



WLTF NEWS

THE IMPORTANCE OF RETHINKING OUR STRATEGY

RON MCCABE, PRESIDENT, WLA

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WLTF HAS A FACEBOOK PAGE!

[WLTF has launched a Facebook page.](#) You can follow the above link, or find it by typing in Wisconsin Library Trustees and Friends in the "Search" box at the top of your own Facebook page. Once on our page, hit the "Like" button and you will then receive all the new postings.

We will be making entries on pertinent issues regarding libraries, their supporters, books and other subjects relating to information technology. We will be asking for your input on certain issues, and invite you to ask questions as well.

It is our hope that we can use this tool to keep in touch with the WLTF member base in between newsletters and conferences.

Give it a look, and tell us what you think !!

I am honored to serve as the 2012 President of the Wisconsin Library Association. Providing education for everyone is the greatest tradition of our democracy and nowhere has this tradition grown stronger than right here in Wisconsin. Our libraries play a vital role in education and our community, and the Wisconsin Library Association has been moving libraries forward for 120 years.



Through years that included two world wars and the Great Depression, thousands of passionate and committed librarians, trustees and citizen activists made sure that Wisconsin's libraries would continue to serve the many people who count on them. Today, millions of people count on *us* to move these great institutions through the next era of intense political, economic and technological change. This is *our* moment to make a contribution.

The "[WLA Strategic Plan](#)", which is available on the WLA website, gives us a starting point for the work we need to do in 2012. Much has changed, however, since the plan was drafted. Political and economic support for libraries has been seriously eroded in the past year. Technological change is also profoundly influencing how our libraries serve the public. These changes have resulted in a challenging new environment for WLA.

This year we need to rethink everything we are doing in our libraries as well as in WLA. We need to do everything better at a reduced cost or find ways to increase revenues. Planning and analysis will need to take place at all levels: individual libraries, library systems, the Division for Libraries, Technology and Community Learning (DLTCL), and WLA. Some of these efforts will be formal; most will involve informally sharing ideas.

The role of trustees and friends in this process is critically important. Although library professionals have an in-depth understanding of how libraries work, we tend to become too attached to the way things have always been done. Wisconsin's libraries need the fresh perspective of people from other professional backgrounds and people whose primary relationship to libraries is the role of library user. At this moment of re-examination, your input and support is more important than ever.

Let's ask the big questions, share ideas and have a great year!

LIBRARY ADVOCACY CANDIDATE FORUM TOOLKIT

BY JIM BACKUS, WISCONSIN VALLEY LIBRARY SYSTEM TRUSTEE



The people we elect to office in 2012 will influence how libraries operate and are funded for many years. It is critical that library groups investigate the philosophies of candidates who will affect their futures. Candidate forums are an excellent way to achieve this. In preparing for such forums, please take the following into consideration:

- 1) 501(c)(3) organizations are prohibited from supporting or opposing a candidate or a political party. All candidates contesting for a particular office must be invited to your event.
- 2) Since most libraries are funded locally, you can make your event both unique and effective by inviting candidates for the County Board or City Council.
- 3) It is critical that you also invite members of all forms of the media in your area to the event. You are not trying to create a media circus, but the candidate's opinions must be broadcast far beyond the small group of people who will be attending your meeting.
- 4) Insure that there are adequate informational handouts for both candidates and media regarding libraries in general and your own library in particular.
- 5) Select a moderator for the event who will be able to keep the meeting on target and on time. Candidates must be held to answering questions put to them, without making the event a soap box session.

So what sort of questions or comments do you want the candidates to respond to? (Remember that you are trying to ascertain the candidates' beliefs, even on subjects beyond their jurisdiction). Here are some suggestions:

- 1) Some worthwhile groups whose budgets are being cut are attempting to raid the Common School Fund, potentially crippling libraries in educational institutions. Your opinion?
- 2) Maintenance of Effort was retained in the State Budget for some groups (reduced by 10%), *but totally eliminated for library organizations*. How will this affect how you vote on your local library budget?
- 3) Do you feel that universal inexpensive access to high-speed Internet service to all residents via libraries and schools is a priority? Why or why not?
- 4) Library use during the economic downturn has skyrocketed. Why do you think this has happened? What do you plan to do to support the increased demand on goods and services?
- 5) Do YOU have a library card?

PROPOSE A PROGRAM FOR 2012

Were you among the 834 registrants who attended the 2011 WLA Annual Conference in November? If not, you missed some worthwhile WLTF programs like: *Intellectual Freedom in the Digital Age; Morale Boosters in Difficult Times; Strategic Planning for the Library Board; eBooks in Libraries: Opportunities, Challenges and Realities; The Library Board as Employer; and Ethics & Conflict of Interest.*

Attendees surveyed at the recent WLA Conference in Milwaukee said their main reason for attending was the chance to interact with others in the library field, followed closely by the program schedule and topics. The conference's program schedule was rounded out with a wide range of technology topics that included eBooks, Integrated Library Systems (ILS),

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Propose, from page 2

technology in children's programs and Google tools, in addition to illuminating topics on staff and self-management, hiring, diversity, literature, outreach and ethics. Plus, there was a handful of library tour opportunities, and many enjoyed the WLA Foundation's Silent Auction and a fundraiser at a table-tennis nightclub. If hearing about all this gets you thinking, maybe you would jump at the opportunity to propose an idea for a conference program!

Program planning representatives from WLA units and affiliated groups will soon receive information from the 2012 conference program chairs regarding submission of program proposals.

If you are not affiliated with a WLA unit or an appointed program planning representative for another affiliated group (e.g., if you are a library worker, a vendor, a trustee or other interested party with good ideas!), please complete this [General Request for Proposals](#). You will be notified if your program proposal is accepted or not in mid-2012.

We hope to see you in La Crosse come October!



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NO SHELF REQUIRED

One of the WLTF-sponsored speakers at the WLA Conference in November was Sue Polanka of Wright State University in Ohio. She conducted a live teleconference outlining the latest developments in the relationship of libraries and eBooks. "[eBooks in Libraries: Trends, Opportunities, Challenges](#)" is the PowerPoint used in her presentation.

Sue maintains a blog called "No Shelf Required" which you can access at <http://www.libraries.wright.edu/noshelfrequired>. It is well worth your time to monitor this blog and be alerted to the latest information on digital books. Sue also has published a book called [No Shelf Required](#) that is available through the ALA website.



At this time in history, when developments in digital media are moving at light speed, it is essential to have a finger on the pulse of the industry if we are to make intelligent decisions for our libraries.



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NEWSLETTER LAYOUT: LEAH WEDGE HERRLING

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EXTRA! EXTRA!

A Webinar Video

[Education, Advocacy and Lobbying - Oh My!:
What's Allowed \(and What's Not\) When
Reaching out to Elected Officials](#)

LIBRARY LEGISLATIVE DAY IS FEBRUARY 14:

LIBRARIES AT THE HEART OF THE COMMUNITY

Library Legislative Day, sponsored by the Wisconsin Library Association and Wisconsin Educational Media & Technology Association, will be held on February 14, 2012. Organization and preparation meetings will be at the Best Western Inn on the Park, located right on the Capitol Square.

Legislators need to hear from you about important library issues. The theme for this year is *Libraries at the Heart of the Community*.

Major issues in 2012 include gaining support for:

- A bill extending the deadline for changes to the UW System's research functions and WiscNet
- Protection of the Common School Fund for school library use
- A bill to enable public library districts
- A bill to improve options for recovering overdue library materials

Being an election year, LLD 2012 must have an outstanding turnout from the library community. No segment is more important than the private citizens acting as Trustees and Friends of Libraries in their communities. Work to organize "wagon loads" of library supporters to storm the Capitol on **February 14** to "Speak Up For Your Library".

You can [register on-line at the WLA site or print out a PDF registration form](#) and register thru the mail. The cost of participation is \$15.00.