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Wisconsin Valley Library Service



Marketing Series Set for October

The Wisconsin Valley Library Service, Northern Waters Library Service and Southwest Wisconsin Library System are proud to present a webinar series this October called “Marketing the Value of Your Library.”

Webinars will be presented at 1 p.m. on Tuesday, Oct. 1; Tuesday, Oct. 15 and Tuesday, Oct. 29.

This series is geared toward public libraries of all sizes, with presentations by some of the top library marketers in the country. These three webinars are related and sequentially will build on one another.

Register today for one, two, or all three webinars. Each webinar is worth 1 contact hour toward public library certification.

For more information on these webinars, or to register, [visit the WVLS Continuing Education page](#).

Congrats to WVLS Institute Attendees



Twenty-five participants were recently selected from a large pool of applicants for the Wisconsin Youth Services Development Institute, representing 14 of the 16 regional library systems.

WVLS will have three representatives participating in the Institute, which runs August 25-28.

-Erica Dischinger, Minocqua Public Library

-Elizabeth Lutz, Marathon County Public Library–Marathon City Branch

-Mary Jo Netzer, Marathon County Public Library–Stratford Branch

“This immersive training will help me to gain confidence as a librarian in general,” said Erica Dischinger. “At the end, I am hoping to have a deeper knowledge of how to spread the joy of learning, literacy and life skills to the children and families that I serve.”

The Wisconsin Youth Services Development Institute provides professional development and networking for Wisconsin public library staff who serve babies, children, and teens in smaller public libraries.

The Institute targets library staff who do not have a graduate degree in librarianship and/or work in rural/isolated library communities. For these individuals, there is a need to improve skill and knowledge base, foster a supportive network, and develop stronger peer-to-peer and professional community connections within the Wisconsin public libraries infrastructure.

The Institute is supported through an LSTA grant from the Institute for Museum and Library Services (IMLS) administered by the Public Library Development Team and the Wisconsin Department of Public Instruction (DPI).

Congratulations to Erica, Elizabeth and Mary Jo!

Merrill Offering Memory Kits

After attending numerous conference sessions related to programming for elderly patrons who are retired and those with memory loss, Laurie Ollhoff of the T.B. Scott Free Library was on a mission. What was her goal? She wanted to enhance the library’s outreach services.

In 2017, that opportunity came knocking at the library door when the library was approached by members of the Merrill Aerie #584, Fraternal Order of Eagles Auxiliary to be considered for the Golden Eagle Fund Grant in 2018. The purpose of the grant is to provide financial assistance for the development of community-oriented programs for the elderly.

The library applied to develop memory kits for circulation to Merrill area residents, and was awarded the grant in February 2018. The development of eight kits was a year-long process. The kits are now available for check out to Merrill area assisted living facilities and residents.



"We are excited about this new endeavor," said Laurie Ollhoff, Assistant Director and Head of Adult Services of T.B. Scott Free Library. "The library was invited to the Merrill Area Housing Authority Tenant Picnic in July to introduce the memory kits to staff and tenants of the area retirement and assisted living facilities. We look forward to the window of opportunity the kits will provide."

Each kit has a theme with an activity card, hands-on materials and books. These kits provide awesome inter-generational opportunities for Merrill area residents. The library hopes to continue to grow this

collection in the future with other interesting themes.

For more information on the memory kits, contact Laurie Ollhoff at 715-536-7191 or lollhoff@tbscottlibrary.org,

Loyal Partners With School For Screen-Free Week



[Screen-Free Week](#) is a national, annual event where children, families, schools and communities are encouraged to turn off screens and "turn on life". This year, it was held during the week of April 29-May 5.

The Loyal Public Library was approached by its school district to host an event as part of Screen-Free Week in the community. On May 2, two local authors visited the library and three WVLS Makerspace kits (breakout box, the pancake art kit, and a case of board games) were part of the visit. The library had a great turn out of over 50 kids, who spent 3 hours at the library participating in "screen free" activities.

"It was important for us to collaborate on this event because we want to get kids into the library," said Teresa Hall, Director of Loyal Public Library. "The kids could see first-hand that the library didn't just have books, but other fun things."

Because the week was such a success, the school district plans on doing this event periodically throughout the school year, and the library plans to help host more events. Screen-Free Week takes place in 2020 during the week of May 4-10.

For more information on this library event, contact Teresa Hall at 715-255-8189 or director@loyal.lib.wi.us.

Spaced-Themed Early Literacy Center at MCPL



This summer, nearly every public library in the country is blasting off into the galaxy in honor of the Summer Library Program theme of “A Universe of Stories.”

The Marathon County Public Library is taking the theme a step further by transforming their Early Literacy Center (ELC) into an interactive space station complete with fun and educational activities!

In the months of June, July, and August, parents, caregivers and kids can visit MCPL's Wausau Headquarters for space-themed activities in the ELC geared toward children ages birth through 5. Kids can dress as an astronaut and prepare for takeoff by playing with a mission control panel complete with lights and an interactive switchboard. This is not only fun for the kids but also beneficial for their minds, as dramatic play encourages narrative skills and helps build vocabulary.

Visitors to the ELC can also sing the songs “Twinkle Twinkle Little Star” or “Five Little Rockets” and use the ELC flannel boards to enhance the songs with a visual element. At the magnetic wall, kids can play with the planet images and match their names to the actual planet. Parents and caregivers can also help children spell out space words, thus helping them improve their vocabulary, letter knowledge and background knowledge!

Kids can also practice their writing skills at the fun, sensory Galaxy Goo Station. A wide variety of informational books, picture books, and board books about outer space will also be readily available throughout the summer for families to read together.

The theme of the ELC changes every two-to-three months, so kids and families always have a reason to come back and continue playing and learning.

- Submitted by Taylor Weinfurter, Children's Librarian, MCPL

Want something featured in the August newsletter?
Is your library doing something that you want to share?

Contact Jamie @ jmatczak@wvls.org.

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