Introduction

In accordance with the Wisconsin Valley Library Service 2016 System Plan, WVLS will provide in-service training for participating public library personnel and trustees and professional consultation services to participating public libraries. WVLS will sponsor or co-sponsor a minimum of thirty-six (36) contact hours of which at least twelve (12) are provided in-person at a location within a reasonable driving distance. [1]

All continuing education opportunities are planned in accordance with the requirements set forth in the *Certification Manual for Wisconsin Public Library Directors* published by the Wisconsin Department of Public Instruction, Division for Libraries and Technology.[2]

WVLS provides continuing education for library staff, administration, and trustees of twenty-five (25) member libraries. Fifteen (15) of the member libraries have a service population under 5,000, four (4) serve between 5,000-10,000, three (3) serve between 10,000 and 20,000 patrons, and three (3) serve over 20,000 patrons. This disparity in service population outlines the need for a variety and adaptability of continuing education opportunities. Library staff, administration, and trustees and those of neighboring systems are invited to continuing education opportunities not specific to WVLS member libraries.

The Survey

WVLS distributed the 2017 Continuing Education Survey via email and the WVLS Facebook page on Wednesday July 13, 2016. Twenty-eight (28) responses were submitted with eighteen (18) libraries represented before the survey closed Friday July 22, 2016. Multiple responses were received from Rhinelander, Demmer Memorial Library, and Marathon County Public Library branches and staff members.

There were seventeen (17) questions including five (5) open-ended responses. Participants specified their interest in workshop topics using a three tiered rating range: Very Interested, Sort of Interested, or Not Interested.

Key Summary Notes

- 14 responses from Public Library Directors
- 14 responses from Public Library Staff Members
- 16 responses indicated they would be willing to drive to a workshop 26-50 miles one way.
- An additional 10 responses indicated they would drive to workshops 51-100+ miles one way.
- 23 responses indicated they would be willing to drive farther to workshops if WVLS provided mileage reimbursement.

---

[1] 2016 Wisconsin Valley Library Service System Plan. Wisconsin Valley Library Service.
[2] *Certification Manual for Wisconsin Public Library Directors*. Wisconsin Department of Public Instruction, Division for Libraries and Technology.

Workshop topics gathering a "very interested" response (rate over %40):
- %50 Collaboration (with other libraries, schools, agencies, businesses, community partners)
- %43 Collection Development/Selection/Weeding
- %43 Communication Skills
- %43 Customer Service
- %48 Digital Literacy/ Tech Competencies
- %45 E-Books/E-Content/OverDrive/E-Book Readers
- %61 Emerging Trends
- %40 Makerspaces
- %52 Programs for Adults
- %54 Programs for Children, Tweens, and Teens
- %48 Technology Training for Patrons
- %41 Social Media (Facebook, Linked In, Pinterest, Twitter, etc.)
- %48 Technology Training for Patrons

Workshop topics for Library Board of Trustees gathering a "very interested" response (rate over %40):
- %60 Fundraising
- %47 How to Be an Effective Advocate for the Library
- %73 Influencing/ County/ Municipal/ Town/ Village Funding
- %60 Improving Library Visibility in Your Community

Availability

When asked which weekdays worked best for attending workshops Tuesday, Wednesday, and Thursday had the highest availability rating.

When asked with months were best for workshops, January-May and September-November had the highest availability rating.

Month	Response Rate	Day	Response Rate
Jan	%43	Mon	%36
Feb	%43	Tue	%68
Mar	%73	Wed	%56
Apr	%77	Thu	%72
May	%39	Fri	%36
Sept	%62	Sat	%8
Oct	%85		
Nov	%58		

Additional Unlisted Topic Suggestions
- *Introduction to various games/gaming. Possible gaming day where attendees can try out games.*
- *Computer hardware, TimeIT, HTML, coding, IT Programming, new software for public library computers.*
- *Storytelling (particularly as part of Story Time).*
- *Computers for Dummies (setting up a computer, choosing a new computer, updating and maintenance, working with WVLS on tech problems).*
- *Graphic novels, hybrid novels, manga, and comics.*
- *Fan or Geek culture- gaming, movies, books, etc. for franchises such as Star Wars, Star Trek, Harry Potter, etc.*

Additional Comments or Ideas
- Directors Retreat 2017 proposed.
- One response voiced preference for a full day workshop rather than a half-day workshop for ease of coverage.
- Two responses thanked WVLS for the opportunity to voice their needs.