



1) Library Marketing Plan Workshop and Mini-Grant Opportunity

There is a competitive, statewide mini-grant opportunity now available for any public library in Wisconsin to develop and implement a marketing plan. Those selected will be awarded \$1,000 to implement plan ideas. Libraries of all sizes are encouraged to apply.

To ensure the success of each marketing plan, grant recipients will attend a workshop on Friday, November 12, led by national library marketing experts Kathy Dempsey and Angela Hursh. In addition, grant recipients will receive individual consultations in early 2022 with Kathy Dempsey and will be assigned a marketing expert as a resource throughout the process.

Grant applications are due on October 6. [See the website](#) for more information and to submit a grant application. Questions can be directed to Jamie Matczak at jmatczak@wvls.org.

2) WLA Conference Registration Now Open

Registration is now open for the Wisconsin Library Association (WLA) Conference from November 16 - 19. This year's conference will take place at the Hyatt Regency & KI Convention Center in Green Bay. Early bird registration (\$185 for WLA members, \$350 for non-members) is available until October 25. Hotel rates begin at \$134 per night. More information and registration forms can be found [on the WLA Conference website](#).

WVLS anticipates scholarship funds being available for the conference. WVLS member librarians interested in attending the full conference should notify Jamie Matczak at jmatczak@wvls.org, by Tuesday, Sept. 21.

3) 'Tech Days' Happening Next Week

Tech Days 2021, a two-day webinar series, is 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. People who attend all four sessions in full will receive 6 contact hours in technology.

4) This Week's Webinars

- Anti-Racist Education: [Building Your Inclusive Collection & Curriculum](#) - 1 p.m. on Wednesday, Sept. 8
- Kicked Out!: [How to Safely ask Someone to Leave \(Without Calling the Police\)](#) - 1 p.m. on Thursday, Sept. 9 (contact Jamie for registration link)

5) East Asia in Wisconsin Accepting Grant Applications Through October 1

Last summer, the Center for East Asian Studies (CEAS) offered grants of up to \$1,000 per library to augment their collections with East Asia-related materials, and to design new book clubs and other programs with an East Asian theme. More than 38 libraries in [14 different library systems](#) throughout Wisconsin received grants as a result of this program. CEAS is delighted to announce the program is back for the 2021-2022 academic year and is now accepting applications. [Read more.](#)

6) COVID-19 Vaccine Reward Program Extended

Governor Tony Evers and the Wisconsin Department of Health Services (DHS) announced last week that eligibility for the \$100 COVID-19 Vaccine Reward Program will be extended to Sunday, September 19. The program is available to anyone ages 12 and up in Wisconsin who gets their first dose of COVID-19 by September 19.

In order to receive the \$100 U.S. Bank Rewards card, Wisconsin residents will need to [fill out the form](#) or call 844-684-1064 to register over the phone. Information submitted will be used to verify that individuals have a valid first COVID-19 vaccine dose reported to the Wisconsin Immunization Registry (WIR) between August 20 and September 19.

For more information about this limited-time offer, visit the [DHS website](#). To find a COVID-19 vaccine site in your community, visit [vaccines.gov](#) or call 2-1-1 or 877-947-2211.

7) Reminders

- **September is Library Card Sign-Up Month**

There's nothing more empowering than a library card. Through access to technology, media resources and educational programs, libraries provide people of all ages the opportunity to pursue their dreams and passions.

[Check out the most recent Digital Lite](#) for social media shares, resources and ideas to implement convenient ways to acknowledge this national initiative.