



Indianhead Federated Library System

# NEWSFLASHES

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

February 2014

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**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

Good News out of Ogema. **Mary Hebda** noted that **Ogema Public Library** made the news which featured a story on 1000 books before kindergarten. This program garnered the library front page coverage in the local paper. To view article: <http://www.wjfw.com/stories.html?sku=20140115185353>

Seventeen Wisconsin public libraries to receive nature backpacks from the DNR. The DNR developed family nature backpacks that will be available at 17 libraries in Wisconsin as a pilot test to assess the response of families and adults who use them to take children outdoors and explore nature. Congratulations to **Christine LaFond** at **Clear Lake Public Library** for being selected from the IFLS System.

Fall Creek native, **Cayla Kluver**, publishes her fourth book by age 21 entitled "The Queen's Choice", the first book in a new trilogy. Kluver described "The Queen's Choice" which is being released by Harlequin Teen, as a fantasy series. Her original Legacy trilogy was also fantasy, but Kluver said the two trilogies are significantly different from one another. Kluver has already established herself as a critically acclaimed author around the world. (*Eau Claire Leader Telegram 2/2/14*)

## 2. Director's Desk



February is Library Lovers' Month. Some libraries are taking advantage of Valentine's Day and have created a blind date with a book to encourage exploring different books without seeing the cover.

It is also a great time to let your elected officials know how much you love the library. Friends, Library Board members and Library Staff will be visiting the State Capitol on Tuesday, February 11<sup>th</sup> for Library Legislative Day <http://wla.wisconsinlibraries.org/legislative/legislative-day> . If you can't attend, it is a good day to email or call your local legislator to let them know how valuable your local library (and library system) is to you. You could also send

letters or emails to your local municipal and county board members sharing how the library is important in your life and community.

*Photos: (from left: Hazel Mackin Community Library-Roberts, Spring Valley Public Library)*



## 3. Sharing the Library Story!



*An area village is one step closer to having a library to call its own.*

*As we first told you this past summer, The Village of Elk Mound secured a grant to turn an old laundry mat into a library.*

*After months of hard work and a few setbacks in construction city leaders say the project should be complete by early April.*

*"We like to read a lot," sisters Tori and Hailey said. The two say a good book is never far away, but soon finding a great read will be even easier when the Village of Elk Mound writes the final chapter to its new library after years of hard work.*

*"The revitalization of the downtown area started in 2010. This will kind of be the last piece in the puzzle as far as revitalizing the down town and having it look nice and we are excited for that," Elk Mound Director of Public Works Terry Stamm said. Stamm says they've made lots of progress on the old building, but a cold and snowy winter has thrown them a few setbacks. "When you do construction work in the winter season its exceptionally challenging but I think the most important thing is we have remained positive," Stamm said. Despite the setbacks he says the library should be ready to open by the beginning of April. Around town, people we talked to say they can't wait to see all of the hard work finally pay off. "The building is so darn old and with all the new doors and windows in it now it's shaping up. Everybody is excited about it," Anthony Schrantz said.*

*Despite all the progress being made here at the building, the village says they are in need of a few extra donations. City leaders say they are planning on holding two book sales later this spring. You can also donate through the village.*

*(WEAU.com - February 3, 2014)*

## 4. Big Library Read

Wisconsin's Digital Library will be participating in the next [Big Library Read](#) which will run February 17 afternoon to the morning of March 5.

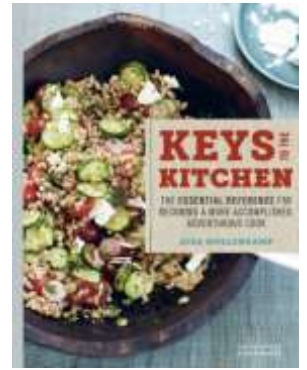
**The Big Library Read** is the worldwide digital version of a local book club, and an opportunity for your library to generate more interest in your digital collection beyond the bestsellers.

**Title:** *Keys to the Kitchen: The Essential Reference for Becoming a More Accomplished, Adventurous Cook*

**Subjects:** Cooking & Food, Nonfiction

**Publisher:** Chronicle Books LLC

**Description:** Food Network and Cooking Channel star Aida Mollenkamp lays an invaluable foundation for cooks in *Keys to the Kitchen*. This comprehensive manual collects more than 300 innovative, contemporary recipes as well as color photographs, plenty of informative illustrations, a substantial technique primer, and helpful how-to information on subjects as wide-ranging as rust removal, throwing a cocktail party, and knife skills. For members of the tech-savvy new generation who can't cook but want to, this essential reference guide makes an ideal starting place and for those already at ease in the kitchen it's full of "who knew" moments for expanding their repertoire of great recipes.



**Lending model:** The eBook will be available for simultaneous use, meaning no holds or waitlists for users.

### How does the program work?

The title will be featured in a prominent location on the Wisconsin Digital Library's OverDrive-powered website at no cost. All card holders can borrow the title at any time during the program to participate in the Big Library Read. The title will expire at the end of the lending period for each user, not at the end of the program. During the Big Library Read program, OverDrive will measure title impressions, views, checkouts, and social media interaction to further its advocacy efforts for libraries in validating the unique and valuable role they play in connecting readers with books and authors. Aggregated data will not contain any personally identifiable information and will be shared with publishers and library associations as well as interested library trade media.

### What resources are available to promote the Big Library Read?

A [marketing kit](#) is available which includes a press release template, poster, flyer, and social media images.



### Connect with the author and readers during the Big Library Read

Follow the author at:



You are also invited to participate in an online [discussion board](#) during the program, and a live [Facebook chat](#) with the author on Wednesday, February 26 from 8:00 - 9:00 US Eastern Time. We hope to meet you there.

## 5. Engaging Children with Ebooks Can Aid Literacy

As younger and younger children recognize and use electronic devices as sources of information and entertainment, what is the impact on their literacy skills? Largely a positive one, according to a study printed in the January 2014 edition of the peer-reviewed journal *SAGE Open*. The report examines how different digital tools—an iPad, an iPod, and a tabletop touchscreen computer—capture and hold children’s attention to print media delivered electronically.



In the study—*Young Children’s Engagement With E-Books at School: Does Device Matter?*, by Kathleen Roskos, Yi Shang, and Emily Gray of John Carroll University and Karen Burstein of the Southwest Institute for Families and Children—the authors speculate that the “spatial and temporal synchrony” of children looking, listening, and touching while reading may be the “sweet spot” that garners their “attention to e-text in ways that support early literacy experience and learning.”

[Read More...](#)

(LJXpress – January 21, 2014 –Karyn M. Peterson)

## 6. Money Smart Week @ your Library



### Sign Up For Money Smart Week @ your Library, April 5-12, 2014

It’s not too late to join the hundreds of libraries, of all types, across the country participating in *Money Smart Week @ your library*, April 5-12, 2014. ALA is the national partner in Money Smart Week @ your library, which is a public awareness campaign with the Federal Reserve Bank designed to help consumers better manage their personal finances. You only need to provide at least **one** program, on any financial topic, that week to become a participating library.

If you haven’t provided any financial literacy programming for your patrons before, this is a great way to get started. And if you already have created programming, it’s easy to repeat some of your programs during a week that will capture the attention of your users.

Libraries work to create program(s) on all types of topics and can enlist the help of institutions, schools, libraries, not-for-profits, government agencies and the media.

To sign up your library use the link below and scroll down the page to the Partner Registration Section ‘Step 3-Ready to Register? Click Here’

<http://www.moneysmartweekpartners.org/registration>

If you’d like to learn more check out the [archived webinar](#)

Or please contact me at [mdowling@ala.org](mailto:mdowling@ala.org)

Michael Dowling, Director - International and Chapter Relations Offices, American Library Assn.

## 7. LearningExpress Library Update

The LearningExpress Library platform has been successfully updated.

LearningExpress Library is a collection of web-based test preparation tools and skill-building materials for children, teens, and adults, designed to improve your academic skills, achieve educational goals, and prepare for careers.

Explore the same great content as in LibraryExpress, organized into Learning Centers:

- Adult Learning Center
- Career Center
- College Center
- College Preparation Center
- High School Equivalency Center
- Popular Software Skills Center
- Recursos para Hispanohablantes
- School Center

Find links to LearningExpress Library on the following BadgerLink pages: All Resources (<http://www.badgerlink.net/all>), Students (<http://www.badgerlink.net/students>), Books (<http://www.badgerlink.net/books>), Spanish Language (<http://www.badgerlink.net/spanish-language>), College and Jobs (<http://www.badgerlink.net/college-jobs>), Multimedia (<http://www.badgerlink.net/multimedia>), and Computer Software (<http://www.badgerlink.net/computer-software>).

Please note: the update of LearningExpress and the shift to a new platform requires users to re-register their accounts. Existing accounts have not been carried over to the new version. Work done on the old LearningExpress is no longer available.

For questions about LearningExpress Library, please contact BadgerLink: <http://badgerlink.net/help/contact-us>.

*(Channel Weekly – Volume 16, No. 15 – January 9, 2014)*

## 8. Librarypedia: The Future of Libraries and Wikipedia



Wikipedia and libraries connect to one another in a circle of research and dissemination. Wikipedia is becoming the starting point for research for many; it can in turn lead readers back to other sources and encourage them to engage in deeper learning within their library. While in the past, many librarians have encouraged patrons to eschew Wikipedia in favor of library databases and secondary sources, they are now starting to work together, in recognition of the fact that today's students often rely on the Internet and Wikipedia for their initial overview. Libraries are working to make sure they are part of the pipeline so that students following the crowd sourced Wikipedia bibliography back to full-text references will find libraries as the end point if not always the starting point.

[Read More...](#)

*(LJXpress – January 28, 2014 – Jake Orlowitz and Patrick Earley)*

## 9. Read On Wisconsin



Here at **Read On Wisconsin**, we are eager to find pertinent, purposeful ways to serve educators, libraries and schools, and to help create a sense of community around literacy and reading throughout Wisconsin. We are also eager to create online communities where teachers, librarians, parents and students can share their Read On Wisconsin activities and ideas with others around the state.

To do this, we need to know more about you, how you use Read On Wisconsin, and how you communicate and share online. Please take some time to complete our survey at the following link: <http://www.tfaforms.com/309657>

If you do not use Read On Wisconsin titles or are not familiar with Read On Wisconsin, we especially want your input!

You can read about the program at our website, [Read On Wisconsin!](#)

Thank you in advance for your time and effort in filling out our survey! To complete the survey, click the following link, <http://www.tfaforms.com/309657> and follow the directions. Click the submit button at the end of the survey form when you have finished answering the questions.

We appreciate your response by February 12, 2014 though the survey will be available after that date.

Emily Townsend, Librarian, Cooperative Children's Book Center  
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608-890-0258 [etownsend@wisc.edu](mailto:etownsend@wisc.edu)

## 10. Marketing Source Information



Are you looking for some great library marketing resources?

As you prepare for Library Legislative Day and other marketing efforts by your Library – Check out this PowerPoint slide show which includes some really great resources.

[http://www.slideshare.net/KathyDempsey/where-to-find-library-marketing-info?from\\_search=1](http://www.slideshare.net/KathyDempsey/where-to-find-library-marketing-info?from_search=1)

Brought to you by Kathy Dempsey of Libraries Are Essential.

## 11. Workshops and Webinars

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> .



### IFLS-SPONSORED CE OPPORTUNITIES:

#### **Social Media Marketing in 30 Minutes/Week**

Webinar with Shelly Cederblade, social media marketing consultant. She will focus on Facebook and Pinterest.

February 25, 2014 (9-10 am)

To register: [Social Media Marketing in 30 minutes/Week](#) .

#### **Summer Library Program for Adults**

Join Christina Jones (Altoona Public Library), Isa Small and Renee Ponzio (both from Eau Claire) for this webinar. Learn about some great models for encouraging reading and library use for adults during the summer, and year-round.

March 5, 2014 (9-10 am)

To register: [Summer Library Programs for Adults](#)

#### **Librarians as Literacy Leaders for Summer Reading**

Webinar with Victoria Sanchez and Mary Madigan (Milwaukee Public Library). Kids from low-income families are disproportionately affected by “summer slide.” This webinar will explore ways to reach all the kids in your community with resources and encouragement for reading.

March 11, 2014 (9-10 am)

To register: [Librarians as Literacy Leaders for Summer Reading](#)

#### **Creating Eye-Catching and Readable Flyers and Brochures**

Join Kathy O’Leary (IFLS) for this webinar where you will learn some basic design concepts and find out about some great tools.

March 12, 2014 (9-10 am)

To register: [Creating Eye-Catching and Readable Flyers and Brochures](#)

### ADDITIONAL CE OPPORTUNITIES:

#### **Connecting Teens with the Best in New Teen Lit, February 10 - March 21**

With thousands of titles published and marketed to young adults each year, it's becoming increasingly difficult for librarians and educators to stay abreast of new teen literature and make the best selections and recommendations in programs, in the classroom and day-to-day services. Join instructor Ruhama Kordatzky-Bahr and fellow librarians to explore all that's new in teen titles with this flexible online class.

Learn more and register here: <http://www.slis.wisc.edu/continueed-ConnectTeen.htm>

University of Wisconsin-Madison

School of Library and Information Studies – CE Services

Questions? Contact Anna Palmer, [ahpalmer@wisc.edu](mailto:ahpalmer@wisc.edu) or 608-263-4452

## BadgerLatté Webinar Series 2014

Thursdays in February @ 3:30 PM

See how BadgerLink can perk up your classroom!

Each **20 minute** BadgerLatté webinar explores teacher and classroom resources available in BadgerLink. In the first session, learn about the new LearningExpress Library platform. In February, learn how to find primary sources, multimedia, and articles relating to Black History Month.

These sessions will be recorded and archived. The archive of previous sessions is found at <http://badgerlink.net/help/training>. There is no registration.

Date	Session Title
2.6	LitFINDER <a href="#">Click to join</a>
2.13	Wisconsin Media Lab <a href="#">Click to join</a>
2.20	Encyclopædia Britannica <a href="#">Click to join</a>
2.27	TeachingBooks.net <a href="#">Click to join</a>

**Kara Ripley**, Reference and BadgerLink Training Librarian - Department of Public Instruction  
[kara.ripley@dpi.wi.gov](mailto:kara.ripley@dpi.wi.gov). If you have questions about BadgerLink, please complete the BadgerLink Technical Support Request Form: <http://badgerlink.net/help/contact-us>

**Join UW-Madison faculty for FREE webinars**

**All webinars are from Noon to 1 p.m. CST**

<http://www.slis.wisc.edu/2014webinars.htm>

**Go here <http://go.wisc.edu/k0x61w> to register.**

University of Wisconsin-Madison, School of Library and Information Studies  
Continuing Education Services [www.slis.wisc.edu/continueed.htm](http://www.slis.wisc.edu/continueed.htm)

### **Thursday, February 13: Copyright, Libraries, and the Higher Ed Classroom**

*Dorothea Salo, MA-LIS and MA-Spanish*

Get updated on the latest lawsuits, campaigns, and other copyright happenings in the higher-education classroom. We'll touch on electronic-reserves legal action, streaming video legal action, the ARL Code of Best Practices in Fair Use, MOOCs, Google Books and Hathi Trust lawsuits, open access, open textbooks, and open educational resources.

### **Tuesday, March 18: Linked Data's Many Varieties**

*Debra Shapiro, MA-LIS*

For the last two years, we've been hearing a lot of talk about converting library metadata to linked data. But how? Library of Congress is working on BIBFRAME, a linked data format that is designed to carry all the data in the many millions of existing MARC records. OCLC is using schema.org, a microdata format, to enhance the Web displays of WorldCat records. Dublin Core can be written in RDF; is that linked data? In this webinar, Debra Shapiro, UW-Madison SLIS instructor, will help you untangle the acronyms, and pick your favorite flavor of linked data.

**Go here <http://go.wisc.edu/k0x61w> to register.**



## Every Budget is a Referendum About Your Library

Your patrons and customers are also voters and constituents of city and county elected leadership. While you may not go out directly to the voters about next year's budget, the same tools and techniques for running a get-out-the-vote campaign should be put to work for your library with local government.

Join John Chrastka, executive director of EveryLibrary, to learn about ways to maximize your visibility in the community and new ways to frame your day-to-day work.

February 19, 2014 (2 pm)

[Register](#) for Library Advocacy Webinar

*John Chrastka is executive director of EveryLibrary and a long time library trustee, supporter, and advocate. He is president of the Board of Trustees for the Berwyn (IL) Public Library (2006 – present) and is a former president of the Reaching Across Illinois Libraries System (RAILS) multi-type library system. EveryLibrary is the first national political action committee for libraries. It is dedicated to helping local library communities plan and win ballot measures like bonds, levies, and other referendum that renew or extend library funding.*

University of Wisconsin-Madison  
School of Library and Information Studies (SLIS)

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

Questions? Contact Tanya Cobb, [student-services@slis.wisc.edu](mailto:student-services@slis.wisc.edu) or (608) 263-2909.

## 12. Mark Your Calendar

February 11	Library Legislative Day @ Madison
February 13	9:30 – 3:30 pm STEAM-Y Summer Workshop @ Menomonie Alliance Church
February 21	Noon – 1:00 pm Webinar: Picturing a New Way to Find Children's Books
February 25	9:00 – 10:00 am Webinar: Social Media Marketing in 30 Minutes/Week
March 5	9:00 – 10:00 am Webinar: Summer Library Programs for Adults
March 11	9:00 – 10:00 am Webinar: Beyond the Library Walls: Literacy Leaders for Summer Reading
March 12	9:00 – 10:00 am Webinar: Eye-Catching Flyers and Brochures
March 14	10:00 am MORE Directors Council Meeting @ IFLS

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