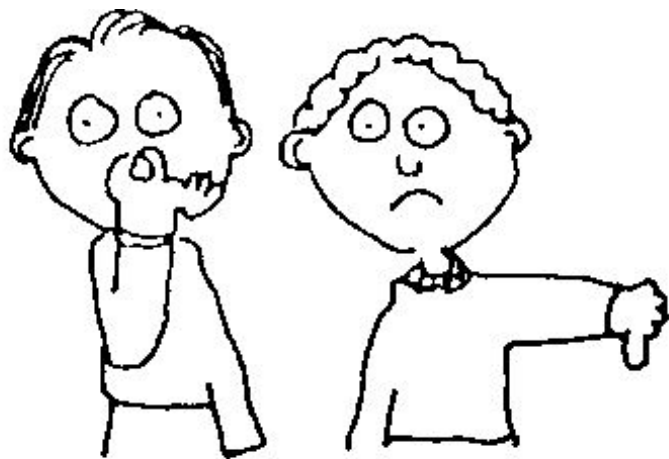

Upping Your Virtual Programming Game



Marge Loch-Wouters
Southwest Wisconsin Library System
Youth Services Consultant



2020
January
February
Quarantine
December

Where Are We At?



Pandemic challenges
+ Library challenges
= Working in uncertainty
and crisis mode

Change is Challenging

Continuous change

Loving our work?

Balancing what you/patron
wants with what you can do



A Round of Applause



Curbside service

Personalized Book Selection

Book Bundles

Home delivery of books

Grab and go kits

Call-a-story

Expanded wifi around libraries

Balance Questions

Capacity

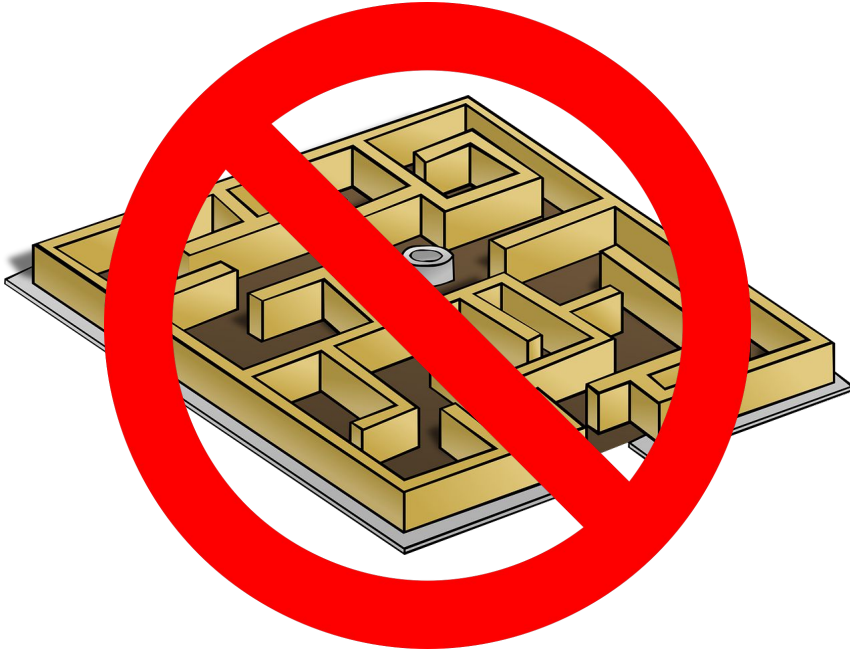
Creativity vs. “It’s OK”

Sustainability of effort





Intention and Focus



Planning with intention

Avoiding complexity

Being realistic

Less Can Be More

Shorter program time lengths

Less frequent programs



Where is the Easy Button?

Make it simple

Expand your concept of programs





Being Realistic

Recognize your limits

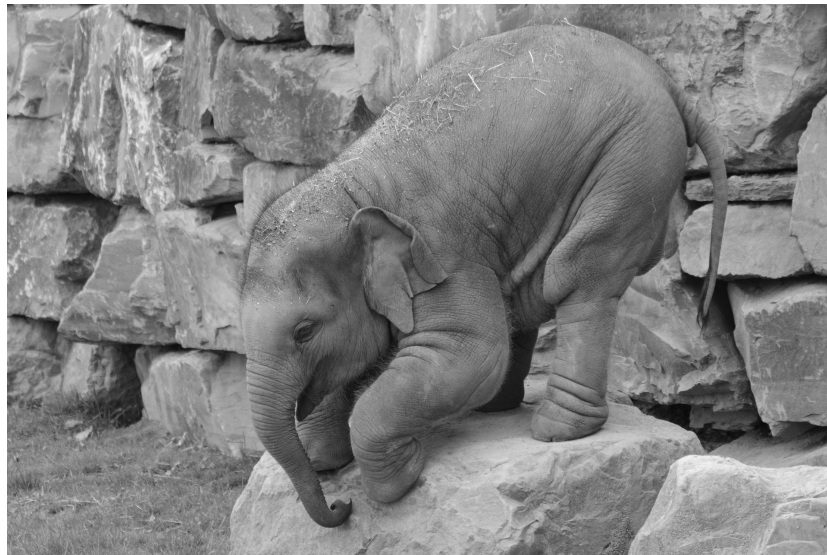
Avoid superhero complex

Stats and Data Worries

Asterisk year

Telling the library story

The big picture of programming



Upping Your Presentation Game



Preparation and variation

Practice

Really looking at your “selfie”

Here's Looking at You

Lens at eye level

Eye contact

Placement of reading material



Here's Listening to You



Speak slowly

Post it notes

Use pauses - it's ok

Getting Attention

Focus on one type of social media

Leverage your community networks

Mix up your focus

Create a “telephone” group of interested patrons to amplify



Don't Be Afraid of Surprising



DIY storytime kits

In-the-house scavenger hunts

Librarian pen pal

Virtual material displays

Upping Your Content Game

What is popular?

What are people talking about? [friluftsliv]

([CO Libraries Outdoor Winter Programming webinar](#) 12/10/20)

Where are the holes in the community?

Who are your potential partners?



Upping Your Partnerships Game

McCoy Public Library *Shop Local* Scavenger Hunt

**What makes supporting your favorite
local stores even better?
A chance to win Shullsburg Bucks!**

It is important to shop local and
we have many great stores right here in Shullsburg!
Get a card from McCoy Public Library or local businesses
and see how many tasks you can complete. Ask each
store for their code once you complete the task.

Complete **5 tasks**- your name goes in for
\$25 in Shullsburg Bucks drawing.

Complete **10 tasks**- your name goes in for
\$50 in Shullsburg Bucks drawing.

**Return to McCoy Public Library with
codes and contact information filled out
by December 11, 2020.**

McCoy Public Library
Shop Local
Scavenger Hunt

It is important to shop local and we have many great stores right here in Shullsburg!
Take this card and see how many tasks you can complete. Ask each store for their code once you complete the task.
Remember you can use curbside assistance where available and practice safe social distancing.
Complete **5 tasks**- your name goes in for **\$25 in Shullsburg Bucks** drawing.
Complete **10 tasks**- your name goes in for **\$50 in Shullsburg Bucks** drawing.

Like and share Scavenger Hunt post from McCoy Public Library Facebook Code: _____	ILA ROSE Try the daily flower purchase Code: _____	WATER ST. PLACE Try the daily special. Code: _____	J.A.C.E. Pick up a winter accessory Code: _____	SUBWAY Enjoy any 6" sub Code: _____
MINER TRANSPORTATION Purchase a gift card for an oil change Code: _____	SHULLSBURG CHIROPRACTIC Purchase any health supplement Code: _____	TURPIN'S HOMETOWN GROCERY Get any food item Code: _____	THE BURG Try an appetizer that's new to you. Code: _____	MCCOY PUBLIC LIBRARY Try curbside check out. Code: _____
SHAG N WAG Call for a gift certificate. 608-482-1467 Code: _____	WATER ST. MARKET & CAFE Have a dessert Code: _____	<i>Shop Local</i>	Find 4 gnomes in Water St. windows. Put the first letter of each business in as the code Code: _____	KINGSLEY CROSSING Get something for under the tree. Code: _____
A KUT ABOVE Get a new hair care product. Code: _____	SHULLSBURG CHEESE STORE Get any cheese item. Code: _____	SECOND CHANCE COFFEE Enjoy any beverage. Code: _____	MCCOY PUBLIC LIBRARY Check out a DVD. Code: _____	SIMPLY JEN Call for a gift certificate. 815-291-9826 Code: _____
WATER ST. DESIGNS Get any hair care product. Code: _____	MCCOY PUBLIC LIBRARY Check out a book or book on cd. Code: _____	SERVING SOLES REFLEXOLOGY Order a gift card by phone or Facebook 608-778-9531 Code: _____	A & M HARDWARE Get any home improvement item. Code: _____	<i>Get a free library card</i>

First and Last Name: _____
Phone Number: _____
Email: _____
**Return to McCoy Public Library with codes and contact
information filled out by December 11, 2020.**
If leaving in the return drop box please put form in an envelope.



Schools

Day Cares

Businesses

County/Community Services

Park and Rec

Nearby libraries



Upping Your Children's Game



BLACK & WHITE SCAVENGER HUNT

- Find something soft that is white.
- Find something that moves that is black.
- Find something you can eat that is white.
- Find something you can wear that is black.
- Find 2 things that match that are white.
- Find something rectangular that is black.
- Find something that is white in your room.
- Name an animal that is black.
- Name something outside that is white.
- Find something you can draw with that is black.
- Name an animal that is black and white.

Birchland (OH) Public Library's
[Facebook Scavenger Hunt page](#)


[Fort St John \(BC\) Public Library](#)

Teen Choose Your Own Adventure!


Before you enter you should know there are at least 23 different stories to play out. Some are short, some are longer, some are tragic, some are victorious. Some require puzzle solving, some won't. Grab a pen and paper so you can take notes. Play through as many times as you'd like! Enjoy!

* Required


Choose your theme *



☐ Dystopian



☐ Fantasy



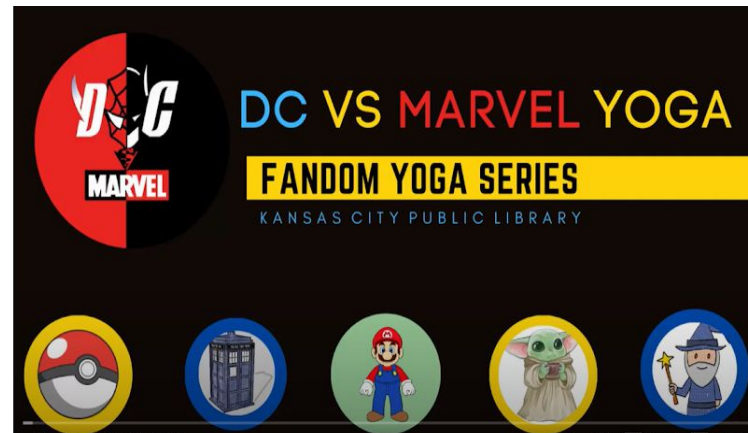
☐ Present Day

Seguin (TX) Public Library

Upping Your Teens Game



Pikes Peak (CO) Library District



Kansas City (MO) Public Library

Passive is the New Active



Carrollton (TX) Public Library

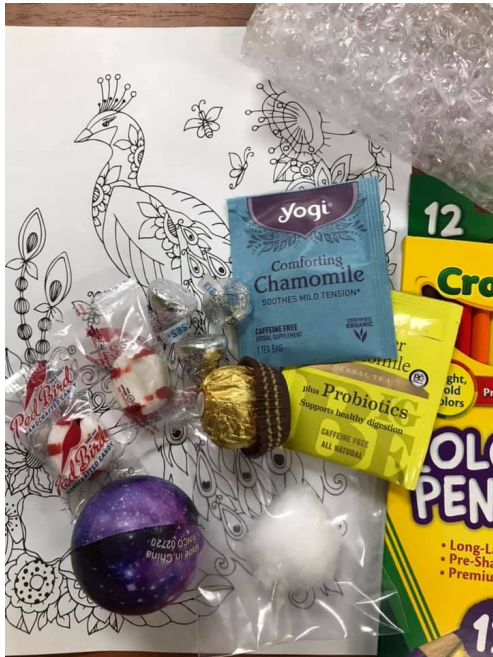


Naperville (IL) Public Library



Salina (NY) PL Pinterest page

Upping Your Adults Game



D.R.Evart (NY) Library

Community Journals

Welcome to our new community journal program!

The hope is that these journals will be filled with the thoughts, art and creative energy from people and families in our community. There are 3 different journals available right now, they are:

- Pandemic Ponderings
- Pieces of Poetry
- Artful Offerings

Journals will be available to checkout for one week. Feel free to read through the pages that have already been filled out, and then add your own contribution on the first open page you see.

Journal packets and items inside will be properly sanitized upon return.

All journals will later be archived so that our community can take a glimpse back into Rib Lake history.

Rib Lake (WI) Library



Fargo (ND) Library

Remember the Fun



Friendly interactions

Humor in signage and messaging

Upbeat PR

Connect for Ideas!!!!



Connect with your peers

Blogs (YSS; ALSC; Teen Librarian
Toolbox; Teen Services Underground)

Library Facebook user groups
(Programing Librarian; Storytime
Underground; Teen Librarians etc)

Webinars and CE to help you with ideas
(SCLS; WVLS; NEWI CE page, etc)



Thank You!

Marge Loch-Wouters
lochwouters@gmail.com