



Trustee Update

Library News You Can Use

Scheduled Aug. 17-21, 2015

Webinars available for ‘Trustee Training Week’

Trustees fill many vital roles for public libraries, and a series of webinars during the week of Aug. 17-21 are designed to give trustees tools that will make their jobs easier.

Sponsored by the Nicolet Federated Library System, with financial support from 15 of the 17 Wisconsin Public Library Systems, the event is called “Wisconsin Trustee Training Week” and will feature five webinars (at noon Monday-Friday) with different topics and speakers.

Below is a brief description of each webinar:

✓ **Making an Artful Ask**—Monday, Aug. 17, presented by Marcy Heim, Founder and Principal, The Artful Asker, LLC, Madison—Join fundraising author and coach, Marcy Heim, on a quick journey around an artful cycle of successful relationships. Then focus in on increasing your comfort and success in making the all-important major gift ask for your mission. In this session, Marcy will guide you through a hands-on exercise on preparing and speaking a successful, respectful major gift individual ask. Participants will have an opportunity to “ask” on-line and get on-the-spot coaching. Not only will you learn and have fun, but you will be able to make a successful request for a major gift.

✓ **Starting or Revitalizing a Friends Group**—Tuesday, Aug. 18, presented by Sally Gardner Reed, Executive Director, United for Libraries, Bryn Mawr, PA—Friends groups are invaluable to libraries by raising money and advocating for them. These groups are comprised of volunteers who want nothing other than a great library! Sally Gardner Reed will talk about how to start a Friends group, how to revitalize the one you have—especially if you feel your group is “aging out”—and will throw in some great fundraising ideas from across the country along the way.

✓ **A New Vision: Why Wisconsin Needs Libraries More Than Ever**—Wednesday, Aug. 19, presented by Valerie

Gross, President and CEO, Howard County Library System, Columbia, MD—Looking for a session that will make you think? “Libraries=Education.” Libraries adopting this approach enjoy heightened respect and optimal funding, because they are not accorded the same enduring worth assigned to other educational institutions. Dispelling all misperceptions, “Libraries=Education” will reposition your library as a key component of Wisconsin’s education enterprise. The best part? Implementing the strategy is simple. It does not require changing anything we do – only what we say. Library Journal hails this approach “a 21st-century model worthy of study and consideration by every library in America, if not the world.” (Library Journal, June 2013).

✓ **Library Evaluations: Community Involvement, On-going Improvement, Results!**—Thursday, Aug. 20, presented by Gail Santy, Outreach

—please see Trustee Training on page 2



Adjacent county reimbursement requests filed in May

For the third consecutive year, SCLS has filed adjacent county reimbursement requests for interested member libraries. This year SCLS submitted the reimbursement requests on May 27 from 42 member libraries.

In all, these requests totaled more than \$660,000 for services provided to residents in adjacent counties who do not live in communities with a public library. The reimbursement requests are for library services provided in 2014, and they must be filed by July 1, 2015. Counties must issue payments to libraries in adjacent counties by March 1, 2016.

Questions about the adjacent county reimbursement requirements and process should be directed to Mark Ibach, SCLS Consulting Services Coordinator. ♦

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Services Consultant, Central Kansas Library System, Great Bend, KS—Go beyond your strategic plan and learn how to conduct a library evaluation to help you improve your library. Every library needs a road map to steer you successfully toward your destination, and that's exactly what a thorough library evaluation does. Learn how to recruit Library Trustees, Friends, staff, and community members to help you subjectively look at everything in your library from technology, ADA compliance, policies, building condition, library layout, and signage by using the provided checklists, handouts, and additional tools.

SCLS staff contacts:

For more information about Wisconsin library law, trustee responsibilities, or library administration, or if you have questions about library advocacy, marketing, or printing *Trustee Essentials*, please contact Mark Ibach, SCLS Consulting Services Coordinator, at (608) 246-5612 or mibach@scls.info. ❖

Gather ideas to use the resulting evaluation document for local advocacy, to leverage funding, and to improve the look and feel of the library.

- ✓ **Wisconsin Trustees: You Ask, We'll Answer**—Friday, Aug. 21, Panelists: Mark Arend, Assistant Director, Winnefox Library System; Krista Ross, Director, Southwest Library System; and John Thompson, Director, Indianhead Federated Library System—Unsure of how library systems function in Wisconsin? Confused on how Chapter 43 affects libraries? Three panelists will be available to discuss frequently asked questions of Wisconsin library trustees. Their combined experiences of trustee training and years of leadership will shed some light on even the most confusing topics. Whether you are a seasoned library trustee or a newcomer, this is a great opportunity to get your questions answered and be part of a worthwhile discussion. If you want to submit a question ahead of time, go to www.wistrusteetraining.com/ask-the-panel.html.

You must register for each presentation you want to attend, so visit www.wistrusteetraining.com and get started. Each presentation will run about 60 minutes. Webinars will be recorded for future viewing. ❖.

South Central Library System Trustee Update—Library News You Can Use

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South Central Library System
4610 S. Biltmore Ln., Suite 101
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