



1) Voting and Election Updates

- **People can still register to vote** at any in-person absentee ballot voting sites through Friday, October 30, or at the polls on Election Day. A list of municipal clerks, organized by county, is [linked here](#).
- There is a **shortage of poll workers in Langlade, Marathon and Taylor counties**. Due to the COVID-19 pandemic, many Wisconsin cities, towns and villages are looking for extra volunteers to assist with running the election. [Here is more information](#) for WVLS libraries in these counties who are interested in getting the word out.
- Last week, there was a **statewide panel webinar about the upcoming election**. As a result, there is a great list of resources for you to support your community. [Read more](#).

2) Webinars This Week

Advocacy: Promoting the Value of Your Library

Wednesday, Oct. 21, 1 p.m.

1 contact hour

Many advocacy campaigns for libraries fail because library lovers forget that not everyone has an unquestioned love of libraries. Saying someone should use and support libraries "just because" is not enough. To promote an idea, an institution, or a cause requires an understanding of the diversity of community viewpoints and the ability to identify a person or a group's "selling point" when it comes to libraries. Learn why engaging the complacent supporter might be the most important component of an advocacy initiative and how great customer service is the foundation for every advocacy program.

[Register here](#).

Building Projects: Evaluating Alternatives

Friday, Oct. 23, 10 - 11:30 am

1.5 contact hours

Is your library short of space or running into other space or facility issues? John Thompson, the director at the IFLS Library System, will give an overview of how to determine what you need to do, and what to consider as you examine your options, including:

- Rearranging existing space
- Building an addition/renovation
- Renovating an existing building

[Register here](#)

3) November Conferences

- In an effort to stay connected to our membership, **WLA is hosting its first ever VIRTUAL 1-Day Conference** on Wednesday, Nov. 11. The purpose of this event is to reconnect, rejuvenate, and revitalize. Join your friends and colleagues for a COVID escape! Additional details will be shared soon.
- The **Library Marketing and Communications Conference schedule** is finalized. LMCC20 Online is a curated set of 9 information sessions and panels plus live virtual roundtables over three days – Wednesday, Nov. 4, Thursday, Nov. 5, and Friday, Nov. 6. [Register soon](#) if you are interested in the live sessions.
- Registration is now open for the joint **Upper Midwest Digital Collections Conference** and the Minnesota Digital Library Annual Meeting on November 5-6, 2020. [Registration is free](#) for this all-virtual conference!
- The **DLF (Digital Library Federation) Forum**, held November 9-13, welcomes digital library, archives, and museum practitioners from member institutions and beyond—for whom it serves as a meeting place, marketplace, and congress. As a meeting place, the DLF Forum provides an opportunity for our Advisory Committee, working groups, and community members to conduct their business and present their work [Register for this free event.](#)

4) Wisconsin Libraries Are For Everyone

- **Wisconsin DPI is partnering with Grow with Google** and the American Library Association to help our communities learn digital skills, with a virtual workshop on Tuesday, November 10, 9:00 – 10:00 AM. [Read more.](#)
 - A Grow with Google trainer will teach your patrons *and* library staff to discover new job opportunities using Google Search, and learn how to organize and enhance the job search experience using Google Workspace tools.
 - In this session we'll discuss best practices for:
 - Discovering career opportunities using Job Search on Google
 - Using Google Sheets to track the progress of job applications
 - Creating a resume using Google Docs
- The Division for Libraries and Technology (DLT) currently seeks applicants to fill upcoming vacancies on the Library Services and Technology Act Advisory Council (LSTAAC). **The deadline for consideration is Friday, November 20, 2020.** [Read more.](#)

5) Marketing News

- (from Social Media Today) Amid the COVID-19 lockdowns, people have been turning to social media to stay connected, and online groups, in particular, have seen significant increases in engagement as users look to maintain social activity while physically unable to get together. To get a better understanding of how online communities have assisted people during the pandemic, **Facebook recently conducted a new survey** of 15,000 people who are members of online communities, gleaning new insight into how they're using groups, what they're getting from them, and how that's changed during the pandemic. [Read more.](#)

- (from Super Library Marketing) At the Library Advocacy and Funding Conference in September, a new buzzword seemed to be on the lips of many of the presenters. They were all talking about **psychographic segmentation** of library audiences for email marketing. I thought I knew most of the marketing buzzwords, but I confess this was the first time I'd ever heard the term. So, it was time to do some research. [Read more.](#)

-(from Social Media Today) Google has unveiled a **new version of Google Analytics**, with "machine learning at its core" in order to provide new ways to monitor and track key data trends, and alert marketers and business owners to new opportunities. [Read more.](#)

6) New Recorded Webinar on Fun and Unique Tools (repeat)

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. 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.](#)