



WLA News

Information from the Wisconsin Library Association
Fall 2019

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Skip Mosshamer, WLTF Rep.

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President's Message

By Scott Vrieze, 2019 WLA Board President

Greetings WLA Friends and
Colleagues,

On September 13, the WLA board voted to join [ALA's condemnation](#) of the recent move by Macmillan Publishing to limit / embargo new ebook titles for purchase by libraries. I would be remiss if I didn't call out the [recent memo](#) from John Sargent, CEO of Macmillan Publishing, regarding the eight week embargo of titles (except for a single ebook per library system) from Macmillan. The memo was addressed to Macmillan "Authors, Illustrators, and Agents", and stated the library ebook usage was "cannibalizing" sales and impacting royalties for authors.

As you all know, publishers and libraries have enjoyed a mutually beneficial partnership that goes back for decades. This partnership has enabled both functions to thrive and benefit readers and authors. Public libraries, with their presence in every community in the country, provide an opportunity for authors to have their work exposed and marketed directly to readers. Many public libraries host author and illustrator events as they market their latest materials, providing an opportunity for additional sales.

The most disturbing part of the memo is the framing of the relationship as an adversarial one, which I think strikes at the heart of the work of public libraries, and endangers equitable access to new materials for our patrons. We continue to work positively with other publishing houses, partnering with them to find mutually beneficial pricing models for ebooks. This reading ecosystem



continues to benefit authors, publishers, libraries and readers. We are hopeful that Macmillan will choose to rejoin that partnership.

As librarians, we are proud to help create and cultivate generations of readers who become buyers of titles from publishers. Representing all of you, the WLA board voted at our September 13 meeting to voice strong objection to the new Macmillan policy. It is also our recommendation that member libraries use their own communication channels to voice their own objections to these restrictions, and to seek the support of author and illustrator allies in expressing their concerns.

As part of our mission to ensure equitable access for all our users, our community needs us!

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ELECTION RESULTS ARE IN!

The WLA Nominations & Elections Committee has tabulated the results of the 2019 WLA elections. On behalf of the WLA Board of Directors and the Nominations & Elections Committee, I would like to congratulate all candidates for their willingness to present themselves in service to the membership. You can see the full list of winners at the WLA website. Thank you to all those individuals willing to step forward in service to the profession. Your colleagues are grateful for your leadership.

Attention all winning and continuing leaders! Please mark your calendars to attend the WLA Volunteer Orientation on **Friday, January 10, 2020**, from 9:30 a.m. to 3:00 p.m. at the DeForest Public Library. Important information about your volunteer year will be provided at this meeting. Stay tuned for more detailed information in early December. Thank you!

Director's Message

By Plumer Lovelace, Executive Director of WLA



I've always been proud of the fact my friends frequently tease me for my unyielding optimism, even under the most difficult circumstances. I believe this is a byproduct of being raised by my grandmother. Her eyes had seen the world transition from horse-drawn wagons to the Apollo 11 moon landing. There was not much that could rattle her cage.

Still, these days I find myself having to dig a bit deeper to find my optimism in the midst of so many challenges for our planet and the people inhabiting it. Many of us feel increased anxiety over what has become daily assaults on our hearts, our intelligence, our peace of mind, and even our sense of safety. For this reason, it's particularly appropriate to respond with an annual conference that invites attendees to share questions, ideas, and maybe solutions to some

of the questions invading our sense of stability and universal respect.

Joining together under the theme of *Celebrating Every Story* creates a safe space for attendees to respectfully engage in intellectual and cultural discussions. Only through asking the difficult questions and taking the time to "hear" the answers, can we better understand our neighbor. My hope is that every person attending this year's annual conference will find at least one shiny pearl of wisdom to take home.

Today, much of my optimism for America comes from my daily conversations with all of you. Each of you has dedicated your career to providing an equitable, inclusive, and consistent quality of service to your patrons and your communities. You know that users deserve choice, and you offer welcoming and secure environments- virtual and physical- for study, research, work, reflection, and interaction.

I'm sure you don't hear it enough, but you are all amazing individuals. I look forward to seeing all of you at the [WLA Annual Conference and Membership Meeting](#) in October. Until then, keep the faith.

WLA FOUNDATION BOARD PRESIDENT STATEMENT

by Skip Mosshammer, President of the WLA Foundation Board

As president of the WLA Foundation board, I am committed to fulfilling the goals set out for the board by WLA. For 2019, the plan is to stabilize and grow board membership, and prepare board governance for the important work to come. To that end, the bylaws have already been reviewed, updated and approved. They give the board authority and latitude to bring new resources to fundraising efforts in the years to come. Conversations, individual and collective, have already begun about creative approaches to finding WLA

initiatives. These reflect growing confidence, as a working board, in our ability to expand options and recruit valuable new board members. An emphasis on improved communication has already made a difference in a can-do attitude, which I expect will translate into a re-energized message to WLA members and potential donors alike. I fully expect 2019 to conclude with the pieces in place to reach new levels of activity and funding results.

CONGRATULATIONS TO THE 2019 WINNERS!

The Wisconsin Library Association is pleased to announce the 2019 Awards & Honors Winners, selected for their outstanding contributions to libraries and librarianship:

Citation of Merit

Vicki Reuling

Community Library Supporter

Three Lakes, WI

Library of the Year

L.E. Phillips Memorial Public Library

Eau Claire, WI

Programming Innovation Award

Dementia-Friendly Programs at North Shore Library

Glendale, WI

Trustee of the Year

Kathy Pletcher

Nicolet Federated Library System

Green Bay, WI

WLA/DEMCO Librarian of the Year: Marla Sepnafski,

Director

*Wisconsin Valley Library Service
Wausau, WI*

Award recipients will be honored at an Awards & Honors Reception at the WLA Conference on Thursday, October 10 at 5:30-7:00 p.m. Please join us!

Get Ready for the 2019 WLA Conference!

By Leah Langby and Anne Hamland, 2019 WLA Conference Committee

We are excited to welcome you to the 2019 Wisconsin Library Association Conference, *Celebrating Every Story*, at the Kalahari Resort, Wisconsin Dells set for **October 8-11**.

As you read this, conference committee members are working hard to finalize details for the very best conference experience for you, from amazing major speakers, to terrific programs by our library colleagues from across the state, to fun social events.

New this year:

- Conference App: for your smart devices by Capira
- Conference Connectors: newer conference attendees can sign up during registration to be paired with seasoned conference veterans who can show them around and share how they make the most out of conference experiences.
- Spotlight on Services: tables and hallways will feature images of inclusive services in Wisconsin libraries.
- Poster Sessions: librarians will show off services, discoveries, and initiatives during this more casual,

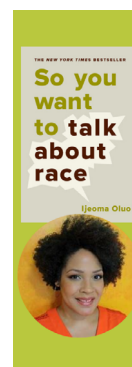
visual poster session in the main walkway on Thursday, October 10, at 4:30 p.m.

- Interactive Exhibit Activities:
 - Passion Flowers: have a passion, expertise, or skill you would like to share with the library community? Find the passion flower wall and post your passion.
 - Exhibitor Bingo: visit exhibitors, play bingo, bring resources and information back to your library, and win stuff!

The Kalahari Resort and Conference Center is our venue. We'll have plenty of space for learning, networking and celebrating with each other. Please look at the [WLA Board Statement](#) on the Kalahari, as well as the [FAQ about Cultural Appropriation](#) to answer questions and concerns about the venue.

We want to hear and celebrate your stories, so we truly hope you will join us at the conference on October 8-11. All of this will be even better with you there! Online registration is now closed, but you can still register at the doors.

Find Out More!



Designate Your Donation for the Literary Award Prize

by Katharine Clark, Beloit Public Library and WLA Board Treasurer

There are many ways donating to the WLA Foundation benefits WLA members and libraries around the state, such as professional development opportunities like conference scholarships, and additional funds for keynote speakers. What you may not know is that each year the Foundation, with the help of contributions from outside sponsors, provides the monetary prize for the WLA Literary Award. Each year, a committee of librarians from around the state meet monthly to review and evaluate books written by Wisconsin authors from the previous year to honor with an award. The Literary Award has been given out since 1974 and the list of past recipients can be found at the [WLA website](#). Milwaukee writer Nick Petrie was the 2017 winner and shared a bit about the experience and what libraries have meant to him in his writing career.

"I've been a big fan of libraries since I was a little kid. I was a big reader even then, and a rogue librarian let me check out far more books than the rules allowed. I've never forgotten her kindness, or that feeling of being truly seen by an adult. These days, I use libraries for much more than checking out books. For me, libraries are a welcoming public space where I go to write and research several times each week. I also go to libraries to talk with readers about writing, and attend talks given by other writers. Libraries are a crucial and necessary component of our democracy, our public literacy, and our public life."

Each year, the award winner is invited to attend the Awards Reception at the WLA Conference to receive a plaque and the monetary prize.

The WLA Foundation Board is also pleased to announce a new sponsor of the annual Literary Award: ReadingGroupChoices (RGC). ReadingGroupChoices has been selecting discussable books for reading since 1994. They create an annual print guide, which is distributed to bookstores, libraries, and book groups; they also create online content including a website, blog, and e-newsletters. In addition to print and digital resources, RGC also organizes reading group events. You can find out more at their website: readinggroupchoices.com.

As you plan your WLA Foundation contributions, please consider designating the Literary Award Prize fund as your priority to continue this important Wisconsin literary tradition.

And the 2019 Winners Are.....

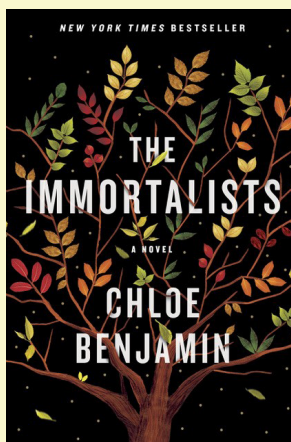
The 2019 Literary Award

by Deb Shapiro, iSchool @UW-Madison and Literary Awards Committee Co-chair

The Literary Awards Committee of the Wisconsin Library Association is pleased to announce that Chloe Benjamin's novel The Immortalists is the [Literary Award](#) winner for 2019. The award is for the highest literary achievement by a Wisconsin author for a work written in 2018.

The Immortalists follows the lives of four siblings, two boys and two girls, the Gold family. The book starts out in 1969, when the Golds, teenagers at the time, visit a travelling psychic who claims to be able to foretell the date a person will die. All four Golds children learn their futures, and The Immortalists tells how these prophecies hang over the Gold family for the next forty years, as well as treating questions such as fate versus free will, and the siblings' relationships with each other and with their parents.

The Literary Awards Committee considered over 80 titles published in 2018 by authors with a Wisconsin connection, and The Immortalists stood out on that roster. Committee members cited the power of the Gold's story, and the well-drawn, if not always sympathetic, characters. One committee member said, "I didn't really like all the Golds, but I stayed interested in them for the length of the book."



The 2019 Burr/Worzalla Award

Children's graphic novel The Cardboard Kingdom by Chad Sell has won the coveted [Burr/Worzalla Award](#) for 2019. The Children's Book Award Committee of the Wisconsin Library Association's Youth Services Section annually presents the Burr/Worzalla Award to the most distinguished work in literature written and/or illustrated by a Wisconsin book creator. The Cardboard Kingdom is an impressive debut from Sell, who grew up in Wisconsin and currently lives in Chicago.

The Elizabeth Burr/Worzalla Award is made possible by the Worzalla Publishing Company, Stevens Point, through a grant to the WLA Foundation.

Find out more about both winners at the [WLA website](#).





AWSL Sponsors Tour of Schumacher Library *by Amy O'Shea, AWSL Vice-Chair*

10 visitors attended the AWSL-sponsored tour of the Schumacher Library at Olbrich Botanical Gardens in Madison on August 21, including two guests from as far away as Seymour, Wisconsin!

The first part of the tour included a brief history of Olbrich Botanical Gardens, and moved into an overview of Schumacher Library and its collections. The group then had a private, uninterrupted time to explore the Bolz Conservatory, which still had an active butterfly population

from the Blooming Butterfly event Olbrich hosts every summer.

Visitors were then welcome to stroll the outdoor gardens independently. The majority of the group met at the Biergarten at Olbrich Park for a lovely evening on the shores of Lake Monona.



Division & Section Updates

AWSL

(Association of Wisconsin Special Librarians)

AWSL Librarians Kris Turner and Jaime Healy-Plotkin welcomed the new class of iSchool students at the iSchool orientation on August 29 and invited them to participate in AWSL and WLA events. We engaged the students in the networking opportunities of our professional organization and encouraged them to apply to our scholarship to attend the WLA conference.

By Jaime Healy-Plotkin, Wisconsin State Law Library

WAAL

(Wisconsin Association of Academic Librarians)

ACRL has adapted a tool initially developed by the Public Library Association called Project Outcome for Academic Libraries. Project Outcome is a free toolkit for measurement and assessment using surveys. "The standardized surveys allow libraries to aggregate their outcome data and analyze trends over time by service topic and program type." Webinars and training materials are available on the website at

<https://acrl.projectoutcome.org>.

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The American Library Association is currently undergoing a review of its organizational and governance structures. The Steering Committee on Organizational Effectiveness (SCOE) is forming recommendations to be officially released at Midwinter 2020. Based on a release of preliminary recommendations at ALA Annual this summer, we can expect to see changes to the Midwinter Conference, a redesign of both the ALA Executive Board and the ALA Council, and an alignment of volunteer organizational structure within the Divisions and Round Tables. This may directly affect ACRL and WAAL. If you are interested in staying up to date with SCOE, you can join the Organizational Effectiveness Project: Discussion Forum on ALA Connect (connect.ala.org).

By Lee Wagner, Gateway Technical College

WISL

(Wisconsin Small Libraries Section)

Fall is coming and with it the WLA Annual Conference! This year, come to the WISL social at WLA on Thursday night and enjoy bingo for fun and prizes.

WISL is the Wisconsin Small Libraries Section of the WLA; we understand small librarianship because we are smalls, just like you! We understand you don't have time and why. We understand your collection development woes. We understand your Village clerk is your savior/nemesis. We understand your budget problems – we've all been there, and we are here to help!

How do we help? We try to post fun and informative things on our Facebook page. We look for ways to save you money, save you time, help with programming, or just give you a smile – because we all need fun! And... we are available to answer questions to the best of our ability! As small librarians we will use our vast resources to find the correct answer.

Look for the WISL Board Members at WLA- we've got something for you that you will need at WAPL! The number is limited, so get yours at WLA on Thursday, October 10, which is small libraries day at WLA!

Remember we're all in this together – small, but MIGHTY!

By Kent Barnard, Patterson Memorial Public Library

2019 STATE BUDGET...AND WHAT IT MEANS FOR LIBRARIES

by Connie Meyer and Kathy Pletcher, Library Development & Legislative Committee co-chairs

On July 3, 2019, the Governor signed the biennial budget for the next two years. While the Governor did exercise his veto power, none of the vetoes directly impacted public libraries. You can read all about it here:

docs.legis.wisconsin.gov/2019/proposals/reg/asm/bill/ab56.

Here's what is important to know:

- BadgerLink and Newsline for the Blind were funded as requested (with cost-to-continue increases).
- Contracts with Milwaukee Public Library, CCBC, UW-Madison, and Wisconsin Talking Book and Braille Library were funded as requested (with cost-to-continue increases).
- The state aid to library systems was funded at the same level as 2019. That means the amount of state aid each library system received in 2019 is the same amount that will be received in 2020 and 2021.

While we didn't get all we'd hoped for, we are grateful for the stabilization of library system aid. The legislators actually had to provide an increase of \$1m each year to keep us at our 2019 funding level because the increase in the 2017-2019 biennial budget was a one-time increase. This budget also establishes a new base funding level for state aid which will be helpful moving forward.

Thank you to everyone who assisted throughout the state budget process. While this budget is now officially set, we are already talking strategy for the next one. Part of that strategy is relationship building. One thing we can always do in that regard is invite legislators to our libraries. Getting them into our buildings is important. Make it a goal to reach out to a legislator and invite them to visit you sometime soon!

Please contact either of us if you have any questions. You can find more information about LD&L and our contact information on the [WLA website](#). Thank you!

New Director Spotlight

An Interview with Joe Hardenbrook, Director of Todd Wehr Memorial Library at Carroll University



Why did you decide to become a library director?

I sometimes call myself the “accidental” library director because it wasn’t something I planned on doing! I’ve spent most of my 16 years in library-land as a research and information literacy librarian. When our former director left, I volunteered to step in on an interim basis. I told the Provost that I would serve on the search committee, but that I wasn’t interested in the job myself. After six months, you can see where that ended up! My feelings changed from “I could do this job” to “I want to do this job.” It’s an exciting time for college libraries and seeing the positive impact we can have on students’ lives is always rewarding. I’ve been the permanent library director since May 2018, but I’ve been at Carroll since 2014. So for most folks on campus, they just had to get used to finding me in a different office!

What is one thing you would tell a library director stepping into the role for the first time?

Breathe! Don’t feel like you need to (or should) change everything all at once. Talk to the library staff. Talk to your users. What are their needs? What is their vision for the future of the library? Focus on a few small key things first. Often, relationship-building will be your first goal. It’s easy to fall into the trap of being pulled in a million different directions, whether you’re managing a one-room public library or a large university library, so develop a plan to stay organized. For most library directors, you’re the only one in your organization that holds that job title, so networking is key. Get involved with WLA and ALA! Most importantly, remember that it’s not books that make the library—it’s the people.

What is something you didn’t expect about your new job (good or bad)?

I thought I would miss the front-line interactions with students and faculty, but as a director at a small academic library, you’re still front line! I teach info lit sessions and help students and faculty with research—I may do less than the other librarians, but doing it helps inform my decision-making. So that’s something unexpected that I like about my job as director.

Tell us a funny/heartwarming story from your time as director so far.

During final exams week, we bring in therapy dogs to help de-stress students. It’s always a popular event with upwards of 300

students stopping in to see the dogs. We also serve free hot dogs and chips in the library lobby. One student came up while I was serving food to thank us for the free meal (“I was almost out of meal swipes”) and to say they appreciated that the library cared about students’ well-being. It made me think how not only is the library here to support the academic success of students, but it’s also there to provide a holistic experience that encompasses academic, social, and mental health well-being. Students feel like the library is their place on campus and we need to continue to nurture that.

And for fun- what are you reading right now?

For work, I’m reading *Strengths-Based Leadership* by Tom Rath because library staff are doing the StrengthsFinder assessment as a team building activity. For fun, I’m reading a lot of eclectic travel narratives. We bought a house last year, so all the DIY projects have led us to be “armchair travelers” this year! Right now I’m reading *Visit Sunny Chernobyl* by Andrew Blackwell and *In a Sunburned Country* by Bill Bryson.

Thanks, Joe!

Find out more about Joe on his blog, [Mr. Library Dude](#).

Email newsletter editor Jill Fuller at jfuller@bridgeslibrarysystem.org if you are a new director who wants to be featured!

Back to School Collaboration With School Librarians

In the spirit of work at the national level through ALA's State Ecosystem Initiative and the new [Public Library & School Library Collaboration Toolkit](#) 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.

Back To School Collaboration

When thinking beyond Summer Reading Program promotion, how often are public librarians in the schools? How often are school librarians present in the public library? Finding simple strategies to engage throughout the year can foster better relationships between school and public libraries that benefit the entire community. What's our first step? Know our contact at the school/library so that we have a go-to person for communication and collaboration!

Ways to break the ice:

- Set up a breakfast meeting to chat, share information and learn about each other
- Stop by and visit the school library or public library and chat with colleagues; get to know their space
- Ask how you can help your colleague
- Invite a school or public library colleague along for a road trip to the CCBC to look at books or attend a book sale

Ways to engage:

- Public and school collaborative library presentations at school faculty meetings and/or public library staff meetings throughout the year (Key: Keep it short!)

- Sharing important dates in advance (testing; big programs for either organization; closed dates; etc)
- Co-teach a library resources class during a professional development day

Extending engagement:

- Offer to do a program for your public library and promote it with the kids at your school
- Offer to lead a story time/author study at the school and/or public library
- Offer to come to classes during Poetry month or at another time to do mini-popup booktalks
- Consider developing a mutual event (literacy night; reading carnival; book club; cooperative winter reading program) and plan it together

The key is to open the conversation, listen, and see where opportunities lie to strengthen service to families in our communities. Anytime is a great time to start collaborating with our peers in the public or school library!

This message is brought to you through the collaborations of Wisconsin Educational Media & Technology Association (WEMTA), Wisconsin Library Association (WLA), and 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) or [Michele Green](#) (WEMTA) .



NEWSLETTER EDITOR NEEDED

Calling any writers, editors, or library advocates who may be interested in becoming the next WLA newsletter editor for 2020! The newsletter editor is responsible for creating four quarterly newsletters in one calendar year, starting with the Spring 2020 issue. This is a wonderful opportunity to volunteer for WLA and looks great on a resume. Plus, you end up meeting a lot of great people in Wisconsin library land. If you're interested, please contact WLA Executive Director [Plumer Lovelace](#) for more information. You are also welcome to contact current newsletter editor [Jill Fuller](#) with questions.



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VOLUNTEER OPPORTUNITIES

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.

YOU'RE NEWSWORTHY!



Submit news, ideas, updates, and stories for the Winter WLA Newsletter to editor Jill Fuller at

jfuller@bridgeslibrarysystem.org
by December 1st, 2019.



A Look at the Leadership Development Institute

by Jennie Fidler, Oconomowoc Public Library

Raise your hand if you're a director or manager! Raise your hand if you don't have any official supervisory experience! By golly, raise your hand if you work in a library! If you raised your hand (and I assume everyone reading this did), you should consider applying for WLA's annual Leadership Development Institute (LDI).

I highly doubt I would have applied for and attended this year's LDI had it not been for a leader in my life encouraging me. I now encourage you to challenge yourself. Are you a leader in your library? Do you have the desire or feel you have the potential to be one in your current position? Are you interested in pursuing a new leadership role but doubt your abilities? LDI is a fantastic opportunity for Wisconsin library workers to build leadership skills and make connections with professionals throughout our state. Take a look at what we did at this year's event to see if this might be the right opportunity for you!

In early August, about 35 directors, managers, and librarians from Wisconsin public, academic, and special libraries attended the 2019 LDI at

Madison Public Library's Central Library. Over the course of three days, we had guest speakers present on five topics important for all leaders. We reviewed our leadership assessment results and discussed the importance of leading with our individual strengths and building a well-rounded team with people who exhibit other strengths. The other topics focused on fostering emotional intelligence, building collaborative relationships, managing change, and making critical decisions. We also divided into groups to discuss a case study and the process of engaging stakeholders in renovation/building projects. We ended the institute with group presentations tailored to specific stakeholders and a visit from three Wisconsin public and academic library directors who answered our many questions about leadership. The three-day institute was intense, but a great and unique experience.

We are all invested in our institutions and communities, and LDI is a resource that can make us more effective as leaders for our teams and our libraries. Hopefully we'll see you next year at the 2020 Leadership Development Institute!