



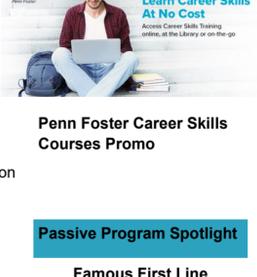
# Be Inspired, Start Inspiring

## Penn Foster Career Skill—Online Courses

November 2019

Happy Thanksgiving!

In October CCLS launched career skill online courses through Penn Foster. These courses include skills such as *Soft skills, Digital Literacy, Basic Math, Math for Careers, and Adult Literacy*. Patrons only need an up-to-date library card with their pin to access the courses. These course are geared to adults who are in-between jobs, looking for a job, or looking to brush up on specific skills. 10 seats are available to check-out for 4 weeks at a time and worked through at own pace. As we move forward, the Penn Foster logo will show up on library websites for easy access. Please [watch this short video](#) about the courses and how to access them.



**Penn Foster Career Skills Courses Promo**

More information and a side link to the course can be found on the [CCLS website](#)

## Census News!

Did you know certain areas will receive the [paper form on the first mailing \(Internet choice\)](#) while other areas will be encouraged to go [digitally first \(Internet first\)?](#) [Check out the interactive map](#) to see where your community falls, add in the library layer to see dots of public libraries.

Libraries in [Internet Choice](#) Areas: WES/ SHE/ CLY/ MAY/ CHQ/ STO/ CASS/ SIN/ ECV/ KEN/ ENT/ RAN/ CATT/ GOW/ LIT/ MAC/ DEL/ FRAN/ JTN

Libraries in [Internet First](#) areas: RIP/FIN/BRO/ DUN/ FRED/ SIL/ ASH/ BEM/ BUS/ SNIA/ SNIC/ LAK/ FLU/ FAL/ FRE/ POR/ OLE/ ALL

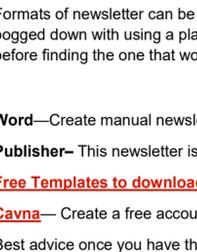
## Passive Program Spotlight

### Famous First Line

On a wall or board, print off first lines of famous novels. Have the lines on a paper that can lift up and show the novel it is from underneath.

Display can be as creative and colorful as you want to make them!

## Outreach— Newsletters!



**All news from the library is the best news ever!**

Newsletters— love them or hate them, they are a great way to promote what your library is doing. 6 reasons to consider a library newsletter:

1. Month at a glance— community will know what is coming
2. Book Reviews— highlight those new titles!
3. Non-book material—highlight all the new things!
4. Services—highlight the different services the library offers. People often need to be reminded of what is available
5. Changes—Any changes in policy, hours, or programming can be covered
6. Raises awareness of what the library is doing! What is better than more people remembering the library

Formats of newsletter can be daunting. You have many options for creating a newsletter, but don't get bogged down with using a platform you are not comfortable with. You may try a few different styles before finding the one that works best. I'm in the process of trying a new format myself.

### Platforms to Consider:

- Word**—Create manual newsletter
- Publisher**— This newsletter is created in Publisher— email newsletter format
- Free Templates to download**—browse through created templates, download and populate
- Cavna**— Create a free account— use their templates and populate

Best advice once you have the program is to set up a template and then populate the sections each new newsletter!

### Example Newsletters in the system

[The Ellington Reader](#)— Judy Whittaker puts one together each month— great use of descriptions, visuals and the monthly calendar

[Ripley Bookworm](#)— News from Rhonda Thompson about the library

[Ripley About the Town](#)— News from community— the library is one stop for all the news!

[Patterson Event Calendar](#)— Great overview of what's to come

### Get the word out

Now that the newsletter is developed, how to distribute it to the community? E-mail, website and social media is a great way to reach those who are comfortable with the digital world. Also consider print copies in offices or business in the community where non-library users are. A simple way is to post a paper calendar page in the laundromat, doctor office, dentist, reality offices, school libraries, supermarkets, even bars.

A collective goal is to make sure the community knows the library is for them. While we all have great patrons, there are members who have not stepped through the doors in a long time, if ever. A newsletter is a powerful tool to keep faithful patrons coming back, and reminding the whole community of what is on offer.

**Call to Action:** Celebrate newsletters! I would like to create a space on the CCLS website to add in member newsletters each month. This might encourage those who are looking for inspiration, and to keep up on what's going on in other communities. By sending newsletters to me, you agree that I can post them on the [CCLS Webpage](#).

1. Let [LJ know](#) if you have a digital newsletter and add me to the list (please!)
2. Send LJ any print newsletters to add to the CCLS webpage each month
3. If you have suggestions/ feedback for this newsletters please let me know

## Happenings to Watch for:

**Census training**— watch emails from Jan and myself for upcoming CCLS trainings

**Census Day(s)**- start thinking about a day in April to celebrate and help people with the census

**Cardholder Retention Committee**— Starting in Feb. CCLS will be starting a new experiment for those who wish to join and trying to boost the cardholders usage in our libraries.

**Best Decade yet: At your library**—For 2020 Outreach will be working on different ideas to increase usage of libraries and awareness in the communities. Stay tuned as things develop.