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.

We did have outreach visits this year, one with Frank Lloyd Wright and one with Shared Journeys. Frank Lloyd Wright does a great job at encouraging partition and registration, and it would be great to model that system at West Milwaukee Intermediate for 2026.

	# of Readers	
School	2025	2024
Central High School	12	27
Dottke High School	3	7
Nathan Hale High School	20	14
Frank Lloyd Wright	109	85
Intermediate		
West Milwaukee Intermediate	18	7
Other, Specified*	49	38
Other, Category	128	151
Home School	21	18
Adult	0	5
West Allis, All Elementary	0	7
Total	360	359

^{*}Includes schools listed in Beanstack with teen registration, not part of the West Allis West Milwaukee Schools.

Programs and Attendance:

During summer 2025 the library hosted 18 events for teens, and two volunteer events for Teen Advisory Board members. Total we had 187 teens attend these events. This was up from 2024's 16 programs with 16 teens attending.

Our biggest evens were Tie Dye, Teen Anime Club, and Teen Trivia. We had successful movie events by making them more interactive, and tying in related activities, such as our Pink and Green Wicked Party, or the Winter in July movie night.

For 2026 we hope to have more Teen Advisory involvement in planning and executing summer programs. We also have the challenge of losing the popular anime streaming service Crunchyroll. Anime Club will need to find new ways to engage teens without easy access to popular shows.

Teen Summer Event Attendance:

June			July			August			
Event	Date	#	Event	Date	#	Event	Date	#	
ТАВ	06.03	5	Teen Trivia Night	07.01	14	Teen Throw- back Night	08.07	6	
Teen Art Club	06.17	5	TAB	07.08	10	TAB	08.12	9	
Teen Anime	06.21	11	Teen Anime	07.15	13	Teen Anime	08.19	17	
Marvel Movie Night	06.19	7	Teen Art Club	07.22	13	Game On!	08.21	3	
Game On!	06.20	1	Winter in July	07.24	14	Teen Art Club	08.26	9	
Teen Anime Club	06.24	17	Game On!	07.25	6				
Teen Tie Dye	06.26	22	Wicked Event	07.29	16				
Totals:	June	57	July		86	August		44	187

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.