



1) 2024 WVLS Marketing Support Grant

In 2024, WVLS will pilot a Marketing Support Grant project and opportunity for member libraries to evaluate their marketing goals. One of the challenges for public libraries is finding effective ways to promote what they do, and focusing on a specific marketing campaign or creating a marketing plan are great places to start. Libraries chosen to participate in the project will receive \$250-500 in funds to support their marketing plan or campaign.

[See the WVLS Scholarships and Grants page](#) for more information and an application. The deadline to apply is Tuesday, December 12.

2) Training on Annual Report in December

Join WVLS staff for “Mapping Your Way Through the Annual Report,” a two-part session on preparing to navigate the 2023 annual report.

Thursday, December 14; 9 a.m. – 3 p.m. – WVLS office and online

Session 1: Section-by-Section Review of the Annual Report

Session 2: Team workshop your annual report

[More information and links to register / attend.](#) Register by Monday, December 11.

3) Web Trainings This Month

- Tuesday, November 14, 10 a.m.
Topic: WP Notification Bar
This session will review the features of the WP Notification Bar plugin.
[Join Zoom Meeting](#) Meeting ID: 899 0090 3242 Passcode: Xp2Wm8P5
- Wednesday, November 15, 11 a.m. and Thursday, November 16, 3 p.m.
Topic: Website 201
This is a regular meet-up for those with basic website skills who want to become more proficient.
[Join Zoom Meeting](#) (11/15) Meeting ID: 842 3341 1323 Passcode: g7WQt0Fi
[Join Zoom Meeting](#) (11/16) Meeting ID: 852 1597 3603 Passcode: eE9upraB
- Thursday, November 16, 2 p.m.
Topic: Responsive Design
This session will cover Divi responsive design and using your browser window.
[Join Zoom Meeting](#) Meeting ID: 829 7880 9086 Passcode: kwsWDY78

4) Registration for YSS Performers Showcase Now Open

Registration is now open for the WLA Youth Services Section [Virtual Performers Showcase](#) on Friday, December 8. The showcase will connect performers with members of the Wisconsin library community

through live virtual demonstrations and marketing materials offered by magicians, puppeteers, storytellers, musicians, and anyone who presents library programs for children, youth, teen, and family audiences. Registration is \$20 for WLA members and \$40 for non-members.

5) WLA Mentorship Program

The WLA Mentorship Program, a free program for WLA members, is designed to provide encouragement, support, and guidance to library staff seeking professional growth through connections with experienced colleagues within a structured mentoring program. The third round of the WLA Mentorship Program will begin in January 2024. Applicants who are selected for the program will receive an orientation in January. Any WLA member may apply to the year-long program and there is no additional cost to participate. More details about the program and the application are [available on the WLA website](#). The deadline to apply is Friday, November 24.

6) Upcoming Webinars

- [Crash Course: Crime, Mysteries & Thrillers](#) - 1 p.m. on Tuesday, Nov. 14
- [Let's Talk About Race: Community Healing Through Conversation](#) - 1 p.m. on Tuesday, Nov. 14
- [Gender Inclusive Libraries](#) - 2 p.m. on Tuesday, Nov. 14
- [Library Marketing 101](#) - 1 p.m. on Wednesday, Nov. 15
- [Naturally Inclusive](#) – 1 p.m. on Wednesday, Nov. 15
- [How to Train Your Community on Libby](#) - 10 a.m. on Nov. 16

7) 2024 State Parks Passes Q&A Session

The DNR will be hosting an open Q&A session for libraries interested in participating in the 2024 Check Out Wisconsin State Parks at Your Library program on Tuesday, November 14, 2-3 p.m. During this session, answers will be provided to some of the frequently asked questions they've received and there will be time to ask questions. The meeting will be recorded and shared for later viewing for those who are not able to attend. [Join Teams Meeting](#)

8) Reminders

- **Delivery Tracking**

This month, WVLS libraries/branches should track incoming and outgoing bins and bags for a week. For example, a library that receives delivery on a Monday, Wednesday and Friday is considered "one week." [Enter the data on this spreadsheet](#). Note there are separate columns for "drop off" and "pick up."

This data should be completed by Friday, November 24, 2023. Contact Jamie at jmatczak@wvls.org if you have any questions.

- **Youth Services Workshop**

This year's annual youth services workshop will be held from 9 a.m. - 3 p.m. on Thursday, November 30 at the TB Scott Free Library in Merrill.

The workshop will feature presentations by Cathy Pescinski, Teen Librarian at Shawano County Library, and Nancy Baacke, advocate and community educator at HAVEN, Inc. Attendees will also take a tour of the library. Lunch is included.

Register [here](#) by Thursday, November 16. Contact Kristie Hauer at khauer@wvls.org with any questions.

- **Scholarships for PLA Conference Available**

WVLS is awarding scholarships to area library staff to attend the national 2024 Public Library Association (PLA) Conference held in Columbus, Ohio, on April 3-5, 2024.

[See the WVLS Scholarships and Grants page](#) for more information and an application. The deadline to apply is Friday, December 1.