



NEW DIRECTOR ORIENTATION

Jamie Matczak-Education Consultant

WVLS Orientation Packet

Introduction

- My roles at WVLS - Professional Development/Training, Mentorship Program, Marketing and Communications, Courier, Certification

Professional Development/Training

- [Continuing Education](#): Schedule of webinars and workshops
 - o Professional Learning Calendar
- [Digital Bytes](#)
- [Mentorship Program](#)
- [WVLS Scholarships](#)

Marketing and Communications

WVLS Communications Tools

- [Monday Mentions](#)
 - o Every Monday at 12 pm
- [WVLS Newsletter](#)
 - o Beginning of every month
 - o Library features welcome for submission
- [WVLS Facebook Page](#)
- [Digital Lites](#)
- [Email Lists](#)

Marketing Tools for Libraries

- [WVLS Marketing and Infographics](#)
- [Canva](#)
- [Super Library Marketing](#)
- [Social Media Today](#)

Courier

- [Communications and Procedures](#)
 - o courier@wvls.org

Public Library Certification

- [Forms and Application](#)
- Regular vs. Temporary Certifications
- Regular Certification Forms: Annual Summation and Activity Reports
 - Pre-filled activity reports
 - Recommend paper work submitted annually