

Teen Summer Reading 2025 Wrap-Up:

Teen Summer Reading 2025 ran from June 2nd to September 6th, with early registration in May. We had 360 teens register, and 222 reach the first prize level. Here is a break down of the prizes, school participation, and programs as well as some goals for 2026.

Prizes and Winners:

Teens who read 3 books earned a state fair ticket and a sticker. We added the sticker to give readers who came in after the Wisconsin State Fair something to take home. At 6 books read teens earned a small pack of coupons provided by MCFLS, and at 9 books they were able to pick out a free book. This year's fourth prize was a pack of coupons, including Cousins, Wendy's, McDonalds and an Admiral's ticket voucher.

Teens also earned entries into the grand prize drawing for reaching each of these reading levels, as well as writing book reviews. Teens could earn up to 9 entries into a ticketed drawing for the following prizes:

The Foodie: \$25 Gift Card to K-Street Café and assorted snacks

The Reader: \$25 Gift Card to Borders and a reading journal

The Gamer: \$25 to Game Stop and some Pokémon Cards

The Artist: A selection of art supplies, including colored pencils, sketch books, and gel pens

There was a lot of excitement for this prize selection, with the Reader being our most popular choice at 215 entries. Our winners were Renya D, Samuel S, Isaiah E, Kira B, with Frenanda P winning the special book review prize, which was donated by McDonalds.

Here are the final prize level numbers for 2025, and well as some numbers from the past:

	2025	2024	2023	2022	2021	2020	2019	2018
Total Registered	360	359	289	274	211	96	363	202
Prize Level 1	222	211	184	151	131	48	171	129
Level 1 Redeemed	208	188	168	131	116	37	161	121
Prize Level 2	181	166	145	133	121	-	76	68
Level 2 Redeemed	168	148	127	119	112	-	71	63
Prize Level 3	168	145	115	107	95	-	-	-
Level 3 Redeemed	157	129	99	90	85	-	-	-
Prize Level 4	132	128	100	-	-	-	-	--
Level 4 Redeemed	109	115	90	-	-	-	-	

We are very close to our record high 2019 numbers. Our engagement with the program is much higher, especially when it comes to the later prizes. For 2026, we will be moving the book prize to the final level, as it might drive the level 4 numbers up.

School Outreach and Participation:

One of the goals for this summer was getting more accurate information from readers as to where they attend school, and we make sure no one is listed as an elementary school reader, or an adult. That was clearly met.

The Intermediate schools are clearly our biggest participants, and it would be nice to see continued engagement with them, and keeping those readers as they age into high school readers.

What worked for Teen Summer Reading 2025:

- a. Checking weekly for teens who may have registered for the program twice and updating that information as we were able. By the end of the summer, there were no duplicate registrations, and the number of teens reflects the true number signed up.
- b. Promoting the book review portion more and having a special drawing for teens that wrote book reviews. We had over 80 book reviews submitted on paper or via Beanstack.
- c. Letting teens choose between 4 different grand prize drawings. The teens were very excited to choose which prize they might win, and I think it encouraged teens to read more and write book reviews.

Area of improvement for 2025:

- a. Move the book prize to the last prize level. There were more teens that stopped at level 3, and by moving the best prize to the end we might get more completions.
- b. Find a way to increase engagement with High School readers.

Final Thoughts:

Summer Reading 2025 was very successful. While registrations numbers stayed the same, we saw an increase in engagement with both the programs and events. Looking forward, retaining our current readers and moving prize targets can help make the program more successful.