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Wisconsin Valley Library Service



"Tech Days" Goes Virtual



Learn from experts without having to travel — we've transformed our annual event *from workshops to webinars!*

Tech Days 2020 will be a series of **4 webinars over 2 days**, and you may [register here](#).

Wednesday, September 23

10 – 11:30 am: Technology Training for Non-Techies

11:30 am – 1 pm: Lunch

1 – 2:30 pm: Mind the Gap: How to Navigate Your Way Across the Digital Divide (And Why That Isn't As Easy As It Sounds)

Thursday, September 24

10 – 11:30 am: Productivity and Technology

11:30 am – 1 pm: Lunch

1 – 2:30 pm: Change is a Constant: Technology, Service, and Constant Change

You'll find descriptions for all 4 webinars on the [Registration](#) page, where you may 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](#).

There is no charge to attend Tech Days, thanks to sponsorship by all 16 library systems and the Wisconsin Department of Public Instruction, Public Library Development Team, with funding support from the Institute of Museum and Library Services.

Questions about Tech Days can be directed to Jamie Matczak, WVLS Education Consultant, at jmatczak@wvls.org.

WVLS Offering Virtual Conference Scholarships



THE INFORMATION SCHOOL

iSchool @ UW-Madison

WVLS is pleased to announce the availability of two scholarships to attend this year's biannual fall [Back in Circulation Again Conference](#), hosted by the Information School at UW-Madison.

This conference covers everything from big picture ideas to everyday procedures, and gathers energetic practitioners from all over the country who are seeking to serve their communities the best way possible. Usually held as an in-person event, this year's conference will be entirely online, on October 19-20.

To be eligible for a scholarship, [complete the short Google Form](#) and submit no later than 5 p.m. on Friday, September 4.

Questions about the scholarship can be directed to Jamie Matczak, WVLS Education Consultant, at jmatczak@wvls.org.

ARSL's "Soar With Libraries" Registration Open

Registration is now open for the Association for Rural & Small Libraries (ARSL) Conference, which will be offered virtually September 28–October 2, 2020. This is a special opportunity to connect staff at many of Wisconsin's libraries with quality content and engagement on topics highly relevant to their work without additional travel commitments.



The Wisconsin Department of Public Instruction (DPI) will provide scholarships for ARSL conference registration for library staff working in public libraries with municipal populations less than 25,000.

[Details can be found here](#), including the schedule and session descriptions.

Scholarships will be distributed by means of LSTA subaward grants to library systems, and WVLS will be coordinating these scholarships on behalf of WVLS member libraries. We are encouraging library staff to watch these sessions in small groups, taking into consideration distancing and safety.

If your library is interested in a scholarship, please contact Jamie Matczak by the end of the day on Wednesday, August 12, at jmatczak@wvls.org.

Mermaid, Kelp Forest Found in Crandon



The Crandon Public Library's 2020 summer reading theme "Gates of Atlantis" was inspired by the 2020 Summer Library Program theme "Imagine Your Story."

"We wanted to bring to life an ancient legend, and in our opinion, there is none better than Atlantis," said Director Stephanie Schmidt.

Though many of the plans for the interactive "exhibit" were engineered by Stephanie, the plans were brought to life by assistant director, Laurie Renel-Faledas.

Laurie made a life-size mermaid tail out of paper mâché. Using her own body as a model, she wrapped her lower half in layers of glue and

newspaper and stood still for over an hour while it dried. Once dried, she cut the mold off and fastened on the tail piece cut from styrofoam. After tireless hours of additional paper mâché work, she finished off the tail by adding hot glue scales and color-changing paint. The mermaid tail now hangs from the skylight in the kids' room of the Crandon Public Library.

Another creative project spearheaded by Laurie is the pool-noodle kelp forest. When entering the library, visitors meander through a kelp forest. The forest consists of pool noodle arrangements and painted twigs made to look like ocean plant life.

Other decorations include a metallic sea wall, schools of fish, floating jellies, a giant clam shell, and a crate paper trench, which serves as the entrance to "Atlantis" (the kid's room). The display case also features a message in a bottle, tattered treasure maps, a treasure chest, and recovered Atlantis artifacts.

Patrons are enjoying the Atlantis experience and are raving about it all over town.

One patron noted on the library's Facebook Page that the decorations in the kid's room are "killer." The staff enjoys watching people explore the underwater world they created.

For more information on the decorations, contact Stephanie Schmidt at 715-478-3784 or director@crandonpl.org.



Antigo Holds Outdoor Program

By following safety guidelines relative to the coronavirus, the Antigo Public Library was able to hold an in-person, outdoor library program with people from REGI on Friday, July 10th.

REGI (Raptor Education Group Inc.), is a non-profit organization in Antigo dedicated to the care and rehabilitation of injured or orphaned native bird species and public education of wildlife issues. The program featured some of their birds, including a kestrel, hawk, and several owls.

APL requested people wear masks, and they placed attendees six feet apart.

White the oppressive heat of the previous few days broke just in time for the event, a cooling station was provided inside the library with complimentary chilled bottled water and a fan - in case people needed to cool off. Around 40 people attended the event.

For more information on REGI, [see their website](#).

- Submitted by Steph Cherrywell, Youth Services Librarian, Antigo Public Library



MCPL Uses Social Media For Content and Ideas



Social media platforms like Facebook and Instagram can be great for connecting with your patrons and promoting all that your library has to offer, but it can also be a great source for finding shareable content, event ideas, and more!

In my role as the Library Marketing Specialist at the Marathon County Public Library, Facebook is one of the most efficient tools I have for promoting upcoming events and activities. While we use our website for these purposes as well, Facebook is something that many people log onto daily, so there's often a greater chance people will see or

share what we're posting about.

Following other libraries on Facebook can be a great asset when curating your social media presence. It's a great place to find fun and timely content (memes, videos, articles, book lists, etc.) that you can share with your own followers. Looking at the Facebook pages of other libraries has been especially helpful during the pandemic, since the vast majority of what we're doing right now is online.

Some of my favorite libraries outside of WVLS to follow on Facebook have been the [Brown Deer Public Library](#), [Middleton Public Library](#), [Bozeman Public Library](#), [Mukwonago Community Library](#), [West Bend Community Memorial Library](#), [Aram Public Library](#) and the [Madison Public Library](#).

In addition to libraries, I also follow other literary-minded websites and institutions like [Goodreads](#), [Book Riot](#), the [American Library Association](#) and the [Collaborative Summer Library Program](#). These pages offer great memes, book lists, articles, quizzes, and graphics that can be easily shared with your followers with just the click of a mouse. They are helpful if you don't have a lot of time to devote to social media.

- Submitted by Dan Richter, Marketing Specialist, MCPL

Image by [Thomas Ulrich](#) from [Pixabay](#).

Thank you to Stephanie, Steph and Dan for this month's contributions.

Want something featured in the September newsletter? Is your library doing something that you want to share? Contact Jamie @ jmatczak@wvls.org.

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