



Indianhead Federated Library System

newsFLASHES

A Newsletter for library professionals in west-central Wisconsin.

June 2016

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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

Interviews and write-ups provide inspiration and information from this year's 7 winners of the State Superintendent's [Standing Up for Rural Wisconsin Schools, Libraries, and Communities Awards](#).

The **Early Learning and Language Project** is a collaborative effort of the **G.E. Bleskacek Library** and the Bloomer School District to provide comprehensive early literacy intervention, including speech therapy and language support through library-sponsored story time.



From May 21-27 **Chippewa Falls Public Library** hosted a traveling exhibit, "**Remembering Our Fallen**," a tribute to soldiers from Wisconsin who have died in the War on Terror since September 11, 2001. The Library collaborated with the AMVETS local chapter. Over 350 people viewed the exhibit.

BOOKBIKE – Your Library on Wheels. Starting in late June, **L.E. Phillips Memorial Public Library in Eau Claire** will be launching a **BookBike** which is a very small library branch on wheels. It is a custom-built bicycle that holds about 100 items. You will be able to check out materials, sign up for a library card, get answers to reference questions, learn how to download digital content and much more.

2. On the Road With John

The summer season is here. Vacations are being planned. I am looking forward to summer library visits to see all of the activities planned for children, teens, and adults.

Seeing the library Facebook posts about these activities demonstrates that libraries are integral parts of their communities as well as a key player in helping to prevent the summer slide.

Enjoy your summer.



3. Libraries Love Their Communities



As our population ages, more and more people are experiencing the challenge of living with dementia. People with memory loss and their caregivers often end up isolated and overwhelmed. In response to this, there is a statewide effort, spear-headed by the Aging and Disability Resource Centers (ADRC), to train businesses and agencies to become Dementia Friendly. The staff of Dementia-Friendly agencies

have undergone training about dementia and have learned some tips for setting up their space to be easier to navigate and help someone with dementia use their services. Several libraries in the IFLS-region have undergone this training—contact your local ADRC if you would like to do this with your library.

The **Ogema Public Library** is certified as Dementia Friendly. In addition, since October 2015, the library has sponsored a Memory Café, a program designed for people with memory loss and their caregivers that usually includes snacks, time for chatting, and some sort of activity (music, art, gardening, and the like). After attending a workshop about the topic last August, library director Mary Hebda was eager to give it a try in her library, which is conveniently located in the same building as the Senior Nutrition Site. Library Assistant Clare Meier, who is also a registered nurse, was very interested in the project. She went to Wausau to attend further training on facilitating a Memory Café and has been facilitating (very skillfully, Mary adds) once a month since. They hold the Café before lunch is served at the nutrition site, so people can stay and continue conversing after the program—and those who prefer it often head across the street for lunch in the local coffee shop. They have been using [Bi-Folkal Kits](#) (Fun and Games and Fashion were both big hits). 12-14 people attend each month, mostly women. Some of the participants have memory loss, others are just seniors looking for a pleasant way to connect and interact with each other. Not bad for a community with fewer than 1000 residents! This program is definitely filling a need. They promote the program through the newspaper, the nutrition site, and flyers at the library. After seeing flyers at the library, organizations in Rib Lake and Medford have started their own Memory Café.

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

(Leah Langby – Library Development and Youth Services Coordinator)

4. Free Adult Program from Wisconsin Humanities Council

The **Wisconsin Humanities Council's Working Lives Project** is sponsoring a series of [Shoptalks](#), available to libraries and other organizations for **free** in 2016. The programs fall into three categories. Life Paths include personal stories from people from a variety of professions to illuminate different ways people experience work, and inviting sharing from the audience. The Big Picture track features historians and other scholars who shed light on complex questions as part of open-ended conversations. Reporting the Story has Pulitzer Prize winners from the Milwaukee Journal Sentinel share what it's like to report a great story. There are more than 40 talks, many of which would reach a broad audience at a library. Some titles include: Share Work Stories from Your Family; Shifting High Burnout Professions Toward Health; Human Trafficking in Wisconsin; Starting Over: A Meaningful Career Shift; May Day 1886: Milwaukee's Movement for an 8-Hour Work Day; Hmong Motherhood: Cultural Influences on Parenting Styles.

Full program descriptions, information on booking and promoting a program, and more, check out the website: <http://www.wisconsinhumanities.org/programs/current-programs/working-lives/ShopTalk>. And keep us posted if you host a program! We might want to attend!

5. Coding Initiative in Wisconsin Public Libraries

The official roll out of the Coding Initiative in Wisconsin Public Libraries begins fall 2016. This initiative focuses on increasing awareness of the whys and hows of coding for library staff and library users of all ages. What role does the public library have in learning and use of computational thinking? What resources are available to libraries? Are there nearby community organizations and/or schools that are doing similar projects or have resources libraries can use through partnerships? The initiative will look to provide answers to these questions. Right now the biggest question might be what we mean when we say code? As stated on the [Coding Initiative in Wisconsin Public Libraries web page](#), When we say 'coding,' we mean not only coding and computer programming, but also coding as a literacy, as the ability to apply computational thinking for problem solving and stimulating creativity. More than anything, we want to increase awareness that coding concepts are for anyone and everyone. The initiative will kick off with a screening of the documentary film CODE: Debugging the Gender Gap at 20 public libraries in the state. The documentary looks at the lack of female and minority software engineers, the historical context of this situation, and how would everyone benefit if this was not the case. Recently a [poll](#) went out asking Wisconsin public libraries if they would like to participate, as well as other questions regarding coding. The [poll](#) is still open for those that have not yet participated.

The Coding Initiative in Wisconsin Public Libraries is a DPI managed project using LSTA funds. There will be resources added to the [web page](#) over the course of the year. Community partners and school districts that are participating in coding and similar programs will be identified so public libraries can reach out for potential partnerships. [WisCode Literati](#), one of the teams from the 2015 ILEAD USA - Wisconsin program and partner in this initiative, is presenting at conferences and holding workshops in public libraries around the state on materials and kits and resources for libraries doing coding programs with no tech, low tech, and hi tech options.

Look for more information about the initiative and the film screening in the next couple months. Questions about the Coding Initiative in Wisconsin Public Libraries can be sent to [Ryan Claringbole](#) or [Tessa Michaelson Schmidt](#).

(WI Libraries for Everyone, 6-2-16 – Written by Ryan Claringbole, Public Library Development Team)

6. Featured Database: Access NewspaperARCHIVE



Access NewspaperARCHIVE, a newspaper database available through BadgerLink, is a valuable resource for genealogy research, primary sources for student history projects, plus research on small-town events as well as world news. The database has searchable newspaper pages, dating as far back as the 1700s and those pages are presented in JPG and PDF format preserving original context and format of content. Link: <http://badgerlink.dpi.wi.gov/resource/access-newspaperarchive> .

Browse by location – look by country, state/province, city. The database doesn't have every newspaper and/or date but the variety of locations is fun to explore from area newspapers like the River Falls Journal (1850-1861), issues of several Chippewa Falls newspapers from the late 1800s, or a variety of Eau Claire papers from the 1850s to 1970s; to Wisconsin papers such as the Madison Capital Times (1917-2014), and the La Crosse Tribune (1905-1951); to newspapers across the country and the world.

Browse by date – Check out the 1865 coverage of the assassination of Abraham Lincoln (one example is the April 20, 1865 issue of the Eau Claire Daily Free Press). Or see the list of teachers at the Rice Lake Schools in 1922. What about the coverage of the 1969 moon landing?

Or search for a name, an event, a place. You'll find obituaries, gossip columns, original book reviews, wedding announcements, editorials, and more.

Training materials: BadgerLink has training materials at <http://badgerlink.dpi.wi.gov/training#ana> which include several 2 minute videos, a printable Info sheet, and a recorded webinar.

(Maureen Welch, IFLS Reference & ILL Coordinator)

7. Campaign Season Provides New Opportunities

Advocacy work with officials elected at both the local and state levels never stops. Every season is advocacy season. Every opportunity for relationship building and demonstration of how LIBRARIES TRANSFORM lives is important. WLA members made tremendous strides in this regard during the past year.

All three bills endorsed by WLA during the last legislative session passed both houses on a voice vote. It is therefore accurate, when you meet them in person during the coming months, to **SAY THANK YOU to ALL legislative incumbents** for supporting libraries! A one page reference sheet detailing support from specific bill co-sponsors and committee members [can be found here](#) .

Librarians and library supporters need to proactively establish relationships with legislators and acquaint them with the vital work that libraries do as a prelude to deliberations for the next state budget, rather than waiting to be merely reactive.

Setting partisan politics aside, focus on getting to know current legislators better as members of "the incumbent party." **The Senators who represent even numbered district (4 year terms) and ALL Assembly Representatives (2 year terms) are up for re-election on November 8.** The partisan primary, where necessary, is **August 9.**

Acknowledgment of all candidates running for open seats, as well as candidates running against incumbents, provides an additional opportunity to meet, greet and inform potential new friends who, if not elected, will nonetheless become more knowledgeable about library value.

Not sure who all the candidates are? To find out who is running for office in your area, refer to the continuously updated Government Accountability Board Fall 2016 General Election "[Candidates Tracked by Office](#)" **after June 1** for a list of candidate names and addresses. To verify the correct Senate and Assembly districts, enter your personal address or the address of your library in the search box at [Who are my legislators?](#)

Invite incumbents and candidates to your library for a cool drink, free Wi-Fi, restroom facilities, AND (most important!) A GUIDED TOUR of all the amazing things that happen there!

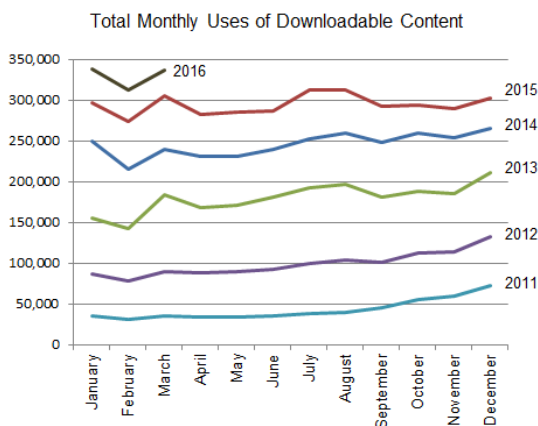
- Libraries are wonderful places for the public to hear candidates speak, and to meet and talk with them. For many communities, the public library is the only place where people can attend a **candidate forum** that is truly non-partisan.
- Hosting a **library listening session**, where key library supporters in your community gather to inform candidates about the many resources libraries offer and speak about the challenges of meeting the increased demand for library services, is a way to connect candidates with voters who care strongly about all types of libraries.
- Incumbent legislators will appreciate open invitations to use library meeting rooms as convenient **locations for "office hours" visits** to your community.
- Information tools to assist local libraries interested in hosting candidate forums and/or library listening sessions can be found on the WLA website [Advocacy Resources](#) page.

(WLA Legislative Newsletter – May 24, 2016)

8. Are Public Library Uses of Downloadable Content Decreasing?

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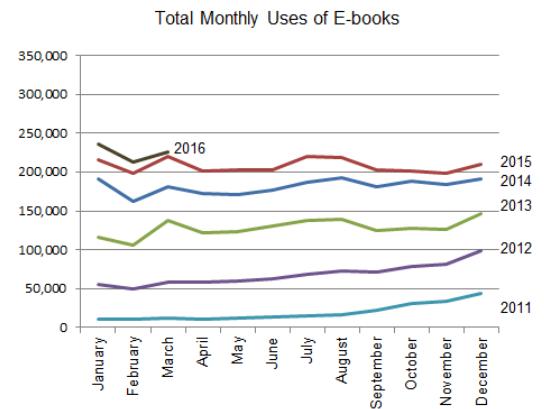
Total annual uses of downloadable content compared to previous years has not decreased, but it is definitely decelerating. The simplest way to show this is by graphing the monthly usage statistics posted by [WPLC](#).



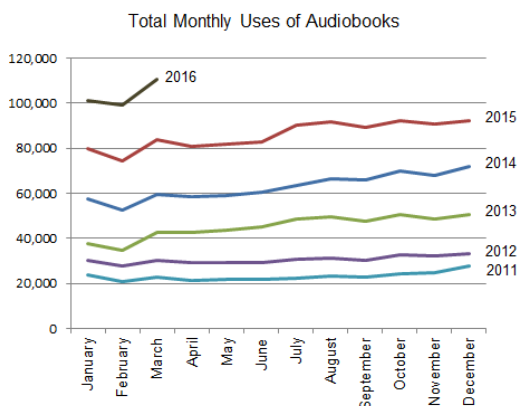
In a graph like this, if increases are the same from year to year, all the years would be equally spaced. If the *percentage* of increase is the same every year, each line is farther from the one before. In the graph of total uses of downloadable content, however, 2016, 2015, and 2014 are each closer than the year before; that is, growth is slowing.

	2011	2012	2013	2014	2015
Total annual uses of downloadable content	514,645	1,190,918	2,153,229	2,941,206	3,578,621
% increase from prior year		131.4%	80.8%	36.6%	21.7%

This trend is more visible in uses of e-books, where the January through March 2016 uses are much closer to 2015. During the year, we get some idea of trends by comparing the same range of months in different years. Total e-book uses for Jan-Mar 2016 is 6.2% more than the same period of 2015. (The Jan-Mar 2015 total was 18.7% more than Jan-Mar 2014.) *Note, however, that annual increases are typically lower than comparisons part way through the year; for example, e-book uses for 2015 were 14.4% more than 2014, while the Jan-Mar 2015 increase was 18.7% more than Jan-Mar 2014 e-book uses.*



	2011	2012	2013	2014	2015
Total annual uses of e-books	231,644	819,726	1,538,163	2,177,575	2,490,836
% increase from prior year		253.9%	87.6%	41.6%	14.4%



Uses of audiobooks do buoy total uses of downloadable content. We see greater increases in audiobook use each year (each line is farther from the previous one) and deceleration in growth is substantially less than what we see in e-books.

	2011	2012	2013	2014	2015
Total annual uses of audiobooks	278,082	366,798	542,540	753,499	1,029,752
% increase from prior year		31.9%	47.9%	38.9%	36.7%

To a lesser extent, annual increases in the number of people who download e-books, e-audio, and e-video are also decelerating. Altogether, both uses and users of downloadable content in Wisconsin public libraries appear to be approaching plateaus that library service planning may want to take into account.

(WILibraries for Everyone, 5-24-16 - Written by: Jamie McCanless, Public Library Development Team)

9. Active Learning Spaces in Small Public Libraries

WebJunction has received a \$249,710 National Leadership Grant from the Institute of Museum and Library Services for the two-year project "**Small Libraries Create Smart Spaces.**" In partnership with the Association for Rural and Small Libraries, WebJunction will guide and support small and rural public libraries as they reimagine and reconfigure library spaces to support socially engaging and active learning programming that addresses a defined community need. [Read about project goals and more.](#)

(OCLC WebJunction – Crossroads, May 18, 2016)

10. School Library Resource Funds

School libraries across Wisconsin [are sharing \\$37.7 million](#) for print, digital, and technology resources from the Common School Fund, a revenue source established by the state constitution.

The funds are for resources housed with the school library program and accessible to all students. As noted in the newly revised [Common School Fund section](#) of the Department of Public Instruction website, purchases are to be made after consultation with the school library media specialist and in alignment with the district's library media plan.

"We depend on Wisconsin's teacher librarians to advocate for strong public school library programs that can offer a broad range of resources to support student learning," [notes State Superintendent Tony Evers](#). "We want our kids to be college and career ready and strong school libraries contribute to that effort." The DPI is in the process of updating resources to help districts [create their library media plans](#). The DPI is adopting the [Future Ready Framework](#) tool to facilitate this comprehensive process.

(DPI ConnectEd – May 23, 2016)

11. Workshops and Webinars

IFLS-SPONSORED CE OPPORTUNITIES:

June and July are quiet months for IFLS-sponsored CE opportunities and allow libraries to focus on their local efforts for summer library programming.

Be sure to check out our website to view archived CE events you may have missed: <http://www.iflweb.org/events>



ADDITIONAL CE OPPORTUNITIES:

Wisconsin Trustee Training Week is coming up **August 22-26**. 5 days of webinars, from 12-1 pm each day. This year, the line-up looks even more relevant and useful than ever before, and I really hope that several of your trustees will be able to take advantage of them. All the webinars will be recorded and available afterwards, too. In years past, libraries have had special lunchtime viewings of the webinar during the week, or shown each recording before a library board meeting. Others have just promoted the workshop to their boards. Here's the website: <http://www.wistrusteetraining.com/>
People need to register for each webinar separately.

12. Mark Your Calendar

Monday, July 4	Independence Day – IFLS Closed
Friday, July 8	10:00 – MORE Executive Meeting – Budget Hearing

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