1) Election Day Information

Please access the links below for important Election Day information. Polls open at 7 a.m. and close at 8 p.m. tomorrow, November 3.

- Wisconsin Elections Commission. Important Things Voters Should Know for Election Day.
- Printable pdf - NR Elections - Top Things for General Election 10-30-20.pdf
- Turnout for a Presidential and General Election in November is typically about 70% of voting-age adults. Wisconsin's turnout is among the highest in the United States. More information about voter turnout is available here.
- In its latest effort to protect the integrity of the US Presidential Election, Twitter is launching some new, preemptive prompts in user feeds which aim to address potential misinformation around the voting process, focusing on key elements that are being widely discussed, and could be misconstrued. Read more.

2) CARES Act Grant Final Survey

The final survey regarding CARES Act Grant Funding is today, and WVLS would still like to see responses from all libraries though, even if they come in a bit late. Read more.

3) WISCAT User Group Meeting Next Tuesday

Please join us on Tuesday, November 10 at 10 a.m. for our last quarterly WISCAT User Group Meeting of 2020. Microsoft Teams connection details are below. The meeting will be recorded for those who cannot attend.Join on your computer or mobile app

Click here to join the meeting
Or call in (audio only)
+1 608-620-9781,,94225112#   United States, Madison
Phone Conference ID: 942 251 12#

If there are specific topics you'd like to cover in the meeting, please let us know in advance.
-Gail Murray, WISCAT Technical Coordinator

4) WLA Virtual Conference on November 11

In an effort to stay connected to our membership, WLA is hosting our 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! More information and registration can be found here.

5) State News

- The Wisconsin Library Association is pleased to announce the 2020 Library Award & Honor Winners, selected for their outstanding contributions to libraries and librarianship. Read more.
- You're invited to Wisconsin's Government Information Day on Friday, November 13, 2020, from 9:00 am - 4:00 pm. This year's conference is free to all who are interested and will be held online via GoToMeeting. Sessions include: The political context of the 2020 Census with Dr. Margo Anderson, emeritus professor of history at UW-Milwaukee; Census data tools with trainers from the Bureau of the Census, U.S. Department of Commerce. Read more.
- October was Health Literacy Month, a perfect time to highlight the health resources available to all Wisconsin residents through BadgerLink. Login to BadgerLink to access these resources from home today. Read more.

6) This Week's Webinars

- Diverse Books with TeachingBooks Resources - 2pm on Monday, Nov 2
- Trustees Supporting Library Directors, a 4-part series from IFLS Library System; you may register for the whole series, or click title below to register for individual sessions: Understanding Your Role - 12 pm on Thursday, Nov 5
- Unconscious Bias is Impacting Your Organizational Performance, Whether you Know it or Not- 2pm on Thursday, Nov 5

7) Marketing News

- How will social media marketing change in 2021? Given the events of this year, it's seemingly impossible to predict what might be coming next, but there are some clear trends and shifts emerging, which will impact how we conduct our marketing activities moving forward. Read more from Social Media Today.
- Given more people are looking for work amid the COVID-19 pandemic, it's little surprise that LinkedIn has seen increased usage, with parent company Microsoft reporting that the professional social network saw 'record levels of engagement' - up 31% - in the most recent quarter. Read more from Social Media Today.
- Library programming and promotions should be BFFs. In this episode, Angela shows you three reasons why you must keep promotions in mind while you create your library programming. Watch the video from The Library Marketing Show.