



## 1) Annual Report Office Hours This Week

WVLS is offering two opportunities for directors and staff working on Annual Reports to check in with Katie Zimmermann and Anne Hamland. Susie Hafemeister continues to lead the WVLS Annual Reports team communications so please continue sending questions to [annual.reports@wvls.org](mailto:annual.reports@wvls.org), and working on your reports in the meantime. Feel free to drop in to one or both sessions as long as you need.

- Wednesday, Feb. 3 from 1 - 3 p.m.
- Friday, Feb. 5 from 1 - 3 p.m.

Find the GoToMeeting links to attend on the [WVLS calendar](#).

## 2) COVID-19 Updates

- **'Staying Together' Discussion This Week**

The next Staying Together discussion will be held on Tuesday, February 2 at 1 p.m. The topic is reflecting on 2020. Questions that will be discussed:

- Name three ways your library evolved or innovated in 2020.
- What short-term changes took place? What permanent changes do you think will take place?
- What are your concerns about negative implications about 2020?

Log-in information is located on the [WVLS COVID-19 webpage](#) under "Staying Together."

- Are you open to the public? Curbside only? **Please review your status** on the [WVLS COVID-19 page](#) and send updates to Anne Hamland at [ahamland@wvls.org](mailto:ahamland@wvls.org).

## 3) Update on Annual Children's Book Fest

Due to COVID-19, there will not be a formal Children's Bookfest for 2021. [Check out the online schedule of CCBC events](#). Also CCBC Choices will not be printed this year, but a PDF list will be compiled and made available on the CCBC website.

Please contact Denise Chojnacki at the Rhinelander District Library if you have further questions at [denise@rhinelanderlibrary.org](mailto:denise@rhinelanderlibrary.org).

## 4) This Week's Webinars

- [Using Lean for a Better Customer Experience](#), 9 a.m. on Tuesday, Feb. 2
- [Self-Care During Stressful Times](#), 12 p.m. on Wednesday, Feb. 3

- [Financial Literacy During a Pandemic](#), 1 p.m. on Wednesday, Feb. 3
- [Your Guide to a Seamless Online Event](#), 11 a.m. on Thursday, Feb. 4
- [Adult and YA Titles Coming This Spring](#), 1 p.m. on Friday, Feb. 5

## 5) Next Ryan Dowd Webinar

Unattended Children: How to Talk to Parents about their Children's Behavior  
Thursday, February 11 at 1: p.m.

Some of the issues covered:

- How poverty affects the hormonal changes in new mothers (hint: it isn't good!)
- Why it matters that Danish mothers leave their infants outside while they go to lunch.
- The two key tools for getting parents to watch their children better.

Please contact Jamie at [jmatczak@wvls.org](mailto:jmatczak@wvls.org) for the pre-registration link.

## 6) Advocacy Tip

An elevator speech is a message intended to spur decision makers to action. An elevator speech must be short, specific, and memorable. It is important to have your elevator speech rehearsed and ready, because you never know when you'll have an opportunity to use it. [Read more tips.](#)

Goal: Develop your library's "elevator speech."

## 7) Save the Dates

- **Library Journal Winter Summit: Building the Next New Normal**  
This free, day-long, virtual convening on Tuesday, Feb. 23, will feature library leaders at all levels who will discuss lessons learned during the COVID-19 pandemic and share actionable ideas on how you can incorporate them into your post-COVID strategy. [Read more.](#)
- **Support Staff and Circulation Services (SSCS) Conference** on Thursday, May 27.

## 8) Marketing Updates

- There were **three excellent sessions in the marketing track** during the Wild Wisconsin Winter Web Conference last week, that covered inclusive marketing, everyday marketing tips, and emojis. If you missed them, [you can view the recordings.](#)
- **Instagram has announced** the launch of a new 'Professional Dashboard', which is essentially a management overview platform that provides basic performance insight, as well as access to relevant tools to help Instagram creators maximize and monetize their platform presence. [Read more from Social Media Today.](#)
- In her latest blog, Angela talks about [five easy fixes for common marketing mistakes.](#)

- **Quick Tip:** In The Accidental Library Marketer Session last week, Angela gave some specific social media tips. The best time to currently post on Facebook? 11 a.m. The worst? In the evenings after 5 p.m. Posting only one time per day is recommended.

## **9) Upcoming Job Center of Wisconsin Trainings (repeat)**

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.