



OCTOBER 2018

News From WLA

The latest information from the Wisconsin Library Association

WLA Conference in La Crosse Oct. 23-26



Come on over to La Crosse Oct. 23-26 for [our fall conference!](#)

Highlights include:

- President's reception Tuesday night – everyone welcome!
- Over 100 sessions to help you “run your library good”
- Four nationally recognized and respected speakers invited on Friday to open, close and wow you throughout the final half-day.
- Speakers and authors from near and far to stimulate your thinking
- Foundation fundraiser featuring the dark side of La Crosse history
- Awards and Honors reception to celebrate Wisconsin libraries' best
- Meet-ups and chances to network with peers and friends
- Ghost tour pub crawl
- SO.MUCH.MORE. ... Join us!

WLA Board of Directors For 2018

Marge Loch-Wouters, President

Jean Anderson, Past President

Scott Vrieze, Vice
President/President Elect

Jen Gerber, Treasurer

Desiree Bongers, Secretary

Sherry Machones, ALA Councilor

Kris Turner, AWSL Rep.

Josh Hickman, WAAL Rep.

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Skip Mosshammer, WLTF
Rep./LD&L Committee Co-Chair

Jennifer Cook, SCS Rep.

Gina Rae, WISL Rep.

Sue Abrahamson, YSS Rep.



Dive into Reader Advisory or Advocacy at WLA Pre-Conferences



Megan Murray Cusick, left, of the American Library Association Office for Library Advocacy and Kristin Pekoll of the ALA Office of Intellectual Freedom will lead a pre-conference session centering on advocacy with intellectual freedom at the core of public libraries' brand.

Advocacy and Intellectual Freedom Bootcamp **Tuesday, Oct. 23** **1-5 p.m.**

Kristin Pekoll, ALA Office of Intellectual Freedom, Chicago, IL
Megan Murray Cusick, ALA Office for Library Advocacy, Chicago, IL

Transform libraries through advocacy. “The recent rash of anti-library trends, including the anti-tax movement, privatization, removal of independent library boards and de-professionalization, point to a systemic shift in our landscape that is very different than budget cuts and recession: an attack on libraries as a public service.” Kristin and Megan will arm you with the tools needed to combat these efforts – messaging, networking and community engagement. Intellectual freedom, as the essential brand of librarianship and as a value that grows from a solid policy infrastructure, will also be covered.

Registration fee: \$30 WLA members/\$60 non-members
Maximum 50 registrants



Learn “Ten Rules of Basic RA Service” from reader advisory blogger Becky Spratford.

RA for All **Tuesday, Oct. 23** **1-5 p.m.**

Becky Spratford,

Becky Spratford is the author of the blog “RA for All: Training Library Workers to Help Leisure Readers” and will present a multi-layered workshop demystifying readers advisory. Using her “Ten Rules of Basic RA Service” as a guide, Becky Spratford will use your own love of your favorite books to show you how to help any patron find their next great read. Ms. Spratford will also concentrate on booktalking and merchandising your reader advisory service.

Registration fee: \$60 WLA members/\$80 non-members
Maximum 50 registrants

Friday Speakers to Pack Punch at La Crosse WLA Conference

*Submitted by Roxane Bartelt,
WLA Conference Committee Programming Co-Chair*

Friday's Sunrise Speaker, Chloris Lowe, is a member of the Sky Clan of the sovereign Ho-Chunk Nation. He will share his expertise on creating connections and building community. His leadership experience includes developing day-to-day working relationships with tribal leaders from all over the Americas.

Dr. Alexandra Hall has transitioned her career as a physician providing a full-scope family practice to concentrating on college health with emphases on women's, sexual and transgender health. In her first session at 9 a.m. on Friday morning she will present "The Biology of Sex," an accessible and interactive session where Dr. Hall will address the development of our biologic sex, gender identity and sexual orientation from a scientific standpoint.

At 10 a.m. Dr. Hall will present "Serving Trans Youth, Students and Adults." As an advocate for trans health issues, Dr. Hall will share do's and don'ts for working with trans people and making public spaces welcoming.

A 2010 *Library Journal* Mover & Shaker, Gretchen Caserotti excels at leadership. To close our conference, Gretchen will share lessons learned from her professional journey and will reflect on nurturing leadership skills in oneself and in others that lead to positive, productive and healthy libraries. Formerly the head of children and teen services and then the assistant director for public services at Darien Library (CT), Ms. Caserotti currently serves as the director of the Meridian Library District (ID).



On Friday at the WLA Conference in La Crosse, a trio of powerful speakers will offer programs. Dr. Alexandra Hall, top, plans two programs related to gender identity, one program about its development from a scientific standpoint and a second program about how libraries can serve trans patrons in a welcoming way. Leadership is the topic to be addressed by Gretchen Caserotti, left. Chloris Lowe, right, will discuss creating connections and building community, his experiences drawn from work with tribal leaders across the Americas.

Celebrate Local Authors at WLA: Humor and the Mississippi

*Submitted by Roxane Bartelt,
WLA Conference Committee Programming Co-Chair*

Laughter. Join Matt Cashion as he explores how to “write funny.” This interactive session will encourage audience members to ask the questions when do we laugh? why do we laugh? and how can we laugh more often? Come prepared to share your favorite funny writers. With a background in journalism, Matt Cashion is currently a professor of creative writing and literature at UW-La Crosse. His novel *Our 13th Divorce* won the 2017 Edna Ferber Fiction Award. Join Matt at 4:30 p.m. on Thursday.



Join authors Matt Cashion, left, and Dean Klinkenberg to explore humor in writing on Thursday with Matt and stories of today’s Mississippi River on Friday with Dean.

Dean Klinkenberg, the Mississippi Valley Traveler, was first exposed to the Mississippi River through Mark Twain. Having spent his college years in La Crosse, he had a hands-on chance to explore the Mississippi via canoe. Join Dean as he tells stories about the people and places of today’s Mississippi River. Dean will present at 10 a.m. on Friday.

Wisconsin Science Fest Shares Program Resources

Wisconsin Science Festival events range from large community programs with thousands of attendees to intimate stargazing nights and everything in between. Any organization that’s enthusiastic about science, technology or humanities can host a program. Here are some events they can help with:

- Book talks by local authors
- Hands-on science activities for kids
- Career talks by people in your community who have interesting science- or art-related jobs
- STEAM activities hosted by Boy Scouts / Girl Scouts

Learn more at Wiscifest.org or email info@wiscifest.org.

Got a Book (or Newsletter) in You? Free Design Tool at Pressbooks Public

Submitted by Andrea Coffin, WiLS Community Liaison/Service Specialist

Thanks to a two-year pilot project of the [Wisconsin Public Library Consortium](#) and funding from the Institute of Museum and Library Services, [Pressbooks Public](#) is available to everyone in Wisconsin for free!

Pressbooks is online software, based on WordPress, that allows users to create professional-quality print-ready and ebook files – an excellent resource for writer-patrons (especially with NaNoWriMo approaching!), faculty textbook creators, local historians, library newsletter compilations and much more.

Users can import or create right in the software, organize chapters, add metadata and cover art and share their books to [SELF-e](#) – and to the Indie Wisconsin ebook collection, also available for free to Wisconsin residents as part of the BiblioBoard Library at library.biblioboard.com.



Letter from the 2018 President

*By: Marge Loch-Wouters,
2018 WLA Board President*

Please join me at our La Crosse WLA conference at my Tuesday evening [President's Reception](#) (co-sponsored by Chippewa Valley Technical College) from 7-9 p.m. so I can thank each and every one of you for your great work this year!

Who am I thanking?

You, our members, for staying active and engaged, providing valued help, feedback, support for WLA, membership recruitment and reality checks.

All our nominees who stepped up for elections throughout the organization.

Unit leaders who created great learning/networking experiences for their members – Government Information Day; AWSL tours of special libraries; YSS, OSRT, and WISL meet-ups; dynamic WAPL, WAAL, SSCS spring

conferences; and the Student, Alumni, COW and Government Information [Special Interest Groups](#) (SIGS) have been engines of activity.

Our committees who rocked out work and pushed the association forward at a rocket pace: Leadership, Membership, LD&L, Newsletter, and Conference and Institute committees.

Our special liaisons to state boards and working groups who carried the message of libraries to these groups.

Our vendors, sponsors and donors who have supported WLA not just at this conference and our spring conferences but throughout the year.

Our board members who have worked hard to support all those efforts through their leadership and work on streamlining our communication, working on website updates, providing a framework for change and supporting membership.

Our office staff – Plumer, Tom, Brigitte and Hannah – for leading and supporting so many of our WLA efforts.

I promise a fun time and sincere appreciation!

Have Fun Supporting WLA Foundation through Silent Auction



The Wisconsin Library Association Foundation Silent Auction is back!

The Silent Auction is a fun and social way to support Wisconsin libraries: all proceeds benefit the WLA Foundation! Place your bids during the conference.

If you'd like to donate, [click here](#).

The Power of Collaboration

By: Plumer Lovelace, WLA Executive Director

In August, while many of us were wrapping up summer library programs, scheduling our final camping trip of the season and shopping for school supplies, there was a quiet announcement made that has profound implications for Wisconsin libraries. Wisconsin was awarded a grant for \$249,999 by the Laura Bush 21st Century Library Program. These funds will be used to support the “Libraries Activating Workforce Development Skill” (LAWDS) project. (See also an article about the grant on p. 7.)



In case you’re not familiar with the Laura Bush 21st Century Librarian grant, the organization’s website describes their purpose as “developing a diverse workforce of librarians to better meet the changing learning and information needs of the American public by: enhancing the training and professional development of librarians, developing faculty and library leaders, and recruiting and educating the next generation of librarians.”

One of my favorite definitions of collaboration is “a focused effort by individuals to work together toward a common purpose, in order to achieve a mutual benefit.” This project was a wonderful example of collaboration in action. The program proposal was developed by several familiar organizations, including the Wisconsin Department of Public Instruction (acting as lead applicant), the Wisconsin Department of Workforce Development, the Wisconsin Workforce Development Association and the Wisconsin Library Association.

I’d like to specifically acknowledge two people for their exceptional work on creating the proposal that made this funding possible: Martha Farley Berninger, DPI (Project Lead) and Kristen Anderson, Winding Rivers Library System (representing library systems and WLA). Please stay tuned for more information on how your library can participate in this project.

Call for Volunteers: WLA Website Migration

Interested in helping WLA create an exciting new website? The WLA Board has created a Communications Working Group tasked with making the WLA website more user-friendly. The goal is to have a new website ready to go by the end of year, but for that to happen, we’ll need volunteers!

This is a great chance to get more involved, learn more about the WLA website and web editing in general, and meet some great librarians! If you are interested, please contact Kris Turner (Kris.Turner@wisc.edu) right away. Thank you in advance and, on behalf of the Communications Working Group, we look forward to working with you!

Wisconsin Nets Laura Bush 21st Century Librarian Program Grant

Submitted by Kristen Anderson, Director, Winding Rivers Library System

The Wisconsin Library Association, in partnership with the Department of Public Instruction (DPI), the Department of Workforce Development (DWD) and the Wisconsin Workforce Development Association (WWDA) has been awarded a \$244,999 grant to enhance workforce development cooperation between workforce development organizations and libraries around Wisconsin. Of 73 preliminary proposals, 23 were invited to submit full proposals and of those, only 14 were awarded funding.

This three-year initiative will provide librarians across the state with new continuing education opportunities, partnerships with workforce development teams and tools to enhance their knowledge of workforce systems, programs and services that support patrons who are already using the library for workforce development related purposes.

“Wisconsin public libraries, that have always been supportive partners to job-seekers, career-changers and local businesses, will be able to work more effectively with DWD and WWDA through this program,” said Martha Farley Berninger, director of DPI Resources for Libraries and Lifelong Learning. “DPI is pleased to collaborate with them and the Wisconsin Library Association and the System and Resource Library Administrator’s Association of Wisconsin. The support of the Council on Libraries and Network Development was important in the development of the Racine County pilot project that formed the basis of the program. All partners are grateful for the support provided by the Institute of Museum and Library Services.”

The IMLS is the primary source of federal support for the nation’s libraries and museums. It advances, supports and empowers America’s museums, libraries and related organizations through grantmaking, research and policy development. The IMLS’ vision is a nation where museums and libraries work together to transform the lives of individuals and communities. To learn more, visit www.imls.gov and follow the IMLS on [Facebook](https://www.facebook.com/USIMLS) (<https://www.facebook.com/USIMLS>) and [Twitter](https://twitter.com/us_imls) (https://twitter.com/us_imls).

AWSL at iSchool Organization Fair

Submitted by Jaime Healy-Plotkin, chair of AWSL

Association of Wisconsin Special Librarians (AWSL) members Kris Turner and Jaime Healy-Plotkin helped welcome the latest crew of iSchool students to the University of Wisconsin-Madison at the iSchool orientation and organization fair Aug. 30. Kris Turner and Jaime Healy-Plotkin promoted WLA membership, activity within AWSL and shared knowledge of professional organizations. Many students were interested in archives, which of course can be a part of a special library! We also invited the students to apply for our AWSL scholarship to attend the WLA conference. We look forward to connecting with the students in future programs and gatherings to help our membership grow.



Kris Turner and Jaime Healy-Plotkin promoted AWSL to iSchool students.

Internet Discount Finder Helpful for Public and School Libraries

*Submitted by: Marge Loch-Wouters
on behalf of the collaboration partners*



In the spirit of work at the national level through the American Library Association's State Ecosystem Initiative and the new Public Library & School Library Collaboration

Toolkit (<http://www.ala.org/alsc/publications-resources/professional-tools/school-public-library-partnerships>) done through collaborative efforts of AASL, YALSA and ALSC, WEMTA, WLA and DPI are working together to support and foster communications and collaborations among Wisconsin public and school librarians in order to better support the communities we serve.

Each quarter we will share a resource, strategy, or example with you that could be used as a talking point in your community. Please use these ideas to initiate or continue to build relationships with public and school librarians.

Internet Discount Finder

Digital equity has become an urgent issue as schools assign more and more of their students with personal, mobile devices to access classroom materials and productivity tools, however, 20% of Wisconsin households do not have access to the internet. For many children and adults, the public library is the only source of internet access outside of the school day where these devices can be used.

The Internet Discount Finder (<http://maps.psc.wi.gov/apps/DiscountPrograms/>), created by the Wisconsin Public Services Commission, can help low-income households find discounted internet service. Discounts are as deep as 80%. Schools and public libraries can play a critical role in promoting the Internet Discount Finder, to help all of their students and library users get internet access at home.

The Internet Discount Finder is not just for households with students. It is designed to help *all* Wisconsin families and residences get internet access. Check out this blog post (<https://dpi.wi.gov/news/dpi-connected/internet-discount-finder>) for more details and this slide presentation (https://docs.google.com/presentation/d/1qaTdiHTnKS4Vwe_SyX34R27qR43zkk4Ivpzd1s_tLxg/edit#slide=id.p3) for helpful PR ideas to spread the word to your families.

Schools and public libraries both can play a huge role in getting this information out to our families and communities. Let's work on this together!

This message brought to you through the collaborations of Wisconsin Educational Media & Technology Association (WEMTA), Wisconsin Library Association (WLA), and the Department of Public Instruction (DPI) School and Public Libraries. If you are interested in working on future tidbits or have other suggestions for collaborations, please contact Marge Loch-Wouters (WLA) at lochwouters@gmail.com or Michele Green (WEMTA) at president@wemta.org.

New WLA Membership Coordinator: Hannah Bunting

Raised in Middleton and educated at UW-Madison, I am a Wisconsin gal at heart with a deep love for all things cheese and Bucky. I graduated with my Bachelor's of Science in Community and Nonprofit Leadership and minors in Global Health, Environmental Studies and African American Studies.

My past experience in membership coordinating was with the environmental nonprofit Upper Sugar River Watershed Association, for which I helped launch their first membership campaign.

In my spare hours, you will find me lounging with my dog, Sammy, reading a good book or out experiencing the beautiful nature that surrounds us here in Madison.

I am passionate about the work done by smaller nonprofit organizations because of their transparency and strong commitment to the community in which they serve. I am thrilled to be a part of the staff here at WLA, and I look forward to what the future brings!



Hannah Bunting

Second Small Libraries Meet-up Held July 26 in Black River Falls

Submitted by Gina Rae, Wilton Public Library

The Wisconsin Small Libraries Section held its second meet-up July 26 in Black River Falls.

Attendees included, standing (left to right): Jeanne Rice, Norwalk Public Library; Marge Loch-Wouters, WLA President; Sherry Machones, Northern Waters Library Service; Bea Volgren, Milltown Public Library; Angie Bodzislav, Spooner Memorial Library; Amanda Hegge, Whitehall Public Library; Kayla Pettis, Taylor Memorial Library; Brooke Newberry, Winding Rivers Library System; Kari Pruess, Elroy Public Library; Amy Stormberg, Amery Area Public Library; Anne Hamland, Wisconsin Valley Library Service; Tammy Peasley, Black River Falls Public Library. Kneeling: Gina Rae, Wilton Public Library.



The next WISL meet-up is scheduled for 2-4 p.m., Nov. 16, at Patterson Memorial Library in Wild Rose. Contact Gina Rae for more information at email address wiltonlibrary@wrlsweb.org.

WLA Awards & Honors 2018

The Wisconsin Library Association is pleased to announce the 2018 Awards & Honors winners, selected for their outstanding contributions to libraries and librarianship:

- ❖ Citation of Merit: Nicholas Family Foundation (led by Lynn S. Nicholas)
- ❖ Library of the Year: Milton Public Library
- ❖ Muriel Fuller Award: Alison Hoffman, Monarch Library System (Dodge, Ozaukee, Sheboygan, Washington Counties)
- ❖ Programming Innovation Award: McIntosh Memorial Library's Sixth Grade Journal Buddies, Viroqua
- ❖ Special Services Award: Roxane Bartelt, Janesville
- ❖ Trustee of the Year: James C. Englebert, Elisha D. Smith Public Library, Menasha
- ❖ WLA/DEMCO Librarian of the Year: Jessica Schoonover, Shirley M. Wright Memorial Library, Trempealeau

Here are some additional details about each winner:

Citation of Merit: The Nicholas Family Foundation enriches the lives of all Wisconsin residents through generous funding contributions in the areas of education, health and the arts. Since 2009, the foundation's support of the Recollection Wisconsin collaborative statewide digital program has empowered libraries and cultural heritage institutions around the state to digitize and share their local historical collections, serving students, teachers, genealogists and lifelong learners by making community historical resources openly available online.

Library of the Year: The Milton Public Library has made a significant transformation to become a state-of-the-art library that is a center of community life and learning in its small community. It has a growing statewide and regional reputation for innovation. The exemplary programs, wide array of unique community partnerships, creative and unique facility improvements, commitment to staff development and responsiveness to community needs demonstrate excellence librarianship.

Muriel Fuller Award: Alison Hoffman, Database Management Librarian/IL Administrator, Monarch Library System (Dodge, Ozaukee, Sheboygan, Washington Counties) is the 2018 Muriel Fuller Award winner. Her tireless work and leadership in cataloging and integrating library systems, including training, project management, mentorship and flexible style, has significantly improved and benefited library services and made her an invaluable resource to her system.

Programming Innovation Award: McIntosh Memorial Library's Sixth Grade Journal Buddies program, in Viroqua, received the 2018 Programming Innovation Award. Designed to bridge divides by expanding the scope and depth of relationships in their community, a diverse group of students and volunteers are organized into small groups to have a shared reading and journaling experience. The significant efforts to design a truly inclusive program have created an experience that allows for "authentic interactions" and growing understanding and respect.

Special Service Award: Given Roxane Bartelt's continued commitment to the betterment of libraries through her work and volunteering in the Wisconsin Library Association (WLA) and the

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Southwest Wisconsin Library System (SWLS), she is being awarded the 2018 Special Service Award. Her support of SWLS through grant writing and as interim director was vital for advancing the needs of the 28 libraries within the system. Further, her continued involvement in WLA and advocacy for libraries demonstrate exceptional service to the library profession.

Trustee of the Year: James C. Englebert, Chairman of the Elisha D. Smith Public Library Board of Trustees in Menasha has been named the 2018 Trustee of the Year. Throughout his years of service as a trustee he has supported a library expansion and renovation project; established and advanced board committees for the betterment of the board, its members and the library; secured library funding; advocated for the library budget; and been a leader in the current strategic plan.

WLA/DEMCO Librarian of the Year: Jessica Schoonover, Director of the Shirley M. Wright Memorial Library (SWML), Trempealeau. Through her efforts, SWML is able to have an impact beyond the boundaries of its small community. Schoonover has also provided leadership, advocacy and collaboration with local libraries to ensure financial support of libraries in her. Her numerous achievements and accomplishments demonstrate outstanding leadership for the betterment of libraries.

WLA congratulates each winner and will celebrate their accomplishments at the 2018 annual conference at the Radisson Hotel La Crosse and La Crosse Center South Hall. An Awards & Honors Reception will take place on Thursday, Oct. 25th from 5:30-7 p.m., at the Radisson Hotel Ballroom with hors d'oeuvres and a cash bar. The WLA Awards & Honors program is supported by the WLA Foundation, through individual charitable contributions and through the generous support of EBSCO. WLA engages, inspires and advocates for library workers and supporters to improve and promote library services for the people of Wisconsin. The awards program is one way the association acknowledges the dedication of its members to provide exemplary library service.

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

Becoming a volunteer allows library professionals to develop leadership skills, create professional development opportunities, expand career networks and learn more about your association. It also plays an important role in advancing the mission of the Association and benefiting libraries throughout the state. If you are interested in volunteering, send your message to wla@wisconsinlibraries.org; include in the subject line, "WLA Volunteer." Thanks for your continued support.