1) Tech Days Registration Now Open

Learn from experts without having to travel — we've transformed our annual event *from workshops to webinars!* Tech Days 2020 is a series of 4 webinars over 2 days, and you may register here. Sign up for any or all sessions.

When you participate in all four 90-minute sessions of the Tech Days webinar series, you'll earn the same number of tech-related continuing education contact hours as you would from attending one traditional in-person workshop. All webinar sessions will be recorded and available at the Tech Days Resources page.

2) Anti-Racism Resources

- Tessa Michaelson Schmidt recently shared a blog post, "Three Things You Can Do to Promote Anti-Racism Efforts in Your Library" on Wisconsin Libraries are for Everyone. Read the blog post.
- Antiracist Collection Development & Programming for Middle School & High School Youth; Wednesday, July 29; 2 p.m.
  Presented by: Adrienne Almeida
  Right now, we are a profession called to lead the charge for antiracist work. It's time for listening, reflecting, and thoughtful action. If you are a BIPOC (Black, Indigenous and People of Color), how are you supporting the antiracist work of your white colleagues without doing all the heavy lifting on your own? If you are white, how are you holding yourself and your colleagues accountable to be transparently antiracist in your collection development and programming? Read more and Register.

3. New Digital Byte & Lite

- Jamie talks about using CoSchedule's Social Media Message Optimizer to see if you're getting the most out of your library's social media posts, based on several factors. Watch it here.
- The Network of the National Library of Medicine (NNLM) presented a webinar on June 17 on providing senior services. Anne Hamland shared its highlights and more tips on serving seniors in the latest Digital Lite. Read it here.

4) Canva Training on July 28

Anne and Jamie will be available after the "Staying Together" Discussion (2-3 p.m.) on July 28 for an informal opportunity to ask questions and learn more about Canva. Anne will walk through the design help tools, explore the flyer and social media templates, and share the download process for different uses. This is not available for contact hours, and anyone is welcome to attend.

Log-in Information: Phone: +1.408.419.1715 or 1.408.915.6290 (only one number is needed to join)
Meeting ID: 715 397 297 139 731
Or Sign-in via Computer: https://bluejeans.com/715397297139731

5) Governor's Task Force on Broadband Access

On July 14, Governor Evers announced the creation of the Governor's Task Force on Broadband Access, responding to the need for everyone in Wisconsin to have access to fast, reliable, affordable internet service. Evers said, "The COVID-19 pandemic underscored that access to high-speed broadband is a necessity, not a luxury, and folks across our state have had to adapt – from kids and educators shifting to virtual classrooms, workers having to work from home, and even folks using telemedicine to visit with their doctor." Read more.

6. Marketing News

- (from Social Media Today) What will a post-COVID world look like for social media marketers? If there's anything we've learned so far in 2020, it's that nobody can ever be 100% prepared for the future. We can predict trends, strategize and plan, but we all have to be ready to shift marketing and business strategies at any time. Read more.

- (from Super Library Marketing) Your library website is getting quite the workout right now. In fact, during this pandemic, your website is the most important connection between your patrons and your services. It's your digital doorway. It's your news center. It's a promotional tool. So, it needs to be welcoming and easy to navigate. When the pandemic is finally over, your website will still be your most valuable digital asset. In fact, the design and layout of your library website is critical to your library's ongoing success. Bad web design will make your library look outdated and inefficient. Good web design will keep people coming back. You don't have to completely overhaul your website to improve the user experience. There are 11 easy ways to improve your website. Read more.

7.   Continuing Education Survey (repeat)

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.