1) Schedule "Tally Week" This Month

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.

2) V-Cat Patron Survey

A V-Cat survey to gather information about patrons' search and discovery preferences and behavior is available via a link and/or pop-up invitation on the V-Cat Classic Catalog and the V-Cat Discovery Catalog. The survey will be open for one month, until Monday, November 2nd.

A Facebook post is on the WVLS Facebook page, which your library can share. If you would like to share your own post via Facebook or other social media, please use this link: https://www.surveymonkey.com/r/V-CatSearch If you would like to promote the survey by email or on your library's website, please use this link: https://www.surveymonkey.com/r/V-CatLibrary.

If you are interested in a printable survey for your patrons, please let Katie know and she will email it to you directly with instructions. Contact Katie at ils.admin@wvls.org with any questions or concerns.

3) Libraries Supporting Voter Turnout

Are patrons putting absentee ballots in your library's book drop? Are you wondering how your library could be a polling place? Are patrons confused about the absentee ballot process and timeline to vote by mail? Join us for a webinar at 9 a.m. on Monday, Oct. 12 with people who can answer your questions about the 2020 Election and how your library can support voter turnout during the pandemic. Read more and register.

4) New and Upgraded EBSCO Resources in BadgerLink

New resources (Advanced Placement Source, Small Engine Repair, and more) are now available in BadgerLink! Recently added as "bonus" databases in our latest EBSCO contract renewal, we will have access to the following resources through at least June 30, 2022, if not longer depending on the next renewal. Status and general information about our contracts is available on our website. Read more.

5) This Week's Webinars
- [Introduction to Marketing: It's More Than Emails, Newsletters, and Social Media](#) – 1 p.m. on Tues., Oct 6
- [How to be More Inclusive in Your Readers' Advisory Work](#) – 2 p.m. on Wednesday, Oct 7
- [Resilience to Face Turbulent Times](#): Understanding and Achieving It – 12 p.m. on Thursday, Oct 8
- [Managing Workplace Anxiety](#) – 12 p.m. on Thursday, Oct 8

6) WVLS October Newsletter Available
An Adult Services Workshop, a Community Plant Swap, a WPR Interview. It's all in the [WVLS October Newsletter](#), now available online.

7) Marketing News
- (from Social Media Today) Facebook has taken the next big step in its messaging integration plan by announcing new cross-messaging functionality that will link Messenger and Instagram Direct, in various ways. [Read more](#).
- (from Super Library Marketing) Almost every library I've worked with is now delivering programs live on Facebook. And they're doing a fantastic job. But many librarians say they have a hard time getting people to attend these live programs. They want more people to be a part of the livestreams. I've got some tips that will help you promote your Facebook livestreams to get more viewers. [Read more](#).
- (from Social Media Today) In a very uncharacteristic move, Facebook has today issued an official rebuke to claims made in the new Netflix documentary 'The Social Dilemma', which aims to provide an overview of the various ways in which social media platforms have become increasingly divisive and dangerous as their usage has increased over time. [Read more.](#)

8) Linking to UW and State of Wisconsin Digital Collections
For anyone who might have been linking out to any [UW Digital Collections](#) on their local library websites, be sure to check those links and update if necessary. The UW Digital Collections Center has recently migrated the landing pages off of a WordPress platform and they're now integrated into our library catalog. These permalinks are meant to permanently get you to the resource, wherever it may live.