

WLA Interest Groups Representative
Report to WLA Executive Board
September 2014

SLIG Interest Group submitted separately.

L.E.A.D. Interest Group

Submitted by Rebecca Lehman

- Last fall during our L.E.A.D interest group meeting we had decided to have an interest group fee of \$10 with the idea that L.E.A.D would help sponsor leadership programming during WLA conference every other year.
- This year L.E.A.D helped offset some of the costs of the pre-conference program “The Introverted Leader” both through their interest group fee as well as with a \$500 MPLA grant.
- It was also through L.E.A.D’s contacts that Jennifer Kahnweiler was brought in as a keynote and program presenter.

Marketing Interest Group

Submitted by Juli Winthers, Marketing Interest Group Coordinator and Tina Worthman, Wyoming State Library.

- We've been a quiet group this year - keeping the communication alive via email. Teri Twiblemo (RockSprings) and I recently met up with each other at a training session in Denver - Lead the Change and look forward to sharing some of what we've learned with the marketing group next week at WLA.
- Three programs at WLA - one on social media and another on branding and marketing presented by Linden Communications, a marketing and PR firm based in Cheyenne and Ft. Collins, CO.
- The third program will give you information and techniques to create your own marketing plan. This program will be presented by Teri Wiblemo of Fremont County Libraries.

Reference Interest Group

Submitted by Elaine Hayes, Reference Interest Group Coordinator

- The group has been fairly inactive, not much on the Wiki and we will not be meeting at WLA 2014 as an Interest Group.
- We did however come up with some interesting topics for speakers at WLA which enhanced the programming.
- Since there are 59 members of this group I would like to encourage more participation in the coming year and not dissolve the group.

Wyoming Literature and Literacy Interest Group

Submitted by Sally Mack, Wyoming Literature and Literacy Interest Group Coordinator

- The three Book Award committees met via phone in March and April.
- Results from those meetings are winning books for Buckaroo: Creepy Carrots by Aaron Reynolds; Indian Paintbrush: Wonder by R.J. Palacio; and Soaring Eagle: Tiger’s Curse by Colleen Houck.
- A total of 8770 children and young adults voted this year.
- Next year’s nominated lists are available on the WLA website.

- Due to questions and concerns, the award guidelines are being considered during the Book Award meeting at the WLA Conference. Many guidelines have minor changes meant to make the three documents more consistent. In addition, some more substantive questions will be discussed and may result in somewhat major changes in the guidelines.
- A complete report is being sent to the presidents of the Wyoming Library Association and Wyoming State Reading Council.

Youth Services Interest Group

Submitted by Sharon Mikesell, Youth Services Interest Group Coordinator

- The J/YA Interest Group met May 2, for their Annual Spring meeting at the Laramie County Library. 40 librarians attended. The guest speaker, **Sue Kirschner**, *Youth Literacy and Outreach Manager* from Cuyahoga County Public Library in Parma, Ohio, gave two presentations. The first on outreach and the second about programs their library promotes. For example, they have a very active toy checkout program. Librarians in the afternoon were given the choice of going on a tour of the LCLS library or attending a session providing information about the Every Child Ready to Read program presented by Carrie Lucas, Assistant Manager of the YOS Department at LCLS.
- The J/YA Interest Group presented two scholarships this year valued at \$150.00 each. The scholarship winners are Susan Hurd, Children's Librarian, Hot Springs County Library to attend the Spring meeting and Kennedy Penn-O'Toole, YA Specialist, Albany County Library to attend the 2014 WLA Conference.
- Darcy Accord and Sharon Mikesell attended the annual Collaborative Summer Library Program (CSLP) in April, held in Biloxi, MS. This year, CSLP has hired a company to help us develop a better website, a new brand and to better promote our organization. Sharon participated on the Vendor committee helping to choose the artwork for 2015's SRP.

Respectfully submitted,
Karen M. Kitchens
WLA Interest Groups Representative