



## 1) Congratulations to the Library Marketing Mini-Grant Recipients

Congratulations to the 15 libraries in Wisconsin selected to receive Library Marketing Plan Mini-Grants!

The grant was very competitive, as there were almost 70 libraries in the state who submitted applications. Libraries selected include:

- Amery Area Public Library - IFLS
- Baldwin Public Library - IFLS
- Clinton Public Library - Arrowhead
- DeSoto Public Library - WRLS
- E.D. Locke Public Library (McFarland) - SCLS
- Fond du Lac Public Library - Winnefox
- Kaukauna Public Library - OWLS
- LaCrosse County Library - WRLS
- Lake Geneva Public Library - Lakeshores
- Menomonee Falls Public Library - Bridges
- Mercer Public Library - NWLS
- Mukwonago Community Library - Bridges
- Oscar Grady Public Library (Saukville) - Monarch
- Rhinelander Area District Library - WVLS
- Verona Public Library - SCLS

## 2) Marketing Plan Workshop on Friday, November 12

All libraries - *whether they applied for the grant or not* - are welcome to attend this workshop. Nationally renowned library marketers Kathy Dempsey and Angela Hursh will share expert advice on creating and implementing a marketing plan.

[Register for the workshop and find more information](#) on the Marketing Plan Mini-Grant webpage.

## 3) Penguin Random House and the Association for Rural and Small Libraries Launch New Grant Program

Penguin Random House and The Association for Rural and Small Libraries (ARSL) have announced a rolling grant program to recognize rural, small and tribal libraries that support

underserved communities in the U.S. and U.S. territories. The program will award grants of up to \$2,500 to libraries that demonstrate a true need. Grants are not limited to literacy and may be used for everything from library programming and books to resources like hotspots that help community members access important information. [Find complete grant details here.](#)

#### 4) **WLTC Team Spotlight: Diverse Brodhead Partnerships Catalyze Powerful Connection Despite Pandemic**, (Wisconsin Libraries For Everyone, October 25, 2021)

Wisconsin Libraries Transforming Communities (WLTC) program provides a pathway by which public library and community teams develop and establish sustainable partnerships. These partnerships highlight the vital role libraries play within a community and the importance of community engagement. This series of seven weekly articles are the results of the creative relationships and initiatives created by the WLTC 2020-21 cohort, libraries, and community organizations. [Read more about the Brodhead Partnerships.](#)

#### 5) **This Week's Webinars**

- [Engage Volunteers: Where Do I Go From Here?](#) - 1 p.m. on Wednesday, Nov. 3
- [Half the Victory: Preparing for the Opioid Crisis](#) - 1 p.m. on Wednesday, Nov. 3
- [NovelList Plus Overview](#) - 1 p.m. on Thursday, Nov. 4

#### 6) **Reminders**

- **Body Odor: How to Talk About Odor Without Awkwardness (updated!)**  
Thursday, Nov. 4 at 1 p.m. (60 minutes)  
**Please contact Anne at [ahamland@wvls.org](mailto:ahamland@wvls.org) for the pre-registration link.** A recording (with closed captioning) will be available a few days after the live event.
- [The WPLC annual patron survey](#) is now live. A link to the survey can also be found on the top of the homepage for Wisconsin's Digital Library OverDrive mobile and desktop sites, so users on computers and mobile devices using the OverDrive app can find it. Unfortunately, we are still unable to add a link to the survey in Libby. **The survey is open through November 5.**
- **Cancelled! Webmaster Office Hours for November 9** - See the [V-Cat Training Schedule](#) for the Aspen Catalog Training - Part 1 on Nov. 9 at 1:30 p.m.
- **WVLS Youth Services Meetup**  
Thursday, Nov. 11 at 1 p.m. (60 minutes)  
What is your process for purchasing new items? How do you build a Storytime? Please contact Anne at [ahamland@wvls.org](mailto:ahamland@wvls.org) with questions. [Link to attend](#) on WVLS Calendar.