



WLA News

Information from the Wisconsin Library Association
Summer 2019

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President's Message

By Scott Vrieze, 2019 WLA Board President

Happy Spring, WLA members!

This spring I had the opportunity to attend both the WAPL and WAAL conferences in their entirety. It is very gratifying to see the creative and innovative work being done by our colleagues in the entire spectrum of library types – public, academic, and special. Having worked in two of those library types – academic and public – I find myself fascinated by the differing ebb and flow of activities throughout the year. Looking ahead toward summer, these differences are borne out. In public libraries, we find ourselves steeling for the organized chaos of summer reading programs and activities. In academic libraries, by contrast, we typically use the summer months as a time to retool, plan, and work on projects.

Our shared professional conferences also have a different culture and feel. Often presentations delivered at conferences become integrated into our CVs (Curriculum Vitae), and are an official marker of professional achievement. In the public library world, we would never call our resume a "CV" and not likely list individual presentations as notable achievements. We just share best practices and ideas with our colleagues! Interestingly, things like "lightning rounds" and "poster sessions" are commonplace at the academic library conference, whereas they are novel ideas for the public library group!

At some point, a clever cultural anthropologist will do a study of the two divergent cultures in the library world. As examples, public libraries, especially during peak times, give a whole new meaning to the word "busy", as compared to academic workflows. Anyone who has worked a public desk after the summer reading program ends, or has worked in circulation during the last hour of a Sunday afternoon at a suburban library, would have trouble understanding the use of the term "busy" applied to an academic library circulation desk.

On the flip side, academic librarians develop sophisticated approaches to integrating library resources into instructional design and delivery that don't enter into the daily workflows of most public librarians and staff. Sometimes it's hard to recognize these as the



same profession.

There are other examples of these divergent library cultures, but what impresses me is how many of our principles and practices are shared across libraries. In spite of the two cultures, we share a commitment to serving our communities, providing access to invaluable educational resources, and providing excellent public service to our customers. Many recent trends in library services, like makerpaces, active learning environments, and integration of digital resources and tools, easily cross over the boundaries between public, academic, and special libraries.

At both the WAPL and WAAL conferences, I had the honor of welcoming the attendees and thanking them. More than ever, I was amazed at the power and value of the work you all do in the service of your communities, and once again that commitment was borne out in the presentations and conversations that took place this spring. Thanks for letting me be part of that work!

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WLA AWARDS

By Jacqueline Rammer, WLA Awards & Honors Committee

Honor the innovative and exceptional library services, staff, trustees, and supporters in Wisconsin. Nominate an individual, group, or library for one of the 2019 WLA Awards.

Visit this site (<https://tinyurl.com/maauyj3>) for a full list and descriptions of the awards listed below. The criteria, application form, and instructions to apply are listed under each individual award on WLA's website. Winners will be honored at the WLA Conference during the Awards and Honors Reception.

Questions? Contact Anna Palmer, Awards and Honors Committee Chair at ahpalmer@wisc.edu.

WLA 2019 Awards

- Citation of Merit
- Library of the Year Award
- The Muriel Fuller Award
- Programming Innovation Award
- Special Service Award
- Trustee of the Year Award
- WLA/DEMCO Librarian of the Year Award

Director's Message

By Plumer Lovelace, Executive Director of WLA



I'm guessing you'll notice a consistent theme in this newsletter issue...WLA spring conferences! Yes, it's that time of year again. At the writing of this article, I've just finished attending both the WAAL and WAPL conferences. It's always such a pleasure to spend time chatting with WLA members and non-members. It occurred to me this year that it might be informative to select a few of the questions that I've gotten and share my replies in our WLA newsletter. So here goes.

Q: Is it true that WLA is creating a mentor program? Yes, the WLA Board has given the green light for the design of a new mentor program. The design and rollout will be managed by the Leadership Committee.

Q: What is the Leadership Committee? The Leadership Committee was created three years ago to help provide integration and oversight to the ever-expanding list of leadership-related programs and activities.

Q: Are there still plans to replace the WLA website? Yes, the project is in-progress. A

new website has been created and content has been migrated to the new website. A group of volunteers are reviewing, revising and removing hundreds of pages of content as we speak.

Q: What is the best way to get a basic understanding of how to use the membership database? Hannah Bunting, the WLA Membership Coordinator, recently scheduled three "MemberClicks Basics" webinars for fifty committee chairs and co-chairs. Hannah will soon be scheduling the same training for the general membership. If you miss one of those events, simply contact Hannah and arrange a one-on-one session.

Q: Will WLA develop a Code of Conduct policy for the spring and fall conferences? Yes. A draft of the Code of Conduct policy and support documents have been created. The next step is a review by the WLA attorney. The goal is to roll out the new policy prior to the WLA Annual Conference in October.

Q: I have an idea for a new Special Interest Group [SIG]. What's the next step? An application to start a SIG is available on the WLA home page at <http://wla.wisconsinlibraries.org/special-interest-groups/wla-special-interest-group-sig>. After you complete the application, submit it to the WLA office. I will follow up to answer questions and provide some best practice information to help your SIG be successful.

SHARE YOUR WLA STORY!

by Nyama Reed, Co-Chair of WLA Membership Committee

Last year we started the Be A Member, Get A Member campaign, which was hugely successful. We aimed to increase total membership by 150 people and ended 2018 with 170!!! That is **awesomesauce**, and we need to keep the momentum going in 2019.

For historical perspective (librarians love numbers, right?), WLA membership was at a high of 1,940 in 2011 and steadily declined due to the economy to 1,370 in 2017. As of March 2019, we are up to 1,461. But wait, that's not a 170 difference! As we gain new members, we also lose members due to retirement, moving out of state, or

disengagement. The goal of membership is to increase new membership, KEEP people as members, and keep retirees involved past-retirement.

This year the WLA Membership Committee is working to obtain stories on how WLA has made a difference in your career and life. What benefits do you get for your time and money? Please email me at n.reed@wfblibrary.org to share your stories. And if you are feeling disengaged or disenchanting, please share those stories with me too, so we can work to fix things!

WLA Conference 2019



Please join us for the [2019 Wisconsin Library Association Annual Conference](#) at the Kalahari Resort & Convention Center in Wisconsin Dells on **October 8-11, 2019**.

The message of this year's conference is **Celebrating Every Story!** Our focus is on helping libraries connect to their communities, create innovative spaces, and use and re-use resources in new and exciting ways.

Book your hotel room with the Kalahari Resort's online booking system: <https://book.passkey.com/e/49887542>.

Conference registration will open in July.

Keynote Speakers



Ijeoma Oluo, author of the New York Times bestseller

So You Want to Talk about Race



Michelle Hensley, founder of the Ten Thousand Things Theater



WAAL Conference Recap

by Eric Jennings, WAAL Chair

WAAL 2019 was held in Eau Claire on April 18-19, with 132 attendees, including 49 who were not currently WLA members. Highlights of the 2019 WAAL conference were an introduction to kubb, taught by the organizers of the US National Kubb Championships; a keynote address from Virajita Singh on design thinking; and a hilarious improv troupe. We gave out student scholarships to Greta Zimmerman, Morgan Witte, and Katelyn Sabelko (all from UW-Madison's iSchool); a paraprofessional scholarship to Jenna Vande Zande, Research & Communications Associate at UW-Eau Claire; and an information literacy award to Hans Kishel and Eric Jennings at UW-Eau Claire for their program "Question Everything: Living in the Information Age." During the WAAL Business Meeting, chair Jennings presented information on the survey conducted earlier this year assessing members and non-members' preference for conference location. The full survey will be posted on the WAAL website in the near future, but some highlights include a slight preference for holding it on a college/university campus (54.03%) vs. at a hotel/resort (45.97%), and a number of comments indicated that people are happy that WAAL is looking into ways to save money for attendees. Stay tuned to future WLA newsletters for additional information.



WAPL Conference Recap

by Cathy Tuttrup, WAPL Conference Chair

The 2019 WAPL Conference, "Mission Possible," was held in Rothschild May 1-3. 260 people attended the conference to enjoy a wide range of programs on a variety of topics. Trenton Smiley, our keynote speaker, described his system's very successful marketing partnerships; author Michael Perry shared some of his writings, including one he was performing in public for the first time; and storyteller Tracy Chipman reminded us all about the power of sharing and telling stories. Many of us also enjoyed a tour of the beautiful Marathon County Public Library and fun trivia at the Great Dane Pub. We were all happy when "books" was one of the trivia categories. As one attendee noted: "The sessions were excellent this year." Another said: "This was the best WAPL Conference I have attended (I have attended 3) and it was because of the programs offered and the venue. It is really nice when program rooms are close to each other, because networking is a huge part of conference." Thanks to all for attending. We will see you next year in Oshkosh!

WLA Board Statement on Kalahari Resort Site for WLA Conference

Adopted January 10, 2019

The values of inclusion, diversity, and equity are fundamental to the library profession, and to the library associations that support it. In 2019, the Wisconsin Library Association will hold our conference at the Kalahari Resort and Convention Center in the Wisconsin Dells. Many members of the association have raised serious concerns about this venue, with its themes of cultural appropriation and colonialism, as being inappropriate and inhospitable as a conference site for WLA. The WLA Board has heard these concerns and is actively trying to ensure future conferences will be held at locations that better match our values. The Wisconsin Library Association has had a signed contract for the 2019 conference with the Kalahari since 2012. Unfortunately, canceling the contract would result in a minimum fine to WLA of \$27,324, which the Association cannot absorb and remain viable.

For this reason, in 2019 the Annual Conference will be held at the Kalahari. The board acknowledges that the venue of the Kalahari is untenable for many members, and greatly regrets that attending the conference in 2019 will be painful, or maybe even impossible for some. The Wisconsin Library Association Board has appointed a committee to explore other venue options to expand the list of locations for future conferences. The 2019 Conference Committee is working hard to use the conference as an opportunity to educate, build awareness, and advocate for equity, inclusion, and respect for diversity. One aspect of this will be a

keynote speech and pre-conference session featuring Ijeoma Oluo, author of *So You Want to Talk About Race*. The committee is considering several other ways to do this and is interested in suggestions from the membership.

The board welcomes your input and ideas to help our association live up to the values of inclusivity, diversity, and equity. We understand that these values are not reflected in the Kalahari as a venue and are taking steps to address this issue for the future.

For additional information, contact:

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Cultural Appropriation FAQs

by Leah Langby, WLA Conference Chair, and Kalani Adolpho, UW Madison Libraries

There has been a lot of conversation about the Kalahari as a conference location, including the preceding statement from the WLA Board. For some, the concerns about the Kalahari as a venue and about cultural appropriation need further explanation. Hopefully this FAQ will give definitions and understanding. Please see links below for further resources and reading on the topic.

What is cultural appropriation?

According to writer Ijeoma Oluo, “we can broadly define the concept of cultural appropriation as the adoption or exploitation of another culture by a more dominant culture.” (*So You Want to Talk About Race*, page 146).

How is this related to the Kalahari? In the case of the Kalahari, that means that white business people from the United States have taken elements of art, cultural symbols, and sometimes stereotypical images from Africa and used them to create a themed water park, resort, and conference center, which they claim captures the “spirit of Africa.” They are profiting from using these symbols, artifacts, and stereotypes. The fact that Africa is a continent, made up of many countries and cultural groups, but is treated as one country/culture by the Kalahari’s theme, exacerbates this sense of exploitation. In addition, all of the decor reinforces stereotypes of Africa as a monolithic and unadvanced culture placed in the historical past. The Kalahari makes an

effort to attribute the artwork in the hallways to specific artists, and the owners have a relationship with the artists who create much of the work. This is helpful but does not solve the problem.

Why is it a problem? You might ask why it is a problem for the Kalahari to use its current theme, when a place like the Norske Nook can have a Norwegian theme. One difference is that there has been systematic oppression, including genocide, colonialism, and exploitation by America and Europe of African people, nations, and resources, whereas that is not the case for Norway. Therefore, exploiting and misrepresenting the cultures and experiences of Africa has a more drastic effect. Caricatures have been systematically used to harm and demean people of African descent in a way they have not for people of European descent. In addition, people who see this kind of themed water park are more likely to form an inaccurate idea of what “Africa” is because that is the only kind of representation they see, whereas there is much more information and representation out there about European heritage. For more information, see the TED talk by Chimimanda Ngozi Adichie, “The Danger of a Single Story,” linked below.

In terms of demographics, librarians are 85% white nationally (and this number is probably higher in Wisconsin). To truly work on inclusivity, we need to deeply

examine our current practices and see where we structurally and systemically exclude marginalized people. The Kalahari as a conference location has the potential for exacerbating the alienation many librarians of color already experience and add to a feeling of exclusion for many.

We’ll let our WLA Conference Keynote speaker, Ijeoma Oluo, sum up the problem here. The main problem of cultural appropriation is “linked to the power imbalance between the culture doing the appropriating and the culture being appropriated. That power imbalance allows the culture being appropriated to be distorted and redefined by the dominant culture, and siphons...material and financial benefit of that piece of culture away to the dominant culture, while marginalized cultures are still persecuted for living in that culture.” (*So You Want to Talk About Race*, page 147).

I’m still confused! Don’t worry! This is a complicated issue, and everyone reacts differently to it and has a different idea of where the line between cultural appreciation and exchange and cultural appropriation is located. There will be opportunities to engage in discussions around issues related to this at both the conference and preconference if you are interested. If you would like to learn more before then, please look at the resources listed below.

Resources for More Information

Oluo, Ijeoma. *So You Want to Talk About Race*. Hatchette, 2018.

(There is a whole chapter about cultural appropriation in Oluo’s book.)

Adichie, Chimimanda Ngozi. “The Danger of a Single Story.” [TED Talk](#)

Refinery 29: [Cultural Appropriation vs. Appreciation](#)

Vice: [The Fine Line Between Appreciating and Appropriating Foreign Culture](#)

The Week: [Cultural Appropriation](#)

Moontime Warrior: [More than a Night of Harmless Fun](#)



Students Meet & Greet Library Professionals

by Melissa Juvinall, co-chair of the WLA Student SIG

On April 5, 2019, the WLA Student SIG hosted its second annual Meet & Greet Open House in the Bunge Room at the UW-Madison Information School. This was an opportunity for iSchool students to network and learn about the job market from those currently in the field. Local library professionals answered questions related to career decisions, job interviewing, and real-world experience. WLA provided food and beverages.

Eight students attended the event.

The professionals who contributed to this amazing discussion included: Cindy Fesemyer, Gina Rae, Jean Anderson, Katharine Clark, Dorothea Salo, Tanya Hendricks Cobb, Plumer Lovelace, Scott Vrieze, Sherry Machones, and Kris Turner.

This was the first year we hosted this event on campus. While it was much easier for students to attend than at the WLA offices, we hope to make some changes to the event for next year so more professionals and students can participate. Stay tuned!

Division & Section Updates

AWSL

(Association of Wisconsin Special Librarians)

Join us for AWSL's Annual Summer Tour! This year, we will tour Schumacher Library at Olbrich Botanical Gardens on Wednesday August 21st, 2019.

We will meet at 4:00 p.m., tour the library and collection, explore the conservatory, then take a stroll in the outdoor gardens. An informal social will follow at The Biergarten at Olbrich Park, right across the street. Contact Amy O'Shea at Amyoshea1975@gmail.com if you have any questions about the tour.

What: Tour of Schumacher Library

When: Wednesday August 21st, 2019 at 4:00 p.m.

Where: Olbrich Botanical Gardens, 3330 Atwood Ave., Madison, WI
(OBG is accessible by bicycle via

the Capital City Trail)

Why: Because it's always fun to see a new library!

Who: Everyone is welcome to attend!

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Hey librarians, do you help your users with legal research? Jaime Healy-Plotkin and Carol Hassler, AWSL members and librarians from the Wisconsin State Law Library, will give a presentation at the WLA conference in October on assisting legal research and reference questions. Please take the short survey about your experience providing legal reference to your users. The survey results will be used to fine-tune legal research tips, which will be shared at the conference. Thank you!

Survey link: <https://www.surveymonkey.com/r/9N2HDQK>

By Jaime Healy-Plotkin, Wisconsin State Law Library

RASS

(Reference & Adult Services Section)

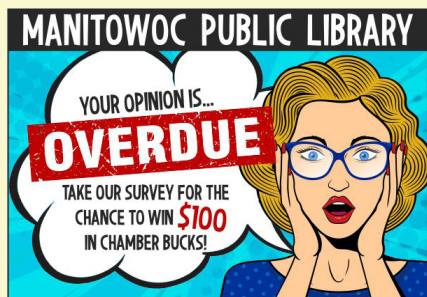
The Reference & Adult Services Section (RASS) wants to hear from you! This short survey helps us determine what topics we should discuss, which resources we should share, and how we should communicate with fellow members. Share any and all of your thoughts about how we can make RASS serve you and your libraries! Please complete by Friday, June 19 at 5:00 PM.

Survey link: <https://forms.gle/UcH1wEaxEbNtvLV9>

By Rachel Hitt, Brillion Public Library & Barbara Alvarez, North Shore Library

SURVEY SUCCESS

By Karen Hansen,
Manitowoc Public Library



Manitowoc Public Library recently conducted a highly successful survey in conjunction with their strategic planning process. A total of 1,374 people participated in the survey, including 16% who did not consider themselves library users. Library staff used simple, low-cost methods of marketing the survey, including social media, e-newsletters, graphics on staff email signatures, and Google ads to attract users and non-users. Staff also favored electronic marketing methods over spending significant money and time on other costly methods. Not only were promotions consistently branded to attract a wide demographic base, but they all led with an incentive: the chance to win Chamber of Commerce Bucks. Whether in the subject line of an email, or in a Google ad, the prize was always highlighted. Print surveys were available within the library and were distributed to targeted organizations; however, the vast majority of survey submissions came from the electronic version of the survey (available through SurveyMonkey). Manitowoc Public Library staff were encouraged to play an active role in promoting the survey to patrons using word-of-mouth marketing, as well as sending a survey link to their own community connections. The incredibly positive response to the survey has enabled the Library to effectively gauge how Manitowoc County residents perceive the Library and better shape services in the future!

Small Talk Is A Big Deal

By Jill Markgraf,
McIntyre Library, UW-Eau Claire

Have you ever attended a professional conference, knowing that one of the primary reasons you're there is to network, but the thought of engaging in small talk strikes fear in your heart, heightens your self-perceived sense of social awkwardness, and compels you to take refuge in the company of people you already know or—if you don't know anyone—to take refuge in the company of your phone? I have.

The art of networking and engaging in small talk comes naturally to some, but not to all. For that reason, I decided to confront the issue and present the interactive session *Small talk is a big deal: making connections through conversation in professional settings* at the WAAL 2019 conference held in Eau Claire. Small talk is often dismissed as being meaningless, insincere, and transactional, but it plays an essential social function. It is the toe-in-the-water that lets us test the conditions before taking a full-on plunge into deeper conversation. Our uneasiness with small talk is often a form of performance anxiety, which can be alleviated with a few strategies for getting started, keeping a conversation going, and making a smooth exit.

Getting Started

Kio Stark, in her TED Talk "Why you should talk to strangers", talks about a 'third thing.' It's a thing or experience that you and the other person share, such as a conference presentation, the long line in which you are standing, a pair of shoes you admire, a Game of Thrones episode, or a failsafe—the weather. Identifying and then commenting on a 'third thing' is a key strategy for starting a conversation with someone you know as well as with someone you don't. People who identify as introverts often feel like they are at a disadvantage in the small talk arena, but the truth is, they often possess skills that make them excellent conversationalists. They tend to be good at noticing things, including 'third things.'

Keeping It Going

Introverts may find it terrifying to take the leap of faith necessary to make the first move, but their disposition gives them the tools to overcome this fear. Performance anxiety is often rooted in excessive attention on oneself, so diverting the attention to another person is an antidote, and introverts are often quite comfortable with this conversational move. Asking questions is a way to do that. Going one step further and asking follow-up



questions demonstrates active listening and a focus on the other person that leads to more meaningful and authentic conversations.

When we engage in conversation, we engage in improvisation. That is, we are making it up as we go along; there is no script. A tenet of improvisational theater is 'yes, and...' which means accepting or acknowledging what is offered to you ('yes') and adding to it ('and'). The 'yes' without the 'and' puts all the responsibility on the other person to move a scene, or a conversation, forward. So, in asking and answering questions, it is helpful to disclose information about yourself, your experience, or your thoughts, to move a conversation forward. For example, in responding to a question, "Did you attend the keynote presentation," instead of simply answering yes, you might say, "Yes. The speaker's comments about design thinking really resonated with me and the work we are doing with our new makerspace." That gives your conversational partner a lot more information to work with.

Exit Strategy

An often-cited source of anxiety related to small talk is how to gracefully exit a conversation. The phrase, "It was nice talking with you" is usually enough. A follow-up such as, "I need to get to a meeting," or "I'll let you get back to the poster sessions," may feel more comfortable.

For more strategies to try out at your next networking event, please see the Small Talk Cheat Sheet and Bibliography at <http://wla.wisconsinlibraries.org/waal/conferences-events/resources-post-conference>.

A NEW LIBRARY FOR WAUNAKEE

by Courtney Cosgriff, Waunakee Public Library

After many years of discussions and planning, the Village of Waunakee broke ground for its new community library in the spring of 2018. Like other Dane County communities, Waunakee has grown tremendously in recent years, growing by over 50% in population since 2000. The current library, constructed in 1985, is too small for a growing community, lacking amenities such as reading rooms, meeting and study spaces, programming rooms, spaces for teens and tweens, and additional areas for technology use and collaboration. The current building does what it was built to do: serve as a repository of books for the Village and provide a small space for intimate library programs such as story times and book clubs. These needs have changed.

The role of a public library in the 21st century is about much more than lending books. Today's library must be a more comprehensive resource, not only providing patrons a place to check out materials but also a place to comfortably and conveniently do things like access high-speed Internet PCs and free Wi-Fi; attend events and programs that entertain, enlighten, and inspire; and, crucially, meet and connect with others in the community, whether for formal gatherings or through the magic of unplanned encounters and

spontaneous conversations. Libraries have always engaged minds, but more than ever, they now connect people within their communities.

The new Waunakee Public Library, which will open in August 2019, will fill all of these needs while providing room for future growth. The Village has been working with the design firm OPN Architects to create a flexible, expandable, and dynamic community space. The building will provide over a dozen meeting and programming spaces, social areas, quiet reading nooks, and large community event spaces both indoors and out. The site, adjacent to Six Mile Creek, is the former Waunakee Alloy manufacturing plant. Formerly a contaminated brownfield, the library site will provide a pedestrian-friendly library-in-a-park setting, with access to a recreational trail, a clean creek with greater public access, and a rebuilt neighborhood playground. When completed, the Library will serve as the cultural heart of Waunakee for decades to come.



New Director Spotlight

An Interview with Christine Seaton, Director of Shell Lake Public Library



Why did you decide to become a library director?

Libraries have been a source of refuge since I was a young girl. I worked in a university library as a student worker, where my appreciation only grew, but I was pursuing a commercial art degree at the time and remained in that field for a couple of decades. Nevertheless, when I was between jobs, being a librarian always came back into my mind, and I interviewed for several public libraries to no avail. Eventually, I landed a job as a part-time circulation assistant in the Amery Public Library. I remained in that position until I left to have my son. When my current position became available, it was like everything fell into place.

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

Accept the fact that you will make mistakes. It's

inevitable. What you learn from your mistakes will be a true judge of your ability to work with your staff (if you have one), your board, your patrons, and your municipality. The moniker of "Director" carries an air of stature, but it can be misleading. Personally, I think the title should be changed to "Library Steward." It feels more accurate.

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

I didn't realize how little time I'd actually get to spend touching books. As director, I'm ultimately responsible for all our collections, but I have a very competent staff who oversees most of the purchases and almost all of the circulation. I miss that. But I find rewards in other areas of my job, like having the power to instill change, the ability to make community connections, and to feel like I make a difference in other's lives.

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

I wish I had some big, newsworthy anecdote to relay, but I don't. What I have are small experiences with people. I have an older gentleman named Fritz, who would come in every Thursday to read through all of our newspapers, but he informed us he had to move back to Chicago,

because his apartment was being torn down for the local hospital expansion. I have a toddler named Everett, who spends the entirety of weekly storytime trying to break out of the library. I have AI, who makes it a personal challenge to ask for the most obscure TV series to order from inter-library loan. And I have Mark, one of my board members, who seems to be a part of every local civic group and still manages to find time to pick up my book donations and run them out to our storage unit whenever I ask. These are the people for whom my job exists.

And for fun- what are you reading right now?

I'm switching between Susan Wittig Albert's Tales of Beatrix Potter series and Terry Pratchett's Discworld series, although I just started the Outlander series, so now it's three!

Thanks, Christine!

Are you a new director or do you know one who would love to tell us what it's really like? Email newsletter editor Jill Fuller at jfuller@bridgeslibrarysystem.org to be featured!

Collaborating with Schools During Summer Break

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.

We all know "[summer slide](#)" can affect school-age children during the summer months – especially children who lack access to books. Schools and public libraries are powerful partners to help engage kids both prior to and throughout the summer. Summer learning, summer reading, opportunities for discovery, experimentation, and exploration are all ways libraries can support youth and families during vacation time.

Here are a few ways to collaborate between school and public library peers and support kids in their summer learning adventures:

- Work with your schools to create a [summer lunch site](#) for children at the public library. This is an opportunity to present both active and passive programs for families to engage in while at the library. There are several libraries that have already put this in place, i.e. Neenah Public Library and T.B. Scott Free Library (2019 will be their first summer).
- Create summer learning adventures with kids at the public library– and include not just active programs but passive programs that families can engage in any time they come to the library: STEM programs; [coding](#); discovery stations; literacy areas (word games; puzzles; challenges; scavenger hunts).

School library collaborative ideas focused ideas/conversation starters:

- Can we schedule a library card sign-up day, either before the end of the school year, or during open house evenings at schools in August/September?
- Can we schedule time to promote our public library summer reading programs before the end of the school year?
- What kind of STEM/Makerspace/Coding Clubs do you have? We would like to compliment the learning with continued opportunities throughout the summer at the public library.
- What type of summer school programs are happening at your school? We would like to compliment the learning with continued opportunities throughout the summer at the public library.

If you're looking for more information on summer learning/reading, here are two organizations with great resources:

- The [National Summer Learning Association](#) offers online resources, research, and practical tips related to summer learning and preventing summer slide.
- [Summer Matters](#) is a California organization that provides research and tools on preventing slide that are relevant nationwide. Check out their [Learning Recruitment Guide](#) and follow the Twitter hashtag #whysummermatters to keep the discussion going.

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) .



GOING DARK IN LA CROSSE

By Anita Doering, LaCrosse Public Library

The La Crosse Public Library Archives, in partnership with its community newspaper, the La Crosse Tribune, recently launched a video series called Dark La Crosse Stories that highlight the seedier side of La Crosse's past. Each new episode features a high-quality podcast with enhanced visual content. This project is the newest addition to the Dark La Crosse suite of programs that also includes a downtown walking tour, a trolley tour, and an annual stage production with new content each year.

LPL Archives staff find and research the stories and are also featured in the "talkback" section of each episode sharing additional content. Professional and amateur actors are accompanied by a local professional pianist/composer playing an original score. Narration in the series is provided by a member of the Archives staff and grounds the listener to the facts. To view episodes, visit archives.lacrosselibrary.org/local-history and click on Dark La Crosse Stories.



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YOU'RE NEWSWORTHY!



Submit news, ideas, updates, and stories for the Fall WLA Newsletter to editor Jill Fuller at jfuller@bridgeslibrarysystem.org by August 1st, 2019.



Innovation Feature:

Go UNDER THE SURFACE With Art in Your Library

by Anne Moser, UW Madison Wisconsin Water Library

The mission of the [Wisconsin Water Library](#) at UW Madison is to collect, preserve, and provide science-based resources and services in support of the UW Aquatic Sciences Center and the two programs it administers: the Water Resources and the Sea Grant Institute. All collections and services are available to the UW community as well as to all residents of the state. Through its collections and services, the library brings awareness and understanding about the challenges facing the Great Lakes and the water resources of Wisconsin.

The Wisconsin Sea Grant (WSG) increasingly seeks out a diversity of collaborators to reach a wider range of audiences in its outreach and education in order to inspire a science-informed society. As an outreach component of WSG, the Wisconsin Water Library creates events in support of this multidisciplinary approach.

A recent project in the library is the management of art installations by clients from a residential treatment program called [Northwest Passage](#), based in Webster, Wisconsin. The collection of underwater photography is

part of a program funded by a grant from Wisconsin Sea Grant for its two-year grant omnibus. All thirty photographs were taken in and around the Lake Superior watershed and are part of the therapy the residents receive while at Northwest Passage.

The exhibit shows the power of water to heal and to restore. The artists have written stories and poetry to capture their feelings about being underwater, which are displayed with the art pieces. Visitors to the exhibit see a strong connection between healing and being out of doors and underwater. As one visitor at the Dwight Foster Public Library in Fort Atkinson said, "This exhibit took my breath away. What a fantastic program! I am blown away by how these kids have overcome pain and hardship and channeled emotions and experiences into creating great art. Thank you for sharing!"

The Water Library has two sets of exhibits to mount in a library or other space. There is no charge for the show and Anne Moser, the Wisconsin Water Librarian, is happy to help facilitate putting the show in your space. You can reach her at akmoser@aquawisc.edu.