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WLA News & Events

Register Now!
April 18-20, 2012
Tulalip Resort

Welcome to our March edition of WLA's eNewsletter, *Connect*. The purpose of the newsletter is twofold: to help publicize WLA activities and to encourage people throughout the state to share ideas and information about their library system.

Please share *Connect* with friends and coworkers who may be interested in learning about WLA and what libraries are up to throughout the state. Anyone may sign-up to receive *Connect* by emailing communications@wla.org.

Connect is a reflection of libraries throughout the state, both big and small. Please let us know what innovative or interesting developments are taking place at your library. We welcome article submissions and story ideas. Submission information is available at the bottom of this eNewsletter.





One Tribe: Bringing Washington's Libraries Together

On the 2012 Conference website, you'll also see we've posted information about the Conference Schedule, Pre-Conferences and Regular Programs, our Keynote Speakers and everything else you need to plan as an attendee.

Online Registration is open Now!

Did You Renew Your Dues? It's not too late!

Dues Renewal Notices were in December and email reminders were sent in January and February. **If you did not receive your notice, please send an email to admin@wla.org along with your current mailing address, and we will put a copy in the mail to you.**

You can also renew your membership online at <http://wla.org/membership/>

CAYAS Spring Workshop Goes Online!

**WLA Member Profile
Amy Mikel**



"Libraries need ... champions when funding and other decisions are made, or when library services or materials are challenged or threatened, and that's why I think WLA and other state chapters are so important."

Amy Mikel is the outgoing WLA iSchool Representative. In that role she has displayed strong leadership and organizational skills, working with the WLA Member Services Committee to encourage and recruit iSchool students into active WLA membership.

Meet Amy:

Q. What do you enjoy most about your studies at the University of Washington's iSchool?

A. I have been a full-time student at the iSchool since fall of 2010. Never mind that I'm just figuring out how to be a graduate student (and I graduate in June), but I think one of the best things about the program is its flexibility. For the most part, the MLIS curriculum at the iSchool doesn't tell you what to take or what to learn. I have been able to set my own course, and decide what skills and experience I feel that I need, and in that sense I am lucky that the school is set in the heart of a really vibrant and supportive library community-public, academic, special, the research that's being done here ... so many learning opportunities are right outside my door.

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

May 16, 2012

2-4 pm

Social Media In Libraries
\$25 WLA Members/\$20
Students/\$40 Non-Members
Registration is Open!

Become a WLA LIBRARY
AMBASSADOR

**The Washington Library
Association (WLA)**
encourages libraries of all
types and sizes to select one
or more Library Ambassadors
to serve as a liaison between
the library organization and
WLA.

Library Ambassadors are
members of WLA who are
interested in and willing to
promote WLA and the
benefits of membership
within the organization they
work for.

**Serving as a Library
Ambassador is simple - all
we ask is that each
ambassador do something to
promote WLA at least once a
month in the organization
they work for.**

**Click here for some examples
of activities ambassadors
could try!**

**To volunteer as a Library
Ambassador, contact the
WLA offices at 425-967-0739
or info@wla.org.**

SNAPSHOT:
ONE DAY IN THE LIFE OF WASHINGTON'S LIBRARIES
April 8 - 14, 2012

Join us for our 2nd Annual

A. I have been a member of WLA for about a year and a half. I remember what caught my attention at the time was the joint WLA/ALA membership discount for students ... that was too good a deal to pass up!

Q. How have you been personally involved in WLA?

A. In May of last year I started asking around to see if there was space for me to get involved as an MLIS student. The iSchool Representative position had just been vacated and I was asked if I would like to fill the role. So I have been very involved in WLA in that capacity for about a year.

Q. What does WLA mean to you? or how have you benefited from being a member of WLA? [read more...](#)

Continuing Advocacy for Marketing & Advertising

By Kelli Bragg, Metadata Librarian

"Build a better mousetrap and the world will beat a path to your door"... true enough (although I wish the product in the adage were more glamorous). But unless you tell people about your new rodent-removing device, your doorbell is going to remain...well, as quiet as a mouse. Similarly, telling people about library services is an essential task if you want people to use and support them. I had previously thought Marketing beyond my ken, a skill I simply wasn't born with. Happily, after viewing some of the webinars at the **Common Knowledge Web site**, my opinion has changed. If you are looking for ways to acquire or improve your knowledge in marketing, fundraising, or advocacy, or if you'd like to see how other organizations successfully manage their own missions, the free recordings at Common Knowledge (which I found through the WA State Library Training Web page) are an invaluable resource.

Common Knowledge (CK) is an interactive agency that helps nonprofits "...leverage the Internet for fundraising, marketing,

Library Snapshot Day!

We will collate all the information we receive and package it so that you will have powerful statistics available, i.e., "If all of Washington's libraries had been closed the week of April 8-14, 1,356 people would not have been able to apply for jobs online" "If all of Washington's libraries had been closed on April 8-14, 70,000 items would not be circulating among our customers."

We need YOUR participation to gather the numbers we need to make this a success. The larger the numbers, the greater the impact.

Let us know that you are going to participate by completing our [Form Survey!](#)

As you plan, make sure to visit our [Wiki](#) for additional tools.

SAVE THE DATE!

2012 WALE Conference

"Coming of Age...21 Years as an Interest Group

October 29-31

**Campbell's Resort
Chelan, WA**

communications and advocacy." They provide free educational resources for those who want to help themselves. Headquartered in San Francisco, CK was founded in 2002 and works uniquely with "cause-based non-profits and higher education." Their Web site is replete with resources that connect you with information relating numerous examples of successful organizational marketing:

- Case studies describing how a wide variety of groups created fruitful fundraising programs
- White papers (ex: Rapid Donor Cultivation)
- Crafting effective social networking programs for all ages and advocacy needs
- Creating amazing blogs and microsites/landing pages to create organizational awareness, as well as harnessing the groundswell usage of mobile devices (smartphones & tablets) and SMS (Short Message Service)
- Running an email campaign

Some webinars have slides and audio recording, others have slides only; the slides are beautifully put together. You will need to fill out your name and organization before viewing some of the archived webinars, so if you're not comfortable with that, just a heads up. **read more...**

WLA's Annual Conference Update

By Kristin Piepho, 2012 Conference Chair



2012 WLA Annual Conference
April 18-20
Tulalip Resort, Tulalip, WA

The 2012 WLA Annual Conference scheduled April 18-20 at the Tulalip Resort is shaping up to be a very exciting conference. To date we have over 300 people pre-registered and our hotel room block at the Tulalip Resort has SOLD OUT!

Dan Savage, Nancy Pearl, Brett Hartinger, a Performer Showcase, Pecha Kucha and more!

Programs have been selected and can be found on the [WLA Conference Webpage](#) along with many more details of the conference.

Two new options have been added to this year's schedule of events including an all Interest-Group Luncheon on Thursday, April 19, as well as a tour of the Hibulb Cultural Center on Thursday evening.

If you haven't already registered, do so now! Online registration can be found at <http://2012conference.wla.org/registration/>

Two iSchool Students Receive Grants to WLA Conference

By Amy Mikel, WLA iSchool Representative

In February, sALA (the iSchool student chapter of the American Library Association) announced two partial student grants to support attendance at the 2012 WLA Conference.

To apply, iSchool students were asked to submit a 250-word essay which spoke to the conference's theme, "One Tribe - Bringing Washington's Libraries Together."

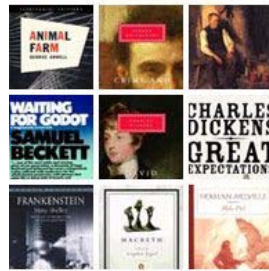
Sarah Ogden (online student, 2013) and Lauren Kreutzer (residential student, 2013) were each selected as grant winners, evaluated on the strength of their essays. Here is what they had to say:

"When I first applied to graduate school I heard two comments repeatedly: "Aren't libraries

disappearing?" and "There aren't many jobs, I bet that makes everyone really competitive!" Neither of those statements sat well with me and now, after two years of working in libraries and two quarters of graduate school completed, I don't believe either one. Though I could have completed my online MLIS degree while living in Pennsylvania, I decided to move across the country to Washington because I wanted to work in a Washington library." [read more...](#)

What You Need to Know About Pinterest

Books you faked reading



Follow

Get Kids Ready for Kindergarten



Follow

By Kerry Maher, Librarian, King County Library System

The recent Time Magazine article, "What you need to know about Pinterest," states that "social neophyte Pinterest is gaining traction and plenty of buzz as the newest social media darling. The two-year old company was dubbed TechCrunch's Best New Startup of 2011 and drew more than 7 million unique visitors in December alone; a vast jump from 1.68 million in September. According to comScore, Pinterest was the fastest growing independent site to hit 10 million monthly unique visits in the U.S., while a new report claims it drives more referral traffic to online retailers than Google+, YouTube, Reddit and LinkedIn combined."

If you haven't started using Pinterest yet as part of your social media strategy, it may be time to consider it. It lets you easily grab pictures of your favorite things from the web, so you can create and share collections of stuff on your "pinboard."

[read more...](#)

Tips for Maintaining a Peaceful Workplace

By Kelli Bragg, Metadata Librarian

Regardless of what type of library we work in, there will almost always be a time when we need to deal with an angry or difficult patron (or coworker). Most of us are probably familiar with the break room "defuse the situation" posters, or we took away pointers from training workshops. However, since this topic was initiated a month ago on the ALA LinkedIn discussion board and is still at the top of the "Most Popular" list, it seemed a good idea to share some methods that our fellow library staff from around the country use in their own workplaces to defuse tense situations.

Sometimes just actively listening to the complaint can help calm the person and take the steam out of the situation (active listening is summarizing or paraphrasing back to the individual what they've said so they know you really heard them).

If active listening doesn't work, however:

- Don't ask them to "Calm Down" - this usually causes the reverse!
- Remind them that you're there to help. In a quiet voice, ask them to speak more slowly so that you can understand what they're saying so that you can find the best person to help correct what they deem a problem (this works because when someone is forced to speak slowly, they usually calm down). **read more...**

Have an article you'd like to submit for WLA's Connect Newsletter? Send submissions to WLA's Marketing & Communications Chair, Brooke Fisher, communications@wla.org

Was Connect forwarded to you from a WLA member?
To subscribe to Connect, email communications@wla.org

