



In This Issue

[WLA Member Profile](#)

[Virtual University](#)

[WLA 2012 Conference Update](#)

[Marketing Best Practices](#)

Quick Links

[Visit WLA's Website](#)

[2012 WLA Conference Information](#)

[WLA Membership Renewal](#)

WLA News & Events

SAVE THE DATES!
April 18-20, 2012
Tulalip Resort

WLA 2012 Annual
Conference

**One Tribe: Bringing
Washington's Libraries
Together**

Hello WLA Members,

Welcome to our November edition of WLA's eNewsletter, **Connect**. The purpose of the newsletter is twofold: to help publicize WLA activities and to encourage people throughout the state to share ideas and information about their library system.

Please share **Connect** with friends and coworkers who may be interested in learning about WLA and what libraries are up to throughout the state. Anyone may sign-up to receive **Connect** by emailing communications@wla.org.

Connect is a reflection of libraries throughout the state, both big and small. Please let us know what innovative or interesting developments are taking place at your library. We welcome article submissions and story ideas. Submission information is available at the bottom of this eNewsletter.

WLA Member Profile

Kelli Bragg

On the 2012 Conference website, you'll also see we've posted information about the conference registration rates and hotel information as well as a tentative schedule of events.

This information is being provided in advance to assist our members and libraries in their budgeting and planning processes.

It's Time to Renew Your Dues!

Dues Renewal Notices were mailed last week. **If you did not receive your notice, please send an email to admin@wla.org along with your current mailing address, and we will put a copy in the mail to you.**

You can also renew your membership online at <http://wla.org/membership>



"Don't be afraid to be yourself ... you were made to be exactly who you are, so revel in everything that makes you, you!

... it wasn't until I started working as a PSA that I realized librarianship was my true calling. Connecting people with the information they're seeking, whether it's for research or entertainment, is incredibly satisfying."

WLA Connect is delighted to present this WLA member profile featuring Kelli Bragg. Meet Kelli:

Q. About work: How do you like your job as Public Service Assistant at Sno-Isle Libraries?

A. Although I earned a BS degree from the UW's College of Forestry, it wasn't until I started working as a PSA that I realized librarianship was my true calling. Connecting people with the information they're seeking, whether it's for research or entertainment, is incredibly satisfying.

Q. How long have you been a member of WLA?

A. I've been a member of WLA since 2009.

Q. How have you been personally involved in WLA?

A. I'm a member of the Marketing & Communications Committee and I am a regular contributor for WLA's Connect eNewsletter, discussing a topic that's near and dear to my heart: Continuing Education.

Q. What does WLA mean to you? [read more...](#)

Virtual University: Convenient, Affordable Education!

By Kelli Bragg, MLIS student

I noticed this resource on the Training Links page at the WLA Web site and I'm very happy that I did - it's an amazing resource with a bit of something for everyone.

Founded in 1995, Virtual University (VU), a pioneer in eLearning, is the oldest online learning community. While I usually only discuss free courses, these courses have a low-enough cost to merit discussion (fees range from \$10-\$20).

VU offers peer-to-peer multi-week courses and Certificate Programs beneficial not only for today's information providers, but for their customers as well. Courses offered are either instructor-led or self-paced and cover such in-demand topics as: Web design and HTML, writing courses in various genres, self-help/inspirational themes and academic subjects.

Webiversity 2.0 drives the learning experience, meaning that in addition to a modern e-learning platform there are assorted social networking opportunities including blogs, profiles, photo sharing and widgets. More than 2,000,000 students from 128 countries have taken courses in UV's e-learning community.

A must-read for those considering taking online courses through VU: Virtual University FAQ - a comprehensive list of Frequently Asked Questions about Virtual University (they do ask that you read the FAQs before enrolling in a course).

Recent additions specific to the need of libraries include the following (the link includes information about the syllabus and instructor): [read more...](#)

WLA's Annual Conference Update

By Kristin Piepho, 2012 Conference Chair



Dan Savage, Nancy Pearl, a Performer Showcase, collaborative art project and more!

The 2012 WLA Annual Conference scheduled April 18-20 at the Tulalip Resort is shaping up to be a very exciting conference.

By our program proposal deadline, we received over 60 submissions - the highest in recent years! The selection process has now been made, and I can tell you that this guarantees a stellar line-up to come.

While our conference committee has some innovative ideas, I'd love to hear from all of you as well, so don't hesitate to contact me. Kristin Piepho, kpiepho@sno-isle.org or 360-651-7017.

Marketing Best Practices: Get Your Geek On!

By Kerry Maher, Librarian, King County Library System

The 2008 OCLC report, Awareness to Funding: A Study of Library Support in America, concludes that:

- Library funding support is only marginally related to library visitation
- Perceptions of librarians are an important predictor of library funding support
- Voters who see the library as a 'transformational' force as opposed to an 'informational' source are more likely to

increase taxes in its support

The report suggests that best practices include "targeting marketing messages to the right segments of the voting public is key to driving increased support for U.S. public libraries." The report also includes the positive results of the pilot project, Geek the Library, that was created to increase community awareness of the important role of public libraries and the critical funding issues many libraries face based upon the findings in the report.

Now Geek the Library is open to all U.S. public libraries! [read more...](#)

Have an article you'd like to submit for WLA's Connect Newsletter? Send submissions to WLA's Marketing & Communications Chair, Brooke Fisher, communications@wla.org

Was Connect forwarded to you from a WLA member?
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