



1) Are You Ready for Project READY?

Project READY is a free online curriculum for library staff covering topics of race, equity, and access. Project READY stands for Project Reimagining Equity and Access for Diverse Youth. In 2019, researchers at the University of North Carolina at Chapel Hill School of Information and Library Science (UNC SILS) developed Project READY from extensive collaboration and investigation to help library staff serving youth create more inclusive and equitable programming.

DPI's Library Team is excited to offer public library youth services and school library staff in Wisconsin the opportunity to participate in Project READY virtual learning cohorts. The application is due on Saturday, Oct. 31. [Read more.](#)

2) New Recorded Webinar on Fun and Unique Tools

The second recorded webinar of 2020 is posted: Free Unique, and Fun Tools To Help Keep You Sane. Let's be honest: sometimes, we all just need distractions, especially during a global pandemic. Chances are, your library patrons need the same. You will be amazed by just some of the endless variety of tools on the internet that are out there, that can be fun, awe-inspiring or both. We'll spend some time delving into nooks and crannies of the internet that you probably didn't know existed! Use these tools to share with library patrons or to use in library programming.

This webinar is worth 1 contact hour in Category B for public library certification. [Watch it here.](#)

3) Grant and Scholarship Opportunities

This is a reminder of some current grant opportunities as well as a scholarship opportunity to attend the Research Institute for Public Libraries (RIPL) this December. [Read more.](#)

4) Beanstack Book Badge

Are you considering 2021 Beanstack Badge Books for your school or library community? Contact Anne Hamland if your library is interested in a WVLS group purchase at ahamland@wvls.org.

5) Webinars and Training

This week's webinars

- * [What Your Community Needs and How to Respond](#) – 1 pm on Tuesday, Oct 13
- * [Empathy in the Workplace and Empathetic Leadership](#) – 1 pm on Wednesday, Oct 14
- * [Compassionately and Effectively Working With People Who Have Dementia](#) – 1 pm on Thursday, Oct 15

[*Virtual Group Engagement](#) covers Zoom fatigue & how to calm anxieties caused by technology – 1 pm on Friday, Oct 16

Gale Training Webinars

As you look to support the social and mental well-being of your community, Gale is here with training and tools to help. Browse free training tools, access social media materials, and register for the free training webinars. All sessions will be recorded and shared with those unable to attend. The first training is Thursday, Oct. 15. [Read more.](#)

6) iSchool Fall Courses

There are several courses still available this fall at the iSchool at UW-Madison, including “Teens in the Library” and “Library Space Design.” [More information and register here.](#)

7) Marketing News

- (from Social Media Today) Instagram is celebrating its 10th birthday, and to mark the occasion, it's added a couple of new, celebratory features and updates, ranging from visual additions to the expansion of its eCommerce tools. The main celebratory element is its Stories Map, which provides a private look at where you've posted Instagram Stories from (when you've used a location sticker) over the past three years. [Read more.](#)
- (from Social Media Today) Do you create graphics for your website or social media profiles? Want to ensure you're not making a mess of it? The team from Red Website Design share 10 graphic design rules you should stick to in this infographic. [Read more.](#)
- (from The Library Marketing Show) In this episode, Angela answers a viewer question about how to use customer testimonials for library marketing. [Watch the video.](#)
- (from Super Library Marketing) If there is one thing that I know about library promotion, it's this: If you want to be successful in library email marketing, you must target your messages. Why are libraries hesitant to do targeted email marketing? There are two big reasons that libraries fear the idea of segmenting their email audiences. [Read more.](#)

8) Schedule “Tally Week” This Month (repeat)

Have you scheduled your library's annual survey week this October to collect data for the annual report? The annual report requires an annual count of reference transactions and all public computer uses. If your library does not keep an annual count of reference transactions and a count of all public internet computer uses, your library needs to schedule a survey week to “count transactions during a typical week.” October is the month for tally week as established by Channel Weekly, the former online newsletter of the Wisconsin Division for Libraries and Technology.

For more information, see the [Wisconsin Public Library Annual Report](#). It shares instructions on survey week and definitions for reference transactions, public internet computers and catalog computers.