



# MONDAY Mentions

THINGS TO KNOW THIS WEEK



## 1. Continuing Education Survey

WVLS is trying to get a sense of more immediate, virtual continuing education needs for the later half of 2020. [Please take this very short \(three questions\) survey](#) to give us some feedback in general topics, youth services and adult services.

## 2. Digital Library Statistics

Interested in how your customers are using the Digital Library this year compared to last year? Anne Hamland ran January-June statistics comparing 2020, 2019, and 2018. Also included are statistics on the number of new users per library. [Check out the stats here.](#)

## 3. New Digital Lite: Tools for 2021 Budget Discussions

One of the highlights of last month's WLA Library Development & Legislation (LD&L) Committee webinar "Positioning the Library for a Post-Pandemic Sustainable Future," was the section describing potential pandemic related impacts on the revenue stream for Wisconsin municipalities. Wauwatosa Public Library Director Pete Loeffel advised library directors and their library board presidents to meet with their municipal administrator or finance officer ahead of budget discussions in order to better understand anticipated fiscal challenges. [Read more.](#)

## 4. Fall Online Conferences

The iSchool at UW-Madison is hosting two conferences this coming fall! Normally they would happen in-person, but will be transitioned to virtual learning experiences this year.

[Back in Circulation Again](#) (Oct 19-20)

[Lead the Way](#) (Nov 16-17)

Registration fees for each conference are reduced compared to what they would have been for in-person experiences. Lead the Way registrations are now priced at a sliding scale.

## 5. Upcoming Webinar: Online Board Gaming

Whose Turn is it Anyway? Online Board Gaming and Libraries

Tuesday, July 28; 2 p.m. Tuesday, July 28, 2020 [Register](#)

Closed buildings and social distancing doesn't need to mean the end of engaging and fun board game groups hosted by libraries. Many libraries have worked hard to organize board game groups, while others are still considering how to get started. Using popular and free online board gaming platforms (Board Game Arena, Yucata, Tabletopia, Tabletop Simulator, and Boitejeux), communities of gamers can continue meeting safely online. This webinar will explore how to make the transition to online board gaming, moderate meetups, and facilitate discussions among participants. Presented by: John Pappas,

Head Librarian, Elkins Park Free Public Library, Cheltenham Township Library System (PA), and author of the Board in the Library series on WebJunction; and Bebo, author, photographer, video producer and founder of Be Bold Games.

## 6. Marketing News

- (from Social Media Today) At some stage, all social media managers will have to deal with negative comments on their brand Pages or posts. Some of these comments will be from blatant trolls - people trying to hijack the conversation, and/or making loosely connected remarks based on the original post. While others will be clear and passionate criticisms of your brand and/or product. So how do you go about it? What's the best way to manage negative responses? [Read more.](#)
- (from Super Library Marketing) Orbitz Media asked content creators about the amount of time they spend blogging. They found the average blog post now takes **3 hours and 57 minutes** to write. That's up **65 percent** from 2014! We live in a world dominated by a relentless and never-ceasing stream of content. But libraries can't just turn off our content communications streams. Our very existence depends on our ability to educate the public about what we offer. We use our content to convince people to use the library. So, what's the solution, when your library staff is overworked, and your audience is oversaturated? Be more efficient. [Read more.](#)

## 7. Become a Certified Application Counselor (CAC) for the ACA

Applications are being accepted to offer financial and staff support public libraries to become Certified Application Counselor Designated Organizations (CDOs) for the 2021 Open Enrollment period of the Affordable Care Act. CDOs can certify library staff and volunteers as Certified Application Counselors (CACs) who will receive training and hands on support to assist patrons and community members to successfully enroll in health insurance during open and special enrollment periods. Up to 30 public libraries in states that utilize the [Federally Facilitated Marketplace \(FFM\)\\*](#) at healthcare.gov will receive \$1,000 to support their organization in becoming a Certified Application Counselor Designated Organization (CDO) and certifying at least one staff member and/or volunteer as a Certified Application Counselor (CAC).

[Apply here](#) by Friday, July 17, 11:59 pm CST. It's recommended you [preview the application](#) and prepare the necessary information ahead of time. The application should take 30 minutes to complete.