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| logo_forms | Wisconsin Department of Public Instruction**CONTINUING EDUCATION ACTIVITY REPORT**PI-2453 (Rev. 09-11) | **INSTRUCTIONS:** Complete and submit annually to your library system validator along with the Annual Summation of Continuing Education Activities, Form PI-2454. Refer to the *Certification Manual for Wisconsin Public Library Directors* for assistance. |
| Name *Last, First, Middle*      |
| Mailing Address *Street / PO Box, City, State, ZIP*      |
|  | I. CONTINUING EDUCATION ACTIVITY DESCRIPTION |  |
| Title of ProgramThe Accidental Library Marketer |
| Description of ProgramIf your job looks very different today than it did at this time last year, you’re not alone. Many librarians now find themselves in charge of marketing and promotions ("other duties as assigned"), even though they have no experience. And they’re expected to do it quickly and effectively. It might feel like an impossible task, but Angela Hursh (Senior Engagement Consultant for NoveList and author of SuperLibraryMarketing.com) breaks down the ten most important things you need to know to promote your collection and services.Participants Will:- Learn basic tips you can apply to social media, email, video, and print promotions - Learn how to stay on top of marketing trends- Learn flexibility in promoting your library |
| Relationship of Program to Present Position or Career Advancement      |
| Activity Dates | Location | Number of Contact Hours |
| From *Mo./Day/Yr.*1/28/2021 | To *Mo./Day/Yr.*1/28/2021 | online | Technology *If any*      | Total1.0 |
| Provider *If applicable*Wisconsin Public Library Systems, DPI |
| Category *Check one, attach written summary if applicable*[ ]  A. Credit Continuing Education *Attach formal documentation from the sponsoring agency.*[x]  B. Noncredit Continuing Education[ ]  C. Self-directed Continuing Education |
|  | II. SIGNATURE |  |
| **I HEREBY CERTIFY** that the information provided is true and correct to the best of my knowledge. |
| Signature of Participant⮚ | Date Signed *Mo./Day/Yr.* |