

Summer Reading Program 2025

Overview

MPL’s Summer Reading Program (SRP) is designed to encourage a habit of regular reading for all ages. There is no cost to participate and the program is open to everyone. SRP is particularly beneficial to kids as participation can help youth avoid “summer slide” by keeping them engaged with literature outside of the school year. SRP is made possible through the support of the Friends of Manitowoc Public Library and donations from local businesses. MPL received donations from over 30 local businesses. 2,849 people participated in SRP in 2025, a 13% increase from 2024. Completion percentage (those who logged at least 30 days) increased across all programs. SRP continues to be one of MPL’s most popular programs.

Structure

SRP is divided into three age groups, Youth, Teen, and Adult. Each program employs the same structure:

- Readers record each day they spend time reading.
- Every six days read, a reader earns a prize; read 30 days to complete the program.
- Participants log their reading online via Beanstack app/website or with a paper tracker.
- SRP ran from June 16 – August 9; prizes were available for pickup until August 16, 2025.

Total Participation

Statistic	2025	2024	% Difference
MPL Participation	2,176	1,891	+29%
Outreach Participation	673	640	+5%
Total Participation	2,849	2,531	+13%

Library Board of Trustees Meeting

September 22, 2025

Staff Update: Summer Reading Program Overview (Adult, Teen, & Youth Programs)

Participation by each program:

- **Registrants** is the number of individuals who signed up for that program.
- **Active Readers** is the number of individuals who logged at least one day.
- **Completions** is the number of individuals who finished the program by logging at least 30 days.

Adult Summer Reading Program

Statistic	2025	2024	% Difference
Registrants	808	626	+29%
Active Readers	609	494	+23%
Completions	418	323	+29%

Teen Summer Reading Program

Statistic	2025	2024	% Difference
Registrants	287	227	+26%
Active Readers	194	153	+27%
Completions	130	96	+35%

Youth Summer Reading Program

Statistic	2025	2024	% Difference
Registrants	1,081	1,038	+4%
Active Readers	822	785	+5%
Completions	522	473	+10%

Youth SRP Outreach Participation

Venue	Number of Participants
MPSD Summer School	518
Boys and Girls Club	80
YMCA Summer Camp	75
Total	673

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Adult Programming, reported by Tony Plekan, Adult Services Librarian:

Adult SRP Registrations and Completion Percentage each increased 29% from 2024. Thanks to generous donations from *Meijer*, *Club Car Wash*, and the *Milwaukee Brewers*, MPL was able to offer larger raffle prizes to our adult participants. They also received gift cards to local businesses, free book coupons from the Friends, and MPL branded swag.

We also engaged with adult patrons through various programs such as:

- Adaptive Summer Reading Program
- Homebound Summer Reading Program – 23 participants
- Make it at MPL: Camping Buckets with the Cricut: June 12
- Neurographic Art at the YMCA: June 17
- **An Evening with Michal Perry**: June 19
- Friends of the Library Used Book Sale: June 26 - 28
- **Brew 'N Bee V**: July 23
- **ManitoWalk: Historic Downtown Walking Tour**: August 4 & 11
- Cats on Mats with Kate Casey: August 6
- Idea Box Badging Sessions: 3D Printer, Cricut, Glowforge, Sewing Machine, and Soundbooth
- Book Discussions



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Teen Programming, reported by Kristin Keck, Teen Associate:

It's always a challenge to get young adults coming and returning to the library, but this summer, we recruited 11 teen volunteers who contributed more than 291 hours of their time to the library, assisting with programs and handing out SRP prizes. We appreciate all the young people who helped our summer run more smoothly while earning community service hours for their schools.

Through a partnership with Lincoln High School, we created a display area in our teen rotunda to highlight artwork by local teens. This will rotate every few months or so.

Summer programming drew 85 teens to the library.

The most popular programs included:

- Summer Sips
- Sundae Funday
- Wild Side Selfies program with new partner J&R Aquatic Animal Rescue
- Tie-Dye Tuesday and Paint the Library



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Youth Programming, reported by Sharon Verbeten, Youth Services Manager

This year's Youth Summer Reading Program saw 1,081 participants, an increase of 4% from 2024. This year, just over 500 students (grades K-5) from MPSD's six summer school locations took field trips to MPL. MPSD also contributed toward the cost of the prize books the students earned from reading; we are grateful for their continued support and were excited to host their kids on their summer field trips.

For the second consecutive year, we also brought the SRP to the Boys and Girls Club and the YMCA.

We created programming for three local organizations that assist special needs adults—ABLE, Ascend Services and Helping Hands—at their request, and we hope to continue serving their population.

We also engaged with patrons through various summer programs, many of which were collaborations with various local organizations.

- Our staff conducted five storytimes at off-site locations including the Rahr-West Museum, Farm Wisconsin, Wisconsin Maritime Museum, Lincoln Park Zoo and Woodland Dunes.
- SRP kickoff at Cedar Crest (an SRP sponsor)
- Mo Willems' pigeon character costume storytimes (collaboration with Maritime Metro Transit)
- Our annual Paint the Library, decorating the windows for Independence Day.
- Concert with children's musician Jim Gill (funded by MPL Foundation)
- Our annual Touch the Trucks hosted about 20 local organizations and about 1,000 attendees.
- Tie-dye Tuesday brought in about 300 attendees of all ages, including groups from YMCA and Boys and Girls Club.
- Other programs included cooking classes with 4H, animal programs (with Lincoln Park Zoo and a local pigeon keeper), Messy Marvins (baby art morning), hands-on chemistry (with UWGB staff), shipwreck secrets (with Wisconsin Maritime Museum) and National Night Out (with local law enforcement).

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