

### E-Sports and Libraries. . .



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Tristin Wheeler, audio visual and event planning specialist for Cleveland Public Library, is no stranger to e-sports in the library. At CPL, Wheeler coordinates e-sports tournaments about six times per year and the events draw hundreds of patrons.

Not a traditional library service, e-sports is a contemporary method of enticing younger, under-served populations who may not be able to afford the luxury of video gaming at home. E-sports is a huge industry with 2017 estimates at \$696 million earned. Players engage in competitions in which they have the potential of winning huge prizes.

Many universities across the country are investing in e-sports and creating competitive teams. Locally, Tiffin University is investing in the e-sports momentum with a new E-sports Complex in the works. Aside from the monetary value, e-sports centers and activities attract students drawing them out of

the dorm for more involvement in social activities. Some of these universities partner with local libraries building relations and coordinating efforts.

Libraries who have invested in e-sports realize the value of attracting more patrons and non-traditional users. For further reading of interest, click on the links provided. These articles provide a great background for learning more about the e-sports craze and should certainly peak your interest in adding new services to your library line-up!

On November 8th, Tristin Wheeler will visit NORWELD to present, [E-sports in the Library. Yes!](#), providing relevant information on the value and challenges of adding e-sports to library services. If you are curious about e-sports and want to find out more, plan to attend this event.

[Registration now Open!](#)

#### Of Interest: Further Reading

Wide World of E-Sports  
Online Gaming a Hit at Public and University Libraries

By [Timothy Inklebarger](#) | May 1, 2018  
American Libraries

[Dragons Break Ground on E-sports Complex](#)

Tiffin University Athletic Site

Peace, Love and Video Games:  
eSports at Cleveland Public Library

[Laura Walter](#) | January 25, 2018



## MISSING LINKS



Marketing strategist and communications expert, Elizabeth Wagner, recently presented a workshop for library staff engaged in public relations efforts at their library. Wagner provided practical information covering many aspects of marketing so that participants would be well-equipped to enrich their efforts to ultimately reach more patrons.

Here are some tips to consider trying at your library:

**Missing Links**— Are all of the links on your website working properly? What is the user's experience?

**User Surveys**—Conduct a survey to determine the demographics of who is using the library and which avenues they use for information. This will reveal the *persona* of your "key" patron and enable efforts of engaging those individuals better, as well as, identify less frequent users in order to develop strategies for better outreach to those groups. The effort required will provide a good return on investment enabling the development of a strategic marketing plan.

**Virtual Reality in Marketing**— Wagner demonstrated an ad she created using virtual reality tools to reach younger generations by methods more preferred by youth.

[To read the news article related to this effort, click here!](#)

**Elevator Speeches**— Not only for administrators! Everyone in the organization should have an elevator speech and be ready to tell the library story.

The three-hour workshop on communications and marketing provided attendees much information to incorporate into their marketing plans.

Perhaps your schedule did not permit attendance at the workshop, but you could use some advice on a marketing project, creation of a pre-levy mailer, or wish to explore new ways to "jazz up" your marketing efforts. Wagner provides consulting services for large or small projects.

With her experience in libraries and other industries, you may wish to keep her number close by.

Her contact information is:

Elizabeth Wagner  
[ebiastrawagner@gmail.com](mailto:ebiastrawagner@gmail.com)  
Phone: 440-506-9267



Hiring a performer for library events can add a magical touch to programming and serve to raise interest. Finding performers that are a good match for the event and the library's budget can be tricky. Plan to attend the upcoming Performers Showcase on October 19th sponsored by NORWELD and being held at the Way Public Library in Perrysburg. At the showcase a variety of acts such as magicians, storytellers, musical acts, and more are featured giving you the advantage of meeting performers prior to hiring. Registration is now open to this great event!

[PERFORMERS SHOWCASE REGISTRATION](#)



Travis Thompson, Director of Risk Management and Ohio Plan Risk Management, Incorporated will present, [A Safety Day for Everyone](#), on September 25 at NORWELD. This workshop will provide an overview of those safety programs with direct application to library operations.

This workshop includes information on: **Hazard Communications; Fire Prevention; Electrical Safety; Slips, Trips and Falls; Blood Borne Pathogens; Basic First Aid and Emergency Response Plans.**

The information presented by Thompson will be of interest to library administrators, facility managers, and maintenance staff.

***"a little prevention goes a long way"***

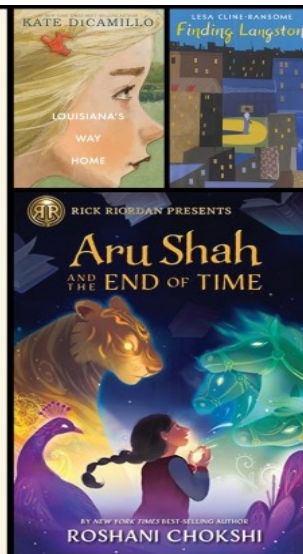


## Fall New Book Look

with  
**Sue McCleaf Nespeca**

October 30 & 31  
9:30 AM - 3:00 PM

NORWELD Office



### The Big Read 2018

**October 2, 2018**

The 1000 Books Foundation presents **The Big Read** on October 2, 2018. This is an annual one-day event to promote the importance of early childhood literacy, by encouraging all parents and caregivers to read one book to their child on that day. Numerous studies have shown that parents who expose children to early language and literacy create a bond that teaches vocabulary, introduces the connection between pictures and words, and promotes quality time spent with the people who they love the most.

Sponsored by  
The 1000 Books  
Foundation

Have you been waiting for a chance to review new titles in literature for youth? On October 30th and 31st, Sue McCleaf Nespeca will be presenting the [Fall New Book Look](#). Each day Nespeca will begin reviewing new reads at 9:30 a.m. and then give attendees the opportunity to investigate the materials at their leisure. This book extravaganza provides an opportunity to see first-hand what authors and illustrators have done to entice readers.

Nespeca is no stranger to NORWELD, having been formerly contracted by the organization to provide youth services programming and expertise to library staff. She has been a mentor to many over the years, demonstrating her passion for youth services and sharing her knowledge of best practices in reaching youngsters to promote life-long learning.

[Sue McCleaf Nespeca](#) heads Kids Lit Plus Consulting and regularly presents workshops to early childhood educators, librarians, and parents on various topics focused on early childhood literacy. Nespeca has over 30 years experience and has presented at over 500 conference and workshops during her career. She is actively involved with the American Library Association.

During her career, Nespeca has had the opportunity to serve on Caldecott selection committees and has been involved with the *'Every Child Ready to Read Initiatives.'* Some of you will be meeting Sue for the first time, while others may have had her as an instructor at Kent State University, where she has served in the past as an adjunct instructor in the School of Library and Information Science.

While Nespeca no longer makes her home in Ohio, she

is certainly no stranger, with frequent presentations bringing her back. The **Fall New Book Look** will provide a unique opportunity for those attending to hear from an expert in the youth services field and to engage Sue in conversation. You will not only enjoy the day reviewing new children's literature and leafing through the pages, but perhaps be able to glean some best practices and ideas as an aside. [Registration now open!](#)



# Upcoming Events

## DIRECTORS

### DIRECTOR'S ROUNDTABLE

Friday, October 12

10:00 a.m.—Noon

Host: Laura Lee Wilson, Director  
Huron County Community Library  
6 West Emerald Street  
Willard, OH

### NEW DIRECTORS FORUM

Wednesday, October 24

10:00 a.m.—Noon

Host: Toni Whitney, Director  
Northwest Regional Library  
181 1/2 S. Main Street  
Bowling Green, OH

[Click Here for More Information  
and Registration!](#)

## SAFETY DAY

### EMERGENCY PREPAREDNESS: A SAFETY DAY FOR EVERYONE!

September 24

Understanding potential hazards capable of causing a loss is an overwhelming task. Numerous standards and programs detailing responsibilities for specific hazards have been created. Not all of these standards and programs have direct application to Library operations, but many have requirements that apply to all industries, private and public. This safety workshop will provide an overview of those safety programs with direct application to Library operations.

Topics to be covered:

- Hazard Communication
- Fire Prevention
- Electrical Safety
- Slips, Trips, Falls
- Blood Borne Pathogens
- Basic First Aid
- Emergency Response Plans

[Click Here to Register!](#)

## YOUTH SERVICES

### PERFORMER'S SHOWCASE

Friday, October 19

9:30 a.m.—4:00 p.m.

Way Public Library  
Perrysburg, OH

[Click Here to Register](#)



### FALL NEW BOOK LOOK!

OCTOBER 31 and NOVEMBER 1

9:30 a.m.—3:00 p.m.

Review over 200 of the best new books released in spring and summer for children and teens. Sue McCleaf Nespeca will "booktalk" her favorites at 9:30 for an hour, and then you will enjoy spending the rest of the day looking at the books. A sheet with all ordering information will be distributed.

[Click Here for More Information  
and Registration Details!](#)

## WEBINARS

September 18 @ 10:30 a.m.

Assuring Library Materials Can Be Used by Your Community

September 20 @ 2:00 p.m.

20 Life Changing Words and How to Use Them in 60 Minutes

September 25 @ 10:30 a.m.

Inbox Zero: Getting Out from Under the Email Avalanche

September 27 @ 2:00 p.m.

Dealing with Passive Aggressive Behaviors

October 2 @ 10:30 a.m.

The Quiet Approach for Serving Customers

October 4 @ 2:00 p.m.

Beginning Readers 101: Emergent Literacy Made Easy

October 9, @ 10:30 a.m.

Learning in the Library Through Experiences

**Register NOW!**

[http://norweld.evanced.info/  
signup/Calendar](http://norweld.evanced.info/signup/Calendar)

## NORWELD STAFF

Toni R. Whitney, Executive Director

Linda Joseph, Fiscal Officer

Angie Babcock, Office Manager

Kathy Munger, Continuing Education Specialist

Erica Pax, Emerging Technology Educator



Webinars listed have been funded in part by an LSTA Grant through IMLS.



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