach Services team had 128 in person interactions with outreach patrons in July, and received 89 phone, text, and email requests.
- **Farmers Market Storytime** – WPL hosted the family tent at the Farmers' Market on July 26. 144 people stopped by to decorate a tote bag, listen to story time, learn about Library resources and programs, or sign up for a Library card.
- **Waukesha County Fair Outreach** - 44 kids and family members braved a very steamy day (and tornado watch!) to visit the WPL table in the 4H building at the Waukesha County Fair on July 16. Attendees completed a fun fish craft and heard about upcoming programs at the library.



Library & School Collaboration

- **School Age Outreach** – As another busy school year wrapped up June 11, Community Library Liaison Michele Gagner shifted to summer outreach programming, connecting with 240 individuals. Adult Day Services and a special ed summer school class visited the Library, and Michele visited Park and Rec programs at Banting, Hawthorne, Summit View and Waukesha STEM Academy, in addition to The Women's Center.

- **Book Bike** – After sending the Book Bike out for a tune-up thanks to Building Maintenance Coordinator, Matt Messerschmidt, we were ready to roll it out for another summer of outreach. Although our scheduled visit to Safety Days, sponsored by the Police and Fire Departments, was cancelled due to rain, we brought the bike out for Tribute Tuesday at Cutler Park. About 125 Swifties enjoyed decorating sunglasses and signing up for summer reading prior to the Taylor Swift tribute concert on June 10. Michele also took the Book Bike to Hawthorne School for their Park and Rec program.
- **Summer Explorers Outreach** – 346 school-aged kids participating in Park and Rec programs enjoyed twelve visits to park sites in July. Michele brought read-alouds, a bin of high-interest books for kids to read, and activities including sun art, other crafts, and a variety of games



Partnerships/Collaborations

- **Buchnerfest** – Six-hundred children and family members enjoyed a beautiful summer morning with WPL and WPRF at this year's Buchnerfest. Kids enjoyed facepainting and balloon animals thanks to the Fairy Godmother Sisters, petted a cow and calf and cooled off with an ice cream snack courtesy of the Wisconsin Dairy Council, and had the opportunity to sign up for Summer Reading! More than 100 children and their adults enjoyed read-alouds from Library Associate Rachel Brown, and 133 children visited the Book Bike to pick out free books to take home.
- **Summer Reading School Visits** – Community Engagement Staff visited five elementary schools in the month of June and spoke to 1,579 students about the library's Summer Library Program. Students enjoyed a read aloud and learned about the library's summer reading program!
- **Safety Days** – WPL's Book Bike took to the road and joined the Waukesha Fire and Police Departments at Safety Day at Bethesda Park. Along with trying hands-only CPR and looking inside a police car, 50 participants played Safety Bingo, "Fire and Dice," and listened to read alouds about safety. Michele and the Book Bike will attend another Safety Day August 20 at David's Park.

Community Engagement Highlights

- **Summer Library Program** – June kicked off the library's annual Summer Library Program. A total of 3,396 readers have registered for the Bubble Buddies, Kids, Teens, Adults, and Staff reading programs. In the month of June, readers collectively read over 17,600 hours and 2,530 books!
- **Summer Reading Volunteers** – The Summer Library Program wouldn't be possible without the support of our many volunteers! Two volunteer orientations were offered in June and our volunteers have worked 372 hours at the Summer Reading Table!

- **Welcome, Kay!** – The Community Engagement Team welcomed Kay Kim as a Summer Intern this month! Kay joins the library with experience from the Milwaukee County Zoo and an interest in music and learning new languages. As part of the internship, Kay will participate in a Connected Learning Project. With the help of library staff, Kay will develop and deliver a library program based on her interests. This internship was made possible in part by the Institute of Museum and Library Services, with support from the Wisconsin Department of Public Instruction.
- **Summer Library Program** – 4,015 readers registered for the Summer Library Program in June and July. As part of this year's program, readers were challenged to collectively read 25,000 hours before August 1. The Friends of the Waukesha Public Library pledged to donate \$1,000 to the Literacy Services of Wisconsin if readers met this goal. Readers exceeded our expectations and logged over 41,000 hours!
- **Summer Reading Volunteers** – We wrapped up our volunteer participation in July at the Summer Reading table with 90 volunteer slots filled and 270 hours of service. It was an incredible turnout of volunteering this summer, for a total of 214 volunteer shifts and 642 hours.

INFORMATION TECHNOLOGY, JOHN KLIMA

Studio 321 June

- 637 patron touch points
- 33 makers were trained on makerspace equipment
- This is the most patrons we've had in the makerspace in June since we opened the space!

Studio 321 July

- 706 patron touch points; our busiest month since opening and an increase of 184 from July 2024.
- 31 makers were trained on makerspace equipment; this number would have been higher, but there were a few cancellations this month.
- Makerspace Coordinator Amy Welch printed some replacement pieces for a Connect 4 for Pewaukee Public Library.



Activities

- **Security Cameras** – We've moved the installation of ten additional cameras to a capital project for 2026.
- **Southeast WI Festival of Books** – Executive Director Bruce Gay, Marketing and Communications Manager Kori Hall, Community Engagement Manager Alyssa Pisarski, and I met with Laraine O'Brien (Book Festival Executive Committee member and founder of the Festival) to talk about what the Library's role could be in helping the Festival. I've served on the Programming Committee of the Festival since 2012. Additionally, Waukesha Reads and the Friends of Waukesha Public Library have been consistent partners of the Festival. Much of the Library's support will be the same as previous years. The only difference this year is that the planning process of the Festival got a late start due to finding a new host location.

- **Glowforge** – We received a new print head for the Glowforge and the laser cutter is working much better than it had been. We're happy with how thorough the Glowforge staff was with their help ticket to make sure that the correct problem was identified.
- **Microsoft Office Specialist Certification** – I met with staff from Meucci to go over how we would receive requests from the public to take a certification exam at our Library. The company has created instances of Calendly for each interested library. I'll log into Calendly to see if there are any requests there and work with Alyssa and her staff to coordinate a proctor if necessary.
- **Library Calendar** – Library Market released a new function for their Library Calendar product where we can embed calendar items into a web page. This was one of the big reasons we looked at their website product as a potential update to the Library's website. We've done some testing creating embedded calendar events into copies of pages of our website. We will continue to work on this to see what ways we can display the items before we do anything permanently on the current website.
- **AVI** – AVI came in to review our Program Room hearing loop errors. They will create a quote for replacing the existing hearing loop as well as replacing the blu ray player in the AV closet. I took them to the Children's Program Room so that they could see that space and develop a quote for a hearing loop there, too. While there, we looked at the AV set up which has not been changed—other than a DVD player upgrade—since it was installed in 2009. They will write quotes for a hearing loop system in the Children's Program Room and for a new AV set up for that room.
- **Security Cameras** – Custodian Jenny Biwer brought it to my attention that the security camera for Program Room A did not allow searching into the history of the video on the camera. In general, our cameras maintain 30 days of footage. I created a help ticket for Baycom who determined that the SD card in the camera was bad. They replaced the card, and the camera has been working normally again.
- **Program Room AV** – I gave a brief overview of how the AV system in our Program Rooms works to our management team. During the course of this review, I mentioned that there is a way for staff to connect to the system wirelessly, and Public Engagement Manager Alyssa Pisarski asked if I could create instructions for how to use that option as it would be helpful for staff. I'll have that document ready in August.
- **Revize Web Hosting** – I set up a demo with Revize, which is the company that hosts the City of Waukesha's website. Revize specializes in making websites for municipalities and libraries. I think that the City's website is easy for the public to navigate, so I was curious what Revize was like. I am currently looking into whether the Library would be able to become a part of the City's installation of Revize, but as a subsite so that we could retain our own identity.
- **Microsoft Office Specialist Certification** – The group helping DPI facilitate libraries proctoring Microsoft Specialist Certifications gave a demo on their admin interface where the Library would see proctoring requests. We are planning on doing a soft launch of this service in the fall.
- **Forward TS** – The older copier of the two that the Friends of Waukesha Public Library generously provide for us gave up the ghost and we removed it from the floor. Forward TS, the company that provided the copiers and does service on them, asked whether we were going to replace that unit or just move forward with one. We don't have the usage to justify two copiers, but Forward went ahead and looked into options for us that might be cheaper than adding a second unit identical to the one we have. I will be passing on their proposal.

- **Pitney Bowes** – Financial Analyst Cindy Braun asked if there was a smaller Pitney Bowes mailing machine that we could use in order to save some money. We don't do the volume of mail that we used to, so we no longer require a heavy duty machine for mailing. I got a quote back from Pitney Bowes that would save us at least \$50/month so I will be signing that quote so we can move to a smaller machine.
- **Friends Square Reports** – Friends of Waukesha Public Library President Margo Quiero asked if I was able to see the donations people made for their Waukesha Reads fundraiser. Several of the people had added notes on to their orders, but Margo could only see the notes when she got an email about the order, but she didn't get an email for every order. The emails are kept on the backend of our website, so I was able to go through those orders and pull any notes that were written for donations and send those to Margo.
- **Kids Book Group Kit Form** – Librarian I Caitlin Schaffer asked if I could build a form that patrons could use to request book group kits for children's material. We don't make the kits for children's material in the same way we do for adult material, but patrons often ask for kits on the second floor. Caitlin and I worked together to build a form so that kits could be built on request.

MARKETING & COMMUNICATIONS, KORI HALL

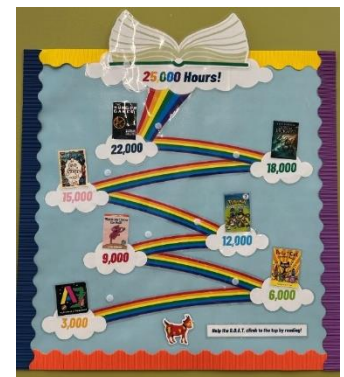
New Studio 321 Logo

Marketing worked with the Studio 321 team to create a logo design that celebrates both the creative and technological aspects of our Makerspace while still staying true to the Waukesha Public Library brand. Big thanks to Maddy for her work on all the versions along the way. Check out the final logo below.



Summer Library Program Promotion

Will Waukesha's summer readers log enough hours for the Friends of Waukesha Public Library to donate \$1,000 to the Literacy Services of Wisconsin? Watch the G.O.A.T as he travels toward the goal of 25,000 hours to find out! Marketing created a visual representation of his journey to inspire readers with his progress. It's located on the wall next to the second-floor elevator.



New Display Space

The Marketing and Maintenance teams worked together to create a dedicated space for displaying information from the Friends of Waukesha Public Library. Repurposed slat wall was used to create this display area, allowing patrons to easily see all the information available from the Friends in one location. This space also helps protect the Library's walls from tape and putty damage and reduces clutter on top of the service desk. You'll find it at the end of the book sale shelves on the first floor.



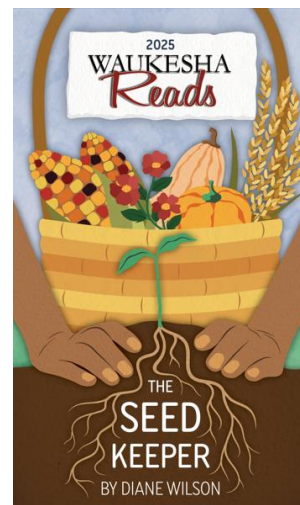
Fall Programming Handouts

The Fall Programming Handouts are available now! Paper copies can be picked up at either of the Library's service desks, and electronic copies are

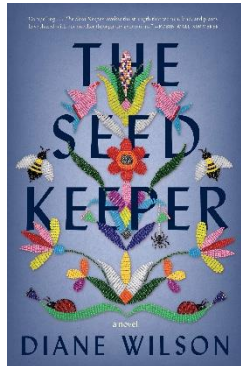
available on the website. Explore the links below and mark your calendars for some fabulous fall fun.
[Adult Handout](#) / [Kids/Teens Handout](#) / [\(Spanish\) Kids/Teens Handout](#)

Waukesha Reads

- On June 30, the Library was notified that we were not selected to be a 2025 NEA Big Read grant recipient.
- A press release was sent to the the Waukesha Freeman on June 30 announcing that *The Seed Keeper* by Diane Wilson will be the 2025 Waukesha Reads title. Complementary copies of the book will be available at Waukesha Public Library starting September 2.
- Marketing worked with the Bridges Library System to secure special access to digital copies of *The Seed Keeper* on OverDrive/Libby from September 2 to October 30, 2025. OverDrive granted us unlimited access to the ebook and 100 additional copies of the digital audiobook during this period—all for under \$400! This marks the first time that this type of agreement has been obtained for Waukesha Reads and we anticipate that it will be happily received by the community.
- The Waukesha Reads website and Facebook page were updated to reflect the 2025 title.
- The Community Engagement and Marketing teams finalized the event text for the Waukesha Reads brochure and passed it along to the graphic designer.
- Maddy Buchta designed the cover of the Waukesha Reads event brochure.



Book Summay: (from Amazon.com)



Rosalie Iron Wing has grown up in the woods with her father, Ray, a former science teacher who tells her stories of plants, of the stars, of the origins of the Dakhóta people. Until, one morning, Ray doesn't return from checking his traps. Told she has no family, Rosalie is sent to live with a foster family in nearby Mankato—where the reserved, bookish teenager meets rebellious Gaby Makespeace, in a friendship that transcends the damaged legacies they've inherited.

On a winter's day many years later, Rosalie returns to her childhood home. A widow and mother, she has spent the previous two decades on her white husband's farm, finding solace in her garden even as the farm is threatened first by drought and then by a predatory chemical company. Now, grieving, Rosalie begins to confront the past, on a search for family, identity, and a community where she can finally belong. In the process, she learns what it means to be descended from women with souls of iron—women who have protected their families, their traditions, and a precious cache of seeds through generations of hardship and loss, through war and the insidious trauma of boarding schools.

Weaving together the voices of four indelible women, *The Seed Keeper* is a beautifully told story of reawakening, of remembering our original relationship to the seeds and, through them, to our ancestors.

Honors for *The Seed Keeper*:

Winner of the Minnesota Book Award in Fiction

A BuzzFeed "Best Book of Spring"

A Literary Hub "Most Anticipated Book of the Year"

A Bustle "Most Anticipated Debut Novel"

A *Bon Appetit* "Best Summer Read"

A *Thrillist* "Best New Book of Spring"

A *Ms. Magazine* "Best Book of the Year"

A Books Are Magic "Most Anticipated Book of the Year"

Named a "Most Anticipated Book of the Year" by *The Millions*

A Daily Beast "Best Summer Read"

Continuing Education

- On June 24, Kori attended the Waukesha County Media Day event at the Waukesha County courthouse. It featured a panel discussion with the following members of the local media: Bret Lemoine (FOX6), Rebecca Klopf (TMJ4), Bridget Fogarty (*Milwaukee Journal Sentinel*), and Renee Raffaelli (WISN 12). It was an excellent opportunity to learn more about the day-to-day operations of news departments and offered tips for increasing media exposure for your organization. Two points of interest:
 - 1) Every story must have a "news peg" in order to be considered for coverage. Just because you think your story is important doesn't mean that it's news.
 - 2) Nothing is ever "off the record" when speaking with a reporter.
- On June 26, the Marketing Department watched the virtual Library Marketing Communications Conference. This half-day event included five sessions focusing on different areas of library marketing:
 1. *Social Media Strategy Survivor*
Takeaways: The overall success of your social media shouldn't be measured by likes and follows (those are vanity metrics). It should be measured by setting long-term goals and measuring them over time. "Every organization should treat social media as the high-profile, high-potential communication channel that it is."
 2. *The Recovering Journalists Department: How to Get Media Coverage from the People Who Used to Decide Who Gets Media Coverage*
Takeaways: When sending out press releases, take into consideration the following four tips:
 - Send fewer press releases to make them more noticeable.
 - Take control of the narrative by writing stories instead of releases.
 - Break your own news when publicity could be negative.
 - Work on relationship building with local reporters.
 3. *Marketing Library Services to Transgender Patrons*
Takeaways:
 - Libraries should have policies in place for issuing cards to transgender patrons who prefer to use a name different than the name on their ID.
 - The transgender community has unique safety and privacy needs when accessing healthcare and legal information.
 - Make your privacy policies known so that transgender individuals feel safe.

4. *From Brand Guides to Wayfinding and Websites: Creating Consistent Customer Experiences*

Takeaways:

- Your library should have a style guide (we do).
- Write as if you're writing for a fifth grader so that everyone will understand. Short, concise writing is best.
- Don't start descriptions with "join us." Be more creative.
- Avoid exclamation marks when writing—you only get one.
- If you want patrons to do something, provide a call to action.

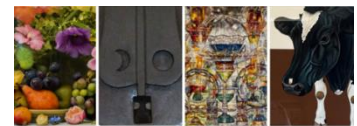
5. *Wait, Librarians Do What?!: Marketing Research and Instruction Services to Different Audiences*

Takeaways: Libraries should represent library staff as "experts" and put them in nontraditional scenarios to draw attention to the library.

Other Marketing Projects:

- The May "Welcome" email was sent to 135 new cardholders on June 5. It was opened by 86 people, and nobody unsubscribed.
- June social media statistics:
Adult Facebook and Instagram=26 posts (including 8 reels) and 20 stories
Children's Facebook=33 posts (including 10 reels)
- Customized bag labels were created for the erotic romance book sale bundles.
- New book sale signs were created for single DVDs and Blu-rays; 2-disc DVD combo sets; 4K Blu-ray DVDs; and Steelbook DVD Sets.
- A flyer was created for the Colorin' Colorado events.
- Promotional materials were created to encourage patrons to purchase Summer Library Program merchandise on WPL's Bonfire site.
- A Memory Café brochure was created for July-December 2025. The Library Memory Project website was updated, and new images and text were added to the Bridges Memory Café newsletters.
- New end cap signs were created for Children's Fiction.
- Newsletter blasts were sent out in June on the following topics: What I Wish I Knew (visit by Martin Schreiber); All Ages Tye Dye; Volunteer Fair; Summer Library Program merch; and Mourning Dayze garage band.
- A press release was sent out announcing the Waukesha Reads title.
- The Staff Picks content carousel was updated in the CAFÉ Catalog and the *Staff Picks* newsletter was sent out.
- A new booklist, *25 Beach reads for 2025*, was created and added to the website.
- Eleven book display signs were created for the month of June.
- June event information was submitted to the City of Waukesha calendar, the Downtown Waukesha calendar, and the Eras event calendar.

- June event information was submitted to PeachJar.
- The June "Welcome" email was sent to 158 new cardholders on July 3. It was opened by 101 people, and one person unsubscribed.
- July social media statistics:
Adult Facebook and Instagram=25 posts (including 8 reels) and 18 stories
Children's Facebook=29 posts (including 8 reels)
- Newsletter blasts were sent out in July on the following topics: July 4 closing; Lincoln on Slavery; Ina Garten Book Discussion; Quiet Book Club
- An invitation was created for a reception honoring the 20th anniversary of public art in the Library.
- New banners were created for the 2025 Waukesha Reads website and Facebook page.
- A read-alike list for *The Seed Keeper* was created for the Waukesha Reads website.
- Promotional materials were created for Kay Kim's Connected Learning Project, "Summer in Seoul."
- A sign was created for the Tiny Art display.
- Ten new ID badges were created for Library volunteers.
- Signs were created to promote a special sale featuring DC comics.
- A promotional postcard was created to support the \$20,000 endowment fund matching campaign that is taking place in August and September.



CELEBRATE
20 YEARS OF PUBLIC ART
IN THE LIBRARY!

📅
**Saturday,
Sept. 20**

🕒
**3:00 -
4:30 PM**

With a short
presentation
in Program
Room A/B
at **3:15 PM**

All are invited as we honor the
20th anniversary of our Public Art
Collection and celebrate our most
recent art installations.

*Grapes, and
Still Life with Melon* — Jill Bedford

Untitled — Willis Guthrie

Amber — Robin Jebavy

Paying Homage — Chuck Wickler

Refreshments to follow.



Waukesha Public Library
521 Wisconsin Ave. / Waukesha, WI 53186



- The Staff Picks content carousel was updated in the CAFÉ Catalog and the *Staff Picks* newsletter was sent out.
- A new booklist, *25 Books About Book Clubs*, was created and added to the website.
- Eleven book display signs were created for the month of August.
- July event information was submitted to the City of Waukesha calendar, the Downtown Waukesha calendar, and the Eras event calendar.
- July event information was submitted to PeachJar.

MATERIALS COLLECTION, CAROLYN PEIL

Activities

- Library Page Tracy Esser counted uncatalogued materials on July 1st. We had a total of 864 items. For comparison, on January 2nd we had a total of 1,585 items.

- Library Assistant Cindy Detro and I attended the annual Bridges Serials meet-up at Elm Grove Public Library on July 29th.
- The **Lucky Day collection** continues to be popular. We've expanded to 3 bays in the Lobby area, allowing for more out-facing books.

Since March 7th the collection has circulated 2,627 times (Thanks to Librarians Emily J. for the picture and Sara B. for the statistics.)



Special Sales to support the Friends

- **Romance "Buck a Bag" Sale** We received a donation of over 360 romance books. But not your typical romances- these were romances about shape shifters, vampires, monsters, etc. After dividing the books by trope, bundles of 10 books each were created and put into paper bags. Our Marketing Dept. made some labels for the bags, and we were ready to go with 36 bags. They sold out in a day and a half! Thanks to Adult Librarian Emily Janssen and our Marketing team for all the work on this successful sale.



DVDs & Blu-Rays Late last year, Make-A-Wish donated hundreds of Disney DVDs & Blu-rays to us. After taking out what we could use and offering the rest to other Bridges libraries (8 libraries grabbed a total of 96 items), we still had a bounty of discs. On June 25, a cart of assorted DVDs, Blu-rays, and combination sets were placed near the circulation side of the Public Services desk. The shelves on the cart are refilled most mornings.

The Blu-Ray / DVD Special sale ended July 26th. Over 200 items were sold, raising several hundred dollars for the Friends.

Comic Books

A special sale of donated DC comic books started July 31st. Once again, any items sold will benefit the Friends. Prices range from \$2-\$5.



PUBLIC SERVICES, JUSTIN STEVENSON

Activities

- Waukesha Public Library went live with When I Work in June. This software solution is how the Library will now track desk shifts and program assignments. For now, only a subset of staff, those who work the desk and other public service points, use this software.
- Public Services Manager Justin Stevenson and Community Engagement Manager Alyssa Pisarski presented at the Housing Action Coalition Lunch & Learn event on June 3. This online event was a meeting of community organizations sharing information about their services. Other organizations included ADRC, Hope Center, Food Pantry of Waukesha County, and Waukesha Free Clinic.
- Justin introduced WPL's new Service Standards to staff at the June 26 THAM. These standards, aligned with the Library's mission, vision, and values, will guide staff in their interactions with both patrons and coworkers. More updates to come as this project moves forward.

WPL Service Standards:

- We are people-centered
- We are consistent in our service
- We respect each other
- We celebrate our space
- Library Director Bruce Gay, Justin, and Alyssa have begun exploring the idea of a "space sharing" policy. This policy would create the structure for community organizations to use Library conference rooms on an extended basis. The stability and predictability of a Library room would allow organizations to meet and serve users in a way they might not normally have access to.
- Public Services and Materials Collection have worked together to revamp how we handle donations. Our community is very generous with donations, but the amount can be overwhelming, especially when the items are not ones we can use and instead must be recycled. Sometimes we will receive boxes worth of items in a single day. The new method will speed up the process of getting high-quality items to our Friends of the Library sale shelf and clearing up space behind the circulation desk.
- Public Services staff have begun a large data cleanup project. This project, started earlier this year, will involve deleting thousands of patron records that have been expired seven years and longer. An accurate and up to date patron database is important for data cleanliness and keeping in line with data retention protocols.
- Justin attended the June 10 Housing Action Coalition HEART Subcommittee meeting.
- Shelves Julia Nelson assisted Makerspace Coordinator Amy Welch with two Studio 321 programs in June: the "Foundry in a Box" Maker Monday event and the June Tabletop Gaming Night. During these programs, Julia helped patrons create their projects, signed patrons in, and led tabletop games.
- Library Assistant Ali Parker partnered with Librarian Gloria Makris at the June 21 Farmer's Market. The event was a success despite "hiccups with building access and weather" (quote from Gloria).



- The Public Services team completed a large data cleanup project that began in April. The project involved deleting thousands of patron records that had been expired for more than seven years. This explains the higher number of “Patrons Deleted” seen above.
- Public Services Manager Justin Stevenson represented the Library at the July 14 meeting of the 9-8-8 Mental Health subgroup. This subgroup is part of the larger Community Health Improvement Plan (CHIP) Mental Health group. The 988 group focuses on promoting awareness of the 988 mental health crisis line through local outreach and customized marketing kits for agencies across Waukesha County.
- July saw heavy usage of interlibrary loan services, with 151 items lent and 82 items requested. This illustrates what might be a return to pre-pandemic usage rates.
- Librarian Khorye Huffman and Justin hosted trivia night at North Pillar Brewing Co. on July 24. We saw the largest crowd yet, with 50 people coming out to enjoy the competition. The crowd was engaged and loved the questions. We kept getting comments about how much they love our trivia style. The last place team mentioned they keep choosing our trivia because of how much they learn. The next trivia night at North Pillar is in November.
- Collaboration between City of Waukesha GIS and WPL continues. Justin met with GIS Specialist Megan Roessler and GIS Coordinator Brad Blumer in early July to discuss a new approach to our patron location data project. This project involves aggregating all our users on a map so we can better visualize and understand where WPL users are and are not. No personally identifiable information is involved in this project. The new approach uses “bins” which visualize data based on concentration within an area. An example can be seen here:

