



DECEMBER '18 / JANUARY '19

News From WLA

The latest information from the Wisconsin Library Association

'Be A Member, Get A Member' Contest Winner Selected at La Crosse Conference

We are excited to announce the winner of the Wisconsin Library Association's 2018 "Be A Member, Get A Member" Contest.

Thank you all for helping to make this year's membership growth campaign a huge success! During 2018, 170 new members joined our ranks. A pool of 40 WLA members qualified to have their names included in the drawing for the \$500 Southwest Airlines travel voucher. The drawing took place at the membership meeting during the WLA Annual Conference in La Crosse.

Congratulations to the prize winner: **Peter Loeffel**, director of the Wauwatosa Public Library.

Thank you all for your continued support!



WLA Board of Directors For 2018

Marge Loch-Wouters, President

Jean Anderson, Past President

Scott Vrieze, Vice President/President Elect

Jen Gerber, Treasurer

Desiree Bongers, Secretary

Sherry Machones, ALA Councilor

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Josh Hickman, WAAL Rep.

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

Jennifer Cook, SSCS Rep.

Gina Rae, WISL Rep.

Sue Abrahamson, YSS Rep.

Graphic courtesy Jill Fuller / Bridges Library System



WLA Library Legislative Day: Feb. 12

Register for Library Legislative Day by Jan. 28, then join fellow library supporters in Madison on Feb. 12.

You'll get to tell your elected officials about the importance of your library to your community.

For a registration form, [click here](#).

Mark Your Calendar for Spring Conferences

WAAL (Academic Libraries)
April 18-19, 2019
Eau Claire
[Click here for WAAL information.](#)

WAPL (Public Libraries)
May 1-3, 2019
Rothschild (Wausau area)
[Click here for WAPL information.](#)

SSCS (Support & Circ Services)
May 21, 2019
Chippewa Valley Technical College
(CVTC) campus, Eau Claire

Speak Up Quick – by Jan. 18 – with 2019 WAPL Program Ideas

The Wisconsin Association of Public Libraries (WAPL) Conference Planning Committee invites program proposals for the Spring Conference, to be held May 1-3 in Rothschild.

Proposals for presentations, panels, workshops and business meetings are welcome. Sessions will run either 45 or 60 minutes in length. Don't wait to be asked to present, submit a proposal yourself! The more ideas and diversity of topics, the more rewarding this learning opportunity will be for all.

Deadline for proposal submissions is **Jan. 18**.

[Submit your program ideas via the program form](#), also linked on the [WAPL Conference page](#) of the WLA website.

Letter from the 2019 President

By Scott Vrieze, 2019 WLA President

Welcome to a new year for the Wisconsin Library Association! I am your 2019 WLA President, and I wanted to take a moment to convey my excitement and enthusiasm about the initiatives that we will be pursuing in the new year.

Let's start with an invitation. Executive Plumer Lovelace speaks often of his expectation that the WLA board is a "working board." We don't just show up at board meetings to provide advice and opinion, we are also active in between board meetings in furthering the work of the association. Similarly, association members are invited to be a "working association," leveraging the tools and networks the association provides in carrying forward the work of libraries in Wisconsin. The power of a library association is that it offers ready-made tools for collaboration and shared initiatives, in which what we can do together is greater than our individual activities. So, this is my invitation for all members to fully participate in the work of the library association.



Scott Vrieze

One of the themes for my year as WLA President will be an emphasis on collaboration and partnerships that span library types. I have been lucky enough to have worked in three different library settings, including public, technical college and university libraries. While sometimes we get enmeshed in our separate silos, there is more power to solve larger issues when we do so collaboratively. Many of the projects I see as vital can positively impact all library types.

We are eagerly anticipating the launch of the redesigned WLA website in early 2019. The new site will be a much more usable tool for communication and sharing.

We will also continue to grow our Special Interest Groups, including the Student SIG that provides an opportunity for sharing and networking for library science students, and COW (Community for an Open Wisconsin), a multitype group that brings together OER initiatives in K-12, public, technical and university libraries.

2019 will also be a year in which we continue to look at how and where we deliver conferences. A team has been assembled to review the scope, length and venues for the WLA, WAAL, WAPL and SSCS events. One of our conference themes will explore issues of diversity and inclusion. Lastly, we'll even be exploring the possibilities of virtual conference delivery.

With these initiatives and others, we will continue to work together to move Wisconsin's libraries forward. It is my great honor to carry on the work begun in 2018 by President Marge Loch-Wouters, who has truly done transformative work in the past year. Please join us in writing the next chapter of Wisconsin libraries!



Letter from the 2018 President

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

2018 Budget Update

What's up with the projected \$40K deficit for FY2018 I reported to you earlier this year? Thanks to your efforts in recruiting members, strong spring conference revenue streams and a board and office staff who went all-in promoting the benefits of WLA, we had crushed the projected 2019 budget deficit from \$40K to \$14K BEFORE the fall conference. I believe that we will report a strong revenue stream from the La Crosse conference that will bring very positive results to our balance sheets.

I want to express my appreciation to the fall conference committee members who worked tirelessly to keep a lid on expenses and STILL brought an amazing slate of programs and events together – as well as brought in over \$20,000 in sponsorships. If we can maintain that momentum together as members of our association, we can build up a stronger carryover and keep our budget steadily in the plus column in coming years.

I'm Looking at You

Many members commented positively on the fact we had two candidates for our WLA board treasurer position election this fall. Usually the comment was accompanied by "Why aren't we offered a choice in every elective office?" We **can** have that choice, but

only if **each and every one of us steps up to the plate to run for board or unit leadership**. You, we, us – that is what makes our association strong.

Your leadership, your service and your ideas to institute change as well as fundamentally deep, good service to each other in the Wisconsin library community – and your willingness to run for office – is imperative.

Next time you say, "I wish we had two choices" for an election, step up and be that second person. You have the support of the WLA staff, your peers and a cadre of leaders past and present to support you in learning the ropes. I know. I have benefited from this support and knowledge-sharing over and over again in my years in unit and association-wide leadership. I look forward to voting for **YOU!**

THANK YOU!!!

Finally, as my term ends as your Prez, I want to express my sincere appreciation to all of you for your support. This association only works when we as members step up and out to push us forward. I have been gratified with the level and number of people who have offered to lead or serve on committees, units and in elections (or said yes when asked). Please continue to lead and lift others around you into leadership; mentor and join your peers in getting under the hood and tinkering to make WLA responsive, reflective and the powerful association it is.

Your collegiality, hard work and know-how has lifted my spirits and I am grateful for each and every one of you. Please give the same warm welcome and support to our wonderful 2019 President, Scott Vrieze!

Let's keep on exciting, inviting and igniting our peers to make WLA the best association and networking/learning/advocacy organization ever.

Executive Director's Message

Dear WLA Friends and Colleagues,

As I complete my fifth year as your Executive Director, I am feeling deeply grateful to serve such a passionate, caring and involved membership. As one year comes to a close and another begins, I extend to you my sincere appreciation for all of the ways that you have contributed to the future and well-being of the Wisconsin Library Association.

With the support of the WLA Board, library systems and dozens of other leaders, our association continued its tradition of offering engaging and insightful professional development to members throughout Wisconsin. Spring and fall conferences provided formal and informal channels to exchange ideas, best practices and resources. In less formal settings, many of you contributed blog articles, organized meet-ups, served as webinar instructors and submitted articles for the WLA newsletter.



Clearly our members understand the wonderful feeling that comes from sharing knowledge with others.

Throughout the year, sub-committees and work groups have kept libraries in the minds of our elected officials. WLA volunteers, along with our Government Relations Officer, met regularly with legislators, advocated for library funding and continued to perpetuate a better understanding of the role that libraries play in helping to build vibrant, healthy communities. This effort keeps you informed and keeps our association relevant.

Special thanks to our many sponsors and strategic partners. 2018 was a record year for support from program sponsors. Old friends remained by our side, and new friends were added to the list. Financial support from these businesses helps reduce expenses and allows us to provide services to our 1,300 members.

Most importantly, thanks to all of you for continuing to believe in the vision of WLA as a world-class association. Your unyielding confidence and support have provided the WLA Board and the WLA office with ability to serve the needs of the association without hesitation. For that we are thankful. As we move into 2019, I promise that we will continue to listen to your recommendations, keep looking for new opportunities and maintain a willingness to embrace change. Our constant goal is to guide the association to its full potential.

With thanks and much pride,

Plumer Lovelace
WLA Executive Director

Elder Care Kits: Positive Experiences for People with Memory Loss

By Barbara Hernandez

“A lack of social stimulation is harmful for people living with dementia. It exaggerates the impact of the condition, can lead to depression and it encourages the person to withdraw into themselves.”

— Bob DeMarco,
AlzheimersReadingRoom.com

Maureen Birchfield, Hedberg @ Home Outreach Assistant for the Hedberg Public Library (HPL) in Janesville, knows better than many people how true this statement is for people with dementia and Alzheimer’s disease.

“I used to be a geriatric nursing assistant, so I have spent a lot of time with people who face these challenges,” said Birchfield. “I really enjoy working with seniors. When I started in this position almost five years ago, HPL wanted to do more to help individuals with memory loss and their caregivers. So, we went to work to create some Elder Care Kits for our community.”



Maureen Birchfield uses Elder Care Kits in her work as Hedberg @ Home Outreach Assistant at Hedberg Public Library in Janesville.



Elder Care Kits contain activities that can be enjoyed – sometimes solo and sometimes with other people – by a person experiencing memory loss.

First, Birchfield did her research. “I checked with the Alzheimer’s Association, the Aging and Disability Resource Center (ADRC), the Rock County Council on Aging (RCCA), area nursing homes and other libraries around the country to see what they were doing to serve these people. “There were a few libraries that offered some in-house senior programming and limited outreach to nursing homes, but nothing specifically to serve this important group of people. We also offered some limited outreach for seniors with dementia issues at HPL, but resources for new programming are hard to come by these days.”

Angel funding came from a \$2,500 contribution from RCCA through the Administration on Aging’s National Family Caregiver Support Program for respite care. “Julie Seeman from RCCA was instrumental in helping us bring our Elder Care Kit Program to life.”

The range of activities the Elder Care Kits provide engage the mind, body and spirit. “Each container has a unique

mix of four to six objects selected to involve adults with memory loss,” continued Birchfield. “We now have 21 kits. No two kits are alike. Some of the items include memory games, puzzles, large cards, videos, music CDs, baby dolls, PVC pipes games and more. Our goal was to help them do simple things that don’t require memory.”

One woman told her that it was getting difficult to interact with her father, a former engineer. “She told me that she picked up one of the Elder Care Kits and worked on a puzzle with him – and it was the first time in a long time they were able to enjoy time together.”

Another Elder Care Kit believer took a kit to visit her mother. “She wanted her children to interact with their grandmother to create some happy memories together. What a wonderful way to connect.” Birchfield reports that feedback has been good because of the positive interactions people are having with their loved ones. “People with memory loss may not remember your name, but they do remember how they feel when they’re with you.”

The kits are also meant to allow individuals with memory care to do some things by themselves, giving caregivers a brief respite period. Caregiver fatigue is a state of mental, physical and emotional exhaustion that may or may not be paired with a change of attitude toward the person they’re caring for. The Cleveland Clinic notes that [caregivers](#) can become frustrated due to unrealistic expectations, unreasonable demands or a feeling of losing control. “The Elder Care Kits are one way to get one of those much-needed breaks,” said Birchfield.

Elder Care Kits are available at Hedberg Public Library and can be checked out for three weeks at a time with a library card. People can also reserve a kit through the online catalog ([sharelibraries.org](#)) and through interlibrary loan.

So, what’s next for Birchfield and HPL? “I’d like to expand the program and add a few more kits,” she said. “One of our kits has a baby doll that we would like to replace with a more realistic one. We’re just happy that the community has responded so positively about the program.”

“I’m also happy to see other libraries throughout Wisconsin are adding more programming for people with memory loss. I’m familiar with some programming in Dodgeville, Mt. Horeb and Bayfield. Each of these programs is a little different, but so important. I’m proud of the public libraries that are working together with community partners to help people with memory loss.”

E*ffordability Summit March 27-28 at UW-Stout in Menomonie

The annual E*ffordability Summit held at UW-Stout in Menomonie is designed to bring together a variety of attendees who are concerned with providing quality, accessible and affordable content to their patrons.

Keynote speakers this year: Robin DeRosa and Dr. Rajiv Jhangiani.

[Click here for more information about this free summit and to register!](#)



Get Started with School Library-Public Library Collaboration

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.

How to Get Started with a School Library-Public Library Collaboration



There are many ways that we can initiate partnerships and networking with our school and public library colleagues. One excellent way is capitalizing on already existing national efforts with high visibility and support materials. To get started or refresh your collaborations, the [Public Library and School Library Collaboration Toolkit](#), developed by AASL/ALSC/YALSA Interdivisional Committee on School/Public Library Cooperation, suggests:

“The American Library Association (ALA) hosts various initiatives relevant to both school and public libraries, offering opportunities to partner and share resources:

- ALSC's **Every Child Ready to Read** initiative is relevant for preschool and elementary schools, as well as public libraries year-round
- **Teen Read Week** and **Teen Tech Week** are national celebrations that occur annually
- **National Library Week** is held every April, which is also **School Library Month**
- September is **Library Card Sign-up Month**
- [Additional ALA events](#) occur throughout the year

If you have already planned activities, consider suggesting a joint flyer that promotes opportunities at both locations. Joint promotion shows patrons that the public library and school library are extensions of each other. Promoting each other's events is a simple way to start a partnership and can evolve into co-hosting events.”

You can find more information about hosting collaborative events in the [Toolkit](#) (pp. 22-33). Both WLA and WEMTA value the partnerships of all type of libraries. There are several of these partnerships happening around the state right now! Want to share how you have partnered and potentially be spotlighted in an upcoming Tidbit? Fill out [THIS FORM](#) and share your ideas!

This message 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) at lochwouters@gmail.com or Michele Green (WEMTA) at president@wemta.org.

Jill Fuller is New WLA Newsletter Coordinator

The *WLA Newsletter* will have a new volunteer in charge as of the next issue.

Jill Fuller, Marketing and Communications Librarian with the Bridges Library System, has already begun gathering photos and article ideas. She succeeds Dave Kranz in the role, who said he hopes she will enjoy strong support from Wisconsin's library community as she undertakes the task.

Please send your congratulations – and your articles and photos and ideas for the newsletter – to Jill at email address jfuller@bridgeslibrarysystem.org.

2019 WLA Newsletter Deadlines

Submission deadlines
for the 2019 *WLA
Newsletter*.

Feb. 1
May 1
Aug. 1
Dec. 1

Student SIG at UW-Madison Provides 2018 Year-in-Review

Submitted by Hannah Majeska and Melissa Juvinal, Co-chairs of the WLA Student Special Interest Group

The WLA Student Special Interest Group had a busy 2018! In spring, Megan Adams wrote a group charter for the university per its guidelines for student organizations. The group also hosted a successful Meet & Greet at the WLA offices April 5, allowing students to network with area librarians.

In fall, the university accepted the group's charter and confirmed the WLA Student SIG as a Registered Student Organization for 2018-2019. Melissa Juvinal, taking over leadership from Adams, wrote on-boarding instructions for future new leaders, and Hannah Majeska joined her as co-chair.

WLA Student SIG had a presence at new student orientations for iSchool students, where we registered new members and raffled ALA-WLA student memberships.

There are 50 students in the WLA SSIG for 2018-2019, up from 31 the previous year.

Hannah and Melissa worked to help iSchool students attend the 2018 WLA Conference in La Crosse. Hannah coordinated registrations, lodging and travel to the conference for 14 students. Melissa asked the iSchool for financial assistance, and the school funded student registrations and hotel rooms.

The Student SIG hosted its first meeting of the current school year on Sept. 27, 2018. We discussed holding a post-WLA conference debrief for attendees to share highlights from the conference with other students. We shared dates for the 2019 conferences of the Wisconsin Association of Academic Librarians (WAAL) and the Wisconsin Association of Public Libraries (WAPL), and asked new members to consider coordinating student attendance at these conferences.

Student SIG is currently planning another Meet & Greet in April 2019 to be held at the iSchool. We are also investigating ways for more students to get involved with WLA.

AWSL Enjoys Programs, Field Trip During WLA Conference

Submitted by Kris Turner, Anne Moser and Jaime Healy-Plotkin, Chair of AWSL

AWSL WLA Program – Public Speaking Tips for Introverts

The Association of Wisconsin Special Libraries is more than just special librarianship – we also focus on topics that are of interest to any public or academic librarian. This year, one AWSL program focused on a topic that is a consistently requested program – public speaking tips for librarians that consider themselves introverts. The presentation was well-attended with nearly 50 people in the audience. Kris Turner, the WLA Board Liaison to AWSL, presented on the topic.

Presenting on public speaking for the first time is a daunting task. The audience expects the presenter to be a good public speaker but also one that can relate to concerns about speaking in front of an audience. The presentation started with a brief review of introvert characteristics and then transitioned into practical tips that emphasized how prepared introverts actually are for public speaking. With the right mindset, introverts can become powerful public speakers due to their inherent ability to listen and plan effectively. The audience took part in several improvisational games designed to improve the skills needed to think quickly on your feet. The presentation ended with guidelines learned from experience about public speaking and methods for focusing nervous energy the day of the event. The audience then asked a series of great questions about particular public speaking problems and concerns.

AWSL WLA Program – The Art and Science of Water

Anne Moser, an AWSL member since 2006, offered a program at the 2018 WLA annual conference that reflected both the value of the annual conference and illustrates an example of the unique attributes and responsibilities of a special librarian.

For Moser, an academic librarian who works in a special library at the UW-Madison, the fall conference is a fantastic opportunity to present on programs and activities that may be of interest to librarians in a variety of library settings. This year her program highlighted recent work where her library brought together the seemingly disparate disciplines of art and science with the goal of inspiring a science-informed public. The mission of the Wisconsin Water Library at UW-Madison includes providing outreach to all Wisconsin residents to bring awareness and knowledge about the issues facing our Great Lakes and Wisconsin waters. In recent years, the library has brought art into that conversation. At the WLA conference, she presented a brief context on art and science and libraries and then described four art and science projects the library has led. Two of those projects, on lake sturgeon and on underwater photography, are currently available for loan to any library in Wisconsin. Moser can deliver the exhibit, provide support in mounting it and offer programming ideas and speakers for anyone interested in the two collections. To learn more about the two exhibits, Moser can be reached at email address askwater@aqu.wisc.edu.

Gundersen Health System Libraries Tour Review

Eileen Severson, Supervisor of Library and Patient Education Services at Gundersen Health System, led ten interested librarians through the maze of hallways, elevators, stairways and a skyway of

Gundersen Health System in La Crosse during the WLA conference. The tour was coordinated by AWSL to showcase a special library near the conference location.

The group made three stops within the Gundersen facilities. The John & Nettie Mooney Patient Education Library, located off the main entrance of the hospital, was the showpiece of their library locations. This space is comforting and welcoming for patients to learn more about their medical needs with chairs and a fireplace inviting anyone to sit and read or speak with a librarian. Our second location on the tour was the John & Nettie Mooney Library–East with the Stanek Cancer Library, located in the Hematology/Oncology waiting room. Resources related to cancer and other health issues plus access to a computer is available in this area. Our final stop was at the Adolf L. Gundersen, MD, Health Sciences Library, a library space in the basement of the hospital. This space is tailored to providers and employees to research medical resources, find a fun book in the Baker and Taylor collection or quietly study.



Eileen Severson, left, Supervisor of Library and Patient Services at Gundersen Health System in La Crosse, answers questions from the librarians of the AWSL special library tour on Oct. 24, 2018, during the WLA conference.

Tour participants asked detailed questions to learn more about the users, resources and history of the libraries. AWSL would like to thank Eileen and her staff for the chance to see this special library. For more information on the Gundersen Health System libraries, see their website –

<http://www.gundersenhealth.org/patients-visitors/library/> – and try the link to their online catalog.

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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.