



Welcome to WLA Wednesday

August 17, 2016

On this day: in 1903, Joe Pulitzer donated \$1 million to Columbia University, began Pulitzer Prizes in US

In the Issue

1. [Making Headlines](#)
2. [Look Who's Hiring](#)
3. [News & Notes](#)
4. [Conference Communiqué](#)
5. [The Learning Curve](#)

Making Headlines

Meet the Creators of the March Trilogy Congressman John Lewis, Andrew Aydin and Nate Powell



Friday, August 19, 2016, 3-5pm
King County Library System, Bellevue Branch

Congressman John Lewis is an American icon and one of the key figures of the civil rights movement.

His commitment to justice and nonviolence has taken him from an Alabama sharecropper's farm to the halls of Congress, from a segregated schoolroom to the 1963 March on Washington, and from receiving beatings from state troopers to receiving the Medal of Freedom from the first African-American president.

Now, to share his remarkable story with new generations, Lewis joins co-author Andrew Aydin and artist Nate Powell for the award-winning graphic novel trilogy March.

The event is free. Seating is limited. Books will be available for purchase and signing.

The event will be [streaming live](#) if you're unable to attend in person.

[Look Who's Hiring](#)

[Conference Communiqué](#)

Sponsorship, Advertising & Exhibitor
Opportunities at the
2016 WALE Conference



[Grays Harbor College](#) is seeking a part-time Faculty Librarian

to begin Fall quarter. The position is open until filled.

[The Garden Home Community Library](#) in Portland, OR, is looking for a Library Director. The deadline to apply is August 26.

[The North Central Regional Library](#) is searching for a Librarian. The deadline to apply is August 31.

[The Pacific Northwest Library Association](#) (PNLA) lists job openings every Monday and you can browse WLA institutional members' postings [here](#).

If you have a current posting for libraries in the WLA community you would like to submit, please [email](#) us and indicate "For WLA Wednesday" in the subject line.

News & Notes

ALA Protocol for Monitoring and Responding to State and Local Library Crises

The American Library Association (ALA) has adopted a protocol to respond to library crises at the state and local level. The goal of ALA's involvement is to advance the advocacy efforts of the library and/or the appropriate state-level library organization. ALA can only become involved when its efforts are welcomed by and coordinated with the library and/or the state-level library organization.

See [ALA Protocol for Monitoring and Responding to State and Local Library Crises](#) for more information.

WLA Scholarship Opportunities

The Washington Library Association awards one or more Maryan E. Reynolds Scholarships annually, to WLA members who are enrolled in an ALA-accredited MLIS degree program and have completed at least one semester or quarter. The scholarships are up to \$6,000 per recipient. Applicants are evaluated based on demonstrated potential for leadership in the profession and commitment to libraries and



Don't miss the chance to get your message in front of attendees at the 2016 WALE Conference this October 24-26, 2016 in Chelan, WA. The conference theme is "Letting Our Light Shine for 25 Years," commemorating the 25th anniversary of Washington Library Employees (WALE), a section of the Washington Library Association, and our vendor partners are an important part of the celebration.

To be one of the exclusive participants in our small Exhibitor Hall, act fast! Only eight (8) spots are available.

APPLICATION DEADLINE: September 15, to be recognized in the printed program. You can download the form [here](#).

Exhibitor Opportunities at the 2016 HackWLMA Conference



This year's WLMA Conference is on Saturday, October 15th, 2016 at Highline College in Des Moines, WA. With "Hack WLMA" as our theme, and we're asking you, our partners, to seize on this year's one-day conference as a chance for a small-footprint, high-impact exhibition opportunity!

You will have the opportunity to meet new prospects from all over Washington. We expect approximately 350 attendees from both school and public libraries, giving you the change to:

- Talk to buyers. The majority of attendees control buying or influence

library service. **The application deadline is August 22.** Learn more and apply [here](#).

Washington Library Employees (WALE), a section of WLA, is offering a scholarship to help with the costs of attending their conference this October. **The application deadline is September 2.** Learn more and apply [here](#).

Free 3D Printer from the Innovation Access Program

During the National Week of Making, the [Digital Harbor Foundation](#) announced the Innovation Access Program and is providing a free 3D Printer and 3D Printing workshop to an educator from each state. They will be accepting applications from interested educators throughout the summer. To learn more and apply, please visit dhf.io/iap

IFLA Opening Session Highlights

The opening session of the International Federation of Library Associations and Institutions' (IFLA) [World Library and Information Congress](#) celebrated its host state of Ohio on August 14 with appearances from Cleveland Cavaliers announcer Olivier Sedra and some animal ambassadors from the Columbus Zoo and Aquarium. *American Libraries* Art Director Rebecca Lomax captured these and other highlights, including a tribute to the state's history as "first in flight" with an aerialist tribute to the Wright Brothers and a video message from astronaut and former Senator John Glenn, in a photo gallery....[read the whole article from American Libraries](#).

Have news to share? Please send it to the [WLA office](#) by Monday to be included in that week's digest. Please include "For WLA Wednesday" in the subject line.

- purchasing decisions.
- Find new customers who do not attend national conferences.
- Enjoy a one-day show schedule with lunch and an afternoon reception in the hall.

APPLICATION DEADLINE: August 31. You can download the form [here](#).

The Learning Curve

Early Learning Symposium This October

Mark your calendar for an opportunity to learn from and collaborate with early learning colleagues from around the state!

The Early Learning Public Library Partnership (ELPLP) symposium will be Friday, October 7, 2016 in Yakima and brings together ELPLP members from throughout Washington. More information coming soon about the symposium program and registration.

This year, the symposium will be held back-to-back with the statewide meeting of the [Early Learning Regional Coalitions](#).

All are invited to join the coalition meeting, Thursday, October 6, 2016 in Yakima. The Early Learning Regional Coalitions gather three times a year to discuss their work in family and community engagement, advocacy, equity, and development of the early learning system.

If you have questions about the coalition meeting or the symposium, email Holly Wyrwich, holly@thrivewa.org.

Webinar Recordings on Building Effective Library Advocacy Campaigns

These webinars were co-sponsored by United for Libraries and the ALA Chapter Relations Office.

Part 1: Building your Base

This workshop makes the connection between program and services outreach and building a library's base of support for advocacy. This workshop details:

- Using recent research as well as preparing public service return on investment calculations.
- How to map a community.

- Options for program development - examples used are the Recreation market and local elected officials.
- Connection between customer service and advocacy.
- Use of social media.
- Managing data.
- Using volunteer messengers.

Watch Part 1 here:

<http://ala.adobeconnect.com/p5t7fbl4ydo/>

Part 2: The Best Defense is a Good Offense

This workshop provides participants with the knowledge needed to:

- Create a campaign plan.
- Recruit volunteer leadership.
- Detail roles and responsibilities.

Watch Part 2 here:

<http://ala.adobeconnect.com/p2hqzvspjfq/>

Part 3: Message, Marketing, & Media

This workshop walks participants through:

- How to develop a campaign message using values and emotional branding.
- Integrating that message into campaign outreach.
- Public presentations.
- Using the media to advance the message.

Watch Part 3 here:

<http://ala.adobeconnect.com/p75rooxhv57/>

Part 4: Connecting with YES Voters + Part 5: Get out the Vote

This workshop details the nuts and bolts of a library field operation including:

- Targeting through using enhanced voter files.
- Phone Banking/Direct Mail/Social Media/Email/Voter Tracking

Watch Part 4 here:

<http://ala.adobeconnect.com/p5dlyoujtsc/>