

The Lamplighter



IN THE SYSTEM

New Library Technology Coordinator at WVLS

Hello everyone. My name is Patty Curthoys, the new WVLS V-Cat Administrator / Technology Coordinator. I look forward to working with all of you in resolving your network, automation technology, and PC concerns. You can contact me at 715-261-7253 or send me an e-mail at pcurthoys@wvls.lib.wi.us

My past experience includes BA degrees in English and Psychology and a Masters Degree in Library Science from the State University of New York at Buffalo. I also owned my own computer technology consulting firm - Fox Valley Computer Services, Neenah, Wisconsin. In addition, I have managed computer systems and system development for small business customers and worked as a Systems Analyst for the Kimberly Clark Corporation. Before that, I worked in libraries as the Electronic Library Development Specialist for the Library of Michigan and Technology Coordinator for the Chautauqua-Cattaraugus Library System in Jamestown, New York. I also have experience in grant writing, working collaboratively with a variety of community and library groups, and have worked with the E-rate and Gates Grant programs in my early years.

On a personal note, I am an active community volunteer and enjoy playing with my two Labradors, swimming and spending time with my family and friends. I am in the process of relocating to the Wausau area. I welcome the opportunity of getting to know and working with all of you.

Contents

New Library Tech Coordinator	1
Annette Miller Wins	2
Rediscovering the Lost Art	2
Continuing Education	4
National Gaming Day	6
Wikipedia and the Meaning	8
List of Libraries Eligible	9
Websites of Interest	9
Calendar of Events	9
Quote of the Month	10

Annette Miller Wins Frances De Usabel Outreach Services Award

Congratulations to Annette Miller, who is the Children's Librarian at the Tomahawk Public Library, on being awarded the 2008 Frances De Usabel Outreach Services Award.

When the Tomahawk School District initiated their 4-year old Kindergarten program, this created a problem for the library and the school because of conflicting schedules for story times. It was Annette's idea to start an "Outreach" program visiting the various schools and performing a story time.

In addition to providing story-time programs, reference & research information and bibliographies to the Home School Co-op, she also helped initiate a Book Club for their advanced readers. Because of all these wonderful partnerships, Annette was asked to be a conference speaker at the Early Childhood Education Conference hosted by St. Mary's Catholic School.

Annette's enthusiasm has influenced many young readers and their families to visit the Tomahawk Public Library, which is evident in the high number of participants in the children's summer library reading program.

Congratulations, Annette!

Rediscovering the Lost Art of Customer Service

Wessler Scholar Mike Hartkopf, (Customer Service Manager at the Marathon County Public Library), attended the "Back in Circulation" Conference and shares the following report with us:

Linda Bruno, who has been helping people grow, both professionally and personally for more than ten years, talked about how excellent customer service is provided when you address basic needs, such as: listening effectively and then providing options for the customers. As customer service professionals, we must understand that customers ask for what they want and then it is our job to provide them with what they need.

Next, she asked the question "Is our Service a Process or a Procedure"? Linda's answer was: A procedure handles each incident individually; a process creates a long-term relationship with a goal of delight, not just customer satisfaction. This is accomplished by exceeding expectations and anticipating needs.

She mentioned that a satisfied customer will be likely to tell 1-3 people about their experience, but a dissatisfied customer will likely tell 9-10 people. As a group, we decided that with today's technology, dissatisfied people have the opportunity and the means to convey their message to even more people.

Linda talked about the *five steps to reinventing your customer service department*.

1. **LISTEN** to your customers- in person, mystery shoppers, and in-depth surveys.
2. **ANALYZE** what you hear- In what areas do you need improvements, what are your strengths and weaknesses.
3. Develop a **PLAN**- identify “owners” of each issue or targeted area.
4. **IMPLEMENT** the plan- rethink procedures, introduce new services, adjust policies, schedule training, and improve communication.
5. **LISTEN** again.

Linda talked about 20 ways to Improve Listening Abilities:

Resist distractions, stay alert	Determine whether the person is expressing facts or feelings
Develop note-taking skills	Respond to their feelings, before responding with facts
Judge content, not delivery	Listen “for” ideas , not “to” people a) frustration b) distrust c) lack of confidence
Learn to listen actively	Listen at least twice as much as you speak. That is why we have two ears and one mouth
Listen for ideas	Avoid defensiveness
Delay evaluation	Don’t interrupt
Keep from speaking except to draw out the other person’s thoughts	Keep an open mind
Use open-ended questions	Avoid egocentric thoughts
Notice non-verbal clues	Respond, so that they know you are there
When responding, use short responses when the speaker is saying something important to you	Summarize what they have said
Remember that 2 monologues do not make a dialogue!!!	

Next she talked about the **30+ Ways to Nurture your Customer Relationships:**

Give them your full attention	Listen actively and empathetically
Do not play the blame game	Apologize when appropriate
Be a human being	Be honest, even if it hurts
Do not treat them like an interruption	Go the extra mile
Make sure customers are glad they came to you	Be glad to accept constructive criticism
Do not ever talk over their heads	Respond in a timely manner
It would be difficult to overuse “thank you”: <i>Thank you for – your time, your patience, visiting our Library, bringing that to our attention, your business, making my job more pleasant, and for understanding.</i>	Avoid using your organization’s jargon (OPAC, OCLC, Circ, ILL)

A handwritten thank you will make a lasting impression	Find options
Call to give them advance notice of a product/service they may be interested in	Follow up when appropriate
Learn about personality styles and use what you learn to better interact with customers	Take responsibility for satisfying your customer
Avoid mediocrity	Be sure your tone of voice is enthusiastic
Be knowledgeable about your organization and its offerings	Do not make demands of your customer
Watch your language (Avoid "can't" and "won't")	Always make time for your customer
Under promise and over deliver	Find ways to make your customer feel special
Be positive about your organization	Understand what is important to them
Always remember that customers NEVER FORGET!	

CONTINUING EDUCATION

The Wisconsin Valley Library Service presents

Book Clubs, *NoveList*, and Children's Dreams



WHERE: Northcentral Technical College – 1000 W. Campus Drive, HSC (Health Sciences Center) Room 4011, Wausau, WI

WHEN: Thursday, November 13, 2008 9:00 a.m. – 3:30 p.m.

9:00 a.m. - 9:30 a.m.

Coffee and Conversation

9:30 a.m. - 10:30 a.m.

Linda Gau, of Northcentral Technical College Library and coordinator of various book clubs and community READS, will speak about how to start, re-energize, and enjoy book clubs.

Jane Janke Johnson, co-owner of the Janke Book Store, will have a display table of all the latest and greatest books for Christmas giving and these will be available for purchase.

10:45 a.m. – 12:00 p.m.



Amanda Winseck from EBSCO Publishing will

present a short training session on how to use *NoveList*, which is a fiction database that provides subject heading access, Author Read-alikes, What We're Reading, Book Discussion Guides, and much more for over 135,000 fiction titles. This is a great book club tool.

12:00 p.m. - 1:30 p.m.

Lunch on your own

1:30 p.m. - 3:30 p.m. Susan Santner, Outreach Program Manager, Continuing Education, School of Library and Information Services, University of Wisconsin, Madison, will offer training stressing the importance of storytimes in the development of early literacy and how to enhance storytime with puppets.



Certification contact hours for this workshop are: 3 CEUs for the A.M. and 2 CEUs for the P.M.

To register for **Book Clubs, *NoveList*, and Children's Dreams**, mail completed registration form to Inese Christman, Wisconsin Valley Library Service; 300 N. First Street, Wausau, WI 54403.

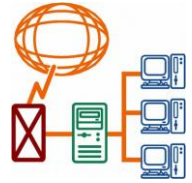
Name: _____ Library/School: _____

Telephone No: _____ Email: _____

REGISTRATION DEADLINE: November 10, 2008

The Wisconsin Valley Library Service Presents . . .

Bandwidth and Beyond: Technology Network Fundamentals



Thursday, December 4, 2008
12:30 p.m. – 3:00 p.m.

Antigo Public Library
617 Clermont Street
Antigo, WI 54409-1943

John Pederson, Maddy Covelli, and Don Kasprzak of WiscNet will provide an overview of how this nonprofit, membership-based association of public and private organizations provides access to worldwide information and computing resources. They will talk about bandwidth in Wisconsin libraries and share with us the nuts and bolts of network equipment and what impact this has on our Internet connectivity.

(Scheduled right after the V-Cat Council Meeting and Potluck Lunch)

12:30 am - 3:00 pm Overview of WiscNet
The Big Picture of Big Networking
The “How-to” Types of Things & Troubleshooting Tips
Questions & Answers and Sharing of Information

Space is limited! Please register by **Wednesday, November 26, 2008**. Certified public library directors will be able to receive 2.5 contact hours. If you have questions or comments about this event, please contact: Inese Christman at 715-261-7256 or ichristman@wvls.lib.wi.us

To Register: Send this completed form to: Attn: Inese Christman; WVLS; 300 N First St; Wausau WI 54403

Name: _____ Library: _____

Bandwidth and Beyond December 4, 2008 Antigo Public Library

The Wisconsin Valley Library Service Presents . . .

Wisconsin Open Meetings Law

Online via OPAL @Your Computer (with Headset and Microphone)

Thursday, December 18, 2008

9:50 a.m. – 11:30 a.m.



Bruce A. Olsen is an Assistant Attorney General in the State Programs, Administration, and Revenue Unit of the Wisconsin Department of Justice. He received his undergraduate degree from the Univ. of Minnesota-Twin Cities, his master's degree from Princeton University, and his law degree from the Univ. of Wisconsin Law School. His practice emphases include administrative law, constitutional litigation, and the open meetings law. Prior to joining the Dept. of Justice in 1981, he served as a law clerk for the Wisconsin Court of Appeals Judge Paul C. Gartzke.

9:50 am - 11:30 am Presentation via OPAL (and supporting written materials) aims to provide attendees with a workable understanding of the law, by explaining fundamental principles and addressing recurring questions. The topics will include the following:

- What entities are “governmental bodies” subject to the open meetings law?
- What communications are “meetings” subject to the requirements of the open meeting law?

- What is required if the open meeting law applies?
- When is it permissible to convene in closed session?
- Who enforces the open meetings law and what are its penalties?

Please register by **Monday, December 15, 2008**. Certified public library directors will be able to receive 1.5 contact hours. If you have questions or comments about this event, please contact Inese Christman at 715-261-7256 or ichristman@wvls.lib.wi.us

To Register: Send this completed form to: Attn: Inese Christman; WVLS; 300 N First St; Wausau WI 54403

Name: _____ Library: _____

Wisconsin Open Meetings Law December 18, 2008 OPAL Program

YOUTH MATTERS

National Gaming Day @ your library

On November 15, 2008, libraries across the country will participate in the largest, simultaneous national video game tournament ever held! Kids will be able to compete against players at other libraries and see their scores in real-time online while playing at their local library.



But gaming in libraries isn't just about video games. Hasbro is donating a copy of its game Pictureka to every public library and branch in the U.S. so that we can set a record for the most number of people playing a board game at once! The goals of this event are to:

- Raise awareness about the use of games as a library program;
- Expose people to a new type of board game;
- Establish connections between local board game groups and the library.

Why is the American Library Association promoting gaming in libraries?

1. Aren't libraries about books and reading?

In the 21st century, libraries are about much more than books! In fact, libraries work very hard to provide patrons of all ages with a rich and current menu of CDs and DVDs, as well as electronic and online resources. Video game resources and programs at the library actually complement these existing services. Featuring this new gaming media helps the library expand its reach while meeting community expectations.

2. Aren't video games just a passing fad?

Actually, video games have been popular for more than 30 years. In fact, three generations have grown up with video games - Generation Xers, Generation Y, and Millennials. It's not only the digital natives who are playing video games. The average age of today's gamer is 35-years old, and Baby Boomers and seniors are playing them more than ever before!

Libraries across the country are offering family gaming nights that bring the generations together for a gaming experience they can't share anywhere else.

3. Why should kids play video games at the library?

Lots of kids play video games at home – alone, with siblings, or with friends. The library is a safe and non-commercialized space. At the library, kids socialize with their friends and play video games while surrounded by books, librarians, and knowledge. Video gaming at the library encourages young patrons to interact with diverse peers, share their expertise with others (including adults), and develop new strategies for gaming and learning.

4. How do librarians choose video games that are appropriate for our kids?

The Entertainment Software Ratings Board (ESRB) has established criteria for rating video games. In 2007, 85% of the video games sold were rated “EC” (Early Childhood), “E” (Everyone), “E10+” (Everyone 10 and older), or “T” (Teens ages 13 and older).

These games are available to libraries and are considered “family friendly.” In addition to using the ESRB to guide game selection, librarians do extensive research about the recommended games and play them before they are introduced to kids. Games recommended for use in libraries often have a more social component that brings people together around the content, making the whole experience more fun when played with others.

5. What do kids learn when they play games at the library?

Video games give kids a chance to practice reading, writing, and computing in the library’s safe environment. Popular video games, the ones that kids really like to play, are immediately engaging and make them work hard to succeed and ‘level up’. While playing these games, kids are constantly developing new strategies, predicting possible outcomes, managing multiple resources, reading and deciphering maps, tracking complex statistics, and adapting to increasingly difficult levels within the game. They learn a range of media literacies beyond basic reading that give them models for navigating our information-rich world.

Additional Resources:

- ✿ Libraries Got Game (PDF) - <http://sls.gvbores.org/gaming/sites/sls.gvbores.org/gaming/files/files/LibrariesGotGame.pdf>
- ✿ Libraries Lure with Video Games - http://www.omaha.com/index.php?u_page=2620&u_sid=10315461
- ✿ Why Games Belong in Libraries - <http://librarygamer.wordpress.com/2008/08/08/why-games-belong-in-libraries/>

To learn more on how your library can participate in National Gaming Day@ your library, go to this website: <http://gaming.ala.org/resources/index.php?title=Ngd2008>

(School Library Journal's Extra Helping, October 7, 2008)

INFO TO GO

Wikipedia and the Meaning of Truth

With little notice from the outside world, the community-written encyclopedia Wikipedia has redefined the commonly accepted use of the word "truth."

Why should we care? Because Wikipedia's articles are the first- or second-ranked results for most Internet searches. Type "iron" into Google, and Wikipedia's article on the element is the top-ranked result; likewise, its article on the Iron Cross is first when the search words are "iron cross." Google's search algorithms rank a story in part by how many times it has been linked to; people are linking to Wikipedia articles *a lot*.

This means that the content of these articles really matters. Wikipedia's standards of inclusion--what's in and what's not--affect the work of journalists, who routinely read Wikipedia articles and then repeat the wiki claims as "background" without bothering to cite them. These standards affect students whose research on many topics starts, and often ends with Wikipedia.

Many people, especially academic experts, have argued that Wikipedia's articles can't be trusted, because they are written and edited by volunteers who have never been vetted. Nevertheless, studies have found that the articles are remarkably accurate. The reason is that Wikipedia's community of more than seven million registered users has organically evolved a set of policies and procedures for removing untruths. This also explains Wikipedia's explosive growth: if the stuff in Wikipedia didn't seem "true enough" to most readers, they wouldn't keep coming back to the website.

Unlike the laws of mathematics or science, wikitruth isn't based on principles such as consistency or observability. It's not even based on common sense or firsthand experience. Wikipedia has evolved a radically different set of epistemological standards--standards that aren't especially surprising given that the site is rooted in a Web-based community, but that should concern those of us who are interested in traditional notions of truth and accuracy. On Wikipedia, objective truth isn't all that important, actually. What makes a fact or statement fit for inclusion is that it appeared in some other publication--ideally, one that is in English and is available free online. "The threshold for inclusion in Wikipedia is verifiability, not truth," states Wikipedia's official policy on the subject.

These policies have made Wikipedia a kind of academic agora where people on both sides of politically charged subjects can rationally discuss their positions, find common ground, and unemotionally document their differences. Wikipedia is successful because these policies have worked.

(Technology Review, November 2008, by Simon L. Garfinkel)

List of Libraries Eligible for Gates Grant Finalized

As you may have been waiting to see what is next from the Gates Foundation, DPI has posted a list of libraries eligible for the Gates Foundation's Online Opportunity personal computer (PC) grant program and a Frequently Asked Questions (FAQ) at the DPI's grant Website at:

<http://dpi.wi.gov/pld/gatespcgrant.html>

One requirement for the grant is that libraries must have at least some public access PCs that are more than four years old and they must have a sufficient number of PCs as defined by the foundation. The age of a library's PCs is determined by running the TechAtlas PC inventory program. WVLS, along with other systems in the state, will be contacting their libraries about running this program.

If you have any questions, please contact Patty Curthoys at 715-261-7253 or pcurthoys@wvls.lib.wi.us; or contact Bob Bocher, DLTCL technology consultant, at 608-266-2127 or robert.bocher@dpi.wi.gov

(Edited from the Channel Weekly, Vol. 11, No. 6 -- October 16, 2008)

WEBSITES OF INTEREST

Books to Read to Children During a Financial Crisis – <http://www.slate.com/?id=2201710>

This site provides a review of several American children's books that deal with tough economic times for families (posted by Erica S. Perl).

(WIS PUBLIB-Youth Services Posting, October 2008)

Futurist Top 10 Forecasts - <http://www.wfs.org/Sept-Oct08/Nov-Dec%20FUTURIST/topTen.htm>

Each year since 1985, the editors of THE FUTURIST have selected the most thought-provoking ideas and forecasts appearing in the magazine to go into their annual Outlook report. Here is the executive summary of the editors' top 10 forecasts from Outlook 2009.

(Stephen's Lighthouse, October 20, 2008)

Special Needs Guide to Tech Products -

<http://www.techlearning.com/story/showArticle.php?articleID=196605474>

Exclusive T&L supplement can be your guide to the tools available to help meet the needs of all of your students with special needs.

(techLearning, October 15, 2008 – compiled and edited by Christine Weiser)

CALENDAR OF EVENTS

NOVEMBER

November is: American Diabetes Month, find more information at:

<https://www.diabetes.org/home.jsp>

Nov 2 Daylight Savings Time Ends

Nov 4 Election Day – Don't forget to VOTE!

Nov 4 – 7 Wisconsin Library Association Annual Conference, Madison Marriott West, Middleton, details at:

<http://www.wla.lib.wi.us/conferences/2008/index.htm>

- Nov 7 College of DuPage Online Workshop – **“Reversing the Ratchet: Basic Technology Adoption Strategies for Library Workers”** 11:30 a.m. – 12:30 p.m. Register with Inese Christman for Login information or to reserve the DVD at ichristman@wvls.lib.wi.us
- Nov 11 Veteran’s Day
- Nov 13 **WVLS Workshop** on “Book Clubs, *NoveList*, and Children’s Dreams”. See flyer in this issue.
- Nov 15 **WVLS Board of Trustees Meeting** at the Marathon County Public Library, 9:30 a.m.
- Nov 21 College of DuPage Online Workshop – **“Information Literacy for Life”** 11:30 a.m. – 12:30 p.m. Register with Inese Christman for Login information or to reserve the DVD at ichristman@wvls.lib.wi.us
- Nov 27 **Thanksgiving Holiday- WVLS Office closed**
- Nov 28 **WVLS Office closed**

DECEMBER

- December is: a month of Multicultural Holiday Celebrations, find more information at: http://www.educationworld.com/a_lesson/lesson/lesson246.shtml
- Dec 4 **WVLS V-Cat Council Meeting** – Antigo Public Library, 9:30 a.m.
- Dec 4 **WVLS Workshop on “Bandwidth and Beyond: Technology Network Fundamentals”** – Antigo Public Library, 12:30 p.m. – 3:00 p.m. See flyer in this issue.
- Dec 13 **WVLS Executive Committee Meeting** - at the Marathon County Public Library, 9:30 a.m.
- Dec 18 **WVLS Workshop on “Wisconsin Public Records and Open Meeting Laws”** online via OPAL, at your computer, 9:50 a.m. – 11:30 a.m. See flyer in this issue.
- Dec 24 & 25 **WVLS Office closed**

QUOTE OF THE MONTH

Success is how high you bounce when you hit bottom.

- General George S. Patton



The LAMPLIGHTER is a monthly newsletter of the Wisconsin Valley Library Service. 300 N. First Street, Wausau, WI 54403. Back issues are available at: <http://wvls.lib.wi.us/Newsletter/newsindex.htm>

(Note: Web links in past issues are not checked for currency and may no longer work.)

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Contributions are welcome! News items should be submitted by the fifteenth of the month. WVLS serves Clark, Forest, Langlade, Lincoln, Marathon, Oneida, and Taylor counties. When the most recent issue becomes available, readers are alerted by a notice posted to WISPUBLIB, or sent an email. To subscribe to WISPUBLIB, send an email message to wispublib@badger.state.wi.us In the body of the message (subject line is ignored) type: subscribe WISPUBLIB. Then send your email. To have The Lamplighter emailed to you without subscribing to WISPUBLIB, contact Barbara Freimund at 715/261-7250, or email freimund@wvls.lib.wi.us You may copy, reprint or forward all or part of this newsletter to friends, colleagues or customers, as long as the use is not for resale or profit and the information/article is attributed to this issue of the WVLS newsletter, *The Lamplighter*.