



Indianhead Federated Library System

NEWSFLASHES

A Newsletter for library professionals in west-central Wisconsin.

January 2014

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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

Congratulations and best wishes to **Kim Korb** who was recently hired at the Director as the **C.A. Friday Memorial Library in New Richmond**. Kim will begin her duties on February 17th. Kim is currently the Director at the **G.E. Bleskacek Family Memorial Library in Bloomer**.

Teens are making noise at the **Osceola Public Library**!! Osceola Public Library Director Kelly McBride told the Library Board of the increase in teens coming to YAC – as the Youth Advisory Council now calls them. The teens now have a space of their own in the redesigned “Loft” and 28 teens were on hand for a game night in December. “They were so LOUD,” said McBride, adding “It was great!”

The **L.E. Phillips Memorial Public Library in Eau Claire** “shared the magic” with a patron. A patron of the Eau Claire library created an interlibrary loan request for a copy of the lyrics to a barn dance song that she danced to while in school. The music was published in 1905. The only two holders were the British Library and the Oxford University. The Oxford Music library was emailed and a few days later the PDF arrived. The day the patron was called with the good news, turned out to be her birthday. She was thrilled to receive the lyrics and shared that it was “the best birthday present she could have received!”

2. Director’s Desk

Welcome to a New Year. 2014 promises to be an exciting year!

The 53 IFLS public libraries will be adding new books, music and videos to their collections as well as presenting a variety of programs and storytimes.

The MORE libraries have added several new electronic services including Freegal and Freading and later in the year a new look will be unveiled for the MORE catalog.

In 2013, the IFLS staff was busy assisting libraries either onsite; on the phone or holding workshops/training. Staff members made over 400 visits to our public libraries last year to provide assistance on a vast range of topics. Our staff is looking forward to a great 2014, and to seeing and talking to you this year.



3. Sharing the Library Story!



Dear Shelley, Laurie, Margaret, Karin, and Julie,

I just want you all to know how very much I appreciate all you do to make me and the kids feel welcome at the (Ellsworth Public) library.

You are always so helpful and take the time to say "hi" in the midst of all of your running around. You have been so kind and are always interested in hearing how we are doing -- not only for us, but other patrons as well.

You all truly make a difference with your help, kindness, and upbeat attitudes. The library would not be the same without you! Thank you so very much for everything you do ... you are wonderful!

*Very sincerely, Kelei Johnson
Patron – Ellsworth Public Library*

4. A New Year's Resolution to Keep: Use & Promote Databases

A 2014 resolution you can make today is to use and promote the BadgerLink databases, an amazing set of electronic resources available to Wisconsin residents. The BadgerLink website <http://www.badgerlink.net> got a great new look in the last few months and the variety of databases may help you and your patrons stay on track with their 2014 resolutions.

- Learning Express Library 3.0 has an all new look & tutorials to help meet educational and job skill goals.
- Resolved to read more books this year - check out NoveList to find titles to add to the TBR (to be read) list.
- After seeing Grandma or Great-Aunt Sue at the holiday party, you promised to research the family tree and look her up in the 1940 census in HeritageQuest Online.
- Get help with health & fitness goals with the authoritative info found in Consumer Health Complete or Alt HealthWatch.

Make your resolution to learn & promote one database each month this year. To help meet your goal, you can find tutorials & how to guides in the Help section; and can request bookmarks & posters in the Get the Word Out! Get started today by printing out the Quick Start Guide at http://www.badgerlink.net/sites/badgerlink.dpidev.wi.gov/files/documents/BL_quickref.pdf

Have fun with the databases this year and good luck with meeting your resolutions.

5. Library Spaces that Keep Customers Coming Back

Our surroundings have a profound effect on us. Color, light, shapes... seemingly small details can help us tune into our environment deeply, or make us shut down entirely. We know at an intuitive level that well-designed spaces not only make for better business, they inspire and encourage us to engage with our world and achieve our goals. As libraries look to address 21st century customer needs, rethinking and reshaping indoor and outdoor spaces can create welcoming, fun, and comfortable environments that keep customers visiting time and again.



Image credit: Don Bayley
/iStock/Thinkstock

Key Resources:

- No matter the size or shape of your project, this month's focus on space planning will provide ideas and tools to help you get the job done.
- Don't miss the webinar Flexible Spaces--Flexible Futures for great insights and guidance on leading and completing successful design efforts.
- In the on-demand webinar Library Renovations & New Spaces, panelists discuss aspects of renovation work, including challenges faced in the planning/building process, and how the spaces are used now.

(OCLC WebJunction – January 2014 Crossroads)

6. Library Legislative Day

Library Legislative Day...the most important advocacy event of 2014. This is your chance to promote the value of libraries and build relationships with your state legislators. Join WLA and WEMTA (Wisconsin Educational Media & Technology Association) on Tuesday, February 11, at the Best Western Inn on the Park in Madison.

The day begins with registration and continental breakfast at 7:30 AM followed by program speakers and a legislative briefing panel before visits to legislative offices begin at 10:30 AM and continue through early afternoon. Representative Rob Swearingen (R-Rhineland), Senator Jennifer Schilling (D-La Crosse) and Superintendent of Public Instruction Tony Evers have accepted our invitation to participate in the program.

Whether your constituent community is an academic campus, a K-12 school, a municipality, or museum, law firm or hospital, your legislators need to hear from you about important library issues.

WLA and WEMTA are particularly interested in recruiting library trustees, members of friends/foundation groups and other citizen library supporters to add to our delegation. Participate in Library Legislative Day to learn what is important to public officials and, in the process, position yourself as a resource on library issues. Appointments will be made for you and others from your legislative district. Background materials and briefing provided in advance give you talking points on the issues. Professional lobbyists will provide tips on having an effective meeting.

Advocacy topics for 2014 include:

- Library collaboration to support education, employment and economic development
- Sufficient, coordinated and affordable library Internet access and networking capacity
- Library partnerships for early childhood literacy
- Continued support for BadgerLink and other library services through the Universal Service Fund

It is also important for local contacts (letters, phone calls, emails) to be made to legislators in and around Library Legislative Day to support those attending in person.

(Wisconsin Library Association – blog entries)

7. Survey Sez: News of the Death of Print is Greatly Exaggerated

[Study: 70 Percent Of Consumers Tied To Print, Most eBooks Are Never Read.](#)

(CBS Denver, 12/9/2013)

Key quote: *The study mentions that much of the discussion about eBooks' popularity is reinforced by "popular press headlines rather than factual data," when in reality a majority of Americans can't see themselves giving up printed books anytime soon.*

[View article...](#)

(Retiring Guy's Digest – Posted December 9, 2013)

8. New Resources for the New Year

As we enter 2014, individuals continue to learn about new health insurance options available to them as part of the Affordable Care Act. The following resources are intended to support libraries as they develop their own priorities for responding to patron inquiries in this area. Please feel free to share these resources with colleagues or community partners who may be interested!

- The Centers for Medicare and Medicaid Services (CMS) has added several new [publications and articles](#) at their site. These and other [official resources](#) are intended for use by professionals helping people understand the new health insurance marketplace.
- The Kaiser Family Foundation continues to develop [robust resources](#) related to health care reform. Their comprehensive list of [frequently asked questions](#) may be useful to library staff and patrons alike, and includes a search feature.
- [Tribalhealthcare.org](#) provides consumer education materials and training tools for community representatives, to support American Indians and Alaska Natives in understanding their rights and opportunities associated with health care reform.
- The Initiative on Asian Americans and Pacific Islanders will host a Google+ Hangout, for individuals to learn about the health insurance marketplace in Chinese (Mandarin), on Thursday, January 23, from 3 – 4 PM ET. Details on this opportunity are available [here](#).
- [Registration is still open](#) for WebJunction's free webinar on Health Information Resources for Library Staff, which will be held on Wednesday, January 22 at 11 AM PT/2 PM ET. This session will also be archived and posted via this distribution list, and is an exciting opportunity to learn more from experts on this complex topic.
- The Health Happens in Libraries team continues to highlight examples of library health information services and resources at our [project site](#), and we're eager to share our latest library profile of Miami Public Library in Oklahoma. [Read on](#) to learn more about how this local library is leading health literacy in their community, and feel free to [contact us](#) at any time to share your story.

9. Library Contest Aimed at Changing Ebook Policies

infoDOCKET | Library Contest Aimed at Changing Ebook Policies: The "Soon to be Famous Illinois Author" Project



From the *Chicago Tribune*: The Soon to be Famous Illinois Author project will choose a self-published Illinois author's work for a year of book talks, author events and other promotions in Illinois public libraries. In addition to bringing acclaim to one writer laboring in obscurity, librarians hope to make the country's top publishers take notice of their power to be literary tastemakers by connecting books with readers. It's part of an effort to nudge top publishers to change prices and policies on selling ebooks to libraries, practices that librarians say limit the ability to borrow.

[Read More...](#)

(LJXPRESS – January 7, 2014 – Filed by Gary Price)

10. This and That

In 2014, the **GED test is undergoing significant changes**. It will be delivered digitally, and the content and scoring is changing as well. Be sure to check your GED collections and update them to reflect the significant changes in the test. Many people rely on public library resources for help in preparing for the GED test. Learning Express (available through Badgerlink) will have updated resources, starting in January. If you need help locating other resources, please contact Leah.

Get the Credit You Deserve: Tax Credit informaton in English, Spanish and Hmong

Many Wisconsin low-income families miss out on their full tax refund because they do not claim tax credits for which they are eligible —particularly the Earned Income Tax Credit, the Homestead Tax Credit, and the federal child tax credit. Please help us get these flyers, which explain the eligibility for these credits, into the hands of low-income families who could benefit.

[English Version](#)

[Spanish Version](#)

[Hmong Version](#)

(Wisconsin Budget Project)

A fun promotion for library science from the University of So Cal's online library science program was provided by a link from Mike Norman, IFLS Trustee. **Library Science 101: So you want to be a librarian?**

(Book Patrol)



Ebook Usage in U.S. Public Libraries: 2013

Download *Library Journal's* 4th annual survey of Ebook Usage in U.S. Public Libraries, courtesy of Freeding. Inside, you'll find the most up to date statistics on how libraries are adopting ebooks and the driving factors behind purchasing and circulation activity in the public market.

DOWNLOAD THE FREE REPORT TODAY

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:

Wild Wisconsin Winter Web Conference

10 speakers on a wide range of topics for all types of librarians! Register for each session separately. Co-sponsored with many systems, hosted by the Nicolet Federated Library System.

January 15-16, 2014 (9 am- 5 pm both days)

Annual Report Workshop

Workshop with John Thompson and Juli Button. This is a hands-on workshop, get your questions answered, your problems solved, and your report finished! [Register](#) by January 30.

February 5, 2014 (12:30-3:30 pm) @ IFLS

[Beyond Recycling--Sustainability Projects to Engage Your Community](#)

Webinar with Bess Arneson and Denise Madland from Eau Claire and Cindy Mischnick and Kelly Jo Becker from LaCrosse.

February 6, 2014 (11 am – 12 pm)

[Summer Library Program Workshop](#)

Workshop with Sara Bryce (LaCrosse Public), Laurie Bartz (Hedberg Public), Julie Belz (Ellsworth), Georgia Jones (New Richmond), Kathy Larson (Bloomer) and Colleen Zertler (Menomonie).

February 13, 2014 (9:30 am – 3:30 pm) @ Menomonie Alliance Church

[Register](#) by February 6. *Snow date February 20.*

ADDITIONAL CE OPPORTUNITIES:

Webinar: [Optimizing Materials Handling on the Cheap: How to Lean Your Workflow](#)

By: [Lori Bowen Ayre](#)

Thursday, January 30th, 2014 (2 pm Central time)

As much as we love our book carts, they have helped us develop some very bad habits, and Lean will help us reduce or eliminate some of these bad habits. Lean is a management philosophy designed to identify and eliminate “waste” in a workflow. Waste can be any number of things including waiting, unnecessary handling or transport, duplicating steps, processing that doesn't provide any benefit to the customer, and unnecessary hand-offs. By eliminating these wastes, we can find an optimal workflow that will get items to our customers faster and reduce our costs.

In this webinar, we will:

- Identify several library materials handling workflows that would benefit from a Lean process
- Work through the steps of identifying the “uniquely library” types of waste
- See how to improve the flow
- Revisit library successes that have implemented Lean projects and
- Find out how they put the principles to good use.
- Provide you the tools you need to get started optimizing your library's materials handling workflows without spending more than the cost of this webinar!

This webinar will be of interest to circulation and technical services supervisors and staff, delivery personnel, and anyone interested in saving time and money and improving services for their library customer.

For more information and to participate in the Thursday, January 30th webinar, go to <https://infopeople.org/civicrm/event/info?id=368>.

Webinars are free of charge; you can pre-register by clicking on the **Register Now** button (at the top and bottom of this page). If registering with less than 30 MINUTES from the start of the webinar you can join directly from the thank you page by clicking the **Join Now** button. **If you pre-registered you will receive an email with login link and a reminder email the day before the event.**

If you are unable to attend the live event, you can access the archived version the day following the webinar. Check our archive listing at: <http://infopeople.org/training/view/webinar/archived>

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

Winter/Spring 2014 Online Courses

How do our online classes work? Anybody can sign up! The courses do not require a 'meeting' time. Students and their instructor login to the course a few times each week to read/listen to lecture material and participate in the online discussion boards.

Contact Anna Palmer, ahpalmer@wisc.edu, if you have further questions.

Expanded! Genealogy Library Services

January 21 - February 28

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

Basic Public Library Administration

January 27 – April 18

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

Energize Your Social Media Strategy

January 27 - February 23

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

NEW! Project Management for Librarians

January 27 – March 21

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

Organization and Management of Collections

February 3 – April 25

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

Connecting Teens with the Best in New Teen Lit

February 10-March 21

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

NEW! Power Children's Programming—on a Budget

February 10-March 21

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

NEW! Digital Asset Management

February 10 – April 4

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

Cultivating Quality Customer Service in Libraries

February 17-March 28

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

NEW! Adult Library Programs on a Dime

March 3 – April 4

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

NEW! Assessment of Student Learning for Instruction Librarians

March 3 - April 25

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

Get Your Ducks in a Row: Disaster Planning

March 31-April 11

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

NEW! Working Successfully with Your Library Board

April 28 to May 23

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



FREE webinars this spring. Sign up here: <http://www.slis.wisc.edu/2014webinars.htm>
Copyright, Linked Data, Early Literacy, and Digital Humanities

Questions? Contact Anna Palmer, ahpalmer@wisc.edu, or Meredith Lowe, mloew@wisc.edu

12. Mark Your Calendar

Wednesday, Thursday January 15-16	9 am – Webinars: Wild Wisconsin Winter Web Conference
Wednesday, January 22	12:30 pm – IFLS Board of Trustees Meeting
Friday, January 31	10:00 MORE Directors Council Meeting
Wednesday, February 5	12:30 pm – Workshop: Annual Reports
Thursday, February 6	11 am – Webinar: Beyond Recycling—Sustainability Projects to Engage the Community
Tuesday, February 11	Library Legislative Day – Madison
Thursday, February 13	9:30 am – Workshop: Summer Library Program – Fizz, Boom, and Spark Your Way to Inspiration at Menomonie Alliance Church

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