



## 1) WAPL Conference Accepting Program Proposals

With a theme of LIBRARY STRONG, the goal of this year's four day conference, from May 4-7, is that attendees will leave feeling emboldened, connected, and strengthened in their library work. The conference committee is looking for library leaders who have strengths in areas of mental health, technology, inclusivity, leadership, fundraising, outreach, Beanstack, serving seniors, community collaborations, reader's advisory, virtual programming, and more.

Proposals for presentations, panels, workshops, demonstrations, participatory sessions, and business meetings are welcome. Sessions will run 60 minutes in length with a maximum of four presenters; plan for 45 minutes for the presentation and 15 minutes of Q&A.

Please use the [Session Proposal Form](#) to submit your proposal. The submission deadline is Friday, February 26 at 11:59 p.m.

Acceptance or rejection notifications will take place no later than Friday, March 12, 2021. Please contact Angie Bodzislav at [spoonerlibrarydirector@gmail.com](mailto:spoonerlibrarydirector@gmail.com) with questions.

## 2) Webinars for Spring

Please take a minute to [fill out this very short survey](#) on possible webinars for spring.

The deadline to submit is by 5 p.m. on Friday, February 12. Contact Jamie at [jmatczak@wvls.org](mailto:jmatczak@wvls.org) if you have any questions.

## 3) Streamline for Success Reboots in April

This workshop, ideal for library directors and adult and youth services managers, will lead participants through perspectives on creating and implementing mission-driven library services with a design thinking lens. The workshop will include two 3-hour sessions, with two weeks between sessions. Participants will also be able to continue working with the presenters during select open office hours after the workshops. Both sessions will be held online.

[More information and registration information is here.](#)

## 4) Wisconsin Historical Society Update

The Wisconsin Historical Society is now open for lending. You are now able to request newspaper microfilm once again.

As a reminder, please mark your calendars for the WISCAT User Group Meetings for 2021.

Wednesday, Feb. 10, 10 - 11 a.m.

Thursday, May 6, 11 a.m. - 12 p.m.

Tuesday, Aug. 3, 1 - 2 p.m.

Tuesday, Nov. 9, 10 - 11 a.m.

## 5) This Week's Webinars

- [Mindful Moments in Storytime](#), 1 p.m. on Tuesday, Feb. 9
- [Communicating for Inclusion](#), 8:30 a.m. on Wednesday, Feb. 10
- [Mastering Online Presentations](#), 1 p.m. on Wednesday, Feb. 10
- [New Nonfiction from Scholastic](#), 12 p.m. on Thursday, Feb. 11
- [Build Staff Buy-In for Volunteer Engagement](#), 1 p.m. on Thursday, Feb. 11
- [Project Management for Libraries: Mapping Out Projects](#), 1 p.m. on Friday, Feb. 12

## 6) Advocacy Tip

You have been asked to do a media interview. How do you prepare?

- Whether your interview is over the phone, online or face-to-face, have your talking points handy and written down. Be prepared.
- Have an interesting quote ready that the reporter can use.
- Make sure the information, facts and figures you are sharing are correct. Double check your sources. Share spellings of names and organizations.
- Share further resources to enhance your story. Websites, articles, etc.
- Email a headshot or accompanying photos when the interview is finished. (see previous Advocacy Tips).

## 7) Marketing Updates

- Looking to improve your visuals, especially for the vertical, full-screen presentation of the Stories format? This week, Facebook has provided a set of simple visual creation tips to help brands stand out online. [Read more from Social Media Today.](#)
- Accessibility is a library mission. One in five people around the globe live with a disability. Libraries will never be truly inclusive until they design services, programs, and marketing with this group in mind. In this episode, [Angela shares some strategies](#) to help you make sure this goal becomes a reality at your library.
- Quick Tip: Curious about character counts for the best social media engagement? Here's the latest:
  - Facebook: 40-110 characters per post is ideal.
  - Twitter: 71-100 characters is recommended so followers can retweet and add their own message.
  - Instagram: 140-240 characters is recommended for the best engagement.

## **8) Next Ryan Dowd Webinar (repeat)**

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.