

Director's Report

WVLS BOARD OF TRUSTEES MEETING

March 18, 2017

CORRESPONDENCE

Infographics

WVLS Communications Coordinator **Anne Hamland** created a one-page infographic using 2016 annual report data for each member public library. Shared with directors in late February, the infographic included a suggestion to use it as a tool in local advocacy efforts. Within a few days of distribution, Western Taylor County Public Library Director **Denise Korenuk** sent WVLS a note stating *"Thanks SO much for creating these, Anne! Every year I visit our "top 6" Taylor County Township and Village of Gilman meetings after our annual reports come out, providing "Did You Know" informational handouts and answering questions about our library services. This handout will be EXCELLENT for library funding promotions or fantastic as at-a-glance overview of our great, unique services! Whoot-woot-thanks again!"*

And, Tomahawk Public Library Director **Mary Dunn** sent WVLS an email which said *"I wish to extend my deepest appreciation to the WVLS Library Board of Trustees and you (Marla Sepnafski) for the wonderful work that Anne Hamland has been providing our library. She has saved me precious time by assisting with job postings at our library (even posting to sites that I would not have had the time to pursue) and the amazing infographic she crafted for our library, highlighting our State Annual Report. I dropped off those infographics to the City Hall yesterday and one of our City Council members, who happened to be at City Hall, was very impressed! Thank you!"*

Digitization Assistance

WVLS Assistant Director **Inese Christman** received a note of thanks from Horace Mann Middle School IMC Director **Sue Engel** stating: *"Thank you so much for taking the time to talk with me about the Wausau East Digitization Project. ...I am so glad I got to work on ILEAD with all of you. What a super resource and team I have to gain knowledge from. I appreciate your time and expertise."*

Library Legislative Day Scholarship

The WVLS Director and WVLS Board of Trustees each received a note of thanks from WVLS LLD scholar and Rhinelander District Library staff member **Sarah Steinbacher**. In her note Sara said *"...We had a fantastic day, and it was such an honor learning from my fellow librarians. We all know how important it is to connect with our legislators and I am so happy to advocate for our Northwoods libraries. Thank you a million times!"*

Public Library Annual Reports

All 2016 public library annual reports were submitted electronically to the Department of Public Instruction (DPI) on February 28. Unfortunately, the paper copies of the public library and system reports, which were sent via courier, were not received at DPI until March 2. As a result, on the morning of March 2, the WVLS Director, WVLS Board President, member public library directors, library board presidents and county library board chairs were notified via email that the system and member libraries were out of compliance with Chapter 43. Within hours of receiving that email, the reports arrived at DPI and, the next day, a second email was sent indicating the reports were received. To prevent this from happening again, next year WVLS will shorten the deadline for receiving public library annual reports by two to three days to ensure *all* reports get to DPI by the statutory deadline.

Cost Per Circ and Act 420 Information

Spreadsheets and information regarding Act 420 reimbursements (a reimbursement to a library from an adjacent county for nonresident circulations) was shared with member libraries in early March. According to Wis. Stat.

43.12, the library must submit an invoice to the clerk in the adjacent county by July 1, 2017. In turn, the adjacent county must pay the library at least 70% of the cost for that service by March 1, 2018.

PEOPLE / LIBRARIES / SYSTEMS IN THE NEWS

Leadership Changes at WVLS Libraries

- **Anne Martin** rescinded her acceptance of the Withee Public Library Director position and the Withee Public Library Board of Trustees has reopened its search.
- **Denise Korenuk** announced her resignation as Director of the Western Taylor County Public Library (Gilman) effective March 31. The WTCPL Board of Trustees is accepting resumes through March 22.
- **Cynthia Taylor** announced her retirement as Director of the Antigo Public Library effective May 20. The deadline to get an application and resume to the APL Selection Committee was March 3, however the deadline has been extended to April 7 to accommodate more applications.
- Tomahawk Public Library Director **Mary Dunn** announced her retirement effective August 9.

Ryan Claringbole, Library Technology Consultant at the Department of Public Instruction (DPI) resigned his post on February 22 to take a job as Director of the Monona (WI) Public Library.

Jamie McCanless, Library Data and Finance Coordinator at DPI, announced his resignation effective March 20.

Grant Lynch, Director of the Waukesha Public Library announced his resignation effective April 1 to assume a position as Chief Administrative Officer of the Columbus Metropolitan Library (OH). Waukesha Public Library is the resource library for the Bridges Library System.

Ashley Polinski (Rhineland District Library) is one of 20 library staff selected by the Wisconsin Department of Public Instruction to receive a scholarship for the online course “Coding Together, Learning Together” offered by the iSchool at UW-Madison. This course, open only to Wisconsin public library staff who were selected for scholarships, is part of the **Coding Initiative in Wisconsin Public Libraries**. Please find information about the course in the [Coding Together, Learning Together course flyer](#).

WVLS PROJECTS

Early Literacy Kits Now Available

Early Literacy Kits became available to WVLS libraries through its partnership with the Indianhead Federated Library System. These kits can be booked through Lend-items, the same website WVLS and IFLS libraries already use to book makerspace kits after setting up an account through their respective library system. For more information, please see the *Digital Lites* blog post: [Read, Sing, Play: Reserve Early Literacy Kits Today!](#)

WVLS Website

Two new resource pages were created and published to the WVLS website: “Design Basics and Infographic Resources” features an infographic of each member library’s services, as well as an all-library infographic and system infographic. The all-library and system infographics are included as **Exhibit 9-A** at the end of this report. The “Fake News Resources” page features tips and links to resources for libraries and educators to use in helping patrons identify fake news, and a printable infographic. These new resources were promoted in the *WVLS Newsletter* and WVLS Facebook page.

OverDrive Chart

The “OverDrive Getting Started Chart” WVLS adopted from the Nebraska Library Commission has been updated. It replaces the former chart on the WPLC and WVLS websites. A copy is included with this report as **Exhibit 9-B**.

WVLS Movie Licensing Project

All 15 current members of the Movie Licensing USA (MLUSA) group coordinated by WVLS staff are returning for the renewal period covering April 2017 through March 2018. They include: Abbotsford, Antigo, Colby, Crandon, Greenwood, Medford, Merrill, Minocqua, Rhinelander, Rib Lake, Stetsonville, Thorp, Three Lakes, Tomahawk and Westboro. A year ago, when MLUSA switched from “active card holders” to “service population” as a basis for their three-tiered pricing system, those 15 libraries were grandfathered into a lower rate structure than offered to new members. Current member rates for the three tiers will increase \$10, \$12 and \$14 so that the smallest libraries renew at \$191, middle range at \$244 and largest libraries at \$289. MCPL has its own separate contract with MLUSA for the Wausau headquarters site. The remaining 9 libraries are all in the smallest tier. Entry level for those libraries was negotiated down from \$305 to \$267, with a further reduction to \$229 if 5 or more joined to bring the group size to 20. That pricing model unfortunately is unlikely to provide sufficient incentive for new members to join from the remaining unlicensed group of libraries.

V-Cat Update

Since the January 2017 Board of Trustees meeting many issues were addressed: **V-Cat statistics** were compiled and shared with DPI and member libraries for the public library annual report project. The in-house manual created in 2016 made internal procedures run more smoothly and efficiently than in previous years. During the February 2 V-Cat Council meeting, **Erica Brewster**, Director of the E.U. Demmer Memorial Library (Three Lakes), was elected as 2018 V-Cat Chair, and Innovative Interfaces reps provided demonstrations of their Decision Center and Mobile Worklists products. A **Cyber Security, Privacy and Liability Insurance** policy was purchased in February. Inese Christman registered to attend the April 2-6 **Innovative User’s Group (IUG) Conference** in Maryland. The WVLS V-Cat Steering Committee met on March 1 to vet the **draft 2018 V-Cat budget** in preparation for the April 13 V-Cat Council budget discussion. Under the leadership of co-chairs **Kitty Roesler** (MCPL) and **Mary Stachowiak** (MCPL), the V-Cat Cooperative Circulation committee will reconvene to clarify circulation practices and procedures and to research Mobile Worklists and “MyLibrary! App for Patrons” on behalf of the V-Cat Council.

ILS Virtualization

The ILS Virtualization Project is officially underway with a specific request to Innovative for support and scheduling. Our target for migrating the Sierra services from dedicated physical servers to virtual servers on the LEAN WI virtualization platform is the week of May 15. This project will require scheduling a full day of downtime for the Sierra services on a weekday to ensure access to Ill’s full suite of support engineers. The mid-May target should allow plenty of time to ensure project viability with Ill support, to provide advanced notice of the downtime so libraries may plan accordingly, to communicate with V-Cat members at council meetings to ensure the planned nature of the downtime is understood and maximize awareness, and to perform the migration before the bulk of Summer Reading Programs are in full swing. This project is intended to position the V-Cat council to have the ILS operating on the LEAN WI virtualization platform, within current costs, that it may avoid physical server replacement costs of \$25,000 (3rd party vendor) to \$40,000 (Ill) in front loaded capital expenditures plus additional annual maintenance costs in the new contract. Along with those cost savings, hosting the Sierra services on the LEAN WI virtualization platform will allow us to provide added durability to the servers and will empower the V-Cat Council to pursue additional options to enhance security and protect the ILS data.

2018 Technology Planning Guide and E-Rate Management Services

There are two large projects still in progress which warranted individual reports. The E-rate Management Service is a joint effort across the LEAN WI partnership to begin involving libraries in the federal E-rate funding program. The preparation of the 2018 Technology Planning Guide is a bit of a big deal this year. For the last several years, updating the guide involved a few tweaks to the previous year’s narrative along with minor adjustments to service costs and shares. That was an involved enough effort as it was. This year, the plan considers the shift from our custom services model (which has been outgrown by demand) to an “integrated services” or “full services” model. As in previous years, our primary goal is to leverage efficiencies to build on services while mitigating cost increases.

Technology Consultation and Planning

The WVLS Technology Team has initiated a “pre-scheduling” of technology consultation visits to assess, analyze, and help build triage (immediate need) and long range technology plans for a small number of libraries with known issues of critical need. This is essentially pre-filling (and partially influencing the scheduling of) a set of 12 slots during 2nd and 3rd quarters of 2017 for onsite visits to member libraries of the LEAN WI partners. There are four identified in WVLS with immediate critical needs, and we are working to identify any such in IFLS as well. We will then publish the remaining slots for libraries to book on a first come first serve basis. If initial demand is significant, we will work with respondents to discuss needs and adjust the prioritization of the consults and the model of engagement appropriately. This is the first wave of our goal (stated in the 2017 System Plan) to engage all (or most) of the 78 public library members of the LEAN WI partners over a 36-month period, establishing a 5-year perpetual integrated library and library system technology planning cycle with 3 years “on” for member libraries and two years “off” for inward focus on systems.

Internal Technology Projects

- **New WAPs:** Initially purchased to use in libraries, two new Ubiquiti WAPs (Wireless Access Point) were tested and connected to the network.
- **Anti-Virus Replacement:** Faronics has changed the tool used under the hood (anti-virus engine) to Bitdefender, so the current anti-virus will need to be replaced with the newer version.

Lean Wisconsin (WVLS/IFLS) Projects

- **Deep Freeze Upgrade/Anti-Virus Upgrade:** Some libraries had an issue with computers entering startup repair which was resolved with a newer version of Deep Freeze. This project plans to bring all the libraries up to the same version of Deep Freeze. This will also be an opportunity to upgrade the anti-virus software at all the libraries (see also Internal Technology Projects above).
- **Pharos Timing Software:** Licensing for the software has been purchased. The next step is for IFLS and WVLS to get the server setup in preparation to deploy this service to libraries.
- **Router and Switch Replacement:** New Ubiquiti router and switches will be acquired to replace the aging Dell Sonicwalls. IFLS initiated this project and now has three libraries using the Ubiquiti Edge Router Lite models. **Rhineland District Library** will most likely be the first library to go through the replacement process within WVLS.
- **Ubiquiti WAPs (Wireless Access Point):** This project goes hand in hand with the Router and Switch replacement project. These devices will be replacing the Open Mesh WAPs at member libraries. This project will be a little different than past WAP deployments as they will be installed in areas to best serve the public which may require an electrician to run Ethernet cable.
- **Network Upgrade:** IFLS and WVLS have come up with a new IP address and network scheme that will be implemented on IFLS and WVLS networks. This upgrade, which will further streamline support and enhance network security, will be ongoing and coincide with the Router and Switch Replacement project.

Public Library Annual Reports – Compliance Issues and System Effectiveness

During the WVLS audit of the public library annual reports we saw no issues of noncompliance. Also, 24 of our 25 member public libraries indicated in the system effectiveness section of the annual report that WVLS provided effective leadership in 2016. Favorable comments were reported in the areas of consulting, communications, customer service, continuing education, technology and V-Cat support, summer library program performer grants, reference advisory, implementation of a discovery layer, advocacy, and the IFLS/WVLS partnership. Improvement was requested in the areas of technology support and with addressing Sierra software issues. Staff will follow up with these libraries for more information and seek ways to enhance our services delivery model where appropriate.

CONTINUING EDUCATION & TRAINING OPPORTUNITIES

2017 Wild Wisconsin Winter Web Conference

WVLS and several other systems co-sponsored the **2017 Wild Wisconsin Winter Web Conference** held on January 24-26, 2017. The conference included tracks on *technology trends*, *staff empowerment*, *leadership*, *youth services* and *small but mighty libraries*. WVLS Communications Coordinator **Anne Hamland** presented during the lively “Trigger Decks!” session on “Snapchat, Facebook, Twitter, Video, Video, Video: Or Using Video to Market Library Services.” Hamland also presented on the IFLS/WVLS collection of makerspace resources when a speaker was unable to participate.

Slides and videos of the 19 one-hour sessions may be found on the [Wild Wisconsin Winter Web Conference](#) website under “Recordings & Slides.”

OverDrive Training

Since 2015, WVLS has covered the costs for OverDrive training offered through WiLS on behalf of member libraries. The training is \$45 per participant and offers 3 contact hours toward public library director certification. People registered to take the training this spring include: **Steph Cherrywell** (Antigo), **Lisa Haessly** (MCPL), **Jenny Jochimsen** (Abbotsford), **Sarah Moscatello** (MCPL), **Jana Schleis** (MCPL), **Elizabeth Simek** (Antigo) and **Laura Wood** (MCPL).

The 30th annual **Children’s Book Fest** was held in Rhinelander on March 7-8 featuring presenters and a display of award winning books provided by the Cooperative children’s Book Center (CCBC). Children’s Book Fest began as a WVLS youth services workshop that became an annual event. Following our example, similar events are now held throughout the state. School and public librarians, reading specialists, teachers and parents attending both the evening and day programs are enthusiastic about the opportunity to hear book talks by the CCBC staff and examine books from the CCBC Choices list. The annual WVLS Grassroots Gathering on the afternoon of March 8 following Children’s Book Fest brought together four public youth librarians (representing small, medium and large libraries) from WVLS, one public youth librarian from NWLS, the NWLS director and a WVLS consultant in a collaborative exchange of shared issues and ideas. A summary of that discussion ([attached as Exhibit 9-C](#)) was forwarded to DPI.

ADDITIONAL INFORMATION (HANDOUTS)

- 2017 WVLS Organizational Chart
- 2017 WVLS Fact Sheet
- 2017 WVLS Glossary of Acronyms and Library-/System-Related Terms
- 2016 WVLS Statistics Booklet
- 2017-2018 Legislative & Congressional Directory

UPCOMING EVENTS

- March 1 – Advocacy Training for the Disabled Community (Wendt)
- March 3 – Z39.50 Training, Merrill (Christman)
- March 5-11 – TEEN TECH WEEK
- March 6 – PLSR Chapter 43 Workgroup GoToMeeting (Sepnafski)
- March 7 – WiscNet Advisory Meeting, Madison (Klingbeil)
- March 7 – Wisconsin/Illinois Innovative User Group (WILIUG) Steering Committee Meeting (Christman)

- March 7-8 - **Children’s Book Fest and Grassroots Gathering** (Wendt)
- March 10 – WiLSWorld Short – “Tool Tips!” webinar (Christman, Hamland)
- March 13 – PLSR Steering Committee GoToMeeting (Sepnafski)
- March 14-16 – Library Technology Conference, Minnesota (Heitman)
- March 16 – Recollection WI Digitization Course (online) (Hamland)
- March 16 – **“Play to Your Strengths” webinar** – co-sponsored by NFLS and WVLS (Hamland)
- March 18 – **WVLS Board of Trustees meeting** (Hildebrand, Klingbeil, Sepnafski, Wendt)
- March 21 – WiscNet Board meeting, Madison (Klingbeil)
- March 22 – V-Cat Bib Committee meeting (Christman, Mroczenski)
- March 23 – **“Powerup! Teen Leadership in Your Library and Beyond” webinar** – co-sponsored by NFLS and WVLS
- March 24 – WLA Library Development and Legislation Committee meeting, Madison (Wendt)
- March 24 – PLSR Communications Liaisons’ GoToMeeting (Sepnafski)
- March 30 - **WVLS Listening Session, Greenwood Public Library** (Christman, Klingbeil, Sepnafski, Wendt)
- April 9-15 – NATIONAL LIBRARY WEEK
- April 10 – CE/Certification Consultants Quarterly GoToMeeting (Hamland, Sepnafski)
- April 10 – Forest County Library Board meeting, Crandon (Wendt)
- April 13 – **WVLS V-Cat Council meeting** (Christman, Mroczenski, Heitman)
- April 14 – WVLS Office closed
- April 18 – **WVLS Library Advisory Committee meeting** (Christman, Hamland, Klingbeil, Sepnafski, Wendt)
- April 18 – **“Data Into Action: Or, Translating Your Web Statistics into To-Dos” webinar** – co-sponsored by NFLS and WVLS
- April 20 – WPLC Steering Committee GoToMeeting (Christman)
- April 21 – PLSR Communications Liaisons’ GoToMeeting (Sepnafski)
- April 26-29 – Wisconsin Association of Public Libraries (WAPL) Conference
- April 27 – WISCAT User Group online meeting (Mroczenski)
- April 28 – CCBC Advisory Board meeting, Madison (Wendt)
- May 1-2 – NATIONAL LIBRARY LEGISLATIVE DAY
- May 2 – **WVLS Listening Session, Rhinelander District Library** (Christman, Hamland, Klingbeil, Sepnafski, Wendt)
- May 3 – **“Decoding Databases” webinar** – co-sponsored by NFLS and WVLS
- May 4 – DPI’s Inclusive Services Consultants meeting, DeForest (Wendt)
- May 4 – SCLS/WVLS Cross Border GoToMeeting (Sepnafski)
- May 8-9 – WiscNet Future Technologies Conference, Madison (Klingbeil)
- May 20 – **WVLS Board of Trustees meeting** (Christman, Hamland, Hildebrand, Klingbeil, Sepnafski, Wendt)
- May 29 – Memorial Day Holiday, WVLS Office closed
- June 8 – **WVLS V-Cat Council meeting** (Christman, Hamland, Mroczenski)
- June 22-27 – American Library Association Conference, Chicago (IL)

Happy Spring!

Marla