



1) 9/11 Educational Exhibitions Now Available

Librarians are eligible to receive [September 11, 2001: The Day that Changed the World](#), a downloadable educational exhibition that presents the history of 9/11, its origins, and its ongoing implications. The exhibition explores the consequences of terrorism on individual lives and communities at the local, national, and international level, and encourages critical thinking about the legacy of 9/11.

Request your free download to receive:

- Digital downloads for 14 captivating posters
- An invitation to a free virtual training
- Access to the 9/11 Primer, an online collection of resources for educators and online learners

Printed posters will be given away on a first-come, first-served basis and will be shipped, free of charge, to libraries. Printed poster requests must be received by August 6. Contact posterexhibition@911museum.org if you have any questions.

2) WVLS Recorded Webinar on Mental Illness Available

Nearly 20% of Americans experience some form of mental health issue, yet it can be the loneliest place. Carla Huston, director of the Stetsonville Public Library, presents a recorded webinar called "The Only Thing More Exhausting Than Having a Mental Illness is Pretending That You Don't." This webinar is worth 1 contact hour and [available on the WVLS YouTube Channel](#).

3) This Week's Webinars

- [Introduction to Library Ethics](#) - 1:30 p.m. on Monday, July 19
- [Supporting STEM Education in Rural Communities](#) - 2 p.m. on Monday, July 19
- [Leading Diversity, Equity, and Inclusion Through Collection Analysis and Development](#) - 4 p.m. on Wednesday, July 21
- [Using Courage to Confront Bias](#) - 1 p.m. on Thursday, July 22 (no registration required)

4) WLA Welcomes New Executive Director

The Wisconsin Library Association (WLA) Executive Board is pleased to announce that Laura Sauser has accepted the position of Executive Director. Sauser has more than 25 years of cross-industry experience

in association management, philanthropy (both fundraising and grant making), marketing, public relations, community relations, and librarianship.

“Members of the Executive Search Committee and Board were impressed with Ms. Sauser’s wide range of association management and community relations experience which is essential to lead an association in today’s ever-changing and challenging environment,” said Sherry Machones, WLA President. “We are confident that she has the leadership skills to successfully step into the Executive Director position and are excited to welcome her to the Wisconsin library community.”

Sauser will be leaving her position as the Community Manager at the Urbandale Public Library in Iowa, where she is responsible for the library’s programming and outreach department and joining WLA in early August. Prior to moving into librarianship, Sauser served as President of the Iowa Council of Foundations, as Director of Corporate and Foundation Relations for Drake University and held both marketing and community relations positions with the Principal Financial Group and the Principal Financial Group Foundation as well as other positions in the corporate sector.

5) Marketing Updates

- In September last year, Instagram added a new auto-captions option for IGTV uploads, improving accessibility, which it then expanded to Stories in May this year, enabling users to easily add on-screen text to their video frames. Now Instagram is looking to make its auto caption tools available for regular feed posts as well. [Read more from Social Media Today.](#)
- Tracked over time, email metrics will help your library take the 30,000-foot view of your library marketing. Focus on four data points that really matter to library email marketing. Use these metrics to determine whether your library’s messages are connecting with your audience and promoting your library’s overall strategic goals. [Read more in Super Library Marketing.](#)
- Facebook has shared a new video explainer of how its infamous News Feed algorithm works, which doesn’t provide any major new insights or tips, but does give a good, general overview of Facebook’s content ranking process, and why some things gain more traction than others, based on individual response. [Read more from Social Media Today.](#)
- A Call to Action, or a CTA, is a phrase that is used to tell someone exactly what action to take and how to take it. It also implicitly provides the motivation for the recipient to take the action. Here are seven tips to create an effective CTA for any library marketing piece. [Read more in Super Library Marketing.](#)

6) Registration Open for “Play Make Learn” Conference

The Play Make Learn Conference, held August 5-6, promotes high-quality learning opportunities for educators, researchers, developers, designers, foundation leaders, policy makers, museum and library professionals, and school leaders who are dedicated to promoting making, gaming, and playful learning. It aims to engage attendees in cutting-edge learning science ideas and experience; communicate state-of-the-art design, education, and research; demonstrate new and upcoming games and technology;

and network to spark new projects. Early registration rate of \$100 is available for the first 100 registrants! Regular program fee is \$125.

[Register here.](#)

7) Reminders

- Learn from experts without having to travel! Tech Days 2021 is a two-day webinar series on September 15-16. Go to the [Tech Days Website](#) to find descriptions of the four webinar sessions, read about the presenters, and register for the sessions you want to attend. All webinars will be recorded, captioned, and available on the Resources page.
- The WLA Programming Committee has extended its program proposal deadline 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. [Please submit your program](#) by Thursday, August 12.