



Indianhead Federated Library System

NEWSFLASHES

A Newsletter for library professionals in west-central Wisconsin.

May 2013

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NEWSFLASHES is emailed monthly. Deadline is by the 25th of month for upcoming issue.

Please send articles, information, and subscription joins and cancellations to Joanne at <mailto:petersen@ifls.lib.wi.us>

1. IFLS News

C.A. Friday Memorial Library in New Richmond celebrates the careers and retirements of four staff members who have made an incredible contribution to the New Richmond library and community. They include: **Bev Jacobs, Leanne Koepke, Marilyn Reppe, and Sandy Venhor**. Congratulations!

Lori Bock, Director of the **Thomas St. Angelo Public Library in Cumberland** is retiring. We wish Lori the best of luck!

Another IFLS member library website has been updated and available. Check out the **Augusta Memorial Public Library!** <http://www.augustalibrary.org/>.



In addition to the release of **Joe Niese's** book, "Burleigh Grimes: Baseball's Last Legal Spitballer," Niese created a scaled replica baseball diamond at the **Chippewa Falls Public Library**. The "dirt" is sandpaper; bases are Chiclets and outfield fence popsicle sticks.

2. Director's Desk

Thanks to the 60+ people who attended our IFLS Planning Meeting in April. We think it is a good omen that this was one of the few non-snowy days of the spring!

An additional 29 folks who couldn't attend the meeting submitted their feedback about priorities.

This month, the IFLS staff is taking a close look at that valuable feedback to help us chart our course for the next few years.

Special thanks go out to the librarians who helped with our planning committee: Arlene Mabie (Hawkins), Mark Troendle (Eau Claire), Christina Jones (Altoona), Monica LaVold (River Falls), Chris Byerly (Frederic) and Kim Korbel (Bloomer).



3. Share Your Story!



During National Library Week, the Altoona Public Library handed out slips of paper out that asked people to explain why they love the library or why it's important to them. I got the idea from a post on the IFLS facebook page!

I thought you might want to know that the library SYSTEM got some love from one of our patrons, too: "The library system is the most important organization in my life. I am very curious and the library allows me access to so much information, books movies and documentaries."

*Christina Jones, Director
Altoona Public Library*

4. How Library Systems Can Remain Effective

The System and Resource Library Administrator's Association of Wisconsin (SRLAAW) has been involved in a multi-part process of examining how Library Systems can remain effective in meeting their member libraries' needs into the future. On May 2, 2013 a document entitled Progress Report and Preliminary Recommendations, which was prepared by a SRLAAW subcommittee, was presented at the WAPL Spring Conference.

[Progress Report and Preliminary Recommendations](#)

This report marks the beginning of the next phase of the process: vetting the proposed recommendations in the library community and with others who have an interest in public libraries. The subcommittee will gather feedback during the next few months, revise the recommendations based on this feedback, and present a final report to SRLAAW for action in August.

While plans call for a number of group sessions to solicit input, the subcommittee is also seeking input from individuals via a feedback form or email. [Feedback Form](#) [Send Email to Subcommittee](#)

5. Perceptions Have Improved, So Where's the Money?

Nancy Dowd will examine the results of [an exclusive survey](#) of library professionals from more than 400 public libraries across the U.S. on public library marketing. The survey was sponsored by the NoveList division of EBSCO Publishing

Will marketing result in increased funding? According to *Library Journal's* November survey, most libraries think not—unless your library is serving a population of 500K+. Then 70 percent of the participants believe marketing helped. Interestingly, the majority of those surveyed from libraries of all sizes believed marketing increased their perceived value to elected officials and the community at large. If libraries could apply the influence of advocacy to their marketing strategies, they might see an increase their funding.

Full article goes more into depth on the following:

<http://lj.libraryjournal.com/2013/04/marketing/perceptions-have-improved-so-wheres-the-money/#>

- Advocacy — what it is and what it isn't
- Should you protest or partner?
- Does size matter?
- Is there money in visiting elected officials?
- Tweeting for dollars?
- Marketing for Dollars
- A Little Inspiration to Get You Going

(Library Journal Online – May 6, 2013)

6. LinkWISCONSIN

The Department of Public Instruction (DPI) is partnering with the Public Service Commission of Wisconsin (PSC-W) to promote and encourage participation in residential and business demand surveys in Wisconsin through May, 2013. PSC-W, through the [LinkWisconsin project](#), has partnered with University of Wisconsin-Extension and the Wisconsin Economic Development Corporation (WEDC) to assess the broadband needs and gaps in our state with the goal of identifying rural areas that are either underserved or not served at all with broadband.

Results from the surveys will be used in two ways: 1) locations will be mapped to show unmet needs or demand for high speed Internet; 2) used to communicate need to area Internet providers.

DPI hopes libraries will share the information with staff, patrons, and local businesses to help drive strong survey results. There are templates available to customize and use here (shortened link): <http://1.usa.gov/17f27Rh>. These templates include handouts (“backpack mail”), Facebook, and Twitter messages, newsletter templates, and press releases. In addition, code for a pre-formatted graphic webpage “badge” is available: http://pld.dpi.wi.gov/pld_libtech.

Residential Internet access survey is here: <http://wisconsindashboard.org/residence-survey>
Business owners are encouraged to fill out this survey for business broadband needs: <http://wisconsindashboard.org/business-survey>.

More information about the LinkWISCONSIN project can be found at <http://www.linkwisconsin.gov>.

Questions on the project, project background, communications tools, or other can be directed to Tithi Chattopadhyay, State Broadband Director, PSC-W: PSCStateBroadbandOffice@wisconsin.gov

7. Pushing the Limits Grant for Rural Libraries

Following the success of 20 pilot libraries, applications are now open for up to 75 additional grants of \$2,500 to rural libraries through the Pushing the Limits project funded by the National Science Foundation.

This four-year project, now in its third year, provides rural library public programming featuring reading, viewing and discussion of science topics of interest to the general reader.

The [application](#) deadline is June 1.

[Read more »](#)

(Webjunction.org – Crossroads May 2013)



Library Swanton, Nebraska; photo by Shannonpatrick17 on Flickr

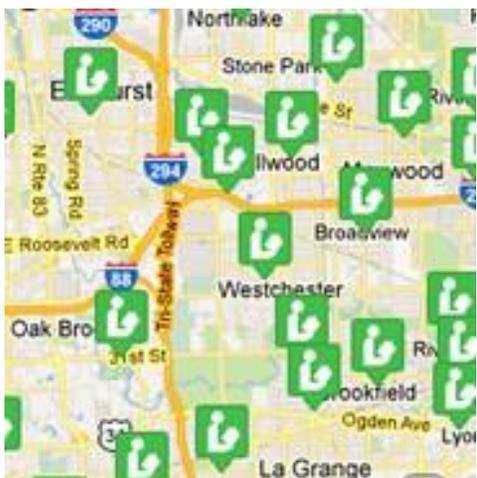
8. Goodwill Community Foundation

The BadgerLink team is happy to add GCFLearnFree.org to our [Education Sites Page](#). GCFLearnFree.org is part of the Goodwill Community Foundation and provides quality, innovative online training, available at no cost to Wisconsin residents.

Their tutorials on technology, literacy, math, finance, and English as a second language join our other BadgerLink resources to support development of educational, career, and life skills.

If you have questions about BadgerLink, please complete the BadgerLink Technical Support Request Form: <http://rl3.dpi.wi.gov/badgerlink-contact>.

9. OCLC Puts Your Library in the Spotlight



Starting now, libraries can increase their visibility on the Web by registering basic local information with the OCLC Library Spotlight program—a free service that works with popular Web services to promote libraries. Yelp, the popular local directory service, has agreed to be one of the first to work with OCLC on this new program.

"The advantage of this program is that libraries can manage essential information about their local services in one central registry," said Chip Nilges, Vice President, OCLC Business Development.

Read the [Library Journal article about the program »](#)

Find out how to [claim your library spotlight »](#)

(Webjunction.org – Crossroads May 2013)

10. This and That

Hoping to attend a workshop, conference or other library continuing education program within or outside Wisconsin? Going back to school for a master's degree? The Wisconsin Library Association Foundation supports several annual scholarships for library education (approximately \$900 - \$1600) and continuing education (approximately \$800 - \$1100) for WLA members and prospective or continuing students. Applications are due by June 15, 2013, and the eligibility requirements, forms and instructions are available on the WLA website, under [Awards & Scholarships](#). Awards will be announced by August 1.

There is so much to keep track of in the e-reader and e-content landscape! Many libraries are doing great work promoting their e-content, and some are lending e-reader devices to the public as part of those efforts. One thing to keep track of is that many e-readers are not accessible to people who are visually impaired. Larger libraries ([Philadelphia](#), [Sacramento](#)) have been subject to lawsuits for lending inaccessible e-readers. A recent **Library Journal** [article](#) gives more information about EPUB 3, which is an e-publishing format that also has significant accessibility features. Amazon's Kindle is the only e-reader that does not use EPUB—so hopefully with this new edition, most e-readers will have significantly more accessibility options.

LIBRARY COPYRIGHT ALLIANCE ISSUE PAPER ON "RIGHT OF FIRST SALE" - In "The Impact of the Supreme Court's Decision in *Kirtsaeng v. Wiley on Libraries*" ([pdf](#)), Jonathan Band explains the recent landmark copyright decision on the scope of the "first sale" doctrine, its context, and its likely consequences for libraries in the US. He asserts that the Supreme Court's opinion is a landmark victory that strengthens the legal foundation of library lending, and the Court's extensive reliance on the Library Copyright Alliance's amicus brief shows the importance of library engagement in policy debates. However, he goes on to explain that publishers and other rights holders disappointed with the Court's majority opinion could go to Congress for a change to the law. Jonathan Band is counsel to the Library Copyright Alliance, whose members are the American Library Association, the Association of College and Research Libraries, and the Association of Research Libraries. Band practices law at Policybandwidth, LLC. The issue brief is available here (shortened link): <http://bit.ly/ZPN5N7>

11. Workshops and Webinars

For additional information on the workshops and webinars, visit the Continuing Ed section of the IFLS website at <http://www.ifls.lib.wi.us/Default.aspx?tabid=136>.

This page also includes past IFLS webinar recordings, handouts from IFLS workshops, and other CE opportunities.

IFLS-SPONSORED CE OPPORTUNITIES:

Virtual but not Invisible...Raising Awareness of Your E-Content Collections

Tuesday, May 21, 2013 (9:30-10:30 am)- Webinar

Join Stef Morrill and Sara Gold from WiLS for a look at what libraries are doing, and can do, to promote their e-content. Sponsored by SCLS, OWLS, MCLS, Winnefox, **IFLS**, WVLS, WCFLS, NWLS, ESLS and MWFLS.

To register: <https://www3.gotomeeting.com/register/527421158>



ADDITIONAL CE OPPORTUNITIES:

[2013 Lake Superior Libraries Symposium](#) to be held on June 7th, 2013 at Wisconsin Indianhead Technical College in [Superior, WI](#). Library staff, patrons, administrators, trustees, and students from around Minnesota, Wisconsin, the Upper Peninsula, and beyond are invited to attend and participate!

For just \$49, you'll experience:

- A Keynote by [Nate Hill](#), Assistant Director at the [Chattanooga Public Library](#) and Co-Chair of the [Digital Public Library of America](#)'s Audience & Participation workstream, on libraries as community space for knowledge sharing and media production
- 16 fantastic presentations by librarians and administrators from public, academic, and school media organizations on designing space, skills, and services
- Poster Sessions and Networking Time
- A Deluxe Taco Bar, featuring two types of salsa: Scandinavian and Mild(er)
- A Thursday night pre-conference Library Palooza featuring trivia, glitter, and library conversations at [Dubh Linn Irish Pub](#)
- A Friday evening post-conference social event at the award-winning [Thirsty Pagan Brewery](#)

What's more, our conference is located in the beautiful Twin Ports of Duluth and Superior, the gateway to the North and South Shores of Lake Superior. The region features world class breweries, eateries, views, hiking, biking, and shopping.

Have more questions? Contact us: <http://lakesuperiorlibrariessymposium.com/contact/>

About Us: The Lake Superior Libraries Symposium is a conference developed by librarians from Northwestern Wisconsin and Northeastern Minnesota. From an initial collaboration of academic and public libraries to educate their community on E-books, the idea for a regional professional network was born. Out of that collaboration the Lake Superior Libraries Symposium was created to help librarians develop enhanced professional networks and promote resource sharing and communication between organizations. Our continued operations are thanks to the in-kind and monetary contributions of our [supporters](#).

(Matt Rosendahl - Matt.Rosendahl@wisc.edu)

UW-Madison School of Library and Information Studies

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

Summer 2013 Classes

In Madison

Reading by the Lake: A Weekend of Book Discussions

August 3-4

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

Online Classes

RDA: What You Need to Know

Part of our Next Gen Cataloging Series!

June 10-July 19

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

NEW: Be Available! Explore Technology for Virtual Services

June 10 – August 2

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

NEW: Collecting Self-Published Authors at the Public Library

June 17-July 12

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

Introduction to Records Management

June 24-August 16

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

NEW: Basics of Metadata

Part of our Next Gen Cataloging Series!

July 1 - August 9

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

Don't Just Tell Me – Show Me: Using Pinterest and Tumblr in Libraries

August 5-18

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

Next Generation Cataloging Series

Are you ready? This class is part of a series intended to bring people up to date on new cataloging practices. Classes will be offered on a rotating basis, with at least one class each semester.

Introduction to XML and Linked Data, Fall 2013

RDA: What You Need to Know, Fall 2013

Basics of Metadata

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

QPR (Question, Persuade, Refer) is suicide prevention training for regular citizens—kind of like CPR training. It helps you recognize signs of suicidal thoughts, intervene effectively, and refer to someone more qualified. Given the breadth of people we see in libraries, this seems like helpful training for library staff! The Suicide Prevention Task Force of St. Croix County is providing a QPR training at the River Falls Public Library, Tuesday, May 21, 6:30-8:30 pm. For more information, contact Kesha Marson 715-246-8200, Patty Schachtner 715-381-4358.

12. Mark Your Calendar

Monday, May 13	1:30 pm MORE Operations Committee
Friday, May 17	10:00 am MORE Directors Council Meeting
Tuesday, May 21	9:30 am Webinar: Virtual But Not Invisible...Raising Awareness of Your E-content Collections
Wednesday, May 22	12:30 pm IFLS Board of Trustees Meeting
Monday, May 27	Memorial Day – IFLS Closed

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