

WVLS Staff WLA Conference Reports

Name: Jamie Matczak

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

Podcasting Our Way to Better Leadership, by Mary Wilkins Jordan, of the Central Minnesota Libraries Exchange (CMLE).

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

Mary emphasized that leadership is for everyone. In leadership, we set goals. The same is true for podcasting. If we decide to run a podcasting series, we have to set goals. We have to practice. We need to know if people are learning what they need.

To have a good podcast, we should tailor the content to our audience, share experiences and information, and the format should be easily accessible.

Every podcast needs: time to prepare, a mission statement, quality content, quality sound, the ideal length, and the right equipment. Her library system produces 15 podcasts "per season." They bring in guests and do interviews to mix up the content.

The four pieces to preparing a podcast are: "chunking" the content, writing a script, recording it, and editing.

Microphones can cost around \$40, and mixers can cost around \$300.

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

She shared the names of their podcasts, [Linking Our Libraries](#), and [Reading with Libraries](#), and encouraged us to take a listen to some of them.

She also said that applying to get an aggregator to pick up your podcast, such as [Sticher](#), can help "get it out there."



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

The audience members enjoyed the presentation and clearly had an interest in podcasting for professional or personal reasons. I wish the presenter had given more information on the specific equipment her organization uses, as well as the specific costs. I'm not really sure how the leadership part tied in with this presentation, as the focus was more on podcasting. I do want to listen to some of the podcasts they have done and determine if these would be worthwhile for WVLS to pursue in the future.

Name: Anne Hamland (had a great time at WLA!)



2018/2019 WLA Publicity Co-chair!

Created logo and many communication pieces that came through your emails and social media.

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

Re-envisioning Space: Collaboration, Creativity & Strategic Partnerships to Drive Change- UW-Stout

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

Libraries are moving to student-focused library spaces. What are students using the library for vs. what do librarians think students are using the library for. How should this affect library space?

Weed to increase student space. Weed to increase visibility of the best in each collection.
Move collections that aren't being used.
Use new space for student needs/interest

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

Arts integration Menomonie (AIM)

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

Great cooperation and communication between departments.

Librarians directing and leading student workers to move physical collections, shelving, and furniture.

Great collaboration with School of Art and Design in helping design the new space with existing resources (furniture, rethinking shelving, etc.)

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

Popular Materials Weeding for the Small and Medium Library

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

When is it time to weed?

- Storing items? (e.g. Christmas collections)
- Constantly shifting shelves?
- Bo bookends on your shelves?
- Do you have a tight budget? (You pay per item in your ILS fee!)
- Is your collection no longer attractive or inviting?
- Shelving books on the lowest or highest shelves?

Tips:

- Create a weeding schedule with staff who have less emotional attachment
- Get your staff and board on board
- Prepare public with statements, reasons behind project, option for alternative home (Friends book sale, Goodwill, library program supplies, free to teachers or a good home etc.)
- Dumpsters necessary? Quick turnaround to avoid dumpster divers.

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

CREW: continuous, review, evaluation, weeding - Texas State Library

MUSTIE: misleading, ugly (old cover, condition), superseded (newer edition?), trivial (Bill Cosby, Lance Armstrong, Presidential candidates), irrelevant, elsewhere

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

Great insight into how to get staff, board and public on board before major weeding projects.

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

Mentorship: Guidelines and Better Practices

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

- Good mentors can see your blind spots
- Incite professional growth

- Are sounding boards, confidential, trustworthy
- Inspirational and authentic
- Assist in setting goals/objectives, boundaries, and connecting mentees to resources
- Free & priceless

Consider the power differential when you are a mentee or mentor. Do you want a peer or an established professional?

Be upfront about your expectations with a mentor. What do you want or need?

What is your timeline for mentoring?

What type of communication do you prefer?

Consider reverse mentoring, co-mentoring, peer mentoring, coaching

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

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

Very appreciative of this point of view from a mentee who has become a mentor.

10/23

WLA Conference Committee Meeting

Pre-conference introductions with WLA President, pre-conference prize drawings

Youth Consultant Dinner

WLA Presidential Reception

EBSCO Customer Reception

10/24

Keynote Address: Igniting Interest in Every Child at Every Level

Grand Opening Exhibit Hall WLA prize presentations

Exhibit Hall

UW-Madison iSchool/SOIS Alumni Receptions

YSS Escape Room Experience

10/25

YSS Leadership Meeting

(Session) Popular Materials Weeding

(Session) "Yeah, sure, I don't Care" A Mantra to Improve Your Children's Area

(Session) PLSR Project-The Recommendation Report and Beyond

(Session) Re-Envisioning Library Space

Awards and Honors Reception

10/26

Sunrise Speaker Chloris Lowe (AMAZING)

(Session) Mentorship: Guidelines and Better Practices

(Session) Sequenced Picture books for Everyone! The Art & Literature of Graphic Novels
Choose Leadership: Are you Ready? Gretchen Caserotti

Name: Marla Sepnafski

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

Virtual Library Cards - Fine Free Forever

Speakers: Anneliese Finke, Matt Beinemann, and Melissa Prentice (Mead Public Library, Sheboygan)

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

A joint venture between Mead Public Library and the Sheboygan Area School District to provide virtual library cards to students to access non-physical materials, has the potential to increase library usage, and sustain students as library users into adulthood.

Teachers are excited about students having convenient access to public library resources, and the public library and school district are now working on a way for teachers to get virtual cards as well! Note that this is a great for teachers who reside in a different public library system.

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

No key websites were shared, but the poster marketing the availability of a virtual library card to Sheboygan Area School District students is available on the WLA Conference website at

<http://wla.wisconsinlibraries.org/images/2018%20Virtual%20Library%20Card.pdf>

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

The audience was very engaged in this session and asked really great questions:
How are student records imported into the public library patron database and how frequently is the database updated?

What are the costs associated with doing this?

How are students with virtual cards counted in the public library's annual report?

What are the school district's concerns about content?

How do students receive training and assistance with accessing and understanding available content?

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

Transform Your Library with a One-Page Strategic Plan

Speaker: Amanda Standerfer (Fast Forward Libraries)

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

A strategic plan should come from a place of strength, not deficit. An entire strategic plan should not be based on trying to reach nonusers.

Strategic thinking and planning starts with learning about the community and what is needed, and looking for patterns.

A one-page plan does NOT replace a full plan. A one page plan should always include a vision statement (an impactful tagline) and a mission statement (how to achieve the vision).

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

No key websites were shared, but several examples of one-page plans (some good and some not-so-good) that were shared and discussed are available on the WLA Conference website in the presentation for this session at:

<http://wla.wisconsinlibraries.org/images/2018%20One%20Page%20Strategic%20Plan.pdf>

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

Undergoing strategic planning process and creating a plan can be a daunting task for library staff and trustees. The audience seemed inspired by the information presented, especially when easy planning steps were shared and sample one-page plans were displayed. Also, many in the session seemed to appreciate learning the simple steps to create a one page plan - especially with the tools suggested (Smart Art and using a Table in Microsoft Word, and Canva).

Name: Kris Adams Wendt

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

Advocacy Tool Box for Friends and Trustees (Thursday 11 AM) Panel with Bill Wilson, Kathy Pletcher and Shannon Schultz

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

Libraries seeking to build community relationships for future improvements need to do

“friendraising” before “fundraising.” Potential allies “don’t care how much you know until they know how much you care.”

3. Were there any key websites the presenter shared or things people should check out? Shannon shared the link to... Tools and Resources for Public Library Directors and Board Members which contains a comprehensive array of tools. Trustee Essential #24 is specifically about Library Friends and Library Foundations

4. What was the audience reaction to this session? What kinds of feedback was given? There was lively discussion on a variety of related topics. Audience members shared their own experiences and tips in response to other members’ questions.