



# 2021 ANNUAL CONFERENCE

WISCONSIN ASSOCIATION  
OF PUBLIC LIBRARIES

**May 4–7, 2021**

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*All event schedules are listed in Central Daylight Time.*

# WELCOME TO THE 2021 WAPL CONFERENCE

## From WAPL Chair David Kranz

Thank you for joining us for WAPL 2021!

We welcome you to log out of your day-to-day for a bit, sit back and relax with your favorite snack, and log in for the 2021 WAPL Conference. Our volunteer WAPL Conference Committee, led by Teresa Schmidt of the Mercer Public Library, has assembled an impressive slate of speakers and presentations for us all to enjoy and learn from.

We'll hear from Eric Klinenberg, author of the book *Palaces for the People*. In his book, he considers how roles of public libraries and other public spaces are changing, and how libraries are part of a greater social infrastructure. He also examines cultural changes stemming from increased reliance on the internet for work, education, entertainment, and social connection.

Our library physical spaces must also meet new expectations. Members of the architectural firm Engberg Anderson will discuss shifts in our sense of personal space, the rising service expectations of patrons, and flexibility as a design feature, among other aspects affecting post-pandemic library facilities.

As you welcome people back into your libraries, they bring with them their thirst for knowledge and entertainment -- and also their behaviors. Michelle Dennis will share perspectives on library security and effectively handling people who push the boundaries at the library.

Rebecca Millerjohn, a youth services librarian at Madison Public Library and a 2020 *Library Journal* Mover & Shaker, will draw upon her experiences encouraging hands-on exploratory learning and community engagement with education partners.

Thank you to all who stepped up to provide a presentation for this year's conference. We all benefit when you share your experiences and observations. It strengthens our community of Wisconsin public library people.

The WAPL Conference Committee members also deserve great thanks for assembling a top-quality conference even as they endured their local changes and challenges related to the pandemic. When the 2020 conference was cancelled, many hoped that work done for that event could carry forward to 2021. In fact, not much did, and the 2021 conference committee has done a great job re-imagining the WAPL conference as an online offering. This group amply exemplifies our conference theme – Library Strong!

## David Kranz

Wisconsin Association of Public Libraries 2021 Chair  
Director, Southwest Wisconsin Library System



Photo credit: Peter Thompson,  
*La Crosse Tribune*

## LAND ACKNOWLEDGEMENT

*Presented by Stephanie Schmidt, Crandon Public Library  
With thanks to Dr. Donald Keeble*

Wisconsin is the homeland of the following twelve tribes:

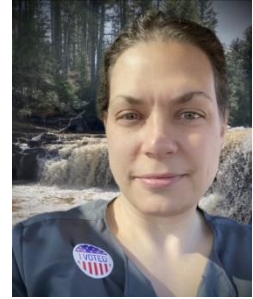
[\*Bad River Band of Lake Superior Chippewa\*](#)  
[\*Brothertown Indian Nation\*](#)  
[\*Forest County Potawatomi Community\*](#)  
[\*Ho-Chunk Nation\*](#)  
[\*Lac Courte Oreilles Band of Lake Superior Chippewa Indians\*](#)  
[\*Lac du Flambeau Band of Lake Superior Chippewa Indians\*](#)  
[\*Menominee Indian Tribe of Wisconsin\*](#)  
[\*Oneida Tribe of Indians of Wisconsin\*](#)  
[\*Red Cliff Band of Lake Superior Chippewa Indians\*](#)  
[\*Sokaogon Chippewa Community\*](#)  
[\*St. Croix Chippewa Community\*](#)  
[\*Stockbridge Munsee Band of Mohican Indians\*](#)

We offer this land acknowledgement statement to honor the ancestral grounds of Wisconsin Native Tribes and the resilience of Wisconsin Tribal Members. Throughout the course of Wisconsin history, native lands were stolen, and native peoples were oppressed and displaced. We acknowledge that the lands now occupied by non-native peoples were Native American lands for thousands of years. We recognize this land as Native American land. Native peoples are not “peoples of the past.” They are still here and still thriving, despite the long history of oppression and adversity they faced and continue to face. As we begin this event, we offer our respect to all of the past and present Native American Tribal Members of Wisconsin.



## FROM THE CONFERENCE CHAIR

We all know how busy public library staff are now, finding creative ways to serve their communities during the pandemic, so to volunteer for a conference committee this year shows an incredible dedication to Wisconsin's libraries. I am so grateful for the conference committee members who stepped up to provide the hard work, creativity, and flexible thinking needed make this conference a success. Thank you!



I invite you to consider making your own commitment to our Wisconsin library community in the coming years. Being an active WAPL member allows you to expand your skills and helps you build a professional network you can rely on during times like these. I don't know how I would have gotten through the last year without my librarian friends! There are many ways, big and small, to get involved. Contact me at any time for more information.

We hope you'll enjoy this year's conference. We've worked hard to provide programs that will energize and inspire you and to organize social events to help you make connections with your colleagues around the state and beyond. Remember that self-care is care for your library and your community, too. Stay Library Strong!

### **Teresa Schmidt**

*Wisconsin Association of Public Libraries 2021 Conference Chair & 2021 Chair-Elect  
Director, Mercer Public Library*

## 2021 WAPL Conference Committee

**Conference Chair** [Teresa Schmidt](#), Mercer Public Library

**Conference Co-Chair** [Stephanie Schmidt](#), Crandon Public Library

**Keynote Committee** [Debra Shapiro](#), UW-Madison iSchool

**Marketing** [Annie Bahringer](#), North Shore Library, Glendale  
[Gina Rae](#), Northern Waters Library Service  
[Carla Huston](#), Jean M. Thomsen Memorial Library, Stetsonville

**Programming** [Angie Bodzislaw](#), Spooner Memorial Library  
[Kaushalya Iyengar](#), Town Hall Library, North Lake  
[Sara Klemann](#), Walter E. Olson Memorial Library, Eagle River

**Social** [Bailey Anderson](#), Stoughton Public Library  
[Jackee Johnson](#), Northern Waters Library Service

**2021 WAPL Chair** [Dave Kranz](#), Southwest Wisconsin Library System

### **Special thanks**

The 2021 WAPL Conference Committee would like to offer special thanks to the Wisconsin Library Association staff who supported our work and made this event possible: Hannah Bunting, Tom Klement, and former executive director Plumer Lovelace.

## CONFERENCE SPONSORS

This event would not be possible without the support of our 2021 Conference Sponsors. Thank you for your support of Wisconsin's public libraries!

**Platinum sponsor:** [NovelList](#)

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**Gold sponsor:** [Celebrate Children Foundation](#)



**Silver sponsor:** [UW-Madison Information School](#)



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**In-kind sponsor:** [4Imprint OnebyOne<sup>®</sup> grant](#)



## 2021 KEYNOTE SPEAKERS



### Eric Klinenberg

Eric Klinenberg is Helen Gould Shepard Professor of Social Science and Director of the Institute for Public Knowledge at New York University. He is the author of several books including *Palaces for the People: How Social Infrastructure Can Help Fight Inequality, Polarization, and the Decline of Civic Life* (Crown, 2018), and co-author, with Aziz Ansari, of the New York Times #1 bestseller *Modern Romance* (The Penguin Press, 2015). He has contributed to *The New Yorker*, *The New York Times Magazine*, *Rolling Stone*, and *This American Life*.

[\*Palaces for the People: How Social Infrastructure Can Help Fight Inequality, Polarization, And The Decline Of Civic Life\*](#) is now available from Penguin Random House. Eric is presenting the Tuesday lunch address at 12:00 PM.



### Michelle Dennis

Michelle Dennis is the Head of Access Services and Security at the Hedberg Public Library, Janesville. Her focus is to integrate the library into the fabric of its community and serve the public with passion and compassion. Michelle draws on the skills she learned facilitating ropes challenge courses to build a strong work team and support developing leaders. Her experience working in a teen shelter, psychiatric hospital, and group home for adults with mental illnesses created her foundation as an advocate for inclusive customer service. Michelle is presenting the Wednesday lunch address at 12:00 PM.



### Joe Huberty and David Vinjamuri

Joe Huberty is a Partner with [Engberg Anderson Architects](#), with offices in Arizona, Illinois, and Wisconsin. He's been an avid library user since the 3rd grade and is fortunate to have spent the last 30+ years planning and designing library projects across the nation - mostly as an excuse to hang out with librarians. Joe sees architecture as a practical art, providing future-friendly, pragmatic, and functional space that is aspirational and inspirational.



David Vinjamuri is the President of ThirdWay Brand Trainers and an Adjunct Associate Professor at New York University. He is the author of *Accidental Branding: How Ordinary People Build Extraordinary Brands*.

Joe and David are presenting the Thursday lunch address at 12:00 PM.



### Rebecca Millerjohn

Rebecca Millerjohn is the youth services librarian with the Bubbler at Madison Public Library. Before entering the library world, she was a middle and high school classroom teacher in Texas and Illinois. A 2020 *Library Journal* Mover & Shaker, Rebecca focuses her library work on hands-on exploratory learning, educator support, and strategic partnerships with MPL's Bubbler program. She loves sock monsters, power tools, paper circuits, and when kids get little scrunched faces that shows they are THINKING. Rebecca is presenting the Friday lunch address at 12:00 PM.



## SOCIAL EVENTS

In a virtual conference, it's harder to have that chance meeting, a chat in the hallway, or a story shared over dinner. Join us for some of our virtual conference social events and find new ways to connect with your library colleagues!

### **RASS Social Hour – Tuesday at 3:00 PM**

Calling all Reference & Adult Services Librarians! Join us for a fun & friendly social hour. Meet fellow librarians throughout the state, discuss your reference and service plans for 2021, learn about some basic RASS resources, and share ideas for future RASS involvement.

### **MadLibs with YSS – Tuesday at 7:00 PM**

The WLA Youth Services Section will host Virtual Mad Libs with a Children's/Young Adult Literature theme.

### **WAPL Lounge Happy Hour – Wednesday at 5:00 PM**

The WAPL Conference Committee invites you to visit the Lounge for Happy Hour, where we'll enjoy a virtual pet show, puzzles, games, and chillax together! You can also participate in breakout activities:

- “Jeopardy” with the WLA Outreach Services Round Table (OSRT)
- **Q&A Social** with the WLA Queer & Ally (Q&A) special interest group

### **Never Have I Ever with SSCS – Thursday at 3:00 PM**

A game of library-themed "Never Have I Ever" hosted by WLA's Support Staff and Circulation Services (SSCS) section.

### **Foundation Trivia – Thursday at 7:00 PM**

The Wisconsin Library Association Foundation (WLAF) will hold a TRIVIA FUNDRAISER hosted by the marvelous Kris Turner. If you missed it at the virtual WLA conference last fall, here's your chance. Sign up when you register for the WAPL Conference. The cost to play is \$25 per person, and the winner will receive a free 2021 WLA conference registration. Participate individually or as a team of up to four players. All proceeds will support the Wisconsin Library Association Foundation.

## VIRTUAL HEADSHOTS

Every library professional deserves a great professional headshot! Your Library Strong WAPL Conference will provide access to Snapbar's Virtual Headshots Photobooth for all attendees. Use your shiny new headshot for your social media profile, Zoom picture and your next conference presentation biography.



# BUILDING STRONG CHILDREN AND FAMILIES IN WISCONSIN

The **Celebrate Children Foundation** recognizes the critical importance for every child in Wisconsin to grow up in safe, stable, and nurturing relationships and environments. To further this vision, the Foundation enhances statewide endeavors of the Wisconsin Child Abuse and Neglect Prevention Board to strengthen families and prevent child maltreatment.



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- Building Inner Strengths
- Knowing How to Find Help





Lend your support to build strong children, families, and communities in Wisconsin.



**Make a Donation to**

 **Celebrate Children!**  
FOUNDATION

For more information: <https://celebratechildren.org/donate/>

## THE WHOVA CONFERENCE PLATFORM



The 2021 WAPL Annual Conference will be held virtually using WhoVA as our conference platform and Zoom Webinar and Zoom Meetings to provide individual sessions. Attendees can use the [WAPL Conference web app](#) or [download the WhoVA app](#) to participate on a mobile device.

From WhoVA, you will be able to participate in program sessions, chat with other attendees on discussion boards, view information about our sponsors, and more.

## TUESDAY, MAY 4, 2021 – PROGRAM SCHEDULE

TUESDAY AT 9:30 – 10:30 A.M.

### **Bringing the Audience into Virtual Programming**

We've all been doing virtual programs since early 2020. We've been doing all the planning, recruiting, promoting and leading. But what if we let the audience in on all the fun? Learn how Milwaukee Public Library staff hosted a program in which the attendees were the creators!

**Brett Rohlwing**, *Milwaukee Public Library*

**Joy Zanders**, *Milwaukee Public Library*

**Paul Wellington**, *Milwaukee Public Library*

### **From Blah to Bling: Tips & Tricks For Leading an Engaging Virtual Meeting**

Are you tasked with running virtual meetings for your library? Do you dread facilitating like you dread going to the dentist? Attend this session to learn how you can take your meeting facilitation skills from “meh” to amazing. This session is sponsored by the Wisconsin Association of Public Libraries (WAPL).

**Angela Meyers**, *Bridges Library System*

### **Match Titles to Empower Readers**

Join this hands-on session and discover how the tools on Book Connections can match readers to titles. Create interactive spaces that spotlight book creators, hook readers, and help them choose titles to read. Leave with ideas for how to energize your space with interactive displays and audio resources to make your shelves talk. Designed to engage and excite readers, Book Connections is the public library interface for TeachingBooks, provided through BadgerLink, so that all Wisconsin libraries have equitable access. This session is sponsored by the Department of Public Instruction (DPI).

**Mary Ellen Graf**, *TeachingBooks*

**Crystal Ballard**, *TeachingBooks*

TUESDAY AT 10:45 – 11:45 A.M.

### **Online Outreach**

What do you do when your adult outreach is entirely based on unique in-person programs and events, and then some pandemic shows up? Both the Lake Geneva Public Library and the Matheson Memorial Library in Elkhorn were accustomed to running well-attended programs featuring speakers, musicians, and workshops. Of course that all changed when COVID-19 hit, and both institutions had to scramble to keep providing services to their communities. Join Rachel Strehlow and Chad Robinson as they discuss ideas, setbacks, observations, and successes of taking their entire outreach online.

**Rachel Strehlow**, *Lake Geneva Public Library*

**Chad Robinson**, *Matheson Memorial Library, Elkhorn*

### **Police in Libraries: A Social Justice Issue**

Last summer, the Black Lives Matter movement coalesced around its clearest demand yet: "Defund the police." In the light of this call, our presentation will briefly discuss 1) the history and role of policing in the United States, 2) the meaning and implications of the demand to defund the police, and 3) the library-police relationship as well as promising alternatives. We will discuss how this connects with our local contexts and consider action steps. Finally, we will share a well-received training model from Dane County, and provide participants with a practical toolkit for implementing this model in their communities.

**Ali Trevino Murphy**, *Beyond the Page*

**Kevin Wamalma**, *Beyond the Page*

### **Programing Hinterlands: Taking New Skills Into Library Programing Post-pandemic**

We present a case that argues for the continuation of virtual and at-home programs beyond the need for social distancing practices. Examples and current processes will be shared.

**Sheri Dunhams**, *Neenah Public Library*

**Jodi Schultz**, *Neenah Public Library*

TUESDAY AT 12:00 – 1:00 P.M.

### **Keynote Address: Palaces for the People**

We are living in a time of deep divisions. Americans are sorting themselves along racial, religious, and cultural lines, leading to a level of polarization that the country hasn't seen since the Civil War. Pundits and politicians are calling for us to come together and find common purpose. But how, exactly, can this be done? In *Palaces for the People*, Eric Klinenberg suggests a way forward. He believes that the future of democratic societies rests not simply on shared values but on shared spaces: the libraries, childcare centers, churches, and parks where crucial connections are formed. Interweaving his own research with examples from around the globe, Klinenberg shows how "social infrastructure" is helping to solve some of our most pressing societal challenges.

**Eric Klinenberg**, *New York University*

TUESDAY AT 1:30 – 2:30 P.M.

### **Choose Your own Adventure: How One Google Form Made Succession Planning Fun**

As Kenosha Public Library addressed how to stay relevant during the changing landscape of 21st Century library services, one Google Form helped facilitate the transition and energize staff during the big changes that needed to happen.

**Michelle Eisenhauer**, *Kenosha Public Library*

### **Don't Stand So Close to Me**

Join us and see how our small town library was able to have in-person programs while physically distancing, but still maintaining a social connection. Learn how we proactively engaged our community during our "new normal" with fun programs like The Amazing Race using transmitter headsets to keep in contact with our participants on their car radios. Other programs like Drive-in Bingo and Community I-Spy kept our patrons from losing their sense of community while keeping a sensible distance. We converted existing programs into kit distribution for patrons to pick up with curbside appointments. Families who loved attending our escape rooms or adult DIY crafts were able to pick up kits to complete at home.

**Kristie Hauer**, *Shawano County Library*

**Paige Crawford**, *Shawano County Library*



## Urban Libraries SIG Presents – Building Community Partnerships to Host a Teen Job Fair

Finding summer employment for teens has gotten easier due to the efforts of the Milwaukee Public Library, particularly its creation of the Teen Job Fair at the Center Street Branch. This presentation traces our initiative from conception to completion. Our Teen Job Fair allowed teens to overcome barriers to inclusivity to obtain their first job. Participants will be exposed to strategies on how to organize a teen job fair, building community partnerships, and create online surveys that will meet your library's needs.

**Kirsten Thompson**, *Milwaukee Public Library*

**Jenny Wright**, *Milwaukee Public Library*

**Mark Zimmerman**, *Milwaukee Public Library*

## Wisconsin Small Libraries Section (WISL) Leadership Meeting

**Amy Stormberg**, *Amery Area Public Library*



# PUBLIC LIBRARIANS / lī brerēən/



noun: **librarian**; plural noun: **librarians**  
 a person, typically with a degree in library science,  
 who administers or assists in a library  
 who **advocates for access**  
 who **promotes literacy**  
 who **creates safe spaces**  
 who **advances knowledge**  
 who **transforms their community**  
 who **is usually the smartest and coolest person in the room!**

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## WEDNESDAY, MAY 5, 2021 – PROGRAM SCHEDULE

WEDNESDAY AT 9:30 – 10:30 A.M.

### **But Wait... There's More! Exploring Subscription Boxes in Public Libraries**

Subscription boxes are a fun and trendy way to get teens reading again, but they are a lot of work. Or are they? Three libraries of different sizes discuss how they made the program work for them and how you can too.

**Elisha Sheffer**, *Rhineland Library*

**Emily Sanders**, *Barrett Memorial Library, Williams Bay*

**Abby Landers**, *La Crosse Public Library*

### **Family Memory Digitization Technology**

Technologies like VHS tape, film negative, film slide, and photo conversion devices are easy to use. Libraries can provide patrons with free digitization services to preserve important documents and materials to save family memories. These services are feasible, affordable, and easy to integrate into library services and programs. This session will cover: how to get started with these services and related training programs, how to integrate digital preservation technology in your library, and the best practices for integrating these services in your library. This session is sponsored by the Reference & Adult Services Section (RASS).

**Sam Molzahn**, *Franklin Public Library*

### **That Suitcase Has Better Vacation Plans Than I Do, or, How to Create a Library of Things**

Strengthen community access to an array of items that patrons want to try before they buy, use infrequently, or can't afford by starting a Library of Things (LOT). A LOT builds opportunity for community partnerships through donations of items or funding. It also promotes inclusivity by removing barriers for patrons with limited access to resources and providing educational and entertaining options for those staying closer to home. It may even bring you fame in an unexpected shout out on YouTube.

**Mikki Moesch**, *Shawano County Library*

**Wendy Rosenow**, *Shawano County Library*

### **Land Acknowledgements: Practices & Challenges**

Join us for resources and conversation about Land Acknowledgement practices, pitfalls, and the public library world. Together, we'll dig into how library workers and our institutions can navigate the development of welcoming practices and the process of building meaningful relationships with Native communities and histories.

**Morgan Reardon**, *UW-Madison iSchool*

**John Walker**, *UW-Madison iSchool*

WEDNESDAY AT 10:45 – 11:45

### **Compact Outreach**

Take your library to all corners of your community! Jennie provides pop-up libraries at senior living facilities, delivers items to patrons at home, and takes the library to community events. Learn how she began these outreach services from scratch driving only her compact car and how she has evolved her outreach programs during the pandemic. This session is sponsored by the Outreach Services Roundtable (OSRT).

**Jennie Fidler**, *Oconomowoc Public Library*

### **Inside the CCBC**

The Cooperative Children's Book Center (CCBC) has been serving Wisconsin public and school librarians since it opened its doors in 1963. Across the years, what those services look like have changed, but the organization's commitment to maintaining a hands-on book examination center and providing in-depth information about literature for children and teens and related issues has been constant. Join CCBC librarians Merri Lindgren and Megan Schliesman for this overview of current CCBC services to Wisconsin librarians, including the library's annual best-of-the-year list and intellectual freedom information services, and an in-depth look at resources on the CCBC's revamped website. They'll also take a brief walk through some highlights of CCBC history.

**Merri Lindgren**, *Cooperative Children's Book Center*

**Megan Schliesman**, *Cooperative Children's Book Center*

### **Money Talks: Budgeting for Small Libraries**

Managing the budget can be one of the most stressful parts of running your library -- especially when your budget never seems big enough. Join us as we walk you through a year of budget management and provide you with information to not only help you track your spending, but also build better relationships -- and budgets -- with your funders and the patrons you serve. From your budget request through closing the annual books, we'll also provide information on how tracking your income and expenses can make your annual report a breeze. Geared towards smaller libraries, but open to all.

**Angela Noel**, *Broadhead Public Library*

**Jennifer Bernetzke**, *Southwest WI Library System (SWLS)*



## **When Closed Doors Aren't Closed: A Look at Digital Collection usage During a Pandemic**

What happens when a library's physical doors are closed to the public? Wisconsin's Department of Public Instruction, WiLS, the Wisconsin Public Library Consortium, and the Wisconsin Schools Digital Library Consortium partnered to dig into preliminary research on any potential impact of the COVID-19 pandemic on digital collections. The findings from this project highlight the value of digital collections as a resource during both unprecedented and unexpected events that lead to wide-spread closures and other social distancing requirements. In addition to overarching findings, this session will also highlight future considerations for the Wisconsin library community that come from the project findings.

**Kim Cochran Kiesewetter**, *Data Analyst, WiLS*

**Ben Miller**, *Department of Public Instruction*

**Melody Clark**, *WiLS*

**Sara Gold**, *WiLS*

**WEDNESDAY AT 12:00 – 1:00 P.M.**

### **Keynote Address: Grace-Ful Security Through Difficult Times**

How can we use lessons from the pandemic to broaden and strengthen our connections to the community? Michelle Dennis will discuss how we can use our security services to both protect our spaces and teach new users how to successfully stay within our rules; confirm that our personal and organizational foundations are solid, and that our practice matches our ethics; and be serious about what we do without taking our selves too seriously.

**Michelle Dennis**, *Hedberg Public Library, Janesville*

**WEDNESDAY AT 1:30 – 2:30 P.M.**

### **Bed Bugs Revisited**

Our library had been dealing with bed bugs by inspecting every returned item, cooking those found to have bugs, and placing holds on patrons' accounts so that they couldn't check items out until they could prove that their homes had been treated. By doing so, we felt that we were denying services to vulnerable populations, and we certainly were not spotting every bug, not to mention their eggs and larvae! Our solution was to build a bug cooker room and cook all of our returned items. Come hear how we did it and what we learned along the way.

**Cheryl Nessman**, *Mead Public Library, Sheboygan*



## Early Results From The Readers' Advisory Survey

Want to know how libraries across the U.S. are handling readers' advisory services during the pandemic? In this session, you'll get an early look at the results of the State of Readers' Advisory 2021 survey, conducted by *Library Journal* and sponsored by NoveList, RUSA CODES, ARRT, and LibraryReads. We'll share trends, priorities, and inspiration from the survey. This session is sponsored by NoveList.

**Danielle Borasky**, *NoveList*

**Barry Trott**, *Williamsburg Regional Library, Virginia*

## Strengthen The Partnership With Your Schools To Prevent Covid & Summer Slide

Strengthen your library-school partnerships to help better engage students all year. With the existing problem of summer learning loss exacerbated by COVID, many students are at risk of falling behind. The Beanstack team will share how their "tandems" system gives students the option to safely sync Beanstack accounts with their public library and school. This allows families to simultaneously participate in reading challenges at their school and library during summer reading, and all year long. Your library continues to receive unique data and drive engagement while your school partners gain a deeper understanding of student reading behaviors all year.

**Lindsey Hill**, *ZooBean*

**David Hopp**, *ZooBean*

**Rebekah Garrety**, *ZooBean*

**Felix Lloyd**, *ZooBean*

## You're On Air! Starting a Podcast at Your Library

Do you want to create a free platform to connect your library with your community? Have you caught the "podcast bug" but don't know how to get started? Whether it is a five-episode show or an ongoing series, podcasting is an easy, fun way to make new connections, build meaningful relationships and share stories. Best of all: you don't need to be a tech wizard or purchase fancy equipment to get started. Learn the basics of starting a podcast at your library from three librarians who have started their own series. This session is sponsored by the Reference & Adult Services Section (RASS).

**Melody Schuetz**, *North Shore Public Library, Glendale*

**Sam Molzahn**, *Franklin Public Library*

**Barbara Alvarez**, *University of Illinois*

## THURSDAY, MAY 6, 2021 – PROGRAM SCHEDULE

THURSDAY AT 9:30 – 10:30 A.M.

### **Funding for Libraries: Grantseeking Strategies and Resources**

Strengthen your library's financial infrastructure by learning more about the grant funding process: planning, research, writing, and follow-up. This session will provide you with some tips on building and maintaining relationships with funding partners and will also include demonstrations of grant research tools and resources.

*Ellen Jacks, University of Wisconsin-Madison*

### **Staying Connected in the New Normal**

Change has a way of unsettling even the most experienced employees. In the "new normal," how do we stay connected with our teams? How do we make sure they are working with the most up-to-date information? As we bounce back and travel into brand-new customer service territory, how do we keep our employees engaged and self-motivated? How do we balance procedures with adaptability? Although they have used very different models, Jeni and Michelle will talk about how they have accomplished the same end result: strong connections, positive morale, and great customer service.

*Jeni Schomber, Beloit Public Library*

*Michelle Dennis, Hedberg Public Library, Janesville*

### **The Only Thing More Exhausting Than Having A Mental Illness Is Pretending That You Don't**

Nearly 20% of Americans experience some form of mental health issue, yet it can be the loneliest place. Accepting who you are and sharing your needs can actually make you a better employee and employer. Being honest about yourself and up front about problems you face allows you to make the most of your skills, while building compassion from, and for, those with whom you work. And you just may find allies that will help you keep your balance and excel in the workplace because of the unique outlook you have.

*Carla Huston, Jean M. Thomsen Memorial Library, Stetsonville*

### **Whole Library Programming: A Look At Adult and Youth Librarian Collaboration**

Are you looking to increase the adaptability of your library programming while providing efficient and enjoyable programming for all ages? Attend this session to learn how to implement Whole Library Programming in your library which focuses on the collaboration between Adult Services and Youth Services Librarians. This session is sponsored by the Wisconsin Association of Public Libraries (WAPL).

*Julia Birch, Jefferson Public Library*

*Minda Maurer, Jefferson Public Library*

THURSDAY AT 10:45 – 11:45 A.M.

### **Action In Crisis: Using Your Sphere Of Influence To Create Big Ripples From Small Splashes**

When crisis hits our communities, what can each of us do as individuals? No matter who you are in your library, you can influence those around you and chain that influence into actionable responses. This session will review how one Kenosha librarian used their influence to re-open a branch library in the midst of civil unrest days after the police shooting of Jacob Blake.

*Zander Miller, Kenosha Public Library*

### **Intergenerational Storytime & Pen Pal Programming**

This session explores an option for effectively planning and executing virtual intergenerational programming in the community during the pandemic. Outreach has always been a fundamental principle of the library world and an imperative duty of librarians, which has become increasingly true in the past year. The speaker will outline from beginning to finish how to successfully set up, run, and conclude a virtual intergenerational storytime program including a pen pal component with your school district and senior center.

*Jamie Mercer, W.J. Niederkorn Library, Port Washington*

### **The Million Dollar Reason Your Library Should Market the Collection... And How to Do It!**

Why do so libraries invest money in their collection and time in their readers' advisory, then neglect to specifically market their expertise? The most recent research from the Pew Institute shows that people get a library card because they want to check out materials like books, e-books, and audiobooks! In this session, NoveList Senior Engagement Consultant Angela Hursh makes the case for why your library should make promotion of your readers' advisory services, books, and materials a priority. She'll share three specific strategies for promoting your collection, even when your physical buildings are closed, providing lots of examples along the way that will give all your readers' advisors the tools they need to reach more of the community. This session is sponsored by NoveList.

*Angela Hursh, NoveList*

THURSDAY AT 12:00 – 1:00 P.M.

### **Keynote Address: Designing For The Future: The Post-Pandemic Library**

What will patrons expect from their libraries after the pandemic? How will a year or more of social distancing and self-isolation impact the way people interact with—and within—their libraries? How can designed flexibility help libraries adapt to a rapidly changing world? What are simple things you can do now to improve the patron experience? David Vinjamuri and Joe Huberty of the architecture firm Engberg Anderson will discuss personal space post-pandemic, the crisis of rising expectations, reengaging communities post-pandemic, flexibility as a design feature, and health in library design.

**Joe Huberty**, *Engberg Anderson Architects*

**David Vinjamuri**, *ThirdWay Brand Trainers*

THURSDAY AT 1:30 – 2:30 P.M.

### **Book Chat: Developing Signature Virtual Programming On A Budget**

Book Chat is Milwaukee Public Library's signature monthly virtual program, featuring interviews with special guest authors and curated lists of library-recommended reads. At this session, Book Chat planners will share the evolution of Book Chat and their strategic changes to increase participation and impact. Participants will leave with practical steps to plan a successful virtual readers' advisory program, with regional and national guests, on a budget.

**Kristina Gomez**, *Milwaukee Public Library*

**Elizabeth Gabriel**, *Milwaukee Public Library*

**Mary Sherwood**, *Milwaukee Public Library*

### **Introducing the Library Services Team!**

Join us to learn about the newly reorganized Library Services Team at the Department of Public Instruction (DPI), Wisconsin's state library agency for school and public libraries and systems. This welcome-wagon session will introduce attendees to members and services of the Library Services Team, highlight priorities and purpose, and solicit feedback on our all efforts, including Public Library System Redesign (PLSR) implementation efforts. Consulting, funding, professional learning, reporting, and resource sharing are just a few of the hats we wear. Our work depends on strong relationships with library workers on all levels--that means YOU! This light and lively session will offer information and interaction. This session is sponsored by the Department of Public Instruction (DPI).

**Ben Miller**, *Wisconsin Department of Public Instruction*

### **WISL PubLib Presents: Sizzlin' Summer Programming**

Join us for the latest in the WISL PubLib series! Fill out this form to help us generate summer programming ideas to share. Our WISL PubLib event wouldn't be complete

without THREE giveaways! We will be giving away three \$25 Out of Print gift cards at random during our program.

WISL Publib is an opportunity for library staff from across the state (regardless of library size) to come together to share ideas, joy, and community. Attendees from previous PubLibs have left feeling empowered and optimistic. Check out our latest recording here!

This session is sponsored by the Wisconsin Small Libraries Section (WISL).

**Angie Bodzislav**, *Spoooner Memorial Library*

**Sara Klemann**, *Walter E. Olson Memorial Library, Eagle River*

## FRIDAY, MAY 7, 2021 – PROGRAM SCHEDULE

FRIDAY AT 9:30 – 10:30 A.M.

### "Where's Waldo?": Finding Teens online

Instagram? TikTok? Discord? Where are your teen patrons when they're online and how do you reach them? Librarians from four different communities will share how they have navigated connecting with teens through online platforms, both prior to and during a global pandemic. Learn how they've handled what can feel like a daunting process, from deciding what platforms to try, getting administration on board, and figuring out the ethics of following back. This session is sponsored by the Youth Services Section (YSS).

**Abby Seymour**, *E.D. Locke Public Library, McFarland*

**Sussanah Gilbert**, *Kenosha Public Library*

**Alicia Woodland**, *McMillan Memorial Library, Wisconsin Rapids*

**Taylor Wilcox**, *Waupaca Area Public Library*

### Committees And Initiatives And Data, Oh My! A Walkthrough Of The WPLC

Join WPLC project managers for an overview of the Wisconsin's Public Library Consortium. We will be reviewing each of the committees, their purposes and charges; current projects including Wisconsin's Digital library, its budget, the collection, and selection process; current initiatives recommended by the WPLC's Collection Development Committee; and proposed recommendations for next year!

**Melody Clark**, *WILS*

**Sara Gold**, *WILS*

**Laura Damon-Moore**, *WILS*

### Intellectual Freedom SIG Meet-up

Learn about Intellectual Freedom news at the national and local level and hear how you can be involved with the WLA Intellectual Freedom SIG!

**Kristina Gómez**, *Milwaukee Public Library*



FRIDAY AT 10:45 – 11:45 A.M.

### **Public Library Records Retention Basics**

If you know you have to retain records, but have looked at the General Records Schedule (GRS) for Wisconsin Public Libraries and Library Systems and are totally lost, then this session is for you. Join Shannon Schultz and Abbigail Swanton of the Wisconsin Department of Public Instruction (DPI) as they walk through schedule step by step and explain how to use it and how to get it adopted.

**Shannon Schultz**, *Wisconsin Department of Public Instruction*  
**Abbigail Swanton**, *Wisconsin Department of Public Instruction*

### **Thinking Inside The Box: How One Youth Services Department Delivered Programs During Covid-19**

When COVID-19 hit, the Youth & Family Services staff at the Kenosha Public Library were issued a novel challenge: fit an entire children's program inside a 9x5x4" take-out box. Multiply by 60. Repeat. In this session, you will learn how one library leaned into change with creativity, flexibility, and open minds to design 73 different programs-in-a-box that served more than 4,500 children, teens, and families over the course of 8 months. This session is sponsored by the Youth Services Section (YSS).

**Heather Thompson**, *Kenosha Public Library*  
**Tessa Fox**, *Kenosha Public Library*

### **Website Capabilities: Your Library's Super Power!**

Do you know what your website is capable of? Your website is your super power! Learn how mastering your website can elevate your library services, programs, and user experience. Promote existing services, offer library card registration, schedule curbside pickup, communicate what you offer, and make it look good!

**Anne Hamland**, *Wisconsin Valley Library Service (WVLS)*

FRIDAY AT 12:00 – 1:00 P.M.

### **Keynote Address: This Title Is Not Perfect, And I Love That. Embracing Imperfection In Libraries, Life, And Keynote Titles**

There is an old adage that a former teaching colleague of mine is fond of, often texted to me at 11pm in response to a question I have just sent him, "Perfect is the enemy of good enough. Go to bed." In this year of complete imperfection, I have come to realize that perfection is no one's ally. It blinds us to imperfect, but incredible impacts and outcomes. It stands in the way of living in the moment, learning something new, or trying something different. 2020 has caused the cracks in our lives and in our libraries to be exposed, but those cracks are a part of our story and our history. They make us imperfect - yay! Let's guild those cracks with gold and embrace them, because who we are isn't just good enough, it's pretty amazing.

**Rebecca Millerjohn**, *Madison Public Library*

FRIDAY AT 1:30 – 2:30 P.M.

### **At The Movies With Librarians: Only The Strong Survive**

Back by popular demand! The panel will be discussing books being made into movies slated for release in 2021. After enjoying exciting trailers, panelists will analyze how well (or poorly) these books may translate to the screen. This session is sponsored by the Wisconsin Small Libraries Section (WISL).

**Sherry Machones**, *Northern Waters Library Service*

### **Library Stories From The Cutting Room Floor**

A film team created three library stories videos in conjunction with the WLA Library Development & Legislation Committee for library legislative day. Filming was done in all sizes of libraries located all over Wisconsin. Due to the nature of the LD&L films, there are amazing stories that ended up on the "cutting room floor." This session will highlight some of the stories that were missed and will make you feel great about the work that libraries are doing, particularly during these difficult times.

**Vicki Teal Lovely**, *South Central Library System (SCLS)*



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**60 CREDIT ASSOCIATE DEGREE**

# LIBRARY & INFORMATION SERVICES

**Become an information specialist!**

If you have strong organization and customer service skills, CVTC's new Library & Information Services program is the right choice for you.

Gain real experience working in a library that will prepare you for a career at a public library, non-profit, school, or government organization. Upon completion of the program, you may gain employment as a Circulation Supervisor, Library Technician, Library Assistant, Reference Assistant, Media Assistant, or A/V Technician.

## WLA CODE OF CONDUCT

The Wisconsin Library Association (WLA) holds professional conferences and meetings to enable its members to receive continuing education, build professional networks, and discover new products and services for professional use. To provide all participants – members and other attendees, speakers, exhibitors, staff, and volunteers – the opportunity to benefit from the event, WLA is committed to providing a harassment-free environment for everyone, regardless of gender, sexual orientation, gender identity, gender expression, disability, physical appearance, ethnicity, religion, or other group identity.

As an association, WLA is strongly committed to diversity, equity, and the free expression of ideas. Taken cumulatively, these values are based on our professional organization's (Wisconsin Library Association) firm belief in the value of civil discourse and the free exploration of competing ideas and concepts – with a fundamental respect for the rights, dignity, and value of all persons.

Within the context of this WLA Code of Conduct and, more broadly, the freedom of expression, critical examination of beliefs and viewpoints does not, by itself, constitute hostile conduct or harassment. Similarly, use of sexual imagery or language in the context of a professional discussion might not constitute hostile conduct or harassment.

WLA seeks to provide a conference environment in which diverse participants may learn, network, and enjoy the company of colleagues in an environment of mutual human respect. We recognize a shared responsibility to create and hold that environment for the benefit of all. Some behaviors are, therefore, specifically prohibited:

- Harassment or intimidation based on race, religion, language, gender, sexual orientation, gender identity, gender expression, disability, appearance, or other group status.
- Sexual harassment or intimidation, including unwelcome sexual attention, stalking (physical or virtual), or unsolicited physical contact.
- Yelling at or threatening speakers (verbally or physically).

Speakers are asked to frame discussions as openly and inclusively as possible and to be aware of how language or images may be perceived by others. Participants may – and do – exercise the option of leaving a presentation or exhibit. Exhibitors must follow all WLA Exhibits rules, regulations, and policies.

All participants are expected to observe these rules and behaviors in all conference venues, including online venues and conference social events. Participants asked to stop hostile or harassing behavior are expected to comply immediately. Conference participants seek to learn, network, and have fun. Please do so responsibly and with respect for the right of others to do likewise.

If you believe you have been harassed or that a harassment problem exists, report the incident on WLA's website, [using this link](#). After an online report is submitted, WLA will determine and carry out the appropriate course of action, and may engage WLA Directors,

staff, or legal counsel as appropriate. For more details about reporting, see WLA's Reporting Guide. Event security and/or local law enforcement may be involved, as appropriate based on the specific circumstances. A follow-up report will be made to individuals who report the harassment.

*Adapted from the [American Library Association Code of Conduct](#)*

### **Special considerations for virtual events**

The provisions of the Wisconsin Library Association Code of Conduct apply to virtual WLA events. We remind virtual event attendees to remember that threats, harassment, and intimidation are just as damaging when transmitted online as they are in person and will not be tolerated.

Attendees are prohibited from sharing content, recordings, chat logs, comments, or screenshots from WLA virtual events on any other online platforms or in any other virtual communications. Attendees should take only the notes they need for personal use. Recording of program sessions is prohibited, except for authorized agents of WLA capturing recordings for official WLA use.

Disruption of presentations during sessions or other conference events is not acceptable. Any attendees who attempt to take over screensharing or broadcast unrelated images or messages during a conference event shall be removed from the meeting. People found in violation of any part of the WLA Code of Conduct will face consequences including but not limited to: expulsion from the conference, prohibition from returning to any future virtual event, and will not receive a refund of their registration fees.

*Addendum approved by the Wisconsin Library Association Board, April 9, 2021*

### **How to report Code of Conduct violations**

Questions or concerns about this policy should be sent to [WLA Vice-President Nyama Reed](#). If you believe you have been harassed or that a harassment problem exists, report the incident on WLA's website [using this link](#).

## TECHNICAL SUPPORT

The 2021 WAPL Annual Conference will be held virtually using the Whova conference platform and Zoom Webinar and Zoom Meetings to provide individual sessions. Attendees are encouraged to [use the WAPL Conference web app](#) to attend sessions or to [download the Whova app](#) to participate on a mobile device.

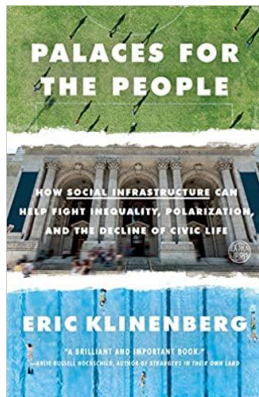
Be sure to log in to Whova using the same email address that you provided to WLA when you registered for the conference. For registration questions, contact [Hannah Bunting](#) at the Wisconsin Library Association.

[Whova Attendee User Guide](#)

[Whova Event App User Tutorial](#)

[Whova Speaker Guide](#)

The WAPL Conference will use Zoom to conduct online sessions. Presenters will receive the Zoom link to their presentation session. For questions related to your program session, contact conference chair [Teresa Schmidt](#) (715-208-0257) or program committee members [Sara Klemann](#) or [Kaushalya Iyengar](#).



## PALACES FOR THE PEOPLE

Eric Klinenberg's book, *[Palaces for the People: How Social Infrastructure Can Help Fight Inequality, Polarization, and The Decline of Civic Life](#)*, is available now from Penguin Random House.



## ABOUT THE WISCONSIN LIBRARY ASSOCIATION

The Wisconsin Library Association is a nonprofit, professional membership organization that has provided service to the library community and Wisconsin's citizens since 1891. WLA represents librarians and library staff from school, public, academic, and special libraries as well as students, trustees, and library friends. Because of its broad membership base, WLA is concerned about the needs of all types of libraries in the state. WLA is a chapter of the American Library Association.

### Our Mission

The Wisconsin Library Association engages, inspires, and advocates for library workers and supporters to improve and promote library services for the people of Wisconsin.

### Our Vision

The Wisconsin Library Association's membership mirrors the diverse populations of Wisconsin and represents all types of libraries. Together, members – library workers, trustees, and friends – find the support and the tools that they need to deliver forward-looking library services to the people of Wisconsin, promoting lifelong learning, quality of life and equal opportunity. Members are part of a dynamic community that focuses on educating and communicating with members, political leaders, and citizens. WLA is recognized as a leader and advocate working to make libraries more visible and valued throughout Wisconsin.

### Our Values

At the Wisconsin Library Association, we are committed to:

- Communicating that library and information services address essential informational, educational, cultural and recreational needs within Wisconsin.
- Supporting efforts to assure the people of Wisconsin access to the broad range of views about issues of importance to them.
- Taking positions on current critical issues related to library and information services.

### Benefits of Membership

- Enhance your legislative knowledge and advocacy skills, and support initiatives to improve library service and funding in Wisconsin.
- Connect with library professionals and other leaders. Build your personal contact list online and in person to help solve day-to-day challenges and celebrate successes.
- Meet professional challenges and develop your career path with an abundance of leadership and continuing education opportunities, including WLA and unit conferences.
- Be part of something bigger! Support the profession and a worthy cause. Your dues payment is WLA's most important source of financial support and having a large membership boosts WLA's credibility with elected officials and others who affect libraries and the profession.

To learn more about the Wisconsin Library Association and how you can become a member, visit [www.wisconsinlibraries.org](http://www.wisconsinlibraries.org).

# THANK YOU!

Thank you for attending the 2021 Wisconsin Association of Public Libraries Conference.

Your support makes the work of the Wisconsin Library Association possible.



## SHARE YOUR "LIBRARY STRONG" STORY

Use our conference hashtags to share your story! We'd love to see your furry (or fishy or scaly) WAPL co-attendees, too.



[#wapl2021](https://www.instagram.com/wapl2021) | [#librarystrong](https://www.instagram.com/librarystrong) | [#petsofwapl](https://www.instagram.com/petsofwapl)



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