



1. Wild Wisconsin Recordings and Activity Reports Posted

If you missed a session for the Wild Wisconsin Winter Web Conference last week, you can find the slides and recordings [on the conference website](#). If you are a public library director who needs contact hours, the activity reports [are also available](#).

2. WVLS Scholarships Available Soon

Stay tuned for more information about WVLS Scholarships being offered in 2020. Scholarships will be available for the following conferences: WLA Conference, WAPL Conference, ALA Conference, ARSL Conference.

3. Webinar on Creating a Library Marketing Plan

Except for the shelves of books, today's libraries would be mostly unrecognizable to the patrons of 30 years ago. One of the challenges for libraries is finding effective ways to promote what they do, and developing a comprehensive marketing plan is an excellent starting point. A marketing plan provides focus to a library's marketing efforts and ensures that limited resources are used effectively and efficiently. It helps keep you and your staff focused on the big picture of what you do—your vision and mission—and saves you time promoting individual events or projects. The marketing plan is the guide that provides order to your messaging and efforts. [Read more](#).

4. New Group Read Program from OverDrive

WPLC learned last week about a new program launching from OverDrive similar to Library Big Read. The name of the program is Together We Read and the first title selected is Lean On Me by Pat Simmons. The book is available in ebook only. The inaugural Together We Read program will run for two weeks beginning Feb. 19 through Mar. 4. Additional marketing information will be shared as it becomes available from OverDrive.

5. Lake Superior Libraries Symposium 2020

The organizers of the Lake Superior Libraries Symposium (LSLS) invite breakout session proposals for

our ninth annual conference to be held on June 5, 2020, at the University of Minnesota Duluth Kathryn A. Martin Library in Duluth, Minnesota. This year's theme, Mapping Our Identity, invites attendees to explore the varied identities of libraries and library workers and how those identities shift in response to external events, personal development, changes in communities, and more. [Read more.](#)

6. Lead the Way Community Engagement Conference Registration Open

If you are feeling a tad bit "ALA Left Behind," don't despair. UW Madison iSchool Department of Continuing Education is sponsoring a national conference April 20-21 focusing on the many ways libraries can engage their communities. The *Lead the Way: Libraries at the Heart of Community Engagement* conference boasts speakers from both our state and across the country with over 32 sessions to choose from. There is significant youth-focused and collaborative content. [Read more.](#)

7. Big Talk from Small Libraries Conference

[Registration](#) for the 2020 Big Talk From Small Libraries conference is open.

This FREE one-day event is a great opportunity to learn about the innovative things your colleagues are doing in their small libraries. Big Talk From Small Libraries 2020 will be held on Friday, February 28, 2020 via the GoToWebinar online meeting service. The full schedule will be available soon.