

# News From WLA

The latest information from the Wisconsin Library Association



# Letter from the 2018 President

By: Marge Loch-Wouters, 2018 WLA Board President

As my mom used to say, "Spring has sprung!" and so has the Wisconsin Library Association. The WLA board, office staff, units, committees and members have sprung into action to move Wisconsin libraries and their members forward.

#### What's up?

- Three strong spring conferences for academic, public and support staff librarians are on tap (WAAL April 26-27; WAPL May 2-4 and SSCS May 24). See you there!
- Youth Services Section (YSS) held its second meet-up of the year to bring members and non-members together to talk, meet and share ideas. WI Small Libraries (WISL) plans its first meet-up this summer.
- READ and YSS members are reading and discussing books by Wisconsin authors for the annual WLA Literary Awards and the Burr/Worzalla Awards.
- Our new Special Interest Groups (SIGS) are roaring away. *Students* SIG hosted a Meet and Greet with librarians at the WLA office. *COW* SIG was front and center developing the recent e\*ffordability conference.

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#### 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

Jennifer Cook, SSCS Rep.

Kris Turner, AWSL Rep.

Sue Abrahamson, YSS Rep.

Teresa Schmidt, WISL Rep.

Sherry Machones, ALA Councilor

Nyama Reed, WAPL Rep.

Josh Hickman, WAAL Rep.

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

# A Message from Executive Director Plumer Lovelace

Wisconsin's transition to spring may be moving like a herd of turtles, but the association's activities are in full swing. We kicked off the new year in January with our first annual WLA Board retreat. It was a wonderful opportunity to focus on plans for the future of the organization and an important milestone in WLA's transformation.

The following day was our annual Leadership Orientation (Note: formerly known as the Volunteer Orientation) where more great ideas for conference programs and new member benefits were generated. Of course the start of any year would not be complete without our Library Legislative Day event. One hundred and sixty library staff, library system staff and trustees joined together to pay tribute to Library Champion recipients and to visit their elected officials.



Fast forward, the WAAL, WAPL and SSCS conferences are just around the corner. Every conference offers a great opportunity to expand your professional development and spend quality time with colleagues. I look forward to seeing you there. WLA now has five (5) active Special Interest Groups and several more in-progress. Information about existing SIGs and how to start a new SIG is located on the WLA website on the <u>Special Interest Group page</u>.

Lastly, this year the WLA Board, staff and leaders are focusing extra attention on expanding the number of new members in every membership category. You can help and at the same time, qualify to participate in a drawing for a \$500 Southwest Airlines Gift Card. Start by promoting WLA to your friends and colleagues and be on the lookout for prospective members. When approaching a non-member, give a personal testimony of what WLA means to you and the future of Wisconsin libraries. When your colleague fills out the membership application make sure they add your name to the form in the Referred By box. In October one person will be selected to win the gift card in the "Be a Member, Get a Member" contest. For additional information check the WLA home page.

# **Upcoming Events**

#### 2018 WAAL Annual Conference

Best Western Premier Waterfront Hotel & Convention Center 1 North Main Street Oshkosh, WI 54901

#### 2018 WAPL Annual Conference

May 2-4, 2018 Country Springs Hotel and Conference Center 2810 Golf Road Pewaukee, WI 53072

#### 2018 SSCS One Day Conference

May 24, 2018 UW-Baraboo/Sauk City 1006 Connie Road Baraboo, WI 53913

#### 2018 WLA Annual Conference

Oct. 23-26, 2018
Radisson La Crosse and La Crosse Center
200 Second Street South
La Crosse, WI 54601

# **August 8-10, 2018**



# Wisconsin Library Association's Leadership Development Institute

#### Vision & Mission

 The Wisconsin Library Association [WLA] is committed to developing educational programs and volunteer opportunities to help shape tomorrow's leaders. WLA values the long-term benefits to both the association and to its member libraries in greatly expanding the number of seasoned leaders within the Wisconsin library community.

#### Program Design

- Leadership Development Institute was designed by and for librarians (3 years in development)
- Program design based on research and best practices
- Program Components
  - o 5 overarching leadership competencies with leaner outcomes
  - o Leadership style assessment completed for each attendee
  - 2 ½ day interactive and highly immersive learning event
  - 5-6 Cohort Groups participate in each program
  - Instructors from within and outside of the library industry
  - Focus on decision making, ethnics, value and integrity
  - Financial support for attendees from small libraries
  - Upon completion of program participants become part of an electronic community to help continue personal and professional growth
  - Program integration with WLA WeLead Program



# Legislators and Officials Honored during Library Legislative Day

By: Library Development and Legislation Committee Co-Chairs Kathy Pletcher and Connie Meyer

WLA members visit the State Capitol each February to share their success stories of the previous year with legislators, as well as to celebrate the association's anniversary. WLA's organizational meeting was held in the State Capitol on February 11, 1891. This year's Library Legislative Day on Feb. 20 was a "Thank You Tour" to convey appreciation for \$1.5 million in additional state aid to public library systems as well as unanimous passage by the legislature of the Public Library Data and Technology Training Bill, subsequently signed into law by Governor Scott Walker on March 14 as 2017 Wisconsin Act 142.

35th District Assembly Representative Mary Felzkowski (R-Irma) was named 2018 WLA Legislator of the Year for her work as a Joint Finance Committee member to secure the



Rep. Mary Felzkowski (R-Irma) accepts the 2018 WLA Legislator of the Year Award from WLA Executive Director Plumer Lovelace.

additional system funding for enhancement of local library services in the areas of broadband access, workforce development and lifelong learning. She also co-authored Act 142, along with 24th District Senator Patrick Testin (R-Stevens Point).

Senator Testin was honored as one of three Library Legislative Champions, along with 31st Assembly District Representative Amy Loudenbeck (R-Clinton) and 34th Assembly District Representative Rob Swearingen (R-Rhinelander), for demonstrating significant support for Wisconsin libraries throughout the 2017-2019 budget process. Assistant Superintendent of

Photo by Steve Vrieze.

Public Instruction Kurt Kiefer from the Division for Libraries and Technology was similarly recognized.

Special Recognition Awards were presented to legislative aides Elisabeth Portz (Rep. Felzkowski), Matt Wimmer (Senator Testin, formerly Rep. Swearingen) and Danielle Zimmerman (Rep. Loudenbeck).

"Library Legislative Day at the State Capitol offers a wonderful opportunity to thank legislators for carrying on a strong tradition of legislative support for Wisconsin libraries," said WLA Executive Director Plumer Lovelace. "Our Legislator of the Year and Library Champions have been instrumental during the past year in creating new opportunities for libraries to transform their communities."

# Meyers Shares Ideas and Observations on PLA Liaison Blog

By: Angela Meyers, WAPL - PLA Chapter Liaison

In December 2017 I was notified that I was selected as the new WAPL – PLA Chapter Liaison. What is that? It's a relatively new position created by the Wisconsin Association of Public Libraries leadership team to have a set of eyes and ears out there to report back on what is happening in public libraries across the nation. The liaison position has a two-year term and it kicked off with the biennial Public Library Association (PLA) conference held in Philadelphia in March. My role in attending the conference was to observe and gather innovations, trends and best practices shared at the conference so I can report back to the Wisconsin public library community about what I found and learned. I do the info gathering and idea sharing so you can do the implementation and adoption in your own libraries.



The trip to Philadelphia for PLA was exciting and a bit nerve-wracking. It was my first big conference and my first time traveling solo for work. There's a lot that goes into booking a flight, finding a roommate, getting registered and selecting which programs to attend. I decided to document many of my experiences along the way on a blog, which is called **Diary of a PLA Liaison**. It's not all serious, though most of it is. However, I've received a lot of feedback on my post, "Have you ever drank oatmeal?" If you don't know what I'm talking about, here's your invitation to check out the blog. Even though PLA is over, there's still a lot going up on the blog, since I'm still going through my notes and handouts to report on the experience as completely as I can. Some recent topics include: Lovey Town, an interactive experience by Madison (WI) Public Library's The Bubbler and Anythink Libraries (CO); Imagine the Possibilities by author Kari Chapin; and Book Buzz featuring some of the best upcoming books for adult readers.

In addition to sharing about my PLA experiences, I will be blogging about articles or blogs I've read that may be of interest to public libraries. I encourage you to follow along via a blog reader or sign up to receive email alerts. **Diary of a PLA Liaison** can be found at <a href="https://waplplachapterliaison.wordpress.com/">https://waplplachapterliaison.wordpress.com/</a> (hint: the email sign-up is on the right-hand side of the page).

Attending the annual WAPL Conference in Pewaukee May 2-4? I encourage you to stop by the PLA Posthaste! program session on Thursday at 1:45 p.m. to learn from our panel in a rapid-fire review of trends, services, tools, programs and more that topped the charts at the conference in March. If you attended PLA, come and share your highlights with the group!

As your WAPL – PLA Chapter Liaison, I am here to be on the lookout for trends or innovations that may be of interest to public libraries. If there is a topic you want me to watch for, I encourage you to drop me a line at <a href="mailto:ameyers@bridgeslibrarysystem.org">ameyers@bridgeslibrarysystem.org</a>.

# New Special Interest Group Seeks Open, Affordable Resources

By: Bob Butterfield, COW SIG Chair

The **Community for Open Wisconsin** (COW) has been created as a new Special Interest Group for WLA. The group has been established to advocate and collaborate for affordable resources in Wisconsin using open educational resources, library resources, collaboration to realize publisher cost reduction and other initiatives.



COW is a result of an ad hoc meeting held at the Open Education Conference in October of 2017 in Anaheim, Calif. It was opined that a lack of concerted effort was hampering efforts to promote and achieve affordability and wider access to content for patrons. COW was born to address these issues in a collaborative, inclusive approach.

Over the next several months the group will be working to establish its structure and communication methods. Additionally, in the first ever face-to-face meeting of COW at UW-Stout's "E"ffordability Summit, participants created a large to-do list that will be refined and developed into action plans to guide efforts over the next year.

We need your help too! Ever-increasing materials costs and restrictions to access are issues that face us all. Consider joining the COW "herd" and lending your voice to learn, educate and collaborate for Wisconsin. We intend on being a group of action and need you in the "Moo" vement! Contact the COW chair, Bob Butterfield, if you wish to become a member, offer suggestions or have a question: email butterfieldr@uwstout.edu or phone 715-232-5474.

# Stay in Touch with WLA Alumni Special Interest Group

By: Peter Hamon, WLA Alumni SIG Chair

Every year, a significant number of WLA members retire. Some, primarily those who serve as library trustees or are active in the WLA Foundation, keep up close ties with the association. Most of the rest, as the saying goes, "just slowly fade away."

This represents a substantial loss both to the association and to the retiree. The association loses many years of accumulated wisdom and experience, and is frequently cut off from powerful and painstakingly created personal networks of legislators, public officials and other library supporters. The retiree, on the other hand, gradually gives up long-standing camaraderie with other WLA members, and frequently also loses easy access to information concerning new developments and ongoing events in our field.

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### WAAL 2018: All Hands on Deck!

By: WAAL Co-Chairs Craig Thomas and Beth Kucera

There's still time to register for WAAL 2018 April 25-27! We welcome walk-ins!

We're meeting in the spacious, beautifully updated Oshkosh Convention Center and lodging in the Best Western Premier Waterfront, a four-star mid-rise that features sweeping views of the Fox River and Lake Winnebago. Just steps away is downtown



Oshkosh and a surprisingly rich lineup of restaurants and watering holes.

Arrive early Wednesday night for specially priced wine, cheese and jazz at Becket's, a sleek urban bistro seconds away on the Oshkosh Riverwalk. Thursday night, choose one of five Dine-Around spots, then opt for a short guided walking tour of historic downtown, including the Grand Opera House, the handsomely rehabbed Oshkosh Public Library and several shooting locations from *Public Enemies* (2009). If you're game, linger for the WAAL 2018 pub crawl and stroll home to the hotel at your leisure.

The program is strong this year – with a special and timely emphasis on diversity and social justice. We're slated for 24 breakout sessions in four themed tracks, 19 posters, and 8 lightning talks on topics ranging from social justice and information literacy to future libraries and cutting-edge ILL platforms.

Our keynote presenter, Ilana Stonebraker, a *Library Journal* 2017 Mover and Shaker from Purdue University, will show how she works to address gaps between information access, social justice, empathy and community in the greater Lafayette, Ind., area. Our Friday luncheon speaker, local expert and author Lee Reiherzer, will regale us with the colorful brewing history of Winnebago County and treat us to samples of authentic 19th-century style brews.

At lunch Thursday, we're going to try something completely different: the Little Big Read. When you register, just sign up for one of four articles, each tied to a conference track or guest speaker. We send you full text. You read and, at lunch, discuss with colleagues at an article-themed table. (For LBR articles and more, see the Conference Details link below.)

Register today! Join colleagues old and new. Share, discover, learn – and enjoy what this exciting new WAAL venue has to offer. See you in Oshkosh for WAAL 2018!

Registration: http://wla.wisconsinlibraries.org/waal/conferences-events/registration

Conference Details: <a href="http://wla.wisconsinlibraries.org/waal/conferences-events/waal-annual-conference">http://wla.wisconsinlibraries.org/waal/conferences-events/waal-annual-conference</a>

# Survey Says! WAAL Membership Survey Results

In an effort to help direct the activities that Wisconsin Association of Academic Librarians develops and sponsors, the WAAL board asked for your input last fall via a membership survey. Thank you to the 79 of you who took part!

You'll have the opportunity to hear more about the details at our membership business meeting at the annual conference in Oshkosh on April 26 at 1:45 p.m.

Until then, here are a few snippets from the results:

- Over half of the membership has been a member for less than five years (52%).
- 80% of survey takers have attended the WAAL conference in the past two years but only 36% have attended the WLA fall conference.
- Conferences, professional development opportunities and leadership opportunities are considered the most important activities WAAL provides.
- Lack of funding (62%), travel (41%), and schedules (42%) prevent people from attending WAAL activities.
- Information literacy, open educational resources, the futures of libraries and assessment are the most requested topics for additional learning opportunities.
- Webinars and full-day, on-site opportunities were the most popular formats for additional learning opportunities.

Full results of this survey are expected to be available soon on the WAAL page of the WLA website, at <a href="http://wla.wisconsinlibraries.org/waal">http://wla.wisconsinlibraries.org/waal</a>.

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WLA, in an effort to serve those who might otherwise fall through the cracks of the current organizational structure, has established the WLA Alumni as a Special Interest Group. The precise and long-term needs of the group's members will be determined by the SIG members themselves as time goes by, and without recourse to any extensive formal bureaucratic processes – we all experienced more than enough of those during our working lives!

Alumni activities are intended to include social events (think fun!) at conferences, and perhaps even informational programs (well, if we really have to) concerning new developments in our field as well as special topics of direct concern to retirees. Of course, the WLA Alumni SIG hopes to piggyback onto events that are already being offered whenever possible. The intent is to make sure that the voices and interests of retirees are always heard.

The only requirements for membership in the WLA Alumni SIG are that you be retired (or are soon to be – say within the next decade or so – and that you remain a member of WLA. If you are interested in joining with those who have already chosen to participate, please send an email expressing your interest to Kathy Schneider (<u>ksmichaelis@gmail.com</u>) or to Peter Hamon (phamon@aol.com). And by the way, a very warm welcome in advance to the WLA Alumni SIG!

# Update on PLSR

By: Kent Barnard, Beth Carpenter and John Thompson



The April 2, 2018, release of the Workgroup Recommendation Reports marks the beginning of the Steering Committee recommendation development phase of the Wisconsin Public Library System Redesign Project (PLSR). These workgroup reports were the culmination of over two years of model development by workgroups and the countless members of the library community who provided feedback on the models.

The Steering Committee recommendation development phase of the project will be informed not only by the Workgroup Recommendation Reports but also by other information developed or gathered during the earlier phases of the project. The final recommendation report will include a framework for an overall structure for administrative, funding and governance support for coordinated service models to libraries.

Russell Consulting, Inc. (RCI) will be joining the project to facilitate this final recommendation report phase. To help further guide the development of the report, a Steering Committee report writing team composed of three committee members and a liaison from the Department of Public Instruction (DPI) has been formed with WiLS providing meeting and administrative support.

The Steering Committee will be working with individuals from the library community and beyond to develop the PLSR final report of recommendations. Ten Core Recommendation Collaborators (CRC) have been selected by the Steering Committee to assist them with developing their recommendation report. These 10 individuals represent different regions and sizes of libraries.

The Core Recommendation Collaborators will:

- Take a deep dive into the work done in the process so far.
- Review and consider feedback that is gathered from the library community.
- Work in partnership with the PLSR Steering Committee to develop a preliminary framework for an overall structure for administrative, funding and governance support for coordinated service models to libraries.

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#### Individuals selected as Core Recommendation Collaborators are:

Barbara Brattin, Kenosha Public Library, Kenosha County Library System

Tom Carson, W.J. Niederkorn Public Library (Port Washington)

Joe Davies, Burlington Public Library

Jeff Gilderson-Duwe, Oshkosh Public Library and Winnefox Library System

Hollis Helmeci, Rusk County Community Library

Sherry Machones, Northern Waters Library System

Angela Noel, Brodhead Memorial Public Library

Gina Rae, Wilton Public Library

Amy Stormberg, Amery Public Library

Tracy Vreeke, Nicolet Federated Library System

# Individuals selected as Model Development Summit Participants are:

Sarah Adams, Vaughn Public Library (Ashland)
Catherine Arnott Smith, UW-Madison iSchool
Nancy Ashmore, Prairie du Chien Memorial Library
Martha Bauer, Brewer Public Library
Corey Baumann, South Central Library System
Jessica Bergin, Portage Public Library
Desiree Bongers, Ripon Public Library
Alli Chase, Alice Baker Memorial Public Library (Eagle)
Ryan Claringbole, Monona Public Library
Charles Clemence, Winding Rivers Library System (retired)
Sarah Cournoyer, Beaver Dam Community Library
Josh Cowles, Fond du Lac Public Library
Jane Dedering, Patron and Past System Trustee (Monarch
Library System)

Nick DiMassis, Beloit Public Library

Katherine Elchert, Rice Lake Public Library

Cindy Fesemyer, Columbus Public Library

Marc Gartler, Madison Public Library

Bruce Gay, Waukesha Public Library

Anne Hamland, Wisconsin Valley Library System

Linda Heimstead, Balsam Lake Public Library

Steve Heser, Milwaukee County Federated Library System

Ralph Illick, Marathon County Public Library

Dave Kranz, La Crosse Public Library

Tomas Lipinski, UW-Milwaukee School of Information Studies

Jim Miller, Hancock Public Library Board Member

Teresa Miniatt, Withee Public Library

Larry Oathout, Portage County Public Library

Sheila O'Brien, Greenfield Public Library

Amelia Osterud, Milwaukee Public Library

Tammy Peasley, Black River Falls Public Library

Rebecca Petersen, Manitowoc Calumet Library System

Amy Peterson, Lena Public Library

Rebecca Pfile, Endeavor Public Library

Stephanie Ramirez, Delafield Public Library

Wendy Rawson, Fitchburg Public Library

Krista Ross, SELCO in MN, formerly of Southwest

Wisconsin Library System

Jessica Schoonover, Shirley M. Wright Memorial Library (Trempealeau)

Clairellyn Sommersmith, Princeton Public Library

Kristin Stoeger, Manitowoc Public Library

Jennifer Thiele, Marinette County Public Library

Jim Tripp, Indianhead Federated Library System Trustee,

**Dunn County Supervisor** 

Martha Van Pelt, South Central Library System

Maureen Welch, Indianhead Federated Library System

Pamela Westby, Eau Claire Public Library

Karina Zidon, Platteville Public Library

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 Assist in the completion of a final report of recommendations that the Steering Committee will deliver to DPI.

The CRC and Steering Committee will be developing a preliminary recommendation report which will be released for comment from June 11-July 20. These comments will assist in refining the recommendations during the Model Development Summit on July 30-31.

The Model Development Summit will bring together a larger group of interested stakeholders from within and outside of the public library community to provide input and guidance to assist the Steering Committee and CRCs with finalizing the recommendations the Steering Committee will deliver to DPI. Steering Committee, DPI staff and CRCs will be joined by an additional 45 summit participants to help finalize the report.

For additional information on the PLSR Project visit www.plsr.info/.

For questions or comments about the project contact John Thompson, PLSR Steering Chair, at

thompson@ifls.lib.wi.us

or any other member of the Steering Committee or by using the contact form

http://www.plsr.info/contact/.

#### Tired of that Old WLA Website?

We are, too! Your WLA Board has formed a communications work group to investigate redevelopment of the WLA website. This is not an easy process, so please be patient with us and don't expect instant results. However, we will be mustering our forces and trying to develop our site into a more useful tool to help our members stay informed about what's going on with WLA and stay in touch with each other.

We'll also be doing a communications audit to help identify the many ways that WLA and its units communicate. Unit leaders should expect to see an informal email survey soon, and we ask that you help us find all the newsletter, blog, social media, and other tools you use to share information with your members and the wider library community.

All hands on deck! If you would like to help improve our website and our communications strategy, we could use your help. Contact Teresa Schmidt, <u>director@mercerpubliclibrary.org</u>.

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*Alumni* SIG has been working on meet-ups at conferences. The *Government Info* SIG has June 8 pegged for their annual event.

- Membership Committee, Legislation and Library Development (LD&L) Committee, Leadership Committee, Leadership Development Institute Committee (Aug. 8-10, 2018), Awards and Honors Committee and Nominations Committees are busy making CHANGE!
- The proposals are pouring in for the fall conference in La Crosse Oct. 23-26 (including new voices from neighboring Iowa and Minnesota). The whole conference committee is making magic happen on events, promotions, seeking new vendors and making sure everyone comes to a great conference in a great location.
- WLA's various units with social media sites are lively, funny and fact-filled. YSS has a blog with 4-5 posts a week. Check out Facebook for these WLA sites: Wisconsin Library Association; Wisconsin Association of Academic Libraries Conference; Wisconsin Small Libraries; Wisconsin Association of Public Libraries; Wisconsin Public Library Chat; Support Staff and Circulation Section; and Government Info SIG and stay in the know.
- The board and members are hard at work recruiting members to our organization and you can help, too. Share the news above and <u>download the Membership Benefits flyers</u> and be recruiters during our special <u>"Be a Member, Get a Member"</u> promotion. Who doesn't want to have a chance at winning a free flight?!?!!
- Finally, step up and get involved! <u>Volunteer</u> to serve on a committee. <u>Volunteer as a candidate for elections!</u> The board and units will also be recruiting leaders for fall elections and we want your energy, your ideas and your "change agent" innovations. WLA supports libraries, library staff, legislation, information, networking, leadership ... and fun! Be part of this giant multi-type support network.

Thank you to all of you – leaders all – for your work in keeping WLA a strong organization!

# Join Our 'Be a Member, Get a Member' Campaign

Convince a friend or colleague to join the Wisconsin Library Association and you can qualify to enter our prize drawing for a \$500 Southwest Airlines gift card.

This year WLA is asking you to join our effort to grow membership. Help share the value of membership in the association that has been an important part of your career. Your effort will bring growth and stability to WLA.

It's easy to participate. Make a list of your colleagues, friends, Library Board Trustees and volunteers who are not WLA members. Wow them with all of the reasons why becoming a member is a great idea. In the upper right corner of the membership form add your name in the "Referred By" box. Each referral gives you an additional chance to win.

The drawing will take place in October at the WLA Annual Conference in beautiful La Crosse, Wis.



# WLA Staff Contact Information

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#### Sarah Ginsberg

Membership Coordinator wla@wisconsinlibraries.org 608.245.3640 (main number)

#### **Plumer Lovelace**

Executive Director lovelace@wisconsinlibraries.org 608.245.3643

# 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.