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WLA News & Events

SAVE THE DATES!

**WLA Library Legislative
Day
Friday, February 15,
2013
Olympia, WA**

**WLA-OLA
Conference!
April 24-26, 2013
Hilton Hotel**

Welcome to our Fall 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.



Vancouver, WA



**RENEW YOUR WLA
MEMBERSHIP**
Membership Renewal
Letters are in the mail.
RENEW NOW ONLINE!
**NOT A MEMBER AND
READY TO JOIN WLA?**

You can join online at
<http://wla.org/membership/>

**BECOME A WLA
LIBRARY
AMBASSADOR**

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

WLA Member Profile Richard Council



"I feel very fortunate to be working in a library while I pursue my MLIS and MPA degrees."

Richard Council is pursuing both MLIS and MPA degrees from the University of Washington with a 2013 expected graduation date. Richard currently serves as the WLA iSchool representative. Meet Richard!

Q. About work: How do you like your job as Library Assistant at the Seattle Public Library?

A. Working at the Seattle Public Library over the last three years has been a great pleasure. I currently work at the Northeast Branch where I provide, among other things, basic reference and readers advisory services as well as teach computer classes. I feel very fortunate to be working in a library while I pursue my MLIS and MPA degrees.

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

A. Two years

Q. How have you been personally involved in WLA?

A. My first WLA event was the Legislature Day in 2011, something I really enjoyed. After that I helped organize student attendees for the same event in 2012. Too bad

to promote WLA at least once a month in the organization they work for.

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

about the weather! My latest experience was the 2012 WLA Conference at the Tulalip Resort.

Q. What is your favorite thing about libraries?

A. Many things, but my favorite is simply being around curious people, helping them exercise that curiosity however I can. [read more...](#)

Interested in Being Profiled?

If you are interested in being featured in CONNECT, please write down your responses to the interview questions, and send them to WLA Marketing and Communications Committee member [Will Stuiivenga](#), who is acting as editor for the CONNECT Member Profile feature. You don't have to answer all of the questions, just those that you are comfortable with, although we encourage you to answer as many as you can, in order to generate a substantive profile. If you can send a recent digital photo, high resolution preferred, that will enhance your profile significantly.

ALKI is Going Online!

Alki, the Washington Library Association's journal, will be published exclusively online beginning with the upcoming November 2012 issue. Online publishing will bring a number of benefits to members, the Association, and the library community at large:

- As an open access journal, Alki will be available to a broader audience than ever before
- Online publication will allow for more dynamic, interactive content
- WLA will save on printing and mailing costs, and enjoy new opportunities for advertising revenue

Members will receive an email when new issues are published online, and current and past issues will be available on WLA's Web site. We will be soliciting your feedback on the new format, and we welcome your comments or suggestions.

WLA Launches New Web Site in January 2013

WLA staff and committee members are busy working on a transition to a new Web site, which will launch in January 2013. After researching Web site and database options for a few years, and knowing that a system that offered a combined Web site and AMS/CRM database would be ideal, a company called MemberClicks was found. To explain the

acronyms, AMS is Association Management System and CRM is Customer Relationship Management. With a combined system, the Web site and CRM talk to one another and if you update one, the change is automatically updated in the other. This makes for a more robust member experience (not to mention ease at the back end).

Only recently, some of the companies that were offering the most exciting products, but at extremely steep prices, began lowering their costs-and, most important-began recognizing the value of marketing to and pricing for AMCs (Association Management Companies). They saw that AMCs represented a way to sell their product to multiple associations and save them a lot of training, since they could train multiple users at the same time.

MemberClicks does virtually everything that WLA needs... and a lot more. Both the Web site and the CRM are robust, attractive and very user friendly. Here's a list of just some of the things that WLA can get through MemberClicks:

- Easy event registration, registrants can even click a button and the event will be added to their Outlook calendar
- A Merchant account with no set-up fees and no monthly fees, plus a very competitive standard user fee
- Online forums and discussion groups
- Members can have the option of having listserv messages delivered to them (like WLA does now), or putting them in a discussion board on the website-or both, allowing members to customize their preference.

[read more...](#)

Autumn CE Spotlight: Tech Soup for Libraries

By Kelli Bragg, Metadata Librarian

Funded by the Bill and Melinda Gates Foundation and managed by [TechSoup](#) Global (a nonprofit devoted to making technology & technology education available and affordable to libraries all over the world), TechSoup is a Web site with the clear mission to be an open-resource repository of articles, Webinars, social media/storytelling opportunities and reduced-rate software products that can help libraries in the proper maintenance and support of public computers.

Tips and techniques for maintaining public computers, gathered from hundreds of public libraries throughout America and Canada, are collected in downloadable "Cookbooks." Whether you're trying to set up or troubleshoot wireless networks, locate online tools, manage printers/printing, learn proper routine maintenance, or figure out the best policies for laptop checkout, [you'll find help here](#). After you download a Cookbook, take a picture with it (and your team) and join [the MaintainIT photo group!](#) 😊

[There's also a Learn & Share section](#), where you can:

- Read or listen to an article about a spotlight library

- Access "Train the Trainers" Webinars: participate in upcoming Webinars and view archived sessions; the Webinars often come with free handout resources for conducting your own training sessions. Some recent "Train the Trainers" offerings include: [Tech-Savvy Staff: Better Service for Library Users](#), [Tweet Chat: the Virtuous Listening Circle](#) and [E-readers for Everyone: Teaching Tips from Trainers](#).
- [Receive monthly newsletter updates](#) **read more...**

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

Was CONNECT forwarded to you from a WLA member?
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