

Director's Report
WVLS BOARD OF TRUSTEES MEETING
March 17, 2018

CORRESPONDENCE

WVLS Board of Trustees Appointments

In January, following the WVLS Board of Trustees meeting, an announcement of 2018 WVLS Board Appointments was submitted to all the newspapers in the WVLS seven-county service area. The announcement also included the names of the newly elected officers and WVLS Executive Committee members.

Library Legislative Day Thank You

Kris Adams Wendt received a letter of thanks from first-time LLD attendee **Susan Lammert**. In her letter, Susan said *"I am writing to respectfully thank you for all of the diligent efforts you made to assist those of us from Rhinelander to get the very most out of Library Legislative Day 2018. When I look over the many emails you sent to ensure that details were attended to, you certainly get an A+. Also, I'm grateful for all the guidance and attention you provided each step of the way that entire day. ... This was my first exposure to the world at the capitol in connection with library legislation. It was inspiring to acquire a stronger appreciation for those working very hard to keep libraries in the picture now, and in the future. That's something that far too many of us take for granted. So, I wanted to personally thank you for everything that you do each day to benefit library lovers all over Wisconsin. Your efforts are noticed and appreciated. We felt so privileged to follow your lead."*

Public Library Annual Report Help is Appreciated

Vicky Calmes, Colby Community Library Director, sent **Susie Hafemeister** a thank-you card for her help and support to complete the public library annual report. Other directors sent post-it note "thank you" messages on annual reports delivered to the WVLS office, and another sent Sue a packet of her favorite candy as a token of their appreciation.

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 seeking reimbursement for nonresident circulations must submit an invoice to the clerk in the adjacent county by **July 1, 2018**. In turn, the adjacent county must pay the library at least 70% of the cost for that service by **March 1, 2019**. Monthly reminders will be sent to public libraries up to the July 1 deadline.

PEOPLE / LIBRARIES / SYSTEMS IN THE NEWS

Steve Hesel has been hired as new director of the Milwaukee County Federated Library System (MCFLS) effective January 22, 2018. Steve had been the MCFLS Systems Administrator since December 2004. He replaces Bruce Gay, who resigned in November 2017 to become the Waukesha Public Library Director.

Laurie Ohloff, Assistant Director at the T.B. Scott Free Library (Merrill), has been selected to attend the first-ever Inclusive Services Institute, a professional development and workgroup opportunity for Wisconsin public library and regional system staff who are committed to making Wisconsin libraries more inclusive to all community members and potential library users. The Institute will offer reflective learning experiences on topics of equity and social justice. Participants will work on small teams to develop tools for a new statewide resource. Laurie is one of 16 applicants selected from a large pool of applications. The Institute will be held March 12-14 and August 12-14, 2018.

Stephanie Schmidt has been hired as the new director of the Crandon Public Library. She replaces **Michelle Gobert** who resigned at the end of January. Sue Hafemeister and Marla Sepnafski have planned a “new director orientation” visit with Stephanie on March 19.

Anne Hamland accepted an invitation to serve as a Public Library System Redesign (PLSR) Model Development Summit attendee. The Summit will bring together 45 interested stakeholders from within and outside the public library community to provide input and guidance to the PLSR Steering Committee as they finalize the recommendations that will be delivered to DPI. The Summit will be held on July 30-31.

Jamie Matczak's proposal “*30 Ways to Make Your Library Extraordinary*” has been selected to be presented at the 2018 Association for Rural & Small Libraries Conference in September in Springfield, IL. Thinking the session would be of interest to many attendees, the ARSL Conference Selection Committee requested that Jamie do her presentation twice! The Selection Committee received over 130 proposals and had the difficult task of weeding the list of presentations to 40.

In preparation for a remodeling and expansion project, the **E.U. Demmer Memorial Library (Three Lakes)** will be closing March 19-24 to move out of their current building into a temporary location. In preparation for the move, the library is running a “book foster” program in which patrons in good standing can apply to check out up to 100 library-owned books to take home and “foster” over the construction period. The items checked out will have a date due of January 15, 2019, and will not be visible in the public catalog. The plan is for construction work to begin in April, finished in November, and for the the library to move back in mid-December 2018.

The ILS consortium of the **Arrowhead Library System** joined the SHARE Consortium on January 11, 2018. The SHARE Consortium includes all public libraries in three participating regional library systems (Arrowhead, Lakeshores and Kenosha) in Southeast Wisconsin.

WVLS PROJECTS

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 2018 through March 2019. They include: Abbotsford, Antigo, Colby, Crandon, Greenwood, Medford, Merrill, Minocqua, Rhinelander, Rib Lake, Stetsonville, Thorp, Three Lakes, Tomahawk and Westboro. Two years 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 is now offered to new members. Current member rates for the three tiers will increase \$10, \$13 and \$15 so that the smallest libraries renew at \$201, middle range at \$257 and largest libraries at \$301. MCPL has its own separate contract with MLUSA for the Wausau headquarters site. The remaining 9 libraries are all in the smallest tier, except for Neillsville which is considered mid-size. Entry level for those libraries was negotiated down from \$289 to \$231, however no new libraries chose to join. MLUSA does offer single showing licenses with cost based on the film and anticipated audience size for those libraries if interested.

V-Cat Update

Since the January 2018 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. During the February 1 V-Cat Council meeting, the Cooperative Circulation Committee’s recommendation to use a one-year expiration date for patron registrations was approved. **Tammy Blomberg**, Director of Rib Lake Public Library, was elected as 2019 V-Cat Chair. A **Cyber Security, Privacy and Liability Insurance** policy was renewed in February. **Kyle Schulz** registered to attend the April 24-26 **Innovative User’s Group (IUG) Conference** in Orlando, Florida. He is in the process of drafting a 2019 V-Cat Budget to present to the WVLS V-Cat Steering Committee on March 20.

IT Services Integration Project Update

The Network Equipment Refresh and Active Directory integration project has been progressing well and is on track for an end of March completion of primary objectives. Some follow up work with a few member libraries will carry over into April and May to address secondary issues discovered during the project.

We are starting to turn inward, beginning preparations for migrating WVLS' own internal resources into the new Active Directory, including review of file server contents and structure, logistics of computer maintenance for employees working primarily remotely, and ensuring as smooth a transition as possible which doesn't disrupt current workflows or impact productivity.

IT Strategic Planning

The revision of the WVLS Technology Strategy, including Technology Plan, is addressing some "moving targets" catalyzed by the imminent departure of the LEAN WI partnership's lead engineer, and some restructuring of staff/roles in Indianhead Federated Library System. As we are hoping to leverage this revision process and cycle to develop and propose a comprehensive Technology Strategy for the LEAN Wisconsin (LEAN WI) partnership as a single planning effort which covers all partners, addressing some of the immediate challenges we'll be experiencing over the next few months is both helpful and a challenge of its own. Assuming acceptance of a joint LEAN WI Technology Strategy and Plan, the new WVLS Technology Plan for July 2018 - June 2023 will include participation in the LEAN WI technology resource sharing partnership and adherence to the LEAN WI strategy. We hope to have it as relevant, up to date, and meaningful as possible on first pass, with the ability to adjust jointly to adapt further as the partnership continues to evolve.

Youth Services Update

The Youth Services Discussion Group (YSIE) met at the Jean M. Thomsen Memorial Library (Stetsonville) on Thursday, February 25. The session was attended by 14 library staff members representing 4 systems: IFLS, NWLS, SCLS and WVLS. Conversations centered on summer library programs, teen service and summer reading, and outreach to teens. The next discussion opportunity was held at the annual Grassroots Gathering following Children's Book Fest in Rhinelander on the afternoon of March 7. Another is slated for May 8 at the Colby Community Library.

Anne Hamland is making an effort to call every librarian serving youth at WVLS member libraries. Feedback gathered during these telephone calls has inspired the implementation of a new blog "Teen Talk" and guest blog posts from WVLS youth librarians, and production of Teen Recommendation Lists, Book Blurbs for young adult titles, and a Google Calendar for Collaborative Summer Performer Booking.

Infographics

Two infographic handouts, "**2017 Wisconsin Valley Library Service - Member Library Accomplishments**" and "**Literacy @ Your Library**" were created for the WVLS delegation to share with legislators on Library Legislative Day. Copies were also included in the *2017 WVLS Statistics Booklet*.

Instructions and a link to the pre-made 2017 Infographic template were provided to area library directors and with the Monarch Library System. Additionally, WVLS offered to customize the infographic using finalized annual report data for any library upon request.

Public Library Annual Reports – Compliance Issues and System Effectiveness

During the WVLS audit of member public library 2017 annual reports, we saw no issues of noncompliance. Also, all 25 member public libraries indicated in the system effectiveness section of the annual report that WVLS provided effective leadership in 2017. Favorable comments were reported in the areas of consulting, customer service and technology support. Following is an example of one library board's explanation included on their annual report:

"The Demmer Library Board of Trustees agrees that the Wisconsin Valley Library Service (WVLS) provided effective leadership and adequately met the needs of the library in 2017. 2017 involved planning for what will be a major remodeling and expansion project for the Demmer Library, plus infrastructure upgrades to our wired and wireless networks. We appreciate the work the IT department has done to update our wireless connectivity to provide a more stable network for our patrons. WVLS has offered support and direction when consulted for planning for our transition. WVLS staff reached out to other library systems and networks to get advice from libraries that have gone through similar transitions and have asked to be included as the planning progresses. The system director has also been an invaluable resource in researching questions about library policy and legal administration from the Demmer director and library trustees. We look forward to an exciting year in 2018 and appreciate the support WVLS has offered to help manage collections and IT infrastructure during the transition."

LEGISLATIVE UPDATE

Public Library Data and Technology Training Bill

The **Public Library Data and Technology Training bill** (AB572/SB491) was passed by unanimous vote on the floor of both the Assembly on January 16 and the Senate on January 23. It is currently on Governor Walker's desk awaiting his signature. WLA and 19 other organizations registered in opposition to **SB713/AB857** which proposed changes to the way the **Board of Commissioners of Public Lands** conducts investments, canceled the state trust fund Loan program, and had the potential to not only impact contributory earnings to the **Common School Fund** (CSF) which is the sole revenue source for most Wisconsin school library materials, but also lift restrictions on how school districts spend their share of CSF moneys. A hearing was held before the Senate Committee on Government Operations, Technology and Consumer Protection on January 31, but no subsequent committee vote was taken on the bill and it died at the end of the legislative session without further action in either house.

Advocacy Efforts Continue

In the next couple of months, WLA LD&L Committee will lay out action steps and begin working with DPI/DLT on **the next budget bill**, seeking to build on the library community's successes in this legislative session. Regular communications with legislators about local library services in the key areas of broadband access, workforce development and lifelong learning will maintain awareness of the importance of state library aid. Keeping the next budget process in mind, library supporters need to remain active and engaged in relationship building throughout the next 8 months of **Campaign Season!** Offering space for candidate forums and community listening sessions, as well as simply reaching out to all legislative candidates with an invitation to drop in at local libraries for a rest stop, free WiFi and a cool drink of water will create opportunities to provide more information about library services.

WLA Library Legislative Day

Representing the **Wisconsin Valley Library Service at WLA Library Legislative Day** on February 20 were **Virginia Roberts, Susan and April Lammert** (all Rhinelander District Library) along with Susan's husband Dirk and April's son David Sprague, **Heidi O'Hare** (Tomahawk Public Library), **Dominic Frandrup** (Antigo Public Library), **Laurie Ollhoff** (T.B. Scott Library, Merrill), WVLS Trustee **Mike Otten** (Marathon County) and WVLS staff members **Jamie Matczak** and **Kris Adams Wendt**. **Frandrup, O'Hare and Ollhoff** received WVLS Library Legislative Day first time attendee scholarships. Two WVLS area legislators were honored by WLA. **35th District Assembly Representative Mary Felzkowski** (R-Irma) was named WLA Legislator of the Year and **34th District Assembly Representative Rob Swearingen** (R-Rhinelander) received a Library Champion award. Rep. Felzkowski's aide **Liz Portz** and Rep. Swearingen's former aide **Matt Wimmer** (now a member of Sen. Testin's staff) were presented with Special Recognition awards. More details and photos are shared in **Exhibit 13**.

CONTINUING EDUCATION & TRAINING OPPORTUNITIES

2018 Wild Wisconsin Winter Web Conference

WVLS and several other systems co-sponsored the **2018 Wild Wisconsin Winter Web Conference** held on January 23-25, 2018. The conference included tracks on *technology trends, organization services, small and mighty, library leadership, and youth services*. Slides and videos of the 19 one-hour sessions may be found on the [Wild Wisconsin Winter Web Conference](#) website under "Recordings & Slides."

Children's Book Fest

The 31st annual **Children's Book Fest** was held in Rhinelander on March 6-7 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 7 following Children's Book Fest brought together seven public youth librarians (representing small, medium and large libraries) from WVLS, one K-12 librarian

from the Wausau School District and Anne Hamland and Jamie Matczak in a collaborative exchange of shared issues and ideas.

New! Digital Bytes

WVLS recently launched a training series called **Digital Bytes**, “bite-sized” trainings of 30 minutes or less, produced and archived in a digital format. The content will be hands on and applicable. The first Digital Byte, “Customer Service, The Role of Positive Language” created by Jamie Matczak, was shared last week. The goal is to launch at least two trainings per month on a variety of topics, and to eventually involve additional WVLS staff members in the trainings.

The Digital Bytes will be linked on our website at <http://wvls.org/digital-bytes/>.

Upcoming Continuing Education Opportunities

On March 22, Anne Hamland will be providing a “**LEAN WI Webinar for Webmasters**” for those libraries that have websites hosted by IFLS and WVLS. This webinar, which is the first in a series of webinars that will be offered for library webmasters, will review website development practices and how to get started without being overwhelmed, highlight new functions and products, and allow for a Q&A opportunity.

In addition to the “**STEAM in Youth Services**” workshop at Marathon County Public Library on April 3, there will be two webinars in April. “**The Ins & Outs of Media Literacy**” on April 5 will focus on media literacy, and what is fake news and what is real. On April 26, the “**Show it Off: The Power of Merchandising**” webinar will explain how library displays can impact circulation.

Also, WVLS is collaborating with seven other library systems on a June 7 webinar called “**Dealing with Substance-Abusing Patrons in the Library**”. Additional programs in the works include Tech Days, Response to an Active Shooter, and Serving Older Adults in the Library. More information about our continuing education activities may be found at <http://wvls.org/continuing-education/>.

ADDITIONAL INFORMATION (HANDOUTS)

- 2018 WVLS Organizational Chart & LEAN WI Stack (**Exhibit 11a**)
- 2018 WVLS Fact Sheet (**Exhibit 11b**)
- PLSR Important Dates (**Exhibit 11c**; see also COLAND Report **Exhibit 10**)

To Be Shared At Meeting:

- 2018 WVLS Glossary of Acronyms and Library-/System-Related Terms (**Exhibit 11d**)
- 2017 WVLS Statistics Booklet (**Exhibit 11e**)
- *The Municipality*; February 2018 issue (**Exhibit 11f**)
- “Build a Free Bookstore, They Will Come”; *School Library Journal*; February 2018 (Article on how students are inspired to read and earn “Book Bucks” to spend on titles at a WI school library, **Exhibit 11g**)
- Wis. Stats. Chapter 43 (**Exhibit 11h**)

UPCOMING EVENTS

- March 2 – PLSR CE/Consulting Workgroup online meeting (Matczak)
- March 6 – WVLS Staff meeting
- March 6-7 - **Children’s Book Fest and Grassroots Gathering** (Hamland, Matczak)
- March 7 - PLSR Chapter 43 Workgroup meeting (Sepnafski)
- March 7 – PLSR Funding and Cost Standards Subcommittee meeting (Klingbeil)
- March 14 – PLSR Steering Committee Conference Call with System Directors (Sepnafski)

- March 17 – **WVLS Board of Trustees meeting** (Sepnafski, Wendt, Klingbeil, Hildebrand, Hamland, Schulz)
- March 19 – New Director Orientation; Crandon (Hafemeister, Sepnafski)
- March 20 – **WVLS V-Cat Steering Committee meeting** (Schulz, Sepnafski, Klingbeil)
- March 22 – **WVLS V-Cat Bib Committee meeting** (Schulz, Mroczenski)
- March 22 – **“LEAN WI Webinar for Webmasters”** (Hamland)
- March 23 – WLA Library Development and Legislation Committee meeting; Madison (Wendt)
- March 30 – WVLS office closed
- April 3 – **“STEAM In Youth Services” workshop**; MCPL (Hamland)
- April 4 – PLSR Chapter 43 Workgroup meeting; location undetermined (Sepnafski)
- April 5 – **“The Ins and Outs of Media Literacy”** webinar (Matczak)
- April 8-14 – NATIONAL LIBRARY WEEK
- April 10 – PLSR Steering Committee Q&A (Sepnafski)
- April 12 – **WVLS V-Cat Council meeting** (Schulz, Klingbeil, Mroczenski, Sepnafski)
- April 16-17 – DPI-hosted annual meeting of Inclusive Services, Youth Services and Continuing Education Consultants; WI Dells (Hamland, Matczak)
- April 23-26 – Innovative User’s Group (IUG) Conference; Orlando, Florida (Schulz)
- April 25 – **WVLS Library Advisory Committee (LAC) meeting** (Matczak, Sepnafski, Klingbeil, Hamland, Schulz)
- May 2 – SRLAAW meeting (Sepnafski)
- May 2 – WPLC Annual Board meeting (Hamland)
- May 2-4 – Wisconsin Association of Public Libraries (WAPL) Conference; Pewaukee (Sepnafski, Hamland, Matczak, Schulz)
- May 8 – **WVLS Listening Session**; Colby (Sepnafski, Klingbeil, Hafemeister, Hildebrand, Heitman, Mroczenski, Hamland, Matczak, Schulz)
- May 8 – **WVLS Staff meeting**; Colby (Sepnafski, Klingbeil, Hafemeister, Hildebrand, Heitman, Mroczenski, Hamland, Matczak, Schulz)
- May 8 - **WVLS Youth Services Information Exchange (YSIE)**; Colby (Hamland, Matczak)
- May 18 – WLA Library Development and Legislation Committee meeting; Madison (Wendt)
- May 19 – **WVLS Board of Trustees meeting** (Sepnafski, Wendt, Klingbeil, Hildebrand, Hamland, Matczak, Schulz)

Happy Spring!

Marla