

## WAPL Conference Reports

**Kris Adams Wendt**

### 1. What was the title of a session you attended?

Show Me the Money!

### 2. What two things are you taking away that you heard or do you think are most important?

- Practicing proactive relationship building with local/county elected decision makers, initiating conversations about the priority importance of library funding and discussing common misconceptions about library funding formulas (Act 150, Act 420) is an investment that pays off. Investing time in proactive energy avoids the necessity of spending energy reacting “NOOOOOOOOO!” to funding decisions based on a lack of information, understanding and relationships.
- The slide presentation developed by LD&L Committee members for the Wisconsin Counties Association is a messaging tool that can be adapted for local presentations about library funding to local and county elected decision makers, as well as library trustees.

### 3. Were there any key websites the presenter shared or things people should check out?

- Slide presentation developed by LD&L Committee members for the Wisconsin Counties Association, and additional information will be posted to the post-conference resources WLA web page.
- [March 2018 Wisconsin Counties magazine](#) pages 19-20 “Regional Libraries Supported by Shared Funding”
- Wisconsin Department of Public Instruction Public Library Development: [County Library Planning, Funding, and Related Issues](#)
- There is a DPI/DLT Guidelines in Decision Making paper about consolidated county public libraries that addresses important considerations on the desirability of combining public library services within a county.

### 4. What was the audience reaction to this session? What kind of feedback was given?

- Library advocates are, themselves, confused about funding formulas and the best way to message reasons for cross county library payments.
- Frustration with misconceptions about cross county library payments has resulted in both librarians and elected decision makers attempting to influence citizen library use patterns.
- Prevailing conversation at the local level is too often about suggesting ways to lower or prevent Act 420 payments, rather than the ways Wisconsin residents benefit from open access to library services regardless of where they live or proactive marketing of local library services.

## Jamie Matczak

### 1. What was the title of a session you attended?

Apps and Beyond

*Kris Turner, UW-Madison Law School Library*

What technology do you want to use in your library? What technology do you want to introduce to your library users? There are so many choices! This session will review a wide array of technology that can help out on the job or just make life easier in general. Join AWSL as we explore the world of free and low-cost technologies that will get your patrons and staff excited!

Sponsor: Association of Wisconsin Special Librarians (AWSL)

### 2. What two things are you taking away that you heard or do you think are most important?

1. Technology is many things: It can be frightening, aggravating, big, and everywhere. It also can be fun, and help make our lives more efficient.
2. Libraries can best use technology for teaching and sharing. We also need to be experts or at least familiar in using these tools. Three out of four adults now have smartphones, with means they need wi-fi and chargers.

### 3. Were there any key websites the presenter shared or things people should check out?

Kris shared many great apps and websites. He narrowed them down by category.

#### Teaching and Sharing category:

Kahoot!

Flipquiz- Creates a jeopardy board. Could be fun to train your staff.

#### Staying Secure:

Ghostery - Blocks sites and good for social media.

LastPass - Secure site to store all passwords.

#### Extensions:

ABP: Adblock plus

Noisli - Gives you white noise to improve focus

Unpaywall: Searches the web for a free article

#### Staying Up-to-date on Technology:

LITA (Division of ALA)

### 4. What was the audience reaction to this session? What kind of feedback was given?

The presentation was interactive and fun. Kris had the audience use some apps as he spoke. He demonstrated some great applications and how we could use these professionally and personally. I use AdBlock Plus and love it. I would like to try Noisli and LastPass.

## Anne Hamland

### 1. What was the title of a session you attended?

60 Teen Programs in 60 Minutes

Linda Jerome, La Crosse Public Library

Are you always on the lookout for program ideas for teens at your library? Then please join us as we explore 60 successful teen programs that range from passive to massive, crafty to techy, and silly to serious.

### 2. What two things are you taking away that you heard or do you think are most important?

- 1) Try passive programs and then attack a few scheduled programs.
- 2) Be creative and brave. What you might not think would be a hit could definitely be a hit!

### 3. Were there any key websites the presenter shared or things people should check out?

[Linda's presentation](#) with all the pictures you'll ever need.

[List of 60 programs!](#)

### What was the audience reaction to this session? What kinds of feedback was given?

Very enthusiastic!

### Session: Toddlers to Teens

Lindsay Conrad, Special Agent, Wisconsin Department of Justice, Internet Crimes Against Children Task Force, Madison

Twitter, Instagram, SnapChat...we've heard of these. What about WhatsApp, Yellow, YouNow or Skout? Our kids are active participants in sharing their news and lives online, many times unsupervised. With new popular apps being downloaded every day, how can adults keep up? This session will provide an overview of current technology trends, apps, and issues for children and teens; ways we can educate and communicate with young people on safe and proper use of technology; and resources for online safety information and how to report instances of online child exploitation. Dana will share information on a free online safety resource they offer to educators, parents and guardians in the form of a podcast for easy listening on-the-go. The ICAC Task Force also partners with the Wisconsin Department of Public Instruction to offer free online safety resources for students, parents, educators, and community members through the Department of Public Instruction's website.

### 4. What two things are you taking away that you heard or do you think are most important?

Kids think there is anonymity with being online as a screen separates them from the interaction. They believe the things they do online aren't real and have no consequences... the disinhibition effect.

People/kids use hidden apps that look like something innocent like a calculator but really function for malicious uses.

**5. Were there any key websites the presenter shared or things people should check out?**

[Protectkidsonline.gov](http://Protectkidsonline.gov) - ICAC provides education on internet crimes against children.  
[Cybertipline.com](http://Cybertipline.com) REPORT A TIP

**What was the audience reaction to this session? What kind of feedback was given?**

We need Lindsay Conrad to speak at every youth services workshop/webinar and in every one of our schools.

**Kyle Schulz**

**1. What was the title of a session you attended?**

Library Explorers and Virtual Library Cards  
Susie Menk, Manitowoc Public Library

Manitowoc Public Library developed a program to introduce virtual library cards and help facilitate the use of library databases and the online catalog for student research purposes to the schools in the city of Manitowoc. Virtual library cards are cards available only in electronic format and can be used to access online databases, log into the library computers and search the online library catalog. Since they cannot be used to check-out books or other physical library items, Virtual Library Cards cannot incur fines and therefore can never be blocked. These cards allow all students to have equal access to free digital content available through the library.

**2. What two things are you taking away that you heard or do you think are most important?**

Using online resources provided by the library and on the system is a great way to get school kids (particularly one age group focused in this presentation) into the library. Then, teaching them how to use these resources and promoting information literacy.

They also demonstrated how to make it happen, the nitty-gritty tech parts.

**3. Were there any key websites the presenter shared or things people should check out?**

<http://www.manitowoclibrary.org/vlc/>

#### **4. What was the audience reaction to this session? What kind of feedback was given?**

There was a positive reaction from the audience and personally I thought it was very cool. People were asking best practices and how did the public library go about and make the initial connections and relationships with the school that they partnered the program with.

#### **Marla Sepnafski**

##### **1. What was the title of a session you attended?**

Keynote Address: Better Libraries and Stronger Communities through Kindness, Empathy and Love

Lance Werner, Kent District Library Director (Comstock Park, Michigan) and *Library Journal's* Librarian of the Year

Session Description: This presentation will focus on the value imbued into all aspects of life, leadership and librarianship through the daily practice of kindness, empathy and love. Libraries work every day facilitating peoples' efforts to become the best version of themselves. We will be more successful by delivering transformative service by working from a place of kindness, empathy and love.

##### **2. What two things are you taking away that you heard or do you think are most important?**

- It takes guts to be gentle and kind.
- Stop striving to be comfortable; strive to be uncomfortable.
- Don't tell a company story, tell a personal story.
- You are in the people business, not the book business.
- Amazon, Google, etc., can't take away the warmth you get at a public library.
- Customer service changes people's lives; it lifts people up.
- As you go through life, everyone hands you a balloon or a stone; and you are free to take one or the other, depending what you believe about yourself. It is your choice to grab the stone or not.
- Learn lessons from the tough times. There is wisdom to be gained in loss and pain, just make sure you are listening and paying attention.
- It takes guts to be gentle and kind.
- People who cannot experience kindness, empathy and love should not be in public service.
- Don't be a chicken shit; throw it out of the park every day.
- Life is too short, do not wait. We have today, and each day is a gift.

##### **3. Were there any key websites the presenter shared or things people should check out?**

No websites, journal articles or books were referenced.

**4. What was the audience reaction to this session? What kind of feedback was given?**

My overall impression, and from the feedback I received, was that the topic was a good one to open a conference. Excellent customer service is critical to a library's success, and Lance made several comments and shared several stories that either directly or indirectly emphasized that philosophy. Many of the points mentioned above were talked about at different times during the conference, so I think some of Lance's comments resonated with people in a positive way. A few colleagues did mention that they were not champions of some of the "mushy" stuff he presented.