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In this issue of WLA CONNECT we have a report on results from the WLA Social Media Poll. We have two member profiles, one from Kristina Darnell and one from Craig Seasholes. Our monthly Continuing Education Corner asks if you've tried a MOOC, while CAYAS wants you to know about its spring and fall workshops. Finally, a free webinar about the 2015 E-rate application process and a reminder about Conference registration.

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## WLA Social Media Poll Results - A Summary

*By Richard Council, Marketing & Communications Committee Chair*

Extra! Extra! Read all about it! In late 2014 the Marketing and Communications Committee administered its Social Media Poll of the membership. We'd like to share a results summary and foreshadow some work that may be coming to a membership experience near you. The whole committee would like to thank the Social Media teammates Karin Schulhauser and Marta Murvosh for their hard work.

A quick note. The Social Media survey is helping the committee make more member-informed decisions. While social media may not be of interest to all members, and while some kind of year-round social media presence may not be of strategic priority to the organization, we on the committee believe it will increasingly help the WLA engage **and** retain members in the coming years.

Future surveys may encompass WLA *communications* as a whole, for as you may imagine, the line between it and Social Media can tend to blur for a survey taker and maker. But before I end up writing a book here, the summary: [read more...](#)

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## Continuing Education Corner: Have You Tried a MOOC Yet?

*By Korissa McGlocklin*

Many of us have heard the term MOOC, but maybe not. It stands for Massive Open Online Course, and according to [educase.com](#), a MOOC is "a model for delivering content online to any person who wants to take a course, with no limit on attendance". I have a friend who loves MOOCs and advocates for them. She enjoys them because she can learn about topics she's interested in without the stress or anxiety associated with grades and the cost of formal education. After hearing my friend rave about the top schools and instructors from around the world creating MOOCs, I've been wanting to take one; however, as a graduate student already, adding another course to my plate was not high on my priority list.

A MOOC opportunity arrived in the form of an e-mail advertisement from ALA titled "Library Advocacy Unshushed", an edX course on advocacy put on by University of Toronto's Wendy Newman, Senior Fellow and Lecturer, Faculty of Information. I've decided to give it a try. It's six-week course and currently there are 614 entries on the community map - each entry representing an individual in the course. The entries are in every continent of the world, which is exciting from a library standpoint and also as a personal opportunity to connect with others about their libraries and library advocacy experiences. [read more...](#)

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## CAYAS Fall and Spring Workshops

By Jennifer Fleck

On Friday, November 1, 2014, CAYAS (Children and Young Adult Services) hosted its annual Fall Workshop at the King County Library System's (KCLS) Service Center in Issaquah, WA. This is one of several professional development opportunities that CAYAS sponsors yearly for information professionals serving youth. It is also a way for CAYAS to raise funds for future workshops and ensure their viability. Find out more about the Fall Workshop in the upcoming issue of [Alki](#) or about the upcoming CAYAS Spring Workshop and other development opportunities on the CAYAS [web page](#).

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## WLA Conference Registration is Open!

The WLA Annual Conference is the best place in Washington to develop professionally, advance your career, connect with colleagues, and learn about new techniques and new products that improve library services for your community. This year's conference will let you **"Come to the Table, where Libraries are Market Fresh"** by offering more than 40 programs and featuring more than 50 companies exhibiting their new products and services. [REGISTER HERE!](#)

Connect with other members and share your conference experience by following us on Twitter [@WALIBASSN](#) - [#WLACONF2015](#)





## WLA Member Profile: Kristina Darnell

“My job is incredible,” writes Kristina Darnell, a Children’s Librarian for SPL, “I consider myself lucky to have discovered a career that allows me to work toward social justice, continuously challenge myself, and pay the bills all in one go.” Meet Kristina:

### **Q. How do you like your job as Children’s Librarian at the Southwest branch of Seattle Public Library?**

A. My job is incredible. As a children’s librarian, every day I come to work to solve problems and to play. I help individuals and families get connected to whatever they need. I sing songs and do crazy dances with groups of toddlers and their adults. I get outside my building to build community relationships at schools, festivals, and other events. What other job would allow me to give a presentation to school officials, build a castle of blocks with preschoolers, and show an adult job-seeker where to get free resume resources, all in the same day?

### **Q. What is your favorite thing about libraries?**

A. They allow people access to reach their fullest potential.

### **Q. What area of the library stacks do you like to browse in for your own enjoyment?**

A. I used to be a shelver for Minneapolis Public Library, so I learned I could find something interesting in literally any section of a library!

### **Q. What is the last book you read? Or what are you reading right now?**

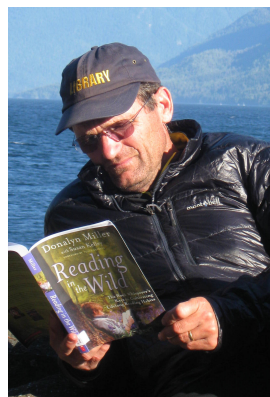
A. I’m reading *The Magician’s Land* by Lev Grossman.

### **Q. How long have you been a member of WLA?**

A. Since September 2013 [read more...](#)

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## WLA Member Profile: Craig Seasholes



Craig Seasholes is both a past and future president of WLMA, the Washington Library Media Association, which is currently merging with WLA, as well as a long-time member of WLA itself. Regarding the merger, Craig writes that he sees “expanding a ‘two libraries, one goal’ cooperation as the most exciting benefit of our association.” Meet Craig:

**Q. How do you like your job as teacher-librarian?**

A. I love “wearing two hats” as teacher-librarian and in a leadership position with WLMA. My day job as teacher librarian lets me share my enthusiasm with students while helping staff consider ways of enhancing their classroom research projects with the full range of library and information technology resources at our disposal these days. This year, when an unexpected enrollment bulge overfilled my school’s kindergarten, my teaching also expanded to include mornings as a classroom teacher of 16 Kindergarteners! Those kids get supercharged literacy instruction and I’m remembering and learning new classroom management tricks in an echo of earlier experiences in my career.

**Q. How long have you been a member of WLA?**

A. I’ve kept reciprocal membership with WLA as part of my WLMA membership for nearly a decade. Now that WLMA has merged to become an interest group within WLA, I’m looking forward to strengthening WLA connections with school library colleagues.[read more...](#)

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## E-Rate Application Process Webinar From PLA and OITP

*From the District Dispatch, ALA DC Office*

March Madness has a whole different meaning for libraries involved in the 2015 E-rate application process. The application window, when libraries file the forms that initiate their E-rate applications, closes on [March 26](#) at midnight eastern time. In the next few weeks, libraries will be “heads down” working through the E-rate rules to make sure the forms are filed correctly.

Though the recent [E-rate Modernization](#) proceeding wrapped up at the Federal Communications Commission (FCC), E-rate applicants are now navigating the changes that impact the current application year, and many questions have surfaced—from how to determine the library’s discount calculation to determining the “main” library for Category 2 purposes. The Schools and Libraries Division of USAC has diligently provided updates and helpful tips through its [newsletter](#) and website to help applicants. [read more...](#)

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## CAYAS Visionary Award Nominations

*By Jessica Lucas*

There’s still time to nominate someone for the CAYAS Visionary Award!

Who blows you away with their dedication to children’s and/or young adult services? Please nominate them today.

Find the submission form [here](#). Look specifically at page 6 of this PDF. The winner will receive recognition at the annual conference.

The CAYAS Award for Visionary Library Service to Youth recognizes individuals who, through their practice and example, provide inspiration and leadership for others who serve children and young adults in libraries. Those eligible to be nominated for this award include staff or volunteers from public, school or special libraries. The work that qualifies an individual for nomination may include cumulated efforts over several years in the field of library service to youth, or may be a singular and exceptional effort that sets new standards for practice. The purpose of the award is to commend the individual who will receive it, and also to appreciate and bring attention to the remarkable and tireless efforts of all individuals who work with young people in libraries.



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Nominations are due by February 28<sup>th</sup>. Please share this widely with colleagues and post where others can see it (email, intranets, bulletin boards, etc.)