



WLA News

Information from the Wisconsin Library Association
Fall 2021

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President's Message

By Sherry Machones, 2021 WLA Board President

Greetings All,

We all had hoped that, by the end of summer, most of COVID-19 would be behind us and the pandemic would be subsiding. Unfortunately, this is not the case and the Delta and numerous other variants have imposed more fear, caution, and concern. Like everyone else, we all have been monitoring health and safety for the past 18+ months and have adapted our services and programming while continuing to be a necessary lifeline to community members.

It is important to acknowledge that working and living in these unprecedented and uncertain times has not been easy. Our library community has excelled in their commitment to serve our communities while also managing this pandemic for their own children and families, and they deserve a shout out of gratitude and appreciation. Support for one another, and our recognition of how interdependent we are to one another, is one lesson of the pandemic. The phrase "we are in this together" can seem clichéd but there is also truth to it. Our intentions and behaviors impact one another.

As we move into fall, I hope we can all stay as safe as possible and gather (socially distanced) together at the [WLA Annual Conference](#) in November. This public health threat has disrupted our lives, our financial stability, our politics, and our emotional health. Having the opportunity to reconnect, the fall conference will hopefully refill our metaphorical tanks and get us all "back on track," allowing us to return to our communities with new ideas and the fortitude to weather whatever comes next.

Sherry



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Director's Message

By Laura Sauser, Executive Director of WLA



I want to express my gratitude for the warm welcome I have received from all of you! From sending me good wishes via email to patiently explaining this organization's many, many acronyms, to indulging me in behind-the-scenes tours of your libraries, you have made my move into this new position (and new state) very rewarding.

Over the past few weeks, I've had the honor of hearing many members' stories of how the Wisconsin Library Association has enriched their lives. I've heard from former WLA scholarship recipients who, inspired by their positive experience with the association, have gone on to mentor others. I've met lifetime members who feel so passionately about the organization that they've continued their volunteer service well into their retirement years. One member even met her future husband at our fall conference!

These collective stories reinforce two key benefits of professional associations - powerful connections and leadership development. The past year has made it more difficult for WLA to share these benefits with you, but the future is bright! "Back on Track & Moving Forward," the [WLA Annual Conference](#) is scheduled for November 16 - 19. This event brings together our members from across the state to connect with and learn from national thought leaders, vendors offering innovative solutions, and each other. I encourage you to [register today](#), if you haven't already done so. And longer term, we have a variety of volunteer opportunities available involving a range of skills and time commitments so you can find something that fits your interests. I hope you'll consider one of these opportunities (see "Leadership Opportunities" on page 3) for your own professional development and to benefit libraries throughout the state.

I welcome the opportunity to meet you and learn more about your work. Thank you for your commitment to WLA!

Laura
sauser@wisconsinlibraries.org
[515.865.6264](tel:515.865.6264)

WLA Office News

The WLA office has officially gone fully remote! We now have a new mailing address:

Wisconsin Library Association
PO Box 6437
112 Owen Road #6437
Monona, WI 53716

Our phone number remains the same: [608.245.3640](tel:608.245.3640).

If you are aware of businesses or organizations looking for a well-equipped, small office space with great neighbors, please contact Tom Klement at klement@wisconsinlibraries.org.

Leadership Opportunities

Get the full experience of being a WLA member... become a volunteer leader!

Becoming a leader in WLA allows library professionals to develop leadership skills, create professional development opportunities, expand career networks, and learn more about the Association. It also plays an important role in advancing the mission of the Association and benefiting libraries throughout the state. Currently we have openings on the ballot for :

WLA Board

- Treasurer

Reference and Adult Services Section (RASS)

- Chair
- Vice Chair
- Secretary
- Director at Large
- WLA Board Liaison

Wisconsin Association of Academic Librarians (WAAL)

- Chair
- Vice Chair

Technical Services Section (TSS)

- Vice Chair
- Secretary

Support Staff & Circulation Services Section (SSCS)

- Vice Chair
- Director at Large (Academic)
- WLA Board Liaison

All terms are for three years in the role listed, except Vice Chairs who serve in that role for one year, as Chair the second year, and as Past Chair the third year. If you are interested in running for a leadership position, send your message to WLA@WisconsinLibraries.org; include in the subject line, "WLA Volunteer." Thanks for your continued support.

Academic Library Helps Save Students Over \$1 Million During Pandemic

By Vince Mussehl, Chippewa Valley Technical College

The library at Chippewa Valley Technical College (CVTC) helped students save over \$1 million in textbook costs last year thanks to the recently launched Affordable Learning program. Many instructors and courses have switched to using free textbooks called "open educational resources," or OER, instead of traditional commercially-published textbooks that are often high cost. Last year, over 4,000 CVTC students experienced at least one course with no textbook cost for an average student savings of approximately \$246. The library played a key role in working with faculty to curate and adopt these low cost resources.



"We know that Eau Claire and parts of Chippewa County are experiencing disproportionately higher poverty rates than the rest of Wisconsin. Using OER instead of high cost textbooks has been a big win for our students, who are often hit hardest," says Vince Mussehl, Director of Library Services. "We have had such dedicated faculty from many different programs work with our librarians to make the switch to OER, including courses in general education, business, trades, and nursing."

The College hopes to see these trends in cost savings and student success continue to grow over the upcoming year. More information about CVTC's Affordable Learning program can be found at <https://www.cvtc.edu/pay-for-college/affordable-learning-resources>.

WLA Mentorship Program Returns in 2022

By Andrew Prellwitz, Ripon College

After the successful inaugural [mentorship program](#) wrapped up in July of 2021, the Wisconsin Library Association Leadership Committee will launch another round in January 2022. During the first year, 10 different mentor-mentee pairs worked together on a range of issues including public library budgets, personnel management, and working with boards. Serving as a mentor or having a mentor can be extremely rewarding. Marge Loch-Wouters, former WLA President, served as a mentor during 2020-2021 and said, “Mentorship, on both sides, is a powerful relationship. The opportunity to listen, learn, question, guide and be guided creates rich support and collegiality. The WLA mentorship program provided that opportunity and more to me as a mentor. Careful consideration was given to matching, orienting and providing support and materials to our pairing by the WLA Leadership Committee. I can’t recommend this experience highly enough.”

Applications for the program, for both mentors and mentees, will be available at the end of October. Matches will be made by the Leadership Committee by the middle of December. In early January, pairs will receive an orientation to the program and will then meet with each other via Zoom, phone or in person, as per the preference of the pair. If you’re interested in this program as either a mentee or mentor, keep an eye on your inbox for a link to the application materials. The program is only available to current WLA members.

Library Memory Project Receives ABOS Innovation in Outreach Programming Reward

By Jill Fuller, Bridges Library System

The Bridges Library System’s “Library Memory Project” initiative is the recipient of the 2021 [ABOS Innovation in Outreach Programming Award](#), sponsored by the [Association of Bookmobile and Outreach Services](#). The award recognizes a library’s achievement in planning and implementing an innovative or creative outreach program, which has had a measurable impact on its community.

The [Library Memory Project](#) (LMP) is an initiative of the Bridges Library System, which serves 24 public libraries in Jefferson and Waukesha counties in Wisconsin. The LMP consists of 21 member libraries across multiple counties and library consortia; it also partners with the Alzheimer’s Association Wisconsin Chapter and local Aging and Disability Resource Centers. The LMP offers monthly social opportunities for those with memory loss and their caregivers.



Tim Harrington, Community Outreach Coordinator at the Alzheimer’s Association Wisconsin Chapter, shared that “The Bridges Library System has been a consistent presence in everything I have experienced in the community for many years and shows no signs of slowing down. It is always a pleasure to partner with them, as we always know the result of each event will be a success and reach many community members.”

The Innovation in Outreach Programming Award will be presented at the Awards Ceremony to be held on Tuesday, October 12, 2021, during the 2021 [Virtual Conference of the Association of Bookmobile and Outreach Services](#). The ceremony starts at 10:15 a.m. CST.

Celebrating National Library Card Sign-Up Month

Each September, Wisconsin libraries join libraries across the country to celebrate Library Card Sign-Up Month. This year, these efforts were boosted by Governor Tony Evers who issued special proclamations for both [National Library Card Sign-Up Month](#) (shown on right) and [National Read a Book Day](#).



Several WLA members shared some of the fun ways they promoted library cards in their communities this month. Creativity abounds in Wisconsin libraries!



The marketing committee at [Northern Waters Library Service](#) compiled a tool kit for librarians in their system to use, full of fun graphics (shown on left), letter templates, and [promotional videos!](#) In addition to sharing all these resources, they offered a variety of ways for cardholders to be entered into a cash prize drawing, which included cardholder referrals, sharing why they love their library, and participating in a system-wide trivia night.

The [Waunakee Public Library](#) encouraged residents to shop local with their [“Use Your Library Card - All Around Town” program](#), which allowed residents to show their library card at local businesses (shown on right) and receive a special discount or promotion during the month of September.



The [Mayville Public Library](#) and the [Juneau Public Library](#) reinforced the message that getting a library card is easy . . . so easy, even a horse can do it! Both libraries welcomed Derek, a retired racehorse and the main character of a children’s book, as he trotted inside to get a library card (shown on left). [Click here to watch a video of this well-mannered equine getting a library card.](#)

Finally, the [Eager Free Public Library](#) created a “dino-mite” promo for Library Card Sign-Up month, a dinosaur theme to go along with their plans for a T-Rex Tea Party (shown below). [Check out their Facebook post here.](#)

Many thanks to our colleagues for sharing these fun, creative ideas!



Register Today for the WLA Annual Conference



After a year off, the [Wisconsin Library Association's Annual Conference](#) is back, stronger than ever! This event brings together our members from across the state to connect with and learn from national thought leaders, vendors offering innovative solutions, and each other.

Join us at the Hyatt Regency & KI Convention Center in Green Bay, November 16 - 19 to:

- Hear from nationally-known [keynote speakers](#) Sara Vowell, Nigel Poor, and Felton Thomas, Jr.
- Choose from a wide range of breakout sessions on [Wednesday](#), [Thursday](#) and [Friday](#), covering an array of topics.
- Visit with our growing list of [exhibitors](#) who will be on hand to showcase innovative resources and solutions.
- Enjoy special events, including the return of the popular trivia night!
- Attend the annual membership meeting and meet the new WLA Executive Director Laura Sauser.

Invite a Friend - and Win!

When you invite a friend or colleague to join you at the conference, you will be entered into a drawing for a gift card package valued at \$200!

[Visit the WLA website for more details - and register today!](#)



Wednesday Keynote Speaker Sarah Vowell



Thursday Keynote Speaker Nigel Poor



Friday Keynote Speaker Felton Thomas, Jr.



Wed. YSS Luncheon Speaker Cathy Camper



Thursday Luncheon Speaker Robyn Gigl



Friday Luncheon Speaker Steven Wright

WLA Author Highlights

Former Wisconsin Librarian Publishes First Book in Picture Book Series

By Kent A. Barnard, Seabear Press



When you're at the WLA conference, be sure to check out the Author Garden and Erin Kant Barnard's newest book *Rhino & Dino In: Juice!*. This is the first book in her Rhino & Dino picture book series, a fun-filled book about friendship and being eco-friendly. It's not just another sharing book!

Rhino & Dino are best friends. Rhino is the big, sort of older brother and Dino is a crazy whirlwind of activity with more energy than a tornado! The first book introduces us to the characters, and we fall in love with them.

Each book in the series also has an eco-friendly message that's not delivered to kids in a heavy-handed manner, but as a fun activity! Remember to stop in and say hi to Erin at the WLA Author Garden and have your picture taken with Rhino & Dino.

[Seabear Press](#) is a small multi-faceted press and are the publishers of your new favorite book. If you like *Elephant and Piggie*, you'll love Rhino and Dino!

If you are a WLA member with a new book to announce in a future newsletter, please email the details to WLA@WisconsinLibraries.org.

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YOU'RE NEWSWORTHY!



Email news, ideas, updates, and stories for the 2021 Winter WLA Newsletter to Lori Baumgart at

lbaumgart@nflsoffice.org no later than Friday, December 10, 2021.

Support Wisconsin Libraries with a Gift to the WLA Foundation

Help the Wisconsin Library Association Foundation advance its mission of supporting the role of Wisconsin libraries as essential institutions.



The Foundation funds:

- WLA Conference Keynote
- WLA Awards and Honors
- Scholarships and grants for aspiring librarians
- Resources for the education of, and critical connections with, state legislators

To learn more about the WLA Foundation and to make a donation, visit wisconsinlibraries.org/foundation.

Leave a legacy! Name the WLA Foundation as a beneficiary of your will, life insurance policy, retirement plan, or other planned giving vehicle. Visit with your financial advisor for more information.

Trustee Memberships

WLA conferences and other educational programs offer your trustees and volunteer leaders the chance to learn more about libraries, gain a broader perspective on their important role, and interact with others who share a passion for libraries. We're pleased to invite your library trustees, foundation board members, and friends board members to join WLA with this tiered dues structure:

- Boards with 5 or fewer members - \$100
- Boards with 6-8 members - \$150
- Boards with 9-14 members - \$200
- Boards with more than 14 members - \$300
- Individual board members - \$50

To learn more or to purchase board memberships, please contact wla@wisconsinlibraries.org or call [608-245-3640](tel:608-245-3640).

*** * * As an added incentive, trustee/friends/foundation board members with a WLA membership will receive 20% off the registration price to attend the 2021 WLA Annual Conference! * * ***

New WLA Monthly Membership Payment Option

You can now pay your annual WLA membership dues on a monthly payment plan! Instead of submitting a one-time annual payment, you can submit a payment each month. Your membership dues will still be calculated based on your annual salary. If you would like to switch to this payment option, [email Hannah Bunting](mailto:Hannah.Bunting).