



### **1) Sierra Survey**

WVLS is gathering information to assess the benefits and challenges of Sierra in comparison to other products. Please [complete this survey](#) to tell us about your experience using Sierra.

After reviewing results from this survey, WVLS staff will share the results, do additional product research, and share this research with the V-Cat Council. After review, the Council may choose to form a committee for product selection/recommendation. Please encourage library staff to participate by Friday, June 25.

### **2) New Digital Byte**

In this Digital Byte, Anne talks about how libraries can use Google Forms for library registrations and summer library program activities. [Watch it here.](#)

### **3) 'Staying Together' Recording Posted**

Last week's Staying Together Discussion is now posted [on the WVLS YouTube Channel](#). You can also find the chat transcript and discussion notes on the [WVLS COVID-19 webpage](#) under "Staying Together."

The next discussion date and topic are to be determined.

### **4) Ryan Dowd Webinar This Week**

Fights: How to Prevent and Stop Them (Safely!)  
Thursday, June 24 at 1 p.m. (60 minutes)

Some of the topics covered:

- The four stages of a fight (and why "Stage 2" is the best place to stop it)
- How two staff (or one staff) should break up a fight
- What the research says about bystanders and fights

Please contact Jamie at [jmatczak@wvls.org](mailto:jmatczak@wvls.org) for the pre-registration link. A recording (with closed captioning) will be available a few days after the live event.

### **5) Marketing Updates**

- In this episode, Angela discusses why it's OK to pull back on social media. [Watch this episode on The Library Marketing Show](#).
- Google is looking to help publishers get a better understanding of their content performance with new Search Console Insights, which will highlight key trends and notes on a new tab in Google Search Console, and in the Google mobile app. [Read more in Social Media Today](#).
- What is engagement? Angela talks about the two ways to define it in library promotional efforts. [Read more on Super Library Marketing](#).

## 6) This Week's Webinars

- [Defining Library Accessibility: Services, Programs, & Technology](#) - 1 p.m. on Monday, June 21
- [Stop Hiring Bad Bosses](#) - 2 p.m. on Wednesday, June 23

## 7) Reminders

- [Wisconsin Trustee Training Week](#) is set for August 23-27. Sponsored by all 16 public library systems, the annual Trustee Training Week offers a one-hour webinar each day of the week on a topic of interest to public library trustees and administrators. Presentation topics range from succession planning to ethics to leadership. The webinars will be recorded and archived. Trustee Training Week is supported by the Wisconsin Department of Public Instruction (DPI), Public Library Development Team, with funding support from the Institute of Museum and Library Services.
- The WLA Programming Committee is now accepting proposals for the 2021 WLA annual conference! The conference will be held in Green Bay from November 16-19 at the KI Convention Center. This year's theme is "Back on Track." Over the past year, libraries have dealt with unprecedented challenges and have risen to meet these issues with kindness, perseverance, and creative solutions. **The program submission deadline is Wednesday, July 7.** [Use this link](#) to submit your proposal. Contact conference program chairs Mark Jochem ([mjochem@scls.info](mailto:mjochem@scls.info)) or Barry McKnight ([bmcknight@lacrosselibrary.org](mailto:bmcknight@lacrosselibrary.org)) with questions.