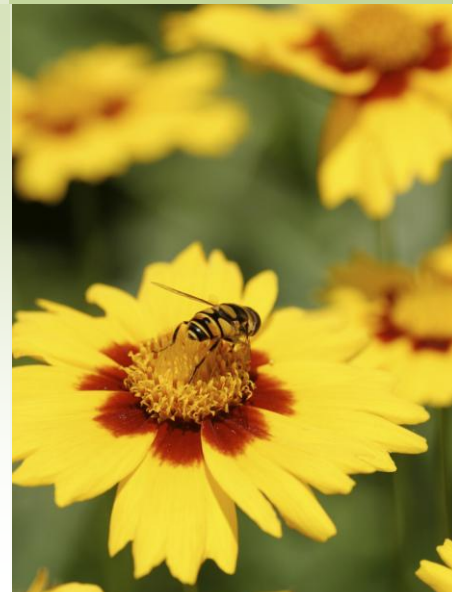


The Lamplighter



IN THE SYSTEM

Game On! WVLS Gaming Equipment

A 2008 Pew Internet & American Life Project (“Teens, Video Games and Civics”) reported that 97% of teens ages 12-17 play computer, web, portable or console games. If playing video and computer games is already a routine part of teens’ daily media use, why should public libraries get involved with providing gaming events?

Julie Scodato, Teen Services Specialist for the Columbus Metropolitan Library in Ohio, explained the following benefits in a *Public Libraries* article (Jan/Feb. 2008, pp. 67-73). Gaming at the library:

- Is an opportunity to build teen participation.
- Can help make the library an authentic member of the teen’s social network.
- Makes the library not just a place to “get” things, but also a place to “be.”
- Is appealing enough to draw teens to the library from all the other activities that compete for their free time and attention.
- Is a cost effective way of offering teen programming because after the initial investment in equipment there are relatively few ongoing costs.
- Is universally attractive because interest in gaming crosses ethnic and socio-economic boundaries.

Contents

Game On!	1
Makeover Mavens	2
WVLS Migration	3
2009 WVLS Directors	4
Continuing Education	5
2009 ADA	9
Websites of Interest	9
Calendar of Events	10
Quote of the Month	10

- Motivates teens to interact cooperatively and in positive ways with library staff.
- Encourages teens to behave, not only on gaming nights, but in general when they are in the library, to assure access to the gaming equipment.
- Encourages mature teens to model appropriate behavior for younger teens.
- Gives teens a chance to demonstrate how the equipment needs to be set up and help the younger kids or seniors learn to play the games and improve playing strategies.
- Allows non-teen staff who help out with gaming events come to see the teens in a very positive light.
- Helps teens develop a sense of community.

Library gaming events also complement community goals for teens identified by the Search Institute's Developmental Assets for Adolescents (<http://www.search-institute.org/assets/>). Assets such as positive peer influence, adult role models, cultural and social competencies, and self-esteem are just some of the positive outcomes. In 2009, the WVLS LSTA literacy grant targets tweens and teens with disabilities, an underserved population in area libraries. Teen librarian Kelly Czarnecki (Public Library of Charlotte & Mecklenburg) maintains that teens with poor literacy skills often need to work on their social skills—especially interpersonal relationships and team playing (*School Library Journal*. May 2007, 53:5.). Library game tournaments can provide opportunities for building those skills. Gamers with disabilities participating in a recent national survey identified sensations of achievement and “belonging,” and distraction from loneliness among the benefits of gaming (<http://www.popcap.com/press/release.php?pid=410>).

To encourage such positive social interactions among teens at-risk in local libraries, WVLS has utilized LSTA funding to purchase two Wii and two PlayStation 2 game consoles, two multimedia projectors, and an assortment of games which libraries may borrow to host teen gaming programs. For more information on the WVLS gaming equipment available, a reservation request form, and a calendar of bookings, please see the WVLS website at: <http://wvls.lib.wi.us/Gaming/gaming.html>. During 2009, booking requests from the LSTA grant participating libraries will be given first preference for reservations.

To learn more about libraries and video games, check out these sources: *Gamers...in the Library?!* By Eli Neiburger (ALA, c. 2007) and *Game On! Gaming at the Library* by Beth Gallaway (Neal-Schuman Publishers, Inc., c. 2009). Both titles can be reserved on V-Cat. A wealth of information can also be found at ALA's “*The Librarian's Guide to Gaming: An Online Toolkit for Building Gaming @ your library*” (<http://www.librarygamingtoolkit.org/>) and at DPI's Adolescent Literacy Initiative website: <http://dpi.wi.gov/pld/adolit.html>.

(Beth Sillars, WVLS)

Makeover Mavens Transform MCPL

Wausau's mavens of makeover have struck again! For the past couple years, a group of staff have been contributing their time, work, and talent to minimize the institutional look of MCPL's

headquarters building in Wausau. Their main tool is a paint brush. This physical transformation of the building accompanies the attitudinal transformation to a more customer-focused organization.

By painting the walls in different varying colors, we are able to zone the library according to use. Quiet reading areas have soft-colored walls and appropriate furniture. The Teen Zone has red, grey, and black walls and more youthful furniture. In the main room on the second floor, deep, vibrant colors draw people into the area as they step off the elevator or top of the stairs.

In addition to repainting the second floor, we added moveable shelving and eye-catching book displays. Seating in the center of the well-signed shelves encourages people to linger with the books.

This major transformation accomplished several things:

- increased usage of the new non-fiction collection by making it highly visible and easily accessible;
- de-emphasized the computers so the impression is not that the room was a computer lab;
- made the public computer screens more visible to staff;
- created an area that is visually warm and welcoming.

These decorating changes have garnered many positive comments from both customers and staff. Everyone, it seems, likes the friendlier look.



Marathon County Public Library – Wausau, 2nd Floor

(Phyllis Christensen, Director – Marathon County Public Library)

WVLS Migration Committee Completes 3 Site Visits

The Wisconsin Valley Library Service Migration Committee just completed 3 site visits that took a closer look at the following three library automation products: SirsiDynix - Symphony at the Dwight Foster Public Library in Ft. Atkinson, the Polaris product at the Mead Public Library in Sheboygan, and the Innovative Interfaces – Millennium at the Appleton Public Library. Thank you to our wonderful hosts at all three locations. We learned so much about each of these systems and now have our work cut out for all of us. After these visits and all the hard work contributed by our “shopping” committee, we are really moving forward in our decision process. Here are a few pictures from our visits.



Marla Sepnafski, Garrett Erickson, Mary Stachowiak, Chris Luebbe, Nancy Dahlke, Lorelee Petersen, and Tammie Blomberg taking a look at the SirsiDynix – Symphony product demonstrated by Jason Porter of the Dwight Foster Public Library (left to right)



Michael Nitz provides interesting details about Appleton Public Library’s Innovative Interfaces-Millennium product with Marla Sepnafski, Stacy Stevens, Ellie Schwartz and Garrett Erickson

The migration “shopping” committee consisted of the following:

Lorelee Petersen, Withee Public Library	Nancy Dalhke, MCPL - Mosinee Branch	Chris Luebbe, MCPL – Wausau Branch	Garrett Erickson, MCPL – Wausau Library
Tammie Blomberg, Rib Lake Public Library	Stacy Stevens, T.B. Scott Free Library	Ellie Schwartz, T.B. Scott Free Library	Mary Stachowiak, MCPL – Wausau Library
Juanita Thomas, WVLS	Marla Sepnafski, WVLS	Inese Christman, WVLS	

(Inese Christman, WVLS)

2009 WVLS Public Library Directors Retreat in Photos



Speaker Nate Deprey addresses the group at the Oak Island Park Shelter, Wausau



Phyllis Christensen, Ann Harris, Mary Dunn and Sharyn Clough select from door prizes
(Inese Christman, WVLS)

CONTINUING EDUCATION

WVLS/Indianhead Library System Offer Webinars as Part of the 2009 LSTA Grant

Helping Out Stressed Patrons without Stressing Out! Webinar: September 9, 2009 9-10 a.m.

Library staff are being thrust into the role of first-responder to people who are undergoing severe stress due to job loss, economic hardship, and other issues. Child abuse and other family troubles are more common during times of economic stress, as well. Find out some referral sources and ways of being helpful to individuals and families in distress while taking care of yourself at the same time. Webinar led by Sandra Helpsmeet, who has many years of experience as a psychotherapist and yoga instructor. You just need a computer with an Internet connection and speakers. To register, go to: <https://www2.gotomeeting.com/register/953998474>

Job-Seekers Web Site Webinar: September 22, 2009 9-10 a.m.

As part of the LSTA Jobs Grant, we hired Traci Skog to develop a comprehensive web site with resources for job seekers, relevant especially to people in this area. To get a tour of the highlights of this amazing web site from Traci herself, plan to attend this webinar! All you need is an Internet connection and speakers on your computer. To register, go to: <https://www2.gotomeeting.com/register/626720699>

(Leah Langby, Indianhead Federated Library System)

The Rhinelander District Library and WVLS Presents ...

Bridge to Job Hunting Success

Tuesday, August 25, 2009

9:30 a.m. – 3:30 p.m.

Rhinelander District Library
106 North Stevens Street
Rhinelander, WI 54501

Please join us for a day of learning how you can help your patrons find a job and deal with the stress of losing a job or becoming underemployed. You will also discover the services and resources available to you in your daily work when helping your patrons apply for a job, write a resume, or become licensed for a particular career.

Agenda:

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

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

Coffee and conversation.

Join Tom Younger of the Marathon County Job Service office to learn about the services available for northern Wisconsin job seekers.

10:30 a.m. - 10:45 a.m.	Break.
10:45 a.m. – 11:30 a.m.	How to help someone deal with the emotional side of losing their job.
11:30 a.m. – 1:00 p.m.	Lunch on your own.
1:00 p.m. – 1:45 p.m.	Everything you need to know when using the Learning Express database.
1:45 p.m. – 2:00 p.m.	Break.
2:00 p.m. – 2:45 p.m.	What's on the new WVLS Jobs website.
2:45 p.m. – 3:30 p.m.	Panel of area librarians discuss what works and what changes would they make the next time they put together a workshop for job hunting library patrons.

To register: send this completed form to Inese Christman, Wisconsin Valley Library Service, 300 N. First Street, Wausau, WI 54403 or e-mail ichristman@wvls.lib.wi.us

NAME: _____ LIBRARY: _____

TELEPHONE: _____ E-MAIL: _____

Registration Deadline: Thursday, August 20, 2009

Workshop sponsored by the Wisconsin Valley Library Service and thanks to 2009 LSTA Job Grant funds.
Continuing Education contact hours = 5 hours.

If you have questions or need special accommodations, contact: Inese Christman at 715-261-7256 or ichristman@wvls.lib.wi.us

WVLS Bridge to Job Hunting Success – Rhinelander

The Neillsville Public Library and WVLS Presents . . .

Bridge to Job Hunting Success

Where: American Legion Hall
6 Boon Blvd.
Neillsville, WI 54456

When: Thursday, September 17, 2009
9:30 a.m. – 4:15 p.m.

Please join us for a day of learning how you can help your patrons find a job and deal with the stress of losing a job or becoming underemployed. You will also discover the services and resources available to you in your daily work when helping your patrons apply for a job, write a resume, or become licensed for a particular career.

Agenda:

9:00 a.m. - 9:30 a.m.	Coffee and conversation
9:30 a.m. - 10:30 a.m.	Jody Conner, Workforce Resource Coordinator of the WI Job Center - Clark County will discuss the services available for central Wisconsin job seekers, including the Wisconsin Job Center website
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. –12:00 p.m.	Amanda Hedigar, CVTC Academic Services Instructor
12:00 p.m. – 1:00 p.m.	Lunch at Legion for \$7.50
1:00 p.m. – 2:00 p.m.	Community Services (Mental Health issues faced by unemployed/underemployed people

2:00 p.m. – 2:15 p.m.	Break
2:15 p.m. – 3:15 p.m.	Marianne Schock: Discusses the economic support available to unemployed/underemployed people
3:15 p.m. - 4:00 p.m.	Everything you need to know when using Learning Express and the new WVLS Jobs website.
4:00 p.m. – 4:15 p.m.	Wrap up

To register: send this completed form and lunch payment to Jo Ann Gustavson, Neillsville Public Library, 409 Hewett Street, Neillsville, WI 54456 gustav@wvls.lib.wi.us

NAME: _____ LIBRARY: _____

TELEPHONE: _____ E-MAIL: _____

Registration Deadline: Monday, September 14, 2009

Workshop sponsored by the Neillsville Public Library, the Wisconsin Valley Library Service, and thanks to 2009 LSTA Job Grant funds. Continuing Education contact hours = 5 hours.

If you have questions or need special accommodations, contact: Inese Christman at: 715-261-7256 or ichristman@wvls.lib.wi.us or Jo Ann Gustavson at: gustav@wvls.lib.wi.us

WVLS Bridge to Job Hunting Success – Neillsville

What's the Buzz™ and X-treme Customer Service™

On Friday, September 25, 2009, WVLS will offer 2 workshops thanks to an LSTA grant. The morning session will be "What's the Buzz™". This humorous, highly-interactive workshop will get you buzzing about how to engage customers so they want to come back again and again. Participants will leave with reality-based "how-to's" and new enthusiasm that will last long after this workshop is over.

Learning Objectives/Outcomes: By the end of this workshop participants will:

- Understand customer's spoken and unspoken needs (and how to meet them).
- Learn specific phrases that let the customer know they are the priority.
- Know how to develop and maintain a positive attitude.
- Understand their communication style and how to interact with other communication styles.
- Understand the importance of creating great buzz about their library.
- Know exactly how they fit into the customer's experience.

The afternoon session, "X-treme Customer Service™", will take you to the next level of customer service and show you how to become a Customer Activist! This fun, fast-paced interactive workshop will have you on your feet as you learn what it takes to hear your customers consistently say, "Wow, your service was unbelievable - thank you!"

Learning Objectives/Outcomes: By the end of this workshop participants will:

- Learn exactly what it takes to exceed customer expectations.
- Understand how everything in the library affects your customers experience.

- Determine how rules and policies enhance or hinder the customer experience.
- Learn how to develop a "yes, I can" attitude.
- Discover that how we think about people determines how we treat them.
- Discover what it takes to become a customer activist.

For more information or to sign-up, contact Inese Christman at 715-261-7256 or ichristman@wvls.lib.wi.us and watch for more details. (Lunch will be \$7.00)

September is OverDrive's Training Month!

Your OverDrive downloads are taking off, so it's more important than ever to be prepared. Whatever questions you might have, find the answers you need at OverDrive's Training Month, September 2009.

OverDrive will provide an educational and fun program designed to increase staff knowledge and help maximize circulation of your OverDrive download library. Even better it will include contests and prizes.



The curriculum includes courses covering each aspect of your download service:

1. Collection Checklist

With OverDrive's collection checklist you'll be quickly up to speed with online ordering. Best of all, you'll learn how to attract users to your Virtual Branch website by creating an exciting and easy to maintain download collection.

2. Browse, Check Out, and Download!

Join us as we demonstrate how to browse, check out, and download titles from a library's Virtual Branch website. Plus we'll cover required software, portable devices, help resources, and new features and formats for 2009.

3. Patron Assistance

We'll help take your understanding of OverDrive download media to the next level so you can share your knowledge through support and training. We'll review frequently asked questions, support tips, and online help resources.

4. Community Outreach

In this session we'll share creative, easy, and cost-effective ideas for introducing new patrons to your OverDrive download library. We'll also feature prize winners from this year's Community Outreach Program contest.

5. Real-Time Reports

We'll showcase reports which best track circulation, new patrons, site traffic, and popular titles. Your team can then evaluate how your Virtual Branch is doing, and chart a path to future success.

6. OverDrive's 2009 Partner Update

OverDrive delivers the industry's leading features and formats to your library users. Learn what's new and coming soon for your OverDrive download library.

Sessions will be offered online throughout September with open enrollment for individuals and groups. Group registration is encouraged so that OverDrive may accommodate as many participants as possible. In this case, only one person needs to register on behalf of the group.

Register now at: <http://www.overdrive.com/products/dlr/training>

INFO TO GO

2009 ADA ANNIVERSARY TOOL KIT AVAILABLE ONLINE

The Disability and Business Technical Assistance Center (DBTAC) – Network of ADA Centers has announced the release of the 2009 Americans with Disabilities (ADA) Anniversary Tool Kit. The Tool Kit summarizes ADA achievements and offers informative materials designed to help plan and publicize ADA activities during the ADA Anniversary and throughout the year.

The Tool Kit includes:

- Overview of the Americans with Disabilities Act and the ADA Amendments Act of 2008
- ADA - Findings, Purpose, and History
- The Americans with Disabilities Act from a Civil Rights Perspective
- ADA Amendments Act of 2008 (ADAAA) Summary and Resources
- Statistics You Can Use
- Tips on Writing a News Release
- National DBTAC Initiatives

The 2009 ADA Anniversary Tool Kit can be downloaded at <http://adaanniversary.org/>.

(Channel Weekly, Vol. 11, No. 37 -- June 25, 2009)

WEBSITES OF INTEREST

Getting Boys to Read - <http://gettingboystoread.com/>

For many adults, helping a boy find the right book can be a very hard task. This website offers motivation tips, reading suggestions, and ways to offer digital storytelling to engage boys with the love of reading.

(American Libraries Direct, June 24, 2009)



U.S. Public Libraries and E-Government Services Report -

<http://www.ala.org/ala/aboutala/offices/ors/plftas/IssuesBrief-Egov.pdf>

This fourth report in the series regarding technology access in U.S. public libraries published by the Office for Research and Statistics highlights how public library technology supports the use of e-government information and resources.

(American Libraries Direct, June 24, 2009)

CALENDAR OF EVENTS

AUGUST

August is: American Adventures Month. For more details, go to: <http://www.americanadventures.info/>

- Aug 6** **WVLS V-Cat Council Meeting**, Crandon, 9:30 a.m.
Aug 15 **WVLS Board of Trustees Meeting** - Marathon County Public Library, 9:30 a.m. (Budget - Draft).
Aug 20 **WVLS Library Advisory Council Meeting**, at the Marathon County Public Library, 9:30 a.m.
Aug 25 **WVLS/Rhineland District Library Workshop** – —Bridge to Job Hunting Success— see flyer in this issue for more details.

SEPTEMBER

September is: ALA's Library Card Sign-up Month. For more details go to:

<http://www.ala.org/ala/issuesadvocacy/advocacy/publicawareness/alainitiatives/otherinitiatives/card/librarycard.cfm>

- Sep 7** Labor Day – **WVLS Office Closed**
Sep 9 **WVLS/IFLS LSTA Jobs Grant Webinar**, see article in this issue.
Sep 17 **WVLS/Neillsville Public Library Workshop** --- Bridge to Job Hunting Success— see flyer in this issue for more details.
Sep 19 **WVLS Board of Trustees Meeting** - Marathon County Public Library, 9:30 a.m. (Date set by WVLS Constitution)
Sep 22 **WVLS/IFLS LSTA Jobs Grant Webinar**, see article in this issue.
Sep 25 **WVLS Workshop – What's the BUZZZ™, and X-treme Customer Service™**, Marathon County Public Library, further details coming soon.
Sep 30 WVLS Audit due to DLTCL

OCTOBER

October is: National Breast Cancer Awareness Month. For more details, go to:

<http://nbcam.org/index.cfm>

- Oct 7- 8** PLA Advocacy Training for Gates Foundation Grant, Hyatt, Minneapolis, MN.
Oct 20 - 23 Wisconsin Library Association Annual Conference, Radisson Paper Valley Hotel, Appleton. For more details, go to: <http://www.wla.lib.wi.us/conferences/2009/>

QUOTE OF THE MONTH

"I still find each day too short for all the thoughts I want to think, all the walks I want to take, all the books I want to read, and all the friends I want to see." by John Burrough



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.)

EDITOR: Inese Christman
ichristman@wvls.lib.wi.us

Phone: 715/261-7256
FAX: 715/261-7259

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*.