

Director's Report
WVLS BOARD OF TRUSTEES MEETING
August 18, 2018

CORRESPONDENCE

Trustee Resignation

Marilyn Sauer, Lincoln County representative to the WVLS Board of Trustees, emailed President Tom Bobrofsky and I on May 31 to let us know she planned to resign from the board. She said that she and her husband were moving to Ohio (the state of their origins) the first week in July. She also mentioned that "It has been a great experience to sit on the board. I especially want to thank all of you for being so tolerant of my hearing difficulties. I wish you all well, it is a terrific organization."

Wessler Memorials

Arden Hoffmann, Marathon County representative to the WVLS Board of Trustees from 1988-1993, passed away on May 23, 2018. WVLS let the family know that a \$100 memorial was placed in the Carol Ruth Wessler Memorial Scholarship Fund in his honor.

Former Forest County representative to the WVLS Board of Trustees, **Sheila Sturzl**, passed away on June 29. She served as a Crandon Public Library/Forest County Library board member from 1955-2010, and as a member of the WVLS Board of Trustees from 1990-1995. A letter to Sheila's family shared that a \$100 memorial was placed in the Carol Ruth Wessler Memorial Scholarship Fund in her honor.

TEACH Grant Awards

WVLS was notified on June 12 that libraries eligible for TEACH (Technology for Educational Achievement) training grants received 94% of the total amount applied for in May. The funds will be used for library directors to attend the Tech Days Workshop on September 19 in Wausau. Round-trip mileage, a hotel room the night before the workshop, and cost for substitute staff will be provided for library directors who attend the workshop. The funds will also be used to help off-set the cost of the break-out speakers the afternoon of the workshop.

The same items will be covered by TEACH training grants to directors in eligible libraries if they attend a WVLS STEM/STEAM workshop in spring 2019. Libraries that applied for, and received, TEACH training grants include: Antigo, Crandon, Dorchester, Gilman, Granton, Greenwood, Laona, Loyal, Neillsville, Owen, Rib Lake, Stetsonville, Three Lakes, Thorp, Wabeno, Westboro, and Withee.

Notes of Appreciation

A thank you card to **Marla Sepnafski** and the **WVLS Board** was received from former WVLS trustee, **Jan Baer** for attending her retirement celebration from the Rhinelander District Library Board and for the gift of flowers. WVLS Consultant **Kris Adams Wendt** and Director Emerita **Heather Eldred** also attended the event. Jan represented Oneida County on the WVLS Board from 1987-2008.

A letter and card of thanks to the WVLS staff were received from Colby Community Library Director **Vicky Calmes** and Crandon Public Library Director **Stephanie Schmidt** and staff for providing a \$240 grant to member libraries to support their summer reading programs.

WVLS Public Library Services Consultant **Anne Hamland** was recognized in **Dominic Frandrup's** May 2018 Director's Report to the Antigo Public Library Board for her help and expertise with the new antigopl.org website.

An email was sent to Marla Sepnafski from Loyal Public Library Director **Teresa Hall** thanking WVLS for hosting listening sessions on behalf of public library directors.

Greenwood Public Library Director **Kim Metzke** sent WVLS an email thanking **Kyle Schulz** and **Ann Mroczenski** for consistently providing ILS statistics in a timely manner.

Augo Hildebrand, Joshua Klingbeil and **Marla Sepnafski** each received a letter from **State Superintendent Tony Evers**, for their contributions to the Public Library System Redesign (PLSR) project.

The staff at the Tomahawk Public Library sent WVLS a thank-you card for the Innovation and Collaboration Grant. The library plans to use the grant to launch a “S.T.E.A.M. Bin Program” for the children in the community.

Feedback on **NEW** Marketing Cohort

Following through on one of the goals in the 2018 System Plan, WVLS Education Consultant **Jamie Matczak** gathered system consultants who have a focus on marketing and communications for a meeting on August 8 in the WVLS office. The Marketing and Communications cohort, which had representation from six other systems (IFLS, Bridges, South Central, OWLS, Monarch and Arrowhead), talked about challenges in marketing, what kinds of services they are providing and ways to collaborate on future projects.

Comments shared following the meeting: “I really appreciate all of the insight and tips you all shared and really look forward to getting to know each of you more. It was great to participate in that team dynamic again of bouncing ideas off of one another and discussing various projects.” “I had a really great time and came away very inspired, with lots of ideas. It’s nice to work together, hear similar stories, and know that we are not alone. I can’t wait to see what else our group will lead to as we keep working together.” “I’ll be looking forward to the November meeting and future collaborations.” “Ditto! I think we have a start to something great!”

The Marketing Cohort plans to continue to meet in-person annually, and several times a year online.

PEOPLE / LIBRARIES / SYSTEMS IN THE NEWS

Michael Dennison became the new Department of Public Instruction consultant for the Public Library Development Team at the end of May. Most recently, Michael worked for the Title I and School Support Team within the Department of Public Instruction, and has extensive knowledge and experience in federal and state grant reporting, and is well versed in data, finance, and compliance issues. He will serve as the point of contact for reporting data as required by law and in other compliance capacities, and also as a resource for using data to communicate the relevance of Wisconsin’s public libraries to stakeholders.

Representatives from the **Outagamie Waupaca, Nicolet** and **Winnefox Library Systems** and their member libraries are investigating a process for merging the shared automation systems of Winnefox (WALS), and OWLS/NFLS (OWLSnet). There are several reasons for implementing a study at this time:

- Both systems have major ILS decisions coming up in the next year or two: the OWLSnet database server is reaching the end of its expected lifespan, and the WALS contract with SirsiDynix is ending.
- The Public Library System Redesign (PLSR) project is recommending consolidation of ILS and other system services to create both larger areas of service and economies of scale.
- Leadership in all three systems believe that such a merger would be welcomed by libraries and library users, especially those along the border between the two automation systems.

Questions the committee will need to address include what ILS platform to use, costs apportioned between the systems and libraries, common policies and procedures that balance needs of all libraries in a larger shared environment with local control, how decisions affecting all members will be made. The committee is charged with making a final recommendation by the end of 2018.

WVLS awarded **Innovation and Collaboration Grants** to two libraries this year. The **Owen Public Library** was awarded a \$8,500 grant to collaborate with the City of Owen to create a safe and comfortable place for the community to use the library’s wi-fi after hours. Construction has already begun on a gazebo in Fremont Park, which is located across the street from the library, and landscaping for the surrounding area will be done once the gazebo is complete. The new area may

also be used for future library programs. The **Tomahawk Public Library** is using its \$5,775 grant to collaborate with St. Mary's Catholic School to create STEAM bins for the KinsKlub to use for after-school programs. KinsKlub is an after-school program that meets twice a week at the library. Lego sets, coding activity sets, and bots are just a few of the items they plan to purchase.

The **Marathon County Public Library** unveiled its new **Early Literacy Center** on June 20. The special section in the children's area of the MCPL Wausau location is designed especially for children 0-5 years of age, and features a cozy reading nook where adults and children can share books together, wall manipulatives and puzzles that will help little hands develop fine motor skills, a magnetic wall where children can build words and a flannel wall where young minds can retell or create a story. The center will offer rotating themes and specialized activities to better help parents guide their child and bring awareness to parents about these brain-building skills. The new Early Literacy Center would not be possible without the generous support from the Marathon County Public Library Foundation, the Wausau Early Birds Rotary Club, and the Community Foundation of Northcentral Wisconsin.

WVLS PROJECTS

Gale Courses

The passage of 2017-2019 State Budget on September 21, 2017 provided an additional \$1.5 million investment in state aids to Wisconsin's 16 public library systems to support new technology resources and enhanced services in the areas of broadband access, workforce development, and lifelong learning. The additional funding prompted WVLS, and a few other systems to follow the lead of the Lakeshores and Bridges Library Systems to purchase a subscription to Gale Courses. Gale Courses provides almost 400 six-week long online programs taught by college instructors who are experts in their field covering topics and skills tied to the Bureau of Labor Statistics' fastest-growing occupations. As part of the WVLS investigation, **Anne Hamland** gathered subscription prices, and group discounts from the Gale Courses representative on behalf of systems that did not have current subscriptions, planned and hosted two demonstration webinars open to all systems, and surveyed all WVLS member libraries to determine interest in the product. More information about this product will be covered in the System Plan and Budget discussion later in the agenda. See also [Exhibit 11-a](#).

Technical Support Immersion

With the recent departure of our NES Administrator, responsible for primary technology support, **Joshua Klingbeil** has taken on primary technical support functions in order to better understand the general needs and patterns of support requests in preparation for hiring a new PC Support Specialist. He has been working with the LEAN WI technology team members from IFLS: their new IT Director, Kris Schwartz who succeeds Gus Falkenberg and their new Technical Support specialist, Dalton Stewart who steps into the role vacated by Kris Schwartz. The new network architecture and integration with Active Directory has made remote support much easier to manage, but the standards based support framework is more inclusive of most WVLS member libraries and their computer/networking operations, so there is more to support. It seems to be roughly a net-neutral balance, and hiring a new technical support role to work with WVLS and the LEAN WI technology team will certainly be a benefit to WVLS and the LEAN WI partnership.

During this same period, MCPL's own dedicated technical support specialist left. MCPL posted and eventually offered the role to a candidate, who started late July. In the interim, MCPL staff were able to maintain most of their internal computer and networking services. There were only a small handful of incidents requiring specialized computer or network engineering and/or active directory architecture experience which WVLS worked with MCPL to help achieve resolution or better understanding of the next steps needed for resolution.

V-Cat Update

Over the summer months, libraries in the WVLS ILS consortium have been experiencing periods of slowness and sluggishness when using the software. As part of the investigation on what might be the root cause, and following a recommendation from Innovative engineers, WVLS underwent a migration from Sierra 3.3 to Sierra 4.0 on Friday, July 27. While the upgrade went well, there are some post-upgrade issues now needing Kyle's attention, and the Sierra slowness investigation continues.

The Northern Waters Library Service has been without an ILS Administrator for several months, and has reached out to Kyle for assistance. In the days and weeks ahead, he will learn how to generate monthly statistics using the NWLS ILS software, and create documentation so the NWLS staff will be able to run reports in the future.

Internal IT Projects

Preparations for migrating WVLS' own internal resources into the new Active Directory began in May but have largely been on hold while WVLS focused on technical support maintenance. A preliminary review of file server contents and structure and logistics of computer maintenance for employees working primarily remotely was done, but a more comprehensive review of each is needed in order to complete development of an upgrade plan. Ensuring a smooth transition which is minimally disruptive to workflows and productivity is a primary goal.

IT Strategic Planning

The first revision of the Technology Strategy, for initial review, iterative revision, and final acceptance by LEAN WI partners was shared but the revision process has been put on hold while both IFLS and WVLS reset their technology support services with the movement and openings of several roles. We are still intending to leverage a revision process and cycle to develop and adopt a comprehensive Technology Strategy for the LEAN Wisconsin (LEAN WI) partnership as a single planning effort which covers all partners. Assuming acceptance of a joint LEAN WI Technology Strategy and Plan, the new WVLS Technology Plan will include participation in the LEAN WI technology resource sharing partnership and adherence to the LEAN WI strategy, including operational plans.

Youth Services Update

The next **Youth Services Information Exchange (YSIE)** discussion will take place on Tuesday, September 11, 2018 from 11am-2pm at the T.B. Scott Free Library in Merrill. Anne Hamland will discuss a potential opportunity for youth services offered through the 2019 WVLS Innovation and Collaboration Grant. The 2019 grant will provide an opportunity for libraries to create family literacy areas and to partner with other libraries to share resources and program ideas on this topic. She will also lead a discussion on intellectual freedom and challenges to library materials.

WVLS/NWLS Partnership

Following WVLS Board approval in May, the partnership with Northern Waters Library Service went into effect on July 1. The partnership provides for NWLS Director **Sherry Machones** to assume the role of Inclusive Services Consultant for both systems, while **Jamie Matczak** will be the Continuing Education and Training Coordinator for both systems. Prior to its launch, the partnership was announced via Digital Lites, a YouTube video, on the WVLS Facebook Page, and in Monday Mentions. The response from member libraries in each system to the partnership has been positive.

Door Counter Project

The Door Counter Project has unfortunately stalled, but a renewed effort to finalize the initial enclosure design and to incorporate the necessary components and software is projected to begin in late August. A new approach, partnering with Northcentral Technical College (NTC), Chippewa Valley Technical College (CVTC), and/or Nicolet Area Technical College (NATC) will be taken, inclusive of and honoring the efforts already contributed by the Three Lakes Fab Lab and the Engineering-focused student who created the initial enclosure design draft. We are confident that technical college level students who have a more dedicated educational track for 3D design and manufacturing may offer a more streamlined and quicker iterative design process with us and are looking forward to developing several potential partnerships.

Listening Session Held in Crandon

The second Listening Session of 2018 was held on August 7, 2018 at the **Crandon Public Library**. Regional in nature, and small group by design, WVLS Listening Sessions are opportunities for member library directors, or a proxy, to share local library news, ask questions, and have a conversation with WVLS staff. WVLS thanks Director Stephanie Schmidt for hosting the listening session, and for providing a tour of the library.

Attendees were: **Stephanie Schmidt** and **Laurie Renel-Faledas** (Crandon), and **Ruby Wenzel** (Gilman), WVLS staff in attendance included: Ann Mroczenski, Anne Hamland, Jamie Matczak, Joshua Klingbeil, Kyle Schulz and Marla Sepnanski. The last Listening Session of the year will be held at the Westboro Public Library on November 13.

WPLC Meeting Brief

The WPLC Board met on June 18, 2018. Discussion started with a review of the WPLC Annual Membership meeting held on May 2 during the WAPL Conference in Pewaukee, WI. The June meeting also included discussion on the new Instant Digital Card product from OverDrive. An Instant Digital Card would allow internet users who discover the Wisconsin Digital Library to apply for a temporary digital card so as to access digital library resources. The WPLC Board requested product cost and records management be evaluated by the WPLC Steering Committee prior to a final WPLC Board decision. Also, more information was requested for a new local music service modeled after the Wisconsin Indie Collection available from Biblioboard as well as a magazine service. Lastly, the 2019 WPLC Budget was passed which included the WVLS member library digital buying pool expenditure that will be assessed to member libraries in 2020, as WVLS does an intentional one-year delay in billing to allow member libraries time to incorporate increases for digital content in their budgets. Member libraries have been encouraged to review their costs in the [2019 WVLS Technology Planning Guide](#) shared in May 2018.

LEGISLATIVE UPDATE

National Legislative News

The House and Senate Appropriations Committees have now passed fiscal year (FY) 2019 funding bills which provide level funding for Library Services and Technology Act (LSTA) – the core of library funding from the Institute for Museum and Library Services (IMLS), as well as for the Innovative Approaches to Literacy (IAL). LSTA funding ensures that everyone has access to a broad range of library services in your state. The funding provided by the House and Senate Appropriations Committees, along with matching state funds, allows libraries to provide access to resources state-wide, implement services for veterans, run summer reading programs, support small business and entrepreneurs as well as many other high-demand services. IAL funding is a small but important program for early childhood literacy. Developing strong literacy skills at an early age is one of the best indicators of a students' future success in education. The FY 2019 funding bills now head to the full House and Senate. One of the best ways to ensure full funding is to express our thanks to our members of Congress who have supported libraries. Second WI Congressional Representative Mark Pocan and U.S. Senator Tammy Baldwin serve on the House and Senate Labor-HHS-Education Subcommittee of the Appropriations Committee and your "thank you" message would be much appreciated. Rep. Pocan contact info: pocan.house.gov/contact Sen. Baldwin contact info: baldwin.senate.gov/help

CONTINUING EDUCATION & TRAINING OPPORTUNITIES



Trustee Training Week 2018, held August 13-17, 2018, featured five one-hour webinars each day of the week on topics of interest to library leaders and advocates. The webinars were recorded, so trustees not able to attend the live webinars, can still watch this year's webinars at the [Trustee Training Week website](#). Webinar recordings from 2015-17 are also available for streaming.

The project is sponsored by the South Central Library System, with financial support from WVLS and other Wisconsin Public Library Systems. It is also supported by the Wisconsin Department of Public Instruction's Public Library Development Team, with funding from the Institute of Museum and Library Services.

Upcoming Continuing Education Opportunities

There are many opportunities for continuing education this fall, with a major one being a **"Tech Days Workshop" series**, a collaboration of the Wisconsin Valley, Northern Waters, Indianhead Federated and Winding Rivers Library Systems. This workshop series will focus on technology trends, feature nationally renowned Laura Solomon as opening speaker, and

consist of break out presentations unique to each workshop. Workshops in the “Tech Days Workshop” series will be held on Tuesday, September 18 in Rice Lake; Wednesday, **September 19 in Wausau**; and Thursday, September 20 in Black River Falls. As part of the series, workshops with a different keynote speaker will be held Tuesday, September 25 in Fitchburg; Wednesday, September 26 in Appleton; and Thursday, September 27 in Franklin. More information about the “Tech Days Workshop” series may be found at: <https://wvls.org/tech-days/>.

"Responding to Active Threat in the Workplace" will be held from 9:30 am-12:30 pm on Thursday, **October 4**, at the Chippewa Valley Technical College in **Neillsville**. Participants will learn actions to take when confronted by an active shooter, learn how to cause distraction, and establish proper practices in these situations. Registration and more information can be found on the WVLS Continuing Education page. <https://wvls.org/continuing-education/>.

Website Service

Anne Hamland hosted the first **Libraries WIN website co-work day** on May 17 at the Indianhead Federated Library System office in Eau Claire. Approximately 20 people, representing both systems, were in attendance. The second co-work day will take place in October at the Thorp Public Library.

Anne hosted two **Webmaster webinars** over the summer months. The June 13 webinar instructed attendees on how to add calendars to websites using plug-ins or embedding Google Calendars and was co-hosted by Director **Ginny Scheiderer** and **Megan Chaplin** from the Somerset Public Library. Neillsville Public Library Director **Cara Hart** co-hosted the July 20 webinar which featured search engine optimization (SEO) best practices and an additional SEO plug-in.

Responses to a June Libraries WIN survey shared very positive comments about the new service and collected suggestions for future webinars and co-work days. As summer reading programs are ending, requests for website edits and generation are increasing! Find more information on the Libraries WIN website at <http://wvls.org/websiteresources/>.

Digital Bytes

Two ‘bite-sized’ trainings of 30 minutes or less continue to be developed and shared each month, and feedback has been positive thus far. Jamie Matczak plans to survey WVLS colleagues in late August to evaluate the trainings offered, and to solicit ideas for future trainings. All trainings are archived on the WVLS website at <http://wvls.org/digital-bytes/>.

ADDITIONAL INFORMATION (to be shared at meeting)

- “Medford Police Department asks for Public’s Help after Property Damage Spree”; *Medford News Herald*; May 21, 2018 and “A Taylor County Library in the Midst of Weekend Vandalism Spree”; WAOW.com; May 22, 2018 (**Exhibit 11b**)
- 2018 Wisconsin Public Library System Aid (**Exhibit 11c**)
- July Wisconsin PLSR Report shared at the August 2018 SRLAAW Meeting (**Exhibit 11d**)
- “From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018” available as a PDF at https://www.oclc.org/content/dam/oclc/reports/awareness-to-funding-2018/2018_From_Awareness_to_Funding_Report.pdf (**Exhibit 11e**)

UPCOMING EVENTS

- August 7 – **WVLS Listening Session**; Crandon (Hamland, Klingbeil, Matczak, Mroczenski, Schulz, Sepnafski)
- August 7 – **WVLS Staff meeting** (Hamland, Matczak, Mroczenski, Schulz, Sepnafski)
- August 8 – Meeting with System Marketing Consultants; WVLS (Matczak)
- August 9 – **WVLS Library Advisory Committee meeting** (Hamland, Klingbeil, Matczak, Schulz, Sepnafski)
- August 13 – WPLC Board Meeting (Hamland)

- August 13-17 – **“Wisconsin Trustee Training Week”**, daily webinars on topics of interest to library trustees (Matczak)
- August 15 – Camp Tech-a-Talka; Stevens Point (Klingbeil, Schulz)
- August 15 – “SLJ Teen Live Conference” (Hamland)
- August 16 – Meeting with Northern Waters Library System Member Libraries (Matczak)
- August 16 – PLSR Steering Committee meeting; Sun Prairie Public Library
- August 18 - **WVLS Board of Trustees meeting** (Sepnafski, Wendt, Klingbeil, Hildebrand, Hamland, Matczak, Schulz)
- August 21 – **WVLS V-Cat Cooperative Circulation meeting** (Schulz, Mroczenski)
- August 23 – Technology/ILS meeting with MCPL (Klingbeil, Schulz, Sepnafski)
- August 28 – WLA Conference Committee meeting (Hamland, Matczak)
- September 3 – Labor Day; WVLS office closed
- September 4 – V-Cat Statistical Reports training (Matczak, Mroczenski)
- September 6 – **WVLS V-Cat Council meeting** (Schulz, Mroczenski, Hamland, Klingbeil, Sepnafski)
- September 11 – **WVLS YSIE (Youth Services Information Exchange)**; Merrill (Hamland)
- September 13-15 – Association of Rural and Small Libraries Conference; Illinois (Matczak)
- September 15 – **WVLS Board of Trustees meeting** (Sepnafski, Wendt, Klingbeil, Hildebrand, Hamland, Schulz)
- September 18 – IFLS “Tech Days Workshop”; Rice Lake Public Library (Hamland)
- September 19 – **WVLS “Tech Days Workshop”**; MCPL (Matczak, Sepnafski)
- September 20 – SOMBAW meeting; Madison (Hildebrand)

Respectfully,

Marla