

Wisconsin Library Association FoundationNews

Supporting Wisconsin libraries as essential institutions

ISSUE 1, 2010

Foundation begins 2010 with better financial position, looks for your support

As 2010 begins, I would like to recognize the excellent work of the retiring 2009 Board members, President Barbara Kelly, Secretary Mike Gelhausen and Director Peg Sullivan. They all helped “keep [the Foundation] in a better state” during a year where economic upheavals posed exceptional challenges. The Foundation starts this year in a much better financial position thanks to them.



After two years on the Board, I have a much richer appreciation for all that the Foundation does to support our profession and libraries of all sizes and types in every corner of the state.

The Campaign for Wisconsin Libraries—getting the word out on the value of libraries to the public, legislators, community leaders and city officials—takes many forms. Campaign merchandise is available to libraries; public service announcements appear in print and on the radio. This past year under the leadership of Pete Gilbert, the Campaign committee launched the successful Wisconsin Libraries Say Cheese! A Day in Pictures. This effort has garnered some national attention and is a reminder to both the library community and our users how many ways libraries serve the public across the lifespan. Building on this success, the committee will be working hard this year to renew and retool the Campaign.

Preserving our past through the Wisconsin Library Heritage Society is a Foundation goal. On the Nov. 18, 2009 “Say Cheese” day, Society founder, Larry Nix wrote an interesting piece on the evolution of public relations campaigns. Check it out on the Web site.


Scholarships strengthen the profession through continuing education and support for the education of future librarians. Peg Branson will again chair the scholarships committee this year. In its January meeting, the Board approved a committee proposal to move the application deadline to June 1. It’s worth emphasizing that all those employed in Wisconsin libraries are eligible for the George Bauer

Continuing Education scholarship. This scholarship is designed to assist “a person employed in a library in Wisconsin, or someone who works with library employees in those communities, to attend a conference or other continuing education program within or outside Wisconsin.” Consider applying or encouraging a colleague to apply. Usually there is funding available for multiple awards. As we seek to diversify the library workforce, the Diversity scholarship is one way to reinforce this value and provide substantial financial help to a deserving applicant. These are just two of the six Foundation-supported scholarships.

Most of you have attended an annual Conference and have benefited from Foundation-sponsored dynamic programming. The Foundation supports those recognized at the awards ceremony. And some diversion for a good cause is offered at the silent auction and Foundation fund-raising reception. Bernie Bellin, working with Foundation staff, Pat Eschmann and volunteers orchestrated these events in 2009.

The Foundation’s strength and its ability to carry out its mission is largely dependent upon successful fund-raising from engaged members, friends and corporate sponsors. Rick Krumwiede, WLA Foundation president in 2008, is leading the development committee guided by an ambitious plan approved at the January Board meeting. Your participation will be a key factor in the successful realization of the goals of both the committee and the Board.

All of us on the WLA Foundation Board and Foundation staff welcome your ideas and your willingness to volunteer for the various Foundation initiatives and programs. We greatly appreciate your contributions at any level you choose. You can designate your gift to your area of greatest interest—the Campaign, a particular scholarship, the Wisconsin Library Heritage Center or let the Foundation decide where the dollars can best be utilized.

Together, we can make a difference for Wisconsin libraries, library employees and the people whose lives libraries positively impact. 

—Anita Evans, WLA Foundation president

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Campaign for Wisconsin Libraries

Wisconsin Libraries Say Cheese! A Day in Pictures

Inspired and encouraged by the successful 2009 Snapshot Days held jointly by the New Jersey State Library and the New Jersey Library Association (<http://snapshot.njlibraries.org/>), the Wisconsin Library Association and the WLA Foundation created "Wisconsin Libraries Say Cheese! A Day in Pictures" as a visual way to capture the impact that Wisconsin libraries have on communities statewide.

The project was the brainchild of the 10-member Campaign for Wisconsin Libraries action committee composed of librarians and library public relations coordinators from across the state. It linked visual images of Wisconsin libraries in action, spotlighting their value to an iconic Wisconsin staple — cheese.

Wisconsin Libraries Say Cheese! A Day in Pictures utilized Flickr to share digital photos that libraries across Wisconsin took on one day during the week of Nov. 1-8, 2009, with this Flickr group going live to the public and the media on Nov. 18, 2009.

Once the committee finalized project plans in September 2009, it wasn't long before the little cheese guy logo began making appearances in libraries statewide—via e-mail and newsletter announcements, postcards mailed to state libraries, statewide press releases and a special WLA Conference program detailing the upcoming event.

By November 18, when Wisconsin Libraries Say Cheese! A Day in Pictures went live, over 100 Wisconsin libraries had posted more than 600 photos. "The library photos exhibited in the Say Cheese! Flickr group are a great way to visually remind Wisconsinites of the variety and wealth of resources, services, programs and activities their libraries offer them each and every day," said Lisa

Strand, WLA executive director.

Librarians were encouraged to use Wisconsin Libraries Say Cheese! A Day in Pictures to promote their library through local news media and to participate at the level they felt worked best for them — from simply uploading photos to Flickr to staging fun and creative activities to capture the attention and garner the support of their patrons — like the Cheese Party held for staff and students at Ellsworth Community Schools in Ellsworth.

Murphy Library at the UW-La Crosse used the event to add a little color and excitement to the library's Web site. Stefan Smith, Murphy outreach librarian, explained, "We adapted the WLA

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graphic so that our home page showed a little cheese camera person waving and winking, encouraging people

to click through to the WLA Say Cheese Web site. I always welcome opportunities to 'lighten' the academic library image, and 'Say Cheese' was a perfect vehicle for that!"

Encouraged by the positive response from librarians across the state, the Campaign action committee members decided to promote a second Wisconsin Libraries Say Cheese! Day in Pictures scheduled for November 2010. With both the benefit of experience gained from the initial program in 2009 and access to the resources on the ALA's Web site "A Primer for Creating a Library Snapshot Day in your State or Locality," action committee members Val Edwards, Pat Eschmann, Martha Gammons, Mark Ibach, Leah Liebergen, Kris Stabo, Lisa Strand, Annie Rauh, Lia Vellardita and Chair Peter Gilbert, are excited to encourage even more Wisconsin libraries to "Say Cheese" in 2010. It's a great time to expand public awareness of the value and immeasurable resources all Wisconsin libraries offer to the communities they serve.

Advisory Committee

- Peter Gilbert,
Chairman
- Val Edwards
- Pat Eschmann
- Martha Gammons
- Mark Ibach
- Barbara Kelly
- Leah Liebergen
- Anne Rauh
- Kris Stabo
- Lisa Strand,
Executive Director
- Lia Vellardita



WLA Foundation Scholarships

2010 Application Deadline: June 1

WLA members and prospective library school students are eligible to apply for scholarships for library education and library continuing education sponsored by the Wisconsin Library Association Foundation (WLA Foundation). The six available scholarships are funded annually by the WLA Foundation through generous charitable contributions made to the Foundation.

Scholarship applications are due June 1, 2010.

These WLA Foundation scholarships fall into two categories:

1. Two Library Continuing Education Scholarships are available for CE opportunities for staff working in a Wisconsin library.
2. Four Library Education Scholarships are available for students pursuing a graduate degree at UW-Madison SLIS or UW-Milwaukee SOIS.

Specific details about each scholarship and copies of the application form are available at:

www.wla.lib.wi.us/scholarships

For questions or additional information about any of the WLA Foundation scholarships, please contact:

Pat Eschmann
WLA Foundation Communications Coordinator
Phone: 608-245-3645 or
eschmann@scls.lib.wi.us

Sincere thanks to the WLA Foundation Scholarship Committee Members:

Peg Branson, Chair
Jane Pearlmutter
Jane Roeber
Alice Sturzl
Sharon Lake
Paul Nelson

2010 Vida Cummins Stanton Scholarship Recipient

Sarah Lynn Salvia, University of Wisconsin-Milwaukee SOIS

Education: Bachelor of Arts in English/Secondary Education with Writing Minor from Lakeland College, some graduate credits in English through 2009 UW—Oshkosh, currently enrolled in UW—Milwaukee's SOIS.

How did you find out about the WLA Foundation award program? Is there an individual who encouraged you to apply? I found out about the award program from an email sent to SOIS students at UW-Milwaukee.

There are multiple awards offered by the WLA Foundation – what made you decide to pursue this one? I pursued this award because it was one for which I was qualified. Many of the other scholarships available required full-time student status or a certain background or area of study. Being relatively new to the program, I have not yet chosen a specialty, and I wasn't able to afford being a full-time student, so I didn't qualify for most of the other scholarships.

Is there anything specific that you used the award for — something you might not have otherwise been able to afford? I am using the award to take an additional class this semester. Without this award, I would only be able to afford one class per semester. This spring, I will be able to take two courses instead and be able to make more progress on my degree.

How do you remain active in WLA/WLA Foundation activities? I am very new to the degree program, so I have not yet figured out how to become active in WLA/WLA Foundation activities.

Why have you chosen to be a professional librarian? I have a passion for literature and reading, and I also enjoyed my nine years of high school teaching. My hope is to become a School Library Media Specialist so that I can continue to play a teaching role while getting to focus on library and media services. I am very excited about playing an active role in creating lifelong readers and researchers.

What area of the profession is of particular interest to you? I am most interested in becoming a School Library Media Specialist. I love working with children, and I look forward to learning more about how I can enrich their experiences in reading and research.

Has your scholarship award been publicized at your library, your school, or in the community? I do not believe it has been publicized, no.

Is there anything else you would like to share—perhaps a favorite memory from visiting or working in a library, your favorite book or author to recommend, etc.? I have so many favorite books and authors that I have no idea which one(s) I would recommend. I have really enjoyed reading Douglas Coupland's novels, particularly *Microserfs*, and I have also read a lot of excellent nonfiction by a variety of authors. Some of my favorite "classics" from my teaching days are Harper Lee's *To Kill a Mockingbird* and William Golding's *Lord of the Flies*. I especially enjoy keeping up with young adult fiction, so I'm looking forward to working in that area in the future. One of my most favorite recent titles was Audrey Niffenegger's *The Time Traveler's Wife*.



About Vida Cummins Stanton

This scholarship fund was endowed by Vida C. Stanton, retired Assistant Professor, University of Milwaukee School of Library and Information Science. Ms. Stanton served as President of the WLA in 1992. She has served on the WLA Foundation Board. She was elected WLA Foundation President in 1999 and served in that role through 2003.

2010 WLA FOUNDATION CIRCLE CONTRIBUTORS

The WLA Foundation thanks these individuals for contributions made *and processed* through March 22, 2010. We appreciate your generosity and support! If you have made a

donation and do not see your name on this list, please contact Pat Eschmann at the WLA Foundation office (608-245-3645) or e-mail eschmann@scls.lib.wi.us.

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