



Indianhead Federated Library System

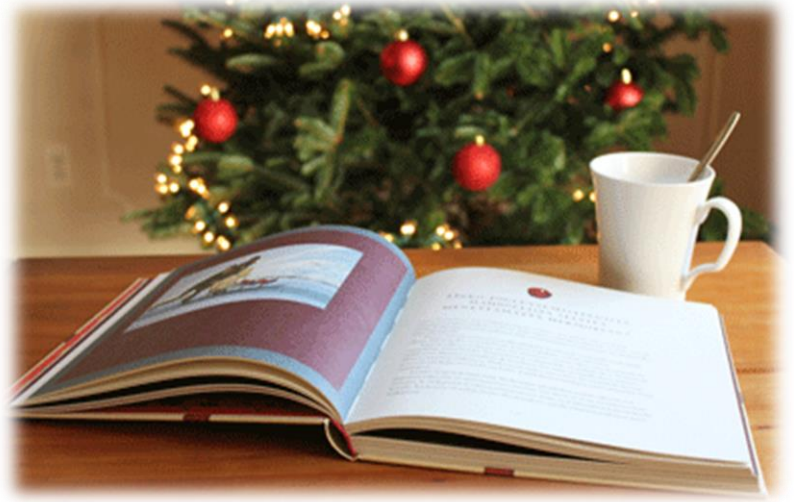
newsFLASHES

A Newsletter for library professionals in west-central Wisconsin.

December 2015

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newsFLASHES 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

After 38 years of service to the **L.E. Phillips Memorial Public Library**, Director **John Stoneberg** has announced his retirement effective January 1, 2016. Best wishes and thank you for all your years of service John!

Lisa Ludwig, Director of the **Colfax Public Library** submitted her resignation from the Colfax Public Library. Best of luck Lisa in your new endeavors!

Turtle Lake Public Library recently hired **Allison Lutz** as the Library Director. Welcome Allison!

The **G.E. Bleskacek Family Memorial Library** in **Bloomer** received a Standing Up for Rural Wisconsin Schools, Libraries, and Communities Award. (See Article in Section 5.)

2. On the Road with John

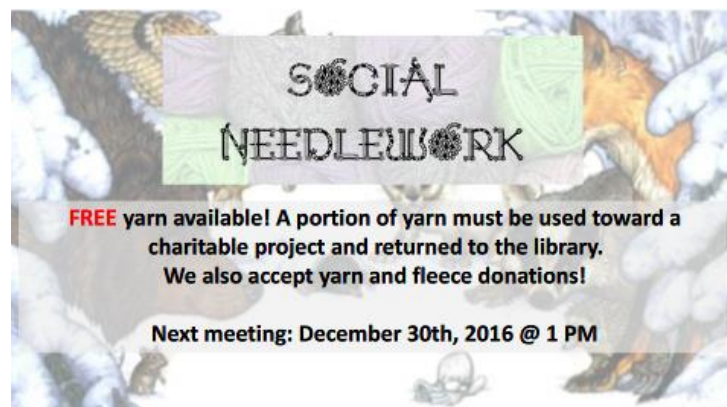
**Happy Holidays to you
and your family**

Indianhead Federated Library System Staff

3. Libraries Love Their Communities

Starting in September, the **Augusta Memorial Public Library** restructured their fiber group “Social Needlework”, to work on charitable projects to benefit the community. Since then, members including group-leading staff member Samma Johnson and director Leslie LaRose, have donated about two dozen hats, mittens, and scarves to the local Food Pantry and the Elementary School. The group was also aided by students of Wildlands Charter School at Beaver Creek Reserve. They have made great use of donated yarn while picking up new skills in either knitting or crochet. Items are made and donated for adults as well as teens and children.

The library and Friends of the Library are also in the idea phase of putting together a future Blanket-a-thon or other group crafting day for the Augusta Food Pantry as well.



Be sure to let IFLS know how YOUR library loves its community!

(Samma Johnson – Augusta Memorial Public Library)

4. IFLS Name Change

During the past several planning events including the Project WIN discussion, concerns have been expressed about the appropriateness of the name **Indianhead Federated Library System**, often by First Nation people. One of a system's priorities is to ensure equitable and inclusive services to a diverse population. Even though "Indianhead" is used by other businesses or groups in the region, it is not the image that we wish to portray nor does it accurately represent our geographic area. As a result, IFLS is in search of a new name, and your input is needed. Please submit new name ideas by **Tuesday, December 22** using this [IFLS Name-Change Suggestion form](#). Feel free to contribute multiple suggestions by submitting multiple forms. Please also feel free to share this message and form with your library board, Friends, and any staff who may not have received this email directly.

After suggestions are in, the IFLS Name-Change Committee will narrow down the submissions to a short list of finalists and again request your help in ranking those finalists. Ultimately, the IFLS Board of Trustees will consider the ranking results and approve a new name for the system.

Here are some guidelines to keep in mind:

- The new name should be representative of our services and/or service area. Perusing the [IFLS website](#) may be helpful, and here is a [map of the IFLS service area and its member libraries](#).
- Keep it short! Six or fewer words, including "Library System," is ideal.
- No need to keep the "Federated" part of the existing name.
- There are 16 other library systems in the state, and we can't duplicate any of their names. Here is a [directory of library systems in Wisconsin](#). Note that Jefferson County libraries recently joined what's listed as Waukesha County Federated Library System and will form Bridges Library System.

5. 'Standing Up for Rural Wisconsin' Award

Programs serving seven communities received the **2015 Standing Up for Rural Wisconsin Schools, Libraries, and Communities Award**.

The Early Learning and Language Project is a collaborative effort of the **G.E. Bleskacek Library** and area schools to provide comprehensive early literacy intervention, including speech therapy and language support through library-sponsored story time. By partnering with the library for literature and speech and language classes, schools move speech instruction out of the confines of school and involve parents as guides in the process. Theme-based story times at the library are for children 3 years of age or older, along with parents. Various forms of literature, songs, and activities engage young children and families and help grow a love of reading while developing speech and language of young children. The library staff, alongside school staff, interact with children and model strategies for parents to enrich their child's development. The library sends home sound bags, which help parents target specific speech and language skills to prepare children for school success. In addition, youngsters find the library a place of joy and friendship. The love of literature as well as school readiness has increased across the community. In addition to the early literacy project, Public Librarian Kathleen Larson shares book talks at local schools and hosts activities such as Teen Night, Lego Club, and Arts and Crafts to spark involvement at the library. Computer nights teach seniors and others technical skills. In addition, the library serves seniors at local nursing homes and brings books to residents for their enjoyment. As a result, library use has expanded.



6. Celebrate the Season with Databases

One of my 2015 new year's resolutions was to highlight the rich electronic resources available to librarians and patrons by featuring a database in our monthly NewsFlashes and to challenge all of you to explore. Let's celebrate the holiday season with a look back at this year's featured databases and how they may be useful as 2015 wraps up and we work on our 2016 resolutions.

The Wisconsin Newspapers Digital Research Site has recently changed its name to **Archive of Wisconsin Newspapers**. This WNA (Wisconsin Newspaper Association) database continues to provide excellent access to many daily and weekly Wisconsin newspapers starting in 2005 to 90 days ago; each newspaper edition is available cover to cover in a searchable PDF format. Find a picture of last year's local holiday celebrations to help advertise this year's.

Access NewspaperARCHIVE – Added new content in November including a total of 85,000 pages to Wisconsin newspapers such as the Eau Claire Leader Telegram. Compare the December headlines from 100 years ago or 50 years ago with today's by finding a Wisconsin newspaper from December 1915 and/or from December 1965.


FACTS ABOUT CHIPPEWA FALLS

Telephones	2,313
Gas Mains	15 miles
Churches	15
Park Areas, acres.....	300
Interurban Lines	1
Annual Rainfall, inches.....	23
Street Railway, miles in the city.....	3
Area, acres	5,120
Area, square miles.....	8
Shoes, manufactured annually, over.....	\$5,000,000
Death Rate, per 1000.....	11.6
Schools, public	11
Parochial	4
Municipal Water Works, average gal. daily.....	1,500,000
Hospitals	2
Motion Picture Theatres.....	3
Theatres	1
Public Library, Books.....	10,000
Hardware Stores	5
Department Stores	4
Clothing and Gents' Furnishing Stores.....	8
Dress Stores	4

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Auto Repair Reference Center – In case the car needs a little work as the temperatures drop below freezing.

Ancestry Library Edition – Family gatherings are a great place to gather information which can be checked on Ancestry. Search for great granddad's name, discover when he arrived in the U.S., and find a picture of the ship he sailed on.


 **HeritageQuest Online** – Bring a photocopy of the family's 1940 census record to your holiday gathering. Or browse the 1920 Chippewa Falls City Directory where you

can find a few facts about CF including that the Public Library has 10,000 books.

EBSCO's Explora interface – Explore a topic in today's headlines or track down the latest Consumer Reports issue.

Learning Express Library – Improve your math skills for dealing with the holiday shopping budget or prepare for a new job or school semester.

Consumer Health Complete – Our “get healthy” resolutions are right around the corner.

Novelist K-8 – Find a few suggestions for great books to read over the holiday break. 

December Database Challenge: Enjoy your holiday gatherings and remember to get the word out about library resources. Do your friends and family know about your favorite database ☺



(Maureen Welch, IFLS Reference & ILL Coordinator)

7. BadgerLink's Research Sources, Style Get Updates

Updates and additions have been made to the [BadgerLink](#) website, including some directly relevant to educators. The site, known as Wisconsin's Online Library, provides people in Wisconsin with licensed content not available through regular search engines.

[Updates made to BadgerLink earlier this year](#) changed some URLs, including those of the [BadgerLink](#) and [BadgerLink Super 3](#) research guides, which help students through the research process and provide materials for educators to teach the research process.

The site's updated [Super Search](#), used to search multiple BadgerLink databases and resources simultaneously, is now more visually appealing, flexible, and covers more content. Libraries and schools can now link directly to age-appropriate image and video collections, interactive resources, and learning games [from Britannica School](#).

Britannica Digital Learning has also [expanded and updated their Spanish encyclopedia](#), Britannica Escolar. Also, [Spanish-language science content](#) from Ciencias en Español has been added.

A [new resource](#), Explora, has replaced Searchasaurus, Kids Search, and the Student Research Center. Explora's [new Educator's Edition](#) highlights content relevant to teachers, including lesson plans, curriculum standards, and other professional development resources.

BadgerLink now offers [access to 60,000 videos from the Associated Press](#) and [nearly 100,000 doctoral dissertations](#).

And, the NoveList tool for finding books has been [fine-tuned so that availability at one's local library](#) can be gleaned immediately.

(DPI ConnectEd – November 16, 2015)

8. Nourishing Patron Bodies and Minds



Last month, we polled Crossroads readers to learn about **how you help to nourish patron bodies** as well as minds. Nearly 60 libraries and state library agencies told us what they're doing to provide nutritional assistance and healthy eating programs in their communities. Respondents shared that implementing health-related programming can present a challenge, and that strong partnerships can be a key to success.

One powerful and simple example shared by a library was, *"We have a community produce exchange stand in the summer. Patrons and staff bring in excess bounty from their gardens and others are free to take what they want. The stand is located in our lobby."* What a great way to connect people who can and want to give with people who have a need.

In addition to the many exciting initiatives shared in the poll, view the archive to learn about [Family Literacy at a Food Pantry](#).

[Read the poll responses »](#)

(OCLC WebJunction – December 2, 2015) (Image courtesy Crandon Public Library)

9. Transformation Time

If you haven't tuned in to the new Libraries Transform initiative from the American Library Association (ALA), please do. It's a savvy approach to the broad challenge libraries face as they continue to evolve and must communicate what they actually contribute to their communities.

This three-year project, launched October 29, is much more than talk. It's an actionable toolkit you should put to work now to help your constituency understand the real life of libraries. I've written before about the limits of the book brand ("[Library Unlimited](#)") and the need to develop better storytelling about libraries of all types. This broad branding and engagement package is a great step in the right direction.

[Read More...](#)

(LJXpress – November 24, 2015)

10. Wisconsin Public Library Director Certification Course Scholarship

UW-Madison's School of Library and Information Studies-Continuing Education Services announces a scholarship for Wisconsin library directors currently taking certification courses. SLIS-CES will cover the entire cost of one certification course (\$415) for the winner. The course must be taken during the 2016 Spring semester. Only current Wisconsin public library directors are eligible for this scholarship. Previous scholarship winners are not eligible to win again. The winner may use the award on any one of these upcoming fall courses:

- Basic Public Library Administration (Feb 15 – May 6)
- Organization and Management of Collections (Feb 15 – May 6)

To apply, please send an email with "CE Scholarship" in the subject line to Meredith Lowe (mclowe@wisc.edu). In the body of the email, include your name, library, and a paragraph or two about how taking the certification courses helps you provide excellent service to your community. Submissions are due by 5:00 PM CST January 15th.

If the winner has already registered and paid for an upcoming certification course, their course fee will be refunded.

Meredith Lowe, Outreach Specialist
SLIS, the iSchool at University of Wisconsin-Madison
<http://www.slis.wisc.edu/continueed.htm>

11. Workshops and Webinars

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

<http://www.iflsweb.org/events>



ADDITIONAL CE OPPORTUNITIES:

Content Marketing & Strategy: Getting Started **Thursday, December 10; 1 pm**

Presented by: Laura Solomon, Library Services Manager, Ohio Public Library Info Network

If your library has been promoting itself online (blogs, social media, etc.), it has probably seen very mixed results. Think it's time to make your library's online efforts more effective? You're probably right. The majority of libraries often don't have a content marketing plan, and it shows. The next, logical step is to start defining a content strategy, and learning how to re-purpose your content for different platforms. Find out what people really want online, and how to further content reach.

Learn about creating and distributing valuable content to attract and engage your library's audience. Move beyond advertising and promotion (which people usually ignore), and start getting a better grip on what your library should be putting effort into, and how to make that effort count.

Register: <https://attendee.gotowebinar.com/register/3993608018729721601>

This webinar will be recorded.

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We'd like to extend an invitation to attend our NCompass Live session next **Wednesday, December 16th from 10am - 11am (CST)**

We were invited to present the same presentation Jennifer Cook and I recently presented at the 2015 WLA Annual Conference "**Tech Tuesdays: Taking Time to Teach Technology to Technophobes**" as a webinar by the Nebraska Library Commission. If you were unable to attend WLA Annual or missed our session, you are encouraged to register for this free opportunity to attend our presentation on our Tech Tuesdays program again.

Description of session: Do you find it difficult to spend sufficient time with patrons and their technology questions? L.E. Phillips Memorial Public Library in Eau Claire, Wisconsin, has adopted a program called "Tech Tuesdays" that allows staff to spend more time with patron's technology questions. We offer informal walk-in hours to answer patron's questions about their personal devices, such as e-readers, tablets, laptops and smartphones. Topics include how to load e-books, apps and music onto devices and basic computer and internet search skills. We don't claim to have all the answers, but we offer the time and resources to work with patrons to solve their technology issues. This session will address branding, marketing, promotion of the program and service models seen at other public libraries such as workshops, appointments and working with partners to provide technology instruction outside of the library. We will also share our challenges, successes and the immediate response we've received from our patrons.

NCompass Live is free and open to anyone to attend. **Register for our NCompass Live session here:**
<http://nlc.nebraska.gov/scripts/calendar/eventshow.asp?ProgID=14710>

Sessions are recorded for anyone who may want to see them again or who cannot attend them at the scheduled time. Registration is not required to view the archived recordings.

Peter Rudrud, Reference Associate II, L.E. Phillips Memorial Public Library
peterr@eauclaire.lib.wi.us

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**University of Wisconsin-Madison
School of Library and Information Studies**

**Winter/Spring 2016 Online Professional Development
Plus The Librarians' Tour to Germany!**

Register now for an early bird 10% discount
Classes are open to everyone!

[NEW! Graphic Design for Librarians](#)

January 25 - February 19

<http://www.slis.wisc.edu/1122.htm>

[Copyright in Libraries](#)

January 25 - March 4

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

[NEW! How Did You Manage THAT? Issues in Youth Services Management II](#)

January 25 - February 19

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

[Creating a Marketing Plan for your Library](#)

January 25 - February 26

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

[NEW! Introduction to User Experience](#)

February 1 - March 11

<http://www.slis.wisc.edu/1123.htm>

[Using Pinterest and Tumblr in Libraries](#)

February 1 - 15

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

[NEW! Using Open Source Tools for Engagement](#)

February 8 - March 18

<http://www.slis.wisc.edu/1125.htm>

[Makerspace Mindset](#)

February 15 - March 25

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

[Basic Public Library Administration](#)

February 15 - May 6

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

[Organization and Management of Collections](#)

February 15 - May 6

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

[**NEW!** Worthwhile Webinars](#)

February 29 - April 8

<http://www.slis.wisc.edu/1124.htm>

[Child Development, Library Space, and Behavior](#)

March 21 - April 29

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

[Disaster Planning for Libraries](#)

April 4 - 15

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

International Tour

[Librarians' Tour to Germany](#)

May 29 - June 8, 2016

<https://uwgermany16.wordpress.com/>

12. Mark Your Calendar

Thursday, December 24	Christmas Eve – IFLS Closed
Friday, December 25	Christmas Day – IFLS Closed
Thursday, December 31	New Year’s Eve – IFLS Closed
Friday, January 1	New Year’s Day – IFLS Closed

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