



## 1) WVLS Email Communications Guideline

*Monday Mentions* was created in 2018 to reduce the number of emails WVLS members receive from WVLS staff. While every effort is made to include most correspondence in Monday Mentions, there are occasions when individual emails need to be sent. At the September 2024 WVLS Listening Session, it was suggested that emails from WVLS staff include action words in the subject lines. Going forward, the following words will be used:

- **Information:** This subject heading signifies that the information in the email is informational. No response is needed, or an action does not need to be taken. This is similar to an “FYI.”
- **Response Requested:** This subject heading signifies that the information in the email requires a response. This could be a yes/no response, a survey, etc.
- **Reminder:** This subject heading signifies that the information in the email serves as a reminder of an upcoming task or event.
- **Urgent:** This subject heading will be used sparingly and only in the case of a major disruption to WVLS or library services.

[Check out the guideline](#) on the WVLS website. Contact Jamie Matczak at [jmatczak@wvls.org](mailto:jmatczak@wvls.org) if there are any questions.

## 2) This Week

- **The WVLS Office is closed** on Friday, December 13 from 12:30 p.m. - 5 p.m. for a staff holiday gathering.
- **Backstage Process Set for Tuesday, December 10**  
WVLS will send a file of bib records for cleanup to Backstage on Tuesday, December 10. Please do not edit bib records on this day. WVLS will send a reminder Tuesday morning and an email when the process has been completed. Feel free to share this announcement with staff who catalog.
- **“Navigating the 2024 Annual Report” Training**  
Thursday, December 12; 9 a.m. – 3 p.m.  
Session 1: Section-by-Section Review of the Annual Report  
Session 2: Team workshop your annual report  
[Register by Tuesday, December 10.](#)

## 3) Data Dashboard Dissection #4

The new, statewide data dashboard pilot of public library data as reported in the Annual Report to DPI continues to run through December 31. The [dashboard is available](#) on the WPLC website.

WVLS staff are breaking down exploring sections for library directors and staff called “Data Dashboard Dissections.” WVLS member librarians who complete each task by the deadline indicated are eligible for a prize. Librarians who complete all four tasks by the deadlines will be eligible to receive a \$25 Amazon gift card.

[Check out the fourth and final “Data Dashboard Dissection”](#) focusing on storytelling and advocacy. This task, including submitting responses via a Google form, should be completed by Friday, December 20.

Congratulations to Greenwood and T.B. Scott (Merrill) for completing Data Dashboard Dissection # 3 !

#### 4) Continuing Education

- **“Back to Basics: Creating a Marketing Plan” Recorded Webinar**  
Have you been tasked with handling marketing for your library, but don’t know where to start? This work is easier when you have a plan. Fortunately, creating a marketing and communications plan doesn’t have to be difficult. In this webinar, Cordelia Anderson will share how to create a simple marketing and communications plan for your library with audiences, goals, key messages and strategies. Use that framework to create plans for special projects, programs, events and other initiatives. [View it here](#). This webinar is worth 1 contact hour toward public library certification.
- **Wild Wisconsin Winter Web Conference**  
Registration is now open for the [13th Annual Wild Wisconsin Winter Web Conference](#), held January 22-23, 2025. Fourteen sessions will be available in four different tracks, including Internal Communications, Management, Reference and Reader’s Advisory(R&RA) and Small Libraries. All fourteen conference sessions will be captioned and recorded for people unable to attend the live events. Each webinar is worth 1 contact hour toward public library certification.
- **Upcoming Webinars:** The Maine State Library maintains a national calendar of continuing education opportunities coordinated outside of Wisconsin. WVLS encourages member librarians to [check out the calendar on a weekly basis](#). Contact Jamie Matczak ([jmatczak@wvls.edu](mailto:jmatczak@wvls.edu)) with questions about these webinars or to verify them regarding contact hours for public library certification.
- **Next Ryan Dowd Training**  
Mental Illness Short Course: High Risk and Low Risk Situations  
Thursday, December 12; 1 p.m.  
Contact Jamie Matczak ([jmatczak@wvls.org](mailto:jmatczak@wvls.org)) for the registration link. The recording of the live training will be available for four weeks.

#### 5) 2025 Wisconsin State Park Pass Program

The Wisconsin DNR is excited to announce that the Check Out Wisconsin State Parks At Your Library program will return for 2025. While passes are available for ‘check-out’ throughout the full calendar year, a pre-purchase period for passes is now open. Passes will be delivered in mid-December, so they are available for use on January 1.

In 2025, the new pass will read “Check Out Wisconsin State Parks At Your Library program” and will only be available to participating libraries. The new pass will come as an 8.5×11 flat sheet of 9 passes, which is the minimum number for purchase.

Daily passes will remain at a discounted \$5 per pass, only available for libraries. Contact Dawn Hirst at 608-356-8301, ext. 110 or email [Dawn.Hirst@wisconsin.gov](mailto:Dawn.Hirst@wisconsin.gov). Reference the Check Out Wisconsin State Parks At Your Library program and include your contact information, number of passes to be purchased, and payment information.

Digital resources are available from [Wisconsin State Parks Pass Program | Wisconsin Department of Public Instruction](#). [Find out more](#) about Check Out Wisconsin State Parks At Your Library and about the libraries in Wisconsin that are participating (Edited from [IFLS Keeping Up with Kids blog, 11/20/24](#) and YSS blog, 12/4/24).

## 6) 'Trustee Tale' Articles Available

"Trustee Tale" is a joint project of the Manitowoc Calumet Library System, Nicolet Federated Library System, Outagamie Waupaca Library System, Winnefox Library System, and the Wisconsin Valley Library Service, focusing on information and resources for public library trustees.

Check out the latest articles:

- [A Beginner's Guide to Library Legislative Day](#)
- [Board Behavior and Expectations](#)
- [Policy Development with the Library Board](#)

## 7) Survey Request: WI Library Building & Spaces Project

The Wisconsin Library Buildings & Spaces Project is creating a list of public libraries that have recently undergone or are currently undergoing a building/facility project - from building a new building to renovation.

The planning team will make the list viewable on the [WI Library Buildings & Spaces web page](#) so people can view and/or visit libraries with similar projects. If your library has made any noteworthy changes since 2019, please fill out this [survey](#) by Monday, December 30.