



J U L Y 2 0 1 8

News From WLA

The latest information from the Wisconsin Library Association

Be a Member, Get a Member – & Fly!



Dreaming of that \$500 Southwest Airlines gift card prize drawing for convincing a colleague to join WLA?

- Where could you go? Cancun, Fort Lauderdale, Punta Cana, San Juan ... you decide!
- What a great way to celebrate a special occasion like birthday or anniversary!
- Plan an escape from the Wisconsin winter!

[Click here for details](#) on how you can promote WLA membership and get your chance to win!

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WLA Board of Directors For 2018

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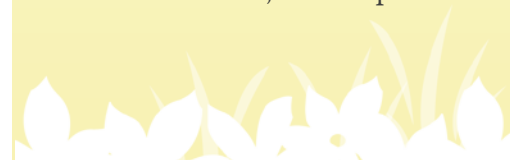
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Celine Donofrio, right, of the La Crosse Public Library receives the 2018 Paralibrarian of the Year Award from SSCS Chair Brendan Faherty at the SSCS Conference May 24 at UW-Baraboo/Sauk County.

Donofrio Receives Paralibrarian Award at SSCS Conference May 24

Youth Services Library Assistant at La Crosse Public Library Celine Donofrio was awarded the 2018 Paralibrarian of the Year Award during the Support Staff & Circulation Services Annual One-Day Conference.

The award honors library staff without MLIS degrees for their excellent library service with an emphasis on efforts to further the role of paralibrarians and support staff in the profession.

The SSCS conference, held May 24 at UW-Baraboo/Sauk County, featured a keynote speech on leadership by Tracy Herold, director of the Dane County Library Service, as well as several breakout sessions on topics including circulation staff working beyond the circ desk, replacing cash registers with an online point-of-sale system, training and encouraging aides, library service trends and enacting policy change.

WAPL Celebrates Empathy, Engagement



Lance Werner, above left, of Kent District Library in Michigan energized WAPL attendees May 3 with his keynote address “Better Libraries and Stronger Communities Through Kindness, Empathy and Love.” He is seen with WAPL Conference Chair Barry McKnight and WLA President Marge Loch-Wouters. Amy Koester, left, of Skokie Public Library in Illinois showed civic engagement and media literacy in action at the Thursday luncheon address.

WLA 2018 Award Noms Due Sept. 1

Honor innovative and exceptional library services, staff, trustees and supporters in Wisconsin: Nominate an individual, group, or library for one of the 2018 WLA Awards.

Visit the [WLA website](#) for a list of awards. Criteria, application forms and instructions are listed under each award description.

Winners will be honored at the WLA Conference during the Awards and Honors Reception.

Nominations are due Sept. 1.

Questions? Contact Karli Pederson, klpeder@milwaukee.gov, Awards and Honors Committee Chair.

A Message from Executive Director Plumer Lovelace

My hope is that in the last several months you've heard and felt the groundswell of energy around our membership growth effort. Last year your WLA Board agreed to commit time, energy and resources to significantly expand our membership numbers. When I submitted this article, our membership level was 1,350. Our target is 1,600 by the end of 2019. Why focus on membership growth? It is through the work of its members, that a nonprofit association's mission is carried out. One of the most important measures of an association's vitality is its annual membership growth. A larger membership base increases the capacity for program development, expands the range of ideas represented, stabilizes financial resources and creates a greater voice for legislative advocacy.



In order to accomplish our goal of 1,600 members, we'll need to retain existing members and reach out to a significant number of non-members. If you are reading this message, it means that you are already part of this great and enduring community. We promise to continue working hard to maintain your support for this organization. We will continue to be about fun, about learning, about information access and about improving the lives of individuals in the neighborhoods that you serve.

We also need you to help us spread the word. As we celebrate 127 years as a Wisconsin institution, there's no better time to convince your friends and colleagues to become a part of this wonderful experience. We offer a common space in which to develop a true sense of belonging to a family. A place to build, nurture and grow relationships. A place to find ongoing support to new and seasoned professionals through our spring and fall conferences. A place to find real, tangible value to those who belong. Please tell your colleagues to join today. WLA is an exciting place to be. And for your part, get involved.

Why you should plan to be in La Crosse Oct. 23-26!



This year the [WLA fall conference](#) is in a walkable, fun, nature-filled, entertainment area right on the Mississippi River. The sessions are amazing, speakers out of this world (Dr. Sybil Madison-Boyd, Becky Spratford, Heather Acerro, Gretchen Caserotti, Christopher Grabenstein, Mary Garm, Dr. Alexandra Hall – and so many more!) and events to die for (President's Welcome reception Tuesday evening – band on Marge; WLA Foundation fundraiser featuring the award-winning Dark La Crosse Radio Show; Ghost Tour Pub Crawl on Thursday; tours; Awards and Honors reception and more, more, more!). It is a not-to-be-missed event. So mark your calendars, close the library and come to the best networking, learning and fun conference ever!



Letter from the 2018 President

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

At the beginning of the year, I sent out a message to all members explaining our projected \$40,000 FY18 deficit. I laid out the challenge for our leaders and members to grow membership and make our conferences successful (our two revenue streams).

At midyear, I can say that we have made a great start.

Our memberships are running well ahead of last year at this point (up \$7000). Our spring unit conferences (Wisconsin Association of Academic Librarians, Wisconsin Association of Public Libraries and Support Staff & Circulation Services Section) were outstanding and drew in some solid attendance numbers. If you couldn't make one of these, make plans for 2019.

What's ahead? Please keep promoting membership in WLA. Raise a hand to become part of a committee or board (we appoint members throughout the year) and spend time keeping WLA strong, interesting and a support to the profession. Just get in touch with me to get active – email lochwouters@gmail.com.

Plan on coming to the WLA fall conference Oct 23-26 in La Crosse. The programs are amazing, the speakers dynamic and we are mixing it up to wow you from Tuesday through Friday (without breaking the bank!).

When we excite, IGNITE and invite all our library peers together, we create a strong professional organization. I can't wait to see what's ahead.

Small Library Meetup 

Come hang with your people!

Pack a Lunch, or Pick
One
Up in BRF!

Thursday, July 26th
11am-1pm
Black River Falls
Public Library
222 Filmore Street
Black River Falls,
WI

Join us for a small library meetup. You need not be a member of WLA or of WISL to attend. Please share this invite with another librarian!

Small Libraries Meetup July 26 in Black River Falls

Submitted by Gina Rae, Wilton Public Library

People working at and interested in small libraries are invited to new meetups around the state organized by the Wisconsin Small Libraries Section (WISL). The first meetup is scheduled for July 26 in Black River Falls, 11 a.m.-1 p.m.

WISL has started these meetups to encourage supportive relationships among librarians serving small communities and to create opportunities to visit small libraries throughout the state. WLA membership is not required for attendance. The meetups can be a chance for Smalls to catch up on how things are going at other libraries.

Participants are welcome to bring questions, concerns, trends or triumphs to share. Attendees should bring a sack lunch or pick up something in the host community. For more information about WISL meetups, contact Gina Rae at email wiltonlibrary@wrlsweb.org.

Additional WISL meetups planned:

Sept. 18, Mercer Public Library, 12-2 p.m.

Nov. 16, Patterson Public Library, Wild Rose, 2-4 p.m.

April 16, 2019, Lakeview Community Library, Random Lake, 11 a.m.-1 p.m.

Delegation Travels to D.C. for National Library Legislative Days

By: Micki Uppena, District Library Media Specialist, Lancaster Community School

National Library Legislative Days were held in Washington, D.C., on May 7-8, 2018. Representing Wisconsin this year in addition to myself were Kurt Kiefer, Sherry Machones, Anita Weier, Edward Sanchez, Vicki Teal Lovely and Steve Ohs.

Day one began with a briefing from James Neal, president of the American Library Association, followed by briefings on pressing legislative issues, guidance on building relationships with lawmakers and tips for congressional meetings and applying advocacy strategies at home. The Wisconsin Delegation had congressional meetings planned for the second day. At an evening reception on Capitol Hill, we were able to mingle with library advocates from across the country.

Our Wisconsin Delegation prepared in advance for a day of congressional office visits in which we focused on key legislative issues. These included the Reauthorization of the Institute of Museum and Library Services Act, increased access to broadband, increased funding for tribal libraries and funding for libraries to serve as emergency management hubs.

Themes highlighted during the day of advocacy included broadband expansion, workforce development and lifelong learning. As a public school library media specialist, I also advocated for the Wisconsin Educational Media & Technology Association, highlighting the role of the Future Ready Librarian and stories of what is happening in school libraries in congressional districts in the state.

Sen. Ron Johnson and Sen. Tammy Baldwin each met with us in their offices. In the House we were able to talk with Representatives Paul Ryan, Glenn Grothman, Ron Kind, Mike Gallagher, Gwen Moore and Mark Pocan. We were impressed with the support that we received from each office and left with many follow-up items. Some of our meetings were held with staffers in the hallways!

Each office was receptive to having a personal visit to a public or school library when the senators and representatives are home. If you are interested in scheduling a visit, I encourage you to reach out and extend a personal invitation.

I feel that advocacy is one of our most important responsibilities as librarians. Please know that the emails, phone calls and visits do have an impact. Continue to reach out on issues and consider attending National Library Legislative Day in 2019!



Lancaster school library and media specialist Micki Uppena, along with six other library community members from the state, took part in National Library Legislative Days in Washington, D.C., May 7-8.

WAAL 2018: All Hands on Deck!

By: Josh Hickman, WLA Board Representative for WAAL

#WAAL2018 was held at the Best Western Premier Waterfront Hotel & Convention Center in Oshkosh on April 26-27. Ever an engaging and enlightening event, the WAAL conference is one of only a handful of state academic library conferences in the country! Befitting this unique professional development opportunity, a number of noteworthy presentations and activities took place over the course of the two-day gathering.

The conference kicked off with an intriguing keynote by *Library Journal* 2017 Mover and Shaker Ilana Stonebraker, who spoke about empathy and social justice as they relate to information literacy. The conference then swung into full gear with concurrent sessions spread across four tracks: information literacy and instruction; diversity and social justice; leadership and change; and collections, sharing and professional development.

Throughout the conference, dozens of Wisconsin's own library experts presented sessions on a broad range of topics from curricular design to the future of libraries to the role of librarians in advancing equity and inclusion within larger institutions. Presenters hailed from academic libraries of every shape and size, too!

A new "Little Big Read" event was featured during the Thursday luncheon, at which groups of attendees had the option to discuss short articles related to conference tracks or speakers. Also at the Thursday luncheon, the WAAL Information Literacy Award was presented to Kristin Woodward and Elizabeth Kamper of UW-Milwaukee for their program "Reimagining Institutional Content: Embedding Information Literacy in Open Education Course Design."

On Thursday evening, attendees were treated to a short walking tour of downtown Oshkosh, including a tour of the Oshkosh Grand Opera House. Friday's luncheon speaker was Lee Reiherzer, who discussed the history of Oshkosh's brewing industry. In addition to a delightful talk, Mr. Reiherzer provided samples of beer brewed by current Oshkosh brewers, including one based on a 19th century recipe.

Evaluations indicate that #WAAL2018 was a smashing success, thanks to the conference planning committee and its co-chairs, Craig Thomas and Beth Kucera. On April 18 and 19, 2019, WAAL heads to beautiful Eau Claire, so mark your calendar now – you won't want to miss it!



Emylie Tonnacliff, top right, attends UW-Milwaukee and was awarded the Best Visual Design poster award in the student category. WAAL keynote speaker was Ilana Stonebraker, left. Luncheon speaker Lee Reiherzer shared Oshkosh brewing history as well as samples from current local brewers.

Update on PLSR



Supplied by John Thompson, PLSR Chair

Over the past several months, members of the Public Library System Redesign Steering Committee along with the Core Recommendation Collaborators have been discussing possible structures for providing services to public libraries in Wisconsin. These discussions have been facilitated by Russell Consulting, Inc.

The preliminary results from the administrative/funding/governance discussions have led to two preliminary model frameworks now available for public comment. [Preliminary Model W](#) is based on keeping the current regional system structure with improving funding and system service standards. [Preliminary Model Y](#) would result in a 6-8 regional system model under a statewide services umbrella creating a statewide service philosophy with a more formalized regional structure.

The two potential models were selected based upon numerous factors, including adherence to the PLSR [Principles of Structure](#).

Please review the models carefully and offer your comments using this [feedback survey](#). (A [PDF version](#) is also available for review.) Comments will be accepted through July 20. Your feedback is crucial and all comments will be reviewed by Model Development Summit Participants when they gather July 30-31.

If you have any questions, please contact John Thompson, PLSR Chair, at thompson@ifls.lib.wi.us or by using the PLSR [contact form](#).

Get on WLA's Listserv

Yes, we host one as an exclusive WLA member perk!

To join the listserv, log in to memberclicks (the WLA website). Click on "Resources," then "WLA listserv," fill in the subscription form and create your password.

To post, send to:
memberlistserv@memberlistserv.wisconsinlibraries.org

What interests you?

WLA invites you to pursue your passion!

Gather like-minded peers and create a SIG (Special Interest Group) to network, share ideas and opinions without the more formal structure of a larger WLA unit.

Stop here –
<http://wla.wisconsinlibraries.org/special-interest-groups/wla-special-interest-group-sig> – to find out everything you need to know to get started!

WiscNet Communicates about Net Neutrality

Submitted by John Pederson, Director of Marketing and Communications, WiscNet – Wisconsin’s Research and Education Network, <https://wiscnet.net/events>

The Federal Communications Commission (FCC) recently voted to roll back provisions that prevent Internet Service Providers from blocking or slowing particular parts of the Internet in favor of others. This is the center of what is commonly referred to as net neutrality. Those of us passionate about a free and open Internet have concerns and plenty of questions about how this will impact both our work and personal lives.

Working at WiscNet for the past decade, I’ve had reason to pay attention to this issue and to understand both how and why we’re at this point in the short history of the Internet. In order to understand where we are today, it helps to revisit the WiscNet – and the Internet – of the late 1980s. WiscNet, together with others in what’s called the “research and education” community, built a network in which the principles of free and open were paramount. WiscNet’s founders were, thankfully, much more like librarians and less like the network engineers of today. Without this ethos, we could not have created a network community of equals, across different disciplines, among the private and public sector, worldwide.

Today, WiscNet’s primary focus is to make sure that we, together with the research and education community (which includes libraries), participate in a global Internet with unrestricted capacity for all. We seek the same Internet for the homeless woman looking for employment at a rural public library as researchers sharing terabytes of genomic data from medical colleges. Despite whatever happens on the larger Internet, we will continue our work to support our community to ensure that open access delivery models remain available. We do not censor, we do not throttle, we do not sell our members’ traffic data, and we do not block or discriminate against any legal applications or content crossing our network. We have evolved significantly in the three decades since the beginning of WiscNet. We make direct “peering” connections with content providers where large amounts of traffic are exchanged. Content distribution networks operated by Akamai, Netflix and many, many others are hosted directly on WiscNet to improve performance and access.

What does that mean with regards to net neutrality? We remain committed to the principles of free and open that you put in place decades ago. It is more difficult to know exactly what and how things will change on what amounts to the “consumer” Internet. It’s now time we invest our time and attention around the topic of net neutrality advocating for what this means outside of our libraries.

The American Library Association has actively supported net neutrality rules and published [an article about the rule change and what you can still do](#).

As of early July you could still also [submit requests that Congress use a process to restore net neutrality rules](#).

“What can we as WiscNet members do?” Take time to thoroughly digest what I laid out above. Despite this being my job, even I’m still learning. I’m learning from our network engineers who are fired up today. I’m learning from our colleagues lobbying those at the federal level about why research and education networking is crucial. I’m learning from those that sat around the table nearly 30 years ago and determined that the free and open inter-connection of networks would be hugely important someday.

Just for the Fun of It!

By: Peter Hamon, Alumni SIG

Attending a library conference as a retiree (whether WAPL, WAAL, or the granddaddy of them all, WLA,) is a little like walking into “Cheers,” that marvelous imaginary bar “where everyone knows your name.”

You’ll find yourself greeted by folks you haven’t thought about in years, except to occasionally wonder, whatever happened to so and so? And if the ranks of your old friends grow thinner as the years goes by, and thinner they inevitably will be, don’t forget the new friends that are all around you. Just ask anyone how things are going at their library. That doesn’t just break the ice; it shatters it! Almost everyone in our profession is eager to share their trials and tribulations, their successes and triumphs, and their stories of the lives they have touched. And with the benefit of your experience, you have something to add to the conversation too, ranging from “We encountered that same problem and here’s how we solved it” to a simple supportive “Wow! I wish we’d had (or done) that in my day!”

You never have to be lonely at conference either. If the planned meal events don’t suit your fancy, just pin up a note to the message board at registration. “Wanted, somebody to go to such and such restaurant. Meet here at 7 p.m.” That can draw quite a crowd. Then if all else fails (although for some this is the very first choice), try the bar. Check the second barstool on the left and straight on till morning. There’s always someone there to talk to.

Now every conference has special events, call them adventures if you will. I remember Marge Westergaard leading an impromptu water ballet in a hotel pool in Appleton. (I almost drowned!) I remember staffing a kissing booth along with Charles Bunge at the Playboy Club in Lake Geneva (the less said about that, the better). And I remember a myriad of costume balls, some celebrating literary characters and events, and some just because it was almost Halloween. But for me, best of all, was joining up with the WiLS staff of the era and dancing the night away.

But that was then, this is now. Take out your conference program (or look it up online if you must) and peruse it carefully. All the various WLA and unit conferences have been universally well served by creative and inventive planners. You’ll find outings and events, contests and meet and greets – in short, all kinds of things to make your conference experience just as enjoyable as it is educational.

You can certainly attend library conferences for all sorts of good responsible reasons, but you’ve worked long years and earned a little time to relax and enjoy. So why not join with me and come to conference, “Just for the Fun of It!”

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Reflections on WLA Membership

By: Charles Bunge, 50-year WLA member

This past fall, I was fortunate to be able to attend the induction ceremony and reception for the Wisconsin Library Hall of Fame. Lowell Wilson, Sandy Dolnick, Ruby Roeder, Joe Jax and Louise Robbins were inducted this year. While they had a wide variety of roles in our field, every one of them had a goal of enriching the lives of people in Wisconsin through library and information services. And the impact that each of them had in accomplishing that goal was greatly magnified by their membership in the Wisconsin Library Association. For me, that is the simplest and most important value of membership in WLA, i.e., the fact that we can do so much more to accomplish our goals by working together with others than we can working alone.

All of this year's Hall of Famers were interested in state-wide library planning and development, a particular interest of mine. Throughout its history, WLA has brought librarians and others from all types of libraries together to exchange ideas on how high quality library and information service can be provided to all the people of the state. It is easy to take for granted the fine network of institutions and services that the people of Wisconsin enjoy today, but it couldn't have been developed without an organization like WLA. I've always felt that this alone makes WLA worthy of my support.

Closely related to library planning and development is library legislation and advocacy. A legislative effort was present at WLA's birth in 1891, and today the most important voice to Wisconsin legislators about the essential nature of libraries and information services in a democratic society is WLA. Every library staff member and friend of libraries should pause to reflect on how dependent the success of their programs is on wise laws. In politics, numbers count, and the ideas that are presented to legislators are richer and more persuasive when they have been discussed and honed by a group like WLA. For 50 years, I have been proud to have my voice and financial contribution magnified and focused by my state library association.

For most of us, our most pressing goal of the moment is to do a good job in our current position (unless you are retired like I am). The knowledge, skills and enthusiasm you can bring to that position can benefit greatly from WLA activities. Information exchanged at meetings is an important value of WLA and its divisions, to say nothing of the value of the respite that going to a meeting allows. In this regard, a great advantage of WLA is that it brings together people from all types and sizes of libraries. Insights from one type of library can enrich the thinking and actions in other contexts, and WLA enables this like no other organization.

I've often said that if there were no organization like WLA, we'd have to invent one. In so many ways, WLA is essential to the continued development and support of high quality library and information services in Wisconsin. What could be a better deal than supporting an organization that helps us achieve important goals for ourselves and others?

Trustee Training Week Enhances Ability to Serve Community

Make sure your board members are aware of Wisconsin Trustee Training Week, Aug. 13-17. Each day will feature a different webinar on a topic relevant to public library boards, friends and trustees:

Monday, Aug. 13 – Orientation for New Library Board Trustees

Tuesday, Aug. 14 – Effective Boards Have Effective Meetings!

Wednesday, Aug. 15 – From Advocate to Activist

Thursday, Aug. 16 – Wisconsin Public Library Standards, 6th Edition for Trustees

Friday, Aug. 17 – Crafting Your Library’s Story with Data



While the webinars are free and open to anyone, registration is requested at www.wistrusteetraining.com/. More information is available at that link, and you can access recordings of previous webinars.

Trustee Training Week is coordinated by the South Central Library System, with financial support from the 15 other Wisconsin Public Library Systems, plus the Division for Libraries and Technology and the Institute of Museum and Library Services (IMLS).

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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.