1) Wild Wisconsin Winter Web Conference Reminder

Our 9th Annual Web Conference geared toward public libraries in Wisconsin is this Wednesday and Thursday. Highlights include:

- Opening Session with Dr. Dipesh Navsaria and a Closing Session with Beck Tench
- Sessions on Management and Small Libraries on Wednesday
- Sessions on Marketing and Public Services on Thursday
- Short Stretch Breaks each day at 12 p.m.

Each session is worth 1 contact hour for public library certification. We hope to "see" you there!

2) Upcoming Job Center of Wisconsin Trainings

Learn how library staff can help patrons improve their job search strategies using the Job Center of Wisconsin Labor Market Indicator tools. Maura Kirkham of the Department of Workforce Development will be presenting two identical webinars.

- February 10 from 2 - 3 p.m. Register
- February 12 from 10 - 11 a.m. Register

The sessions are open to library staff and staff of LAWDS partners. After the sessions, the recordings and slide deck will be posted on the LAWDS website. This project was made possible in part by the Institute of Museum and Library Services.

3) New Digital Byte

Anne shows you how to animate and add some pizzazz to your templates in Canva. Watch it here.

4) Advocacy Tip

Does your building look great today? Is there fresh, beautiful snow? Get outside and take pictures from a few angles and distances. It's beneficial to have beautiful pictures of your library that you can use in a moment's notice. Photography and Libraries provides some tips for capturing great photos

Goal: Take a photo of your building in the next month.
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) Next 'Staying Together' Discussion

The next Staying Together discussion will be held on Tuesday, February 2 at 1 p.m. The topic is reflecting on 2020. Log-in information is located on the WVLS COVID-19 webpage under "Staying Together."

6) Marketing Updates

- In this episode, Angela gives suggestions for programming your social media posts so you can get some time back in your schedule for all of the other stuff you do! Watch the video.
- In her latest blog, Angela talks about the seven best places for library marketers to get advice.

7) Media Do Books Available to Read Via Libby

Media Do ebooks are now available in Libby. Library users can browse and borrow them alongside the rest of your digital collection directly in the app. Once borrowed, these titles appear on a user's Shelf in Libby but open in Media Do's browser-based ebook reader.

Media Do's browser-based ebook reader is specifically designed to display content with special formatting, like graphic novels and books that read right-to-left. Media Do ebooks require an internet connection and can't be downloaded for offline use. Check out this help article for more information about Media Do ebooks in Libby.

8) Application Open for Upcoming Data Workshop (repeat)

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.