

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

CORRESPONDENCE

WVLS Board Appointments

Five WVLS trustees have terms set to expire at the end of the year: **Louise Olszewski** (Clark County), **Peg Jopek** (Langlade County), and **Elaine Younger, Michael Otten** and **Sonja Ackerman** (Marathon County). Notifications were sent to the clerks in those counties in early October, and we have since received notice that the Langlade County representative, **Peg Jopek**, has been reappointed for another term.

Rosenberg to Resign

WVLS received notice from **Katie Rosenberg**, Marathon County/Resource Library representative to the WVLS Board of Trustees, that she will be resigning from the Board at the end of the year. In her email announcement, Katie stated, "I LOVE this board and all of my fellow board members and I know that the next person who serves in this position will love it too. Thanks for helping me understand Wisconsin's library systems and statutes. Hopefully I can continue to be an advocate."

Notes of Appreciation

A thank you letter was received from Loyal Public Library Director **Teresa Hall** to the WVLS Director and Board of Trustees for providing her a full scholarship to attend the Association of Rural and Small Libraries Conference in Illinois. Teresa stated, "Since attending last week, I still cannot determine whether I am more excited or more thankful that I was able to go. There were so many great sessions and speakers. It will take some time to re-read the notes I have taken in order to determine which suggestions I may want to try in our library. NASA projects for the 2019 Summer Reading Program all have my brain cells on overload. I would like to take this opportunity to let you know that *'30 ways to make your library extraordinary'* presented by **Jamie Matczak** was probably the most professional session that I attended (and I'm not just saying that because of her connection to WVLS). Jamie's presentation was relevant and proficient, packed full of information with a good PowerPoint, and allowed for attendees interaction without feeling like we were doing her presentation for her. Overall, when the excitement wears down, I know I will continue to be thankful for the opportunity. A sincere thank you for the decision to offer scholarships."

Jamie Matczak, WLA Conference Partnership Chair, and **Anne Hamland**, WLA Conference Publicity Co-chair, each received a note of thanks from WLA Executive Director **Plumer Lovelace** for their work on this year's conference planning activities. The 2018 Conference was held October 23-26 at the Radisson and La Crosse Center in La Crosse, WI.

Granton Community Library Director **Kay Heiting** sent **Marla Sepnafski** a thank you card for attending an Open House following the completion of the library's new carpet installation project. She commented that she appreciated all the system support provided to her and the library.

PEOPLE, LIBRARIES and SYSTEMS in the NEWS

Mroczenski and Hildebrand to Retire

Ann Mroczenski, WVLS Technology Support Specialist, and **Augo Hildebrand**, WVLS Business Manager recently announced their plans to retire. Augo's last day in the office will be Friday, December 28, 2018, and Ann's will be Friday, January 4, 2019. To thank them for their years of service (Ann - 41 years; Augo - 7.5 years), and to celebrate their retirements, a reception and open house will be held on Tuesday, **December 11** from 11:30 am - 1:00 pm in the WVLS office. Former staff, and colleagues from around the system area are welcome to attend the event (**EXHIBIT 11-A**). RSVPs should be sent to Jamie Matczak (jmatczak@wvls.org / 920.455.0668) by **December 5**.

WVLS Welcomes Rachel to the Team!

Rachel Metzler has been hired as the new WVLS ILS and Database Support Specialist, a position responsible for providing professional, courteous and timely technical support and services to 36 WVLS public libraries and branches via a helpdesk program, and onsite and remote training; creating, editing, adding, and maintaining catalog records in OCLC and the ILS database; and for producing and distributing appropriate ILS statistical and financial reports. Rachel's first day on the job was Monday, October 8.

Withee Public Library Director to Resign

Withee Public Library Director, **Teresa Miniatt**, announced she will be resigning from her position to take a job at the Stanley Public Library. Her last day in Withee will be December 2.

Wisconsin Library Association News

Virginia Roberts (Rhinelander District Library) and **Steph Cherrywall** (Antigo Public Library) presented "*Sequenced Picture Books for Everyone! The Art & Literature of Graphic Novels*" at the 2018 WLA Conference in La Crosse. A copy of their presentation may be found at: <http://wla.wisconsinlibraries.org/events-conferences/annual-conference/program-handouts>. **Anne Hamland** was elected 2019 Director at Large for the Youth Services Section (YSS) of WLA in the October election.

IFLS Undergoes Name Change

The Indianhead Federated Library System Board of Trustees officially changed the name of the system to the IFLS Library System in September. "IFLS" is short for "Inspiring and Facilitating Library Success".

STATE NEWS

WPLC Board Meeting Brief

A meeting of the **Wisconsin Public Library Consortium (WPLC) Board** was held on October 23 in La Crosse (WI), and **Anne Hamland**, WVLS representative on the WPLC Board, and **Dominic Frandrup**, WVLS representative on the WPLC Steering Committee and Antigo Public Library Director, attended. A particularly noteworthy and lengthy discussion at this meeting was on the topic of [Potential Models for Buying Pool Increase](#). The draft funding models presented, which were designed by the WPLC Project Managers for discussion purposes only, were based on information gathered by the WPLC Collection Development Workgroup, and discussions at WPLC Board and Steering Committee meetings in 2018. The five draft funding models shared were:

1. Annual percentage increase. In this model, the annual budget would increase by a set percentage each year.
2. Increase based on circulation. In this model, the increase would correlate to the percentage increase in circulation of the collection. The collection budget would not decrease, however, if circulation decreased.
3. Increase based on circulation (with a wait-time trigger). This model is the same as #2 except that the increase would be applied only if average wait-times increased from the previous year in one of two ways.
4. Increase based on average wait-time. This model would rely on average wait-times to determine the percentage increase.
5. Increase for special project. This model would allow the Collection Development Workgroup to identify a problem area of the collection each year and request an increase to work on resolving that particular problem. A "do not exceed" amount for the annual request could be established.

When people in attendance were invited to share their thoughts, Dominic reported that many WVLS libraries did not find any of the funding options palatable. He suggested a revision to the funding formula of 25% population/75% usage to 100% usage. He asserted that patrons in rural areas were not using the service as heavily as patrons in urban areas due to reduced broadband availability. A colleague then reminded the group that the original funding formula included a population component to help ensure steady increases/decreases, while a formula based solely on usage could potentially cause large fluctuations in costs for partners.

It was reported that wait times have been trending down, compared to peers. However, in the last six months, WPLC and their peers, have seen a spike in holds which was most likely due to the launch and ease of use of the new Libby app.

Those in attendance agreed that a comparison of physical vs digital holds and wait times in systems might prove helpful. A few representatives discussed the importance of keeping the topic of a funding increase up for discussion and to look at ways to increase funding for the collection each year. The group also determined that the models most likely to be supported were nos. 1- Annual Percentage Increase and 5-Increase for Special Project. The group was requested to send any additional information/data to the WPLC project managers for Collection Development Committee review.

There will be continued study and discussion about increased funding for the buying pool and draft funding models in 2019. For more information about this meeting, including the agenda and documents shared, visit the WPLC website at <https://www.wplc.info./committees/board>. The 2019 WPLC annual meeting will be held **April 30, 2019**.

PLSR Project Update

The **Public Library System Redesign** (PLSR) Steering Committee met on November 7, 2018 to continue its review and revision of the draft “PLSR Steering Committee Report” (<http://www.plsr.info/wp-content/uploads/2018/11/Version-6-Steering-Report-Draft-11-07-2018.pdf>). The committee encourages the library community to review the document and to share their thoughts on the PLSR Contact Form at <http://www.plsr.info/contact/>. The deadline for sharing feedback is November 26, 2018. The committee plans to release its next draft, along with a recorded overview presentation of it, on December 3. Also at that time, each public library and system will receive a survey to complete by December 9. The Committee will share additional details about the survey in the coming weeks.

System M&C Cohort Sets Its Second Meeting

The **Marketing and Communications Cohort**, comprised of representatives from public library systems whose work has a focus on marketing and communications, will meet in Madison on Tuesday, November 20. The cohort plans to talk about marketing materials for Library Legislative Day, and topic ideas for marketing sessions at upcoming state conferences.

Legislative Update

Handouts and information will be shared at the meeting.

WVLS PROJECTS

Innovation and Collaboration Grant

In preparation for the release of the **2019 WVLS Innovation and Collaboration Grant**, the grant was recently overhauled to be more specific in two major areas – service and collaboration. In the past, grant applications allowed for a public library to collaborate with any community partner/s to implement an innovative service of value to the patrons in that community. The 2019 grant will have a strong emphasis on early literacy, and applicants will be expected to design a new/enhanced literacy space in their library, provide programming with resources from that space that includes both qualitative and quantitative elements, and to partner with another public library to share resources and expertise. The new criteria for the grant were shared informally during fall WVLS Board of Trustee and WVLS Library Advisory Committee meetings, and also at the recent YSIE (Youth Services Information Exchange) in Merrill. Announcements about the new 2019 grant and grant application are slated to hit Monday Mentions, Digital Lites blog and social media next week. Applications will be accepted from **November 19, 2018 – February 1, 2019**. Anyone having questions about the grant is encouraged to contact WVLS Public Library Services Consultant Anne Hamland.

Internal Technology Project

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. Preparations have been made to stage the new Active Directory appropriately for a smooth and quick transition. The migration window is slated for **November 16 through November 27**.

Public Library Technology Projects

We are preparing for a batch provisioning of computers already ordered and predicted to be ordered by member libraries through November. The cutoff date for orders of new computers (for FY2018 invoicing) is **December 7**. We have 27 preordered computers on hand and are positioned with Dell to order a supplemental batch as needed.

We are working with several member libraries to complete and/or “clean up” active directory integration and network upgrade projects. A number of members required additional efforts beyond their initial minimum integration requirements due to circumstances. Rhinelander District Library, Antigo Public Library, and TB Scott Free Library all had their own local servers and active directory configurations for instance, which required follow up work tailored to each site’s unique configuration. WVLS is exposing our new tech support person, **Kiong Lao**, to these libraries through site visits initially, and he will be visiting remaining sites to familiarize himself and collection information for review and assessment. We will continue to monitor and regularly review the local technology implementation status of member libraries.

Collaboration with other Library Systems

Technology team members from IFLS Library System (IFLS), Northern Waters Library Service (NWLS) and Wisconsin Valley Library Service (WVLS) are working on full inclusion of NWLS in the LEAN WI network and resource sharing partnership. Formalization of partnership will need to be finalized between the directors of the three systems. Upon formalization, an adjusted version of the LEAN WI budget, accounting for NWLS as a partner in 2019 will be presented for review and approval.

Via the Tech-a-Talk-a group, a loosely informal association of Wisconsin Library System Technology and/or ILS Staff, several new multi-system collaboration discussions and efforts are developing. Topics include:

- System Technology Information Database
- Wisconsin Technology Collaboration
- Wisconsin ILS Collaboration
- Network Interconnect, Backups, and Storage Sharing
- Digitization Kits
- Computer Procurement Cooperative

Public Library Certification Matters

Project highlights include:

- In December, letters will be sent to WVLS public library directors to remind them to turn in their 2018 certification paperwork by the end of the year.
- A director at a WVLS member library, whose certificate expired earlier in the year, is working with WVLS to get back into compliance. The project should be completed by the end of the year.
- With the launch of the new Gale Courses product, library directors were asked to contact WVLS CE Validator Jamie Matczak prior to taking a course if they wished to apply course contact hours toward the hours needed for public library director certification.

V-Cat Update

The V-Cat Council met on November 1, and **Kyle Schulz**, **Ann Mroczenski**, **Rachel Metzler** and **Jamie Matczak** attended. Some of the major topics discussed included the ongoing work of the Cooperative Circulation Committee to gather information for reviewing and proposing a unified set of loan rules in 2019 for all libraries in V-Cat; the Bib/Interface recommendation for cataloging DVD/Blue-Ray combo packs; a reminder that the check out library is responsible for the cost of lost/damaged items and collecting fines, not the owning library; and a “Sierra (training) Snack” on using Create Lists to find items in the catalog that have no price provided in the price field. The next meeting of the V-Cat Council will be in February 2019. WVLS wishes to thank V-Cat Chair, **Erica Brewster** (E.U. Demmer Public Library Director), and V-Cat Vice-Chair **Tammie Blomberg** (Rib Lake Public Library) for running V-Cat Council meetings in 2018, and to members of the Cooperative Circulation and Bib/Interface committees for their dedication efforts to improve the database and its functionality on behalf of member libraries and the patrons they serve.

Upon request, Kyle recently sent the Wabeno Public Library a quote for the library to join the V-Cat Consortium in 2019. Should the Wabeno Public Library Board of Trustees and Wabeno Town Board approve funding, this project will require considerable attention from the Wabeno Public Library staff and WVLS ILS Admin Team to get the library up and running in Sierra in the first half of 2019. This project is included as a separate discussion item later in the agenda. See also Exhibit 20.

Inclusive Services Update

Sherry Machones, WVLS Inclusive Services Consultant, shared the following highlights:

- She is drafting a Digital Byte on the Internet Discount Finder tool.
- WVLS Digital Bytes are now captioned.
- She attended several “inclusivity” sessions at the recent WLA Conference including “The ins and outs of intellectual freedom”, “Your library as a resource for families of children with special needs”, “Bringing digital literacy within reach for people experiencing homelessness”, “Inclusive Services Institute update”, “Inclusive library services for children with disabilities and their families”, and “Serving trans youth, students, and adults”.
- In December she will populate the NWLS/WVLS IDEA team.
- Also in December, she and Jamie Matczak will begin planning for a 2019 inclusive services workshop or webinar for public libraries in NWLS and WVLS.
- Member libraries are encouraged to contact her at smachones@northernwaters.org or 715.682.2365, ext. 1, with any inclusive services questions or concerns.

Presentation for Indiana State Library

Paula Newcom, Northeast Regional Coordinator for the Professional Development Office at the Indiana State Library, saw **Jamie Matczak’s** presentation “30 Ways to Make Your Small Library Extraordinary” at the Association for Rural and Small Libraries (ARSL) Conference in Springfield (IL), and asked her if she would present it as a webinar as part of ISL’s Online Training for 2018. Jamie agreed, and has plans to present to Indiana libraries on Wednesday, December 19. As of early November, 60 people were registered to attend.

CONTINUING EDUCATION & TRAINING OPPORTUNITIES

Libraries WIN Website Service

Anne Hamland hosted the second Webmaster Co-work Day at the **Thorp Public Library** on October 18. A dozen webmasters attended representing both systems. Topics included: accessibility, search engine optimization, library messaging, maintenance, design, and worktime for attendees. Seven websites went live since mid-September making a total of *nearly thirty live websites and ten in draft since the implementation of the service about one year ago*. Wow! Find more information about this service on the [Libraries WIN Website Resources webpage](#).

WPLC OverDrive Support Course

The WPLC OverDrive Support Course is a virtual 5-week course designed to help library staff provide frontline support to OverDrive users. The course covers the basics of OverDrive (including Libby!), common and not-so-common support questions, and the tools for providing support such as Marketplace, OverDrive Help, and the WPLC OverDrive Support Google Community. This fall, WVLS is covering the \$45 course fee for **Candice Celestina Smith** (Westboro Public Library), **Kay Heiting** (Granton Community Library), **Ruby Wenzel** (Western Taylor County Public Library, Gilman), and **Laura Lawler** and **Sharyn Heili** (Marathon County Public Library).

Other Recent CE / Training Events

- The “**Tech Days**” workshop on September 19 had 35 attendees at its Wausau location. Workshop evaluations were positive. A majority of the attendees indicated on the evaluation form that the information was practical and new, and that the presenters were engaging and interesting. One person wrote, “This was a day well spent away from my library.” It was a success!
- The “**Responding to Active Threat in the Workplace**” workshop was held on October 4 in Neillsville. It had 16 attendees, and was also well received.

- The “**Gale Courses Launch**” workshop was held on October 16. Librarians had the opportunity to hear from Gale Courses Education Sales Consultant **John Pelegriano** on course logistics. **Anne Hamland** talked about the marketing materials that were available. Librarians could attend in-person or online.
- The webinar “**Apps and Beyond**” was held on October 17. **Kris Turner**, Head of Reference at the University of Wisconsin Law School Library, talked about tech tools and apps that can help librarians. Thirty-nine people attended.
- Approximately 40 people attended the November 8 “**Annual Youth Service Workshop**” in the MCPL Community Room. Evaluations for the day-long event were very favorable.

Upcoming Continuing Education Opportunities

The “**NWLS Winter Retreat**” will take place on Friday, **December 14** at the Sawmill Saloon in Seeley, WI. This year’s retreat will focus on self-care, reflection and relaxation. **Leah Langby** of IFLS will lead the morning presentation on self-care. **Jamie Matczak** will end the retreat with deep stretching, breathing exercises, and unwinding. More information can be found in **EXHIBIT 11-B**.

The annual “**Wild Wisconsin Winter Web Conference**” will take place on January 23-24, 2019. There will be 14 presentations over the two days, focusing on marketing, library leadership, small libraries and youth services. All 16 public library systems have pledged their support of the conference, and it is also being supported by the Wisconsin Department of Instruction (DPI), Public Library Development Team, with funding from the Institute of Museum and Library Services. Registration will be open by November 20 at <http://www.wildwiscwinterweb.com/>. (See **EXHIBIT 11-C**)

The following workshops/webinars for 2019 are in the planning stages:

- Webinars from WLA Membership and Professional Development Scholars **Heidi O’Hare** and (Tomahawk Public Library) and **Teresa Miniatt** (Withee Public Library).
- A webinar on Outdoor Learning.
- A webinar on Inbox/Email Organization.
- A workshop with Lifetime Arts (based in NYC) on Creative Aging.
- A STEAM/STEM workshop with colleagues from the Madison Public Library.
- 2019 WVLS Director’s Retreat.

ADDITIONAL INFORMATION

- 2019 Library Legislative Day – Tuesday, February 12, Madison Concourse Hotel (**EXHIBIT 11-D**)
- WPLC Brochure (**EXHIBIT 11-E shared at meeting**)
- “Small and Mighty: Celebrating the long reach of our littlest libraries” and “Of, By and For the People: Madison County Public Libraries is the Best Small Library in America 2018”; *Library Journal*; September 15, 2018 (**EXHIBIT 11-F shared at meeting**)

UPCOMING EVENTS

- November 8 – **WVLS “Youth Services” workshop**; MCPL (Hamland, Matczak)
- November 9 – COLAND meeting; Kaukauna (Lay)
- November 13-15 – National Marketing Conference; St. Louis (Matczak)
- November 14 – “State of the State” Annual System Directors Meeting; De Forest (Sepnafski)
- November 15 – Oneida County Library Board meeting (Wendt)
- November 15 – **WVLS/Clark County Public Libraries’ “Workshop for Directors”**; Thorp (Metzler)
- November 16 – WLA’s Library Development and Legislation Committee meeting; Madison (Wendt)
- November 17 – **WVLS Board of Trustees meeting**; WVLS office (Sepnafski, Wendt, Klingbeil, Hildebrand, Matczak, Hamland, Schulz, Metzler)

- November 20 – Public Library System Marketing and PR Consultants meeting; Madison (Matczak)
- November 22 – Thanksgiving Day; WVLS office closed
- November 23 – WVLS office closed
- December 11 – Staff Retirement luncheon
- December 11 – WVLS Staff Holiday Gathering; WVLS office closed 2:00-4:00
- December 14 – **NWLS Winter Retreat**; Seeley WI (Matczak)
- December 19 – Indiana State Library Webinar Presentation (Matczak)
- December 24 – Christmas Eve Day; WVLS office closed
- December 25 – Christmas Day; WVLS office closed
- January 1 – New Year’s Day; WVLS office closed
- January 19 – WVLS Board of Trustees meeting (Sepnafski, Wendt, Klingbeil, Hamland, Schulz, Matczak, Metzler)
- January 21 – Forest County Library Board meeting (Wendt)
- January 23-24 – 2019 Wild Wisconsin Winter Web Conference (Matczak, Hamland, Sepnafski)

Happy Thanksgiving!

Marla