



## 1. WVLS Conference Scholarships Now Available

WVLS is pleased to announce the 2020 scholarships for its member libraries. Scholarships are available for the ALA Conference, WLA Conference, WAPL Conference, and the ARSL Conference. The application deadlines are in March, and require your library's board president signature. [See the WVLS Scholarships and Grants page for more information.](#)

## 2. LAWDS Workshops Starting in March

WVLS public library staff are invited to attend your choice of six workshops offered through the Libraries Activating Workforce Development Skills (LAWDS) project.

The LAWDS project brings together public library staff with regional Workforce Development Boards (WDBs) and Wisconsin Job Centers, to facilitate more seamless support of job-seeking patrons, business owners and entrepreneurs. Four resource modules will be created to assist libraries in continuing to provide excellent service in workforce development during 2020-2021. This project was made possible in part by the Institute of Museum and Library Services. [Read more.](#)

## 3. New Digital Byte

In this Digital Byte, Jamie talks about the communications tools that WVLS uses, and how they can help you. [Watch the video.](#)

## 4. Public & School Library Collaboration - Feedback Needed

(From the YSS Blog): Almost two years ago, a small group of librarians started thinking about the great things happening with public and school libraries and wanted to find a way to both promote these efforts and encourage even more collaboration. We began gathering feedback at the WLA Conference where we interviewed and surveyed people who visited our table in the exhibit hall, which was hosted by the Department of Public Instruction. Since not everyone is able to attend these conferences, here is a [link to our survey](#). Please consider filling it out so that we can get a clearer picture of what public and school collaboration looks like in our state and begin to find ways to overcome some of the challenges that may be standing in our way. We will be analyzing the data and sharing the results of these surveys in spring of 2020. [Read more.](#)

## 5. Wisconsin's Digital Library on Facebook

Don't forget that Wisconsin's Digital Library has a Facebook page, making it easier for you to share posts about the digital library and its collection to your own patrons! Just visit <https://www.facebook.com/widigitallibrary/> and click "Like" below the e-reader image. You can also like Wisconsin's Digital Library as your library's Facebook page. If you are a page administrator for your library, click the "..." button below the e-reader image at <https://www.facebook.com/widigitallibrary/> and then select 'Like as your page.'

## 6. Library News

- The Wisconsin Association of Academic Librarians (WAAL) is accepting applications for scholarships to the WAAL 2020 Annual Conference at the Sheraton Milwaukee Brookfield Hotel in Brookfield, Wisconsin, April 16-17. [Read more.](#)
- A recent study published in the New England Journal of Medicine predicted that within 10 years more than half of all Americans will be obese and 1 in 4 will be considered severely obese. [Read more.](#)
- WebJunction is offering a webinar on Tuesday, February 11, on "Civil Legal Justice: The Crucial Role of Libraries." In this webinar, learn about the ways public libraries can address the justice gap, connecting people with information as they navigate the complexities of the legal system. [Read more.](#)
- WebJunction is partnering with the nonprofit organization, Legal Services Corporation (LSC) to offer Improving Access to Civil Legal Justice through Public Libraries, a free national training initiative for public library staff to help strengthen access to civil legal justice. [Read more.](#)

## 7. Webinar on Creating a Library Marketing Plan (repeat)

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.](#)