Indianhead Federated Library System

*news*FLASHES

A Newsletter for library professionals in west-central Wisconsin.

April 2017

In this issue:

*news*FLASHES is emailed monthly. Deadline is by the 25th of month for upcoming issue. Please send articles, subscription joins, and cancellations to Joanne: mailto:gardner@ifls.lib.wi.us

1. IFLS News

IFLS welcomes **Sarah Szymanski**! Sarah was recently hired as the Delivery Clerk and began her employment on April 3rd.

Katelyn Noack was recently hired as Library Director at the **Cadott Community Library**. Welcome Katelyn!

Best wishes to **Christina Jones**, Director of **Altoona Public Library**. Christina's last day at Altoona will be May 5th.

We are always looking for news to share among our readers!

Please include us when you share your highlights, honors, and successes.
We would be happy to feature your library in an upcoming
Issue of NewsFlashes.

2. On the Road with John

IFLS and our 53 public libraries are celebrating National Library Week, April 9-15, 2017.

We thank the Library staff and boards for your dedication and hard work in support of libraries and communities you serve.

The ad below appeared in the March 30, 2017 edition of the Leader-Telegram with several similar ads to appear during National Library Week.

3. Community Engagement

The five teams participating in the IFLS Community Engagement project came together last month for another session. Marge Loch Wouters was our guest speaker, and she talked about the walls, windows, and doors we encounter while working on collaborative projects. Her handout, created collaboratively with participants, is available here. In the afternoon, we participated in a problem-solving exercise we learned about from Birth to Three practitioners in our region—this was an energizing process that left everyone feeling ready to go out and solve some problems!

Teams are making excellent progress on their projects. We are looking forward to hearing more from each of them next month at our final session, which will include presentations from the participating teams and from a panel of librarians from outside our system who have done successful community projects.

 As part of this project, we have budgeted some funds to give to participating libraries as mini-grants to help further the projects they are working on. We are excited to report more about how the teams are progressing and what projects they are doing. Watch for more details, coming in June!

(Leah Langby – Library Development and Youth Services Coordinator)

4. OverDrive Training Just Got Easier

By: Briana Johnson-Sims, OverDrive Training Specialist
When we say we're happy to help, we really mean it. That's why we're so excited about these updates to the [Staff Training section of the Resource Center](#). With the latest changes, we've made it even easier for you to become an OverDrive connoisseur. Visit now to get the most out of OverDrive's latest training resources:

The User Experience
Short on time? Access one of our on-demand recorded trainings on the **[User Experience](#)** tab. It's the fastest way to learn about your digital library, the OverDrive app, help resources, and other reading options that will help you assist your patrons with OverDrive-related questions. Get started by viewing updated recordings on **Navigating Your OverDrive Website**, **OverDrive Read**, and **OverDrive Listen**.

Weeding Titles in Marketplace
Access the **[OverDrive Marketplace](#)** tab to view our new recording on weeding expired and unwanted titles. If you haven't weeded titles before, we'll show you why it's important, how to do it, and other tips for managing your expired content. This recording is great for library staff who manage their digital collection.

Revamped Live Webcasts
We've also made updates to our [live webcasts](#) to provide more clarity and options. **Marketplace Basics** is now called **Shopping for Titles in Marketplace** and **The OverDrive User Experience** is now **The End User Experience.** In addition to these sessions, we'll be adding a third library-related webcast over the next few months as well as additional webcasts to meet the specific needs of our school partners. Stay tuned to learn more.

Training Templates
Last, but not least, a new Training Templates tab has been added to the Resource Center to help you find what you need to train your patrons and staff on the basics of using your OverDrive digital library. Download a template of the PowerPoint presentation we use for our training sessions, as well as a demo checklist to get started.

As always, please visit the [Past Webcasts tab](#) to view recent webcasts or contact your Account Specialist to request a custom training session. Happy learning!

OverDrive Blog – Posted April 3, 2017 by Adam Sockel

5. Advocacy Resources and Ideas

According to an article in [Cosmopolitan Magazine](#), the [Institute for Museum and Library Services](#) accounted for 0.00006 percent of the federal budget in 2016. Yet this institution provides crucial infrastructure to Wisconsin libraries, along with funding to pursue important projects to improve access to early literacy programs, help for job seekers, outreach to teens, and more.

As you've probably already heard, the IMLS is in danger of being eliminated. The simplest way to make a difference is to contact your representatives in Congress, but there are other things to do, too.

Here are a couple of resources:

- [YALSA's list](#) includes writing letters to editors, meeting with Representatives when they are home on recess April 8-23, and encouraging friends and family to contact Representatives, among other things. Look there for sample letters and more!
- [ALSC's list](#) includes many of the same things, but also encourages sharing your library's story with the #SaveIMLS hashtag on social media and inviting your Representative to visit your library when they are back in the area for recess.
- And [Hafuboti](#) (blogger, librarian, and creative artist who made the [Libraries Are for Everyone](#) artwork to share with everyone) is encouraging folks to make #SaveIMLS short Book-Drop videos (like a mic-drop, but with a book).

Varying levels of commitment and time needed for these, but maybe you'll pick one or two!

IFLS Blog by Leah Langby on March 24, 2017

6. Focus on Collection Development

So many books (and DVDs, audiobooks, etc.), so little time! Keeping up with selecting and acquisition can be a challenge when combined with all your daily tasks. Have you found ways to discover the upcoming popular titles your patrons will want? How are your patrons hearing about those titles? In this month's column, let's start with what your patrons may be seeing.

We hope MORE patrons are visiting the MORE website. How about you? Do you check the What's Popular lists on the front page every Monday to see the materials that were most requested the previous week? Do you keep track to get these titles on your purchase list?

What's Popular

Items are ranked by the number of requests placed last week. Rankings update each Monday.

Next are the [Quick Lists](#) found through MORE. Are you taking advantage of a quick look at the weekly bestseller's lists or looking at the new item lists?

Quick Lists	Suggestions	Help	MORE Libraries	
New Items	**NY Times Best-Sellers**	**Popular Formats**	**For Kids**	
· DVDs	· Fiction	· DVDs	· Battle of the Books	
· Music CDs	· Non-Fiction	· Large Print	· New Kids' Fiction	
· Large Print	· Advice	· Graphic Novels	· New Kids' Non-fiction	
· Teen Books	· Young Adult Books	· Music CDs	· New Picture Books	
· Audiobooks	· Children's Books	· Video Games	· New Kids' Films	
· Fiction	· Picture Books	· E-Books	· All Kids' Films	
· Non-Fiction			· Kids' Large Print	
			· Storytime Kits	
Audiobooks	**Other Lists**			
· CD	· Book Club Kits			
· MP3-Formatted CD	· Closed Captioned Films			
· Playaway Preloaded Audio Devices	· Popular Magazines			
· Downloadable	· TV Series on DVD			
· Fiction	· Wisconsin Authors			
· Non-Fiction	· More...			

Do you use the Preferred Searches feature on your personal account and get a Tuesday morning email listing all the new titles added to the catalog that match? My list includes the latest Nora Roberts titles as well as all the new TV series on DVD added to the collection each week. I would suggest you use this feature on your library department cards to help stay on top of popular authors or subject areas that you want to purchase. Here's the info from the MORE Help pages about setting up:

"Rather than re-entering a search you perform often, you can save it as a preferred search. While you can view previously-saved preferred searches in the main catalog, the option to save new preferred searches is only available in the classic catalog interface. To save a new preferred search, log in to the classic catalog. After you've performed a search, select "Save as preferred search". That search will then appear in your "Preferred Searches" in either the main or classic catalog's "My Account." Place a check mark under "Mark for Email," then "Update List" if you would like to receive an email when new items match your search criteria. Select "Search" to perform the catalog search. You may save up to 25 preferred searches."

Behind the MORE catalog scenes is Sierra's High Demand Holds reports and Decision Center's Popular Titles reports. If you need more information on using these reports, the MORE staff would be happy to help.

Outside of our shared system, patrons are also getting the word on TV, radio, Twitter, etc. Take advantage of email alerts/newsletters and create an email folder dedicated to selection. One popular choice to get notice of books getting buzz, being adapted to film/TV, and books that are building up hold lists at libraries is EarlyWord http://www.earlyword.com/about/ . You can read the daily blog or sign up for a weekly newsletter to help you stay on top of book buzz. Plus the site has links to publisher catalogs and book awards; and offers gallery chats on upcoming titles.

Finally, ask your patrons. Consider using the ever popular customer service question: did you find what you were looking for? And then listen closely to the answer, it may lead you to placing a hold, creating an interlibrary loan request, or considering for purchase what your patrons didn't find on their visit.

Have you found ways to make collection development a part of your or your staff's daily workday? If you have tips for selection/acquisition workflow or any aspect of the collection development process, please share. Also remember the Collection Development Webinar series, starting soon!

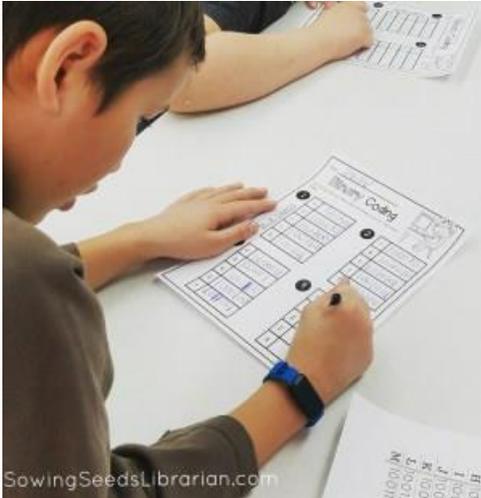 *(Maureen Welch, IFLS Reference & ILL Coordinator)*

7. What's Your Coding Story?

The Coding Initiative in Wisconsin Public Libraries is moving full STEAM, or STEM ahead (depending on your acronym of choice). Regardless of how coding might be integrated into your library, coding means different things to different people, and that's just fine. In fact, part of the reason that public libraries are so well poised for coding connections is because libraries celebrate curiosity.

The Coding Initiative emphasizes that coding is for everyone--library staff and library users of all ages. Learning about coding can be a one-time thing, like Hour of Code, or a deeper commitment like a Python class or coding camp. Be sure to check out the Coding Initiative webpage for updates on the project timeline as well as a sampling of resources for those who are "coding curious."

If you are still on the fence about what coding is or how it relates to public libraries, take a look at what is happening at the Brewer Public Library in Richland Center. This small and mighty library in the Southwest Wisconsin Library System jumped into coding after their youth librarian, Emily Zorea, attended our session at the 2016 Wisconsin Library Association Annual Conference.

Emily chronicles how she got bit by the coding bug on this post on her Sowing Seeds Librarian blog. Like many library staff in Wisconsin, Emily didn't know much about coding, but that didn't stop her from getting started. Her most recent post outlines tech-free activities all about binary code (no computers required). Thanks, Emily, for sharing your story.

Stay tuned for more updates about the Coding Initiative, including a series of regional workshops rolling out this fall.

An example of a binary code activity from the Sowing Seeds Librarian blog

WI Libraries for Everyone – April 4, 2017 -Tessa Michaelson Schmidt, Public Library Development Team

8. Mastering Marketing

Libraries are always looking for ways to engage and connect with patrons. But understanding the shift from traditional public relations (PR) to today's customer-centric digital marketing landscape has become a key to successful engagement.
Read: Mastering Marketing | Library Promotion

LJXpress – Library Journal, March 14, 2017

9. Growing Garden Programs: Springtime Inspiration

With many states experiencing snowstorms this week, it's hard to believe that spring is right around the corner. One of the early signs of spring can be gardeners planting seeds in containers and yards, and many public libraries support these efforts in their communities by offering access to seed libraries and gardening programs.

This month we're highlighting programs from the Avon Lake Public Library (OH) and the Middle Tyger Library, a branch of the Spartanburg County (SC) Public Libraries that help patrons grow a little bit of goodness! We also have a compilation of resources for growing library garden programs. These stories can provide inspiration for your library and we look forward to hearing about your successes, too.

WebJunction – Crossroads, March 15, 2017

Kids at the Avon Lake Public Library, Ohio

10. WAPL Conference Registration Open

[Registration for the WAPL conference is now open](#)!

The annual Wisconsin Association of Public Libraries conference is just around the corner (April 26-28) and will celebrate the theme, "Who Tells Your Story?"

To kick-off the conference, we have one of Wisconsin's very own storytellers, best-selling author **Nickolas Butler**, serving as our keynote speaker. Butler is the author of *Shotgun Lovesongs, The Hearts of Men* and a book of short stories, *Beneath the Bonfire, which was selected as one Wisconsin Library Association's Outstanding Achievement Award in 2016.* In 2015, he was selected for the Wisconsin Library Association Literary Award. Learn more about him at http://nickolasbutler.com/.

We are thrilled to bring this Wisconsin author to you and will be sharing additional speakers and exciting opportunities that await you in Stevens Point in the coming weeks. Sign up today and take this opportunity to learn and grow with library colleagues from across the state.
Check out the [WAPL Conference website](#)!

Beth Carpenter, 2017 WAPL Conference PR Chair

11. Workshops and Webinars

IFLS-SPONSORED CE OPPORTUNITIES:

Digitization Workshop
Tuesday, April 18, 2017 – 9:30 am – Clear Lake Public Library
Wednesday, May 3, 2017 – 9:30 am – Menomonie Public Library
Join us for a hands-on workshop. Registration **required** and space is limited.
9:30-12:30: John Sarnowski of ResCarta will demonstrate the software and the scanning techniques required for digitization.
12:30-1:30: Lunch (on your own)
1:30-3:30: Kathy Setter and Gus Falkenberg will demonstrate and help practice entering and working with metadata, to make your documents easy to find!
Please note: morning participants should plan to attend the afternoon session. If you already feel comfortable with scanning, you can elect to only attend the afternoon session.
[Register here](#).

Making Your Collection Count webinar
Wednesday, April 19, 2017 – 10:00 am
Presented by Holly Hibner and Mary Kelly. Make your collection count! We will discuss collection development policies that balance popular with well-rounded content, reflect diversity and inclusion, and provide methods for dealing with (and avoiding) challenges. This session talks about how to measure a collection's quality. This includes the benefits and methods of taking a physical inventory, analyzing collection procedures and workflows, and the life cycle of a collection. Our holistic approach to collection management will help all types and sizes of libraries to keep pace with the demands and expectations of their communities.
[Register here](#).
First in a five-part series of Collection Development webinars, sponsored by IFLS, MCLS, NFLS, NWLS, OWLS, SCLS, SEWI, SWLS, WLS, WRLS, WVLS

Positive Interactions: Making the Library a Welcoming and Empowering Place for People with Disabilities
Tuesday, April 25, 2017 – 1:00-3:00 pm – Rusk County Library, Ladysmith
Friday, May 5, 2017 – 10:00 – Noon – Amery Public Library
Friday, May 19, 2017 – 1:00-3:00 pm - IFLS
This first module of ASCLA's AccessAbility Academy is a tutorial and overview of information to help library employees feel fully prepared and confident when communicating and interacting with people with disabilities. The taped webcast presentation will include tips and practical advice for all library employees, as well as a chance for discussion with other participants.

Also Included:
- A solid understanding of the broad and diverse types of disabilities, and how they impact the way people use the library and its resources
- Tips for effective library outreach to people with disabilities and partnerships with related organizations
- Customer service tips you can apply to all types of library users
- Discussion exercises to prompt reflection, brainstorming, and help employees to apply the ideas to their own setting
- Informational handouts and a quiz to test your knowledge following viewing of the webcast
- A complete transcript of the presentation you can easily refer back to when you need some quick information
- A certificate of recognition template to award to employees who successfully complete the module and test

[Register](#)
This program was funded in part with a grant from the Institute of Museum and Library Services which administers the Library Services and Technology Act (LSTA). The Public Library Development Team facilitated LSTA funding through efforts to provide inclusive services to special populations. 2 CE Credits

YSS Powerhouse Presents: Serving Homeschoolers webinar
Tuesday, May 2, 2017 – 1:00 pm – Menomonie Public Library
Get some general information about homeschoolers in Wisconsin, and then hear about specific programs and services designed to meet the needs of homeschooled families, and about ways you might be able to slightly tweak existing offerings to reach this group of potential power-users.
Panelists: Sarah Cournoyer, Beaver Dam Public Library, Kathleen Larson, G.E. Bleskacek Public Library in Bloomer, Leah Langby, Indianhead Federated Library System, and Ashley Theim-Menning, Kaukauna Public Library.
[Register here.](#)
After registering, you will receive a confirmation email containing information about joining the webinar. This session will be recorded.

Adult Selection Tools webinar
Friday, May 12, 2017 – 1:00 pm
Presented by Sarah Statz Cords, Michael Nitz, and Elizabeth Timmins. Learn some tips and tools for keeping on top of selection, including a focus on nonfiction, non-traditional resources, and how to make things work in a small library.
[Register here](#).
Second in a 5-part Collection Development Series, sponsored by IFLS, MCLS, NFLS, NWLS, OWLS, SCLS, SEWI, SWLS, WLS, WRLS, WVLS

Learn with BadgerLink on April 25 at 3 PM. Join us for both a Class and Office Hours, or drop in for one or the other.

During the April Class, we'll explore Britannica's Spanish Resources. Join this 20-minute Class to learn how to use the interface to reliable information in Spanish as well as how to use citation, dictionary, and translation features. Immediately following Class, we will hold Office Hours, an agenda-less online meeting where you can ask any and all BadgerLink questions. Read more...

12. Mark Your Calendar

Tuesday, April 18	9:30 am – Digitization Workshop @ Clear Lake Public Library
Wednesday, April 19	10:00 am – Webinar: Making Your Collection Count
Tuesday, April 25	1:00 pm – Positive Interactions: Making the Library a Welcoming and Empowering Place for People with Disabilities @ Rusk County Library, Ladysmith
Tuesday, May 2	1:00 am – Webinar: YSS Powerhouse Presents: Serving Homeschoolers
Wednesday, May 3	9:30 am – Digitization Workshop @ Menomonie Public Library
Friday, May 5	10:00 am Positive Interactions: Making the Library a Welcoming and Empowering Place for People with Disabilities @ Amery Public Library
	10:00 am – MORE Executive Committee Meeting @ IFLS
Friday, May 12	1:00 pm – Webinar: Adult Selection Tools

For more calendar information visit http://www.ifls.lib.wi.us