



Indianhead Federated Library System

# newsFLASHES

*A Newsletter for library professionals in west-central Wisconsin.*

December 2014

## In this issue:

1. IFLS News
2. Sharing the Library Story
3. Bookmarks and Posters from BadgerLink
4. Wisconsin Libraries Blog
5. Stealthy in More Ways Than One
6. Don't Miss the Bus Trip!
7. Early Literacy Community Development
8. Ferguson Library Provides Calm Refuge
9. Crowdsourcing in the Library
10. Wisconsin Librarian of the Year
11. Workshops and Webinars
12. Mark Your Calendar



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

## 1. IFLS News

**Fairchild Public Library** was named Library of the Month by BadgerLink. This honor is a celebration of Wisconsin libraries compiled by the BadgerLink Team. Full article: <http://badgerlink.net/bulletin#205>.



The new **Barron Public Library** website just launched. Be sure to check it out! <http://www.barronpubliclibrary.org/>.

**Spring Valley** isn't a usual stop for a New York Times best-selling children's author, but going off the beaten path is exactly what writer and artist Jan Brett loves to do. Brett, who most recently wrote "The Animal's Santa," will be in Spring Valley on Sunday as part of a 23-market national tour.

The recently formed Friends of the **Hammond Community Library** kicks off fundraising for library expansion. <http://www.newrichmond-news.com/content/million-dollar-dream-friends-group-kicks-fundraising-hammond-library-expansion>.

## 2. Sharing the Library Story

Thanks to Kim Hennings from New Richmond for sharing this Facebook engagement idea:


"I thought I would let you know about a promotion we ran yesterday for "cyber Monday" on our Facebook page. I saw the idea on Pinterest to wrap up 25 gifts and let your child unwrap one a day until Christmas, so we gathered up 25 kids' books that were donations in great shape or freebies from publishers, etc. and wrapped them individually. I posted the giveaway on Facebook and we got a HUGE response. We had just over 600 total library page "likes" yesterday and now we are at almost 700!"

Post Details

Reported stats may be delayed from what appears on posts

**Friday Memorial Library** added 2 new photos. 23 hrs · Edited ·

It's Cyber Monday and the Library has a great giveaway - We've done the work for you. Like, comment, and share this status to WIN ALL 25 OF THESE CHILDRENS BOOKS already wrapped! Let your child unwrap one a day until Christmas. Winner will be announced by 5:00 pm.



15,464 people reached

Boost Post

Like · Comment · Share · 194 170 227

<b>15,464</b> People Reached		
<b>846</b> Likes, Comments & Shares		
<b>356</b> Likes	<b>194</b> On Post	<b>162</b> On Shares
<b>236</b> Comments	<b>172</b> On Post	<b>64</b> On Shares
<b>254</b> Shares	<b>227</b> On Post	<b>27</b> On Shares
<b>664</b> Post Clicks		
<b>69</b> Photo Views	<b>2</b> Link Clicks	<b>593</b> Other Clicks
<b>NEGATIVE FEEDBACK</b>		
<b>22</b> Hide Post	<b>4</b> Hide All Posts	
<b>0</b> Report as Spam	<b>0</b> Unlike Page	

## 3. Bookmarks and Posters from BadgerLink



You can order bookmarks and posters on the BadgerLink website!

<http://badgerlink.net/get-the-word-out/bookmarks-posters>

## 4. Wisconsin Libraries Blog



Welcome to the Wisconsin Libraries Blog! We are excited to introduce this new way of communicating with Wisconsin's library community, featuring the same types of news and information familiar to readers of Channel Weekly but with the added dimension of photos and other visual content, making for a more dynamic experience for our readers. In addition, the Blog's content will be tagged and searchable, providing readers with the ability to more

easily access posts on topics of specific interest or need. Wisconsin libraries truly are for everyone and we look forward to sharing the latest news about libraries of all types around the state.

You may be already subscribed to the blog and know how to get here. But if you just stumbled on it by chance, look to the right side of the page and you will see a box where you can enter your email address to receive email notifications when new items are posted to the blog. If you prefer not to receive notifications by email, just bookmark this link, <http://wilibrariesforeveryone.blogspot.com/>, and check in regularly to read about the newest features in BadgerLink, what's going on with youth services in libraries, and how Wisconsin is growing readers everyday with the Growing Wisconsin Readers initiative. There will be news about broadband access in libraries and schools, updates on the ILEAD USA-Wisconsin program, and so much more.

With the introduction of the blog, the Division for Libraries and Technology will "sunset" the Channel Weekly e-newsletter which has been our primary tool for reporting library news since the Channel newsletter ceased in early 2011. If you are a Channel Weekly subscriber, you will continue to receive the newsletter for most of December. The final issue of Channel Weekly will be published on December 18, 2014. Channel Weekly archives will be accessible indefinitely on the DPI website:

<http://channel.dpi.wi.gov/>.

*(Email Update from WI Libraries – December 1, 2014) [Photo Credit: Pixaby]*

## 5. Stealthy in More Ways than One!

*Thanks to Alisha Green from LEPMPL for this guest post, talking about the stealthy ways she and her colleagues are teaching kids to use the catalog!*

I was first approached last year by our Friends coordinator who wanted to sponsor a program for kids during National Friends of Libraries Week that would encourage kids to use the computer catalog and get them into areas of the stacks that they may not normally visit (we offer more than just Pokémon and Disney princess books!). We came up with the **Riddle Me Readers** program and have done it the last two years, both with great results.

Offered each day of the week was a different riddle that led to a children's book. We used riddles from the book *Spot the Plot: a riddle book of book riddles* by Patrick Lewis. If participants solved the riddle and located the item in the stacks they would find there an envelope with a prize drawing form. Each finisher received either a piece of candy or a sticker and one winner was drawn each day to win an amazing prize (such as an art or science kit or a Razor scooter!) purchased by the Friends...though prizes obviously wouldn't be needed.

It was a simple program that brought great opportunities to help kids learn how to use the catalog and locate materials in a fun way. Parents loved it too! It was good practice in catalog searching whether they knew the title but not the author or when they knew what the book was but they couldn't remember the exact title. It also gave staff several opportunities to walk kids through a catalog search and show them how to search for an item with only limited information about it, and we got that info by taking key words directly from the riddle. Several of the titles were available as a book, audiobook and movie which meant they had to search (and learn about) more areas of the library until they found it...hehehe.



Several families made it a point to come to the library several times that week just to solve the new riddle of the day. There was one family for sure that visited the library every day that week for the new riddle. The mom of this family wrote on our Facebook riddle post: "Our kids are having so much fun with these riddles!"

I think some kids try to steer clear of having to use the catalog, but this was a great way to show them how to use it and what a great tool it can be.

## 6. Don't Miss the Bus Trip!

### Wisconsin Library Legislative Day IFLS Bus Trip February 17, 2015

It is crucial for library supporters to connect with legislators, and [Library Legislative Day](#) is a great, supportive way to do that! **All** are welcome. Legislators are **especially** interested in hearing from library supporters (Friends members, volunteers, Board members), so please pass on this information.

Please consider [joining us](#) for a fun and important day!

The details:

- Bus will leave Eau Claire at 6 am and return to Eau Claire at approximately 6 pm on Tuesday, February 17
- Cost will range from \$20 to \$30 per rider (depending on how many participants we have). We'll accept payments between January 9th and January 25th.
- Register here to take the bus **by January 5 so we can know if we have enough for the bus**: <http://bit.ly/1yMFm7d> or contact Gus at 800-321-5427 ext. 113 or [falkenberg@ifls.lib.wi.us](mailto:falkenberg@ifls.lib.wi.us)
- Trip will be canceled if there aren't at least 20 riders by January 5
- Registration for Library Legislative Day is separate: <http://wla.wisconsinlibraries.org/legislative/legislative-day>

Let me know if you have any questions or concerns.

Gus Falkenberg, Library Services Consultant - [falkenberg@ifls.lib.wi.us](mailto:falkenberg@ifls.lib.wi.us)



## 7. Early Literacy Community Development

Community partners, including schools, may be needed by public libraries in Wisconsin. As part of the [Growing Wisconsin Readers](#) initiative, the DPI is offering a new, free professional development and funding opportunity: an Early Literacy Community Development [online course and minigrant](#). Targeted to Wisconsin public youth services librarians and their community partners, the course takes place in spring 2015.

It will help participants investigate, analyze, and assess the role of the local library in early literacy development within the context of the local community.

Through the coursework, participants will develop a location-specific asset map and action plan. At that point, they will be eligible for a mini-grant to help carry out the plan in order to benefit community, not just the library.

Possible partners suggested for the grant include educators such as the school district librarian, school district four-year old kindergarten coordinator, elementary school principal, or early childhood special education personnel. For inspiration, some examples of library-school partnerships for early literacy can be found on the [Growing Wisconsin Readers blog](#).

For example, on [Book Giveaway Day in Withee](#), the public library brings boxes of books to a local elementary school, thrilling the young recipients and helping them to keep reading throughout the summer.

The Larsen Family Public Library in Webster [supplies books to augment the food in local backpack programs](#) for students.

More information on the Early Literacy Community Development grant and minicourse is available [online](#).

*(DPI ConnectEd – November 3, 2014)*

## 8. Ferguson Library Provides Calm Refuge for a Torn Community

On November 24 a grand jury in Ferguson, MO, delivered its verdict on the August 9 shooting death of Michael Brown.

During the nearly four months of unrest since Brown was killed, the Ferguson Municipal Public Library (FMPL) has [consistently stepped up](#) to help the town's citizens, especially its youngest members.

It was announced the Monday night of the verdict that schools would be closed the following day, and on November 25 once again FMPL opened its doors to the district's children and their teachers. Scott Bonner, library director of Ferguson Municipal Public Library District, said that while numbers weren't as high as in August, the library hosted "scores" of children, as well as serving as a safe place for the neighborhood's adults.

[Read More...](#)

*(LJXPRESS – December 2, 2014)*



## 9. Crowdsourcing in the Library

The siren song of the Internet is difficult to ignore. Whether you consider yourself an active netizen or a casual visitor to the World Wide Web, you've likely observed that the amount of rich, educational resources is equaled, if not surpassed, by the sheer amount of very-pleasant-though-not-particularly-informative distractions.

Crowdsourcing is an emergent online activity that leverages the inherent possibility of the Internet to educate *and* entertain; to embrace individual perspectives *and* advance common understanding; and to foster inclusive communities that preserve knowledge and promote discovery.

OCLC recently had the opportunity to host a webinar for [Crowdsourcing Consortium for Libraries and Archives](#) (CCLA) on the fundamentals of crowdsourcing, along with case studies of crowdsourcing in action at the [New York Public Library](#) and [Zooniverse](#). Supported by the [Institute of Museum and Library Services](#), the goal of CCLA is to create a forum that enables all interested stakeholders to join a national conversation about the most pressing needs and challenges regarding the development and deployment of crowdsourcing technologies in the cultural heritage domain.

[Read more](#)

*(OCLC WebJunction – Crossroads, November 2014)*

## 10. Wisconsin Librarian of the Year

DPI's Tessa Michaelson Schmidt named Wisconsin Librarian of the Year from the Wisconsin Library Association.

Her vision of having every child enter school ready to read has earned Tessa Michaelson Schmidt the coveted Wisconsin Librarian of the Year award from the Wisconsin Library Association.

Schmidt, youth and special services consultant at the Department of Public Instruction, launched the Growing Wisconsin Readers program in 2013. The three-year early literacy project aims to increase awareness of the importance of developing language and early literacy knowledge, skills, and attitudes in children from birth through kindergarten. Based in Wisconsin public libraries, the initiative provides resources to caregivers -- parents, grandparents, guardians, and childcare providers — about how to read effectively with babies, toddlers, and young children.

Additional information is available in the Department of Public Instruction's news release: [http://news.dpi.wi.gov/sites/default/files/imce/eis/pdf/dpinr2014\\_119.pdf](http://news.dpi.wi.gov/sites/default/files/imce/eis/pdf/dpinr2014_119.pdf).

## 11. Workshops and Webinars

### **IFLS-SPONSORED CE OPPORTUNITIES:**

IFLS workshops, webinars, and training sessions will resume in 2015.

The IFLS website Continuing Education section includes past IFLS webinar recordings, handouts from workshops, and other CE opportunities.

<http://www.ifls.lib.wi.us/Default.aspx?tabid=136> .



## ADDITIONAL CE OPPORTUNITIES:

Registration for the Mid-Winter Unsymposium of the Lake Superior Library Symposium group is now open for registration.

Join us for the 3<sup>rd</sup> Annual Lake Superior Libraries Symposium Mid-Winter Unsymposium, where YOU determine the conversation.



Please follow this link to learn

more: <http://lakesuperiorlibrariessymposium.com/symposia/midwinterun/>

Michael Sheehan, Assistant Director, Northern Waters Library Service - [msheehan@nwls.lib.wi.us](mailto:msheehan@nwls.lib.wi.us)

~ ~ ~ ~ ~



It's Back!

10 programs. 2 days. Loads of wild fun.

Registration is now open.

<http://www.wildwiscwinterweb.com/>

The [Wild Wisconsin Winter Web Conference](#) will conclude with "Trigger Talks," six-minute presentations on a variety of topics. Who will present? Maybe YOU.

If you have an idea to share, or want to talk about something you did at your library, or discuss a unique genre of books, here is your chance.

This short spiel should "trigger" ideas for the audience. But, as a presenter, you will only have six minutes.

[Submit a 'Trigger Talk' proposal](#) by December 9th.

~ ~ ~ ~ ~



**University of Wisconsin-Madison**  
**School of Library and Information Studies**  
Continuing Education Services

**Winter/Spring 2015 Online Courses**

Courses are open to all and specifically designed for those currently working in libraries and archives.

**REVISED!** Spanish for the Library

Monthly self-paced tutorial, begins the 1st of each month

<http://www.slis.wisc.edu/Span4Lib.htm>

**NEW!** Copyright in Libraries

January 26 – March 6

<http://www.slis.wisc.edu/continued-copyright.htm>

Power Children's Programming on a Budget

January 26 – March 6

<http://www.slis.wisc.edu/continued-PowerProgramming.htm>

Personnel Management

February 2 – March 6

<http://www.slis.wisc.edu/PersonMgmt.htm>

Connecting Teens with the Best in New Teen Lit

February 2 – March 13

<http://www.slis.wisc.edu/continued-ConnectTeen.htm>

Organization and Management of Collections

February 9 – May 1

<http://www.slis.wisc.edu/continued-OrgMgmtColl.htm>

Introduction to XML and Linked Data

February 9 – April 3

<http://www.slis.wisc.edu/continued-XML.htm>

Using Pinterest and Tumblr in Libraries

February 16 – March 1

<http://www.slis.wisc.edu/PinterestTumblr.htm>

Basic Public Library Administration

February 16 – May 8

<http://www.slis.wisc.edu/continued-basicPLadmin2.htm>

**NEW!** Exploring South Asia through Children's and YA Literature

February 23 – March 20

<http://www.slis.wisc.edu/continued-southasialit.htm>

**NEW!** WordPress for Libraries

March 9 - April 17

<http://www.slis.wisc.edu/continued-WordPress.htm>



Assessment of Student Learning for Instruction Librarians

March 16 – May 8

<http://www.slis.wisc.edu/continueed-StudentLearning.htm>

**NEW!** Child Development, Library Space, and Behavior: Set Up Your Library for Success

March 16-April 24

<http://www.slis.wisc.edu/continueed-LibrarySpace.htm>

Genealogy Library Services

March 23-May 4

<http://www.slis.wisc.edu/continueed-Genealogy.htm>

Basic Budgeting for Public Library Directors

March 30 – May 8

<http://www.slis.wisc.edu/BasicBudget.htm>

Questions? Contact Anna Palmer ([ahpalmer@wisc.edu](mailto:ahpalmer@wisc.edu)) or Meredith Lowe ([mclowe@wisc.edu](mailto:mclowe@wisc.edu))

## 12. Mark Your Calendar

Wednesday, December 24	Christmas Eve – IFLS Closed
Thursday, December 25	Christmas Day – IFLS Closed
Wednesday, December 31	New Year's Eve – IFLS Closed
Thursday, January 1	New Year's Day – IFLS Closed
Friday, January 2	10:00 am – MORE Executive Committee Meeting
Friday, January 23	10:00 am – MORE Directors Council Meeting
Wednesday, January 28	12:30 pm – IFLS Board of Trustees Meeting

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