



## 1. COVID-19 Updates

- The Wisconsin Department of Health Services are **looking for some public libraries that would be excited to be part of a potential pilot project**. Candidate libraries must be willing to handle whatever situations arise around the disbursement and receipt of COVID saliva-based self-tests that require a witnessed collection via Zoom (this does not need to be done in the library, but is a requirement of the current testing procedure). The purpose of this pilot will be to develop strategies for the complete rollout of an opt-in, COVID self-test distribution program involving Wisconsin public libraries.

Please contact Anne Hamland ([ahamland@wvls.org](mailto:ahamland@wvls.org)) as soon as possible if your library is interested. The next coordinating discussion will be tomorrow, January 19.

- From Sherry Machones, WLA President: **WLA has begun advocating for COVID-19 vaccine eligibility for library workers**. WLA has [sent a letter](#) urging the State Disaster Medical Advisory Committee (SDMAC) to consider all library workers to be eligible for the COVID-19 vaccine in Phase 1b noting that the recommendations that the committee made this week align with the Center for Disease Control and Prevention's (CDC) recommendation to classify library workers as essential and in the education category.  
We hope this effort is helpful as libraries continue to be essential components of every community across the State of Wisconsin and will assist us in fully and safely reopening.
- Since May, the REopening Archives, Libraries, and Museums (REALM) project—an Institute of Museum and Library Services (IMLS)–funded collaboration between OCLC and the research and development organization Battelle—has been studying surface transmission risks of common library and museum materials. Results from the first five rounds of tests, [illustrated in this infographic](#), show that the virus's survival time varies widely.

## 2) Application Open for Upcoming Data Workshop

In an era of data-driven decision making, what does it really mean to strategically use data to support your work? Join Kim Kiesewetter of WiLS for a two-part series on research and data specifically tailored to library workers.

Part 1: By March 15, watch an archived one-hour webinar and read two reports on the foundations of research and data.

Part 2: On Tuesday, March 16, from 9:00 AM - 12 p.m., participants will join together for an interactive virtual workshop to dig in and explore your library's "data ecosystem." The workshop begins with

participants finding and using library data and ends with building together a scenario that illustrates how to apply data locally.

[Application is required.](#) Due by 5:00 p.m., Wednesday, February 3. No prior data knowledge is required.

### 3) This Week's Webinars

- [How to Harness Intelligence](#), 11 a.m. on Tuesday, Jan. 19
- [How to Engage Your Business Community](#), 1 p.m. on Tuesday, Jan. 19
- [Eresource Marketing and Programming](#), 1 p.m. on Wednesday, Jan. 20
- [Podcasting for Librarians](#), 1 p.m. on Wednesday, Jan. 20
- [LearningExpress Library Demo](#) (Badgerlink), 10 a.m. on Thursday, Jan. 21
- [Cutting the Fluff: When Less is More](#), 7 p.m. on Thursday, Jan. 21
- [Tech for Teens Club: Coding Websites](#), 10 a.m. on Saturday, Jan. 23

### 4) Advocacy Tip

Do you feel great in your own skin today? Take a picture in your space to use as your professional photo. Why? You never know when you will need to have a photo at the ready: in a media story about the library, presenting at a library conference, giving a physical or online presentation in your community, on your library's contact page. You don't need fancy equipment - your smartphone is sufficient!

Do you need some help? [Photography and Libraries](#) provides tips for capturing great photos of yourself. [Watch this Digital Byte](#) on photo editing apps.

Goal: Take a photo in your library space this week.

*It has never been more important for libraries to advocate, or convey to their communities and stakeholders the value of the library. For the next several weeks, Monday Mentions will share a practical and doable advocacy tip.*

### 5) Marketing Updates

- In this episode, Angela shares some ideas for **getting inactive cardholders to come back** and use the library again. [Watch this episode](#) of "The Library Marketing Show."
- How much are people actually **relying on social media apps to keep them informed** on the latest news and events? According to the latest data from Pew Research, which incorporates responses from more than 9,200 Americans, around 71% of people now get at least some of their news input from social media platforms. [Read more](#).
- Recently, one of Angela's readers asked if she has a **checklist for library marketing**. But just because there are so many tactics available to market your library doesn't mean that you should use every one. There is a bit of science involved in deciding when and where to run a library promotion. [Read the checklist](#) in "Super Library Marketing."

### 6) February Together We Read Title Announced

One of the most beloved romantic comedies of 2020, "Love Lettering" is a heart-melting and touching story that fans of Tessa Bailey, Jen DeLuca, and Emily Henry cannot miss. In this warm and witty romance from acclaimed author Kate Clayborn, one little word puts a woman's business—and her

heart—in jeopardy. It will be available via Libby and OverDrive as a simultaneous access title in ebook and audiobook from February 10 – 24. Marketing materials for the title and program are available [here](#).

## **7) Virtual Library Legislative Day Registration Open (repeat)**

This year all legislator visits will be virtual, held on Tuesday, Wednesday, and Thursday, February 16-18. The multi-day event kicks off with the traditional morning briefing via web conference on Tuesday, February 16 at 9 a.m. Then on Tuesday afternoon and throughout Wednesday and Thursday, you'll have half hour virtual meetings with your legislators.

This is our chance to let legislators know how we've adapted and responded to our community needs during the pandemic—safely and effectively. [Registration is \\$25, and is open](#). Once you've signed up, WLA will schedule your legislator meetings and send all necessary links.