

## 2023 WLA Conference WVLS Staff Reports

**Name: Erica Brewster**

### 1. What was the title of a session you attended? Who presented it?

"To Meme or Not to Meme: Online Communication Tools for your Library"

- Leslie Jochman, Director, Plymouth Public Library
- Anneliese Finke, Circulation Librarian, Mead Public Library

This session was a review of these two libraries' experiences with using online communications tools (Microsoft Teams at Plymouth and Slack at Mead) for intra-library communications.

- What two things are you taking away that you heard or do you think are most important?
  - Recognizing both the value and practicality of using an online communication tool other than email and texting on personal cell phones for both improving general awareness or immediate situations and for organizing frequently accessed documents (timecards, handbooks, etc.) within the library.
  - Reinforced my/WVLS's interest in rolling out use of Microsoft Teams by WVLS libraries for both within individual libraries but also for inter-library communication for directors/staff to promote communication/collaboration between libraries. However, it is imperative that system tech staff understand how to set up permissions to both allow and managing this communication tool within Microsoft licensing and administration specific to WVLS/Libraries Win.
- Were there any key websites the presenter shared or resources people could check out?
  - Not a website, but Mead shared their "Slack FAQ" for best practices and use training for staff.
- What was the audience reaction to this session? What kinds of questions were asked?
  - Open records was a concern both during the presentation and discussion. Reminder that ALL work-related communication, whether a text or other message on a personal device or in this type of online communication tool, can be subject to open records. Discussion of how open records should only affect the particular subject in the FOIA request, but that your personal device can be requisitioned until all messages on that topic are located. Keeping to this cloud-based communication device and away from texting can reduce the likelihood of loss of access to personal devices. And reminder to never say anything in online communication that you wouldn't want the world to read at some point.

### 2. What is one of the conference keynotes (morning or lunch) you attended?

Closing keynote: Dr. Darrell Williams, Assistant Superintendent, WI DPI

- What is a take away from this presentation?
  - I didn't realize how valuable it would be to hear Dr. Williams speak in person. I appreciated hearing his background and what he saw as his role as the assistant superintendent. The context and connection was valuable.

### 3. What was one "worthwhile" conference moment for you that didn't involve attending a keynote or breakout session? (Examples: Did you meet someone new? Attend an evening event? Talk with an exhibitor?)

- So many! There were several WVLS first-time attendees this year, and it was great to have them get together several times to interact informally and create stronger networking ties. I personally also got to meet several WVLS colleagues and library website managers in person. My regret is not realizing there would be so much space in the schedule, otherwise I would have created an in-person website manager meet-up opportunity. Hopefully there will be time for this next year.

**2023 WLA Conference  
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**Name:** Kristie Hauer

- 1. What was the title of a session you attended? Who presented it?** Playful Learning at the Library: Deepening Family and Community Engagement with PBS KIDS by Mouna Algahaithi, Alison Loewen, Jayme Anderson, and Krista Blomberg.

- What two things are you taking away that you heard or do you think are most important?

I was unaware of the comprehensive resources PBS has created for teachers and librarians to use in their programs and activities and the massive volume of resources available. There are literally full programs already developed in which librarians can adjust and implement for their own programs. PBS Wisconsin currently offers an annual program, Library and Community Learning Cohort, which helps librarians to become more familiar with the resources available as well as how to use them in public libraries. The cohort has just completed its third year and is looking for participants for the next cohort.

- Were there any key websites the presenter shared or resources people could check out?

Key websites include: <https://pbswisconsineducation.org/> and <https://wisconsin.pblearningmedia.org/>. Specifically, for WVLS member library staff, we have an in-house resource regarding the Cohort- Krista Blomberg from Rib Lake- as she previously participated in the Cohort.

- What was the audience reaction to this session? What kinds of questions were asked?

The audience response was very positive, and the session went by quickly- there was still more that could have been shared if time allowed. The format of the session worked well with a PBS representative sharing what they offer and then three librarians sharing how they have used PBS resources in the children's area and programs. Unfortunately, time ran out before the audience could ask questions.

- 2. What is one of the conference keynotes (morning or lunch) you attended?**

- What is a take away from this presentation?

I enjoyed the keynote by Lisa Koenecke, "Three Ways to Improve Your Inclusion." While this can be a heavy topic at times, the presenter was light-hearted and included some humorous moments. The presenter also spent time before the session walking around the audience and introducing herself to attendees and welcoming them to the session- I appreciated her interaction and effort with the audience. My biggest takeaway was the reminder that inclusion doesn't need to be massive and expensive to be effective. It can be displayed in ways that are already available to all of us, such as extending a greeting like "welcome, everyone" instead of "welcome, ladies and gentlemen."

- 3. What was one "worthwhile" conference moment for you that didn't involve attending a keynote or breakout session?** (Examples: Did you meet someone new? Attend an evening event? Talk with an exhibitor?)

I attended the Youth Services Section (YSS) Social that was held at the Cooperative Children's Book Center (CCBC). I have long been involved in YSS and have previously and frequently used CCBC Choices in collection development and for readers' advisory. It was nice to be able to meet some of the CCBC staff, hear more about the history of the organization, as well as their current initiatives, and to tour the library. The staff reminded us of their intellectual freedom resources and services which every Wisconsin librarian should know about.

**2023 WLA Conference  
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**Name: Joshua Klingbeil**

**1. What was the title of a session you attended? Who presented it?**

**What do YOU Think? Empowering Your Team to Think and to Act.  
Michelle Dennis**

- What two things are you taking away that you heard or do you think are most important?

Make sure to tell people “they don’t suck!” It’s as important to share positive feedback as it is to share areas in need of improvement.

- Were there any key websites the presenter shared or resources people could check out?

I shifted to this presentation mid-session and didn’t take note of any particular resources shared. Michelle was largely using anecdotes to convey the importance of positive engagement, support, and reinforcement.

- What was the audience reaction to this session? Audience reaction was supportive and positive.

I was standing in the back of the pretty full session and noticed that people were pretty attentive and locked in to Michelle. As crowded as the session was, it wasn’t abuzz with the murmurs of boredom. Michelle received an appreciable applause.

**2. What is one of the conference keynotes (morning or lunch) you attended?**

YSS Luncheon/Keynote with Emily LaDelle

- What is a take away from this presentation?

Unfortunately, the audio setup and acoustics of the room were such that the back half of the audience weren’t able to hear or understand her. This ended up resulting in distracted attendees instead conversing at tables, creating a general buzz of background noise making it even more difficult to hear her.

**3. What was one “worthwhile” conference moment for you that didn’t involve attending a keynote or breakout session? (Examples: Did you meet someone new? Attend an evening event? Talk with an exhibitor?)**

I had a really good one-on-one discussion with a colleague of mine, Jim Novy (IT Director for Prairie Lakes Library Service), about some custom software his team created and maintains. The LEANWI partner systems are hoping to work with Jim to adopt that code for use with our three Sierra implementations to help identify duplicate bib records and remove all inferior duplicates, leaving only the best quality records.

**2023 WLA Conference  
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**Name:** Jamie Matczak

**1. What was the title of a session you attended? Who presented it?**

Graphic Design Crash Course: Tovah Anderson, Prairie Lakes Library System; Heather Fischer, Monarch Library System

- What two things are you taking away that you heard or do you think are most important?
  - 1) Take time to create eye-catching graphics. Rushing to do them will result in a poor graphic that will look sloppy and not help with your library's marketing efforts.
  - 2) Make a list of benefits to your reader/audience before you start writing copy. Ask yourself: WIIFM (What's in it for me?)
- Were there any key websites the presenter shared or resources people could check out?

Adobe Color Wheel: <https://color.adobe.com/create/color-wheel>  
Use this to check for contrast and complementing colors in graphics.
- What was the audience reaction to this session? What kinds of questions were asked?

The audience seemed to find the information helpful, and many questions were asked throughout the presentation. There were questions about font usage and white space on graphics, which I thought was great. Those are areas where we can make easy improvements in library marketing.

**2. What is one of the conference keynotes (morning or lunch) you attended?**

- I enjoyed all of the keynotes and had take-aways from all of them. The Thursday Luncheon with Laura Greco "Respond, Don't React" provided some helpful tips on what to do when we get stressed or panicked. The tips were things that I had ready about, so it was good to have validation! At the end of the presentation, she led the audience through an exercise where we did some breathing and visualization. I got up to take a video of the group, and watching this was very cool. Most of the audience (hundreds of people) were participating and had their eyes closed. You could tell that people were enjoying this exercise and actually relaxing.

**3. What was one "worthwhile" conference moment for you that didn't involve attending a keynote or breakout session?**

- Part of my role as the conference chair was to talk to and thank all of the exhibitors for attending. I enjoyed this experience more than I thought, because I treated it like getting to know the person behind the product instead of just asking about the product or service. I got into a lengthy conversation with one exhibitor on the prospects of the Milwaukee Bucks this season. And this is how we build relationships - the conversation doesn't have to feel forced and robotic. Exhibitor reps are people who have interests just like us!

# 2023 WLA Conference WVLS Staff Reports

Name: **Marla Sepnafski**

## 1. What was the title of a session you attended? Who presented it?

### **Should We Start Believing? ChatGPT and Libraries by Kris Turner, UW Law Library**

- What two things are you taking away that you think are most important?

If ChatGPT doesn't know an answer, it will make stuff up (called a hallucination).

Lots of concerns with its use – copyright issues, cheating (essay questions, take-home exams), deeper divide between the haves and the have nots.

Personal reflection – how can WVLS support members in using AI? Consider such areas as research and reference, readers advisory and book summaries, cataloging and indexing materials, development of presentations, marketing concepts, policy language, grant application questions, development of evaluations and interview questions, and patron education.

- Were there any key websites the presenter shared, or resources people could check out?

<https://chat.openai.com> (free version)

<https://play.ht> : PlayHT: AI Voice Generator (clones voices). Think of what this might mean for upcoming elections.

<https://midjourney.ai>: Type in words to get image. Example: picture of Guinea pig heaven. Question: who owns the image? Images created now are not currently copyrighted.

- What was the audience reaction to this session? What kinds of questions were asked?

The room was filled to capacity, and people in attendance appeared to be very interested in learning about this developing trend and how it might impact the work they do.

The takeaway from this presentation: AI is not going away; it is an evolving tool that will only get better.

Advice to those who attended this session: become more knowledgeable on the different forms of AI and how they are being used. Start playing with and exploring AI.

## 2. What is one of the conference keynotes (morning or lunch) you attended?

### **Closing Keynote: Dr. Darrell Williams, Assistant State Superintendent, WI Department of Public Instruction, Division of Libraries & Technology**

- What is a takeaway from this presentation?

Dr. Williams' keynote left the audience feeling inspired, empowered, and united.

3. **What was one “worthwhile” conference moment for you that didn’t involve attending a keynote or breakout session?** (Examples: Did you meet someone new? Attend an evening event? Talk with an exhibitor?)

I volunteered to be a Wayfinder on Tuesday afternoon and Wednesday morning. Placed at strategic spots in the Conference Center and hotel, this role provides a welcoming presence to attendees, greeting them as they arrive, answering questions about events, and providing navigational assistance.

A casual, simple networking opportunity!

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**Name: Brenda Walenton**

**1. What was the title of a session you attended? Who presented it?**

All Aboard! Developing High-Impact Onboarding Practices - Ashley McHose

- What two things are you taking away that you heard or do you think are most important? Great overview of the process and broke things down well between onboarding and orientation. WVLS is already doing a majority of what was recommended - woohoo!

- Were there any key websites the presenter shared or resources people could check out? No websites, but gave us access to some great templates

- What was the audience reaction to this session? What kinds of questions were asked? Audience was engaging, it was more sharing experiences than asking questions.

**2. What is one of the conference keynotes (morning or lunch) you attended?**

Due to my responsibilities as Exhibit Chair I didn't attend the conference keynotes

- What is a take away from this presentation?

This was my first time being on the conference committee - the whole experience was different from being a conference attendee. I enjoyed working with the vendors, helping the other conference committee chairs and answering conference attendee questions.

**3. What was one "worthwhile" conference moment for you that didn't involve attending a keynote or breakout session? (Examples: Did you meet someone new? Attend an evening event? Talk with an exhibitor?)**

A majority of my time was spent in the exhibit hall - it was seeing things from a whole new aspect as I generally don't go into the exhibit area. I enjoyed working with the exhibitors, answering conference attendee questions and interacting with everyone from a helper aspect.



## 2023 WLA Conference WVLS Staff Reports

Name: Katie Zimmermann

### 1. What was the title of a session you attended? Who presented it?

There's Never Enough Time: Time Management for Small Libraries presented by Angela Noel, Director of the Dodgeville Public Library

- What two things are you taking away that you heard or do you think are most important?  
Key takeaway: Time management is about skills you build – not hacks.
  - 1) Create a daily schedule and do the following:
    - Identify the top items for the day.
    - Consider how much you can realistically do in a day.
    - Eliminate tasks you shouldn't be doing – do you need to be THE person doing THIS task?
    - Prioritize by importance – not by urgency.
    - Group similar tasks together
    - Assign time limits to tasks
    - Experts say this is best done the day before.
  - 2) It is professional and acceptable to politely excuse yourself from an extended conversation or unreasonable request from a patron or co-worker.
- Were there any key websites the presenter shared or resources people could check out?

The Eisenhower Matrix for prioritizing tasks by importance and urgency was shared. Angela suggested using it to evaluate both routine/re-occurring tasks and new tasks.

Timeboxing apps were also suggested as a tool for assigning time limits to tasks.

- What was the audience reaction to this session? What kinds of questions were asked?

#### **What kinds of tips do you have for time management at the circulation desk?**

Designate a staff person that is working nearby to be either the backup or primary person to answer the phone.

Make as many things as possible self-service

If staff are doing registration at the desk, ask yourself if registration is necessary, and only require it when needed.

Consider if there are any tasks assigned to circulation desk staff that can be assigned to others or completed at a time when staff are "off desk"

#### **How do you respond to chatty board members?**

Set a time limit.

It is professional and acceptable to politely excuse yourself from an extended conversation or unreasonable request from a patron or co-worker.

"I'm sorry, I have \_\_\_\_\_ scheduled at \_\_\_\_\_. Can we schedule another time to talk?"

**What tips do you have for managing interruptions when cataloging at the circulation desk.**

Consider if the cataloging work really needs to be completed while staff are working at the circulation desk.

If it is absolutely necessary for staff to catalog at the circulation desk, consider the following:

Use two screens – one for circulation tasks and the other for cataloging, or a laptop and a desktop computer – and use a post it note on the screen to remind you where you left off.

Jot a note on a post it and stick it to the item to remind yourself where you left off.

Windows 11 allows you to have multiple desktops at once and switch between them.

Set aside time to double check the records later.

**2. What is one of the conference keynotes (morning or lunch) you attended?**

Opening Keynote: Building Civility One Relationship at a Time presented by Nolan Finley and Stephen Henderson

- What is a take away from this presentation?

Conversation is not a competition. Be there for the conversation itself, not to "win." Stop thinking about what to say next or counterpoints. Focus on what's being said. Go into the conversation with the intention to learn something from the other person. Be curious. Have follow up questions that are seeking to learn more.

**3. What was one "worthwhile" conference moment for you that didn't involve attending a keynote or breakout session? (Examples: Did you meet someone new? Attend an evening event? Talk with an exhibitor?)**

It was good to connect with other folks working in ILS administration.