



Indianhead Federated Library System

newsFLASHES

A Newsletter for library professionals in west-central Wisconsin.

March 2013

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newsFLASHES is emailed monthly. Deadline is by the 25th of month for upcoming issue.

Please send articles, information, and subscription joins and cancellations to Joanne at <mailto:petersen@ifls.lib.wi.us>

1. IFLS News

Congratulations to **Joe Niese**, Chippewa Falls Public Library, on the pending release of a book titled "Burleigh Grimes: Baseball's Last Legal Spitballer." Grimes was a Hall of Fame baseball pitcher from Clear Lake, Wisconsin. There is an order record on the MORE catalog.

Our best wishes to **Nancy Ausman Dhatt** on her retirement in December of 2012. Nancy was Director of the Barron Public Library. Congratulations Nancy! **Patti Becker** will serve as Interim Director.

Matt Rosendahl, former director of the Milltown Public Library, was part of a diverse group of school, academic, and public librarians who found geographical distance a barrier to professional development opportunities and started a grassroots effort, the **Lake Superior Symposium**. This rural collaboration was one of nine honored by State Superintendent Tony Evers – Standing Up for Rural Wisconsin awards.

2. Director's Desk



As spring begins, hopefully very soon, and travel becomes easier, libraries see an increase of people attending library programs. Library programs offer a way for libraries to attract new patrons and highlight the materials and services offered at the library. They offer an excellent opportunity to partner with other community groups or businesses. Any library program, no matter how many people attend, is an opportunity to show off your library. Announce your library programs on your library's website and social media as well as photos from the event. Don't forget to share your upcoming programs PR with the schools or other community groups.

Upcoming Library Programming Opportunities

- March [Teen Tech Week™](#) (March 10 - 16, 2013)
- April [National Library Week](#)
- June-August Summer Library Programs

Libraries can also tie into other state or national themes such as June Dairy Month <http://www.dairydaysofsummer.com/> Wisconsin Milk Marketing Board or July's National Culinary Arts Month <http://www.programminglibrarian.org/library/events-and-celebrations/national-culinary-arts-month.html> with book displays; programs and/or guest speakers.

For more programming ideas check out the [American Library Association](#) or <http://www.programminglibrarian.org/home.html> (An initiative of the [American Library Association Public Programs](#))



3. Share Your Story!

Share
Your
Story!

I love the public library in Saint Croix Falls, WI. I love that the building is eco-friendly and that they support local businesses with a farmer's market.

They also provide great programs such as Green Fire to help people understand the importance of healthy people living in healthy environments. I really enjoy their video and magazine section especially having the opportunity to borrow magazines. The staff is incredibly helpful and friendly every time I visit.

I know this sounds odd but I also love the "quotes" in the parking lot, many of them are well known and resonate strongly with my values.

I just wanted to make sure that someone knows just how awesome the library is in Saint Croix Falls.

Cortney Adair, Patron of the St. Croix Falls Public Library

4. EveryoneOn Ad Campaign

On March 21, 2013, a 3-year national public service campaign to promote digital literacy is launching, called **EveryoneOn**.



The program has great potential to raise awareness about the role libraries play in digital learning, and provides a means to extend those services to more citizens of Wisconsin.

This project is a collaboration between the Department of Public Instruction, Connect2Compete ([C2C](#)), the American Library Association, the Institute of Museums and Library Services (IMLS), OCLC, the Ad Council, and many private corporations.

[First Steps](#) | [Kickoff Date](#) | [Publicity](#) | [Training](#) | [Resources](#)

The objective is for all Americans to have access to free digital literacy training, online or in person and to use technology to access information, educational content, and prepare for a 21st century workforce.

The project encourages public libraries to teach digital literacy to citizens in your community, and encourage participation through the ads run by the Ad Council and other press resources.

Public libraries are asked to participate because they already teach people to use computers. The project can benefit the library by raising awareness of the importance of the public library in providing free public access technology and training. Through the effort, we can build stronger communities and stronger libraries.

Public libraries are fundamental to the success of this effort because of their demonstrated commitment to providing free access to the Internet as well as to supporting digital literacy; e.g., computer skills, searching for information, using e-books, and applying for jobs online.

For questions about this information, contact [John DeBacher](#) (608) 267-9225.

5. Impacting the Future of Libraries

Americans value their libraries, at least according to the results of a recent report from the PEW Research Center. At the same time, libraries are stressed and seeking ever more effective ways to demonstrate their essential impact on the community. Whether communicating to funders or devising creative fundraising strategies, find your local story in the positive data and tell your community how your library fulfills their values and meets their needs in this digital age.

Key Resources:

- **Interpreting Data for Big Impact** looks at ways to interpret the recent PEW report on Library Services in the Digital Age.
- **Worth a Thousand Words: Library Snapshot Day** (webinar): Find out what Ohio libraries learned about how pictures tell stories and stories have impact.
- **Signature Events for Small Libraries** (webinar): Small libraries get creative about fundraising.

(WebJunction – March 2013 Crossroads)

6. "Recollections" from Wisconsin



A revamped, collaborative Wisconsin history website invites everyone to contribute memories, family photographs, knowledge, and comments.

Recollection Wisconsin, formerly known as Wisconsin Heritage Online, provides free access to history resources from the collections of libraries, archives, museums and historical societies across the state.

New features, incorporating social media tools and new partnerships, include:

- [Share a story](#) via Web form, with some stories featured on the website of a new partner, [Wisconsin Life](#), which is an audio essay series on Wisconsin Public Radio. Some stories may also become Wisconsin Life on-air features.
- [Share a photo](#) via Recollection Wisconsin's [Flickr group](#).
- [Photo boards](#) on Pinterest.
- Improved [browsing interface](#) for searching via category, subject, keyword, type, or location.

Several IFLS-member libraries are providers of content linked at Recollection Wisconsin through individual initiatives as well as Library Services and Technology Act (LSTA) grants awarded in 2010 and 2011. For easy access to materials from IFLS-member libraries, choose Browse, then Explore Collections on a Map.

7. Wisconsin's Digital Library: OverDrive



On February 21, **Wisconsin's Digital Library** got a new look along with new features. Overdrive has updated their help pages for patrons. For a quick overview, patrons can click on the **Discover the Next Generation** experience at the top of the site <http://dbooks.wplc.info> where they'll find a short video (3.47 minutes) and a few screen shots of the new features.

For staff, there is a 30 minute training session and a marketing kit available.

[View a recorded training to learn more about the new experience.](#)

[Next Generation Marketing Kit.](#)

Please note the following: The Next Generation platform works well in all standard and mobile browsers, including Firefox, Chrome, and Safari. The website makes use of web technologies such as HTML5 and CSS3 that are not supported by some versions of Internet Explorer. Internet Explorer 7 users will be automatically prompted to install the Google Chrome Frame Plug-in for general site use. Additionally, all Internet Explorer users will need the Google Chrome Frame Plug-in to enjoy browser-based eBooks.

If you have any questions, please contact Maureen at IFLS.

8. Ancestry Library Edition – New Resources

Ancestry® Library Edition through ProQuest® regularly adds and updates content. A recent email noted the following new resources as noteworthy for 2013: Public Member Trees; U.S. City Directories; School Lesson Plans.



Public Member Trees

Public Member Trees have become the bridge between individual researchers and original records/sources to tell the family story. Many clues about family history can be found in these trees.

- Nearly 40 million trees have been contributed by more than two million Ancestry.com members. These members have indicated that their tree(s) can be viewed by all Ancestry members.
- The trees can change over time as users edit, remove, or otherwise modify the data in their trees.
- The trees in the Library Edition are read-only. Library patrons cannot edit the existing trees or add new trees.
- Information about living people is not shown. There are more than two billion nodes in the Public Member Trees database. A large percentage of the nodes are not for living people.
- Each Public Member Tree is owned by the individual who put it on Ancestry.com.
- Ancestry.com does not verify that any tree or fact is correct, nor will they correct or edit a tree.
- Library patrons will not have the ability to contact the owner of the tree.
- Library patrons can submit anonymous comments about any tree.
- There is no login for individual users of the Library Edition.

U.S. City Directories

This new feature is a collection of directories for U.S. cities and counties in various years. The database currently contains directories for all states except Alaska.

- Coverage is 1821-1989.
- Original sources vary according to directory. The title of the specific directory being viewed is listed at the top of the image viewer page. Check the directory title page image for full title and publication information.
- The Gale City Directories Collection is included.
- TIP: Use the Ancestry Card Catalog feature to go directly to U.S. City Directories..

School Lesson Plans

A variety of one-page school lesson plans are now available to assist in the classroom.

- Designed for middle school and high school students and curriculums.
- Covers relevant National Standards, including Common Core requirements.
- Developed by a certified K-12 teacher.
- Available free on the Ancestry.com website.
- More topics coming in the future.

Ancestry Library Edition is an in-library use only database available in IFLS area libraries.

If you have questions about accessing or searching the databases, please contact Maureen at IFLS.

9. Five Steps to Redefining Your Library

Angie Schoeneck, New Business Development Manager, Demco, Inc. provides libraries with 5 Steps to Redefining Your Library.

21st century libraries have an abundance of programs and resources to offer. However, for many people libraries remain synonymous with books. They are unaware of the innovative programs, services, resources and appealing spaces available for people of all ages. This article focuses on ways you can strengthen your position in the community and increase awareness about all you offer.

Amy shares the 5 steps which include:

- Stay Connected with your Community
- Dive into the Findings
- Mash Insights with Current Reality
- Take Action & Think Differently
- Cultivate Lifelong Library Users

Full Article:

http://www.demco.com/goto?reenergize_9&sp_rid=NzA3Njg3MDA4S0&sp_mid=40998174

(Demco, Volume 2, Issue 2, February 2013)

10. This and That

Libraries Resilient in the Digital Age

“The availability of free computers and internet access now rivals book lending and reference expertise as a vital service of libraries.” This is one of the conclusions from **Library Services in the Digital Age**, a new survey of Americans’ attitudes and expectations for public libraries as reported by the Pew Research Center’s Internet & American Life Project. At the same time, 80% of Americans say that borrowing books and consulting reference librarians are “very important” services. The consensus (91%) is that libraries are important to their communities.

[Read more »](#) *(Webjunction – February 2013 Crossroads)*

Libraries Remain Vital, Do More with Less

Libraries around the country saw an increase in their circulation, programming, and computer use statistics while also facing cuts in revenue, staffing, and service hours. This is the no-surprise conclusion from the IMLS (Institute of Museum and Library Services) **Public Libraries in the United States survey**, which includes library activity from the 2010 fiscal year. The statistics on circulation, library visits, computer use and numbers of programs provide good evidence of the vitality of libraries.

[Read more »](#) *(Webjunction – February 2013 Crossroads)*

Thanks to a \$75,000 grant from the **Neal-Schuman Foundation, United for Libraries** is awarding 20 **Citizens-Save-Libraries grants** to support advocacy at the local level for libraries with troubled budgets. The grants will cover travel and expenses to send expert advocates to 20 locations over the course of 2 years to help Friends of the Library groups, library directors and Trustees develop individual blueprints for advocacy campaigns to restore, increase or save threatened library budgets. Selected libraries will receive two days of on-site, in-person training (approx. 5 hours each day). Applications for the first cycle of grants are due April 15, 2013 for training between June 1, 2013-May 1, 2014. Selected libraries in the first cycle will be notified of acceptance by May 15, 2013.

Applications for the second cycle of grants will be available in January 2014.

Application and Details: http://www.ala.org/united/grants_awards/neal-schuman

11. Workshops and Webinars

For additional information on the workshops and webinars, visit the Continuing Ed section of the IFLS website at <http://www.ifls.lib.wi.us/Default.aspx?tabid=136> .

This page also includes past IFLS webinar recordings, handouts from IFLS workshops, and other CE opportunities.



IFLS-SPONSORED CE OPPORTUNITIES:

Help! I'm Not a Social Worker: Handling Difficult Situations with Success

Thursday, March 21, 2013 (9:30 am-3:30 pm) - Unity Christ Center, Eau Claire.

Working in the library can be tough some days. We need to help all members of our public, but sometimes this is more difficult than others. Do you know how to handle people that struggle with mental illness? With mental illness often come addictions and misunderstood behavior. Carolyn Brewer is a licensed social worker **and** a practicing librarian. Come learn skills to assist you to work well with people living with mental illness--and also working with their families. You will become familiar with tools that mental health specialists use in their practice and that also work successfully in the public library. Register by March 15 here:

https://docs.google.com/forms/d/1AvFR0_U61EDbXLQhKqjMct052x5L-VPI38Cdi0z-l6Q/viewform

Teens and Adults on the Autism Spectrum - Webinar

Friday, April 5, 2013 (9-10 am)

There's been a lot of attention for young children on the autism spectrum and how libraries can serve them. But young children grow up, and it is time to consider some of the issues affecting adults and teens with autism, and how libraries can better serve them. **MICHAEL SHOULTZ** works as a Program Support Teacher for the Madison Metropolitan school district, and has supported individuals with autism and their families for over 25 years in educational, vocational, and residential settings. He is an experienced teacher, program supervisor, consultant, and trainer. He has received national recognition (Autism Society of America Merit Award) for his work on behalf of individuals with autism and their families. ***This webinar is made possible with a Library Services and Technology Act grant from the Institute of Library and Museum Services***

Reserve your Webinar seat now at: <https://www3.gotomeeting.com/register/204969918>

Storytime Bonanza!

Thursday, April 25, 2013 (9:30 am-3:30 pm) - Menomonie Public Library.

Join us for a home-grown bonanza of storytime ideas and resources. Learn from your colleagues about great techniques for using puppets and props, find out about some great fingerplays, poetry, music, and art projects to do with preschoolers. Find out what makes a great storytime book, and share your favorites. Learn about how to apply the latest early literacy strategies (play, talk, read, write, and sing) into your storytimes, outreach, and other services. What could be better than a whole day talking about this stuff with some of the best people on the planet??

Register by April 18 here: <http://tinyurl.com/buscq8g>

ADDITIONAL CE OPPORTUNITIES:

BadgerLink Special Training Announcement! Wisconsin Newspapers Digital Research Site

Tuesday, March 12, 2013 – 1 pm

[Wisconsin Newspapers Digital Research Site](#) is a service of the Wisconsin Newspaper Association. This BadgerLink resource provides access to 235 daily and weekly newspapers, starting in 2005 to the present, with an embargo delay of 60 days.

BadgerLink is available to ALL Wisconsin residents at <http://www.badgerlink.net/>.

Please contact Kara Ripley at kara.ripley@dpi.wi.gov if you have any questions!

UW-Madison, School of Library and Information Studies Winter/Spring Online Continuing Education

Visit our site! <http://www.slis.wisc.edu/continueed.htm>

Schedule of Courses

- **NEW! Mobile Apps for Libraries**
March 18 - April 12
<http://www.slis.wisc.edu/MobileApps.htm>
- **NEW! Get Your Ducks in a Row: Disaster Planning**
April 8 - April 19
<http://www.slis.wisc.edu/DisasterPlanning.htm>
- **Adult Book Discussions in the Public Library**
April 8 - May 3
<http://www.slis.wisc.edu/adultbookdisc.htm>
- **Genealogy Library Services**
April 8 - May 3
<http://www.slis.wisc.edu/Genealogy.htm>

Check out our Online and On-Campus Master's Programs!

<http://www.slis.wisc.edu/students-future.htm>

And FREE Webinar Series!

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

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

12. Mark Your Calendar

Friday, March 15	10 am MORE Directors Council Meeting
Thursday, March 21	9:30 am Workshop: Help! I'm Not a Social Worker: Handling Difficult Situations with Success (Christ Unity Center)
Wednesday, March 27	12:30 pm IFLS Board of Trustees Meeting
Wednesday, April 3	9:30 am System-wide Planning Meeting (Florian Gardens)
Friday, April 5	9:00 am Webinar – Teens and Adults on the Autism Spectrum 10:00 MORE Executive Committee Meeting

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