



1) Save the Dates for Spring Webinar Series

The next set of WVLS webinars focuses on public services, and will take place on April 15, April 22, and April 29. Each webinar will be held at 1 p.m. and is worth 1 contact hour. All webinars will be recorded.

Topics include:

- April 15: From Plexiglass to Physical Distancing: Library Spaces in 2021
- April 22: Diversifying Your Collection as a Small Library
- April 29: RA for All: Flip the Script and Think Like a Reader [Covid Edition]

Watch for registration information in next week's Monday Mentions. This series is provided in partnership with the Northern Waters Library Service and Southwest Wisconsin Library System.

2) WLA Conference Updates

- Planning for the 2021 WLA Support Staff and Circulation Services (SSCS) Virtual One-Day Professional Development Conference is in full swing! The conference will be held Thursday, May 27, 2021. This one-day conference will be held virtually, and the theme will be "Supporting and Serving Through Challenges."

The conference planning committee is now accepting proposals and recommendations for presentations, panels, and workshops. Suggested topics include, but are not limited to: diverse hiring practices, adaptivity to constant change, how to approach state, federal, and city mandates, living in a virtual world, how to advocate for those without a voice, virtual fatigue, and staying relevant with limited services.

Presenters should fill out the [online registration form](#) by Friday, March 26. Presenters will be notified of acceptance by April 16. If you have any questions, contact Cynthia Arauz at carauz@lacrosselibrary.org.

- The WAAL 2021 Committee is finalizing an engaging conference schedule to take place on April 29-30. The theme of this year's conference is Risk and Reward, and will feature more than two dozen breakout sessions and lightning talks, among other traditional and new conference events. [Register here.](#)

3) Marketing Updates

- Once you have taken a look inside the minds and lives of Gen Z, you can focus energy on teens as a target promotional audience. Angela talks about seven tips to create effective promotions that reach your teen audience. [Read more from Super Library Marketing.](#)

- In the latest video, Angela talks about why it's sometimes okay to send out marketing emails and e-newsletters that are NOT perfect. [Watch the video.](#)
- As has been documented in countless articles and think-pieces, consumer behaviors changed significantly over the past year. The COVID-19 pandemic forced most people to stay home, which logically led to a major boost in eCommerce spending. To provide some more insight on this, The Influencer Marketing Factory recently conducted a study of 350 consumers, focusing on Gen Z and Millennial shoppers, to glean some insight into their shifting preferences when it comes to social media, products and their overall consumer behavior. [Read more from Social Media Today.](#)

4) This Week's Webinars

- [Unconscious Bias in the Workplace](#) - 1 p.m. on Tuesday, March 16
- [Ways to Fill Your Shelves Without Draining Your Budget](#) - 10 a.m. on Wednesday, March 17
- [Understanding Microaggressions in the Nonprofit Workplace](#) - 11 a.m. on Wednesday, March 17
- [Creating Accessible Virtual Storytimes for All Abilities](#) - 2 p.m. on Wednesday, March 17
- [Canva for Graphic Design and Marketing](#) - 1 p.m. on Thursday, March 18

5) Advocacy Tip

Each year WVLS offers an infographic template and social media templates to feature library successes from the previous year. What are you the most proud of in 2020? What can you showcase and share with your stakeholders? Feel free to [create an infographic for your library](#), or email Anne Hamland at ahamland@wvls.org, and she will make one for you.

6) Reminders

- WVLS now recommends a 24-hour quarantine in library materials via courier. Bins should continue to be labeled with the time and date that it was last closed. Libraries can continue to quarantine longer times based on staff comfort level and/or because of following local/municipal/county guidelines. The [WVLS courier guidelines](#) have been updated. Contact courier@wvls.org with any questions.