



Summer Reading Program 2022

Number registered: 1017 (+313)

Number who reached first check-in (10 books/200 minutes): 676 (+152)

Number of finishers: 332 (+82)

Number of programs: 39

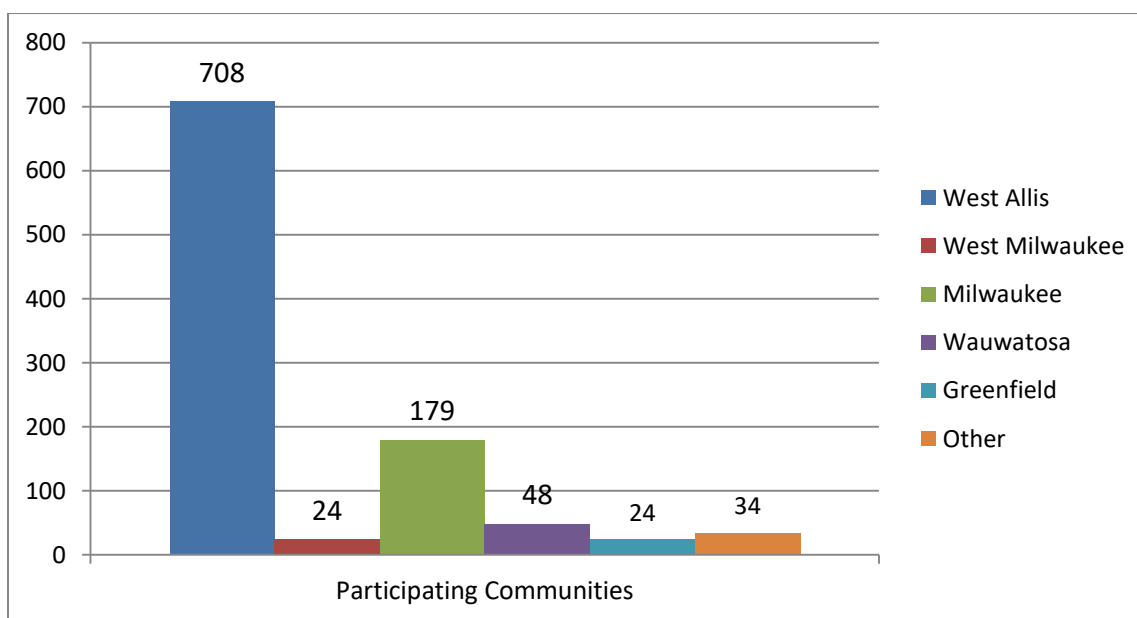
Attendance at programs: 2634

Take & Make Crafts: 8 weeks

Engagements: 450 crafts taken

Summer Outreach visits: 10

Kids reached: 349



Our statistics continue to move in the right direction

Registration numbers by year:

2019- 1402

2020- 528

2021- 704

2022- 1017



Kids, who read 100 books or 2000 minutes, were able to add their names to our wall of finishers.

After signing up for our summer reading program, kids could choose to track either how many books they read or how many minutes—or bounce back and forth between the two. For example, an older child will typically count how many minutes read because they are reading longer books, but we encourage them to read to younger siblings, in which case they would count books. Once a child reaches 10 books and/or 200 minutes read, they receive their first coupon prize pack. After the subsequent 10 books and/or 200 minutes read, they receive a second prize pack.

Prize Packs included coupons for:

Pete's Pops, The Bake Sale, Peanut Butter & Jelly Deli, Cousins Subs, Wendy's, WI State Fair, Milwaukee Brewers, Milwaukee Public Museum, Pettit Center, Schlitz Audubon Nature Center, Milwaukee Zoo, Mitchell Park Domes, First Stage, and Springs Water Park

The Library also received generous gift card donations from Aggie's Bakery that were included in the grand prizes.

In addition to earning the prizes listed above, children also earned a raffle ticket for every 10 books/200 minutes read (up to 20 raffle tickets total per child). We had five themed grand prizes:

Prize #1 Puzzle Prize: Shashibo Cube and Gravity Maze

Prize #2 Ice Cream Pretend Play: Ice cream truck play tent and wooden ice cream playset

Prize #3 Sensory Play: variety of kinetic sand, play dough, and a pop-it

Prize #4 Throw Back Prize: Tamagotchi, Simon game, Koosh balls, and Lite-Brite

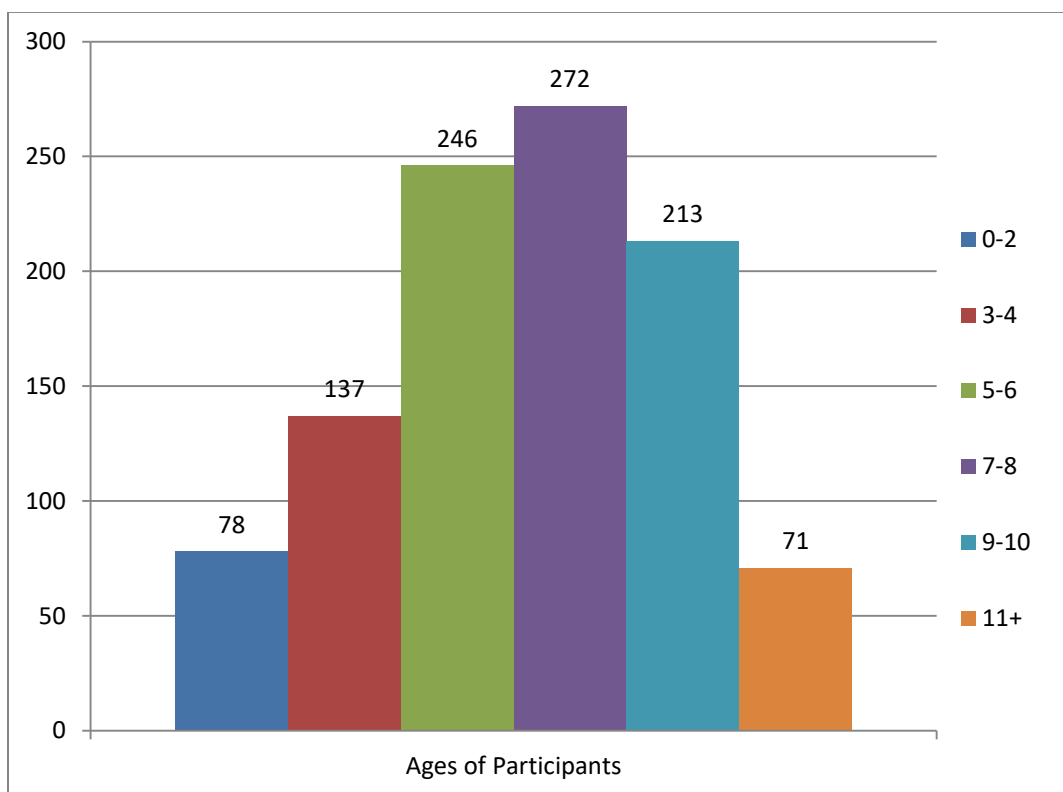
Prize #5 Discovery World passes: 4 passes to Discovery World (donated by Discovery World)

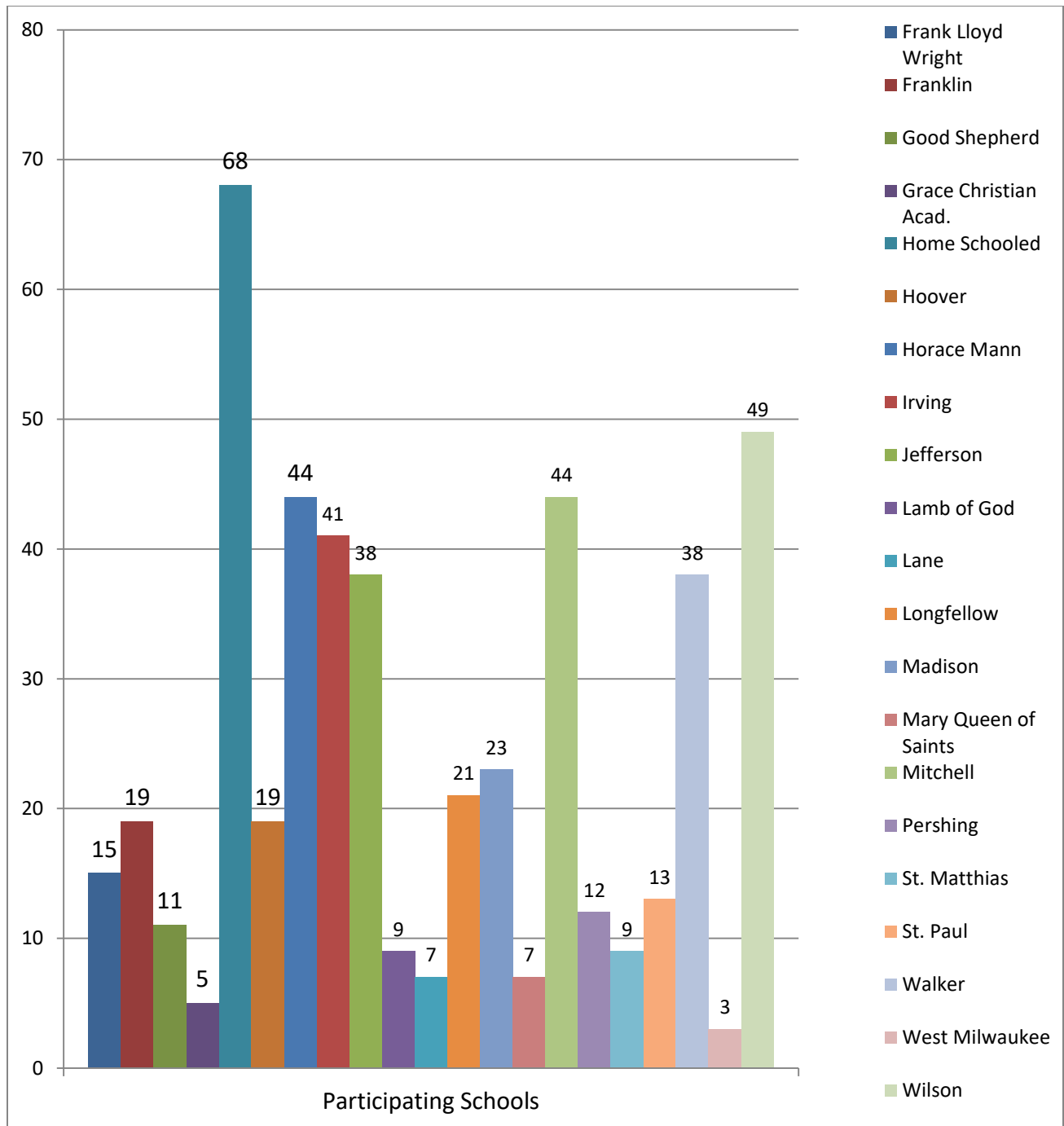
Once again, when a child reached 100 books or 2000 minutes read, they received a book that was theirs to keep.

This summer in total:

There were 5520 raffle tickets entered

Kids read 43,221 books and 352,454 minutes





Programs

18 Family programs	1894
7 Storytimes	357
8 Take & Make crafts	450
4 Sensory Play programs	202
3 Slime Time programs	63
3 Lego Clubs	58
3 Family Movies	66

We continue to use the outdoor space on the south side of the parking lot. Once again, we were able to host much larger crowds than the Constitution Room can fit. Our largest show this summer was Miss Kim's Amazing Animals bringing over 300 people to one show!



Miss Kim's Amazing Animals

We also took advantage of the outdoor space by offering messier program, once again. There were four Sensory Play programs and three Slime programs held this summer. This was an opportunity for kids to both make and play with a different concoction at each session.

Our luck ran out this summer, and we got rained out of a Sensory Play. This turned out to be the perfect opportunity to use our Big Blue Blocks for the first time! The Blocks were purchased in late 2019, with the first program scheduled for March of 2020... The kids loved the blocks and it was a really good opportunity for child-led play and working together. It provided a lot of interaction for kids who haven't had that opportunity over the past couple of years. The Big Blue Blocks are coming out for regular programming this fall.



Big Blue Blocks

Summer storytimes remained outdoors in good weather, and like other programs it gave us the opportunity to host bigger crowds and enjoy the summer weather. Summer storytimes averaged 50 attendees at each session!

Summer Outreach

3 visits to Hale HS Summer Camp	138
3 visits to Wilson Elementary Summer Camp	110
3 visits to Park Play at Liberty Heights	58
1 visit to local daycare	53

Building off the school year visits to the WAWM Rec Department's afterschool care, we visited the Rec Department's summer camps at Hale High School and Wilson Elementary School. We were able to reach and register a lot of new kids who otherwise would not have made it to the library this summer. Wisconsin DPI announced funding for all public schools to receive their own Beanstack site. Once it is up and running in the schools, we should be able to link the library's Beanstack site with the schools' sites. If and when that happens, it will both speed up the registration process for us and ensure we have correct information for all of the children we reach. One of the biggest hurdles when registering children at outreach events is how many do not yet know their phone number. Linked accounts would not only help us with those registration questions, but also give kids and families more familiarity with using Beanstack, leading to more participation.

We also went out to Liberty Heights Park, once per month this summer during lunchtime. There were fewer free lunch sites this year, which is why Liberty Heights was

the only site we visited this summer. It is a popular park with a wading pool. One reason we come during the lunch hour is because the wading pool closes so kids can eat. When kids finish lunch and are waiting for the pool to reopen, they can talk to us about what they are reading and the library.



Sensory Play (left); Slime Time (right)

Outdoor programming remains the silver lining from the past years. It has allowed us to host more families at our events and consistently offer messy programming.

Our registration numbers continue to rise, and it is my hope that we get back to 2019 registration numbers in 2023 with the use of Beanstack in the WAWM schools.