



MONDAY Mentions

THINGS TO KNOW THIS WEEK



1) TeachingBooks' Diverse Books Toolkit

TeachingBooks is a BadgerLink resource that brings books to life with author interviews, lesson plans & interactive activities, discussion guides, and more to support literacy instruction. The resources that make up TeachingBooks reinforce cultural authenticity and perspectives with diverse books. In August, TeachingBooks' Implementation & Training Specialist, Mary Ellen Graf, provided a virtual training to BadgerLink users, specifically on their Diverse Books Toolkit. You can now view the recording of the live session on the BadgerLink training page. [Read more.](#)

2) New Digital Byte

Jamie talks about "Good Calculators, an educational and fun tool that can help library patrons of all ages. [Watch it here.](#)

3) Fall 2020 Items Barcode Order

WVLS will be placing an order next month for item barcodes. The cost of barcodes varies depending on the size of the order, and they are approximately \$20.00 - \$25.00 per thousand. Please note the next order will be placed in Spring 2021.

Also, WVLS does have patron cards on hand if anyone is in need. They can be sent via courier.

If you would like to order barcodes, please let Rachel know how many you need by Wednesday, September 30 at rmetzler@wvls.org.

4) Marketing News & Tips

- (from Social Media Today) Are you looking for ways to improve your **email marketing strategy**? Want to increase the success rate of your email campaigns? The team from Blue Mail Media share their tips for success in this infographic. [Read more.](#)
- (from Social Media Today) Facebook has launched yet another **Facebook management platform**, with this one, called 'Facebook Business Suite', which is focused on making it easier for small businesses to manage their Facebook and Instagram presences from a single platform. [Read more.](#)

- (from The Library Marketing Show) In this episode, Angela shares the latest metrics on open and click-thru rates for **library email marketing** and helps you figure out what metrics are good! [Watch it here.](#)
- (from Super Library Marketing) For three days this week, more than a thousand library employees took part in the Library Advocacy and Funding Conference, sponsored by EveryLibrary. The organization helps build support for libraries across the United States. By Wednesday evening, my head was full of new information. Once I finished organizing my notes, I realized that the experts at the conference shared **five big ideas specific to library marketing and advocacy**. Here is what I learned. [Read more.](#)

5) State News

- This month, the Wisconsin Historical Society Press releases the much-anticipated second volume of award-winning author R. Richard Wagner's gay history of Wisconsin, "[Coming Out, Moving Forward](#)." The book details the challenges that LGBT Wisconsinites faced in the post-Stonewall period from 1969 to 2000. During this era, Wisconsin made history as the first state to enact a gay rights law prohibiting discrimination in employment, housing, and public accommodations on the basis of sexual orientation. It also became the first state to elect three openly gay/lesbian persons to Congress. The book features forewords by two of those legislators, US Representative Steve Gunderson and US Senator Tammy Baldwin. [Read more.](#)
- As we noted in the previous post, Wisconsin Humanities CARES Relief Grant Opportunity Second Round and Wisconsin Libraries Awarded Grant Funding, several Wisconsin Public Libraries, friends groups, and other non-profit entities received rapid-response grant funding from the Wisconsin Humanities Council (WHC) for general operating expenses. Last month, the Wisconsin Humanities Council added approximately 32 new organizations – including 19 libraries – and \$248,000 to the amount awarded for a grand total of \$548,000 awarded to 82 non-profit organizations – 30 of which are public libraries and friends groups – throughout Wisconsin. [Read more.](#)

6) Scholarship Available to Attend Local History Conference

The Wisconsin Historical Records Advisory Board, with support from the National Historical Publications and Records Commission (NHPRC) is offering a scholarship to attend the 2020 Local History and Historic Preservation Conference. The conference will be held online October 21-23, 2020. To be considered for the scholarship, the application should be received no later than October 12, 2020. Recipients will be notified by email of their status by October 19, 2020. More information about the conference, including a schedule of events, [can be found here.](#)