



Indianhead Federated Library System

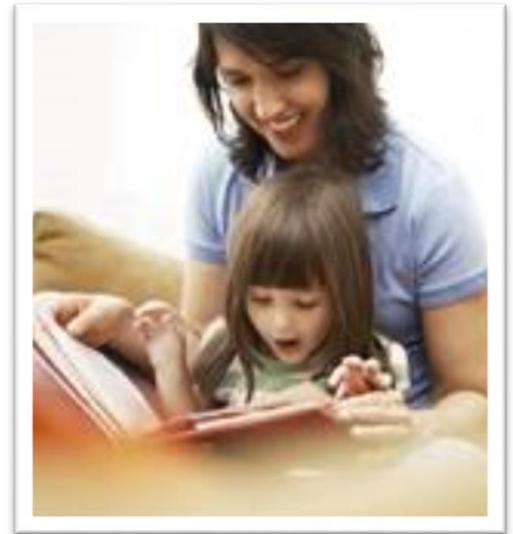
newsFLASHES

A Newsletter for library professionals in west-central Wisconsin.

August 2015

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newsFLASHES is emailed monthly. Deadline is by the 25th of month for upcoming issue. Please send articles, subscription joins, and cancellations to Joanne: <mailto:gardner@ifls.lib.wi.us>

1. IFLS News

IFLS welcomes **Bridget Krejci** to the staff as a MORE Project Manager. Bridget will begin her duties on September 1st. Welcome Bridget!

Due to the retirement of **Norma Scott**, **Somerset Public Library** has hired **Ginny Scheiderer** as her replacement. Best wishes in retirement Norma! Welcome Ginny!

Laura Ingalls Wilder Days is coming to **Pepin** again this September for its 25th year. As a special guest this year William Anderson, an expert on Laura, will be in town.

The birthplace of Laura Ingalls Wilder- the charming village of Pepin, Wisconsin, - is celebrating its 25th annual **Laura Ingalls Wilder Days** on September 12 & 13th with a special guest, Laura Ingalls Wilder scholar and author **William Anderson**. Pepin is about 70 miles SE of the Minneapolis/St. Paul airport, 60 minutes from Rochester or La Crosse, and 45 minutes from Eau Claire. For more information visit: www.lauradays.org and www.williamandersonbooks.com

2. On the Road with John

As noted in the recent *Atlantic* article “A Library of Good Ideas” <http://www.theatlantic.com/national/archive/2015/08/a-library-of-good-ideas/400259/> libraries evolve to meet the needs of their communities. Some changes may seem minor since they gradually happen over time. More dramatic changes often occur when the library hires a new library director or staff member. New hires bring a different perspective and set of experiences to the organization. Reviewing the needs of the organization prior to beginning the hiring process will help guide the recruitment process.

Selecting the right individual for the position goes beyond their resume. How the individual will interact with the library board; library staff; governing bodies; and the community is just as important and in some cases may be more important than their education and experience. When selecting a new library director including a staff member can bring the day to day operational perspective to the interview process. Having a member of the Friends of the Library give a tour to the candidates provides a less formal interaction and another perspective to consider when selecting the right individual.

Assisting several library boards with various aspects of the Director hiring process has provided an opportunity for me to learn more about the needs of the libraries as well as share insights to help the library chart a new direction.



3. Trustee Training Week



[Trustee Training Week](#) is coming up, a series of webinars of special interest to library trustees and Friends.

The webinars are held over the lunch hour every day during the week of August 17, and in Osceola they are making it into an excuse for a party!

The library will be broadcasting the webinar every day and serving lunch. They've invited the board, Friends members, and the library's foundation board to attend. Last year, this was a success, and they are doing it again. How neat is that? Pretty neat.

For details and registration links for this series of webinars – see Workshops and Webinars below.

4. Why Drive to Hayward at the End of August?

The QPR Suicide Prevention and Memory Café workshop on August 28 will be held at the LCO Community College in Hayward. That's a hike for a lot of you, but it will be a great chance to learn about some topics that are of rising importance in our communities and therefore in our libraries—and come away with practical tools for dealing with them! Plus, thanks to an LSTA grant, we are able to provide a mileage subsidy for librarians attending, and lunch is free. ([Register by August 21](#))

Eau Claire, Dunn and Chippewa counties have among the highest rates in Wisconsin for self-injury that results in a hospital stay. Rusk, Polk, Barron, Dunn and Pepin have among the highest rates of suicide in Wisconsin ([source](#)). Dr. Jennifer Muehlenkamp is a nationally-recognized expert and trainer on suicide and suicide prevention. **QPR** is an effective way to assist a person who may be contemplating suicide—sort of like CPR for someone experiencing a heart attack. Dr. Muehlenkamp will address ways to employ this method for others experiencing an emotional or mental health crisis, with a specific nod to some of the situations librarians might find themselves in.

Our population is aging across the state, and the percentage of people who are 65 and older is going to rise dramatically as baby boomers get older. One in nine older adults have Alzheimers, and many more people are affected by it, as family members and caregivers. Chances are very good that you, or someone you know, has felt the effects of dementia. Angela Meyers (Waukesha Federated Library System) and Nicole Hardina-Wilhelm (Neenah Public Library) have both established a Memory Café program in their libraries as a low-cost, high-impact way to make a difference in the lives of those dealing with memory loss and their caregivers. This workshop is a first step to establishing a similar program in your own community.

NWLS and IFLS will provide follow-up support and assistance after the workshop. [Register by August 21.](#)

5. Advocacy in Action

[Advocacy in Action](#) is designed to help you plan and execute a successful library awareness campaign in your local community. Based on the approach devised by OCLC and used by more than 1,800 public libraries through the [Geek the Library](#) program, the Advocacy in Action resources will help you showcase the vital role of the library in your community and educate the public about the critical funding issues libraries face.

The campaign is organized in five phases: Plan Your Campaign, Create Awareness, Generate Engagement, Encourage Action, and Sustain the Momentum. Apply each phase of the campaign sequentially so that it gains momentum and makes an impact.

If you have done advocacy work in your library, we also encourage you to [take part in our video contest](#) by showcasing some of the work you've done in your community.

As always, feel free to [get in touch](#) to let us know how we're doing, what you like, and what you'd like to see us do more. We're excited about these new resources and additions to the site, and will continue to share stories that highlight the importance of advocacy in public libraries.

Happy learning!



Image from phase 3 of the Advocacy in Action campaign to Generate Engagement.

(OCLC WebJunction – July 15, 2015 Crossroads)

6. Celebrating Romance



Great dresses, a friendly emcee, walks to the podium mixed with comedy sketches, and teary thank you speeches while holding a golden statuette. The Romance Writers of America (RWA) held its 2015 RITA and Golden Heart Awards Ceremony on July 25 at the end of the 35th annual conference. I was lucky to be an audience member at the awards which were also live streamed for the first time this year (see picture of the chocolate version of the golden RITA statuette).

The purpose of the RITA award is to promote excellence in the romance genre by recognizing outstanding published romance novels and novellas. Up to 2000 romance novels are entered in the RITA competition each year and the award itself is a golden statuette named after RWA's first president, Rita Clay Estrada. RWA's Golden Heart contest recognizes outstanding manuscripts written by members who have not published (yet – the win often leads to publication). For a list of

this year's winners, <https://www.rwa.org/p/cm/ld/fid=1640>

Plus, with this year's win in the Inspirational Romance category, Irene Hannon was inducted into the RWA Hall of Fame, making her only the 16th author to have won three RITAs in the same category. <https://www.rwa.org/p/cm/ld/fid=555>

Of note to the librarians out there: Lisa Schimmer, a senior cataloger at NovelList, received the RWA Cathie Linz Librarian of the Year Award because her work "has been integral to improving the way in which romance novels are cataloged, directly impacting the library community by giving librarians the tools to find the romances that are right for their patrons". <https://www.rwa.org/p/cm/ld/fid=550>
For more information about all the RWA awards, visit the RWA website <https://www.rwa.org/>

For another way to celebrate the romance genre, August is Read-a-Romance Month. Check it out <http://www.readaromancemonth.com/>.

(Maureen Welch, IFLS Reference & ILL Coordinator)

7. Do You Want to Be a Mentor? Do You Need a Mentor?

- One thing I learned from being a mentor is that you can be a mentor even if you aren't sure you know all the answers. (Monica LaVold, River Falls)
- I think it has made me more flexible in accepting differing solutions for issues within my own work arena. (IFLS librarian who has been a mentor)
- I often left our conversations feeling energized to go back to my job. (Shelly Collins-Fuerbringer, LEPMPL)

We are seeking mentors for a re-energized mentorship program! And we also want to offer the chance to be mentored to library staff who think it would be helpful, whether you are new to your job or you are looking to learn some new skills.

Fill out [this form](#) if you'd like to participate as a [mentor](#), and [this one](#) if you'd like to participate as a [mentee](#).

8. NaNoWriMo at Your Library

NaNoWriMo, or National Novel Writing Month, <http://nanowrimo.org/> is an international challenge for writers of all ages to write their novel (or at least start it) in the month of November. Libraries have been part of the fun almost since the beginning, as a place for writers to meet, talk, and of course: write.

Spend 30 minutes on September 8th listening to Samma Johnson, the Wisconsin: Elsewhere municipal liaison, talk about the basics of NaNoing in a library setting. She'll cover topics of cost, standard write-ins, mid-way and TGIO (Thank God It's Over) parties, as well as pre, post, and passive programming and displays.



If your library will be interested in participating in NaNoWriMo and is within the WI: Elsewhere region (a list of regions can be found at <http://nanowrimo.org/en/regions>), you can email Samma at johnson@augustalibrary.org. In October, she will put together packets for participating libraries including stickers, explanatory post cards, table tent, and general informational flyers. Libraries are also encouraged to sign up for the Come Write In program <http://nanowrimo.org/come-write-in> which connects writers with their nearby libraries, bookstores, and community spaces for cozy, communal write-ins.

Sign up link for the NaNoWriMo Programs for All Ages webinar: scheduled for Tuesday, September 8, 1:30-2:00 pm, <https://attendee.gotowebinar.com/register/7596414054143470337>

9. WI Public Library Director Certification Course Scholarship



UW-Madison's School of Library and Information Studies-Continuing Education Services announces a scholarship for Wisconsin library directors currently taking certification courses. SLIS-CES will cover the entire cost of one certification course (\$415) to the winner.

Courses must be taken during the 2015 Fall semester. Only current Wisconsin public library directors are eligible for this scholarship. Previous scholarship winners are not eligible to win again. This award may be used on any of these upcoming fall courses:

- Basic Public Library Administration
- Advanced Public Library Administration
- Public and Community Library Services

To apply, please send an email with "CE Scholarship" in the subject line to Meredith Lowe (mcclowe@wisc.edu). In the body of the email, please include your name, library, and a paragraph or two about how taking the certification courses helps you provide excellent service to your community. Submissions are due by 5:00 PM CST August 28th and a winner will be announced by September 4th.

If the winner has already registered and paid for an upcoming certification course, their course fee will be refunded.

Meredith Lowe - Outreach Specialist, SLIS, the iSchool at University of Wisconsin-Madison

<http://www.slis.wisc.edu/continueed.htm>

10. Getting a Bigger Piece of the Fundraising Pie



At the American Library Association (ALA) Annual Conference, ALA's United for Libraries division presented a well-received session, Getting a Bigger Piece of the Pie: Effective Communication with Funders and Policy Makers.

A panel of three experienced fundraisers talked about what is and isn't working in their ongoing mission to help support their libraries, offering a range of good advice to library leaders and fundraisers at every level.

[Read More...](#)

(LJXPRESS – Library Journal, July 14, 2015)

11. Workshops and Webinars

The IFLS website Continuing Education section includes past IFLS webinar recordings, handouts from workshops, and other CE opportunities.

<http://www.ifls.lib.wi.us/Default.aspx?tabid=136>.

IFLS-SPONSORED CE OPPORTUNITIES:

Wisconsin Trustee Training: Making an Artful Ask webinar

Presented by: Marcy Heim, Founder and Principal

The Artful Asker, LLC - Madison, WI

Prospective gives need to be clear on what you need and are asking them to consider. Join fundraising author and coach, Marcy Heim, on a quick journey around an artful cycle of successful relationships. Then focus in on increasing your comfort and success in making the all-important major gift ask for your mission. In this session, Marcy will guide you through a hands-on exercise on preparing and speaking a successful, respectful major gift individual ask. Participants will have an opportunity to “ask” on-line and get on-the-spot coaching. Not only will you learn and have fun, but you will be able to speak a successful major gift ask. [Register here](#).

Event Date: Monday, August 17, 2015 - 12:00

Wisconsin Trustee Training: Starting or Revitalizing a Friends Group (webinar)

Friends groups are invaluable to libraries by raising money and advocating for them. These groups are comprised of volunteers who want nothing other than a great library! Sally Gardner Reed will talk about how to start a Friends group, how to revitalize the one you have – especially if you feel your group is “aging out” – and will throw in some great fundraising ideas from across the country along the way. [Register here](#).

Event Date: Tuesday, August 18, 2015 - 12:00

Wisconsin Trustee Training: A New Vision--Why WI Needs Libraries More Than Ever (webinar)

Presented by Valerie Gross, CEO, Howard County Library System, Maryland.

Looking for a session that will make you think? “Libraries=Education.” Libraries adopting this approach enjoy heightened respect and optimal funding, because they are not accorded the same enduring worth assigned to other educational institutions. Dispelling all misperceptions, “Libraries=Education” will reposition your library as a key component of Wisconsin’s education enterprise. The best part?

Implementing the strategy is simple. It does not require changing anything we do – only what we



say. *Library Journal* hails this approach “a twenty-first century model worthy of study and consideration by every library in America, if not the world.” (Library Journal, June 2013). [Register here](#).

Event Date: Wednesday, August 19, 2015 - 12:00

Wisconsin Trustee Training: Library Evaluations (webinar)

Presented by: Gail Santy, Central Kansas Library System

Go beyond your strategic plan and learn how to conduct a library evaluation to help you improve your library. Every library needs a road map to steer you successfully toward your destination, and that’s exactly what a thorough library evaluation does. Learn how to recruit Library Trustees, Friends, staff, and community members to help you subjectively look at everything in your library from technology, ADA compliance, policies, building condition, library layout, and signage by using the provided checklists, handouts, and additional tools. Gather ideas to use the resulting evaluation document for local advocacy, to leverage funding, and to improve the look and feel of the library. [Register here](#).

Event Date: Thursday, August 20, 2015 - 12:00

Wisconsin Trustee Training: You Ask, We'll Answer (webinar)

Panelists: John Thompson (Indianhead Federated Library System), Krista Ross (Southwest Library System) and Mark Arend (Winnefox Library System)

Unsure of how library systems function in Wisconsin? Confused on how Chapter 43 affects libraries? Three panelists will be available to discuss frequently asked questions of Wisconsin library trustees. Their combined experiences of trustee training and years of leadership will shed some light on even the most confusing topics. Whether you are a seasoned library trustee or a newcomer, this is a great opportunity to get your questions answered and be part of a worthwhile discussion. To submit a question ahead of time, go to the [Ask the Panel page](#). [Register here](#).

Event Date: Friday, August 21, 2015 - 12:00

QPR Suicide Prevention and Memory Cafe workshop (LCO Community College, Hayward)

In the morning, Dr. Jennifer Muehlenkamp will give tips on intervening when you suspect someone is suicidal or in a mental health crisis; then Angela Meyers and Nicole Hardina-Wilhelm will discuss Memory Cafés for people with memory loss and their caregivers. Lunch is free and mileage subsidy available, made possible with a Library Services and Technology mini-grant. [Register here](#) by August 21. [Flyer](#) with more information.

Event Date: Friday, August 28, 2015 - 09:30

NaNoWriMo Programs for All Ages (webinar)

Samantha Johnson, Augusta Public Library, has been a dedicated participant in National Novel Writing Month every November for years, and has been Municipal Liaison for the past two. Find out about how to create active and passive programs for all ages that promote self-expression! [Register](#).

Event Date: Tuesday, September 8, 2015 - 1:30

New Media, Early Literacy & Libraries Workshop with Carissa Christner (WITC Rice Lake)

Learn about new media, including the hows and whys of including new media in your programming and services. You’ll get tips on evaluating apps, learn about how to model them, and find out some great logistical information about how this can work in your library. [Register](#) by September 8. Lunch is provided at no charge. [Flyer with more information here](#).

Presenter Carissa Christner is a youth services librarian at the Madison Public Library. She’s also a contributor and trainer for [Little eLit](#), a blog curated by librarians about new media and young children, and has her own blog, [Library Makers](#).

This workshop is sponsored by a Library Services and Technology Grant from the Institute of Museum and Library Services.

Event Date: Friday, September 18, 2015 - 09:00

ADDITIONAL CE OPPORTUNITIES:

In recognition of the anniversary of [ADA25](#), the [RAILS](#) library system as partnered with [ADA25Chicago](#) to offer professional development and learning opportunities to librarians and library staff about serving people with disabilities. Here is a snapshot of what is available for you and your staff from now until the end of the year.

Webinar: “Beyond Assistive Technology: Improving Library Services to People with Disabilities”

Thursday, August 20 from 9:30 – 11:00 a.m.

More info: <http://www.librarylearning.info/events/?eventID=20212>

Webinar: “Autism 101 for Libraries: What is Autism Spectrum Disorder and How Can We Help Students and Families at the Library?”

Thursday, September 17, 9:30 – 11:00 a.m.

More info: <http://www.librarylearning.info/events/?eventID=20211>

In-Person Training: “Mental Health Awareness Training for Library Staff”

Wednesday, October 7, 1:00 – 4:00 p.m.

Location: Skokie Public Library

More info: <http://www.librarylearning.info/events/?eventID=20182>

Webinar: “Inclusive Programming for Adults with Developmental Disabilities”

Thursday, November 12, 1:30 – 3:00 p.m.

More info: <http://www.librarylearning.info/events/?eventID=20494>

Webinar: “Accessible to All: Serving Youth and Young Adults with Disabilities”

Thursday, December 10, 9:30 – 11:00 a.m.

More info: <http://www.librarylearning.info/events/?eventID=20833>

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WiLS is offering another round of the **WPLC OverDrive Support Training Course!**

As you may know, this is a virtual 5-week course designed to help you provide front line support to OverDrive users. There are no scheduled meeting times for the course, but it is paced week-to-week. Each week there is a lesson, a quiz over the material, and a mock support email to respond to. The typical time investment is 1-2 hours per week. It will begin on August 24th and I will be instructing this course and will be available to answer questions and provide help on lessons. It is expected that all coursework be completed two weeks after the course ends on September 25th. Participants are required to have access to a computer and the internet to complete the coursework. The course fee is \$45. Space is limited.

Please complete [this form](#) to register, and I will follow up soon! Feel free to contact me with any questions.

Andrea Coffin - Community Liaison / Service Specialist, WiLS (acoffin@wils.org)

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Online and In Person Professional Development!



University of Wisconsin-Madison
School of Library and Information Studies
<http://www.slis.wisc.edu/continued.htm>

Fall 2015

Workshop in Madison

Basics of Successful Grant Writing

October 14

<http://www.slis.wisc.edu/GrantWriting.htm>

Online Courses

NEW! Using LibGuides

September 8 - October 16

<http://www.slis.wisc.edu/continued-LibGuide.htm>

Public and Community Library Services

September 14 - December 4

<http://www.slis.wisc.edu/continued-PublicCommServ.htm>

Introduction to Research Data Management

September 14 - December 4

<http://www.slis.wisc.edu/continued-DataMgmt.htm>

NEW! Serving Online Learners in Librarianship

September 21 - November 13

<http://www.slis.wisc.edu/continued-OnlineLearners.htm>

Basic Public Library Administration

September 21 - December 11

<http://www.slis.wisc.edu/continued-BasicPLAdmin.htm>

Advanced Public Library Administration

September 21 - December 11

<http://www.slis.wisc.edu/continued-AdvPLAdmin.htm>

NEW! Online Searching at the Reference Desk

September 28 - November 20

<http://www.slis.wisc.edu/continued-OnlineSearching.htm>

NEW! Comics, Literacy, and Educational Standards

October 5 - November 8

<http://www.slis.wisc.edu/continued-ComicsLiteracy.htm>

NEW! Event Planning in Libraries

October 12 - November 6

<http://www.slis.wisc.edu/1111.htm>

WordPress for Libraries

October 12 - November 20

<http://www.slis.wisc.edu/continued-WordPress.htm>

What's New in Children's Books?

October 19 - November 13

<http://www.slis.wisc.edu/continued-WNCB.htm>

Questions? Contact Anna Palmer, ahpalmer@wisc.edu, or Meredith Lowe, mclowe@wisc.edu

12. Mark Your Calendar

Monday, August 17	12:00 pm Webinar: Wisconsin Trustee Training: Making an Artful Ask
Tuesday, August 18	12:00 pm Webinar: Wisconsin Trustee Training: Starting or Revitalizing a Friends Group
Wednesday, August 19	12:00 pm Webinar: Wisconsin Trustee Training: A New Vision—Why WI Needs Libraries More Than Ever
Thursday, August 20	12:00 pm Webinar: Wisconsin Trustee Training: Library Evaluations
Friday, August 21	12:00 pm Webinar: Wisconsin Trustee Training: You Ask, We'll Answer
Friday, August 28	9:30 am Workshop: QPR Suicide Prevention and Memory Café - LCO Community College, Hayward
Friday, September 4	10:00 am MORE Executive Committee Meeting
Monday, September 7	Labor Day - IFLS Closed
Tuesday, September 8	1:30 pm Webinar: NaNoWriMo Programs for all Ages
Friday, September 18	9:00 am Workshop: New Media, Early Literacy @ Libraries with Carissa Christner - WITC Rice Lake

For more calendar information visit <http://www.ifls.lib.wi.us>