

## WVLS Staff WAPL Conference Reports



**Name:** Jamie Matczak

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

Service Organizations: An Opportunity to Connect with Communities

Presenters: Cherie Sanderson, Boulder Junction Public Library; Kent Barnard, Wild Rose Public Library

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

Cherie presented first, and was followed by 3 more panelists. She talked about joining the Lions Club in Boulder Junction, when she first became a director. Because of this partnership, she was able to do a library book sale as part of the weekly flea market on Tuesdays. Sales rose from \$500 a year to \$8,000 a year. She used to do her work with the Lions Club on her own time, but now she does as it part of her library work. Cherie also stressed the importance your library joining your Chamber of Commerce, as most of them have a non-profit rate.

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

There weren't any key websites, but one of the panelists, Lori Burgess of the Fond Du Lac Public Library, talked about the importance of relationships in our community and how "relationships are the new reference." This struck a chord with me because I think marketing efforts also have a lot to do with relationships and how we build them. Word-of-mouth marketing has power.

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

The audience reaction was positive. One audience member commented that she wouldn't be able to join a service organization on work time or using work funds, so there was some discussion about this. Cherie mentioned that when she is doing these partnerships on work time, she is promoting the library and it's adding value.

**Name:** Rachel Metzler

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

Become an Escape Room Master! Presented by Kristie Hauer, Paige Crawford, and Nancy Hammond from Shawano County Library

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

Escape rooms are not only fun but teach team building, communication skills, and critical thinking.

Shawano County Library has been offering a semi-permanent room since 2017. They change the theme monthly, allowing for repeat attendees to participate. They have also taken the essential parts of the escape room to the schools as an outreach program, by leaving the decorations but bringing the locks and puzzles. Their attendance since the start of their escape room is 2,045 people.

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

The presenters shared a lot of useful websites that help create creative clues such as fake receipts, tilt to read puzzles, and ransom note generators.

These websites might be useful to add to our Breakout EDU kit's manual.

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

The audience seemed excited by the possibilities out there for this type of program. There were many questions about the scheduling/registration, and whether a staff member needed to be present. At Shawano County Library, they encourage attendees to schedule their session in the room. Also, they do not keep a staff member in the room, instead they use a baby monitor to see if attendees are struggling.

**Name:** Katie Zimmerman

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

Yesterday's News, Today's History: Navigating Historic Newspaper Collections  
*Randi Ramsden, Wisconsin Historical Society, Madison*

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

Where to start searching for historic Wisconsin newspaper information:

Find out which newspapers you would like to access.

The Guide to Wisconsin Newspapers lists all newspapers published in the state of Wisconsin and their availability in microfilm at the Wisconsin Historical Society.

WHi ... (Indicates what the historical society owns)

Guide to Wisconsin Newspapers, 1833-2004.

Author Oehlerts, Donald E.; Hansen, James L.

Available at <http://cdm15932.contentdm.oclc.org/cdm/ref/collection/ladr/id/6397>

There is also a Wisconsin Ethnic Newspaper Collection available that lists newspapers focused on readership of a particular ethnicity from the state of Wisconsin available from the Wisconsin Historical Society.

Wisconsin Ethnic Newspaper Collection, 1833-2014.

WHi ... (Indicates what the historical society owns)

Available at <http://cdm15932.contentdm.oclc.org/cdm/ref/collection/ladr/id/11685>

Accessing a digitally archived newspaper:

Start at the Wisconsin Historical Society Newspaper Collection webpage:

[www.wisconsinhistory.org/WisconsinNewspapers](http://www.wisconsinhistory.org/WisconsinNewspapers) An interactive map will tell you who has the paper digitally archived, with information about how to access the paper.

Accessing Newspapers on Microfilm

Search the UW Madison catalog to see if the microfilm is available to borrow.

<https://search.library.wisc.edu>

Contact your local library to put in an ILL for the microfilm.

Alternately, you can view microfilm on site in the Wisconsin Historical Society Library Reading Room.

### **3. What are the key websites the presenter shared or things people should check out?**

Wisconsin Historical Society Newspaper Research Guide

<https://researchguides.library.wisc.edu/c.php?g=596638>

Wisconsin Historical Society Newspaper Collection

<https://www.wisconsinhistory.org/WisconsinNewspapers>

Chronicling America

<https://chroniclingamerica.loc.gov>

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

The response was positive. Questions from the audience focused on digitization of local collections and how newspapers were chosen for digital archiving.

**Name: Marla Sepnanski**

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

“Small Library, Big Changes” with Abby Armor, Johnson Creek Public Library.

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

Abby learned the hard way that library directors in small, rural libraries have to meet an astonishing variety of demands and that being a director of a small library is tough! Her most compelling tips for surviving the first year as director of a small library in a new community included:

1. Think like a local.
2. Help the community get to know you.
3. Favorite tool: Scaffolding – a teaching method that enables a student to solve a problem, carry out a task, or achieve a goal through a gradual shedding of outside assistance. Uses this method with volunteers and staff.
4. Know what you want to accomplish before designing the strategy to get there.
5. Talk shamelessly about what you do EVERYWHERE. Attend village board meetings and talk shamelessly about library services.
6. When it comes to arranging collections think like a consumer, parent and child. It is okay to integrate large print into rest of the collection. Put sticker number on books in a series. Place popular topics for children in bins.
7. Accessibility is for everyone. If you have to explain it, it is not working.

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

No websites or additional references or sources for inspiration were shared.

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

Abby’s session was well-received. As a former teacher and salesperson, she brought a lot of humor and energy to the presentation. Speaking exclusively from her own experiences as a brand new director of a library in a small community, her examples of challenges resonated with the audience, and her suggestions and strategies for change were helpful.

I left the session thinking that this session deserved to be heard by more people – perhaps at the DLT-sponsored New Director Bootcamp, or at a state-/national-level conference such as WLA, WWWW, and/or ARSL.

**Name:** Joshua Klingbeil

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

“Upgrade Your Programming Possibilities with Quality Live Streams”

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

There are a number of low-cost high-quality tools available for libraries to experiment with, to find a meaningful recipe for live-stream programming.

There are a good number of “meta” considerations when it comes to live streaming your programming such as:

Will audience patrons be captured in the video feed?

If so how will the library handle that possibility in terms of release?

Will this take away from in-building program attendance?

Will managing the videography element in real time mean programming costs more staff time?

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

There were a number of product references, and the program itself was live-streamed via Facebook and is meant to be archived for a period of time afterwards for review.

I’m waiting on a response back from the presenter, Josh Cowles for a copy of the static references he used and the link to the archived Facebook live-stream.

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

The audience was very interested throughout the presentation. A number of members were doing something similar in their libraries and offered some of their own strategies (eg. one partnered with the local cable company to broadcast programming over the local-access channel).

I asked Josh if he’d be interested in working with us to do a similar, maybe more recipe and training oriented workshop on live streaming up here in the Northwoods and he felt certain he could make that work with us.



**Name:** Anne Hamland

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

Making Space: Rethinking Your Library, Sue Ann Kucher, Reedsburg Public Library

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

Start with data and facts. Create an informational piece describing what the library was like when the library was built versus now.

Service population

Circulation (number, and types of most popular items)

Visits

Staff (FTE, positions)

Programs (number and descriptions of programs offered)

Identify the issues in your current space.

Unused space

Awkward space

Changing need (computer classroom => more people bringing in their own devices)

Change in priority

USE another set of eyes to evaluate public and staff space: system consultant, school librarian, kids, community center staff, library staff, occupational therapist at hospital

Tour other libraries and non-library businesses!!

What did you see that you liked?

What did you see that we could do?

What did you see that we do better?

One change affects another. Example changing to nesting tables means updating to stackable chairs, the room become more versatile with less chance for staff or volunteer injuries, new furniture may encourage new use of space

Change the paint/wallpaper may refresh a room without too much work.

Move furniture around, break out your power tools, find furniture other libraries want to get rid of.

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

Use the new library standards: <https://dpi.wi.gov/pld/boards-directors/library-standards>

Use your floor plan, erase all movable furniture to brainstorm what your space COULD look like.

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

Kucher had tons of practical examples of small steps to big results. The crowd was excited and ready to bring many ideas back to their library. Paint a wall! Move furniture onto worn areas of carpet to change the floorplan and help the carpet last longer.

- Weed
- Move a Table
- Declutter
- Get rid of an eyesore or move it out of eye line if it's important to the community.
- Go to conferences.
- Add a window.