

Trustee Training Week 2023

Registration is open for this year's Trustee Training Week.

Looking for last year's webinars? Visit the Archive (<https://www.wistrusteetraining.com/archive>) for access to the recordings, slides, and handouts for past webinars.

2023 Schedule

No More Neutral: How to Use Marketing to Position Your Library in Challenging Times

Monday, August 21

Presenter: Angela Hursh (/angela-hursh)

On top of everything else they need to do, libraries increasingly find themselves at the center of controversy. The American Library Association reports (<https://www.ala.org/news/press-releases/2022/03/large-majorities-voters-oppose-book-bans-and-have-confidence-libraries>) a substantial increase in the number of book bans and challenges in 2022 (double the number of reports from 2021). Oftentimes, the library's efforts to create collection and service policies that fulfill its mission statement of inclusion are the focus of these challenges. These attacks cost money, lower morale, and reduce productivity amongst the staff. They also threaten the very existence of libraries. But libraries do have some power, and it comes in the form of promotion. In this session, you'll learn marketing tactics you can use now to clarify your library's policies, solidify your library's positions, and clearly communicate your mission, vision, and values. And you'll hear tactics to use to rally community and stakeholder support if your library should face such a challenge.

Three learning outcomes:

- Concrete tips for strengthening the public's perception of libraries now, including tips on how to promote their mission, vision, and values, the policies they create to protect intellectual freedom, and their place in the community as a safe and welcoming space.
- Marketing strategies for handling a censorship challenge, including strategies for responding to statements from critics via email, social media, and in the press.
- Promotional ideas designed to rally library supporters to their defense.

Register for No More Neutral: How to Use Marketing to Position Your Library in Challenging Times (https://us02web.zoom.us/webinar/register/WN_ywUy3yjCR-6M1b1J)

Wisconsin Library Law

Tuesday, August 22

Presenter: Kris Turner (/kris-turner)

Reading and understanding laws and regulations can be daunting, even more so when you are a trustee or on a library board. This session will focus on demystifying the law and focus on specific statutes and cases that affect Wisconsin libraries as well as a discussion of how to best answer legal questions when they inevitably arise. Topics covered include open meeting laws, statutory delegation of library board authority, basics of legal research, and more. When the session has concluded, you will be able to better locate and answer legal questions that you may face as a library board member and also know what resources are available to you to get these difficult and stressful questions answered.

To help Kris develop his presentation, we have a short survey (<https://forms.gle/7gG1j1z8CYUd3EMeA>) to determine the topics you are most interested in. Thank you!

Register for Wisconsin Library Law (https://us02web.zoom.us/webinar/register/WN_vVTrtZhpRkyOIV_n-20ngw)

Nurturing Your Library Culture

Wednesday, August 23

Presenter: Jeannie Dilger (/jeannie-dilger)

Culture is all around us - it's the water for the fish!

In 2022, library science graduates looking for jobs ranked a positive, healthy workplace culture as being an even more important attribute than salary. A toxic workplace culture can impact mental health, decrease productivity, and lead good employees to leave for other jobs.

Join Library Director Jeannie Dilger for a look at what culture is, why it's important, and how to support the director and staff in creating or revising a culture statement. We'll talk about setting the tone with policies, decision-making, and hiring and evaluating the director. Learn how the work you do as trustees can influence the culture throughout the library.

Register for Nurturing Your Library Culture (https://us02web.zoom.us/webinar/register/WN_G28AmXyYTIi-pyXipBKYBA)

LGBTQ-Inclusive Trusteeship

Thursday, August 24

Presenter: Ray Lockman (/ray-lockman)

Ray Lockman (they/them) will equip Wisconsin trustees and library directors to be queer- and trans-inclusive advocates for their library communities. Participants will learn helpful language and practical tips before we put our new skills to work by grappling with tough real-world scenarios.

Register for LGBTQ-Inclusive Trusteeship (https://us02web.zoom.us/webinar/register/WN_f7t8Vfi5RRqVoamapkLIg)

Elected Officials are People, Too

Friday, August 25

Presenter: Lori Fisher (/lori-fisher)

Strong relationships with your elected officials are key to library advocacy. Learn how to connect with your electeds (and their staffs) and consistently demonstrate the value of your library, whether you are a library Trustee/board member, Friends of the Library, affiliated with a library Foundation, or are a library staff member. Find out valuable tips, whether you are making your first contacts, or continuing longstanding relationships.

Register for Elected Officials are People, Too (https://us02web.zoom.us/webinar/register/WN_qJrj-TzSSJ-cadhuc3cEA)

Wisconsin Trustee Training Week (TTW) was developed in 2014 by Jamie Matczak at the Nicolet Federated Library System with the goal of providing high-quality webinars to public library boards, friends, and trustees in Wisconsin. Since 2015, TTW has been coordinated by Jean Anderson at the South Central Library System.