



### **1) Aspen Catalog Training – Part I on Tuesday**

Tuesday, November 9 from 1:30 pm - 2:30 pm [via Zoom](#)

Learn about how to promote your collection, resources, and events in the new Aspen catalog. We'll go over browse categories, creating lists, and creating placards.

At least one representative from each library should attend. Any library staff interested in showcasing collections, resources, and events in Aspen is welcome to attend.

### **2) Marketing Plan Workshop This Friday**

Nationally renowned library marketers Kathy Dempsey and Angela Hursh will share expert advice on creating and implementing a marketing plan at 9:30 a.m. - 2 p.m. on Friday, Nov. 12. All libraries are welcome to attend this workshop. [Register for the workshop and find more information](#) on the Marketing Plan Mini-Grant webpage.

### **3) WVLS Youth Services Meetup**

Thursday, Nov. 11 at 1 p.m. (60 minutes)

Topics to be discussed: process for purchasing new items and building a storytime. Contact Anne at [ahamland@wvls.org](mailto:ahamland@wvls.org) with questions. The [link to attend](#) is on the WVLS Calendar.

### **4) IEEE Grant Opportunity**

The Institute of Electrical and Electronics Engineers (IEEE) Science Kits for Public Libraries Grant project is offering up to \$2,000 per library in funding for public libraries across the Midwest for 2022. The grant is focused on the creation of a circulating science kit collection for primary and secondary education students (K-12). Applications will be accepted from public libraries in the IEEE Region 4 from November 1, 2021–January 17, 2022. Those libraries which have previously applied for the grant but have not received funding are invited to submit again.

For grant program details, [visit the SKPL website](#).

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

- [Library Dementia Services](#) - 1 p.m. on Wednesday, Nov. 10

## **6) Promotional Materials Available for Wisconsin's Digital Library**

Printed promotional materials for Wisconsin's Digital Library are now available to libraries with free printing and shipping! Thanks to the hard work of the Social Media Committee, and the printing services of the Outagamie Waupaca Library System, a variety of flyers and posters are available, designed to be displayed at local businesses and in waiting rooms of all kinds. Business cards for Wisconsin's Digital Library are also available.

To order printed materials, please [use this order form](#).

In addition, the digital files for [all these designs are available via the WPLC website](#) for libraries to print out for whatever purposes needed. Contact [wplc-info@wils.org](mailto:wplc-info@wils.org) with any questions.