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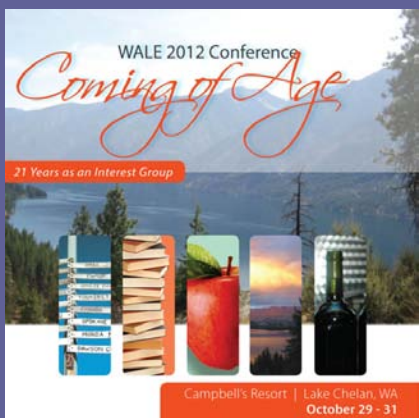
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WLA News & Events

REGISTRATION IS OPEN!
2012 WALE Conference



Welcome to our July 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
Brianna Hoffman

Join Your Colleagues in
Beautiful Lake Chelan

Featured Speakers include
Erica Bauermeister,
Stephanie Gerding and Cindy
Cunningham.

Pre-Conference Topics
include:

*Basic Troubleshooting on a
Windows PC*

*The Accidental Technology
Trainer*

*Basic Book Repair and
Advanced Book Repair*

Networking Opportunities
include a Dessert Reception,
Visits with Vendors and
Exhibitors, and Local Lake
Chelan Activities!

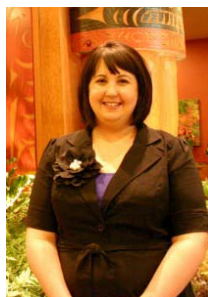
For a complete schedule of
events, program
descriptions, and to register
visit the
[WALE Conference Webpage](#)

**NOT A MEMBER AND
READY TO JOIN WLA?**

You can join online at
<http://wla.org/membership/>

**BECOME A WLA LIBRARY
AMBASSADOR**

Library Ambassadors are



*"Don't tell me the sky is the limit when there
are footprints on the moon."*

WLA *CONNECT* is delighted to present this WLA member profile, featuring Brianna Hoffman, who is currently working as 2012 WALE Conference Co-Chair.

Meet Brianna:

Q. How do you like your job as a Library Page at the Richland Public Library?

A. I love being a page at RPL. I've been so lucky to be a part of a team that has encouraged my professional growth and allowed me the opportunity to be involved with conferences and extra activities. My co-workers and administration have been incredibly supportive while I've been working on my MLIS, and their encouragement has really kept me going.

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

A. I became a member of WLA in 2010.

Q. How have you been personally involved in WLA?

A. I have been involved with WLA, and more specifically WALE, for the last few years. I presented conference sessions at the 2010 WALE/WLMA Conference in SeaTac and 2011 WALE Conference in Spokane. I was a member of the WALE Planning Committee in 2011 and served as the Volunteer Co-Coordinator and Co-Coordinator of the Spotlight on Success Program. I am serving as Co-Chair of the 2012 WALE Conference taking place in Lake Chelan October 29-31. I am also one of the WLA Scholarship Recipients for 2012. [read more...](#)

Interested in Being Profiled?

If you are interested in being featured in *CONNECT*, please write down your responses to the interview questions, and send them to WLA Marketing and Communications Committee member [Will Stuvenga](#), who is acting as editor for the *CONNECT* Member Profile feature. You don't

members of WLA who are interested in and willing to promote WLA and the benefits of membership within the organization they work for.

Serving as a Library Ambassador is simple - all we ask is that each ambassador do something to promote WLA at least once a month in the organization they work for.

To volunteer as a Library Ambassador, contact the WLA offices at 425-967-0739 or info@wla.org.

have to answer all of the questions, just those that you are comfortable with, although we encourage you to answer as many as you can, in order to generate a substantive profile. If you can send a recent digital photo, high resolution preferred, that will enhance your profile significantly.

Open Culture: Free Courses, Textbooks, Audiobooks and More

By Kelli Bragg, Metadata Librarian

I'm always looking for new online learning resources and would do so even if I weren't a Continuing Education newsletter contributor. Luckily, however, I am a CE contributor and am grateful to have a forum for sharing CE resources with fellow library employees. Even though summer can feel overly busy with squeezing in vacations, gardening, cookouts, and the simple enjoyment of getting to laze in the sun as much as possible (especially here on the western side of the Cascades), I know many of you share the desire to always want a new subject for study. I've found combining the luxury of studying against a halcyon backdrop can make adding skills and knowledge one more basic summertime checklist item. (If you can borrow a laptop/netbook and go outside, please do so, but an open window with a warm, gentle breeze is still a wonderful setting).

A recent find is **OpenCulture**, which offers audio and video courses via your computer or mp3 player. Founded in 2006, the OpenCulture blog, hosted by **Dan Colman**, Director & Associate Dean of **Stanford's Continuing Studies program**, is a compilation of his continual combing of the web for the best educational media. He finds the "free courses and audio books you need, the language lessons & movies you want, and plenty of enlightenment in between." You need visit only this one site to enrich your life exponentially. With 500 free courses (yes, 500!) from top online universities, there's an abundance of professional and personal-interest possibilities. **read more...**

Link Labeling: Best Practices



By Kerry Maher, Librarian, King County Library System

How should we label services and resources on library Web sites so our users understand not only what they mean, but how they can benefit from them? This seems to be a never ending discussion regarding library Web sites.

What's interesting is that several years ago John Kupersmith, a Reference Librarian at the University of California, Berkeley Library, began a project, **Library Terms That Users Understand**, "as a way to help librarians resolve disagreements over link labeling, using an evidence-based approach. Its initial statement of purpose described the context: 'The current and long-overdue wave of usability testing in libraries is confirming what we have known for years: our users frequently do not understand the terms we use to describe library resources, particularly those in electronic form. Librarians' discussions of potential labels frequently spiral into inconclusive sparring over minor points of definition; these are often technically valid but seldom lead to a design breakthrough.'" **read more...**

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

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